

Always Be Testing

Getting Started with Google Website Optimizer

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Standing In for John

- John could not make it
- We'll try to answer questions, but...
- We'll defer some questions and get back to you afterwards
- Terminology
 - #define Test Experiment
 - Test is many orgs means QA organization

Outline

- Why Test Online – What's wrong?
- Types of Online Problems to be tested
- Deciding What to test
- Online Tools for Testing
- Types of GWO Online tests
- Is It Worth It?

Why Test Online?

Is There Even a Problem?

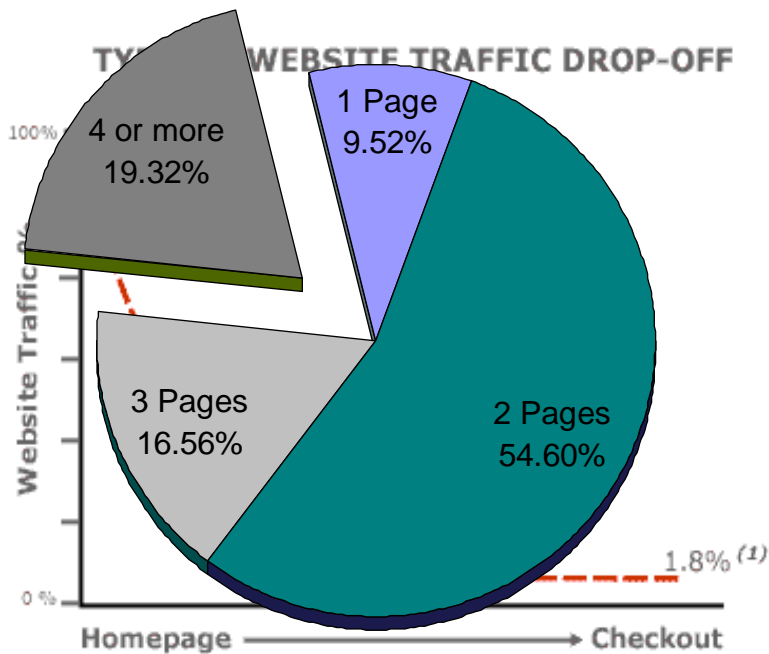
You BET!

Many sorts of web site problems can be fixed
with experience...

...and those that cannot, can be fixed with
testing.

No Scent = Lost Persuasive Momentum

Studying **drop-off** data indicates that would-be customers visiting a site lose the relevant “scent” of what put them on the trail to your site; without that scent they are unmotivated to go on.



(1) Shop.org members report an average conversion rate of 1.8%

Drop off after:

1 page view 9.52%

2 page views 54.60%

3 page views 16.56%

Based on a sample of 2 million visitors

(source: OnStat.com, March 2004)

Page views	Drop-off	Cumulative
1 page view	9.52%	9.52%
2 page views	54.60%	64.12%
3 page views	16.56%	80.68%

Outline

- Why Test Online – What's wrong?
- Types of Online Problems to be tested
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- Online Tools for Testing
- Types of GWO Online tests
- Is It Worth It?

Common Late-Funnel Problem: *Flow From Page to Page*

A Friendly Purchase...

Lowest Prices On Earth...

computers software **SALE** electronics wireless books magazines music games video dvd **BLOWOUT** clearance

search Search VHS

★ **Free Shipping** on orders over \$99 and under 20 lbs. [Click for details.](#)


[Home](#) > [Videos](#) [Top 25](#) | [New & Upcoming](#) | [Disney](#) | [Studio Specials](#)

Top 25 - Up to 35% off

- Lord of the Rings
- Harry Potter
- Moulin Rouge
- Monsters, Inc.
- Star Wars Trilogy

[more...](#)

Friends (Complete First Season)



Our Price: \$36.99
List Price: \$49.98
You Save: \$12.99

• **Usually Ships in 24-48 Hours**

Qty

• •

[Click for larger image](#)


Format: **Rating:** NR
Starring: [Lisa Kudrow](#) [Jennifer Aniston](#) [Courteney Cox](#)

Also Available: [DVD](#)

Be the first to review this video. [Write a review](#)

Related Products

Check the boxes and click "Buy Now" to add to your basket.

