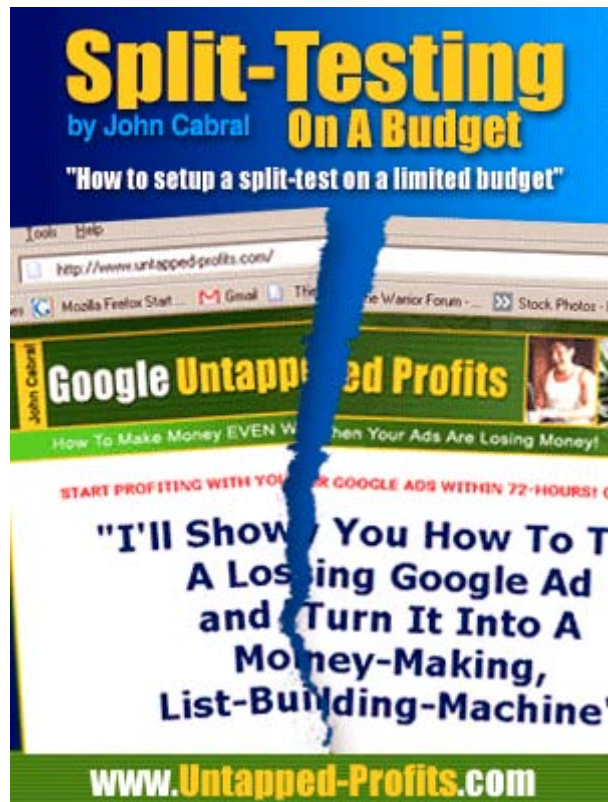


Compliments of
John Cabral



Split-Testing On A Budget
"How to setup a split-test on a budget"

Legal Notice Stuff

Ok now for the stuff you hate to read. I have made every effort to accurately represent this product and its potential. No guarantee is made that the techniques discussed here will work for you, or make you money. No references are made as to how much money you will make or if the techniques described in this guide will work for you.

Over time, some of the links in this Guide may no longer work due to Internet changes, which occur on a daily basis. I cannot be help responsible for any site that may change and the results that may be caused by it.

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Introductory

Thank you for downloading this Guide on how you can setup a Split-Test for your sales copy.

Hi, my name is John Cabral I am a single dad to a great 3-year-old boy. I am also an accountant during the day, Webmaster of <http://www.untapped-profits.com/> and several other sites and I am what I like to consider a hobbyist programmer.

What this means is that after working a full time job, playing daddy and mommy to my son I like to program and create software in Visual Basic.

You can checkout a bartending software program I did at <http://megabiznes.com/drinks>

Being a single dad I am not afforded a big budget for my online businesses and am always looking for ways to stretch every dollar. Due to this fact I sometimes come up with some ingenious ways to accomplish what others with bigger budgets can do.

This guide was the result of my wanting to test out my sales copy while spending very little doing it.

I read about how other marketers were doing it with something called Split-Testing.

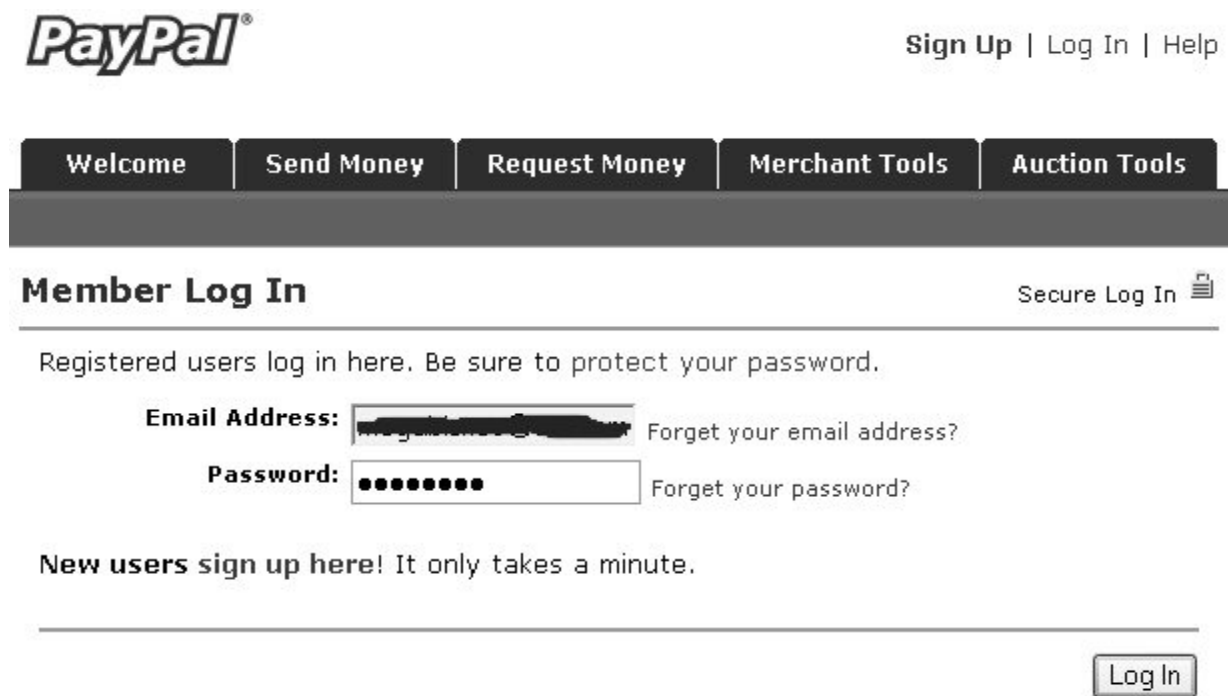
Split-Testing is basically a method were you have several sales copy that you want to test to see which ones pulls in more sales or maybe subscribers.

