



Proposal for A/B Content Testing






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Dear Signore ,

 is a revolutionary tool in web analytics, carving out a niche in a market crowded with generic solutions. The voice with which  speaks to its potential customers can make a substantial difference in establishing trust and authority. Team 5 proposes to conduct rigorous A/B testing of the "About " page to identify the most impactful tone for your brand.

OUR PLAN

Our performance test will compare the current control treatment (Version A), which has a professional and authoritative tone, with an optimized treatment (Version B), which is more approachable and user-friendly. The goal is to pinpoint content performance variables that resonate with Publytics' branding and derive actionable metrics to guide our recommendations.

DESCRIPTION OF THE PROBLEM


The existing "About Us" content presents a tone that may not fully encapsulate the brand's desired identity. Our task is to determine whether a shift in tone can positively influence user feelings and actions.

METHODS AND PROCEDURES

Preparing Version A and Version B for testing

We will prepare the two different content versions by the following steps:

1. Choose text for **control treatment** (Version A).
2. Use ChatGPT-4 to analyze Version A for tone of voice.
3. Choose tone of voice for **optimized treatment** (Version B).
4. Use ChatGPT-4 to produce output for version B.

The **control treatment** for this test is **Version A** (see Appendix A). It was taken from the “What Is ?” section on the “[About Us](#)” page of your website. We will make grammatical corrections where necessary, such as changing “overcomplicated” to “overcomplicate” and “take” to “make,” but otherwise leave the text unchanged.


Version B (see Appendix A) is the **optimized treatment** for this test. It will be created using a series of prompts in ChatGPT-4.

For the content testing, the different tone of voice is the **independent variable**, and the **dependent variable** is the influence of tone on content performance with users.

Analyzing Version A and Version B for readability

We will analyze Version A and B for readability using [Datayze’s Readability Analyzer](#). For comparison, we will calculate Flesch Reading Ease, Gunning Fog Scale, Flesch-Kincaid Grade Level, and Dale-Chall scores for each version.

Testing

We will employ a high-fidelity testing method with a fully functional web interface. For Version A and Version B, a web page will be created to mimic the overall look of the  “About Us” site. Each site will have a unique name to minimize data errors and display which Version the participant is viewing. A button at the bottom of each site will take the participants to the anonymous survey site.

Testing participants will be recruited from friends, family, and classmates through email, social media, and Microsoft TEAMS. Each team member will find 10 participants for testing. A total of 30 participants will be randomly divided into two groups: one group will be assigned to survey Version A, and the other will be assigned to survey Version B.

Gathering and analyzing data

We will use Google Forms to create the survey and analyze the data. We will email the link to

Version A or Version B to each participant. The web page for each version will include a button at the bottom of the page that will take the participant to the Google Forms survey. The email will include the deadline for completing the survey. We will then use the analytics features of Google Forms to analyze the data.

Content Performance Variables

The content of the “About Us” page is intended to raise awareness of the organization and its product and help users evaluate the product/service. [REDACTED] can build brand loyalty and increase revenue by testing to determine and implement the tone of voice that resonates most with users.

Our team will use qualitative content performance measures such as behaviors and attitudes to recommend which version users prefer.

SCHEDULE

The A/B testing will take place over one week, allowing for ample time to recruit participants, conduct the test, and analyze the data.

- **April 29 to May 1:** Create Google Forms survey
- **May 2 to May 6:** Recruit participants and administer survey
- **May 7 to May 8:** Analyze data using Google Forms analysis tools
- **May 8 to May 10:** Compile results, make recommendations, and make presentation (slide deck)

REQUIRED RESOURCES

To successfully conduct the proposed A/B testing, our team will require the following resources:

- **Website Development:**
 - Two web pages mimicking the design of the [REDACTED] "About Us" page will be created,

- one for Version A (control treatment) and one for Version B (optimized treatment).
- Each page will have a unique URL to minimize data errors and indicate which version the participant is viewing.
- A button will be placed at the bottom of each page to direct participants to the anonymous survey.
- **Survey Creation:**
 - An online survey will be developed using Google Forms to collect participant responses.
 - The survey will include questions designed to measure the content performance variables, such as user behavior and attitudes toward each version.
 - The survey will be anonymous to ensure participant privacy.
- **Participant Recruitment:**
 - Each team member will recruit 10 participants from their networks, including friends, family, and classmates.
 - Recruitment will be conducted through email, social media, and Microsoft Teams.
 - A total of 30 participants will be divided randomly into two groups, with 15 participants assigned to each version of the content.
- **Data Analysis Tools:**
 - [Datayze's Readability Analyzer](#) will be used to assess Version A and B's readability, comparing metrics such as Flesch Reading Ease, Gunning Fog Scale, Flesch-Kincaid Grade Level, and Dale-Chall scores.
- **Project Management and Communication:**
 - Regular team meetings will be held via Teams to ensure effective collaboration and progress tracking.
 - A shared document via Word will be used to maintain a centralized repository for project-related information and updates.