-  [Best of Friends Collection Gift ...](#)
Format: VHS
\$36.99
Add
-  [Friends Tv Soundtrack](#)
\$10.99
Add
-  [Friends Again Soundtrack](#)
\$13.99
Add

New Releases

- Friends
- WWF-Wrestlemania 18
- Barney
- Transformers 1st Season
- Justice League

[more...](#)

Coming Soon

- Harry Potter
- Snow Dogs
- Fast and the Furious
- Winnie the Pooh
- Monsters, Inc.

Get In Shape!

Description

Now with footage you've never seen!

Features: [Gift Set, 4 Tapes](#)

Fans asked. We listened. And now the Complete First Season of the smash-hit #1 series now in its 8th remarkable year arrives on video for the first time ever. Great laughs, with a little help from your Friends.

Write a review

Cast & Crew

Technical Info

...With an Unfriendly Shopping Cart


computers software **SALE electronics** wireless books magazines music games video dvd **BLOWOUT clearance**


search Search buy.com

★ **Free Shipping** on orders over \$99 and under 20 lbs. [click for details.](#)

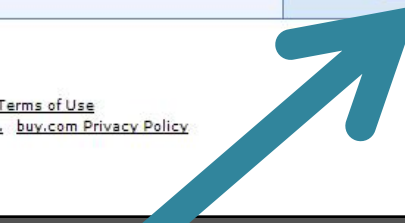
[Corporate](#) > **Basket** [Company Info](#) | [Low Price Guarantee](#) | [Privacy Policy](#) | [Affiliates](#)

shopping basket

APPLY NOW
0% INTRO APR* 

Your Order	Order Summary
<p> Friends (Complete First Season)</p> <p>Our Price: \$36.99 Quantity: <input type="text" value="1"/> UPDATE</p> <p>Availability: Usually Ships 24-48 Hours</p> <p>CLEAR BASKET</p>	<p>Subtotal: \$73.98</p> <p>Shipping Information: click here</p> <p>Select Your Shipping Method <input type="button" value="v"/></p> <p>Shipping costs are domestic only</p> <p>Click here for information on using Promotional Codes.</p> <p>CHECKOUT</p> <p>CONTINUE SHOPPING</p>

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Common Late-Funnel Problem: *Perception of Time Needed*

sony style USA

[view account](#) [order status](#) [product service & support](#) [product registration](#)

[view cart](#) Items 1 subtotal \$ 649.99 as low as \$17.00/ mo

shopping cart

> **Billing & Shipping - Payment**

Part 1: Please verify your billing/shipping information and select "Update Order".
Part 2: Review the grand total for your order including shipping and applicable taxes.
Part 3: Select your payment method below.

Part 1: Verify Billing & Shipping Address

BILLING ADDRESS

If your billing and shipping address are the same, simply verify the "Billing Address" column directly and continue down to review your order.

first name *
last name *
street address *
apt. # / suite #
city or town *
county *
State * Zip *
phone number * ext.
email address *

* Indicates required information

SHIPPING ADDRESS

Only if different than Billing Address
If your shipping address is different than your billing address fill in the "Shipping Address" column below, select the "update order" button, and continue down to review your order.

first name *
last name *
street address *
apt. # / suite #
city or town *
county *
State * Zip *
phone number * ext.

* Indicates required information

If you have added shipping information, select "Update Order" below.

Select "Update Order" to make any changes to

Not That Long – It's All About Perception

sony style [view account](#) [order status](#) [product service & support](#) [product registration](#)

Items: 1 Amount: \$ 449.99 \$ 0.00 \$ 0.00 \$ 17.00 / mo

shopping cart

> **Billing & Shipping - Payment**

Part 1: Please verify your billing/shipping information and select "Update Order".
Part 2: Review the grand total for your order including shipping and applicable taxes.
Part 3: Select your payment method below.

Part 1: Verify Billing & Shipping Address

BILLING ADDRESS
If your billing and shipping address are the same, simply verify the "Billing Address" column below and continue down to review your order.
If your shipping address is different than your billing address, select the "Shipping Address" column below, select the "Update Order" button, and continue down to review your order.

SHIPPING ADDRESS
If your shipping address is different than your billing address, select the "Shipping Address" column below, select the "Update Order" button, and continue down to review your order.

First name *	<input type="text"/>	First name *	<input type="text"/>
Last name *	<input type="text"/>	Last name *	<input type="text"/>
Street address *	<input type="text"/>	Street address *	<input type="text"/>
Apt. # / suite #	<input type="text"/>	Apt. # / suite #	<input type="text"/>
City or town *	<input type="text"/>	City or town *	<input type="text"/>
Country *	<input type="text"/>	Country *	<input type="text"/>
State + Zip *	<input type="text"/>	State + Zip *	<input type="text"/>
Phone number * ext.	<input type="text"/>	Phone number * ext.	<input type="text"/>
email address *	<input type="text"/>		

* Indicates required information.

