

# How to convert clicks into profits

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Five free tools for your business

Google™



## Introduction

Welcome to our how-to guide on converting online clicks into profits. 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 help you increase your online profits by tracking results and driving competitive improvements. If you're just starting out, take a look at the easy-to-follow set up guides, or if you're an existing user, compare our best practices to your own.

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

## **con·ver·sion**

A conversion occurs when a user completes an action on your site that you consider to be valuable. This can include a purchase, a file download, or a request for additional information.

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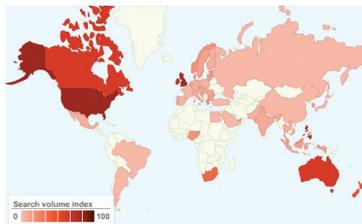
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# Google Insights for Search

See what the world is searching for

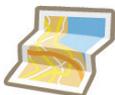
Insights for Search provides an up-to-date view of what people are searching for on Google. You can compare search patterns of multiple keywords across specific regions, categories, or date ranges.



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



**Anticipate demand:** Use historical search trends to help predict demand for your product and to help you budget and plan accordingly.



**Visualize 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 analyze seasonality and search trends. It's an easy way to determine rising search queries and to understand how and what people are searching for.

”

- O'Neill Cooke, AdWords optimization specialist

# Insights for Search in practice

Here are four easy ways that you can use Insights for Search to answer 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' names 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. For example, to see when search volume is highest for digital cameras, type in "digital cameras" and set the date range to "2004–now."

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 data 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? Top related searches and top rising searches can give you strong clues into user behavior. For example, if you sell cameras, enter the search query "cameras" to see search trends and uncover potentially relevant keywords to add to your AdWords campaigns.

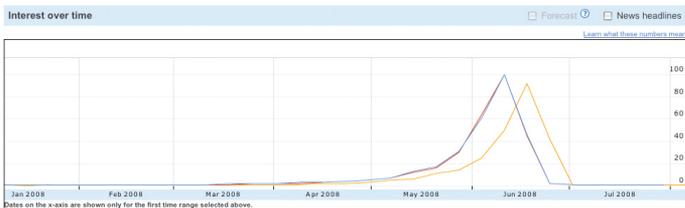
# How to: Use Insights for Search

Let's take an example of an event that you wish to advertise. If you're an online retailer, you may 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.

The screenshot shows the Google Insights for Search interface. The search term is 'fathers day' and the location is 'United States'. The time ranges are set to 'Jan-Jul 2008', 'Jan-Jul 2007', and 'Jan-Jul 2006'. The filter is set to 'All subregions' and 'All metros'. The search results show a peak in interest in June for all three years.

Year	Interest
Jan-Jul 2008	10
Jan-Jul 2007	10
Jan-Jul 2006	9

In this example, the same time frame (January–July) is being compared across three years based on the search term *fathers day* and with the location set to the United States.



The results look consistent through the years: Interest picks up in mid to 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.

The screenshot shows the 'Search terms' section of the Google Insights for Search interface. The search term is 'Jan-Jul 2008'. The top searches and rising searches are listed below.

Search term	Interest
1. fathers day 2008	100
2. fathers day gifts	45
3. when fathers day	25
4. fathers day gift	25
5. fathers day cards	25

Search term	Change
1. fathers day 08	+850%
2. fathers day 2008	+700%
3. fathers day 2009	+600%
4. mothers day	+160%
5. mothers day 2008	+140%

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 behavior and emerging patterns in your category.

# Adwords 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's 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 that show the return you're getting from your advertising investment. See exactly where you're 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 set up:** To install Conversion Tracking, you'll find a small piece of tracking code within your AdWords account under the "Conversion Tracking" section. Place this code on just one page of your website html and you'll 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 on one page of your website that you wish to track. If you wish to track sales, this may be the "Thank you for your purchase" page. If someone 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 percent of flower sales in the United Kingdom. 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 optimized spend to get a lot more clicks and a lot more orders. ”

- Will Wynne, managing director, Arena Flowers

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Founded in 2003, **eSeats.com** began as a way for CEO Bob Bernstein to make extra money, but has seen sales grow rapidly, over 25 percent year over year. Conversion Tracking allowed Bob to test the effectiveness of his AdWords ads and keywords.

