



Cómo alcanzar el éxito: A/B TESTING PARA WORDPRESS

QUIÉN Soy

DAVID AGUILERA



Co-fundador de Nelio Software.
En Twitter y Slack soy **@davilera**

MI WEB 1

MI PÁGINA WEB...
¿PARA QUÉ?

NO HAY QUE OLVIDAR EL
OBJETIVO

UNA WEB, UN OBJETIVO



QUEREMOS ALGO DE NUESTROS VISITANTES



UNA WEB, UN OBJETIVO



QUEREMOS ALGO DE NUESTROS VISITANTES



UNA WEB, UN OBJETIVO



QUEREMOS ALGO DE NUESTROS VISITANTES



MEJORAR

CÓMO
MEJORAR

¿QUÉ PUEDO HACER PARA
MEJORAR MIS RESULTADOS?

MEDIDAR



Aumentar el **volumen** de visitantes
Más **posibilidades** de éxito

MELJORAR CONVERSIONES

Ser más **eficiente**
Más **probabilidades** de éxito

¿CÓMO MEDIMOS CONVERSIÓNES?

Conversion Rate (CR)

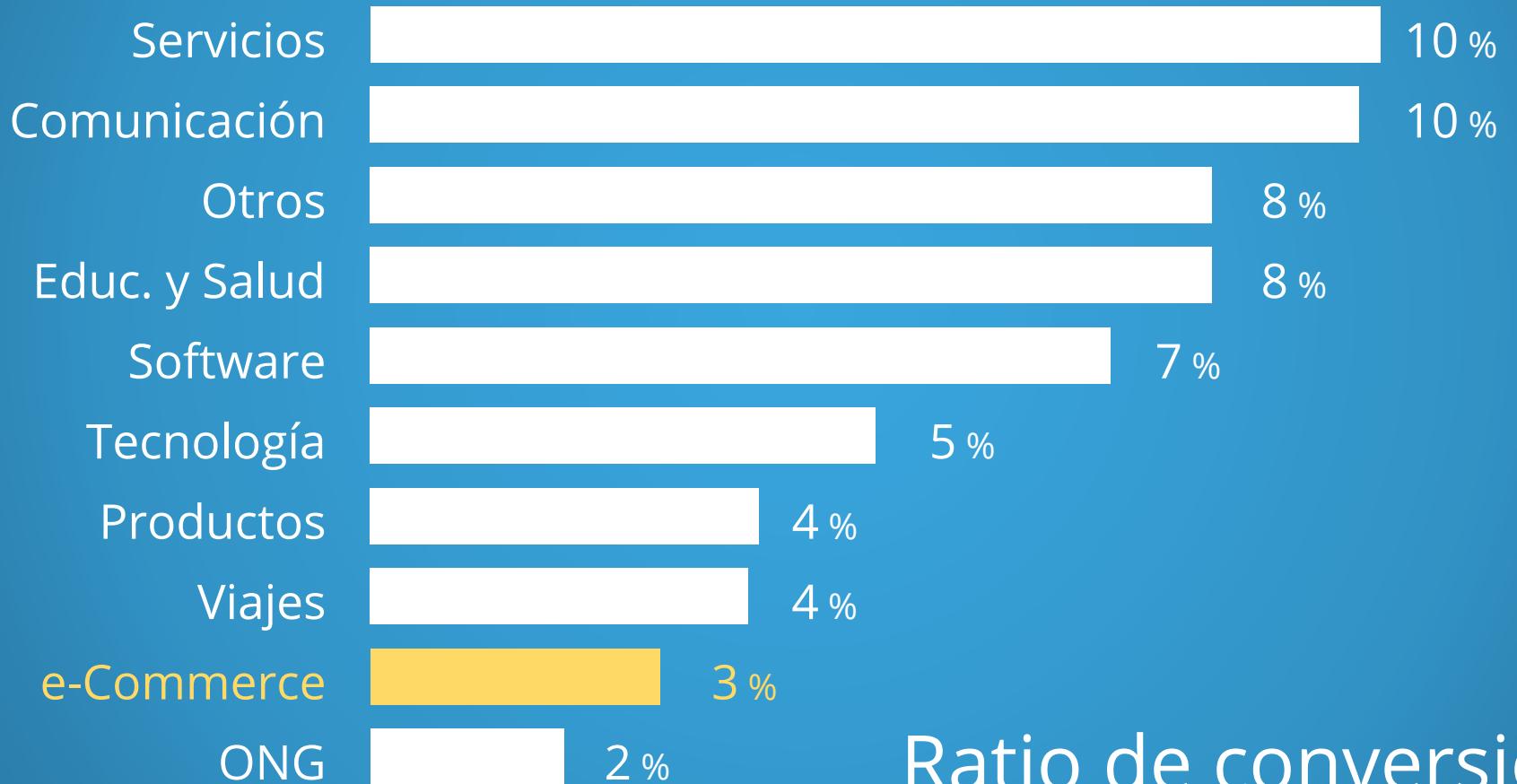
#conversiones / #visitantes

Si en el último mes
he tenido **100 visitantes** y
5 de ellos han comprado

mi **ratio de conversión** es del **5%**.



¿QUÉ CR PUEDO ESPERAR?



Ratio de conversión
por Áreas de Negocio

A/B TESTS

A/B TESTING

¿QUÉ ES Y
CÓMO FUNCIONA?

DEFINICIÓN

Comparar 2 versiones
de una web para ver
cuál es mejor

A vs B

Suscripción Anual

Coste por año

The screenshot shows the Nelio A/B Testing website's pricing section. The header includes the logo and navigation links: SOLUTIONS, PRICING (which is underlined), PRODUCT, BLOG, and CONTACT US.

Plans and Pricing

Plan	Cost	Tested Page Views	Best For	Includes
BASIC	\$290 /year OR \$29 month-to-month	5,000 tested page views	Individuals and Personal Sites, Bloggers, Small Stores	AND INCLUDES
PROFESSIONAL	\$890 /year OR \$89 month-to-month	35,000 tested page views	Small Business Owners, Small and Medium Companies	AND INCLUDES
ENTERPRISE	\$2,590 /year OR \$259 month-to-month	200,000 tested page views	Teams focused on Optimization and Large Businesses	AND INCLUDES

[PURCHASE PLAN](#)

¿QUÉ CAMBIAMOS?

