

The Quick Guide to
Quality Assurance (QA)
in A/B Testing

QA Set Up

What kind of set-up will you use for the QA process?

- Automated
- Manual

Have you identified the special use cases that must be tested?

- Yes
- No

Will you be using specific cookies to enter the QA setting?

- Yes
- No

Will you be using query parameters to enter the QA setting?

- Yes
- No

What devices and browsers will you be QAing for? Not all devices and browsers are relevant for your site or the client sites you are testing on.

What is your preferred platform to manage the output of the QA process and ensure the feedback is incorporated? Common tools are ClickUp, Asana, Trello.

Which stakeholder needs to sign-off on post QA to push the experiment live?

[Next Step >](#)

External Factors

Are there any events or occasions that may impact the output of the QA process? Times like Christmas or Black Friday may skew test data.

Yes

No

Are there tests running concurrently on the same site area?

Yes

No

Does the site have enough traffic to support the test?

Yes

No

[< Previous Step](#)

[Next Step >](#)

Experiment Setup

Is the hypothesis properly formulated and based on data?

- Yes
- No

[Download a FREE toolkit to get started with hypothesis generation](#)

Has the traffic allocation been decided?

- Yes
- No

Are you going to run split tests?
Have you added the rel=canonical tag to avoid SEO penalties?

- Yes
- No

Are you using Regex conditions on URLs to target tests?

- Yes
- No

If yes, [verify the formula](#).

What is the load time of your variant in comparison to the control?
Is there a large difference between the two, resulting in a poorer experience for those who are served the variant?

Does your tool flicker?

- Yes
- No

[Understand why tools flicker and how to prevent it](#)

How will you prevent Sample Ratio Mismatch? Bots and automated test prompts may often lead to SRM.

Check for site functionality in general

Are forms working properly?

- Yes
- No

Are validation and error messages appropriate?

- Yes
- No

Are less used buttons like “Subscribe to Newsletter” & “Add to Favorites” operational?

- Yes
- No

Is the header and the footer directing links without delay and errors?

- Yes
- No

Is the CSS validated?

- Yes
- No

Is the markup validated?

- Yes
- No

Are the media elements on the site (videos, audio snippets, larger images) loading correctly?

- Yes
- No

Are integrations with analytics tools like HotJar, SessionCam etc. working properly?

- Yes
- No

[Convert Experiences integrates out-of-the-box with 90+ tools](#)

Does your tool flicker?

- Yes
- No

[Understand why tools flicker and how to prevent it](#)

Is the targeting granular and on-point? Serving variants to audiences who do not care about the elements being tested may corrupt test data.

- Yes
- No

Is the test across multiple pages (or across a funnel)?

- Yes
- No

If this is the case, independently QA each touchpoint for design & functionality.

[< Previous Step](#)

[Next Step >](#)

Cross Browser & Cross Device

Have you chosen a tool to perform live or automated cross browser testing?

Yes

No

Options like [BrowserStack](#) are popular.

Have you verified typography and color scheme across devices & screen resolutions?

Yes

No

Have you verified margins and padding across devices?

Yes

No

Have you verified how elements like forms, sliders, accordions, links, and modals behave with the different gestures needed to operate different devices?

Yes

No

Have you tried out the use cases identified under the section “QA Set Up” on key browsers and devices?

