

Add2it Go-To System

How to Split Test a Web Page:

Video version of this tutorial at: <http://goto-pro.com/video-splittest.php>

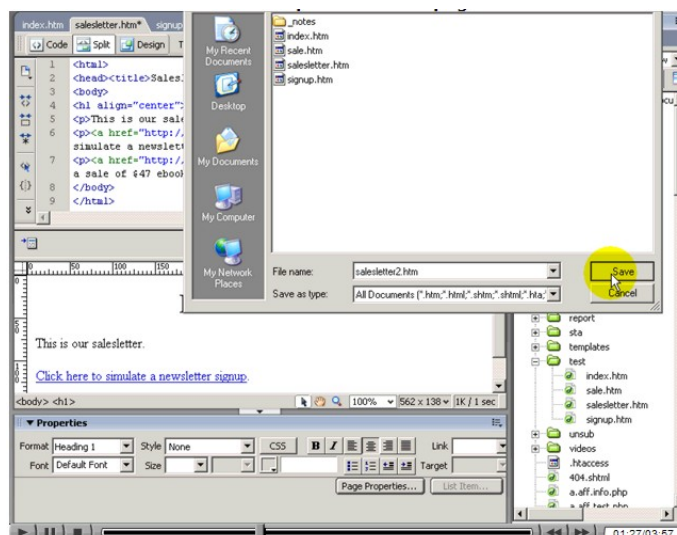
In the last tutorial we were tracking clicks to web pages, this time want to go a bit further. We are going to learn how to split test a web page.

To do that we are going to use the old Campaign we added (webpage). A second URL will have to be added. Here we have <http://goto-pro.com/test/salesletter.htm> and now we want to split test a second version of it, that we are going to call <http://goto-pro.com/test/salesletter2.htm>. So click the Add Split-Test / Rotate URL radio button, type the new URL and then click on Make Changes.

The screenshot shows the 'Add2it Go-To System - Campaigns and statistics' interface. At the top, there's a navigation bar with 'Campaigns shown: None' and a list of numbers. Below that, a table shows campaign statistics for 'webpage - http://goto-pro.com/test/salesletter.htm'. The table has columns for 'Current Month', 'Month: Jun', 'Month: May', 'Month: Apr', 'Month: Mar', 'Month: Feb', and 'Total Count'. The 'Total Count' column shows 0 for all months and 0 for the total. To the right of the table, it says 'Live support & tracking: No live support & no tracking' and 'Campaign valid until (mm/dd/yy): always'. Below the table, there are buttons for 'Get Links', 'Edit', 'Add URL', and 'Details'. Underneath, there are radio buttons for 'ADD Campaign', 'Add Split-Test / Rotate URL to existing campaign', 'EDIT This Campaign', 'RESET Count', and 'DELETE This Campaign'. The 'Add Split-Test / Rotate URL to existing campaign' option is selected. Below the radio buttons, there's a 'Campaign Code' field with 'webpage' and a '32 characters max.' note. The 'New Campaign URL' field contains 'http://goto-pro.com/test/salesletter2.htm' with a note 'Only needed if adding or editing a campaign.'. There's a dropdown for 'Use install live support and / or tracking' set to 'No live support & no tracking'. A 'Campaign valid until (mm/dd/yy):' field is empty with a note 'leave blank and the link never expires'. At the bottom, there are 'Make Changes' and 'Clear Fields' buttons. A yellow circle highlights the 'Make Changes' button. At the very bottom, there's a footer with 'Powered by: Add2it Go-To System 2.00 © 2001-2006 by Frank Bauer / ad2it.com' and links for 'To the Members Area Menu' and 'Click here to go back!'.

Now that we have the second URL added, we go back to Macromedia Dreamweaver, to our original sales letter (salesletter.htm). Let's change the headline for this example to "New Headline" and save the web page as salesletter2.htm. We are almost done, just need to upload the file and that's it.

We are split testing the 2 different versions of the headline.

