

# 75 Ecommerce A/B Testing Ideas



From Wishpond

# A/B Test Ideas for your Whole Website

1. Test featuring your promotions and sales in your nav bar as a tab.
2. Test a segmented product dropdown in your nav bar.
3. Test the cart icon design in your nav.
4. Test adding a search bar in your nav.
5. Test currency personalization based on IP address.
6. Test what you show/how you prioritize on mobile or tablet view vs desktop.
7. Test a hello bar with a discount code, BOGO promotion, or free shipping.
8. Test a hello bar with discount code for visitors who opt in.
9. Test a "your cart is empty" hello bar.
10. Test a first-time-visitor promotion (shown on an entry popup or welcome mat).
11. Test adding an email opt-in form to your footer.
12. Test adding a trust symbol to your footer.

## A/B Test Ideas for your Homepage

13. Test featured product(s) at the top of your homepage.
14. Test a video or gif in your header vs a static image.
15. Test immediate segmentation of visitors into male and female.
16. Test a featured promotion at the top of your homepage.
17. Test large image links to product categories.
18. Test displaying vs hiding links to your "About Us" page (or other non-sales pages).
19. Test linking to PR write-ups and reviews.
20. Test adding an entry popup or welcome mat giving a discount in exchange for contact information.
21. Test limited-time gift-guide displays.
22. Test a search bar at the bottom of your homepage.

# A/B Test Ideas for your Product Directory

23. Test sidebar product categorization.
24. Test sidebar price categorization.
25. Test a clickable product image vs a button
26. Test product display options.
27. Test the amount of description you have for each product.
28. Test having a click popup instead of an individual product page.
29. Test a lightbox product preview ("Quick Look").
30. Test social share buttons
31. Test showing ratings beneath each product.
32. Test featuring product discounts.

## A/B Test Ideas for your Product Pages

33. Test the format of description (paragraph vs bullet-point).
34. Test the amount of description you include.
35. Test a tab feature (to avoid overwhelming people).
36. Test adding (or the number of) featured reviews, and whether or not you include names, faces, etc, of reviewers.
37. Test star ratings vs numbered ratings.
38. Test adding trust symbols.
39. Test featuring methods of payment.
40. Test adding a favoriting function (with account creation).
41. Test your call-to-action/purchase copy.
42. Test two buttons after a product is added to cart: "Head to Checkout" and "Continue Browsing."

## A/B Test Ideas for your Product Pages

43. Test adding a countdown timer on discounted products.
44. Test images: carousel vs single image vs gallery vs lightbox vs 360 view.
45. Test adding a zoom function to your product images.
46. Test adding size charts.
47. Test having a model vs no model in your product images. Alternatively, test "product in use" images vs product only.
48. Test "More products you might like" section.
49. Test "limited availability" copy.
50. Test how you display the price: size, color, font, etc.
51. Test displayed price with shipping included or without.
52. Test adding a value-add to all product pages.

# A/B Test Ideas for your Search Function

53. Test the placement of your search bar.
54. Test the prominence (size) of search bar.
55. Test having an advanced search option.
56. Test category prompts.
57. Test adding a dropdown from the search box to prompt categories.
58. Test product images in search results.
59. Test level of detail in results.
60. Test slide-in search function (overlay).
61. Test product recommendations in search results.
62. Test number of displayed search results.
63. Test how you give the option to view more search results.

# A/B Test Ideas for your Checkout Page/Process

64. Test "Buy it Now" vs "Add to Cart" options
65. Test requiring email address/account creation.
66. Test displaying all payment options
67. Test showing value-adds like free shipping
68. Test multi-page checkout vs one long page.
69. Test a "you've added to your shopping cart" footer
70. Test a simplified form display
71. Test adding a Paypal payment option (log in for easy checkout)
72. Test displaying full price on checkout vs hiding full price.
73. Test "Remember me" function at checkout to make returning easier.
74. Test adding an option to choose "Same as shipping address" during billing form
75. Test displaying billing before shipping, or visa versa.



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