

PABLO MORATINOS

# A/B TESTING CON WORDPRESS



WordCamp  
València  
2019



NINGUNA CANTIDAD DE  
EXPERIMENTACIÓN PUEDE PROBAR  
DEFINITIVAMENTE QUE  
TENGO RAZÓN; PERO UN  
SOLO EXPERIMENTO PUEDE  
PROBAR QUE ESTOY EQUIVOCADO.

NINGUNA CANTIDAD DE  
EXPERIMENTACIÓN PUEDE PROBAR  
DEFINITIVAMENTE QUE  
TENGO RAZÓN; PERO UN  
SOLO EXPERIMENTO PUEDE  
PROBAR QUE ESTOY EQUIVOCADO.

ALBERT EINSTEIN

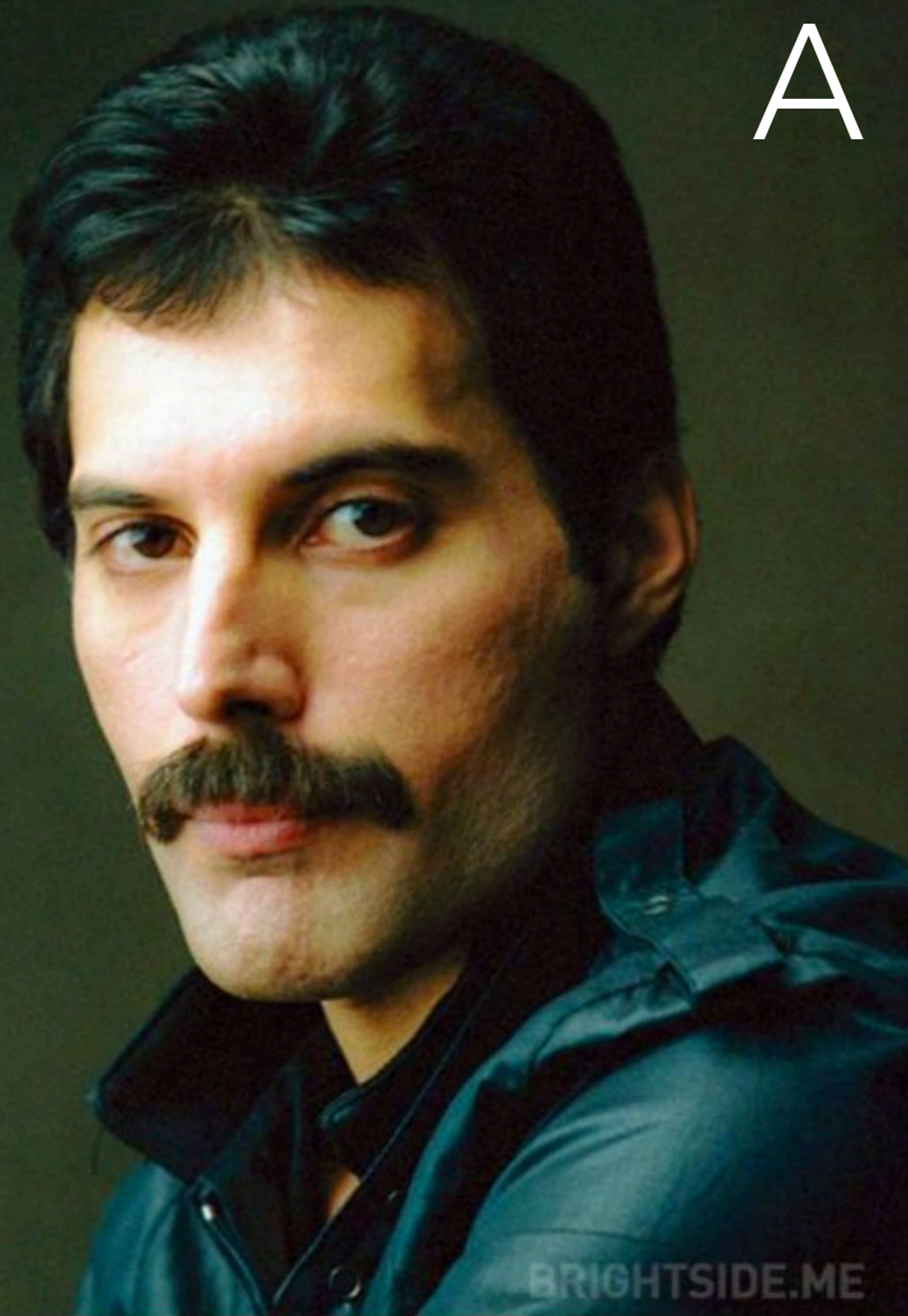


SON LAS DECISIONES LAS QUE  
NOS HACEN SER QUIENES SOMOS

SON LAS DECISIONES LAS QUE  
NOS HACEN SER QUIENES SOMOS

SPIDERMAN

A



BRIGHTSIDE.ME

B



BRIGHTSIDE.ME



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**3ymedia**  
Comunicación digital

Consultor de mkt online  
especialista en analítica web



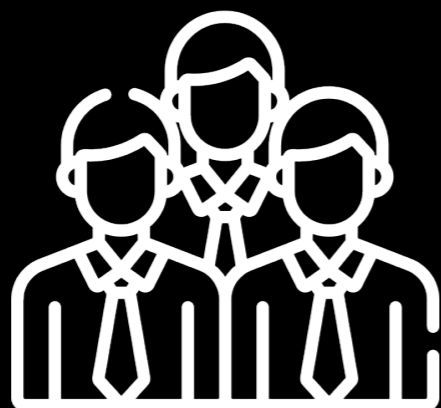
**Raiola Networks**

Redactor especializado en WordPress

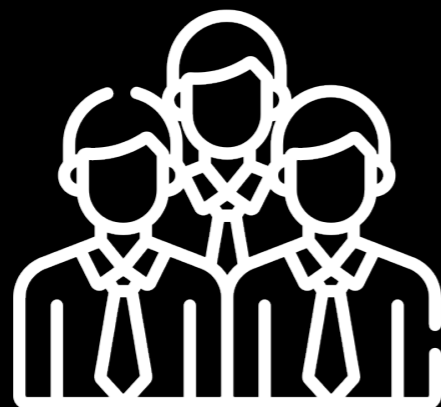
¿QUÉ ES UN TEST A/B  
Y POR QUÉ DEBERÍA  
IMPORTARME?