Hay que **pensar** en las posibilidades...

- ◊ Botones de acción
- ◊ Orden paquetes
- ◊ Presentación
- ◊ Precios
- ◊ Ofertas
- ◊ ...

The screenshot shows the Nelio A/B Testing website's pricing page. The header includes the Nelio logo, navigation links for SOLUTIONS, PRICING (which is underlined), PRODUCT, BLOG, and CONTACT US. Below the header, the title "Plans and Pricing" is centered. Three plans are listed side-by-side:

BASIC	PROFESSIONAL	ENTERPRISE
14 day free trial, then \$290 /year OR \$29 month-to-month	14 day free trial, then \$890 /year OR \$89 month-to-month	14 day free trial, then \$2,590 /year OR \$259 month-to-month
5,000 tested page views ⓘ	35,000 tested page views ⓘ	200,000 tested page views ⓘ
PURCHASE PLAN ↗	PURCHASE PLAN ↗	PURCHASE PLAN ↗
BEST FOR Individuals and Personal Sites, Bloggers, Small Stores	BEST FOR Small Business Owners, Small and Medium Companies	BEST FOR Teams focused on Optimization and Large Businesses
AND INCLUDES	AND INCLUDES	AND INCLUDES

Suscripción Anual

Coste mensual prorratoeado

The screenshot shows the Nelio A/B Testing website's pricing section. The header includes the logo and navigation links: SOLUTIONS, PRICING (which is underlined), PRODUCT, BLOG, and CONTACT US.

Plans and Pricing

Plan	Cost	Billing Type	Tested Page Views	Best For
BASIC	\$24 /month	BILLED ANNUALLY OR \$29 month-to-month	5,000 tested page views	Individuals and Personal Sites, Bloggers, Small Stores
PROFESSIONAL	\$74 /month	BILLED ANNUALLY OR \$89 month-to-month	35,000 tested page views	Small Business Owners, Small and Medium Companies
ENTERPRISE	\$214 /month	BILLED ANNUALLY OR \$259 month-to-month	200,000 tested page views	Teams focused on Optimization and Large Businesses

[PURCHASE PLAN](#)



¿CUÁL ES MEJOR?



NADIE SABE CUÁL ES MEJOR...

Hay que
poner a prueba
nuestra propuesta

Datos.
Opiniones, no.