“ Using this data, we've been able to target our ads and deliver our message to the most qualified customers at the right time. Conversion Tracking enables us to really make sure that we're receiving a return on our advertising investment. ”

- Bob Bernstein, CEO, eSeats.com

# How to: Set up Conversion Tracking

Conversion Tracking gives you more control over your profitability and more detailed reporting of your AdWords campaigns. Here are three things you'll need to do to get started.

1

## Decide on an action to track.

Decide on the action you'd like to track on your website. This can be any activity on your site that is valuable to your business. Do you want to track sales? Or perhaps you have a form on your site and you'd like to know how many AdWords clicks result in form completion. Or 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 to which a visitor is brought immediately after they've completed the action you want to track. Let's say you want to track the sale of cameras. 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 toward the end of the page.

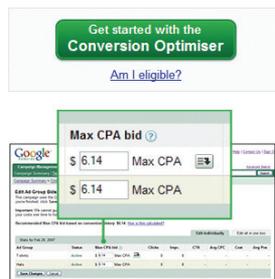
If you do not have direct access to your website html, you can copy the small piece of code from within your AdWords account and simply email it to your webmaster or web developer with details of the page where you would like them to add the code. This should only take your webmaster a matter of minutes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

Tip: add the code directly before your closing body tag: `</body>`

# Conversion Optimizer

Maximum conversions, minimal effort

The Conversion Optimizer 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 Optimizer achieve a 21 percent increase in conversions while at the same time decreasing their CPA by 14 percent.\*



## Why use Conversion Optimizer?



**Increased profitability:** Conversion Optimizer predicts which clicks are likely to lead to conversions and aims to spend only on clicks that are profitable for you. You minimize wasted spending, and maximize your investment on keywords that produce results.



**Saves time:** Conversion Optimizer automatically adjusts CPC bids every time your ad shows on both the Search and Content Network, leaving you more time to focus on strategic efforts, such as optimizing your campaigns.



**It's free:** Other bid management tools can be expensive, with monthly fees. Conversion Optimizer is free 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 Optimizer then predicts in real time which clicks are most likely to result in a conversion.

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

\* Internal Google study 2009. Compared to a control, results may vary.

## Conversion Optimizer in practice

**Meineke** is an international franchise-based automotive service and repair chain, with over 900 franchised service centers. Using Conversion Optimizer, Meineke and its agency partner, IMS, were able to reduce Meineke's cost per acquisition by 50 percent.

“ Managing accounts with the addition of Conversion Optimizer is definitely more efficient. We spend less time manually managing bids at the keyword level. Conversion Optimizer does an exceptional job of helping us reach a target CPA. ”

- J.V. Salumbides, director of digital accounts, IMS

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

“ With the Conversion Optimizer, 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'll have a maximum amount that you can spend on each sale or lead before advertising costs exceed the value of a successful conversion. Take time to work out how much you 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 Optimizer will manage your CPCs for maximum results.

1

## **Identify your maximum 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.

2

## **Consider the recommended maximum CPA.**

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

3

## **Adjust your CPA as needed.**

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

4

## **Make the most of your daily budget.**

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

5

## **Maximize your conversions and ROI.**

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

# Google Analytics

Measure. Evaluate. Act.

Google Analytics is a free, powerful website analysis tool that 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.



## Why use Google Analytics?



**View ROI for individual keywords:** Google Analytics offers sophisticated reporting and analysis to help you identify 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 can help you 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 met 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.

# Key reports in Google Analytics

Google Analytics has more than 80 reports to help you grow your business. Here we've highlighted just three of these reports.

