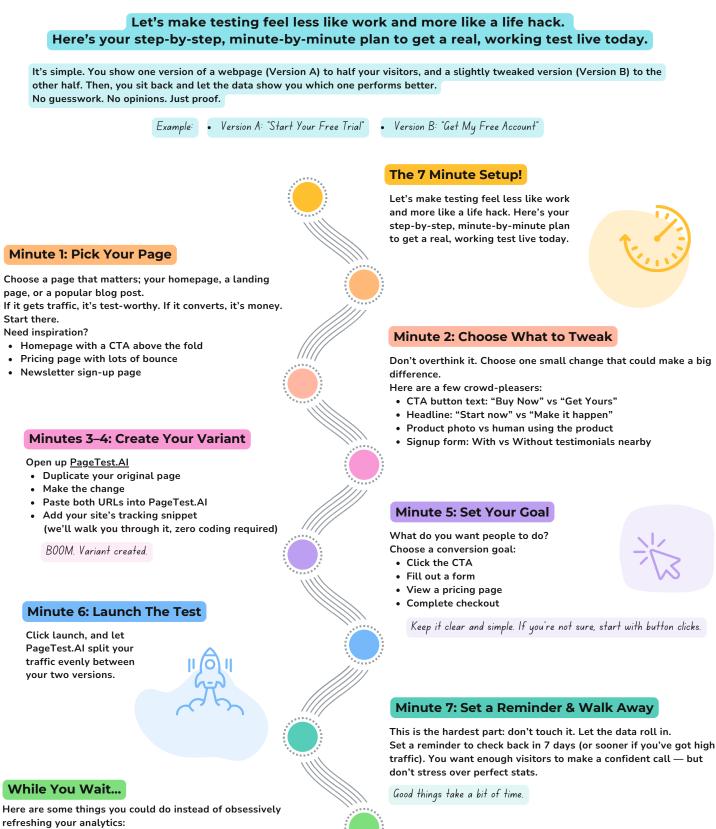
The 7-Minute Split Test!



How to Know If It Worked

· Which version got more conversions

Statistical confidence

You'll see:

Log into PageTest.Al after a few days and check your results.

• Clear winner (highlighted - no calculator needed)

- 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.

57

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.