¿CÓMO LO HACEMOS?

The image shows two computer monitors side-by-side, each displaying the 'Plans and Pricing' page for Nelio A/B Testing. The left monitor displays the original pricing page, while the right monitor displays a modified version where the prices have been significantly reduced.

Original Pricing (Left Monitor):

Plan	Price /year	Tested Page Views	Billing Options
BASIC	\$290	5,000	14 day free trial, then \$29 month-to-month OR \$29 month-to-month
PROFESSIONAL	\$890	35,000	14 day free trial, then \$89 month-to-month OR \$89 month-to-month
ENTERPRISE	\$2,590	200,000	14 day free trial, then \$259 month-to-month OR \$259 month-to-month

Modified Pricing (Right Monitor):

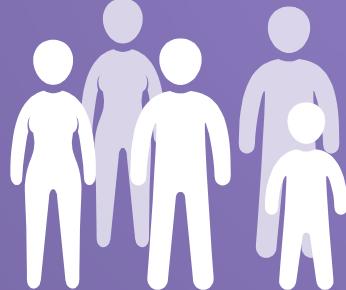
Plan	Price /month	Tested Page Views	Billing Options
BASIC	\$24	5,000	14 day free trial, then \$24/month BILLED ANNUALLY OR \$24 month-to-month
PROFESSIONAL	\$74	35,000	14 day free trial, then \$74/month BILLED ANNUALLY OR \$74 month-to-month
ENTERPRISE	\$214	200,000	14 day free trial, then \$214/month BILLED ANNUALLY OR \$214 month-to-month



DIVIDIMOS EL TRÁFICO

The screenshot shows the Nelio A/B Testing for WordPress website's pricing section. It features three main plan categories: Basic, Professional, and Enterprise. Each plan includes a price, usage details, and a 'PURCHASE PLAN' button.

Plan	Price	Usage	Best For
BASIC	\$290 /year OR \$29 month-to-month	14 day free trial, then 5,000 tested page views	Individuals and Personal Sites, Bloggers, Small Stores AND INCLUDES
PROFESSIONAL	\$890 /year OR \$89 month-to-month	14 day free trial, then 35,000 tested page views	Small Business Owners, Small and Medium Companies AND INCLUDES
ENTERPRISE	\$2,590 /year OR \$259 month-to-month	14 day free trial, then 200,000 tested page views	Teams focused on Optimization and Large Businesses AND INCLUDES



The screenshot shows the same Nelio A/B Testing for WordPress website's pricing section, but with modified prices for each plan. The changes are as follows:

Plan	Price	Usage	Best For
BASIC	\$24 /month BILLED ANNUALLY OR \$29 month-to-month	14 day free trial, then 5,000 tested page views	Individuals and Personal Sites, Bloggers, Small Stores AND INCLUDES
PROFESSIONAL	\$74 /month BILLED ANNUALLY OR \$89 month-to-month	14 day free trial, then 35,000 tested page views	Small Business Owners, Small and Medium Companies AND INCLUDES
ENTERPRISE	\$214 /month BILLED ANNUALLY OR \$259 month-to-month	14 day free trial, then 200,000 tested page views	Teams focused on Optimization and Large Businesses AND INCLUDES



RECOGEMOS INFORMACIÓN

The image displays two computer monitors side-by-side, illustrating a change made to a website's pricing page. Both monitors show the Nelio A/B Testing for WordPress website.

Left Monitor (Original Pricing):

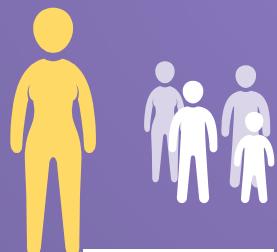
- BASIC:** 14 day free trial, then **\$290 /year** OR \$29 month-to-month. 5,000 tested page views. **PURCHASE PLAN**
- PROFESSIONAL:** 14 day free trial, then **\$890 /year** OR \$89 month-to-month. 35,000 tested page views. **PURCHASE PLAN**
- ENTERPRISE:** 14 day free trial, then **\$2,590 /year** OR \$259 month-to-month. 200,000 tested page views. **PURCHASE PLAN**

Right Monitor (Manipulated Pricing):