Basically a script is used that loads up a different sales copy when a visitor visits your site. So if you had two copies, script would load up a different version and track the results.

Two of the most popular scripts used for tracking split testing or just about any kind of advertising are [Adtrackz](#) and [DynaTraker](#). You can buy these and use them once you are making money but until then my method will work fine.

Lets get started with how to setup your Paypal buttons used with your split test pages.

First login to your account, remember to make sure you use <https://paypal.com>




The screenshot shows the PayPal Member Log In page. At the top left is the PayPal logo. To the right are links for "Sign Up", "Log In", and "Help". Below these is a navigation bar with buttons for "Welcome", "Send Money", "Request Money", "Merchant Tools", and "Auction Tools". The main heading is "Member Log In" with a "Secure Log In" link and a shield icon to its right. Below the heading is a message: "Registered users log in here. Be sure to protect your password." There are two input fields: "Email Address:" with a text box containing a masked email address and a "Forget your email address?" link; and "Password:" with a text box containing masked characters and a "Forget your password?" link. At the bottom, there is a message: "New users sign up here! It only takes a minute." and a "Log In" button.

PayPal [Sign Up](#) | [Log In](#) | [Help](#)

Welcome Send Money Request Money Merchant Tools Auction Tools

Member Log In

[Secure Log In](#) 

Registered users log in here. Be sure to protect your password.

Email Address: [Forget your email address?](#)

Password: [Forget your password?](#)

New users sign up here! It only takes a minute.

[Log In](#)

Once you login go to [Merchant Tools](#) go to Accepting Website payment and click on [Buy Now Button](#). See Next screen.

My Account

Send Money

Request Money

Merchant Tools

Auction Tools

Business Services

Merchant Tools

Auction Tools

Enterprise Solutions

Transaction Fees

Security for Merchants

What Is PayPal?

Resources

Tour of Merchant Tools

Merchant Overview

Case Study:
BlueJeansCable.com

Merchant User Manual
and Integration Guide


PayPal Developer
Network

Business Resource
Center

Merchant Referral
Bonus

Online Logo Center


Merchant Tools



Accept Payments

PayPal is the easy and affordable way to receive payments on your website and via email.


PayPal Buyer Account Optional



Now your buyers don't need to sign up for a PayPal account in order to pay you.

[Learn more.](#)

Merchant Referral Bonus



Get paid for each merchant you refer to PayPal.

[Learn more.](#)

Free Tools for Your Online Business

PayPal offers a wide range of tools to manage your business

[View Directory of Tools](#)
[View New Merchant](#)

Accepting Website Payments

[PayPal Shopping Cart](#)
[Buy Now Buttons](#)
[Subscriptions and Recurring Payments](#)
[Donations](#)

This will bring you up to the screen that creates your Paypal button.

Selling Single Items

[See Demo](#)

Sell individual items on your website by creating a customized payment button and your buyers will be able to make their purchases quickly and securely on PayPal hosted payment pages.

More Resources
Techniques, examples,
demos & more.

Enter the details of the item you wish to sell (optional)

Item Name/Service:

Item ID/Number:

Price of Item/Service you want to sell: (\$2,000.00 USD limit for new buyers) ?

Currency: ?

If you want your buyer's payment form to default to a specific country, select a country below. Otherwise, do nothing and your buyers can choose for themselves.

Buyer's Country: ?
(Optional)

Choose a button to put on your website (optional)

☐ [Choose a different button](#)

Or customize your button! Just enter the exact URL of any image on your website.

☒ Yes, I would like to use my own image

Button Image URL: ?

Security Settings

Increase the security of your transactions by creating buttons with encrypted HTML code. Encryption ensures that an item's price and other details cannot be altered by a third party.

Note: Using encryption makes some button fields from the **Add More Options** page unavailable (e.g., option fields).

