

Search Engine **Journal**[®]
WEBSITE EXPERIMENT TOOLKIT

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

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

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