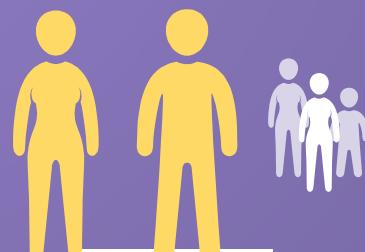
- BASIC:** 14 day free trial, then **\$24 /month** BILLED ANNUALLY OR \$29 month-to-month. 5,000 tested page views. **PURCHASE PLAN**
- PROFESSIONAL:** 14 day free trial, then **\$74 /month** BILLED ANNUALLY OR \$89 month-to-month. 35,000 tested page views. **PURCHASE PLAN**
- ENTERPRISE:** 14 day free trial, then **\$214 /month** BILLED ANNUALLY OR \$259 month-to-month. 200,000 tested page views. **PURCHASE PLAN**

Below the Monitors:

- Left Monitor Graphic:** Shows one large yellow figure and three smaller grey figures.
- Text:** **5%**
- Right Monitor Graphic:** Shows two large yellow figures and four smaller grey figures.
- Text:** **9%**



5%



9%

ANALIZAMOS LOS RESULTADOS



The screenshot shows the original 'Plans and Pricing' page. It features three plan options: 'BASIC', 'PROFESSIONAL', and 'ENTERPRISE'. Each plan includes a price, a free trial period, and a billing option. Below each plan is a 'PURCHASE PLAN' button and a 'BEST FOR' description.

Plan	Price	Free Trial	Billing Option	BEST FOR
BASIC	\$290 /year	14 day free trial, then	OR \$29 month-to-month	Individuals and Personal Sites, Bloggers, Small Stores
PROFESSIONAL	\$890 /year	14 day free trial, then	OR \$89 month-to-month	Small Business Owners, Small and Medium Companies
ENTERPRISE	\$2,590 /year	14 day free trial, then	OR \$259 month-to-month	Teams focused on Optimization and Large Businesses

The screenshot shows the revised 'Plans and Pricing' page. The 'PROFESSIONAL' plan has been renamed to '\$74/month' and its price increased to '\$214/month'. The other plans remain the same. The 'PURCHASE PLAN' buttons and 'BEST FOR' descriptions are also present.

Plan	Price	Free Trial	Billing Option	BEST FOR
BASIC	\$24 /month	14 day free trial, then	BILLED ANNUALLY OR \$29 month-to-month	Individuals and Personal Sites, Bloggers, Small Stores
PROFESSIONAL	\$74 /month	14 day free trial, then	BILLED ANNUALLY OR \$89 month-to-month	Small Business Owners, Small and Medium Companies
ENTERPRISE	\$214 /month	14 day free trial, then	BILLED ANNUALLY OR \$259 month-to-month	Teams focused on Optimization and Large Businesses

VERSIÓN B GANADORA

ANALIZAMOS LOS RESULTADOS



Plans and Pricing

Plan	Price	Tested Page Views	Billing Options	Best For
BASIC	\$290 /year	5,000	14 day free trial, then \$29 month-to-month OR \$29 month-to-month	Individuals and Personal Sites, Bloggers, Small Stores
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ENTERPRISE	\$2,590 /year	200,000	14 day free trial, then \$259 month-to-month OR \$259 month-to-month	Teams focused on Optimization and Large Businesses

Plans and Pricing

Plan	Price	Tested Page Views	Billing Options	Best For
BASIC	\$24 /month	5,000	14 day free trial, then \$24 month-to-month BILLED ANNUALLY OR \$29 month-to-month	Individuals and Personal Sites, Bloggers, Small Stores
PROFESSIONAL	\$74 /month	35,000	14 day free trial, then \$74 month-to-month BILLED ANNUALLY OR \$89 month-to-month	Small Business Owners, Small and Medium Companies
ENTERPRISE	\$214 /month	200,000	14 day free trial, then \$214 month-to-month BILLED ANNUALLY OR \$259 month-to-month	Teams focused on Optimization and Large Businesses

VERSIÓN B GANADORA

SÉ METÓDICO



Comprende tu web



Plantea una Hipótesis



Diseña la Alternativa



Lanza el Test



Analiza los Resultados



Extrae conclusiones

SÉ METÓDICO



Comprende tu web



Plantea una Hipótesis



Diseña la Alternativa



Lanza el Test



Analiza los Resultados



Extrae conclusiones

SÉ METÓDICO



Comprende tu web



Plantea una Hipótesis



Diseña la Alternativa



Lanza el Test



Analiza los Resultados



Extrae conclusiones

SÉ METÓDICO

-  **Comprende tu web**
-  **Plantea una Hipótesis**
-  **Diseña la Alternativa**
-  **Lanza el Test**
-  **Analiza los Resultados**
-  **Extrae conclusiones**

EXCUSAS

EXCUSAS

ESTO NO ES PARA MÍ...

