

GoHighLevel A/B Testing Checklist

Run clean split tests that produce trustworthy data.

Test Planning

Define the test before you build it.

- State your hypothesis: “Changing X will improve Y by Z%.”
- Choose ONE variable to test (headline, CTA, image, layout).
- Define your primary metric (conversion rate, click-through, booking rate).
- Calculate minimum sample size needed for statistical significance.
- Set a hard end date — don’t run tests indefinitely.

Test Setup in GHL

Build the test correctly inside GoHighLevel.

- Duplicate the funnel page to create your variant.
- Make only the ONE change you’re testing on the variant.
- Set up split traffic (50/50) in the funnel settings.
- Verify both pages have identical tracking (GTM, pixels, UTMs).
- Confirm form submissions route to the same pipeline/workflow.
- Test both variants on mobile before going live.

During the Test

Hands off — let the data accumulate.

- Do NOT edit either page while the test is running.
- Do NOT change ad targeting or traffic sources mid-test.
- Check daily for technical issues (broken forms, 404s) only.
- Document any external factors (holidays, promos, outages).
- Wait for minimum sample size before drawing conclusions.

Analyzing Results

Read the data honestly.

- Compare primary metric only — ignore secondary noise.
- Check statistical significance (95% confidence minimum).
- If no winner, the test still told you something — document it.
- Archive losing variant, implement winner as new control.

■ Plan next test based on what you learned.

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