



Split-Tester: Quick Start Manual

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This Training Manual Covers:

- How to install the Split Tester (PHP version).
- How the Split Tester works, and how to use it with Conversion Checker, our conversion tracking tool.
- Tips for creating effective marketing campaigns.

30 Second Installation (PHP)

First, upload the entire “split-test” folder into a directory on your domain via FTP. You can use a free program such as Filezilla to do this.

Example:

<http://www.mydomain.com/split-test>

You may rename the folder from “split-test” to anything you choose.

The only thing you need to do next is to “set permissions” (a.k.a. chmod) on the folder you just uploaded to either 755 or 777. On Hostgator, I have to use 755 permissions.

Setting permissions is easy – you usually just need to right-click the folder once it’s uploaded to your server and choose “File Permissions.”

Note: If you get a “500 internal server error” when you first try to login, it just means that the permissions aren't set properly. If 755 permissions are not working, try 777 permissions.

How To Use Your Split-Tester

Using our Split-Testing Tool couldn't be easier.

After installing the Split-Tester, go to the installation on your website. It will appear to be something like:

<http://www.mydomain.com/split-test/admin.php>

The default login is...

Username: admin

Password: admin

You can (and should!) change the password once you've logged in by clicking the "Change password" menu on the left side.

If you installed Conversion Checker, then the interface for the Split-Tester should look familiar. Conversion Checker technology is built into the split-tester and does the tracking for you, so you can track results across your split-testing experiments.

Now, let's create your first split-test. Create a name for it in the box and then click the "Create test" button. The name you enter will be the URL that you redirect traffic to.

For example, if you choose "test100" as the name for your test, the URL that you would use for traffic would be:

<http://www.mydomain.com/test100>

After you click "Create Test," you will be able to add variations of the page you wish to test.

You can choose to have the system auto-select the highest-converting variant after a set number of conversions by entering a number into the “Auto select a variant when it gets to ____ conversions” box.

If you enter “100” into the box, after 100 successful conversions have been through your link, the split-testing link will automatically redirect all incoming traffic to the winning variation of the page.

So, for example, if you entered 3 pages into the split-tester...

<http://mydomain.com/page1>

<http://mydomain.com/page2>

<http://mydomain.com/page3>

...then sending traffic to the link you created
(<http://mydomain.com/test100>) would automatically divide the traffic between those 3 links.

If page3 was the most successful at converting visitors, then after 100 successful conversions tracked by the Split-Tester, all traffic to <http://mydomain.com/test100> would be redirected to page3.

You can add as many variations to the test as you would like. For best results, it is usually recommended that you test substantially different versions of your pages and other sales materials for each funnel to narrow down which general layout will be most effective.

After the initial tests, you can then test more subtle variations of the most successful page – for example, changing the price, changing the headline, changing the images or order of the bullet points, and so on.

Obviously, there are an infinite number of different tests you can do. The split-tester is designed to make it simple and easy for you to perform the tests and see which variation of your pages converts the best.

After adding variant URLs into the box and clicking the “add” button for each one, you’ll be able to add conversion tracking code to your success pages to track conversions.

Tracking Conversions

To **track conversions**, you simply need to add the tracking code to each page that you're looking to track, between the <body> and </body> tags.

This will typically be a “thank you” page after someone has purchased your product, opted-in to your e-mail list, or any other page that you wish to track.

With Conversion Checker, you can test as many conversion codes as you’d like. You can read the Conversion Checker manual for instructions on how to do that.

With the Split-Tester, in order for you to be able to auto-optimize your split-testing links for the best variation, you will need to choose **ONE** single conversion page.

In most cases, this will be your “thank you” page after someone purchases your product or service, for example. To get this conversion code, click the “Conversion code” link on the left-hand side.

Once the tracking code is added on each page you're looking to track, **you're done!**

You can easily analyze your tracking numbers under the "List Tests" page, and edit/analyze any of the numbers by clicking the “Edit/View” link.

You can also click “**Download stats csv**” to instantly download all split-testing data.

System / Password Reset

Has something has gone wrong? Or, do you want to reset the system?

To reset everything, in the root of your domain, delete all the directories that have been created for split-testing redirects. Delete the split-test directory and re-upload the original script.

If you want to reset individual results, you can click the “delete” button next to each of the split-testing pages listed under a test, or you can delete the entire test by clicking the “delete” button next to any test on the List Tests page.

To recover your admin password:

In the script directory, replace the password.txt file with the original one from the split-test folder. This will reset your password to 'admin'.

We know you'll get a lot of use out of the Split-Tester. If you run into any problems using or installing it, please submit a ticket to our support desk at:

<http://1099support.com>

Thank you for using the Split-Tester! If you want to track multiple conversion goals, remember that you can combine the capabilities of the Split-Tester with Conversion Checker.

Your Next Action Steps:

- Create your first campaign with the Split-Tester.
- Create at least 2 variations of a page that you want to test. Add the tracking code to your “thank you” pages so you can track your results.
- Need to test multiple conversion goals? Split-test redirect URLs created with Conversion Checker, then study the results inside Conversion Checker.
- It's recommended you start by testing multiple variations of a page that are very different from each other. Find the most successful page, then test variations of that page that have smaller, subtle differences.
- **Rinse-and-repeat.** There is no limit to the number of websites or sales funnels that you can split-test and optimize.

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