

How to convert clicks into profits

5 free tools for your business

Google™

Introduction

Welcome to our how-to guide on converting online clicks into profit. At Google we understand the importance of providing results for our advertisers. Now more than ever, you want to know how your advertising investment translates into sales and leads for your business.

The five free tools described in the following pages enable you to increase your online profits by tracking results and driving competitive improvements. Get started with our easy-to-follow set up guides. If you're an existing user, check out our best practices and grow your expertise.

We hope you find our how-to guide useful. By utilising one or more of these tools, you can make each click work harder for you. Together, we can drive conversions and profitability for your business, no matter what the economic climate.

Matt Brittin and Ronan Harris

con·ver·sion

A conversion occurs when a user completes an action on your site that you consider to be valuable. This can be making a purchase, downloading a file or requesting additional information.

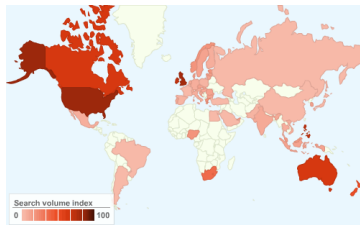
Table of Contents

Section 1: Google Insights for Search	1
Access regional and seasonal search trends on Google	
How to... use Insights for Search	3
Section 2: AdWords Conversion Tracking	4
Get started tracking sales and leads from AdWords	
How to... set up Conversion Tracking	6
Section 3: AdWords Conversion Optimiser	7
Free conversion based bid management tool	
How to... set CPA bids	9
Section 4: Google Analytics	10
Sophisticated website and ROI reporting	
Spotlight on key reports in Google Analytics	11
How to... set up Google Analytics	14
How to... track conversions with Google Analytics	16
How to... get the most from Google Analytics	17
Section 5: Google Website Optimiser	18
Website testing and optimisation tool	
How to... begin testing with Website Optimiser	21
How to... launch your first A/B test	22
Identify what content to test	24
Interpreting the report	25

Google™ Insights for Search

See what the world is searching for!

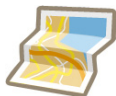
Insights for Search provides an up to date view of what people are searching for on Google. You can compare search patterns by multiple keywords, across specific regions, categories or date ranges.



Identify emerging trends: See what your customers are searching for and be prepared for any new behaviours or seasonal search trends.



Anticipate demand: Anticipate demand for your product or service based on historical search trends for your industry so you can budget and plan accordingly.



Geographic distribution: Know where to find your customers. See how search volume is distributed across regions and cities and focus your campaign's location targeting, and your budgets, on where your customers actually are.

"Since its launch, I've used Google Insights [for Search] regularly to analyse seasonality and search trends. It's an easy way to determine rising search queries and to understand what people are searching for and how!"

O'Neill Cooke, AdWords Optimisation Specialist

Insights for Search in practice

Here are four easy ways that you can use Insights for Search to answer your questions about online traffic.

1 **How am I doing compared to my competitors?**

Using a brand or product name, you can compare your business with top competitors to show how many brand related searches are carried out. Enter your company or product brand names as search terms, and add in your competitors' to compare your search volume to theirs. The results may indicate that you need to address market share discrepancies with additional marketing or branding activities.

2 **Are there seasonal trends that I should be aware of?**

Identify seasonal trends within your industry and be prepared to manage your budgets accordingly. Use 'digital cameras' with the date range '2004 – now' to see when search volume is highest for digital cameras.

3 **Where are my users coming from?**

Look at trends by geographic region to determine which regions are more likely to search for a product. Take advantage of this by amending targeting or budgets based on the results.

4 **Are users looking for branded keywords or generic product terms?**

What specifically are users searching for? Enter the search query 'cameras' and see the top related searches and top rising searches for this product. This can be a good source of relevant keywords to add to your AdWords campaigns.

www.google.co.uk/insights/search

How to... use Insights for Search

Let's take an example of an event that you wish to advertise for. If you are an online retailer, you may decide that you want to reach the Father's day gift buyer. You need to know when you should kick off your campaign and what keywords would be most searched for on Google. Using Insights for Search is a quick and easy way to find these answers.



[Help](#) | [Sign in](#) | [Download as CSV](#)

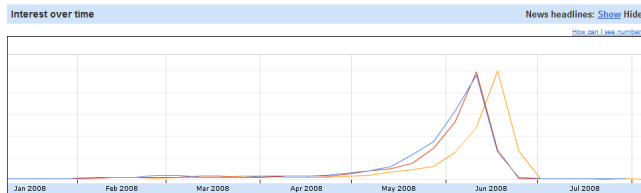
☐ Search terms
☒ **Time ranges**

Time ranges

☒ Jan 2008 - Jul 2008 [Reset](#)
☐ Jan 2007 - Jul 2007 [Reset](#)
☐ Jan 2006 - Jul 2006 [Reset](#)
[+ Add time range](#)

Filter

In this example, the same time-frame (Jan - July) is being compared across three years based on the filter 'fathers day' and with the location set to the United Kingdom.