YO YA SÉ
QUÉ FUNCIONA
Y QUÉ NO



YO YA SÉ QUÉ FUNCIONA Y QUÉ NO



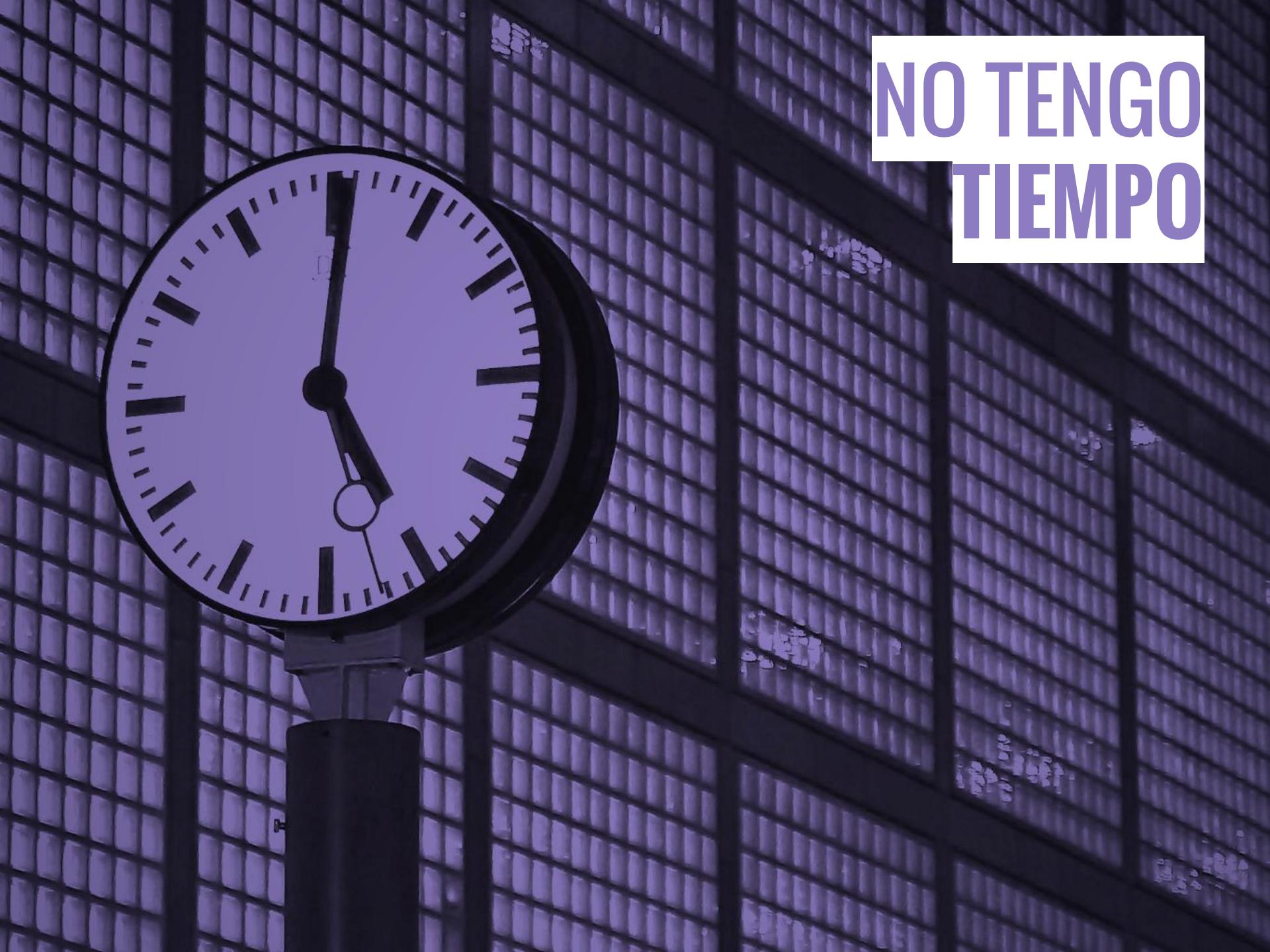
<http://whichtestwon.com>

YO YA SÉ QUÉ FUNCIONA Y QUÉ NO

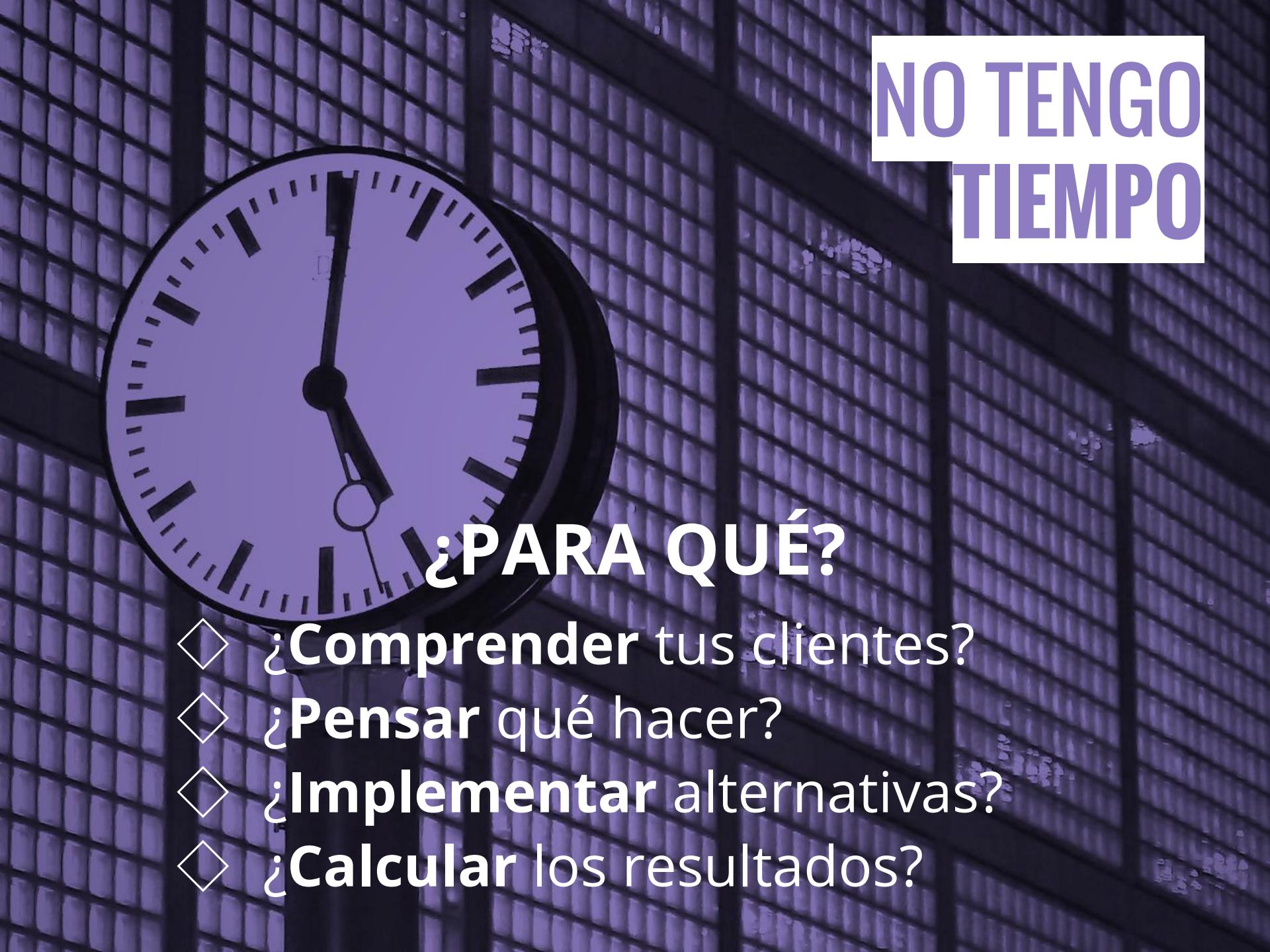
The monitor screen shows a red and white promotional page for Vodafone Thuis. At the top, it says "Thuis" and "Internet, TV and calling from € 30 per month". Below this is a "More information" button. In the center, there's a yellow circle containing the text "from €30 per month". To the left of the circle, it says "Vodafone Power to you". The background of the ad features a woman in a pink tutu dancing. A golden trophy cup with a single star is placed on a pedestal next to the monitor.