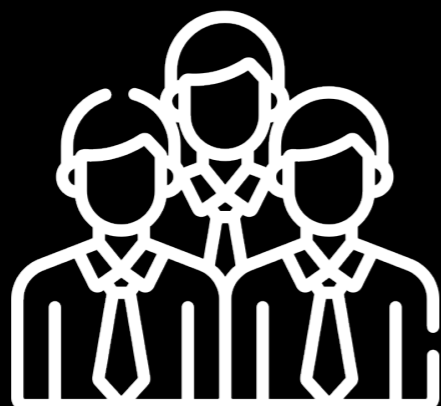
















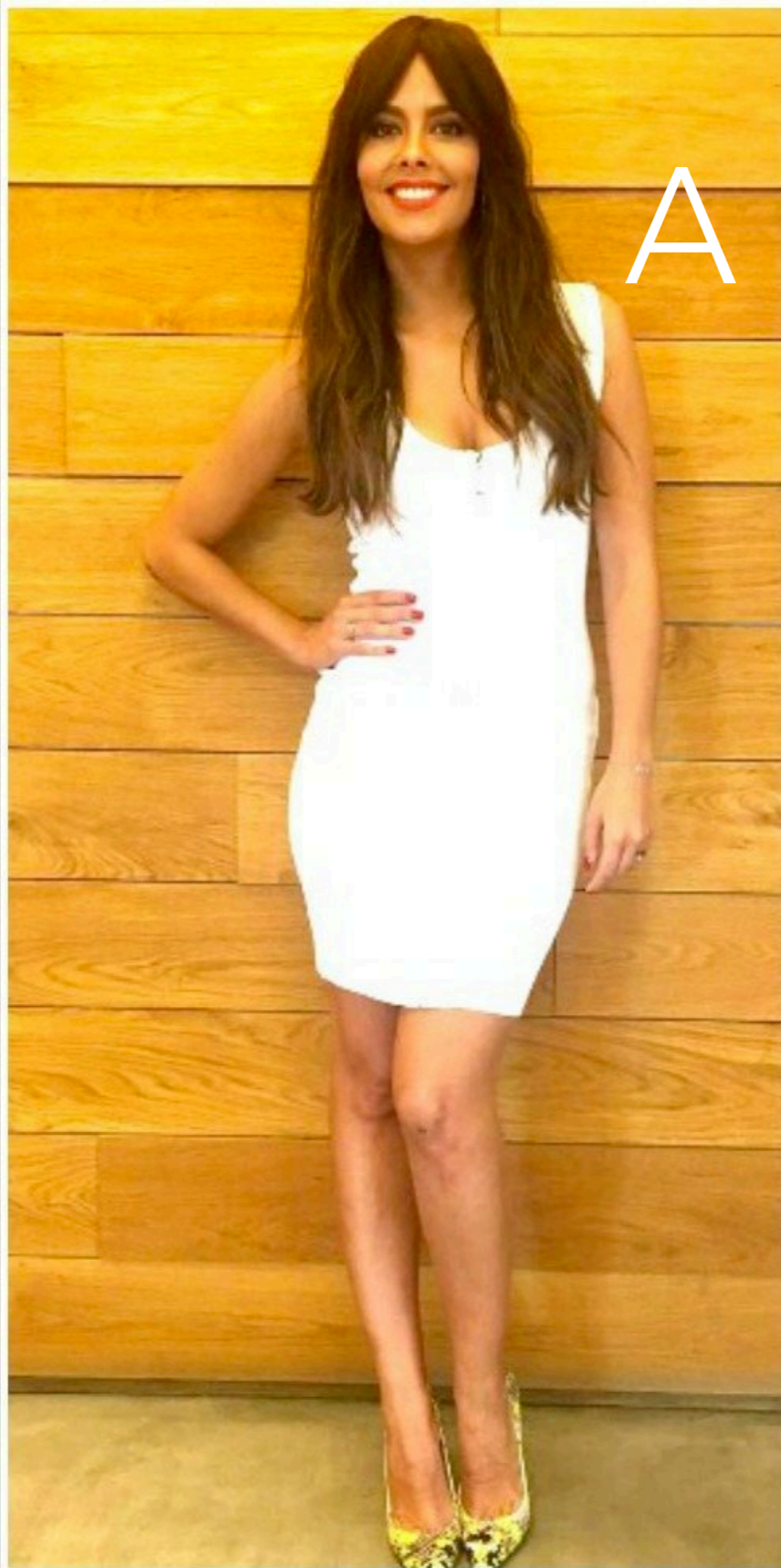
Compact Discs  
Records  
Tapes

HOURS  
9-6  
9-6  
9-6  
9-6  
10-7  
CLOSED



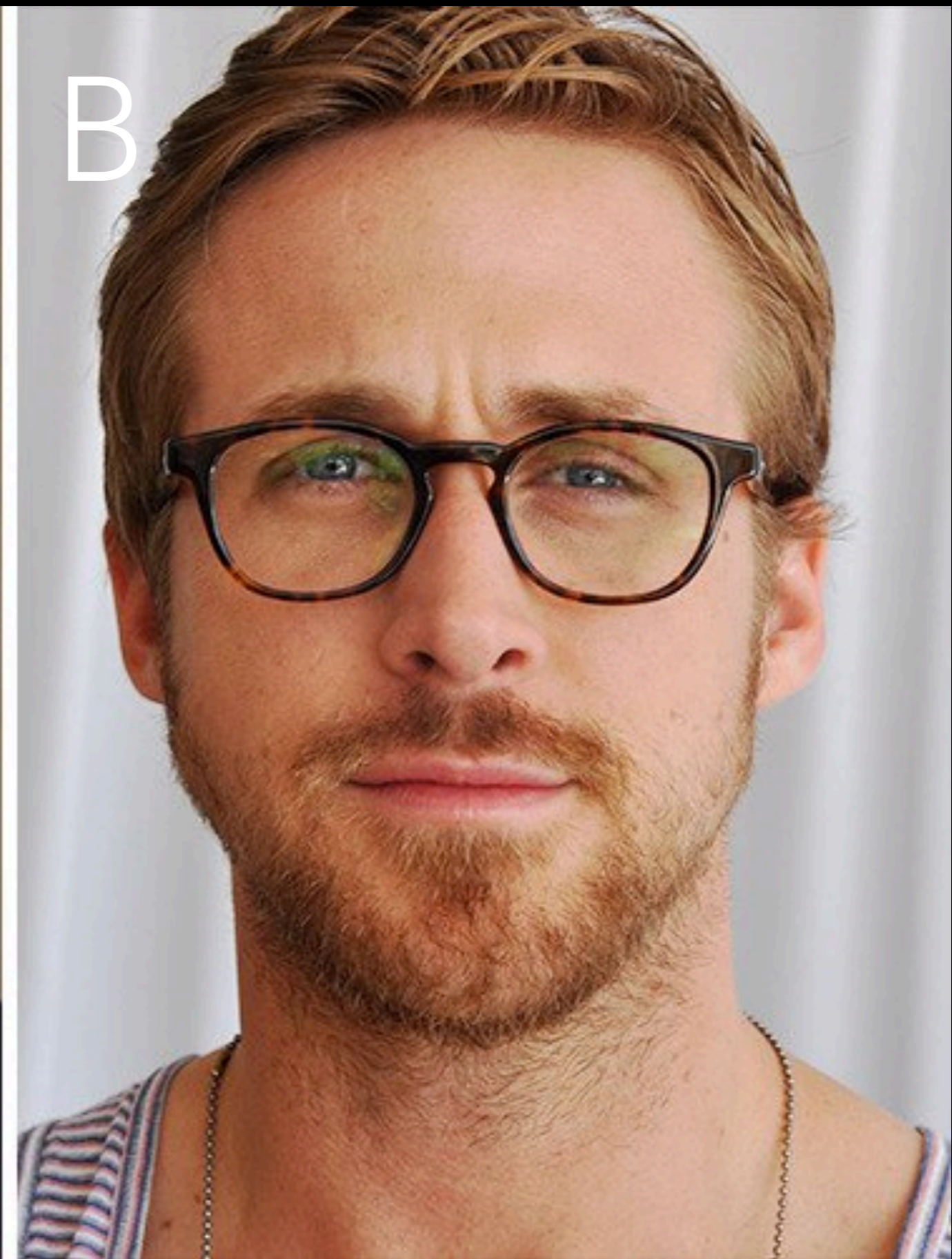


LLEVAS TODA TU VIDA  
HACIENDO A/B TESTING

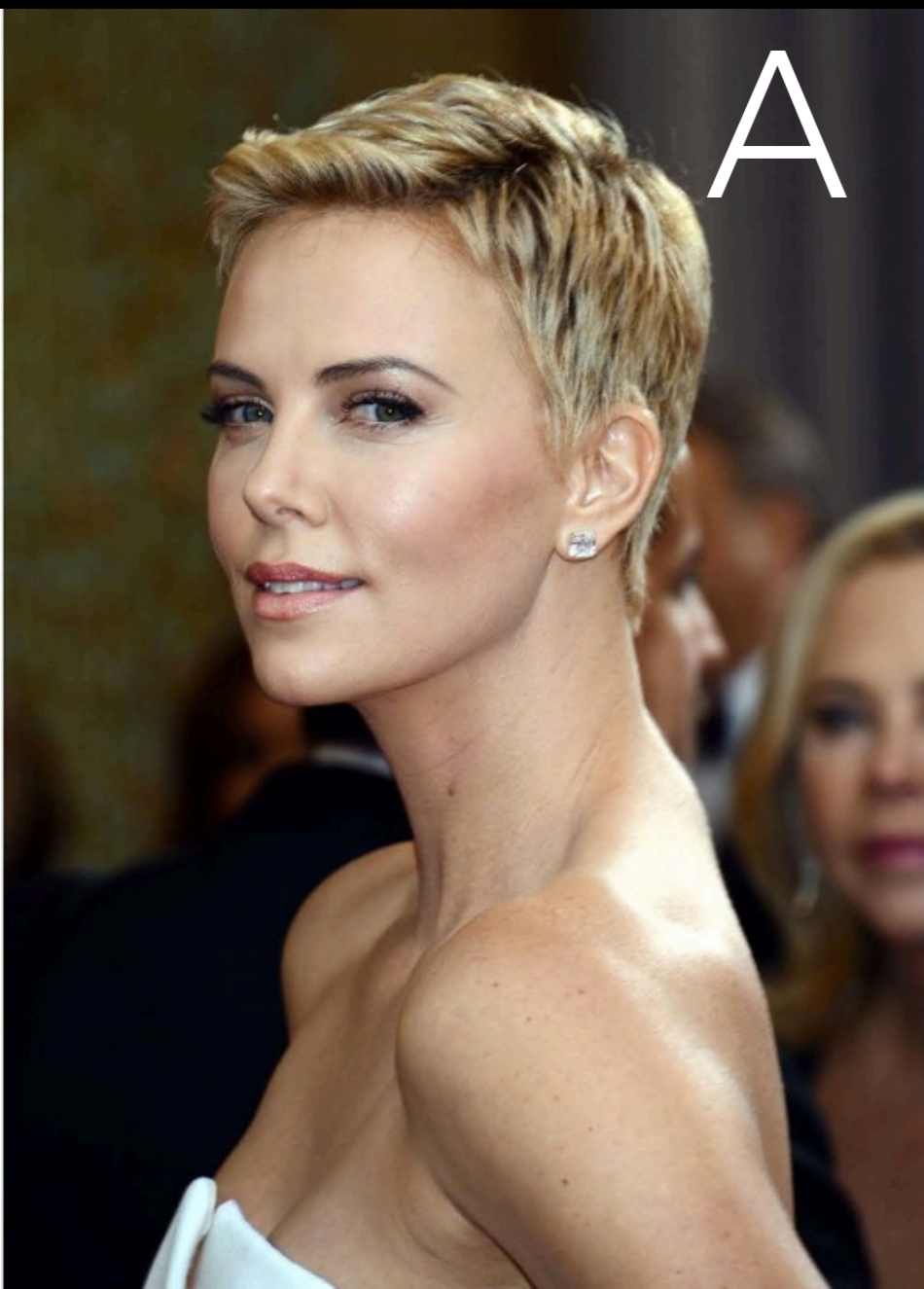




A



B

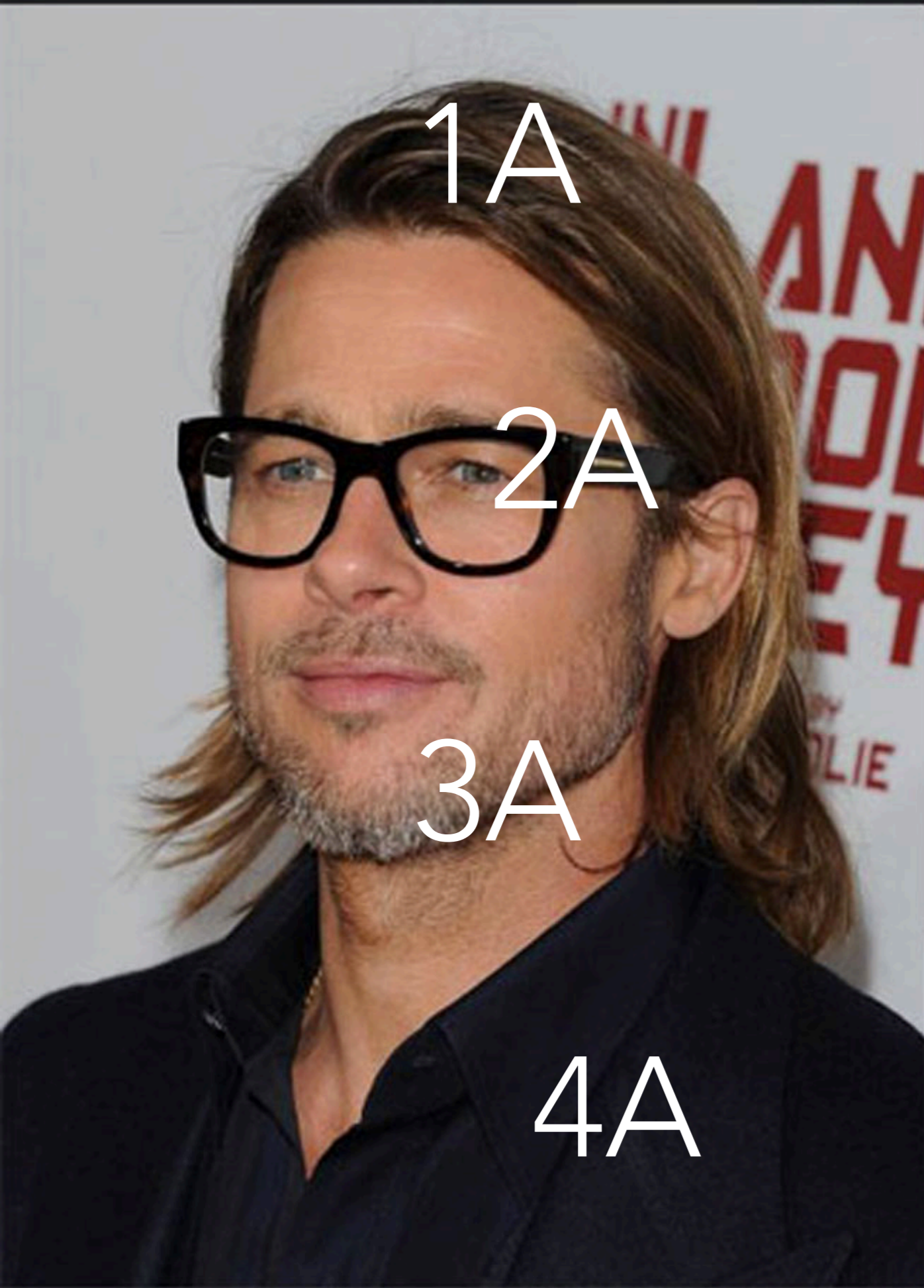


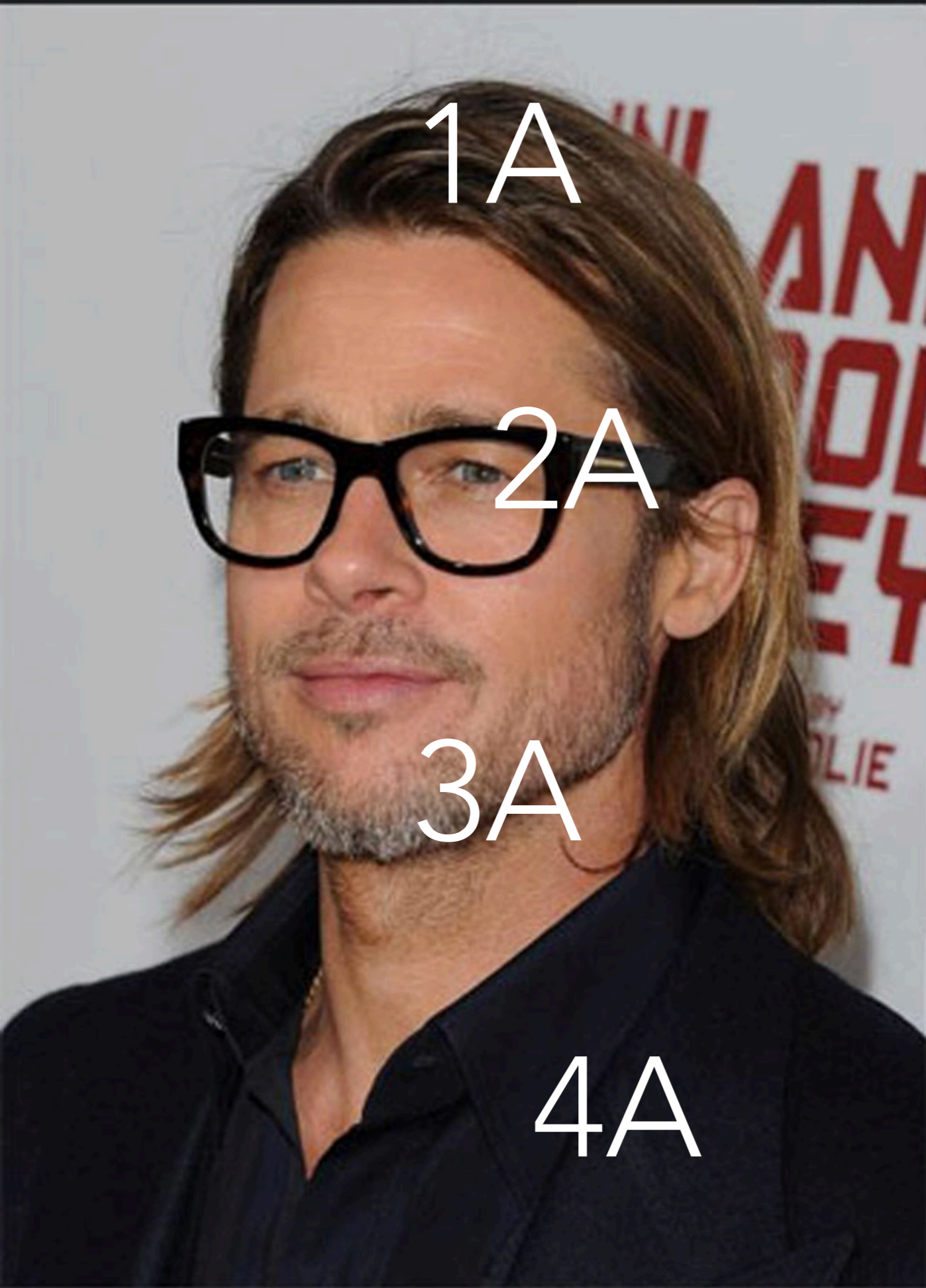
LLEVAS TODA TU VIDA  
HACIENDO TESTS  
MULTIVARIANTE.











1A

2A

3A

4A



1B

2B

3B

4B

1	LARGO	GAFAS	BARBA	TRAJE
2	CORTO	GAFAS	BARBA	TRAJE
3	LARGO	SIN GAFAS	BARBA	TRAJE
4	LARGO	GAFAS	AFEITADO	TRAJE
5	LARGO	GAFAS	BARBA	ESMOQUIN
6	CORTO	SIN GAFAS	BARBA	TRAJE
7	CORTO	GAFAS	AFEITADO	TRAJE
8	CORTO	GAFAS	BARBA	ESMOQUIN
9	LARGO	SIN GAFAS	AFEITADO	TRAJE
10	LARGO	SIN GAFAS	BARBA	ESMOQUIN
11	LARGO	GAFAS	AFEITADO	ESMOQUIN
12	LARGO	SIN GAFAS	AFEITADO	ESMOQUIN
13	CORTO	SIN GAFAS	BARBA	ESMOQUIN
14	CORTO	GAFAS	AFEITADO	ESMOQUIN
15	CORTO	SIN GAFAS	AFEITADO	ESMOQUIN
16	CORTO	SIN GAFAS	AFEITADO	TRAJE

PARA HACER TESTS A/B  
NO HACE FALTA SABER  
NADA DE MARKETING.

SOLO SENTIDO COMÚN  
Y CURIOSIDAD.

SENTIDO COMÚN:  
¿CÓMO LEEMOS  
UNA WEB?



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Credit Cards

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Gift Ideas

Registry

Order Status

Store Locator



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Shop by Brand



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Baryshnikov Arts Center

## About BAC

BAC is the realization of a long-held vision by artistic director [Mikhail Baryshnikov](#), who sought to build an arts center in New York City that would serve as a gathering place for artists from all disciplines. BAC's opening in 2005 heralded the launch of this mission, establishing a thriving creative space for artists from around the world. Located in the Hudson Yards neighborhood of Manhattan, BAC comprises a total of 20,000 square feet, including the 238-seat Jerome Robbins Theater, which opened in 2010, the Howard Gilman Performance Space, a black box performance space seating 136 people; four column-free studios; and office space. BAC serves approximately 500 artists and more than 22,000 audience members annually through presentations and artist residencies.



On behalf of Baryshnikov Arts Center, Artistic Director Mikhail Baryshnikov and Chairman of the Board Diana DiMenna submitted this Statement of Support for the National Endowments for the Arts and Humanities to our congressional representatives in the U.S. Senate: Senator Charles Schumer and Senator Kirsten Gillibrand, and the Manhattan Delegation of the U.S. House of Representatives: Representative Adriano Espallat, Representative Jerrold Nadler, Representative Carolyn Maloney, and Representative Nydia Velázquez.

(Submitted April 3, 2017.)

[Read BAC's Letter of Support for the National Endowments for the Arts and Humanities](#)

## BAC Presents

BAC Presents is a series of innovative performances by local and international dance, music, theater, and multimedia artists. BAC's spring season runs January through June, and the fall season runs September through December, with performances held in the Jerome Robbins Theater and Howard Gilman Performance Space. BAC is dedicated to building audiences for the arts by presenting contemporary work at affordable ticket prices.

UPCOMING PERFORMANCES



