

Split Test Experiment Planner

Plan every A/B test before you launch it. Define your hypothesis, set up variants, configure tracking, and build the decision framework.

1. Hypothesis

Every good test starts with a clear, falsifiable prediction.

- State exactly what you're testing in one sentence.
- Define your expected outcome and direction (increase, decrease, or no change).
- Choose your primary success metric (one metric only).
- Calculate the minimum sample size needed for statistical significance.
- Confirm this test is worth running — will the result change what you do?

2. Variant Setup

One change per test — otherwise you can't attribute the result.

- Document the control (version A) — what the page looks like today.
- Document the variant (version B) — the single change you're making.
- Verify only ONE variable differs between control and variant.
- Build the variant in GHL and verify it renders correctly on mobile and desktop.
- Verify the variant page loads at the same speed as the control.
- Save screenshots of both versions in a shared folder for future reference.

3. Tracking & Attribution

Bad tracking = worthless test — verify everything fires.

- Set up UTM parameters to distinguish control vs variant traffic in analytics.
- Define the conversion event and verify it fires on both variants.
- Verify GA4 tracking is active on both control and variant pages.
- Verify GHL tracking and pipeline attribution work on both variants.
- Confirm ad platform pixels (Meta, Google Ads) fire on both variants.

4. Test Parameters

Set the rules before the test starts — never mid-test.

- Set traffic split percentage (50/50 is standard, 80/20 for high-risk changes).
- Set minimum test duration (at least 7 days to capture day-of-week variation).
- Calculate minimum conversions needed per variant (typically 100+ each).

- Set statistical significance threshold (95% standard, 90% acceptable for low-risk).
- Commit to not peeking at results until the minimum sample size is reached.

5. Decision Framework

Know what you'll do with every possible outcome before it happens.

- Define winner criteria: what metric value and significance level declares a winner?
- Plan for inconclusive results — what do you do if neither variant wins?
- Plan the rollout: how will you implement the winner across all traffic?
- Document learnings regardless of outcome — what did this test teach you?
- Plan the next test based on what you learned from this one.