<http://whichtestwon.com>

A large, round clock is mounted on the side of a modern building with a grid-patterned facade. The clock has a black frame and a white face with black hour and minute hands. It is positioned on the left side of the frame. The background consists of the building's facade, which features a grid of rectangular windows or panels.

**NO TENGO
TIEMPO**



**NO TENGO
TIEMPO**

¿PARA QUÉ?

- ◊ **¿Comprender** tus clientes?
- ◊ **¿Pensar** qué hacer?
- ◊ **¿Implementar** alternativas?
- ◊ **¿Calcular** los resultados?

**MI WEB ES
DEMASIADO
PEQUEÑA**



MI WEB ES DEMASIADO PEQUEÑA



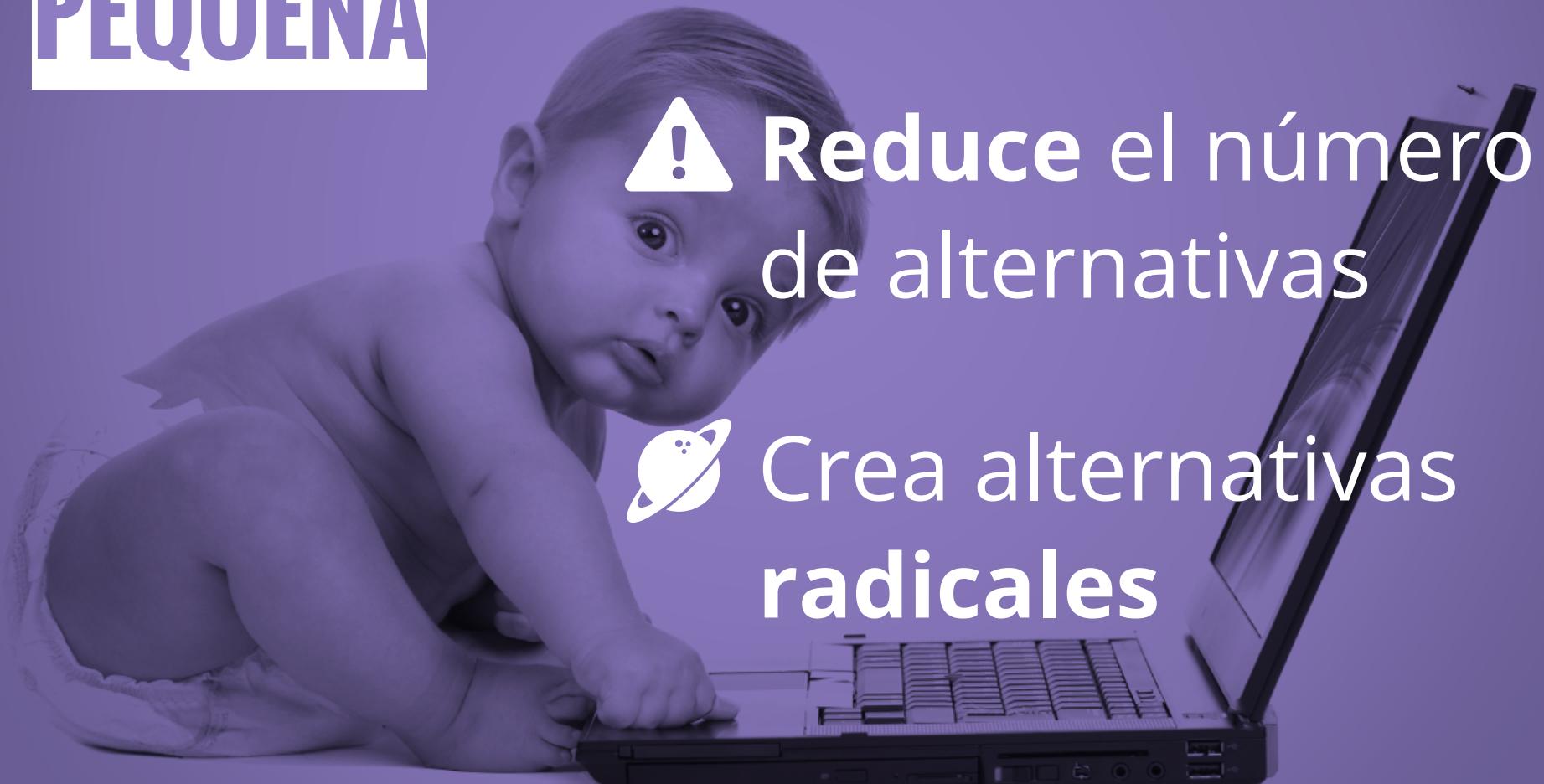
Elementos de
alto impacto



Reduce el número
de alternativas



Crea alternativas
radicales



WORDPRESS

A/B TESTING
EN WORDPRESS

QUÉ Y CÓMO
EN NUESTRO CMS FAVORITO

POSIBLES TESTS EN WORDPRESS

- 📄 Página Principal
- 📌 Páginas y Entradas
- ☰ Menús
- ⚙️ Widgets
- 🖌 Temas
- 🖼️ Titulares
- 🏷️ Custom Post Types
p.e. Productos (e-commerce)
- { } Hojas de estilo



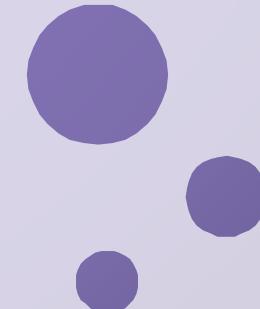
POSIBLES TESTS EN WORDPRESS

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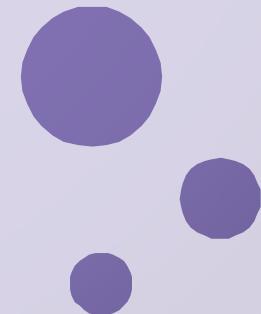
POSIBLES TESTS EN WORDPRESS

- 📄 Página Principal
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POSIBLES TESTS EN WORDPRESS

- 📄 Página Principal
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- ☰ Menús
- ⚙️ Widgets
- 📣 Temas
- 📷 Titulares
- 🏷️ Custom Post Types
p.e. Productos (e-commerce)
