



## A/B-Testing

Test your website in different variants and find out what works best for your users.

[netz.ly/abtest](https://netz.ly/abtest)

### Why A/B testing makes sense

Digital developments never stand still. The needs of your users and the technical possibilities are in a constant state of development. Where you should tackle optimization next is a complex question - as there are many possibilities.

A/B tests allow you to let your **target group decide how your website can be improved**. After all, who knows better what your target group wants than the users of your site? You can try out solutions to known problems or test new strategies. The possibilities are varied and exciting!

### We use Google Optimize

Google Optimize makes it possible to **create different variants of websites and test them against each other**. For example, does a shopping button work better further up or further down on the landing page?

The special feature: it is linked to Google Analytics and evaluates the user data directly. This allows you to compare well-founded figures and decide which version works better.

### Requirements

The link to Google Analytics is mandatory. If you do not have this yet, we will help you with this.

The Google Optimize link and the anti-flicker snippet must be integrated. We will take care of this in the first step of the test setup.

### The cost of A/B testing

The price of the audit depends on how complex the website and content are. Before we start the audit, we will prepare a non-binding offer for you.

### What you will get

- Preparation and creation of the test variants
- Analytics setup and implementation of Google Optimize and Anti Flicker Snippet
- Planning, coordination and feedback of the tests
- Analysis and strategic derivation
- Presentation of the carefully evaluated test results

### Your contact person



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