

A/B Test Product Ranking Analysis

Comparing opt_seg=5 vs opt_seg=6 Ranking Algorithms

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Executive Summary - Product Ranking Algorithm Comparison

Overall Winner: A (opt_seg=5)

Metric	Variant A (opt_seg=5)	Variant B (opt_seg=6)
URLs Won	3 (60.0%)	2 (40.0%)
Average Relevance Score	7.6/10	7.0/10
Traffic-Weighted Score	7.76/10	6.59/10
Total URLs Analyzed	5	

Key Ranking Insights

- Algorithm A (opt_seg=5) consistently produces more relevant product rankings
- The difference is particularly pronounced on high-traffic pages
- Analysis based on 5 product listing pages
- Rankings evaluated for relevance to user search intent (H1 titles)

Detailed URL Analysis

URL #1 (Visits: 715)

Search Query: Fatbikes

Winner: Variant A (A: 8/10, B: 6/10)

Ranking Analysis:

Version A demonstrates a stronger alignment with the search intent for 'Fatbikes.' The top products in Version A are more consistent with the expected characteristics of fatbikes, such as electric models and specific features that cater to the fatbike category. In contrast, Version B includes some products that, while related, do not fully align with the primary characteristics of fatbikes, leading to a slight decrease in relevance.

Key Differences:

Version A maintains a clear focus on electric fatbikes, ensuring that all top-ranked products are closely related to the search query. Version B introduces some variations that deviate from the core fatbike category, which may dilute the relevance for users specifically searching for fatbikes.

Variant A (opt_seg=5)

This screenshot shows the search results for 'Fatbikes' on Variant A. The results are highly relevant, displaying ten different models of electric fatbikes. The products are listed with their names, prices, and small images. The filters on the left are set to show the most popular products.

Variant B (opt_seg=6)

This screenshot shows the search results for 'Fatbikes' on Variant B. While it still displays electric fatbikes, it also includes other items like a citrus juicer ('Witlof F20 Pro - Oranje') and a folding bike ('Diao X1 - Elektrische Fatbike -'). The filters are identical to Variant A, showing the most popular products.

Products shown - A: 10, B: 10



URL #2 (Visits: 608)

Search Query: Elektrische Fiets

Winner: Variant A (A: 8/10, B: 6/10)

Ranking Analysis:

Version A provides a stronger alignment with the search query 'Elektrische Fiets'. The top-ranked products are primarily electric bikes, which directly match the user's intent. In contrast, Version B includes a citrus juicer, which dilutes the relevance of the results. The top three products in Version A are all electric bikes, ensuring high relevance and precision. Version B, while having some relevant products, includes items that do not fit the query as closely, impacting overall ranking quality.

Key Differences:

Version A prioritizes exact matches to the query, focusing on electric bikes, while Version B includes unrelated products (like a citrus juicer), indicating a broader but less relevant semantic matching approach. Additionally, Version A maintains a clearer gradient of relevance throughout

the rankings.

Variant A (opt_seg=5)

Variant B (opt_seg=6)

Products shown - A: 10, B: 10



URL #3 (Visits: 252)

Search Query: Driewielers voor Volwassenen Fietsen

Winner: Variant A (A: 8/10, B: 6/10)

Ranking Analysis:

Version A provides a better alignment with the search intent for 'Driewielers voor Volwassenen Fietsen.' The top-ranked products are primarily focused on adult tricycles, which directly matches the query. In contrast, Version B includes multiple entries for the same product and introduces unrelated items like bike saddles, which dilutes the relevance. Additionally, the most relevant products are positioned higher in Version A, enhancing its ranking precision.

Key Differences:

Version A prioritizes products that are directly related to adult tricycles, ensuring a higher relevance score. In contrast, Version B has redundancy in its listings and includes products that do not align with the query, indicating a lack of effective semantic matching and user intent prediction.

Variant A (opt_seg=5)

Variant B (opt_seg=6)

Products shown - A: 10, B: 10



URL #4 (Visits: 248)

Search Query: Fietsen

Winner: Variant B (A: 7/10, B: 8/10)

Ranking Analysis:

Version B demonstrates a better understanding of query-product relevance and commercial intent. The top-ranked products in Version B include a wider variety of relevant items, such as bike accessories (Hiplok AIRLOK and Schwalbe Buitenband), which are likely to attract users looking for complementary products. Additionally, the presence of multiple helmet options in the top ranks indicates a strong alignment with user safety concerns, which is a common consideration for bike purchases. Version A, while having relevant e-bikes, lacks this diversity and thus may not fully satisfy user intent.

Key Differences:

Version A prioritizes e-bikes predominantly, focusing on exact matches to the query, while Version B incorporates a broader range of products including accessories and safety gear, indicating a more nuanced understanding of user intent and semantic matching.

Variant A (opt_seg=5)

The screenshot shows the beslist.nl website search results for 'Fietsen'. The results are filtered by popularity and include a mix of standard bicycles, e-bikes, and accessories. Key products shown include the 'Iogus Hestengo E-bike', 'ABUS Urban 1.0 stadsfietsen', 'Schwalbe Buitenband Hartonen', and 'Hiplok AIRLOK'. The interface includes a sidebar for filters like brand and price, and a footer with cookie consent information.

Variant B (opt_seg=6)

Products shown - A: 10, B: 10

URL #5 (Visits: 238)

Search Query: Fietsmand voor Hond tot 15 kg

Winner: Variant B (A: 7/10, B: 9/10)

Ranking Analysis:

Version B demonstrates a slightly better understanding of the search intent for 'Fietsmand voor Hond tot 15 kg' by including a more relevant product in the last position that caters to a broader range of potential buyers. Both versions rank similar products highly, but Version B's last entry is more aligned with the search query's intent, enhancing overall relevance. Additionally, the consistency in product types across both versions indicates a solid grasp of category coherence.

Key Differences:

Version A has a repetitive structure with multiple similar products, which may dilute the perceived diversity of options. In contrast, Version B includes a unique product at the end that addresses camping and outdoor needs for pets, which may attract users looking for versatile solutions. This suggests that Version B prioritizes a broader semantic understanding and user intent prediction.

Variant A (opt_seg=5)

The screenshot shows a search results page for 'Fietsmand voor Hond tot 15 kg' on the website beslist.nl. The results are filtered by category 'Fietsenstalen & Fietsmanden'. There are 10 products listed, all of which appear to be different types of dog baskets or bags. The products are arranged in two columns. Each product listing includes a small image, the name, a price, and a link to the product page on bol.com. The products are very similar in function and design, which is noted in the caption as potentially diluting the perceived diversity of options.

Variant B (opt_seg=6)

The screenshot shows a search results page for 'Fietsmand voor Hond tot 15 kg' on the website beslist.nl. The results are filtered by category 'Fietsenstalen & Fietsmanden'. There are 10 products listed, including the same repetitive dog basket/bag products as Variant A, plus one additional product at the bottom that is clearly a camping-related item: 'Huisdierend - reis - fietsmand... €34,95 bol.com'. This unique product adds a new dimension to the search results, addressing camping and outdoor needs for pets.

Products shown - A: 10, B: 10