## BAC Artist Residency Program

Supporting artists is central to BAC's mission. BAC hosts up to 30 residencies a year, providing dance, theater, music, and multimedia artists with the space and resources to research and develop new projects and collaborations. Artists are free to explore their creative endeavors, with BAC staff available to provide administrative and technical support.

RESIDENT ARTISTS



## BAC After School

BAC After School is an arts education program for students from New York City public high schools. Teachers from partner schools engage in production workshops in BAC's theater, and students provide critical responses to performances they attend at BAC and other venues such as Danspace Project, New York Live

Propuesta de valor  
(titular potente)

Navegación

CTA

CURIOSIDAD:

¿DE DÓNDE SACO

LAS IDEAS DE TEST?

10 counts

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500 inclusive anytime minutes to landline numbers in selected countries.
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### Páginas de destino ✓

31 ago. 2019 - 9 sept. 2019

Todos los usuarios  
100,00 % Entradas

+ Añadir segmento

Explorador **Rutas de entrada**

Resumen **Uso del sitio** Conjunto de objetivos 1 Comercio electrónico

Sesiones frente a **Seleccione una métrica**

Día Semana Mes



Dimensión primaria: **Página de destino** Otros

Incluir en gráfico Dimensión secundaria Ordenar por tipo: Predeterminado

avanzado

Página de destino	Adquisición			Comportamiento			Conversiones <b>Objetivo 5: Abracadabra</b>		
	Sesiones	% de nuevas sesiones	Usuarios nuevos	Porcentaje de rebote	Páginas/sesión	Duración media de la sesión	Abracadabra (Tasa de conversión del objetivo 5)	Abracadabra (Consecuciones del objetivo 5)	Abracadabra (Valor del objetivo 5)
	<b>15.474</b> <small>% del total: 100,00 % (15.474)</small>	<b>48,92 %</b> <small>Media de la vista: 48,89 % (0,05 %)</small>	<b>7.570</b> <small>% del total: 100,05 % (7.566)</small>	<b>53,07 %</b> <small>Media de la vista: 53,07 % (0,00 %)</small>	<b>2,75</b> <small>Media de la vista: 2,75 (0,00 %)</small>	<b>00:01:33</b> <small>Media de la vista: 00:01:33 (0,00 %)</small>	<b>0,00 %</b> <small>Media de la vista: 0,00 % (0,00 %)</small>	<b>0</b> <small>% del total: 0,00 % (0)</small>	<b>0,00 US\$</b> <small>% del total: 0,00 % (0,00 US\$)</small>
1.	<b>3.601</b> (23,27 %)	50,90 %	1.833 (24,21 %)	13,80 %	4,14	00:02:06	0,00 %	0 (0,00 %)	0,00 US\$ (0,00 %)
2.	<b>1.292</b> (8,35 %)	75,23 %	972 (12,84 %)	92,88 %	1,15	00:00:19	0,00 %	0 (0,00 %)	0,00 US\$ (0,00 %)
3.	<b>1.171</b> (7,57 %)	45,43 %	532 (7,03 %)	87,02 %	1,37	00:00:27	0,00 %	0 (0,00 %)	0,00 US\$ (0,00 %)
4. /	<b>886</b> (5,73 %)	20,54 %	182 (2,40 %)	22,35 %	5,08	00:04:09	0,00 %	0 (0,00 %)	0,00 US\$ (0,00 %)
5.	<b>852</b> (5,51 %)	35,45 %	302 (3,99 %)	19,37 %	4,42	00:02:05	0,00 %	0 (0,00 %)	0,00 US\$ (0,00 %)

- Página principal
- Personalización

INFORMES

- En tiempo real
- Audiencia
- Adquisición

Comportamiento

- Visión general
- Flujo del comportamiento
- Contenido del sitio

- Todas las páginas
- Desglose de contenido
- Páginas de destino**

Páginas de salida

- Velocidad del sitio
- Búsquedas en el sitio
- Eventos
- Editor

Experimentos

Conversiones

Descubrir

Administrar



-> [NPS en WordPress](#)

Please take one minute to leave us your candid feedback so we can continue to improve. Our team will read each and every response. Don't hold back, we want to know what you really think. Thank you!

