# Multivariate Testing

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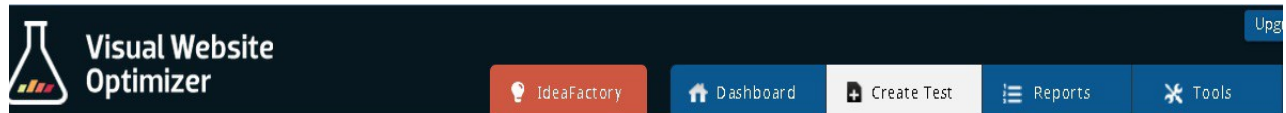[CB Passive Income](#) – Clickbank Marketing Package

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# Multivariate Testing



Knowing which elements on your website are the right ones to convert your visitors is essential for a successful website. One way to determine this is through testing. There are many types of testing including A/B testing and multivariate testing. A/B testing compares two versions of your website while multivariate testing lets you select different elements to test.

## What is multivariate testing?

Multivariate testing allows you to choose different elements like the headlines, images or buttons on your website or landing page to test. You create different versions of the elements. For each different version of an element you then create different variations. These are what make up the unique combinations of your website so you can do a split test among your traffic. The results are then analyzed to determine which gets the most sales or conversion rates.

For example you could make 2 versions of your headline, 2 versions of your text and 2 versions of your image.

This gives you 3 variables – the headline, text, and image. Each of those variables has two versions. You then test each of the one version of each variable in as many combinations as possible to get your results.

Traffic is split between each of the different versions of your page.

## Multivariate Testing Compared to A/B Testing

Basically multivariate testing and A/B testing are similar but there are several differences.

One thing that is different is the amount of traffic each requires. In multivariate testing, the different amount of combinations that can be tested is large with tens to hundreds of versions. In A/B testing there is three or maybe four versions of your website. A lot of traffic is needed for multivariate testing to get significant results.

Another difference is the techniques used. In A/B testing large drastic changes are tested. For example completely changing a landing page.

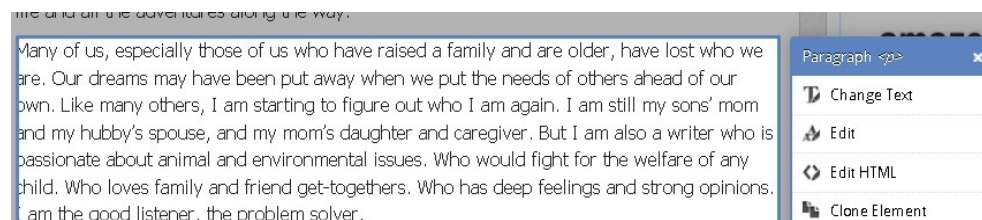Multivariate testing focuses on refining and improving the current design.

Multivariate testing has one advantage over A/B testing. It allows you to see exactly which area of your page has the most impact on your conversion goals. Multivariate testing tools give you the metric that tells you which sections influence you conversion rate and the ones that aren't.

## Tips for Success

For best results, keep your sections to a minimum.  Every section added doubles the number of combinations you'll need to test. That means you'll need a lot of traffic with more combinations. Try to keep your test sections to two at a time, say the headline and image instead of headline, image, and text.

Preview all of your combinations.  Since the test combines variations of each section to create a new page variation, the combination could be odd or illogical looking.  Look for these and remove them before doing the test.

Decide which sections are worth including in the multivariate test.  Some sections won't have the same impact on your conversion rate. For example, a headline, button and footer are included in the test. You might realize the footer won't have as much of an impact as the other two variables. You can remove the footer variable to get a more powerful, section specific report.
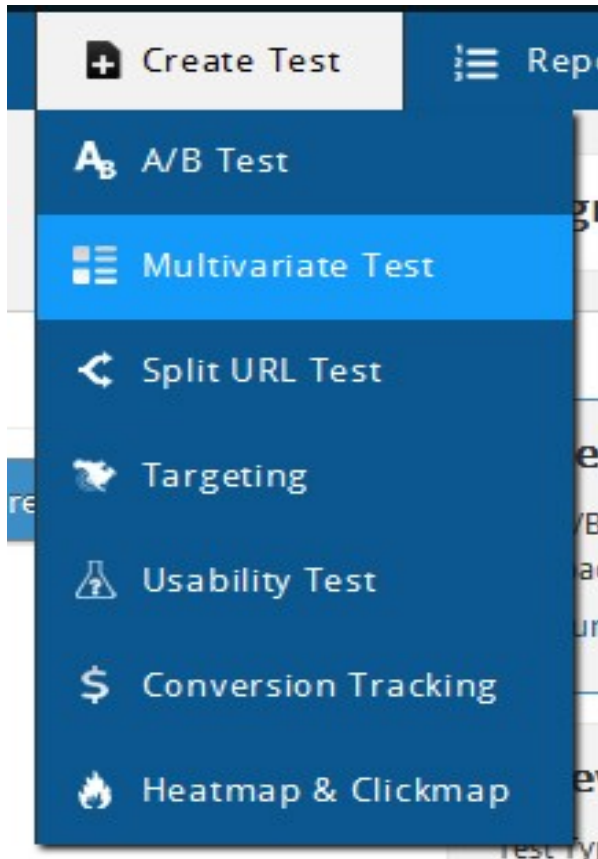


Estimate the amount of traffic you need to get good results. Have a clear idea of how much traffic you need to get statistically significant answers. Use the visual website optimizer testing duration calculator to help you estimate the amount of traffic your test requires.

