What **Not** To Do Guide for Successful Experiments

Ready to make sure your experiments run without a hitch?

Accidents happen, but sometimes making changes to your website on pages with active experiments can cause errors that interfere with your results and the efficacy of the experiment. If the page in question does not have any active experiments, feel free to make any changes.

This guide will give you a quick list of common mistakes or changes that can lead to errors while running experiments on your company’s website. By following this guide, and knowing what *not* to do, we reduce the risk of “breaking” an experiment.

Collection/Product Pages

Please avoid the following:

* Changing product titles or descriptions
* Adding or removing products from collections
* Adding or removing collections

Menu/Header

Please avoid the following:

* Changing the menu or navigation structure

Various Pages

Please avoid the following:

* Changing any section of a page that is currently being experimented on
* Changing product information
* Setting the product to Draft Mode
* Adding or removing products from collections
* Adding or removing collections
* Changing the menu or navigation structure
* Adding or removing sections from the page
* Changing the URL structure
* Changing the Theme of the website
* Removing any analytics/Optimize tags
* Removing any element that is being experimented on (section / popup / button, etc.)
* Adding any Apps or Plugins that could change the structure of the page
* Edit Google Analytics goals that are being used in an experiment

Fixing a Broken Experiment

If an experiment is accidentally broken, try to revert any changes that may have caused the issue. If this does not fix the mistake, log in to Optimize, select your Container, find the corresponding experiment, pause it, and let your CRO Manager know about the issue so we can fix it and resume our experiment quickly.

Questions?

Following the instructions in this guide will help make sure we are able to keep your company’s experiments on track and error-free.

If you have any additional questions about what's covered in this guide, feel free to reach out to your CRO Manager.