Select "Update Order" to make any changes to your billing information, or to calculate your order total before including applicable taxes tax.

Yes! Keep me informed about Sony special offers, exclusive products, and new product information! [Privacy Policy](#)

Part 2: Preview Grand Total

Item	Model	Qty	Unit Price	Subtotal
REGIOVA HKETS	REGIOVA/HKETS	1	\$ 449.99	
ITEMS() SUBTOTAL \$ 449.99				
Usually ships next Business Day. Refer to your shipping method to determine total delivery time.				
Free Standard Shipping (3 to 5 business days). Standard shipping, ground delivery, is not available in Alaska or Hawaii.				
Subtotal Tax \$ 0.00				
GRAND TOTAL \$ 0.00 or less as \$17.00 (Estimated Duties)				

Part 3: Select Your Payment Method

Please select your payment type from the drop down below and enter the relevant information. Once you have completed your payment option, select "I Agree" "Submit Order" button. If you select Sony financing, a cash application process will launch in a separate application browser window under the "I Agree" "Submit Order" button.

PAYMENT OPTIONS

Credit Card

credit card type

credit card no. (Example: 10002223334444)

name on card *

CVV * (000-0000)

valid through: month: year:

* Indicates Required Information.

Please make sure the name and address you have entered match your credit/debit card statement information. If this information does not match, then your order may be delayed or not accepted.

Yes! Keep me informed about Sony special offers, exclusive products, and new product information!

SONY

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Order by phone: (877) 865-SONY (7629) ©2010 Sony Electronics & Solutions Company LLC. All rights reserved.

View our privacy policy on personal information use: [privacypolicy.sony.com](#) Help us improve our site: [helpusimprove.com](#)

800.801.2345 (toll-free) 800.801.2345 (toll-free) 800.801.2345 (toll-free)

Common Late-Funnel Problem: *Setting Expectations*

sheetmusicplus
■■■■■■■■■■.com

[Shopping Cart](#) | [Order Status](#) | [Help](#) | [Home](#)

Almost done! To finish → [Click here to complete your order](#)
(You may enter a Customer Comment below.)

Order Summary:	Shipping to: change
Cart items: \$16.95	Bryan Eisenberg
Shipping: \$4.99	2401 East 23rd Street
Sales tax: \$1.84 (NY 8.375%)	Brooklyn, NY 11235
<hr/>	USA
Total: \$23.78	

Shipping cart item summary: [change](#)

Qty Breakaway. \$16.95 each. Lead time: usually 24
1 hours (HL.306731)

[Pre-shipment lead time: 24 hours.](#)
All items will ship in a single package.

Shipping method: [change](#)

STANDARD DELIVERY - shipped by variety of carriers.
Usually adds 3 to 7 business days to pre-shipment lead time shown in
shopping cart item summary.

