

**A Simple 5 Step Split Testing  
Process That Almost Always  
Increases Conversions**

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## 5 Step Split Testing

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### Intro

Split testing is where the money is at. And it's easy if you have a 5 step process to follow - you literally just do it, step by step, and in most cases, with little effort – you'll be making more money.

Sometimes a lot more money.

In this report we're going to show you a real easy 5 step split testing process that almost anyone can follow that just crushes it.

You'll love it. Follow along, use it and profit it from it.

### Step 1 Make Your FOUR Versions

Take whatever product you're currently offering right now - and create a second version of the advertisement to split test against it.

Here's the only tweak you're going to make for this version - change the offer from a "one time payment" to a "trial offer".

Example - If you're selling a product for \$47 on weight loss... change it.

Instead of \$47 up front, they pay \$2.95 to try out the product for 7 days. If they don't cancel their trial within 7 days then at the end of 7 days they are billed \$47 dollars.

The next page you're going to create is almost exactly the same - the only difference is the trial period. It's now \$2.95 for the first 14 days then \$47 after the trial is up.

The last "version" you'll create is where we change the price. It's \$2.95 for 7 days, then if they don't cancel they'll be automatically billed \$67.

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That's it. You'll have four versions when you're done:

1. Your original advertisement
2. A \$2.95 trial with balance due in 7 days
3. A \$2.95 trial with balance due in 14 days
4. A \$2.95 trial with a PRICE INCREASED balance due in 7 days

### Step 2 - Set Up the Split Test

If you already have some great split testing software and know how to use it - then use it. If not, here is a free solution for you that works just about as good as any.

It's called Google Optimizer - <https://www.google.com/analytics/siteopt/splash?hl=en>

It's easy to use. Pick A/B split-testing. Then put in your original advertisement page URL and the URL someone would be forwarded to if they purchased your product or service (called your conversion page).

Then put in your three experiment page URLs (the three split testing versions you created in step 1). When you're done they'll give you further instructions on how to use a simple code so that way Google can track it for you.

Now you're set!

### Step 3 - Analyze Results

We specifically recommend Google Optimizer simply because it's SLIM. Meaning there are not a ton of metrics - just conversion rates.

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It's actually way too easy to get distracted by a ton of data and be more confused about what to do than before you started split testing. That stuff has its place and will be used later on after you get a solid winner.

For now, you're just going to wait until each page gets at least 100 unique visitors. Ideally, you'd like at least 300 unique visitors, but if you don't get a lot of traffic then 100 is "good enough". It won't be as statistically valid but it will give you a good "ball park" figure.

Once you get at least 100 unique visitors per page (or ideally 300) then you simply look at your results. One of them will be better than the others. Simple as that.

Now that you have a "winner", let's use that version to see how much better we can make it.

### Step 4 - Headlines

Let's say the winner was the \$2.95 trial for 7 days offer. So what you'd do is take this page, and create 3 new pages to split test against the original version.

This time you're going to test it against a few alternative headlines. The first headline should mention the fact that you are offering this for a \$2.95 trial. The second headline should be an "opposite length" headline.

Here's what we mean - if the headline on your winning split test page was long, try it against a short headline.

For example, if you were selling golf product and your original winner had a short headline that said, "Add 25+ Yards to Your Swing Before Your Next Round of Golf."

Then test it against a headline like this - "How An Awkward Military Ops Agent Accidentally Discovered A Secret Army Technique For Adding 25+ Yards To Your Swing Before You Play Your Next Round Of Golf... The Secret Is In the Back Of Your Heel..."

Or vice versa. If the original winner had a "middle length" headline - neither very long or very short - then create versions so you'll be testing a long headline, a short headline and a medium headline that all have pretty much the same hook.

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Also, ALWAYS test a simple, straight forward "how to" instant gratification headline. This is a headline that starts with "how to" and promises a big benefit in a short, specific period of TIME.

In this case it could be "How to Add 25+ Yards to Your Swing in 3 Minutes or Less".

So when you're done you have these headlines to test:

1. Your regular headline
2. Your regular headline with mention of the TRIAL OFFER (if a trial offers one)
3. A real short headline
4. A real long headline
5. An "average length" headline
6. A "how to" instant gratification headline

Roll it out and see which one wins. Then move on to the last step.

### Step 5 - Long Vs. Short

Now we take your winner and put it through one more test. We want to test length. Take your sales letter "as is" and split test it against a "shorter, more condensed" version and a "longer, more thorough" version.

Let's say your sales letter is 4 pages long. Try to cut it down to 2 pages. Remove anything you feel is not absolutely required. That's one version to test.

The other is to ADD to it. This usually means explaining additional benefits they get from your product that you didn't mention before. It also means adding in more proof, if you can, and also spending more time explaining why what you're offering is a good deal.

It also means adding more testimonials if you have them.

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So now you have a short, medium and long sales letter to test. So test them and see what happens.

If you follow this 5 step process, you can almost guarantee a dramatic improvement in your results.

## Resources

**How To Write Near World Class Sales Letters In Less Than 3 Hours!**

<http://3hourad.com>

**How To Create 60.4% Coverting Squeeze Pages In 4 Minutes Or Less**

[Click Here...](#)

**Internet Marketing Profit Equation - Traffic & Conversion Training**

[Click Here...](#)

**How To Create An Info Product In Under 48 Hours**

<http://48hourreport.com/48hour>

**How To Write A 400 Word Article In 7 Minutes Or Less**

[Click Here...](#)

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**Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU**

<http://48hourreport.com/nichecopywriter/>

**How to Invade ANY Niche In One Day**

<http://goldmembercoaching.com/5minuteniche/>

**Why the 80/20 Rule Sucks - & How To Triple Your Productivity!**

<http://goldmembercoaching.com/timemanagement>

**How To Get \$6.34 Per Click To Your Website With This Simple 4 Step Process**

<http://www.valuemultiply.com/>

**How I Put Together A Product Launch in 90 Minutes That Pulled in \$10,520! It Only Took 4 Step!**

<http://goldmembercoaching.com/poorman/>

**Amazing “PLR Repurposing” Secret Creates 100% Unique Products In Under 19 Minutes...**

<http://goldmembercoaching.com/plrsecrets/>

**Personal Development for People Who Hate Wishy Washy Self Help Gurus**

<http://goldmembercoaching.com/wishywashy/>

**How to Become An Expert At Almost Any Skill in 27 Days or Less...**

[Click Here](#)

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**How To Become a \$40 An Hour Ghostwriter In Less Than 7 Days**

<http://goldmembercoaching.com/ghostwritingsystem/>

**The Gary Halbert SWIPE FILE**

<http://halbertswipefile.com>

**16 Web 2.0 Website Templates For Your Sales Pages  
& 7 “Fill In the Blanks” Sales Letters**

<http://goldmembercoaching.com/templatefactory/>

**Wanted 48 Savvy Individuals to Participate in Covert “Mind Experiments”**

<http://goldmembercoaching.com/mindstatechange/>