The results look consistent down the years: interest picks up in mid-late April and peaks in June, usually the day before Father's day. With this information, you can anticipate when demand begins and ensure your campaign is ready to target even the earliest searchers.

Search terms related to fathers day United Kingdom, Jan-Jul 2008	
Top searches	Rising searches
1. 2008 fathers day	1. 2008 fathers day +500%
2. fathers day uk	2. uk mothers day +120%
3. fathers day gifts	3. mothers day +90%
4. fathers day date	4. fathers day date +70%

Insights for Search also shows the most popular search terms related to Father's day, and search terms currently rising in usage. Use this data to identify relevant keywords for your campaign, based on user behaviour and emerging patterns in your category.

Google™ Conversion Tracking

The quick, easy way to start ROI tracking

Conversion Tracking is a free reporting tool available within your Google AdWords account that shows you the return you are getting from AdWords. It is an easy and useful way to see just how effective your campaigns are at producing sales or leads on your site. It allows you to be smarter about where you spend your budget resulting in more profit from your online spend.



Why use Conversion Tracking?



ROI Reporting: You benefit from clear reports within your AdWords account which show what return you are getting from your advertising investment. See exactly where you are making a profit and which keywords are driving the most sales or leads on your website.



Informed bid decisions: Knowing which clicks result in sales or leads allows you to make informed decisions about where you spend your advertising budget. Bid on keywords based on the profit, rather than the clicks, they generate for you.



Easy to setup: To set up Conversion Tracking, locate a small piece of tracking code within your AdWords account under the 'Conversion Tracking' section. This code needs to be placed on just one page of your website html and you then have the benefit of conversion statistics down to the keyword level within your AdWords account.

How it works

Conversion Tracking works by placing a small snippet of code onto one page of your website that you wish to track. This may be the 'Thank you for your purchase' page if you wish to track sales. If someone then clicks on one of your AdWords ads, visits your site and completes a purchase, this triggers the code on your 'Thank you' page. We then attribute a conversion to the keyword in your account that the visitor used to search for you.

Conversion Tracking in practice

Established, multinational companies and supermarket chains account for 60% of flower sales in the UK. Because of this **Arena Flowers** concentrated on tailoring its advertising and focusing on conversions.

“ Google Conversion Tracking is the single most important tool we use... We've lowered our bidding on a lot of stuff that wasn't converting well but we've also increased it on stuff that was. Over time we've optimised spend to get a lot more clicks and a lot more orders. ”

- Will Wynne, Managing Director

Lets-Have-A-Party.co.uk was set up in December 2003 as a small family business and has grown rapidly to become one of the top ten fancy dress retailers in the UK. Using Conversion Tracking, Chris Vaines was easily able to find out which keywords were making him money and which keywords were not. He describes his introduction to the tool as ...

“ An absolute light-bulb moment, I started adding the code and it was all set up that night. It was so important to us. Since then we have been driving a lot more value. ”

- Chris Vaines, Managing Director

How to... set up Conversion Tracking

The benefits of using Conversion Tracking are clear; more control over your profitability and more detailed reporting into your AdWords campaigns. Here are just three things you will need to do to get started.

1

Decide on an action to track

Decide on the action which you would like to track on your website. This can be any activity on your site which is valuable to your business. Do you want to track sales for example? Or perhaps you have a form on your site and you would like to know how many AdWords clicks result in form completion. You may simply wish to know how many people view a certain page of your site.

2

Identify the conversion page

The conversion page is the web-page a visitor is brought to directly after they've completed the action you want to track. Let's say you want to track the sale of cameras for example. A buyer on the site completes a purchase by confirming their payment details. After they've taken this action, they reach the 'Thank you for your purchase' page. This is the conversion page where you need to add the code - the same page will most likely be applicable to all purchases available on the site.

3

Add the code to your chosen conversion page

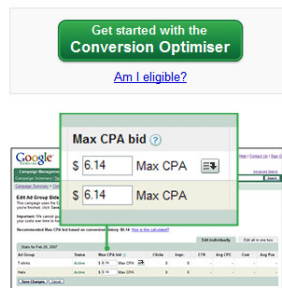
Your conversion code is available within your AdWords account, under the tools section. If you have access to your website html, you can easily add this small piece of code to your conversion page. You simply copy and paste the code into your html, just above the closing `</body>` tag towards the end of the page.