Note: If you decide to use button encryption, an email link will not be generated.

Click **Yes** to encrypt your payment button. ?

☒ Yes ☐ No

To add **sales tax**, **shipping costs**, and other details to your button, click **Add More Options**.

[Create Button Now](#)[Add More Options](#)

Here you will enter the following:

- Item Name/Service
- Item ID/Number
- Your Price
- Currency

You can select Paypal's default button or use your own. To use your own click on the "[Yes, I would like to use my own image](#)" and enter the location of your button image. I used <http://untapped-profits.com/ordergoogle.jpg>.

Next make sure you click on where it says, "[Yes, I would like to encrypt your payment button](#)." This is **extremely** important, as you will be using the advanced feature, which you will use to allow instant downloading of your item.

If you do not then anyone can do a view source and see your download link and steal your info.

Click on "[Add More Options](#)" to be taken to next and final step.

Customize Your Buyer's Experience (optional)

Successful Payment URL - This is where your customers will go after they complete their payment. (e.g. www.yourshop.com)

Successful Payment URL:

Payment Data Transfer: ☐ Off

Cancel Payment URL - This is where your customers will go if they cancel their payment. (e.g. www.yourshop.com/cancel)

Cancel Payment URL:

Miscellaneous (optional)

Would you like your buyers to be able to purchase more than one of this item or service?

☐ Yes ☒ No

Would you like your buyers to provide you with their shipping address?

☒ Make shipping optional. ☐ Yes, require shipping. ☐ No shipping needed.

Collect Additional Information From Your Customers (optional)

Would you like your customers to have the option of including a note with their payment?

☐ Yes ☒ No

Note Title: (30 character limit)

Choose an email address to receive payment (optional)

I would like to receive payments at the following email address:

Email Address:

On this screen you will enter the “[Successful Payment URL](#).” Example...
<http://untapped-profits.com/success.php>.

This is where your customer is taken too when they successfully complete payment. This will be a php script that will not only provide instant downloading of your product but will also email you so you will know you have a sale and a download. You can even have it sent a text message to your cell phone. Just make sure your plan offers this or you can run up some major charges. My cellular company charges 10 cents per text message. Of course if you are getting then its because you made a sale.

You will also enter your “[Cancel Payment URL.](#)” Example ...
<http://untapped-profits.com/cancel.htm>

This is where your customer will be taken to if they cancel payment process. You can use this to take them either back to your sales page or to a different offer all together.

You are now ready to create your button. Click on “[Create Button Now](#)”

This screen will be shown where you can copy and paste the code for your button to place on your web page.

PayPal® [Log Out](#) | [Help](#)

[My Account](#) [Send Money](#) [Request Money](#) [Merchant Tools](#) [Auction Tools](#)

Add a button to your website

Copy your custom HTML code
Copy the code below just like you would normal text.

Note: If you are using button encryption, an email link will not be generated. To turn button encryption off and create an email link, click your browser's **Back** button, click the **No** radio button to turn off button encryption, and then click **Create Button Now**.

Encrypted HTML code for Websites:
(Copy and paste this HTML code onto your website)

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="image">
```

.....

Paste the HTML code onto your website
Go to Your Website: In your files, go to the HTML code for the web page where you want the payment button to appear. You can do this by using a text editor or your HTML editor.

Paste the HTML code above into your website's HTML code next to the item you wish to sell. Now view your web page and you should see the payment button for buyers to click and pay!

Please ensure that the HTML code on your web page exactly matches the code above. Some HTML editors may add, delete, or change some characters in your code. If this is the case, please change the code on your web page to exactly match the code above.

Since you will be testing at least 2 different sales ads you will need to create a Paypal button for each ad.

Each button will call a different Success URL. This is where the tracking comes into play.

Ok now for the fun part...

Now I will show you how to create a simple yet effective script to test more than one sales copy. I have it testing 3 of my sales copies on my new site www.untapped-profits.com.

Basically the script will generate a random number between 1 and the number of sales copies, for me that would be between 1 and 3.

You will need to make sure your server can run PHP scripts. I have found that 99.99% of hosting packages have this for free but check with your host. You will also need to upload files to your site using an FTP program or from your control panel.

Each time someone visits the site it will load a page based on random number generated. So if number is 2, page 2 will be loaded and so forth. Now this is not the most sophisticated method and there are scripts to do just that but this one works and is cheap to. Your only cost is the cost of this guide.

If you're just starting out or on a tight budget then this is an alternative method. Then when you are making money you can buy one of those more advanced scripts. When you start to make money you may want to consider looking at [Adtrackz](#) and [DynaTraker](#).

Each of these pages will have a special Paypal payment button that calls a different script so you can track results.

Lets take a look at the split testing script that I use and that you will be using.