**How likely are you to recommend  
Hiveage to a friend or colleague?**

0 1 2 3 4 5 6 7 8 9 10

Not at all likely

Extremely likely



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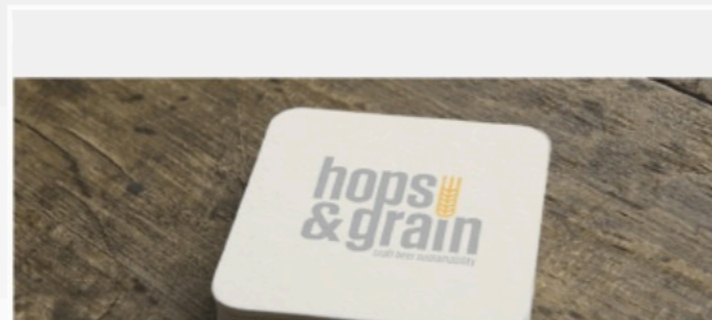
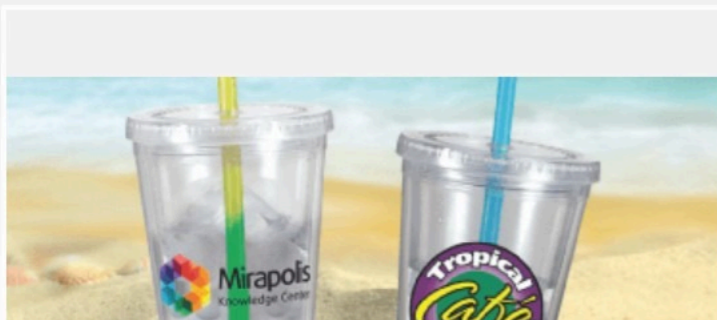
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A

# A



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B

# B

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- Sleeves
- Duffie Bags
- Eco-Friendly Paper
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- Garment Bags
- Halloween Bags
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- Paper Bags
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- Eco-Friendly Paper
- Bags
- Garment Bags
- Halloween Bags
- Insulated Bags & Coolers
- Paper Bags
- Plastic Bags
- Tote Bags & Reusable
- Shopping Bags

### Other Popular Categories

- Key Chains
- Chocolates
- Beverage Napkins
- Coasters
- Metal Water Bottles
- Umbrellas
- Bic Pens

## Bags & Totes



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- Sleeves
- Duffie Bags
- Eco-Friendly Paper
- Bags
- Garment Bags
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- Shopping Bags

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- Key Chains
- Chocolates
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- Coasters
- Metal Water Bottles
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## Bags & Totes

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<b>Clear Stadium Bags</b> Event Compliant Bags make winning handouts for radio stations or alumni gifts. <a href="#">CLICK TO SEE MORE</a>	<b>Backpacks &amp; Slings</b> Gain high brand visibility with Custom Backpacks, Slings and Fanny Packs. <a href="#">CLICK TO SEE MORE</a>	<b>Brief Bags &amp; Attache</b> Ideal for employees and travel gifts giving your brand great visibility. <a href="#">CLICK TO SEE MORE</a>	<b>Computer Bags &amp; iPad Sleeves</b> Make excellent giveaways for your tech-savvy clients. <a href="#">CLICK TO SEE MORE</a>

<b>Duffie Bags</b> Promote your brand with sport teams, schools, businesses and more. <a href="#">CLICK TO SEE MORE</a>	<b>Eco-Friendly Paper Bags</b> Boost your brand with Eco-Friendly Paper Bags that support the environment. <a href="#">CLICK TO SEE MORE</a>	<b>Eco-Friendly Plastic Bags</b> Gain green recognition at your store or event with our great selection of eco bags. <a href="#">CLICK TO SEE MORE</a>	<b>Garment Bags</b> Keep your brand visible while protecting business apparel and uniforms. <a href="#">CLICK TO SEE MORE</a>

<b>Halloween Bags</b> Send your message door-to-door with Custom Trick or Treat Bags. <a href="#">CLICK TO SEE MORE</a>	<b>Insulated Bags &amp; Coolers</b> Keep your message cool with Custom Insulated Bags and Coolers. <a href="#">CLICK TO SEE MORE</a>	<b>Paper Bags</b> Printed Paper Bags provide superb brand visibility. <a href="#">CLICK TO SEE MORE</a>	<b>Plastic Bags</b> A cost-effective advertising tool that puts your name in clear view. <a href="#">CLICK TO SEE MORE</a>

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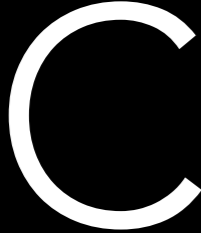
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## Bags & Totes

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- Plastic Bags
- Tote Bags & Reusable
- Shopping Bags

### Other Popular Categories

- Key Chains
- Chocolates
- Beverage Napkins
- Coasters
- Metal Water Bottles
- Umbrellas
- Bic Pens

<b>Zig Zag Drawstring Backpacks</b> Price as low as <b>\$2.78</b> Ships in as few as 7 Days Minimum Quantity 150	<b>Stricker Sport Ball Nylon Drawstring Backpacks</b> Price as low as <b>\$3.78</b> Ships in as few as 5 Days Minimum Quantity 150	<b>Recycled Duffel Bags, PET Fabric</b> Price as low as <b>\$6.70</b> Ships in as few as 5 Days Minimum Quantity 50	<b>Eco-Friendly Paper Bags</b> Price as low as <b>\$3.76</b> Ships in as few as 5 Days Minimum Quantity 250

<b>Clear Stadium Bags</b> Event Compliant Bags make winning handouts for radio stations or alumni gifts. <a href="#">CLICK TO SEE MORE</a>	<b>Backpacks &amp; Slings</b> Gain high brand visibility with Custom Backpacks, Slings and Fanny Packs. <a href="#">CLICK TO SEE MORE</a>	<b>Brief Bags &amp; Attache</b> Ideal for employees and travel gifts giving your brand great visibility. <a href="#">CLICK TO SEE MORE</a>	<b>Computer Bags &amp; iPad Sleeves</b> Make excellent giveaways for your tech-savvy clients. <a href="#">CLICK TO SEE MORE</a>

<b>Duffie Bags</b> Promote your brand with sport teams, schools, businesses and more. <a href="#">CLICK TO SEE MORE</a>	<b>Eco-Friendly Paper Bags</b> Boost your brand with Eco-Friendly Paper Bags that support the environment. <a href="#">CLICK TO SEE MORE</a>	<b>Eco-Friendly Plastic Bags</b> Gain green recognition at your store or event with our great selection of eco bags. <a href="#">CLICK TO SEE MORE</a>	<b>Garment Bags</b> Keep your brand visible while protecting business apparel and uniforms. <a href="#">CLICK TO SEE MORE</a>

<b>Halloween Bags</b> Send your message door-to-door with Custom Trick or Treat Bags. <a href="#">CLICK TO SEE MORE</a>	<b>Insulated Bags &amp; Coolers</b> Keep your message cool with Custom Insulated Bags and Coolers. <a href="#">CLICK TO SEE MORE</a>	<b>Paper Bags</b> Printed Paper Bags provide superb brand visibility. <a href="#">CLICK TO SEE MORE</a>	<b>Plastic Bags</b> A cost-effective advertising tool that puts your name in clear view. <a href="#">CLICK TO SEE MORE</a>

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## Bags & Totes

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- Car Stadium Bags
- Backpacks & Slings
- Brief Bags & Attache
- Computer Bags & iPad Sleeves
- Sleeves
- Duffie Bags
- Eco-Friendly Paper
- Bags
- Garment Bags
- Halloween Bags
- Insulated Bags & Coolers
- Paper Bags
- Plastic Bags
- Tote Bags & Reusable
- Shopping Bags

### Other Popular Categories

- Key Chains
- Chocolates
- Beverage Napkins
- Coasters
- Metal Water Bottles
- Umbrellas
- Bic Pens

<b>Zig Zag Drawstring Backpacks</b> Price as low as \$2.78 Ships in as few as 7 Days Minimum Quantity 150	<b>Stricker Sport Ball Nylon Drawstring Backpacks</b> Price as low as \$3.78 Ships in as few as 5 Days Minimum Quantity 150	<b>Recycled Duffel Bags, PET Fabric</b> Price as low as \$6.70 Ships in as few as 5 Days Minimum Quantity 50	<b>Eco-Friendly Paper Bags</b> Price as low as \$3.76 Ships in as few as 5 Days Minimum Quantity 250

<b>Clear Stadium Bags</b> Event Compliant Bags make winning handouts for radio stations or alumni gifts. <a href="#">CLICK TO SEE MORE</a>	<b>Backpacks &amp; Slings</b> Gain high brand visibility with Custom Backpacks, Slings and Fanny Packs. <a href="#">CLICK TO SEE MORE</a>	<b>Brief Bags &amp; Attache</b> Ideal for employees and travel gifts giving your brand great visibility. <a href="#">CLICK TO SEE MORE</a>	<b>Computer Bags &amp; iPad Sleeves</b> Make excellent giveaways for your tech-savvy clients. <a href="#">CLICK TO SEE MORE</a>

<b>Duffie Bags</b> Promote your brand with sport teams, schools, businesses and more. <a href="#">CLICK TO SEE MORE</a>	<b>Eco-Friendly Paper Bags</b> Boost your brand with Eco-Friendly Paper Bags that support the environment. <a href="#">CLICK TO SEE MORE</a>	<b>Eco-Friendly Plastic Bags</b> Gain green recognition at your store or event with our great selection of eco bags. <a href="#">CLICK TO SEE MORE</a>	<b>Garment Bags</b> Keep your brand visible while protecting business apparel and uniforms. <a href="#">CLICK TO SEE MORE</a>

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OPCIÓN 'C'  
+ 18,5% CTR



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- Insulated Bags & Coolers
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- Tote Bags & Reusable Shopping Bags

Other Popular Categories

- Key Chains
- Chocolates
- Beverage Napkins
- Coasters
- Metal Water Bottles
- Umbrellas
- Bic Pens

### Bags & Totes

Zip Zag Drawing Backpacks  
Price as low as \$2.78  
Ships in as few as 7 Days  
Minimum Quantity 100

Sticker Sport Ball Nylon Drawing Backpacks, PET Fabric  
Price as low as \$3.78  
Ships in as few as 5 Days  
Minimum Quantity 100

Recycled Duffel Bags, PET Fabric  
Price as low as \$6.70  
Ships in as few as 5 Days  
Minimum Quantity 50

Eco-Friendly Paper Bags  
Price as low as \$3.78  
Ships in as few as 5 Days  
Minimum Quantity 200

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LIMITED EDITION

# SIMCITY

The central image is the cover art for the SimCity Limited Edition. It features a vibrant, futuristic cityscape with a winding river in the center. The city is filled with various skyscrapers, bridges, and modern infrastructure. A bright comet streaks across the sky in the upper right. The overall scene is set against a clear blue sky with some clouds.

