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All You Need To Know About Multivariate Testing

Finally an easy way of assessing the website's traffic to predict the combination which gives better rate and conversion for just clicking the ads displayed in the sites. So now the job of internet marketers is much easier for testing their sites for traffic.

Multivariate testing, as the name suggests, allows multiple variations of a website to be tested against optimal performances through statistical data. Never confuse it with A/B testing which is more or less a subset of multivariate testing restricted to only two content variations i.e.: -two separate ad campaigns.

Multivariate testing is preferred to other methods as it clearly indicates which variations are better than the others at the same time meets the website requirement. Many features with respect to the advertisements can be changed according to the testing of different variations. This in turn helps in improving the revenue by changing the colors, placements and other features of the advertisement. This is the main reason why multivariate testing is preferred over other methods.

Multivariate testing requires a lot of time because one thing is changed at once and the results are then recorded. This is the reason internet marketers use a specialized software support to implement this method of testing. The marketers can use this system of testing procedures to go through several versions of the website vigorously. The statistics are then gathered for each variation depending on the visitor's likeability to the content under test. In addition, software is used to rotate the most successful version of the website; the alternate version is kept for testing purposes.

Maintaining a regular traffic at appropriate time is also achieved by multivariate testing. Time is the most important factor that decides the traffic. Ensuring a proper exploitation of ad programs and optimizing the appropriate usage of website is an added advantage of multivariate testing.

Comparatively A/B testing methods is very simple and faster than multivariate testing. Here no variations are monitored; traffic is monitored only by statistics program. So there is no need for any software to monitor the traffic. The key factor in improving the traffic is to improve the number of actions taken on an ad campaign at a given time. A/B testing is well suited for small home-based business, because it's very economical.

Suppose you are given a task of developing a completely new website for a particular product, then the different possible combinations to achieve better traffic is only given by multivariate testing methods.

Some people don't do testing at all. They believe that they know their market and know what the market is actually looking for. This is absolutely a wrong notion considering the fact that you miss most of the sales opportunities coming your way.

Your website visitors may think they like the products on your website but in reality they would always respond better for an alternate if given an option. So, in order to be a successful internet marketer it is important to employ proper testing procedures for your website and implement them on a regular basis to cater to better conversion rates and more sales opportunities.

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