If you do not have direct access to your website html, you can copy the small piece of code from within your AdWords account and simply email it to your webmaster or web developer with details of the page where you would like them to add the code. This should only take your webmaster a matter of minutes to complete and will only have to be done once.

Google™ Conversion Optimiser

Maximum conversions, minimal effort

The Conversion Optimiser is a free bidding tool within AdWords that uses your Conversion Tracking data to get you more conversions at a lower cost. On average, campaigns adopting the Conversion Optimiser achieve a 21% increase in conversions while at the same time decreasing their CPA by 14%*.



Why use Conversion Optimiser?



Increased profitability: Conversion Optimiser predicts which clicks are likely to lead to a conversion and aims to spend only on clicks that are profitable for you. You minimise on wasted spend, and maximise your investment on keywords that produce results.



Saves time: Conversion Optimiser automatically adjusts CPC bids every time your ad shows, on both search and content networks, leaving you more time to focus on strategic efforts, such as optimising your campaigns.



It's free: Other bid management tools can be expensive, with monthly fees. Conversion Optimiser is free to use and easy to set up within your AdWords account.

How it works

For each ad group, you specify a maximum cost-per-acquisition (CPA) bid. This is the most you wish to pay for each sale or lead on your site. Using your conversion history, the actual search query used and other factors, the Conversion Optimiser then predicts in real time, which clicks are most likely to result in a conversion.

Based on these predictions, the Conversion Optimiser sets higher CPC bids for more valuable clicks and lower CPC bids for less valuable clicks. Typically, advertisers using the Conversion Optimiser have seen more conversions at a lower CPA.

* internal Google study 2009. compared to a control, results may vary

Conversion Optimiser in practice

UK Tights is one of the leading retailers of hosiery products in the UK. Since using the Conversion Optimiser, UK Tights has seen a massive 52% decrease in its average cost-per-conversion. This was accompanied by a steady increase in total conversions, even throughout the summer months where sales of tights would usually decline.

“ After the first month, we got things running well and saw an increase in sales and it more than halved our cost-per-conversion. Twice as many sales for the same cash has got to be good. ”

- Jonathan Barber, Founder of UKTights.com

Webgamic, a browser-based gaming developer, began using the Conversion Optimiser to manage its AdWords advertising as a means to reduce the time spent manually optimising and editing their campaigns. In addition to time savings, Webgamic reported dramatic reductions in costs with their CPA falling by over 50% while conversions tripled.

“ With the Conversion Optimiser, we managed to get 600-plus conversions per day, instead of the usual 200 ... Now, I can take some days off from worrying about my AdWords campaigns. ”

- Moritz Daan, CEO Webgamic BV

How to... set CPA bids

In order for you to be profitable, you will have a maximum amount that you can spend on each sale or lead before advertising costs exceed the value from the successful conversion. Take time to work out how much you can, or are willing to, spend securing conversions, while still turning a profit. Once you know this, you can set a maximum cost-per-acquisition (CPA) bid and Conversion Optimiser will manage your CPCs for maximum results.

1 **How do you decide on a max CPA?**

The CPA depends on the product and your margins. You may also want to factor in the level of advertiser competition on certain keywords. Unfortunately there is no hard and fast rule when setting CPAs - but you will know your business best.

2 **Recommended maximum CPA?**

Conversion Optimiser will show you a recommended CPA bid based on conversion history when you first start using it on a campaign. Setting the max CPA to this amount will keep your costs stable when you change from another bidding mode to the Conversion Optimiser. You should see more conversions without much change to your costs.

3 **Need a lower CPA to stay profitable?**

Perhaps you need to lower your current cost-per-conversion for some products to maintain profitability. In this case, gradually reduce the Ad Group max CPA over time and monitor traffic. You should expect to see a decrease in traffic, clicks and conversions as you lower your max CPA. However, your conversions should fall to or below your desired cost level.

4 **Have some budget to play with?**

If you are not meeting your campaign's daily budget, but are willing to do so, then you can try raising the max CPA. This lets you see how many more conversions are available at the higher CPA level.

5 **How can I maximise conversions and ROI?**

Remember, the lowest cost-per-conversion may not always lead to the maximum profits. If you can get more conversions at a higher price per conversion, do the total additional profits outweigh the additional costs? Let Conversion Optimiser run for a few days per a CPA level that you want to try, then monitor the results.

