

# Checklist to Valid Testing

Here is a simple checklist you can follow to ensure you are testing properly with any test tool.



## Test Configuration

- Is the test configured as narrowly as possible?
- Has the test been fully QA'd, including cross-browser testing?
- Will Returning Visitors to the site be entered into the test?
- Is the test running at 100 percent of traffic?

## Running the Test

- Was the test given at least seven full days before concluding?
- Are results being looked at within full-week cycles?
- Was the test given enough time for participants to purchase?
- Have any variations been turned off?
- Were any site changes made while the test ran?
- Did any major traffic changes occur during the test period?
- Are there any potential of conflicts or contamination from other tests?

## Test Reporting

- Are returning visitors excluded from entering the test?
- Have all visitors been given a chance to convert?
- Are you reporting out on users rather than sessions?
- Is test data being sampled?