EVERYONE 10+  
10+  
PC  
DVD-ROM  
SOFTWARE

maxis EA



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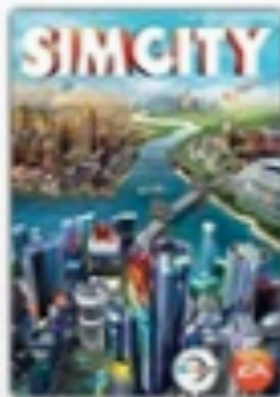
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## Key Features

¿QUÉ OPCIÓN CREES  
QUE LOGRABA  
MÁS CONVERSIONES?



OPCIÓN 'B'

OPCIÓN 'B'  
+ 40% CONV.



OPCIÓN 'B'  
+ 40% CONV.

The screenshot shows the product page for SimCity on EA's website. At the top, the EA logo and 'SIMCITY QUICK LINKS' are on the left, while 'REGISTER', 'LOGIN', and 'HELP' are on the right. The main header features the 'SIMCITY' logo in large, stylized letters, followed by 'AVAILABLE NOW!' and a 'NEWSLETTER SIGNUP' button. Below the header is a navigation bar with 'GAME INFO', 'NEWS', 'COMMUNITY', and 'MEDIA' tabs, and a prominent 'BUY NOW >' button. The main content area is divided into two columns. The left column displays the 'SIMCITY™' product with a price of '\$59.99' and two options: 'PC Download' (selected) and 'PC Physical'. A 'BUY NOW' button with the Origin logo is at the bottom of this column. The right column displays the 'SIMCITY™ DIGITAL DELUXE EDITION' for '\$79.99' as a 'PC Download' with a 'BUY NOW' button. Below this, a box titled 'DIGITAL DELUXE EDITION INCLUDES' lists: 'HEROES AND VILLAINS SET', 'FRENCH CITY SET', 'GERMAN CITY SET', and 'BRITISH CITY SET'. At the bottom of the page, a 'Key Features' section is partially visible.



EL MUNDO ESTÁ UN  
POCO LOCO, SÍ.

EL MUNDO ESTÁ UN  
POCO LOCO, SÍ.  
O NO...

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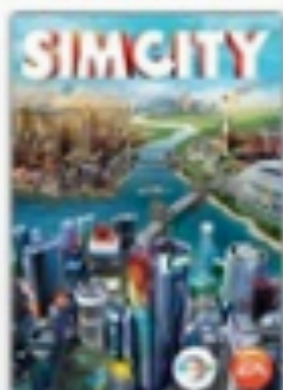
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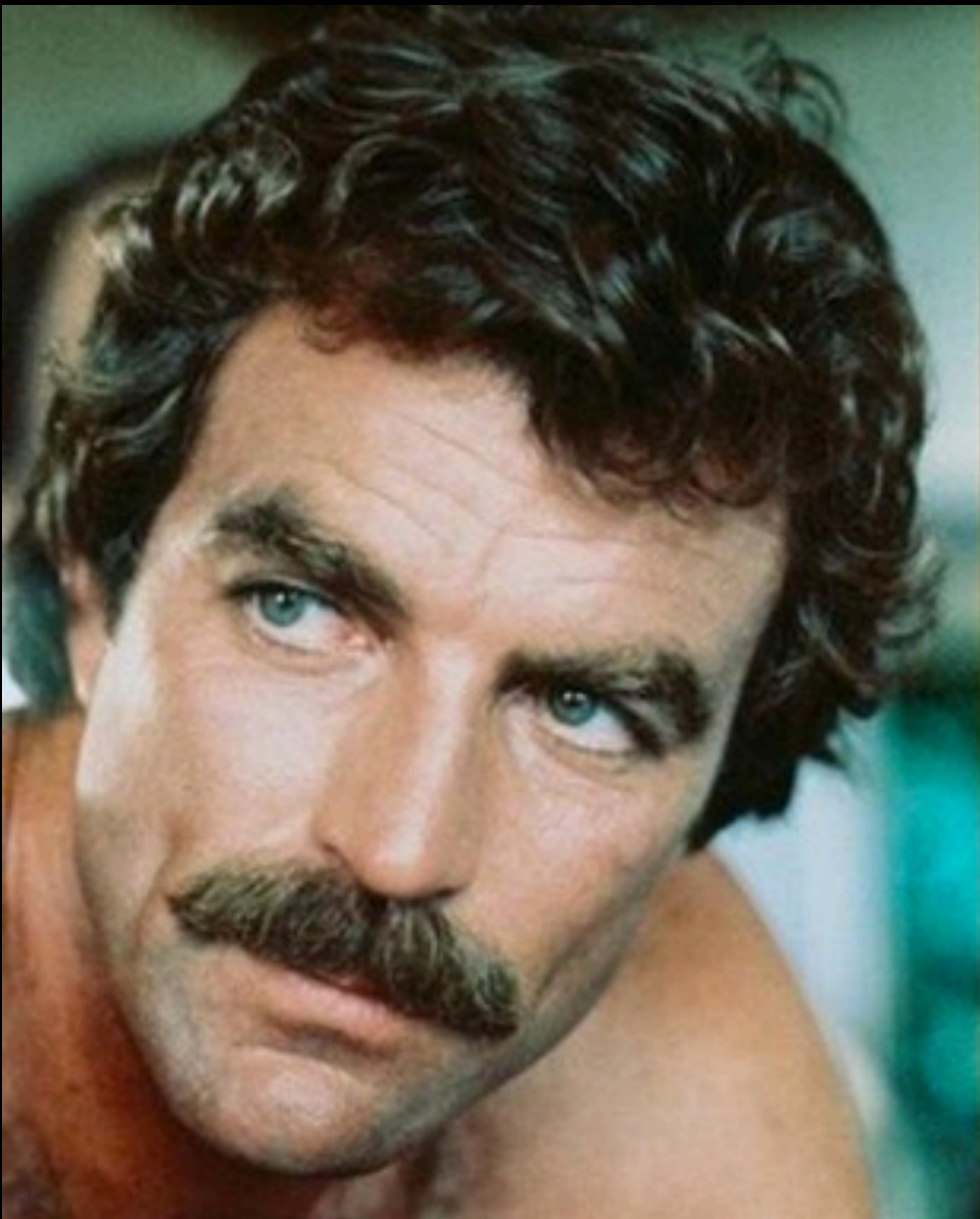
**PRE-ORDER**  
AND GET \$20 OFF  
YOUR NEXT PURCHASE