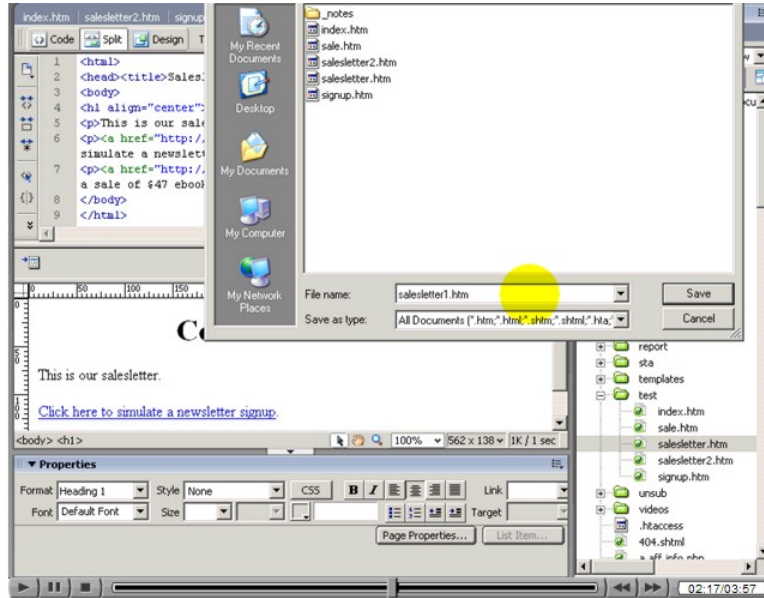


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Now I would like to show you one more thing.

Let's say you are getting traffic straight to your salesletter.htm file, and you still want to split test 2 different versions of it, then this is what you would have to do.

Let's open the salesletter.htm file and save it as salesletter1.htm.



Now back to the Add2it Go-To System and click on Edit to alter the first URL to <http://goto-pro.com/test/salesletter1.htm>.

Campaign - URL new window test link... does not affect count! Live support & tracking:

Options	Current Month	Month: Jun	Month: May	Month: Apr	Month: Mar	Month: Feb	Total Count	Campaign valid until (mm/dd/yy):
webpage - http://goto-pro.com/test/salesletter.htm								
Get Links	Visitors:	-	-	-	-	-	-	No live support & no tracking
Edit	Clickthroughs:	0	-	-	-	-	0	
Add URL	Actions:	-	-	-	-	-	-	
Details	Sales:	-	-	-	-	-	-	
http://goto-pro.com/test/salesletter2.htm								
Edit	Clickthroughs:	0	-	-	-	-	0	
	Actions:	-	-	-	-	-	-	
	Sales:	-	-	-	-	-	-	

Add, edit, reset or delete campaigns

- ADD Campaign** Select this button to ADD a new campaign.
- Add Split-Test / Rotate URL to existing campaign** select this button to ADD a SPLIT-TESTING / ROTATOR URL to an existing campaign.
- EDIT This Campaign** Select this button to EDIT the named campaign.
- RESET Count** Select this button to Reset the named campaign.
- DELETE This Campaign** Select this button to DELETE the entered campaign.

Campaign Code: 32characters max.

New Campaign URL: Only needed if adding or editing a campaign.

Use [InstaHelp](#) live support and / or tracking:

Campaign valid until (mm/dd/yy): leave blank and the link never expires

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[To the Members Area Menu!](#) [Click here to go back!](#)

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You will notice that the main URL has changed. Now we can get the code by clicking on [Get Links](#).

Step #1: To count the clickthroughs of your tracking link, add the following link to the web page or HTML email.