Google Analytics is a free, powerful website analysis tool which offers enterprise-class features suitable for any size company. Not only does Google Analytics track sales and leads on your conversion pages, it also shows you how visitors interact with your site by tracking their entire visit.

Access Analytics

New to Google Analytics?
[Sign Up Now](#)

Why use Google Analytics?



View ROI for individual keywords in your AdWords account:

Google Analytics offers more sophisticated reporting and analysis than AdWords Conversion Tracking. See detailed reports on which of your keywords result in sales and leads and ensure you can take the right action in your AdWords account.



Learn where every visitor to your site comes from: Target your online advertising according to which geographical areas drive the most conversions. Google Analytics could help you to uncover new areas for growth in your domestic market or overseas.



Identify areas for improvement across your site: You're working hard to drive traffic to your site, but are users consistently leaving from certain pages? Identify pages with high exit rates that could be addressed to keep customers on your site.

How it works

Google Analytics uses a first-party cookie and JavaScript code to collect information about visitors and to track your advertising campaign data. The JavaScript code is added to every page of your website and Google Analytics anonymously tracks how visitors interact with your website. Google Analytics reports can then tell you where visitors came from, what they did on your site, and whether they completed any of your site's conversion goals. Google Analytics can also keep track of your e-commerce data and combine this with campaign and conversion information to provide insight into the performance of your advertising campaigns.

Spotlight on key reports in Google Analytics

This report shows the most commonly viewed pages on your website. It also shows metrics such as bounce rate, which is the percentage of visits to a page which come from an external source and where the visitor exits the site at that page without going to any other page on the site.

AdWords Keywords:



This AdWords ad group sent 14,291 visits via 16 keywords

Site Usage	Goal Conversion	E-commerce	Clicks	Views
Visits 14,291 % of Site Total: 2.53%	Revenue \$6,618.79 % of Site Total: 15.08%	Transactions 139 % of Site Total: 11.41%	Average Value \$47.62 Site Avg: \$36.04 (32.12%)	E-commerce Conversion Rate 0.97% Site Avg: 0.22% (350.78%)
Per Visit Value \$0.46 Site Avg: \$0.08 (495.57%)				
Dimension: Keyword	Visits	Individual Keyword	Average * compared to site average	
1. google store	19,657			
2. google logo	974		-61.15%	34.01%
3. google accessories	791			38.06%
4. google merchandise	702		-30.51%	

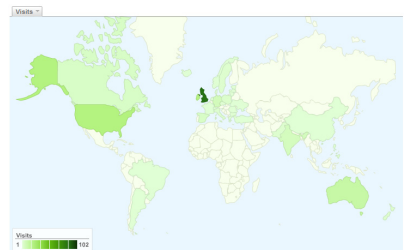
Traffic Sources >> 'AdWords'

This report shows detailed AdWords ROI data once you have linked Google Analytics and AdWords correctly, and have set up e-commerce tracking or goals.

Visitors >> 'Map Overlay'

This report shows the geo-location data for visitors to your website and highlights possible opportunities for growth internationally.

The darker the green, the higher the proportion of visits from that country.



Content >> 'Top Content'

This report shows the most commonly viewed pages on your website. It also shows metrics such as **bounce rate** which is the percentage of visits to a page where the visitor enters and exits at the same page without going to any other pages on the site.

Content Performance						Views
Pageviews 9,514 % of Site Total: 100.00%	Unique Pageviews 8,503 % of Site Total: 100.00%	Avg. Time on Page 00:00:47 Site Avg: 00:00:47 (0.00%)	Bounce Rate 42.06% Site Avg: 42.06% (0.00%)	% Exit 51.42% Site Avg: 51.42% (0.00%)	\$ Index \$12.42 Site Avg: \$0.00 (0.00%)	

Google Analytics in practice

RE/MAX is a global real estate franchise operating in 62 countries around the world. The company used Google Analytics as their method of tracking consumer behaviour internationally.

“ With Google Analytics we better understand why people are coming to our site, justify site changes with real data and make changes that help consumers. ”

- Constance Slippy, Senior Manager of Web Services

Lighting Direct is regarded as the number one online lighting company in the UK. It used Google Analytics to change its advertising focus from building brand awareness to focusing on increasing AdWords conversions.

“ We are now doing about seven or eight times the turnover compared to four years ago thanks to AdWords and Analytics. ”

- Gary Berg, Founder of Lighting Direct

Palo Alto Software Ltd. creates award winning business planning software for the European market. Using Google Analytics it monitors bounce rates and makes improvements to web pages where customers leave its purchase process.

