

 Documenting A/B or Multivariable Testing in Excel

Master Test Worksheet

Column Headers:

- Test Name
- Test Date Range
- Test Hypothesis
- Results

Each Row is a single test      Link the Test Name cell for each test to the other spreadsheet built for that test

Individual Test Worksheet

First Tab

- Test Name
- Test Date Range
- Test Hypothesis
- What kind of test is this? A/b or multivariate and how many panels or combinations
- Traffic Data (source of traffic, current traffic stats)
- What metrics I will be using to determine the results and how to determine the metric
- Space for final metric results
- Learning's (both as the test is live and from results)
- Ideas for future tests based on this info
- Next actions
- Misc. Notes

Additional Tabs

- Screenshot of control
- Screenshots of test panels or combos.
- Screenshots of test statistics
  - When using GWO, take daily screenshots of stats admins in separate folder.
  - Final screenshot from the end test is stored in this worksheet

Various others

References like detailed metrics information

Folders for each test (named as test)

- test spec PowerPoint
- analytics data
- screenshots of everything used through test