BENEFITS

████████ will gain a data-driven understanding of how different tones of voice influence user engagement. This insight will enable more informed decisions in content strategy and brand positioning. Our research will help identify the tone of voice that effectively reflects ██████████ brand. To capture a user's interest, the "What is ██████████?" section of the About page aims to be clear, authentic, and transparent. The feedback from the participant survey will provide these benefits to ██████████:

- Learn how familiar users are with [REDACTED].
- Learn about what draws the user to the [REDACTED] page. Is their main purpose to seek a web analytics tool?
- Learn how tone captures the user’s interest where they want to continue reading.
- Gain insight into the user’s impression of [REDACTED]. Does the user find [REDACTED] trustworthy, authentic, credible, and transparent?
- Learn how the user prefers to engage with [REDACTED]. What is the likelihood that the user will return to the page?
- Learn which tone version provides the greater potential to increase conversion rates (that is, takes an action such as creating an account, submitting a form on the “Contact Us” page, or placing an order on the “Pricing” page).

CONCLUSION

The purpose of this proposal is to provide you with our plan for conducting A/B testing on two distinct tones of voice for your “About Us,” “What is [REDACTED]?” page. We believe this research will provide valuable insights into how tone of voice influences users’ interest in and conversions on the Publytics website. Our findings will enhance the “About Us” page and serve as a guide to unifying communication style across your entire website.

We are prepared to implement our testing plan immediately upon approval and eagerly anticipate beginning this process. By recruiting diverse participants, we will ensure our results reflect genuine user reactions, providing you with the most valuable and actionable data.

Thank you for considering our proposal. We appreciate your time and are excited about the potential to help optimize your 'About Us' page. We look forward to collaborating with you on this project and are confident that our findings will offer significant benefits to [REDACTED].

APPENDIX A: VERSION A AND VERSION B

Version A (same as original with grammatical corrections)

Pricing

Contact Us

FAQ



Blog

Log in


Sign up

About 

Everything you need to know about us

 is more than just another analytics tool; it's your partner in understanding and optimizing your web presence. We do not want to oversimplify or overcomplicate the matter. Our mission is clear: to provide intuitive, customizable web analytics that empowers our users to unlock the full potential of their data and enhance their online strategies. Our product is suited for both expert and non-expert users: you will learn to use it in a matter of minutes and perform the simple or complex queries you need in a matter of clicks.  lets you make informed short-term and long-term decisions with accurate, real-time, and daily aggregated data.

Our business model has nothing to do with collecting and analyzing huge amounts of personal information from web users and using these behavioral insights to sell advertisements.

Once you start using , you are the only owner of your website data. This data is never sold to any third parties.

Version B

[View Pricing](#)

[Contact Us](#)

[FAQs](#)


[Read Our Blog](#)


[Log In](#)

[Sign Up Now](#)


Meet 

Get the Scoop on Us

Hello and welcome to ! Think of us not just as another analytics tool, but as your dynamic partner in enhancing and understanding your digital footprint. We're all about making things crystal clear and super user-friendly. Our mission? To deliver smart, flexible web analytics that empower you to tap into the full potential of your data, supercharging your online strategies.



Whether you're a seasoned pro or just starting out, you'll find our platform a snap to use—get up and running in minutes and start making smarter decisions fast. Handle everything from simple checks to deep dives with just a few clicks. With , you're equipped to make both immediate improvements and long-term plans using precise, real-time, and daily aggregated data.

And we take your privacy seriously—our business isn't about collecting vast amounts of personal info to sell ads.

When you choose , you take full ownership of your data. We never sell your information to third parties. It's that simple.

APPENDIX B: PARTICIPANT QUESTIONS

- Did you read Version A or Version B?
 - Version A
 - Version B
- How familiar are you with [REDACTED]?
 - Not familiar
 - Familiar
- How important are web analytics to you?
 - Not important – curious only
 - Somewhat important
 - Very important
- Based on the text and tone, [REDACTED] “About Us” page?
 - Yes
 - No
 - Unsure
- How would you describe the tone of voice in the copy? Check all that apply.
 - Formal
 - Casual
 - Respectful
 - Enthusiastic
 - Matter of fact
 - Conversational
- After reading this text, how likely are you to share the [REDACTED] website with others interested in website analytics?
 - Not likely
 - Somewhat likely
 - Very likely
- After reading this text, how likely are you to contact [REDACTED] via email?
 - Not likely
 - Somewhat likely
 - Very likely
- After reading this text, how likely are you to sign up for a service with [REDACTED]?
 - Not likely
 - Somewhat likely
 - Very likely
- How easy was it to understand the purpose of [REDACTED] after reading the "About Us" page?
 - Somewhat easy

- Moderately easy
 - Very easy
- How well does the tone of the "About Us" page align with your perception of the  brand?
 - Not well
 - Very well
 - No opinion
- How likely are you to explore more of the  website after reading the "About Us" page?
 - Not likely
 - Somewhat likely
 - Very likely