“ When you get something as powerful as Google Analytics that is free and that works so well with AdWords it's definitely good for return on investment... Analytics really exceeded enormously our expectations... more medium and small businesses should look towards using it. ”

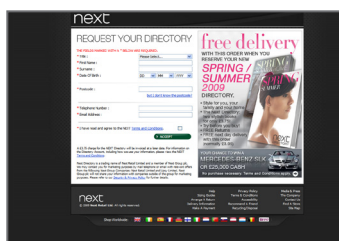
- Alan Gleeson, Managing Director, Palo Alto

Next increased conversion rates by 103%

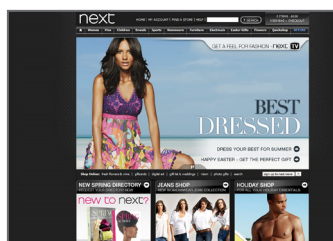


Next is a leading UK based retailer with more than 480 retail stores in the UK and Ireland and a fast growing online customer base of 2.1M visitors to its website each month.

Using Google Analytics, Next noticed the **bounce rate** for their pay-per-click keywords containing the words 'directory' or 'catalogue', representing 40% of their PPC traffic, was unusually high. They discovered that the landing page (LP) for these keywords brought users to their catalogue sign up page.



Old LP - Catalogue sign up



New LP - Homepage

After reviewing their Google Analytics data, Next decided to test sending their PPC customers to the store's homepage, and therefore their online catalogue, and had some amazing results.

Bounce rates dropped by 37%

... meaning more people were spending longer on the website and browsing their products. The overall outcome meant that these keywords began to generate more sales with an incredible ...

103% increase in conversion rate.

Bounce rates can give you an insight into which areas of your website or marketing activities aren't working as well as they should. Next understood this and were rewarded with a **per-visitor-value** increase of an incredible 107% from these PPC keywords. And all without needing to spend any more on marketing!

How to... set up Google Analytics

Follow these instructions to create a new Google Analytics account from within your AdWords account

1. Click the 'Analytics' tab within your AdWords account.
2. Follow the instructions to set up a new account if you do not use Google Analytics already. If you already have an account select the option 'I already have a Google Analytics account. Please link it to this AdWords account'.
3. Enter your website URL, making sure to select either **http://** or **https://** from the drop-down list.

Enter a nickname for this account in the 'Account Name' field and then click 'Continue'.

4. Enter contact information and click 'Continue'.
5. Read the Google Analytics Terms of Service. If you agree to these terms, select the 'Yes' checkbox and click 'Create New Account' to continue.

The Tracking Instructions page that is now displayed contains the tracking code that you will need to paste into each page of your site. However, we recommend that you complete some additional steps before pasting this code to ensure that the collected data is relevant.

Otherwise, click 'Continue' on the Tracking Instructions page to access the new account.

It is important to configure your profile in order to get the most out of Analytics reports. Profiles are divisions within an Analytics account - one profile may exclude internal company traffic, for example, while another profile in the same account could show all traffic unfiltered.



To access the profile settings:

1. In the Website Profiles table, find the profile to edit.
2. Click 'Edit'. The Profile Settings page is displayed.
3. Click 'Edit' on the Main Website Profile Information table.

Default page: Setting this to the default (or index) page of the site allows Google Analytics to reconcile log entries for **www.example.co.uk** and **www.example.co.uk/index.html**, for example. These refer in fact to the same page, but are reported as two distinct pages until the Default Page setting has been configured.

Exclude URL Query Parameters: Does your site use dynamic sessions or user identifiers? You can instruct Analytics to ignore these variables, rather than entering them as unique pages. Enter any query parameters to exclude, separated by commas.

E-commerce Website: To enable e-commerce reporting and the E-commerce Analysis report set, select 'Yes'.

www.google.com/support/googleanalytics

How to... track conversions with Google Analytics

Once you have set up a Google Analytics account, linked it to AdWords and added the tracking code to every page of your website, the next step is to set up business goals or e-commerce tracking so that you can track ROI.

To set up goals in Google Analytics please follow these steps

1. Log in to your Google Analytics account by clicking on the 'Analytics' tab within the AdWords account.
2. Find the profile for which you will be creating a goal(s) and click 'Edit'.
3. Select one of the goal slots available for that profile and click 'Edit'.
4. Enter the Goal URL.
This page marks a successful conversion when reached - for example, a registration confirmation page, a 'checkout complete' page or a thank you page.
5. Enter the goal name as you want it to appear in your Google Analytics account.
6. Turn the goal On or Off - this selection decides whether Google Analytics should track this conversion goal at this time. Generally, you will want to set the Active Goal selection to On.
7. Click 'Save Changes' at the bottom.