Yes

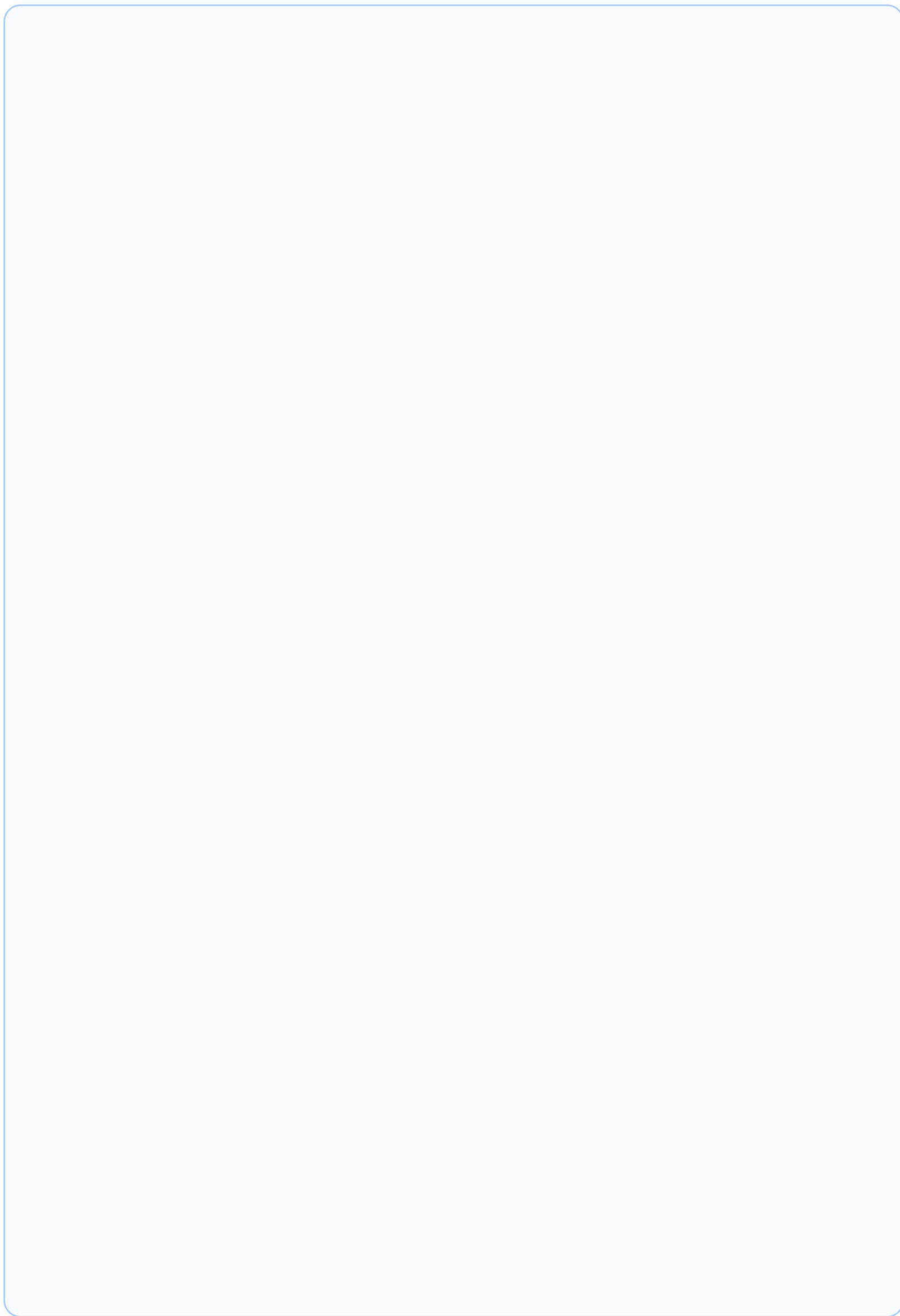
No

[< Previous Step](#)

[Next Step >](#)

Discrepancies Detected

Add the detected discrepancies here.
Share with the team for quick fixes.



[< Previous Step](#)

[Next Step >](#)

3 Veteran Optimizers Share Their QA Process



Tasin Reza



How do you rank QA before test deployment
Extremely important

Does lack of QA impact experimentation?
Yes

Do you QA for mobile?
Yes

Tasin's QA Process:

- Check cross-browser using BrowserStack. Chrome Emulator isn't enough.
- Metrics should fire properly, across variations
- Check targeting
- Check the entire user journey - even a break after the tested page can negatively impact macro conversions.



Matt Beischel

CorvusCRO

How do you rank QA before test deployment
Extremely important

Does lack of QA impact experimentation?
Yes

Do you QA for mobile?
Yes

Matt's QA Process:

- Create cookie-based audiences to QA. The tool's editor is never enough.
- Add some code to the variations that output dummy info to the Console Log. This ensures all variations are being served properly.
- Check all variants for design & functionality
- Test across all key browsers and devices
- Get a sign-off on the experiment set-up before deployment
- QA doesn't end after launch. Scan test data segments for oddities.



Dave Gowans

BrowserToBuyer

How do you rank QA before test deployment
Extremely important

Does lack of QA impact experimentation?
Yes

Do you QA for mobile?
Yes

Dave's QA Process:

- Start with the most popular browser for the site and test across devices to pick up single-browser, multi-device issues.
- Immediately resolve these problems to not prolong the QA process.
- List elements and actions on these elements (or involving these elements) that must be tested.
- Identify special use cases (like pages in other languages)
- Verify targeting conditions.