

Search Engine **Journal**®

WEBSITE EXPERIMENT TOOLKIT

Traffic Data & Page Details	User Behavior
Ahrefs - https://ahrefs.com/ Semrush - https://www.semrush.com/seo/ ScreamingFrog - https://www.screamingfrog.co.uk/seo-spider/tutorials/ seoClarity - https://www.seoclarify.net/platform/	Scroll Depth in GA4 - https://datadrivenu.com/scroll-depth-tracking-google-analytics-4/ Microsoft Clarity - https://clarity.microsoft.com/ Gaze Recorder - https://app.gazerecorder.com/ Crazy Egg - https://www.crazyegg.com/overview

General Resources	Data Analysis
Research Design Guide* - https://libguides.usc.edu/writingguide/researchdesigns Unbounce Conversion Benchmark Report** - https://unbounce.com/conversion-benchmark-report/ The SEJ Ad Experiment - https://www.searchenginejournal.com/ads-user-behavior-experiment/494596/ Guide To Confounding Variables - https://www.scribbr.com/methodology/confounding-variables/ Google Analytics 4 & Split Testing - https://support.google.com/optimize/answer/12979939 How To Set Up Microsoft Clarity & GA4 for A/B Testing - https://www.searchenginejournal.com/microsoft-clarity-ab-test/486432/ *Written for social science, but it's an excellent marketing and website testing resource!	R - https://www.r-project.org/ Python - https://www.python.org/ SPSS - https://www.ibm.com/products/spss-statistics/pricing jamovi - https://www.jamovi.org/ Tableau - https://public.tableau.com/app/learn/how-to-videos Free Code Camp Linear And Logistic Regression Training - https://www.freecodecamp.org/news/how-to-build-and-train-linear-and-logistic-regression-ml-models-in-python/

Other Resources
Google Scholar - https://scholar.google.com/ ConnectedPapers - https://www.connectedpapers.com/ ResearchRabbit - https://www.researchrabbit.ai/ Sample Size Calculators - https://bit.ly/3tnH5Xh , https://bit.ly/46kYAGm