You can also specify steps that lead to the goals (such as a purchase or lead) being completed on the site. Measure how many visitors follow these steps, and where you're losing customers along the way. This is called a funnel. You can create multiple goals per profile and specify a funnel for each goal. Once you have activated your goal you will begin to see data appearing in reports in Google Analytics.

If your website has a shopping cart hosted on your own domain, or on a third party site, you can use Google Analytics to track each transaction and import actual values from conversions into your Google Analytics reports. This requires adding an additional piece of code to your shopping cart pages, and also enabling 'E-commerce tracking' in your profile settings.

How to... get the most from Google Analytics

1

Ensure Google Analytics is tracking your website correctly

- Add the Google Analytics tracking code to each page of your site.
- Configure your profile: select 'edit' next to the profile name in the Analytics setting page. Then 'edit' again above the main website profile information to change certain settings to suit your site.
- For example, add a default home page, ask Analytics to exclude certain URL parameters or sections of your URL from reports or enable E-commerce Tracking for your profile if you have an e-commerce website.
- On the preceding page, click 'Check status' to allow you to copy and paste the Google Analytics code onto every page of your site.

2

Linking Google AdWords and Google Analytics

Ensure you can analyse AdWords data in Google Analytics by linking the two accounts.

- If you are using Google Analytics as a standalone product you can link your Analytics and AdWords accounts to allow for data importing.
- Visit the Analytics tab in your AdWords account.
- Select the option 'I already have a Google Analytics account. Please link it to this AdWords account'.
- You can link the two accounts.

3

Tracking conversions with Google Analytics

Track which keywords, paid or organic, are driving the most conversions on your website.

- Identify the goal of your website. Is it a sale, a lead, a download?
- If you have a shopping cart, Google Analytics can be fully integrated to show real values from your receipt pages.
- If the site is not an e-commerce site you can create a goal and assign a value to this goal. This will allow you to track return on investment.

Google™ Website Optimiser

Increase your website's conversion rate

Website Optimiser is Google's free website testing tool. It allows you to increase the value of your existing website and traffic without spending anything. Using Website Optimiser to test and optimise site content and design, you can quickly and easily increase revenue and profit whether you're new to AdWords or an expert.



Why use Website Optimiser?



Improve landing pages: You've optimised your advertising campaigns, but what if you're losing customers due to ineffective landing pages? Website Optimiser's automated testing makes it easy to fix and arrange compelling landing pages.



Increase sales and conversion rates: Test variations of current site pages. Identify the winning content combinations that drive conversions, lower cost per acquisition (CPA) and increase profit, regardless of site type.



It's free and easy to use: Other website testing tools can be expensive and difficult to use. Website Optimiser is free to use and requires minimal IT support, giving you greater control, flexibility and speed.

How it works

Website Optimiser works by testing different variations of page content on your live site to see what leads to the highest conversion rate. Using our web-based interface, provide us with the content -- headlines, images or text, for example -- and design alternatives that you'd like to test. Website Optimiser will then show these content and design alternatives to your site visitors, all the while monitoring which combinations lead to the highest conversion rates. Our intuitive reports allow you to quickly and easily identify and implement the best combination for you.

Schuh drive 6% increase in conversions



Schuh is at the leading edge of the UK fashion footwear industry, both on the high street and online. Schuhstore.co.uk has a unique audience of over 400K visitors per month.

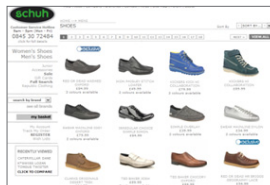
Schuh's approach to their online store is to test their website constantly to find the optimal site structure. Any changes they then implement on their site are based on hard data and result in optimised performance.

“ Website Optimiser is free, easy and allows me to quickly set up tests to improve conversions on our site. ”
 - Patrick Timmons, Web Developer, Schuh

Patrick set up an A/B test in Website Optimiser in order to find out which product layout provided the highest conversion rate for Schuh.



Variation 1



Variation 2



Variation 3

It took a little over a week before Website Optimiser showed that variation 3 was a clear winner. In fact, Variation 3 increased the number of products added to the shopping basket by 10% and led to an incredible **6% increase in conversions** for visitors browsing in that product category.

“ We are planning a complete redesign of our site and will base it on the results of the Website Optimiser tests. ”

Website Optimiser in practice

Doba.com specializes in product sourcing, which links small businesses with wholesale products to resell. Using Website Optimiser, the company tested 36 combinations of their landing page. The company showed a 70% increase in conversions during a single month, while sign-ups by retailers increased 50%.