```
<?
srand((double)microtime()*1000000);
$x = rand(1,3);
if($x ==1 )
{
header("Location: http://untapped-profits.com/page.htm");
}
elseif ($x ==2 )
{
header("Location: http://untapped-profits.com/page1.htm");
}
else
{
header("Location: http://untapped-profits.com/page2.htm");
}
?>
```

Above is what I call the “Poor Man’s” split-testing script. You can download this script to use from here <http://megabiznes.com/poorman.zip>

As you can see all it does is pick a random number between 1 and 3 and loads page according to number picked.

Nothing out of this world...

In the above example each page has a 1/3 (33%) chance of being displayed.

This is the meat and potato of the split-testing method I use. It’s not fancy or full of bells and whistles but it works.

A version to test 2 pages would look something like this:

```
<?
srand((double)microtime()*1000000);
$x = rand(1,3);
if($x ==1 )
{
header("Location: http://untapped-profits.com/page1.htm");
}
else
{
header("Location: http://untapped-profits.com/page2.htm");
}
?>
```

Now that you have learned this step lets go to the tracking script I use to not only provide instant downloading but also tracking.

Here is the script I use to track sales page that sale was made from and then provide instant downloading of my Guide.

```
<?
// ****
//This script mails visitor info to address of your choice, and then either sends buyer to
download site or starts download.
$to="jmc1712@test.com"; email address where you want email sent
$from="John Cabral <jmc1712@test.com>"; You can use same address here
$dt=date("Y-m-d H:i:s");
// Mail subject part
$subject="Ebook Downloaded Page #1"; Tracking Info
// -----
// Info sent in email....!
mail($to, $subject,
"$id
Referer Page : $HTTP_REFERER
Referer IP address : $REMOTE_ADDR
",
"From: $from");
// The email part ends here...!
header("Location: http://yourdomain.com/files/yourfilenamehere.zip"); You can either
take buyer to a thank you page or start download of file.
? >
```

Please note that I am not the originator of the above free script but I made some modifications to provide instant downloading or the loading of a different URL.

If you are providing a product that can be downloaded I suggest having the script start download after payment as using a thank you page with link will expose the location of your download. Now I am not saying that your customers will do this but why not be on the safe side.

This is pretty much the system that I use and you can too while on a tight budget.

Earn Money with this Guide!

1. For \$19.00 you can have this guide **branded** with your site info and your ClickBank.com ID and make backend sales on the links inside this guide. Send payment via Paypal to megabiznes@aol.com and include your Clickbank Id. You will receive branded copy via email.

2. Become an affiliate and make 60% on every sale of my “Google Untapped Profits Guide - How to make money with Google Ads even if they are losing money.” through my ClickBank.Com affiliate program. All you need is a ClickBank.Com account, which is FREE.

Below is a simple but yet effective php script to promote my affiliate program.

```
--Start Here -- <? php function cbValid($do) { } header("Location:
http://hop.clickbank.net/?XXXXXX/$do"); ?> --End Here -- To use it just copy everything
between Start Here and End Here into notepad then save file with extension of php I call
mine id.php
```

Make sure you change XXXXXX to your ClickBank.com ID or I will get the sale LOL not that I mind. Then all you do is call it from your website as such
<http://yourdomainhere.com/id.php?do=jmcsoftwr>

Note neither ClickBank.com nor I will tolerate the use of SPAM to promote this guide or my affiliate program. So please do not try. After all, you just learned a new way to make money-using info provided in this guide.

Recommend Resources:

Google Cash -This is one of the E-books that got me started with Google Adwords. The information is great but please be aware that no E-book can nor should guarantee that you will make X amount using their info.

21 Ways To AdWords Success 2004 Edition - This is a must have if you want to become more effective at Adwords. Go behind the scenes with specific examples that go in depth at teaching you reasons why techniques work. Mr. Andrew Goodman does a great job.

Are you paying too much per click? Do you want to know how much you are making with your AdWords Ads? Download my Free Google CPC Calculator and Stop guessing.

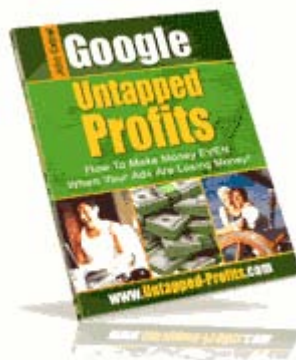
<http://www.untapped-Profits.com/gcalc.htm>

Beat the Google AdWords System

The Definitive Guide - 35 examples, 8 industries & fast-start toolkit
Click Here To Learn More.

"Learn How YOU Can Have A Powerful Best-selling Info-product That Sells..." The Edge to BOOST Your Profits- GUARANTEED!

<http://www.pro-ecovers.com/>



Get your copy of my newly released Guide on how you can make **Money** with **Google Ads** even if they lose money from
<http://www.untapped-profits.com/>