

Chapter 1

The Split-Testing Attitude

Matt Bacak

In this section, I'm going to talk about something that makes me so much money because my Web pages are so much better. If you have no idea what in the world *split testing* is then you really need to read this. (I wish someone would have told me about this early on.)

But first, here are things you can use to split test. . . .

■ GOOGLE WEB SITE OPTIMIZER

Google's free web site testing and optimization tool allows you to increase the value of your existing web sites and traffic. Go here: www.google.com/weboptimizer.

■ HYPERTRACKER

HyperTracker is a sophisticated tracking management system that helps you to convert more clicks into customers and save wads of cash. Go here to get started: www.hypertracker.com.

I use them both. Now let me ask you an important question.

What's more important?

"Traffic to your site" or "the conversion of your site"?

The REAL answer is BOTH.

I'm always talking about traffic strategies inside the dirt. So in this issue, I want to spend some time on split testing to increase your web site's conversion.

Imagine sending 10,000 people to a page that doesn't get one sale or one optin—that would totally suck.

So, let's think of it a little differently . . . you get 1,000 people at your site and 300 sales or optins. That's a 30 percent conversion.

2 ◀ MASTERING THE WORLD OF MARKETING

That's not too bad for an optin page or freakin' killer for a sales letter.

Can you increase that number?

The answer is I don't know. You've got to test.

The one thing that I have learned . . .

What you think works doesn't and what you don't think will work will.

Sounds crazy, huh. Believe me.

That's why I put the saying "Question Everything" in the list of the month this month.

Here's something else that might shock you. There is no such thing as blanket statements. (Okay, smartass, I know that was a blanket statement itself.)

But, if somebody says, "Black background pulls better than a white background," they may be right, they may be wrong.

You don't know until *you* test it to your market. I've proven many of my friends wrong by testing. I've proven myself wrong also—*many* times. That's for dang sure.

So what site should you first test?

Well, if your business looks anything like mine.

■ TRAFFIC → OPTIN PAGE → SALES LETTER → OTOS

That's freaking easy. Test the optin page.

Why?

Because, if you don't get any optins then they'll never see your sales letter anyway. Why in the world would you even waste your time?

Then, after the optin page you test? The sales letter, then the OTOs.

Test the pages in the order that the traffic comes.

Now that you got that, I want you to understand something very important when it comes to split testing that most gurus will never tell you because they have no freaking clue. (They wouldn't have any idea anyway because they don't test or just suck at it.)

This is *important*. → Don't make your first split test be a one page testing against another with only slight changes. No. No. No.

Make the first test be *radically* different pages, maybe totally different looks, totally different feels, or better yet totally different angles. Because, you will get radically different results.

Would you rather see 10 percent versus 30 percent conversion on your split test or see 10.1 percent versus 10.15 percent conversion? I hope the answer is clear.

Let me give you an example of what I'm talking about.

The Split-Testing Attitude ► 3

Recently, I did a split test on a CD I just launched. I tested the offer as a CD with *free* shipping and handling versus a *free* CD and pay for shipping and handling.

Which one won?

If you bought it you won't really know because HyperTracker cookies you so every time you go back to the page you will always see the page you initially landed on.

■ ABOUT THE AUTHOR

Matt Bacak began investing his first earnings at the tender age of 12, a young businessman in the making. Now, 15 years later, Bacak survived failed businesses, botched partnerships, heavy credit card debt, and bankruptcy—all in preparation for the accomplishments he has achieved today as a well-established Internet marketer and best-selling author.

Matt Bacak became a millionaire at the age of 27. He currently is running three multimillion-dollar companies and each company was built using the Internet. Just by using the Internet, Matt's first company grew by 1057 percent last year alone. His second company made \$500,000 in less than two months. His third company, which he built in February 2006, made its first million by the end of that year.

Matt also just had one of the largest promotions that the Internet has ever seen—he acquired over 14,897 customers in less than seven days.

Web Sites

www.articlemarketingcashcd.com

Primary Products or Books

The "Article Marketing Cash" CD