“ I'm spending the same amount of money on advertising but getting 50%+ more value from my site by decreasing my testing costs and increasing conversions. ”
- Ryan Roberts, Online Marketing Specialist, Doba.com

Google Website Optimiser gave **Jigsaw Health** concrete feedback on which elements were working on the company's website. By changing the look and flow of the site based on that feedback, in just a few months, Jigsaw Health increased its conversions by 60%

“ Website Optimiser is a million times better than guessing, and that's what a lot of small startup companies like us used to have to do [as] we couldn't afford multivariate or A/B testing that we saw at trade shows. Google Website Optimiser was spot on. It provides actionable numbers about what works and what to look at, focusing on testing. ”
- Patrick Sullivan, Co-Founder of Jigsaw Health

How to ...begin testing with Website Optimiser

Have you hit a brick wall tweaking your keyword performance? Why not try using Website Optimiser to increase your profit? It's not uncommon when optimising your landing pages for a few small changes to double or even triple conversion rates.

Before you visit the Website Optimiser tool, think about how you want to get started:

1 Choose the page you'd like to test:

For the most part, you'll be testing the landing page of your advertising campaign. However, any high-traffic page is a good one to test, whether it's the home-page or a particular product page. As a general rule, pages with lots of traffic are generally faster to optimise than low traffic pages, since trends in results become clear quickly.

2 Create alternative versions of the test page:

Create different versions of the page you're testing, and upload them to your server. You can vary as much or as little of the page as you like - Website Optimiser will display each of your alternative versions to different visitors. All of your page variations should lead to the same conversion page, meaning they should all be directing the user to take the same action (whether that's completing a purchase, or submitting an enquiry). For your first test we would recommend testing 2-4 page variations, since with more page variations, it can take longer to see results.

3 Identify your conversion page:

Figure out which page of your site represents 'success' - it could be a purchase or enquiry confirmation depending on your business type. The page you're testing (and all of the alternative versions of the page you've created) should ultimately lead the user to this conversion or confirmation page.

Note: If you use a conversion goal that doesn't happen very often, it will take much longer to find the most effective content. Eventually, you may want to test things like order completion if you have an e-commerce site but for your first test, choose a goal that is more commonly completed (e.g. adding an item to a shopping cart, clicking on a product details page, etc).

How to ...launch your first A/B test

Introduction: A/B testing allows you to compare entire pages against each other. If you're more interested in testing completely different pages than in testing individual sections of a page, or if your traffic levels are low and granular experiments take too long to come to a conclusion, A/B testing might be the right choice for you.

In A/B testing, two or more pages are created to serve the same purpose - the A page and the B (and C and D...) page. Website Optimiser will alternate your pages for you, and will track conversions from each page. You can create and test as many alternative pages as you like - a huge advantage over traditional A/B testing methods, which only offer comparison of two pages.

Getting started

1. You can access Website Optimiser either by logging in to your AdWords account or accessing the standalone version at **google.com/websiteoptimizer**.
2. Click 'Create a new experiment'.
3. Select 'Create' from the A/B Experiment field.
4. Confirm that you've completed the 'Before you start list' by selecting the checkbox and clicking 'Continue'.

Setting up the experiment

1. Enter an experiment name.
2. Enter the **Original page URL** - this should be the original page of your website which you'll be testing. It should also be accessible to our validation, meaning that it can't be hidden behind a password.
3. Enter the **Page variation URL** - this is your first alternative page which will replace your original page for a percentage of your visitors. Again, make sure the page is accessible. You can give this (and all other alternative pages) any name you like. The name will be used in your reports, but won't be shown to users.
4. Click 'Add another page variation' to add more alternative pages.
5. Enter your Conversion page URL. This is the page that marks a successful visit, whether it be a purchase, signup, or article view.



Install and validate JavaScript tags: Choose to add the code to your pages yourself or, if someone else, such as the site's webmaster, will be adding the JavaScript tags to your pages, select 'My web team will install...' and forward the displayed URL to them. They will be able to access all your account-specific code, but they will not have access to any other part of your AdWords or Website Optimiser account.

Tagging your original page: Your original page will need to be tagged with control script as well as tracking script.

Add the control script: Copy and paste the entire control script into the beginning of your original page's source. It should appear immediately after the opening <body> tag.

Add the tracking script: Copy and paste the tracking script directly before your page's closing </body> tag.

