Split Testing Profits

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Primarily, results will depend on the nature of the product or business model, the conditions of the marketplace, the experience of the individual, and situations and elements that are beyond your control.

As with any business endeavor, you assume all risk related to investment and money based on your own discretion and at your own potential expense.

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In summary, you understand that we make absolutely no guarantees regarding income as a result of applying this information, as well as the fact that you are solely responsible for the results of any action taken on your part as a result of this information.

Now that we've got that out of the way, let's get on with the good stuff!

The Importance of Split Testing

Split testing is a method for comparing two different versions of a landing page to determine which version performs better.

Split testing should NEVER be a one-time experiment. It's important to keep running new split tests, so you can continue to improve your sales and profits.

Setting up a split test is very easy to do. You simply need to determine what element you wish to test on your landing page first.

Always be sure you only test one element at a time for your split test. Otherwise, you won't be sure which changes you made resulted in a specific improvement.

For example, start by testing the headline. Using your current headline as the control, duplicate your landing page and create a new headline variation for the test.

The headline is the single most important element to test and can result in HUGE improvements in your conversion rate.

Other important elements you can test one by one are your landing page layout, website colors, images, call to action, price, guarantee, etc.

The list goes on and on, but those are some important ones to consider first.

In order to gain statistical confidence in your test, it's advised that you send at least 300 unique visitors to each landing page. Some marketers even prefer a higher baseline number, such as 500 unique visitors to each landing page.

However, it should be noted that some split tests may produce an extreme difference in the results and if one page is performing very poorly, then you may consider ending the split test early.

Nobody likes to waste traffic. If you have a clear winner early, then you may choose to end the split test, so you can maximize your ROI. This is especially true if you're using paid advertising to generate traffic.

Once your split test has achieved statistical confidence, it's time to analyze your results. The essential metrics you'll be tracking and analyzing are unique visitors, conversions and conversion rate.

Your conversions are automatically calculated based on the number of people that reach your "thank you" page. This conversion could be an email opt-in, a sale or some other metric you wish to track.

Your conversion rate is based on how many unique visitors arrived at your landing page compared to the number of actual conversions you received. This will be expressed as a percentage.

The importance of running split tests can't be understated.

Most Internet marketers and online business owners don't take the time to do any split testing and therefore leave a lot of money on the table.

I've personally seen split test results that have increased profits over 400%! This can literally mean the difference between success and failure, especially if you rely on paid advertising as a primary source of traffic generation.

So, if you want to grow and scale your Internet business the fastest and most efficient way, it's absolutely vital that you add split testing to your marketing arsenal.
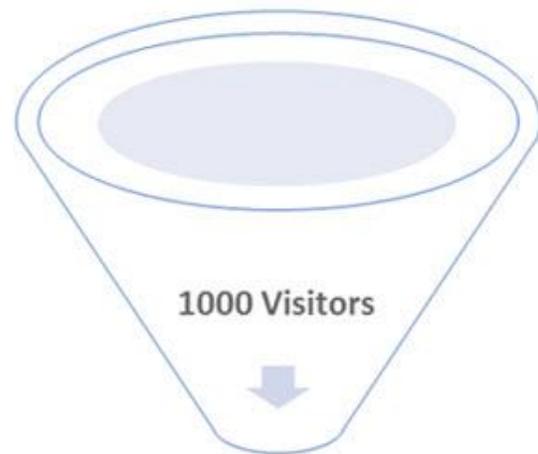
Take a look how a slight boost in your conversion rate can have a dramatic change in your results...

10% Conversion Rate   15% Conversion Rate

1000 Visitors   1000 Visitors

100 Sales   150 Sales

Just imagine if you're selling a product or service for $97. Increasing your conversion rate only 5% would give you a MASSIVE $4,850 boost in profits!

Split Testing Examples

Headline 1

Headline 2

Sales Page 1

Build Professional Sales Pages In Minutes

Sales Page 2

Website Color 1

Website Color 2

Call To Action 1

Get **Fast Cash Profits** Now for ~~$197~~ Just **$67**

Secure Your Copy of Fast Cash Profits and Take Control of Creating Websites...

Get Started Now for Just $67

AMEX VISA MasterCard PayPal

One-Time Only Payment – Includes a Personal 3-Site License

Call To Action 2

Special Price ~~$67/month~~

Get Your Copy of Fast Cash Profits For Only $67!

Get Started Now!

AMEX VISA MasterCard PayPal

One-Time Only Payment – No Monthly Fees!

Guarantee 1

Try **Fast Cash Profits** for 60 Days Risk Free

We are so confident that you will absolutely Fast Cash Profits that we are offering a full 60 day, no questions asked, money-back guarantee! We take all the risk so you don't have to. If for ANY reason this isn't for you, just let us know, and we'll get you a prompt refund.

Guarantee 2

60 Day 100% Money Back Guarantee

Don't even make up your mind right now. Just go ahead and try Fast Cash Profits. Take 60 Days to try it, put it to work, and start making money without risking a penny!

If for any reason you're not 100% satifified simply let me know within 60 days and you'll get a 100% refund. No questions, no hassles – it's that simple.

Sounds pretty fair, right?

I'm confident my system works and will help you make more money consistently. You don't have to risk any money! No risk means 'zero risk'– not a penny.

I've put our blood, sweat, and tears into Fast Cash Profits, and I know that you'll finally be able to generate cash on demand with very little effort and get the results you desire.

Conclusion

Don't be like most of the "herd" and ignore split testing.

If you truly want to build a real, long-lasting business on the Internet then you must start split testing and continue to do so throughout your Internet marketing career.

The one thing standing between you and your income goals is a SYSTEM you focus on and follow through with.

Your primary goal right now should be to set up a predictable system that generates consistent money year after year like clockwork.

So, are you finally ready for a MASSIVE breakthrough?

If so, you must do the following:

- Master this system and stick to it.
- Stop making excuses and start taking action.
- Don't be afraid to get out of your comfort zone.
- Refrain from distracting yourself and stay focused.
- Ignore all the noise out there (otherwise known as offers).
- Have faith that following a proven system will get you results.

You can make as much money as you want on the Internet.

Ultimately, it comes down to the decisions you make, which determine your results.

Don't simply read this e-book, but never take any action. Be one of the 5% who actually does something!

As Lao Tzu once said, "The journey of a thousand miles begins with one step."

Take that first step today. You can achieve all your dreams.

Wishing you great success!