The 7-Minute Split Test!

Let's make testing feel less like work and more like a life hack.
Here's your step-by-step, minute-by-minute plan to get a real, working test live today.

It's simple. You show one version of a webpage (Version A) to half your visitors, and a slightly tweaked version (Version B) to the other half. Then, you sit back and let the data show you which one performs better.
No guesswork. No opinions. Just proof.

Example: • *Version A: "Start Your Free Trial"* • *Version B: "Get My Free Account"*

The 7 Minute Setup!

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Minute 1: Pick Your Page

Choose a page that matters; your homepage, a landing page, or a popular blog post.
If it gets traffic, it's test-worthy. If it converts, it's money. Start there.
Need inspiration?
- Homepage with a CTA above the fold
- Pricing page with lots of bounce
- Newsletter sign-up page

Minute 2: Choose What to Tweak

Don't overthink it. Choose one small change that could make a big difference.
Here are a few crowd-pleasers:
- CTA button text: "Buy Now" vs "Get Yours"
- Headline: "Start now" vs "Make it happen"
- Product photo vs human using the product
- Signup form: With vs Without testimonials nearby

Minutes 3–4: Create Your Variant

Open up PageTest.AI
- Duplicate your original page
- Make the change
- Paste both URLs into PageTest.AI
- Add your site's tracking snippet
  (we'll walk you through it, zero coding required)

  BOOM. Variant created.

Minute 5: Set Your Goal

What do you want people to do?
Choose a conversion goal:
- Click the CTA
- Fill out a form
- View a pricing page
- Complete checkout

Keep it clear and simple. If you're not sure, start with button clicks.

Minute 6: Launch The Test

Click launch, and let PageTest.AI split your traffic evenly between your two versions.

Minute 7: Set a Reminder & Walk Away

This is the hardest part: don't touch it. Let the data roll in.
Set a reminder to check back in 7 days (or sooner if you've got high traffic). You want enough visitors to make a confident call — but don't stress over perfect stats.

Good things take a bit of time.

While You Wait...

Here are some things you could do instead of obsessively refreshing your analytics:
- Think up your next test idea
- Update your "about" page that hasn't changed since 2018
- Tell your team you've officially joined the CRO elite
- Or... go outside. That works too.

How to Know If It Worked

Log into PageTest.AI after a few days and check your results.
You'll see:
- Which version got more conversions
- Statistical confidence
- Clear winner (highlighted — no calculator needed)

You Did It!

No really — you just launched a test while the kettle was boiling.
You're officially part of the 1% of people who actually test instead of guessing.