Make sure to use only the tracking script provided in your account, since it contains an account number that's unique to your experiment. You should also make sure that you add the tracking script from the original page section, as the conversion page tracking script is slightly different.

Tagging your alternative pages: Your alternative pages only need the tracking code, which should be placed directly before each page's closing </body> tag.

Tagging your conversion page: Your conversion page also gets tracking script, which should be pasted directly before the closing </body> tag.

Once all of your pages have been updated and uploaded to your server, click 'Validate pages'. Website Optimiser will visit your pages and check for correct installation of your code. If there are problems with the code, you'll be notified of the error and told on which page the error occurred. Please fix the code and click 'Validate pages' again when you're ready to validate.

If everything checks out okay, click 'OK' then 'Continue' to proceed.

Preview and starting your experiment: Your experiment is ready to go at this point - if you'd like to see all of your pages, click the 'Preview link'. If you're ready to start the experiment, click 'Start experiment'. We'll start the A/B test immediately, and initial data should be available in your reports within 24 hours.

Identify what content to test

When you're deciding what content to test, it's important to think about the goal of your page. What action do you want users to take? Does the page clearly communicate that action to your users? What sections of the page will have a significant impact on whether users take that action?

Here are some suggestions you might consider based on your type of business:

- Use the **headline** to test different selling points and see how highlighting different benefits of the product or business affects results.
- Use the **images** to find out whether your users respond better to graphics or photos, personal or product-focused. Try testing graphic design, a picture of your product, or a person using your product.
- Use **promotional text** to determine whether less or more text works better for your site, and whether one aspect of your product or service has a bigger impact on conversions.
- Use **call to action** changes. Most sites have action buttons like 'Sign up!' or 'Add to cart', so try different sizes, images, text or placement. Moving the call to action button above the page fold can often produce very positive results.
- In some cases you may even want to **remove a section of content** from your page to see if users might react better to a cleaner look and feel on your site.

The bottom line is that there's a large universe of things you can test, so be creative while keeping in mind that more page sections and more variations will increase the time it takes to get clear results.

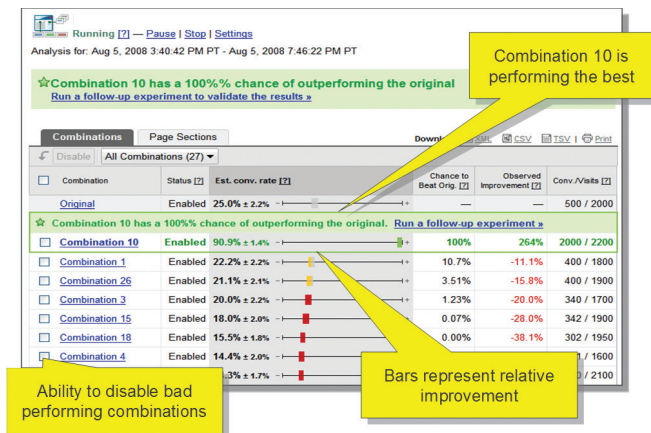


A vs B



Interpreting the report

To understand your report, let's walk through the columns you'll see on your A/B experiment report page.



Estimated conversion rate range: Provides the most immediate insight into overall performance. View this column to see how well each combination or variation is performing relative to your original content.

Chance to beat the original

Displays the probability that a combination will be more successful than the original version.

When numbers in this column are high, perhaps around 95%, that means a given combination is probably a good candidate to replace your original content.

Observed Improvement

Displays the percent improvement over the original combination or variation.

We suggest that you only concentrate on the improvement when a large amount of data has been collected and it can be considered relatively conclusive.

Conversions/visits: The raw data of how many conversions and visits a particular combination generated.

Notes



A series of horizontal lines for writing notes, spanning the width of the page.

Notes



A series of horizontal lines for writing notes, spanning the width of the page.

Google Conversion Tools

Google Insights for Search

Access regional and seasonal search trends on Google

www.google.co.uk/insights/search

Google AdWords: Conversion Optimiser

Free conversion based bid management tool

www.google.co.uk/conversionoptimizer

Google Analytics

Sophisticated website and ROI reporting

www.google.co.uk/analytics

Google Website Optimiser

Website testing and optimisation tool

www.google.com/websiteoptimizer

Google Conversion Room Blog

The place to go for tips on conversions

ConversionRoom.blogspot.com

Conversion University

Conversion help centre featuring multiple products

www.google.com/support/conversionuniversity

The Google logo is centered at the bottom of the page. It consists of the word "Google" in a white, serif typeface, with a small "TM" trademark symbol to the upper right of the letter "e". The entire logo is set against a solid blue background.

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