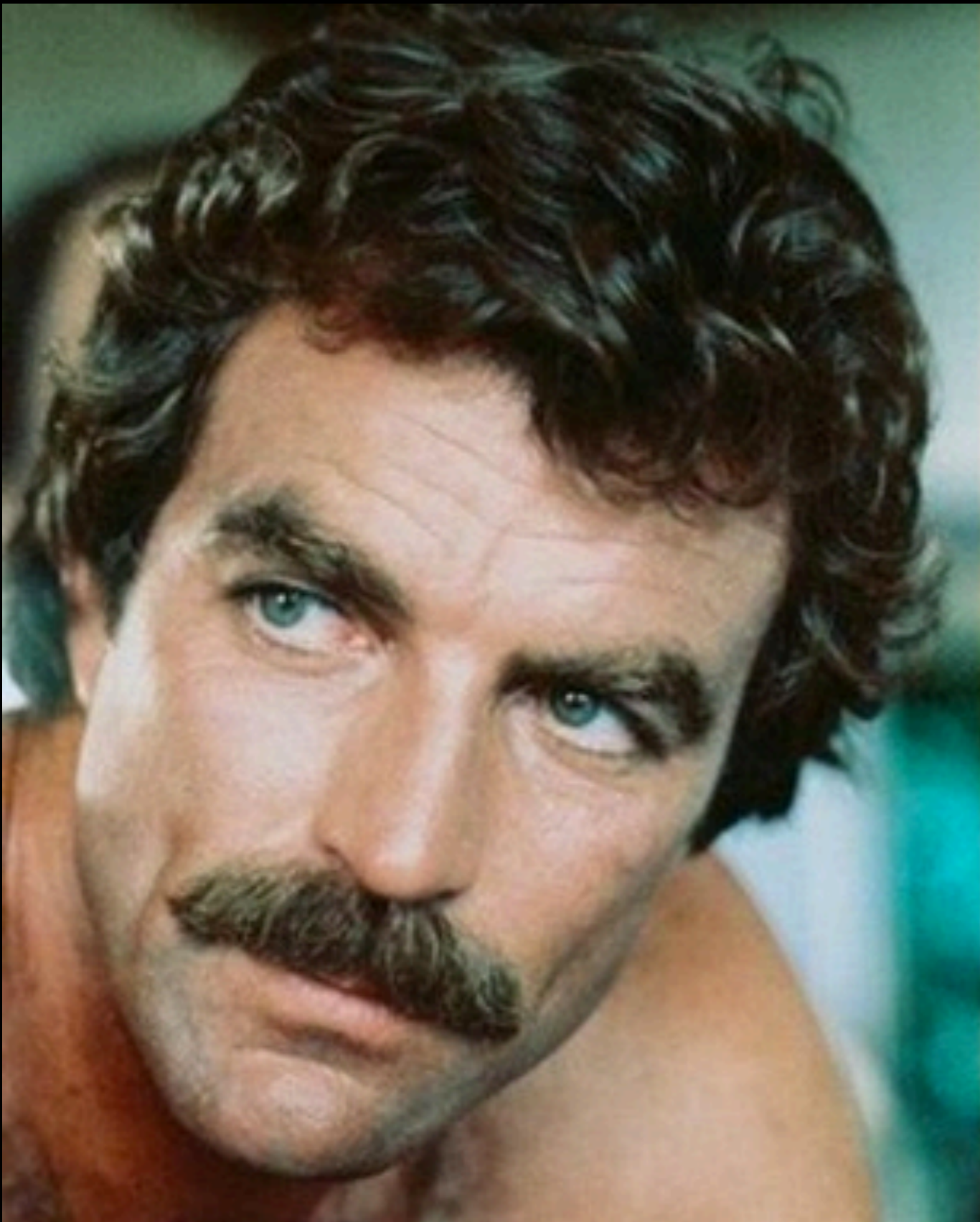


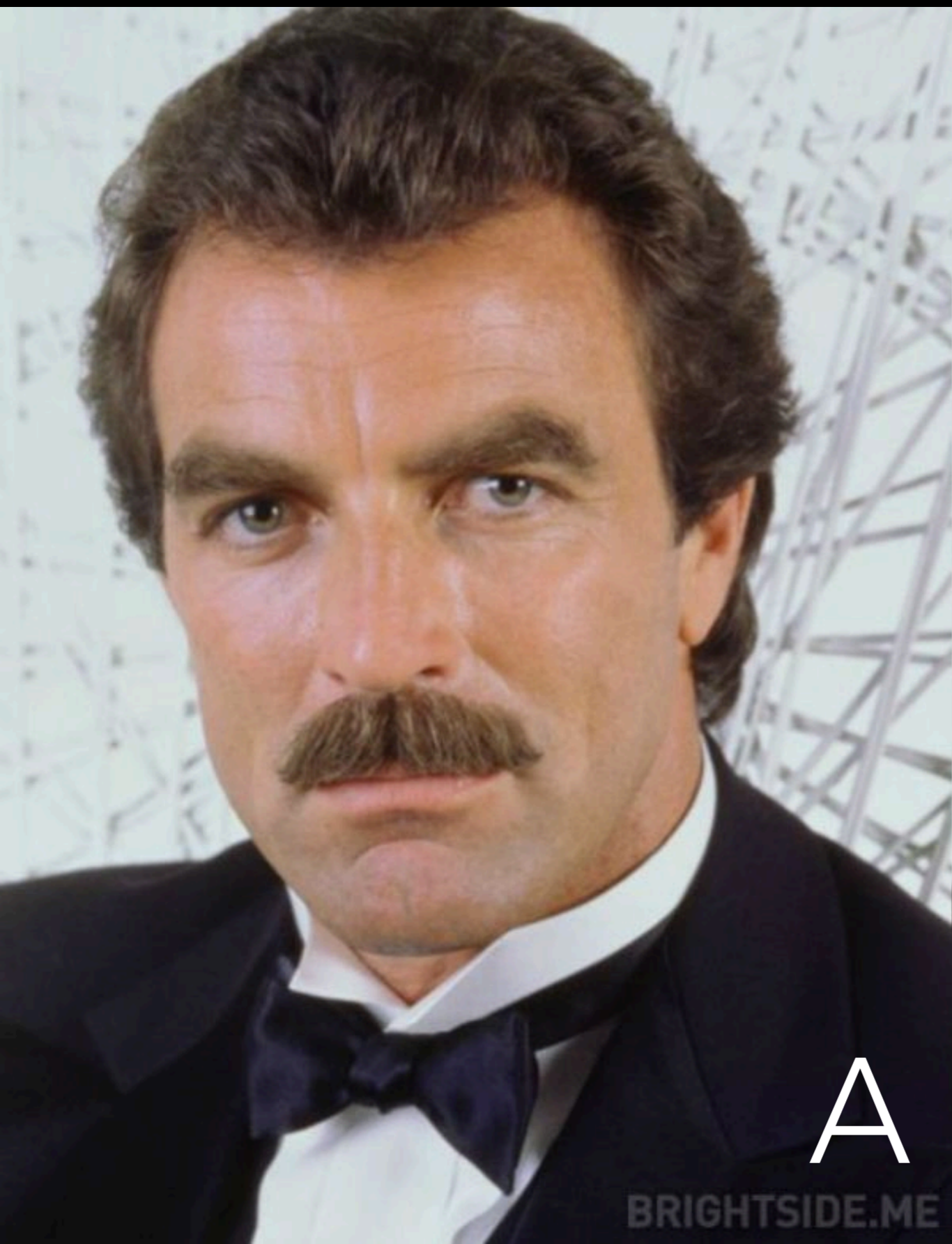
HEROES AND VILLAINS SET



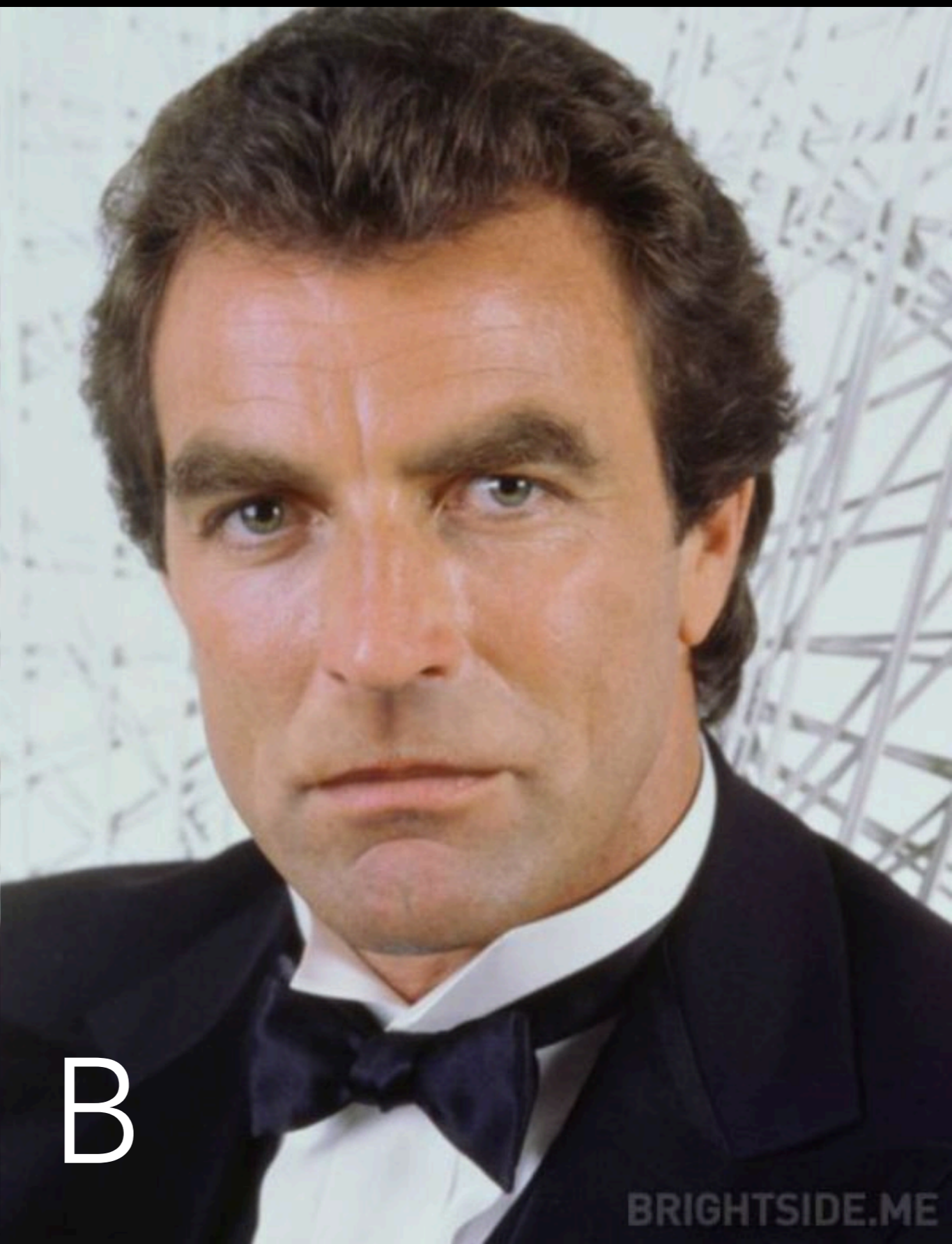








BRIGHTSIDE.ME



BRIGHTSIDE.ME

¿QUÉ PUEDO TESTEAR?



- PÁGINAS

- PÁGINAS
- ENTRADAS



- PÁGINAS
- ENTRADAS
- CUSTOM POST TYPES

- PÁGINAS
- ENTRADAS
- CUSTOM POST TYPES
- TITULARES

- PÁGINAS
- ENTRADAS
- CUSTOM POST TYPES
- TITULARES
- EXTRACTOS

- PÁGINAS
- ENTRADAS
- CUSTOM POST TYPES
- TITULARES
- EXTRACTOS
- LLAMADAS A LA ACCIÓN

- PÁGINAS
- ENTRADAS
- CUSTOM POST TYPES
- TITULARES
- EXTRACTOS
- LLAMADAS A LA ACCIÓN
- BOTONES

- PÁGINAS
- ENTRADAS
- CUSTOM POST TYPES
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- EXTRACTOS
- LLAMADAS A LA ACCIÓN
- BOTONES
- MENÚS

- PÁGINAS
- ENTRADAS
- CUSTOM POST TYPES
- TITULARES
- EXTRACTOS
- LLAMADAS A LA ACCIÓN
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- MENÚS
- FORMULARIOS

- PÁGINAS
- ENTRADAS
- CUSTOM POST TYPES
- TITULARES
- EXTRACTOS
- LLAMADAS A LA ACCIÓN
- BOTONES
- MENÚS
- FORMULARIOS
- WIDGETS



- PÁGINAS
- ENTRADAS
- CUSTOM POST TYPES
- TITULARES
- EXTRACTOS
- LLAMADAS A LA ACCIÓN
- BOTONES
- MENÚS
- FORMULARIOS
- WIDGETS
- PIES DE PÁGINA Y CABECERAS...



- PÁGINAS
- ENTRADAS
- CUSTOM POST TYPES
- TITULARES
- EXTRACTOS
- LLAMADAS A LA ACCIÓN
- BOTONES
- MENÚS
- FORMULARIOS
- WIDGETS
- PIES DE PÁGINA Y CABECERAS...

CONTENIDO

ESTILO

ESTRUCTURA

ROCK&ROLL!



# 5 REGLAS BÁSICAS

# 5 REGLAS BÁSICAS

- TEN EXPECTATIVAS REALISTAS

# 5 REGLAS BÁSICAS

- TEN EXPECTATIVAS REALISTAS
- COMPRENDE TUS LIMITACIONES



# 5 REGLAS BÁSICAS

- TEN EXPECTATIVAS REALISTAS
- COMPRENDE TUS LIMITACIONES
- CREA UNA LISTA DE OPORTUNIDADES

# 5 REGLAS BÁSICAS

- TEN EXPECTATIVAS REALISTAS
- COMPRENDE TUS LIMITACIONES
- CREA UNA LISTA DE OPORTUNIDADES
- PRIORIZA LAS MEJORES OPORTUNIDADES

# 5 REGLAS BÁSICAS

- TEN EXPECTATIVAS REALISTAS
- COMPRENDE TUS LIMITACIONES
- CREA UNA LISTA DE OPORTUNIDADES
- PRIORIZA LAS MEJORES OPORTUNIDADES
- NO TE FLIPES (DEMASIADO)

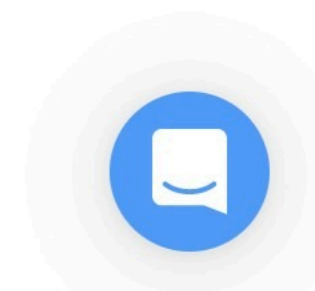
# Calculadora gratuita de la significancia estadística

¿Cuántos usuarios necesitas para realizar A/B testing y cuánto deben durar tus test?

Nuestra **calculadora de muestras** te ayuda a calcular la muestra mínima necesaria de usuario así como la duración de tus test en base a tu audiencia, tus conversiones y otra información como el efecto mínimo detectable. Puedes ampliar información en las FAQ más abajo en esta misma página.

