

Objective:

Improve user retention and reduce bounce rate.

Overall Analysis:

Heading: Straightforward and clear.

Length: Article length is appropriate.

Table of Contents: Provides a quick overview of the article, improving navigation as readers know what to expect in the article.

Inline Links: Recommends similar manhwa, encouraging further engagement.

Potential Distraction: Link to *Refund High School Chapter 16–21* is placed at the beginning of the article, potentially leading users to navigate away too early.

Images: 1–2 pictures are used in each chapter, enhancing visual appeal. But picture quality could be better and captions could be added.

Chapter Titles: Some titles don't create curiosity. It could be improved to grab attention.

Tags: Only three tags are used, so adding more relevant tags could improve discoverability.

Ad Placement: Ads placed between content can disrupt readability. They could be moved to natural breaks, such as at the end of chapters or the bottom of the page. Sidebar ads could also be considered to avoid interference with the reading flow.

Variable:

Select one specific element to change between two versions. Multiple elements can also be tested at a time but it is usually avoided to gain clear insights.

A/B Testing:

Chapter Title Variation

Problem: If users are leaving the page quickly, it could be because they do not find the titles engaging enough. Example: "Refund High School Chapter 28" is vague and doesn't provide any context.

Test: Create two variations of the headline.

- **Variant A:** Current chapter titles.
- **Variant B:** More interesting, attention-grabbing titles.

Examples: Refund High School Chapter 23: Aru and Gunn's Almost Kiss
Refund High School Chapter 28: Aru and Gunn's Reunion
Refund High School Chapter 29: Aru's insecurities

OR

Visuals Variation

Problem: The current visuals may not be engaging or relevant enough to retain readers.

Test: Try different visual elements.

- **Variant A:** Current images.
- **Variant B:** More high-quality images or even gifs from the chapters being discussed, with captions highlighting key moments.

Framework:

- Divide website traffic randomly into two groups. Group A sees the original version of the page while Group B sees the new version.
- Monitor both versions in terms of page views, time spent on page, and bounce rate.
- Run tests for 2–3 weeks or until a statistically significant difference between the two versions is observed.

Conclusion:

Based on the test results, changes can be made to the page to improve user retention and reduce bounce rate. If results are inconclusive, test again for a different variable.

[Prepared by: Shruti Rout]