6-month Affiliate & Content Testing Plan

Here's an example of the types of test you could run and what you could learn over the next 6 months:

MONTH 1
Orientation test
Ask users to start from one of your review articles and to read it to learn about the product or service you're promoting. Then see where they would click on and why to proceed with purchasing the product. Are their expectations met?

MONTH 2
Information search test
Ask users to learn more about a specific product you're promoting. How do they navigate to the review page? Is the navigation clear? How do they skim through the article? Do they overlook certain sections and why?

MONTH 3
Google search test
Ask users to search Google for a product you promote and see exactly what words they use and which result they click on. Why do they pick that? What's in the title and meta description that makes them want to click? Are their expectations met once they land on that page? What can you do better?

MONTH 4
Product comparison test
Ask users to compare two products you are reviewing on your site. How do they do it? Do they find your buying guide and compare features in the tables or do they open individual product reviews and compare them separately?

MONTH 5
Vendor choice test
Ask users to tell you which CTA button they would click on and why between different vendors of the same product. Would they pick Amazon or Walmart? What drives their choice?

MONTH 6
"About you" test
Ask users to learn more about you and your site. Do they trust your guidance and expertise in recommending these products? What if they want to get in touch and ask your opinion personally? How would they do it?