## ¿Cuántos usuarios necesitas?

Tasa de conversión <a href="#">[?]</a>	<input type="text" value="5"/> %	<div style="border: 1px solid #ccc; padding: 10px; text-align: center;"> <p>Número de usuarios necesarios por variación:</p> <p style="font-size: 2em; color: #007bff; margin: 0;"><b>30.244</b></p> </div>
Efecto mínimo detectable <a href="#">[?]</a>	<input type="text" value="10"/> %	
Significancia estadística <a href="#">[?]</a>	<input type="text" value="95"/> %	
Poder estadístico <a href="#">[?]</a>	<input type="text" value="80"/> %	



## ¿Cuánto deben durar tus test?

Nuestra **calculadora de la significancia estadística** también te da una idea sobre la duración de tus test A/B. Para que podamos calcular la **duración del test A/B** correctamente, debes rellenar correctamente la información previa, así como la cantidad de tráfico diario en la página testeada y el número de variaciones, incluyendo la versión de control.

Media de usuarios diaria <a href="#">[?]</a>	<input type="text" value="5000"/>	Duración necesaria en días:
Número de variaciones <a href="#">[?]</a>	<input type="text" value="3"/>	

## ¿Cómo averiguar el efecto mínimo detectable?

No te preocupes, si no sabes cómo calcular el efecto mínimo detectable puedes usar nuestra calculadora.


[Calculadora del efecto mínimo detectable](#)




# Optimize

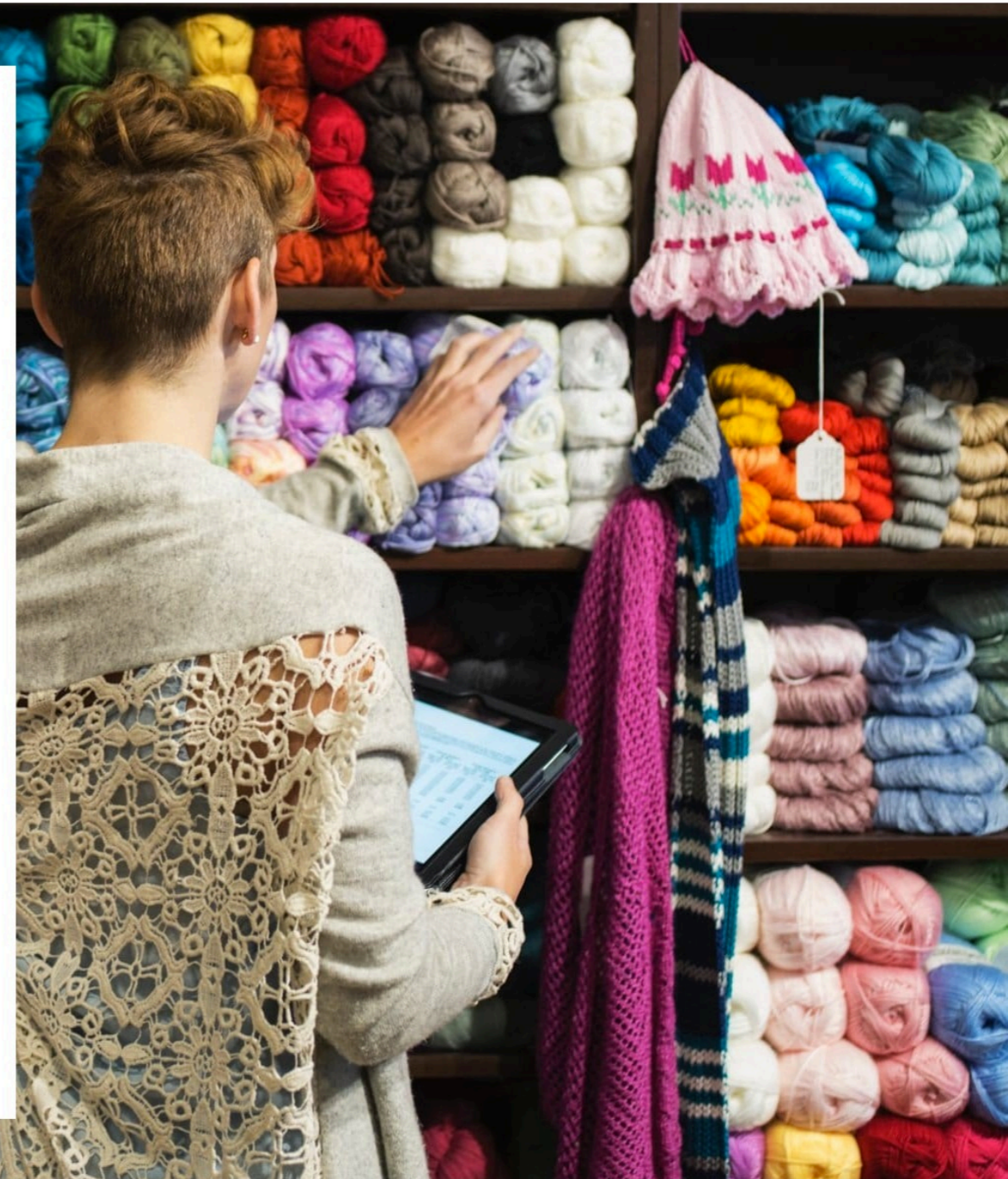


## Getting Started with Optimize

# Tu sitio web es el escaparate de tu negocio

Causa una gran impresión a cada uno de los visitantes de tu sitio web. Haz pruebas gratuitas fácilmente para hacer que se adapte mejor a tu negocio y a tus clientes.

Comenzar gratis





### Recomendaciones:

Desde la Besurta hay muchas excursiones posibles y podéis hacerlas en varios días. Por ejemplo: uno para La Renclusa, otro para el Forau des Aigualluts y otro para los Ibones de Villamuerta. Todas son muy accesibles para cualquier edad.

Enlace <a>

Ver la excursión a los ibones de Villamuerta



Forau de La Renclusa bajo el refugio.

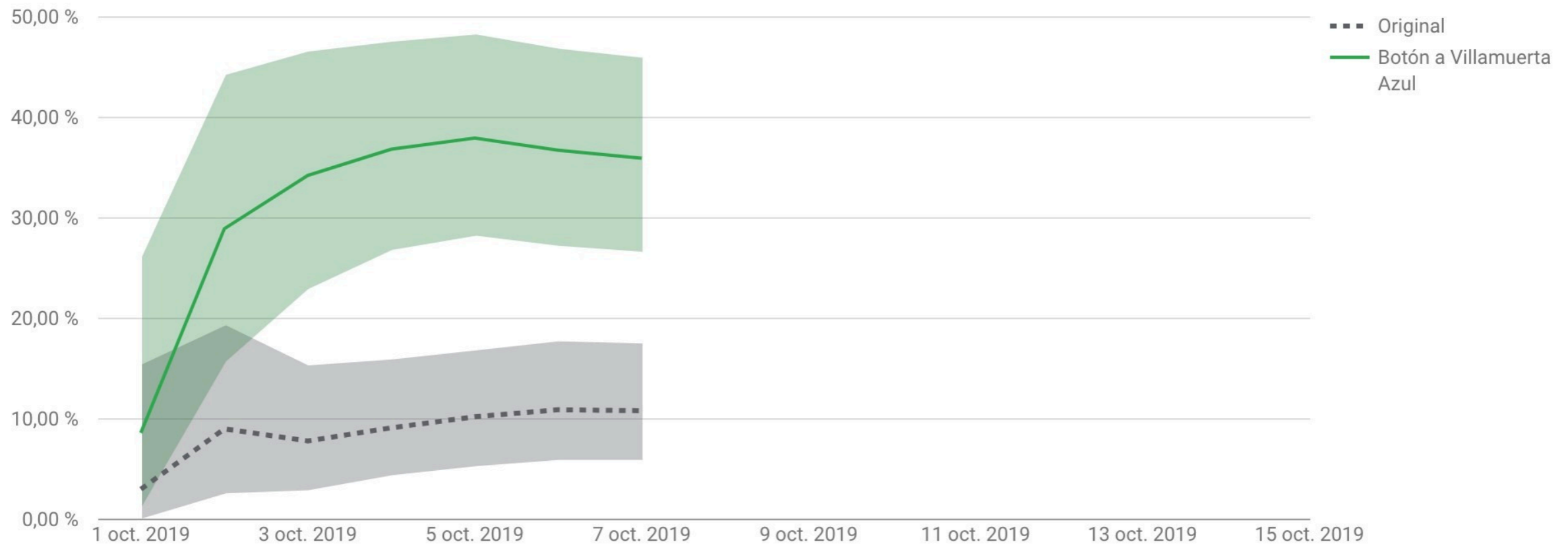
TIPOGRAFIA

- A** "Open Sans", serif
- TT** 18px
- B** 400
- ≡** center
- A** rgb(255, 255, 255)
- U** none solid rgb(255
- ⇅** 28.8px
- ...** 0px
- [|:]** normal



<input checked="" type="checkbox"/> Variante ↑	Mejora	Probabilidad de ser la mejor	Probabilidad de superar el valor de referencia	Tasa de conversión	Conversiones
<input checked="" type="checkbox"/> Original 138 sesiones	Línea de base	<1 %	Línea de base	5,9 % 17,5 %	14
<input checked="" type="checkbox"/> Botón a Villamuerta Azul 120 sesiones	Entre 88 % y 539 %	100 %	100 %	26,6 % 45,9 %	44

Tasa de conversión a lo largo del tiempo



# Plugins

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# Tests


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Quota 


Todos (2) |

Acciones


Type









Page




Post




Headline




Heatmap




Template




Widget



Menu



CSS

<input type="checkbox"/>		<b>Test marciano 4</b>	<b>Running</b>
--------------------------	---	------------------------	----------------

<input type="checkbox"/>	Type	Name	Status
--------------------------	------	------	--------

Acciones en lote

- Escritorio
- Entradas
- Medios
- Formularios
- Páginas
- Comentarios
- Nelio A/B Testing**
- Dashboard
- Tests
- Account Details
- Settings
- Help
- Apariencia
- Plugins
- Usuarios
- Herramientas
- Ajustes
- SEO 1
- Gutenberg
- Cerrar menú

# Edit Test

Save Start...

## Name your test...

### Control Version and Variations

**A**

**B**

[New Variation](#)

Status **Draft** ⓘ

Start [Immediately](#)

End [Manual](#)

[Move to Trash](#)

### Description

Describe your test (optional)

### Test Scope

Variations will be visible on the tested element's page. All other pages will also show the appropriate variation of this test whenever the tested element appears on them.

Global Consistency

### Conversion Goals and Actions

**Default Goal**

[+ New](#)

Split tests are usually run with some specific goals in mind, such as "getting more subscribers" or "showing interest in your products." Goals are fulfilled when the visitor performs certain actions. For instance, a visitor might be "showing interest in your products" when they visit your pricing page or they submit a certain form in your website.

## Conversion Goals and Actions

### Default Goal

[+ New](#)

Split tests are usually run with some specific goals in mind, such as “getting more subscribers” or “showing interest in your products.” Goals are fulfilled when the visitor performs certain actions. For instance, a visitor might be “showing interest in your products” when they visit your pricing page or they submit a certain form in your website.

Use the buttons below to **add the specific conversion actions** that fulfill this goal.