This is the hyperlink tag for your **clickthrough** tracking.
Copy the code from this text box

```
<a href="http://goto-pro.com/go/to.pl?l=webpage&cu=1&u=181">object</a>
```

This is a simple E-Mail link for your **clickthrough** tracking.
Copy the code from this text box

```
http://goto-pro.com/go/to.pl?l=webpage&cu=1&u=181
```

This is the HTML code for a split test redirect HTML page.
Copy the code from this text box

```
<html><head><title>Add2it Go-To System</title></head>
<frameset rows="100%,*" border="0">
<frame src="http://goto-pro.com/go/to.pl?l=webpage&cu=1&u=181" frameborder="0">
<frame frameborder="0" noresize></frameset></html>
```

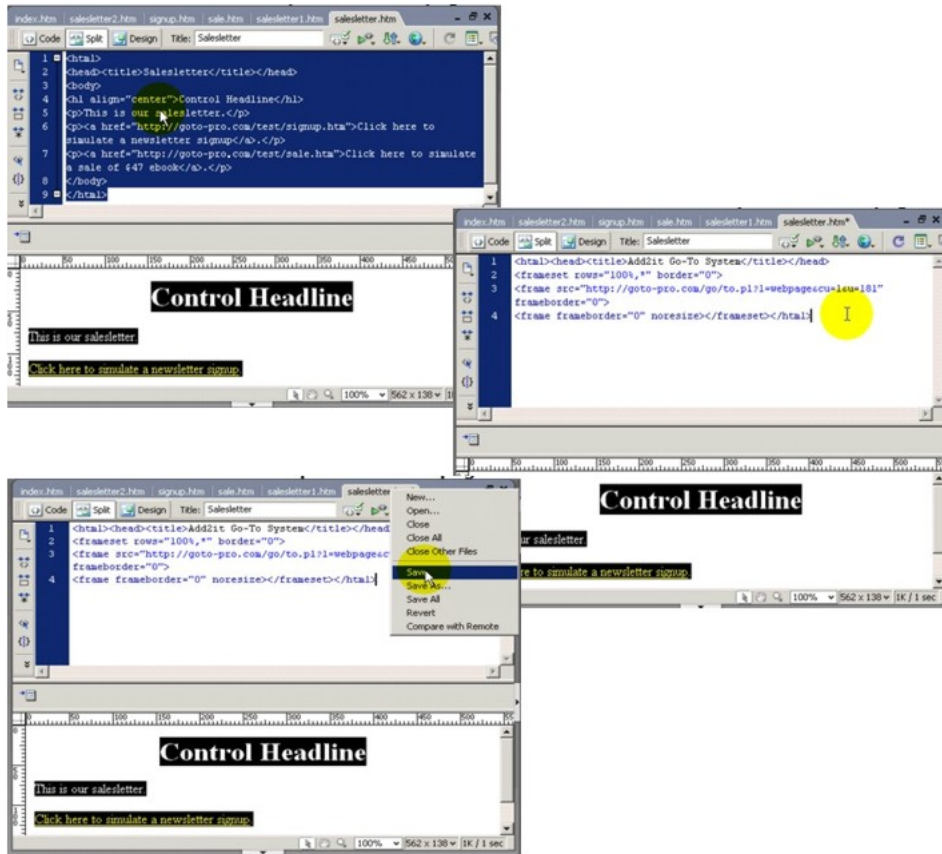
This is the PHP code for a split test redirect PHP page.
Copy the code from this text box

```
<?php header("Location: http://goto-pro.com/go/to.pl?l=webpage&cu=1&u=181"); ?>
```

You can change the number of days the same visitor will not be counted again by changing the cu= value.
A value of 0 (zero) means the same visitor will be counted with every click.

Copy the HTML code for a split test redirect HTML page, and paste it on the salesletter.htm file, replacing the source code of the whole page. Now we just need to save and upload the salesletter.htm and salesletter1.htm files.

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After this, anybody that opens the salesletter.htm file will be either redirected to salesletter1.htm or salesletter2.htm. This way you split test the 2 different kind of headlines or whatever else you want to split test on those pages.

That's it for this tutorial. See you in the next one.

Add2it Go-to System
WWW.GOTO-PRO.COM

ARE THEY SAYING
"NO DEAL" TO YOUR ADS?
Conversion tracking / Split testing solutions

A hand holding several US dollar bills is visible on the right side of the banner.