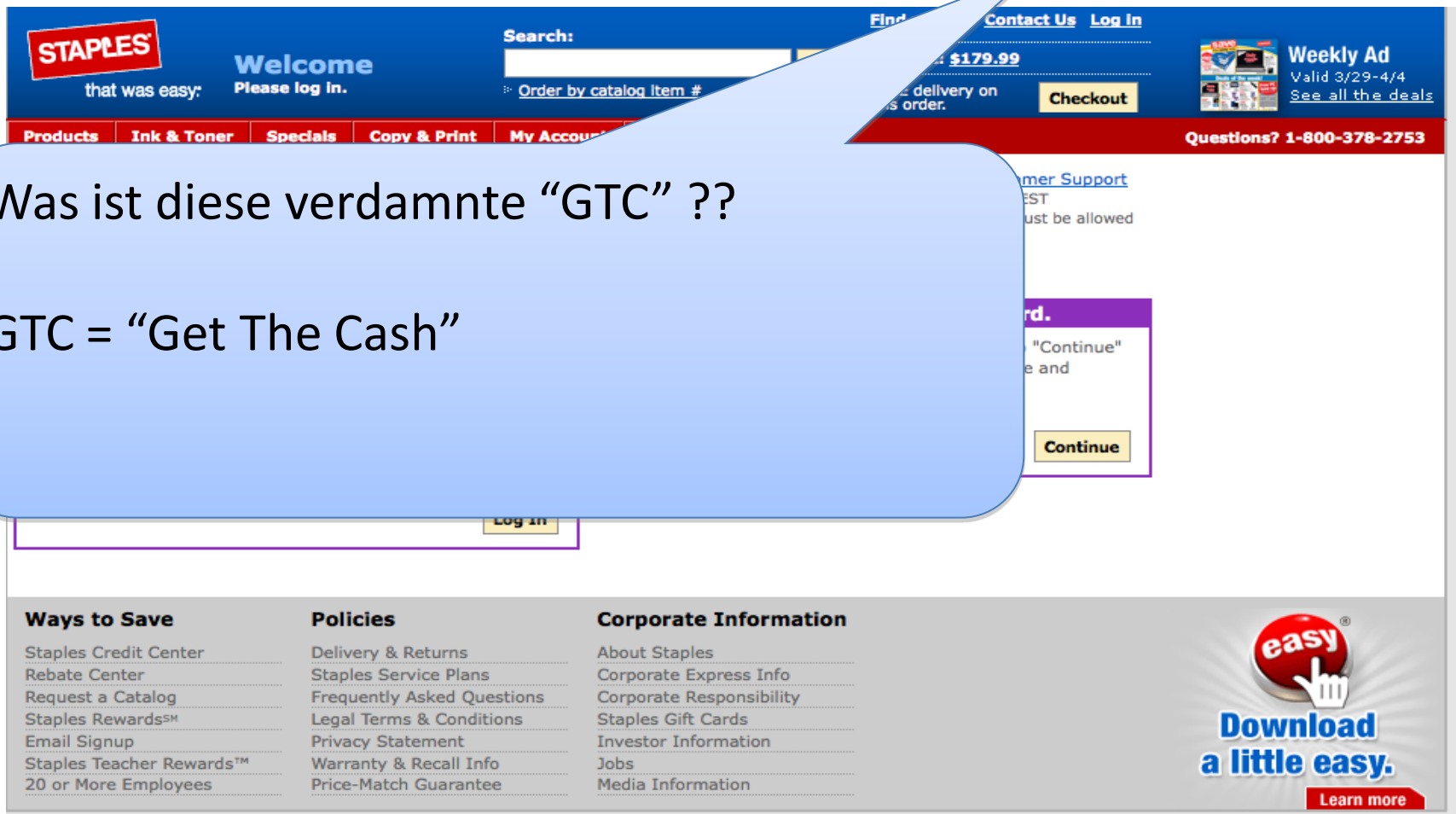
Payment info:	Billing info: change
Paid by Credit Card	Bryan Eisenberg
change payment method	2401 East 23rd Street
Last 4 digits of card are 1027, expires 5/2008	Brooklyn, NY 11235
change credit card	USA

Comments? (optional)
You may enter a message for our customer service department. Please type 4 lines

Common Late-Funnel Problem: *CRM instead of GTC*

Was ist diese verdammte "GTC" ??

GTC = "Get The Cash"



The screenshot shows the Staples website interface. At the top, there is a blue header with the Staples logo, a search bar, and navigation links like 'Contact Us' and 'Log In'. Below the header is a red navigation bar with categories like 'Products', 'Ink & Toner', 'Specials', 'Copy & Print', and 'My Account'. The main content area shows a checkout process with a 'Continue' button highlighted. A blue callout box is overlaid on the page, containing the text 'Was ist diese verdammte "GTC" ??' and 'GTC = "Get The Cash"'. At the bottom of the page, there is a footer with three columns of links: 'Ways to Save', 'Policies', and 'Corporate Information'. A red button labeled 'Learn more' is located in the bottom right corner.

Ways to Save

- Staples Credit Center
- Rebate Center
- Request a Catalog
- Staples RewardsSM
- Email Signup
- Staples Teacher RewardsTM
- 20 or More Employees

Policies


- Delivery & Returns
- Staples Service Plans
- Frequently Asked Questions
- Legal Terms & Conditions
- Privacy Statement
- Warranty & Recall Info
- Price-Match Guarantee

Corporate Information

- About Staples
- Corporate Express Info
- Corporate Responsibility
- Staples Gift Cards
- Investor Information
- Jobs
- Media Information

easy
Download a little easy.
Learn more

Common Late-Funnel Problem: *The Never-ending Checkout*



that was easy: **Welcome**
Please log in.