## AdWords Keywords:

Google Store



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

Site Usage	Goal Conversion	E-commerce	Clicks	Views		
Visits <b>14,291</b> % of Site Total: 2.53%	Revenue <b>\$6,618.79</b> % of Site Total: 15.08%	Transactions <b>139</b> % of Site Total: 11.41%	Average Value <b>\$47.62</b> Site Avg: \$36.04 (32.12%)	E-commerce Conversion Rate <b>0.97%</b> Site Avg: 0.22% (350.73%)	Per Visit Value <b>\$0.46</b> 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			-81.15%	34.81%
3.	google accessories	791				30.66%
4.	google merchandise	702				-29.51%

## Traffic Sources >> AdWords

This report shows detailed AdWords ROI data once you have linked your Google Analytics and AdWords accounts, 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 color, 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 without going to any other pages on the site.

Content Performance		Views			
Pageviews <b>9,514</b> % of Site Total: 100.00%	Unique Pageviews <b>8,503</b> % of Site Total: 100.00%	Avg. Time on Page <b>00:00:47</b> Site Avg: 00:00:47 (0.00%)	<b>Bounce Rate</b> <b>42.06%</b> Site Avg: 42.06% (100.00%)	% Exit <b>51.42%</b> Site Avg: 51.42% (0.00%)	\$ Index <b>\$12.42</b> 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, and uses Google Analytics as their method of tracking consumer behavior internationally.

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

- Constance Slippy, senior manager of web services, RE/MAX

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**Lighting Direct** is regarded as the number one online lighting company in the United Kingdom. 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, Lighting Direct

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**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 Software Ltd.

# Success story: Google Analytics

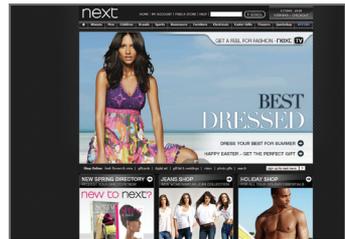


Next is a leading UK-based retailer with more than 480 retail stores in the United Kingdom and Ireland and a fast growing online customer base of 2.1 million visitors to its website each month.

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



Old LP - Catalog 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 catalog, and had some amazing results. **Bounce rates dropped by 37 percent.**

More people were spending longer on the website and browsing their products. The overall outcome meant that these keywords began to generate more sales, resulting in a **103 percent increase in conversion rate.**

Bounce rates can give you insight into areas of your website or marketing activities that aren't working as well as they should. Next understood this and was rewarded with a **per-visitor-value** increase of an incredible **107 percent** 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**.

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.

Before you paste your code, 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.com** and **www.example.com/index.html**, for example. These refer 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.

# 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, 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) 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've activated your goal, you'll 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 homepage, 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 following page, click **Check status** to allow you to copy and paste the Google Analytics code onto every page of your site.

## 2

### Link Google AdWords and Google Analytics.

Ensure you can analyze 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.”

## 3

### Track 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.

# Website Optimizer

Increase your website's conversion rate

Website Optimizer 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 Optimizer to test and optimize site content and design, you can quickly and easily increase revenue and profit, whether you're new to AdWords or an expert.



Combination	Estimated Conversion Rate Range	Chance to Beat Only
Original	34.2% ± 3.0%	—
Combination 11	38.9% ± 3.1%	99.0%
Combination 8	33.6% ± 3.0%	76.6%
Combination 22	33.4% ± 2.8%	75.9%
Combination 16	32.7% ± 2.9%	67.9%

## Why use Website Optimizer?



**Improve landing pages:** You've optimized your advertising campaigns, but what if you're losing customers due to ineffective landing pages? Website Optimizer's automated testing makes it easy to identify and create 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 Optimizer is free and requires minimal IT support, giving you greater control, flexibility, and speed.

## How it works

Website Optimizer 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, you choose the content—headlines, images or text—and design alternatives that you'd like to test. Website Optimizer will then show these alternatives to your site visitors and monitor which combinations lead to the highest conversion rates. Our intuitive reports allow you to quickly and easily identify and implement the best combinations.

# Success story: Website Optimizer



Schuh is at the leading edge of the United Kingdom fashion footwear industry, both in-store and online. Schuhstore.co.uk has a unique audience of more than 400,000 visitors per month.

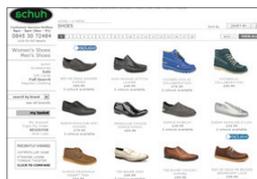
Schuh's approach to its online store is to test its website constantly to find the optimal site structure. Any changes the company then implements on its site are based on hard data and result in optimized performance.