## Conversion Goals and Actions

### Default Goal

+ [New](#)

- Carga de página
- Clic en elemento (ID o clase)
- Enlace externo
- Envío de formulario
- Evento de JavaScript

Name your goal...

Split tests are usually run with some specific goals in mind, such as “getting more subscribers” or “showing interest in your products.” Goals are fulfilled when the visitor performs certain actions. For instance, a visitor might be “showing interest in your products” when they visit your pricing page or they submit a certain form in your website.

Use the buttons below to **add the specific conversion actions** that fulfill this goal.



- Escritorio
- Entradas
- Medios
- Formularios
- Páginas
- Comentarios
- Nelio A/B Testing**
- Dashboard
- Tests
- Account Details
- Settings
- Help

# Test marciano 4

Stop



Status	Running
Duration	15 hours
Start	4 octubre, 2019
End	Manual

**Description** ^  
None

**Test Scope** ^  
Variations are visible on the tested element's page. All other pages also show the appropriate variation of this test whenever the tested element appears on them.

## Control Version and Variations

**A Control Version**

Page Views	55
Conversions	47
Conversion Rate	85,45%

Edit Heatmap

**B Test Marciano con botón de no hacer clic**

Page Views	51
Conversions	2
Conversion Rate	3,92%
Improvement	↓ 95,4%

Edit Heatmap

- Apariencia
- Plugins
- Usuarios
- Herramientas
- Ajustes
- SEO 1
- Gutenberg
- Cerrar menú

# Pablo Moratinos

Consultor de Marketing online, UX y Analítica Web

¡Eh! Genial, has seguido el enlace 😊

Muchas gracias por participar en este experimento.

¿Listo para dar el próximo paso?

Haz clic en el siguiente botón. O no...

Quiero saber más

Buscar ...

Ponencias sobre  
WordPress

En WordPress.tv  
encontrarás algunas de  
mis charlas sobre  
**WordPress y marketing  
online** en meetups y  
WordCamps.

Hosting  
recomendado



Temas de este sitio

Analítica web  
Comunidad WordPress  
Diseño web  
Opinión  
PPC  
SEO  
Social Media  
Usabilidad  
UX

Perfiles sociales

Mastodon

Heatmap

Scrollmap

Confetti

## Settings

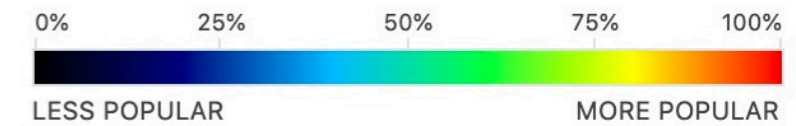
Opacity



Resolution



## Scrollmap Legend



## Summary

Status	Running
Page Views	55
Duration	15 hours
Start	4 octubre, 2019
End	Manual

## Description

None

Average Fold: 963px





The screenshot shows a website for Pablo Moratinos, a consultant in online marketing, UX, and web analytics. The page features a dark green header with navigation links: Inicio, Sobre mí, En qué ando ahora mismo, and Contactar. The main content area includes a welcome message, a search bar, a section on WordPress presentations, a recommended hosting advertisement for SiteGround, and a list of site topics. A confetti heatmap is overlaid on the page, with a dense cluster of red and orange dots on a button that says 'Quiero...' and several smaller yellow and orange dots scattered across the page.

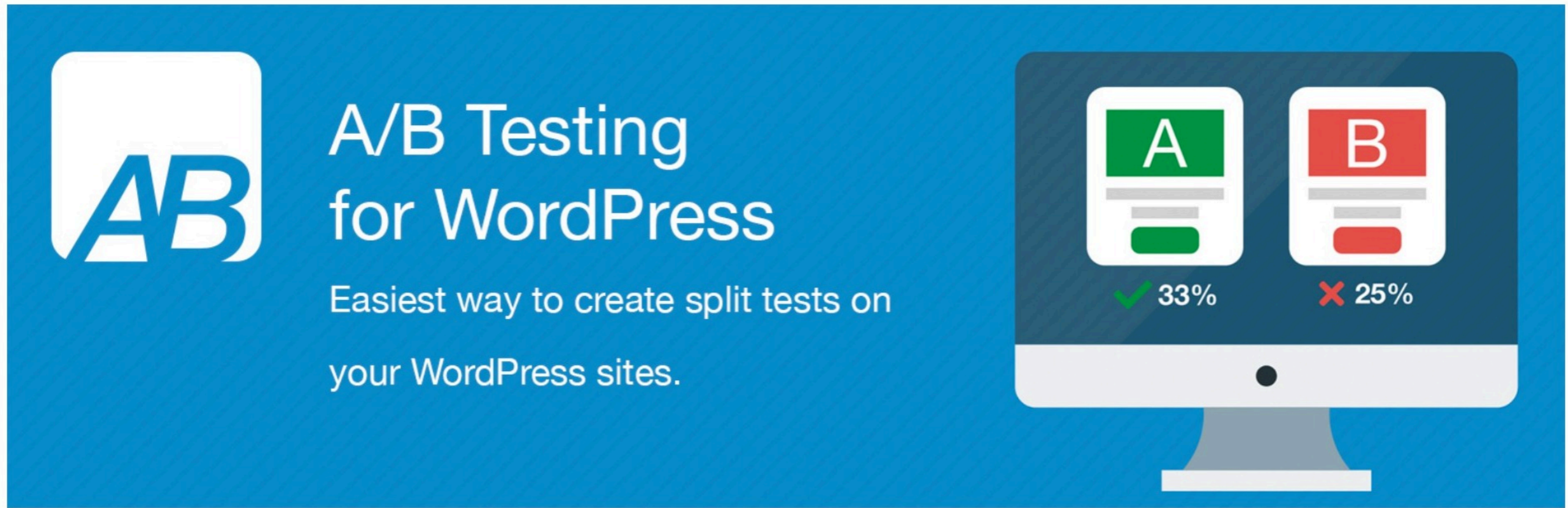
- Browser
- Country
- Day of Week
- Device Type
- Operating System
- Time of Day
- Time to Click
- Window Width

<input checked="" type="checkbox"/>	Name	Amount
<input type="checkbox"/>	0 - 2s	27
<input type="checkbox"/>	2 - 3s	18
<input type="checkbox"/>	3 - 4s	8
<input type="checkbox"/>	4 - 5s	3
<input type="checkbox"/>	5 - 10s	8
<input type="checkbox"/>	10 - 15s	2
<input type="checkbox"/>	15 - 20s	1
<input type="checkbox"/>	20 - 25s	1
<input type="checkbox"/>	25 - 30s	0
<input type="checkbox"/>	30 - 60s	0
<input type="checkbox"/>	1 - 2min	0
<input type="checkbox"/>	2 - 3min	0
<input type="checkbox"/>	3 - 5min	0
<input type="checkbox"/>	+5min	0

Consigue WordPress

# Plugins

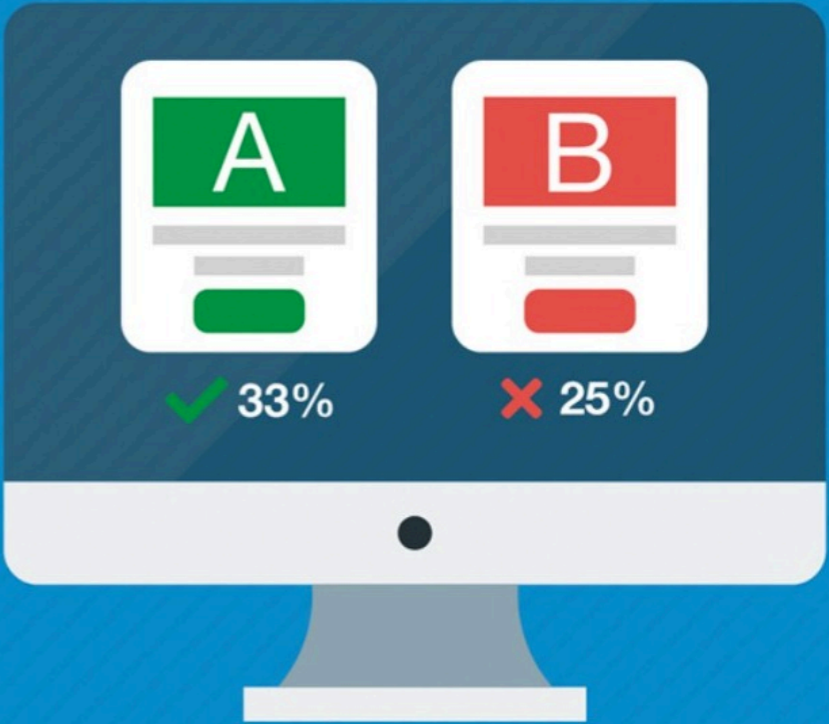
Mis favoritos Pruebas beta Desarrolladores

**AB**

## A/B Testing for WordPress

Easiest way to create split tests on your WordPress sites.



## A/B Testing for WordPress

Por [CleverNode](#)

Descargar

- Escritorio
- Entradas
- Medios
- Páginas**
- Todas las páginas
- Añadir nueva
- Comentarios
- WPForms
- Genesis
- Apariencia
- A/B Testing
- Plugins
- Usuarios
- Herramientas
- Ajustes
- Gutenberg
- Atomic Blocks
- Cerrar menú

Cambiar a borrador

Vista previa

Actualizar

⚙️
G
⋮

¡Eh! Genial, has seguido el enlace :-)

Muchas gracias por participar en este experimento.

¿Listo para dar el próximo paso?

Haz clic en el siguiente botón. O



AB
⋮

Quiero seguir con esto

Enlace

<https://pablomoratinos.e>

+

Documento
Bloque
×

AB
A/B Test Container

A/B test container which contains the possible variants.

**General Settings** ^

Title of test

New test on "Homepage"

Run this test  
*Showing control variant to every visitor*

**Variation distribution** ^

Variation A

50

Variation B

50

**Testing Goal** ^

Type

Entradas

RESUMIENDO ...

RESUMEN	GOOGLE OPTIMIZE	NELIO A/B TESTING	A/B TESTING FOR WP
CMS	TODOS	WORDPRESS	WORDPRESS
TIPOS DE TEST	A/B, SPLIT, MULTIV.	A/B, MULTIV.	A/B*
DIFICULTAD INTEGRACIÓN	MEDIA	BAJA	BAJA
EXTRAS	INTEGRACIÓN ANALYTICS	HEATMAPS CONFETTI	-
PRECIO	GRATIS	FREEMIUM	GRATIS



USA EL MÉTODO QUE  
QUIERAS, PERO TESTEA.

USA EL MÉTODO QUE  
QUIERAS, PERO TESTEA.

ES BARATO.

ES FÁCIL.





EL TESTEO ES ESENCIAL PORQUE  
ELIMINA LAS OPINIONES DEL  
PROCESO DE TOMA DE DECISIONES

EL TESTEO ES ESENCIAL PORQUE  
ELIMINA LAS OPINIONES DEL  
PROCESO DE TOMA DE DECISIONES

JUSTIN CUTRONI

¡GRACIAS!



A



B