**How to Set Up a Test**

A big advantage of the Visual Website Optimizer tool is the ability to create a multivariate test visually. The WYSIWYG editor lets you choose different sections of your live website. The test can then be run without having to tag each section individually.

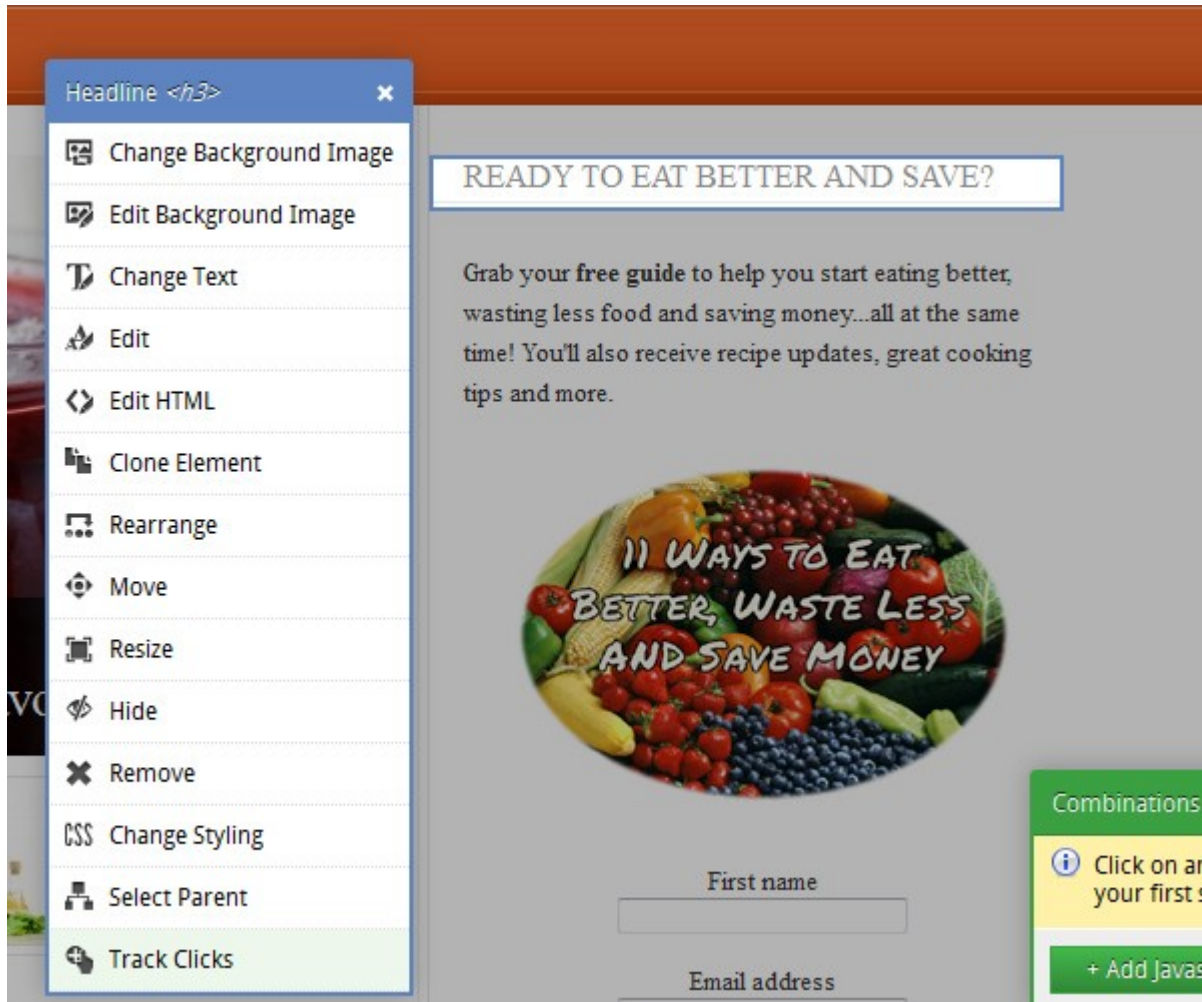Begin by clicking on the multivariate testing button from the drop down list.



Enter your website URL.



Click on the element you want to test. A form opens that allows you to choose how you want to change the element. You have to choice to resize, rearrange, delete or several other options.

Do this for each section you want to test.

The next step asks you to determine you goal for the section. For example, the goal can trigger when a visitor clicks on the link, submits a form or visits a certain page.



Enter your test name and notes as well as the test URLs. The Other Settings includes multiple domains involved, enabling heatmaps for this test, integrating Google Analytics and test run schedule.

You need to install the code on your website or use the plugin for Visual Website Optimizer to get the code on your website.

Click the Create Your Test button to begin testing.

Create Your Test →

Visual Website Optimizer's multivariate testing lets you test individual sections of your website. You can create several versions of each element that can then be combined to create different variations of your website.