- { } Hojas de estilo



CÓMO HACERLO



Desarrollo a medida



Combinar plugins



Soluciones integrales

UN VISTAZO AL CODEX

😊 WordPress está “preparado” para el A/B Testing.

Algunos **filtros/acciones** útiles:

wp_title

the_title

the_content

get_the_excerpt

UN VISTAZO AL CODEX

:(Pero nos quedan
muchos problemas por resolver...

¿Cómo **dividimos** el tráfico?

¿Qué pasa con los plugins de **cache**?

¿Qué **datos** recopilamos y cómo?

¿Cómo definimos **conversiones**?

¿Y el cálculo de **resultados**?

PLUGINS



Tenemos varias opciones:

- ◇ Nelio A/B Testing (\$)
- ◇ Convert Experiments by Yoast (\$)
- ◇ AB Press Optimizer (\$)
- ◇ AB Tasty (\$)
- ◇ AB Testing with Javascript
- ◇ SES Theme Split Test

SOLUCIONES INTEGRALES

☺ Tenemos varias opciones:

- ◊ Nelio A/B Testing (\$)
- ◊ Convert Experiments by Yoast (\$)
- ◊ AB Press Optimizer (\$)
- ◊ AB Tasty (\$)

SOLUCIONES INTEGRALES

😊 Tenemos varias opciones:

- ◊ **Nelio A/B Testing (\$)**
- ◊ Convert Experiments by Yoast (\$)
- ◊ **AB Press Optimizer (\$)**
- ◊ AB Tasty (\$)

⚠ ¡Pero **cuidado!**

Sólo algunas están específicamente
diseñadas para WordPress

RESUMEN

TL;DR

LA LECCIÓN DE HOY

RECORDAD



Toda web tiene un **propósito**



Más **visitas** o mejores **conversiones**



A/B Testing os ayudará con la CRO



Cualquiera puede (y debe) hacerlo



También en **WordPress**
(comunidad y empresas)

AB[♥]WP

EL A/B TESTING ES PARA TODOS

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