“ Website Optimizer 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 Optimizer in order to find out which product layout delivered the highest conversion rate for Schuh.



Variation 1



Variation 2



Variation 3

After a little over a week, Website Optimizer showed that variation 3 was a clear winner. In fact, variation 3 increased the number of products added to the shopping basket by 10 percent and led to an incredible **6 percent 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 Optimizer tests. ”  
- Patrick Timmons, web developer, Schuh

## Website Optimizer in practice

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

“

I'm spending the same amount of money on advertising but getting 50 percent more value from my site by decreasing my testing costs and increasing conversions.

”

- Ryan Roberts, online marketing specialist, Doba.com

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Google Website Optimizer 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 percent.

“

Website Optimizer 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 Optimizer was spot on. It provides actionable numbers about what works and what to look at, focusing on testing.

”

- Patrick Sullivan, co-founder, Jigsaw Health

# How to: Begin testing with Website Optimizer

Have you hit a brick wall tweaking your keyword performance? Try using Website Optimizer to increase your profit. A few small optimization adjustments can significantly increase conversion rates.

Before you visit the Website Optimizer 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 homepage or a particular product page. As a general rule, pages with lots of traffic are generally faster to optimize 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 Optimizer 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 inquiry). For your first test, we would recommend testing 2–4 page variations, since it can take longer to see results with more page variations.

3

## **Identify your conversion page.**

Figure out which page of your site represents success—it could be a purchase or inquiry 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 occurs infrequently, 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 or clicking on a product details page).

# How to: Launch your first A/B test

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 Optimizer 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 Optimizer either by logging in to your AdWords account or accessing the standalone version at [google.com/websiteoptimizer](http://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 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 that 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 Optimizer 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 Optimizer 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 start your experiment

Your experiment is ready to go at this point—if you'd like to see all of your pages, click **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.

# Identifying 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, so that users can see it without having to scroll down, 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 react better to a cleaner look and feel on your site.

The bottom line is that there's a 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.

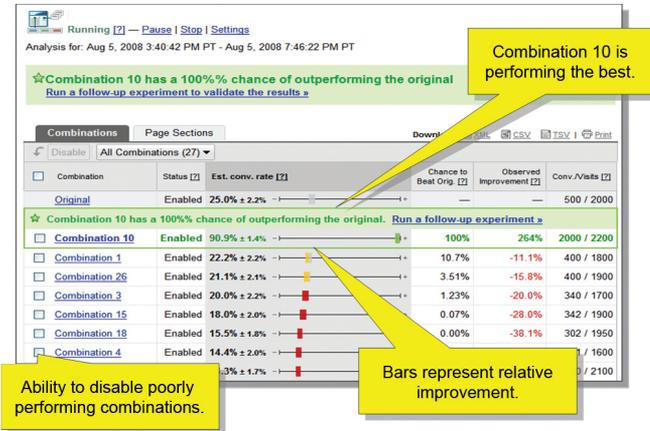


## A vs B



# 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 percent, that means a given combination is probably a good candidate to replace your original content.

**Observed improvement:** Displays the percentage of 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 indicating how many conversions and visits a particular combination generated.







# Google Conversion Tools

## **Google Insights for Search**

Access regional and seasonal search trends on Google  
[www.google.com/insights/search](http://www.google.com/insights/search)

## **Google AdWords: Conversion Optimizer**

Free conversion-based bid management tool  
[www.google.com/adwords/conversionoptimizer](http://www.google.com/adwords/conversionoptimizer)

## **Google Analytics**

Sophisticated website and ROI reporting  
[www.google.com/analytics](http://www.google.com/analytics)

## **Google Website Optimizer**

Website testing and optimization tool  
[www.google.com/websiteoptimizer](http://www.google.com/websiteoptimizer)

## **Google Conversion Room Blog**

The place to go for tips on conversions  
[www.conversionroom.blogspot.com](http://www.conversionroom.blogspot.com)

## **Conversion University**

Conversion help center featuring multiple products  
[www.google.com/support/conversionuniversity](http://www.google.com/support/conversionuniversity)

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