



Checklist 16 – Sales Page Split Testing

Project
Name: _____

Date: _____

PART 1 – SPLIT TESTS

	Yes	No
1 Have you split tested the Main Headline?	☐	☐
2 Have you split tested the Sub Headline?	☐	☐
3 Have you split tested the Call To Action?	☐	☐
4 Have you split tested the Guarantee?	☐	☐
5 Have you split tested the Testimonials?	☐	☐
6 Have you split tested the Proof screenshots?	☐	☐
7 Have you split tested the Sales Video?	☐	☐

PART 2 – HOW TO SPLIT TEST

- 1 You should always split test your sales page to make sure you get maximum conversion rates when you launch your product.
- 2 When you split test your headline and sub-headline try using completely different versions.
- 3 Split testing a call to action can include different colour variations, different call to action text or even the use of different graphics
- 4 To split test a Guarantee you would usually test 7, 14, 30 and even 60 day Guarantee periods.
- 5 You can test different testimonials you have on different parts of the page (top, middle, bottom), the ones at the top should be the most

Notes



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appealing to your customers. You can also run tests without using testimonials on your page.

- 6 Test different proof images on your page by moving them around or removing them completely.

Notes