Search: **Go**

[Find a store](#) [Contact Us](#) [Log In](#)


Cart: \$179.99


[Weekly Ad](#)
Valid 3/29-4/4
[See all the deals](#)

[Order by catalog item #](#)

FREE delivery on this order.

Products **Ink & Toner** **Specials** **Copy & Print** **My Account** **Customer Service** **Questions? 1-800-378-2753**

 **Secure Checkout** **Enter Addresses** **Review & Pay** **Order Summary**

 [Live Customer Support](#)
M-F 8A-8P EST
*Pop ups must be allowed to use chat

***Indicates required information.**

Where would you like your order delivered?

Deliver to my address

Deliver to a store near me ([Learn more](#))
Participating stores cannot accept deliveries of select oversize furniture items.

Billing Address	Delivery Address
Billing address must match credit card.	<input type="checkbox"/> Use Billing Address
First Name:*	First Name:*
Last Name:*	Last Name:*
Company Name:	Company Name:
Address Line 1:*	Address Line 1:*
Address Line 2:	Address Line 2:
City:*	City:*
State:*	State:*
Zip Code:*	Zip Code:*
Phone Number:*	Phone Number:*
Extension:	Extension:

Please note: Staples.com® does not ship to P.O. Boxes, APO/FPO, Alaska (AK), Hawaii (HI), Puerto Rico (PR), or International addresses.

Thank you, sir! May I have another?

City:*
State:*
Zip Code:*
Phone Number:*
Extension:

City:*
State:*
Zip Code:*
Phone Number:*
Extension:

Please note: Staples.com does not ship to Alaska (AK), Hawaii (HI),

Email Address

We require an email address, so that we can communicate with you about your order.

Email Address:*
Retype email Address:*

Yes, I would like to receive emails about special offers and savings offers from Staples.
Don't worry, the emails are really good and you can cancel at any time.

...because, of course, we only sell to honest people!

Character Verification



Can't see it? [Reload Image.](#)

Enter Characters:*

Still having problems? Mon. - Fri. between 8 AM - 8 PM (EST), please use the "Live Customer Support" link. You can also order by phone at 1-800-3STAPLE (1-800-378-2753).

Save time next time—register now

Create a staples.com@ username and we'll save your information to make future orders easier. Fill out all the fields below.

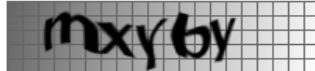
Username:

[Already have a user name?](#)

Yes, 3 FULL Screens of Forms!

Character Verification

Image:



Can't see it? [Reload image.](#)

Enter Characters:*

Still having problems? Mon. - Fri. between 8 AM - 8 PM (EST), please use the "Live Customer Support" link. You can also order by phone at 1-800-3STAPLE (1-800-378-2753).

Save time next time—register now

Create a staples.com@ username and we'll save your information to make future orders easier. Fill out all the fields below.

Username:

[Already have a user name?](#)

Password:

Case sensitive, 6-12 characters long, cannot contain spaces or special characters. Retyped password must match.

Retype password:

Password Reminder:

If you forget your password, this information will be used to help you to log in to our site.

Answer to your question:

Remember me (You will not be asked to login for future visits)

Optional Information

Staples number:

Enter the Staples Rewards® number, customer number or tax exempt number you would like to apply to this order.

This Address is a:

Type of Company:

Number of employees:

[Continue](#)

Ways to Save

[Staples Credit Center](#)
[Rebate Center](#)

Policies

[Delivery & Returns](#)
[Staples Service Plans](#)

Corporate Information

[About Staples](#)
[Corporate Express Info](#)



So Is the Shopping Cart *Really* Where the Problem Is?



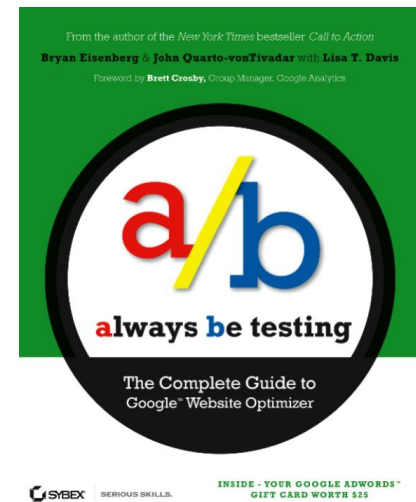
Or Was The Problem *Already In Place* Long Before Checkout?



The First Straw.

Common “Early Funnel” Problem Categories

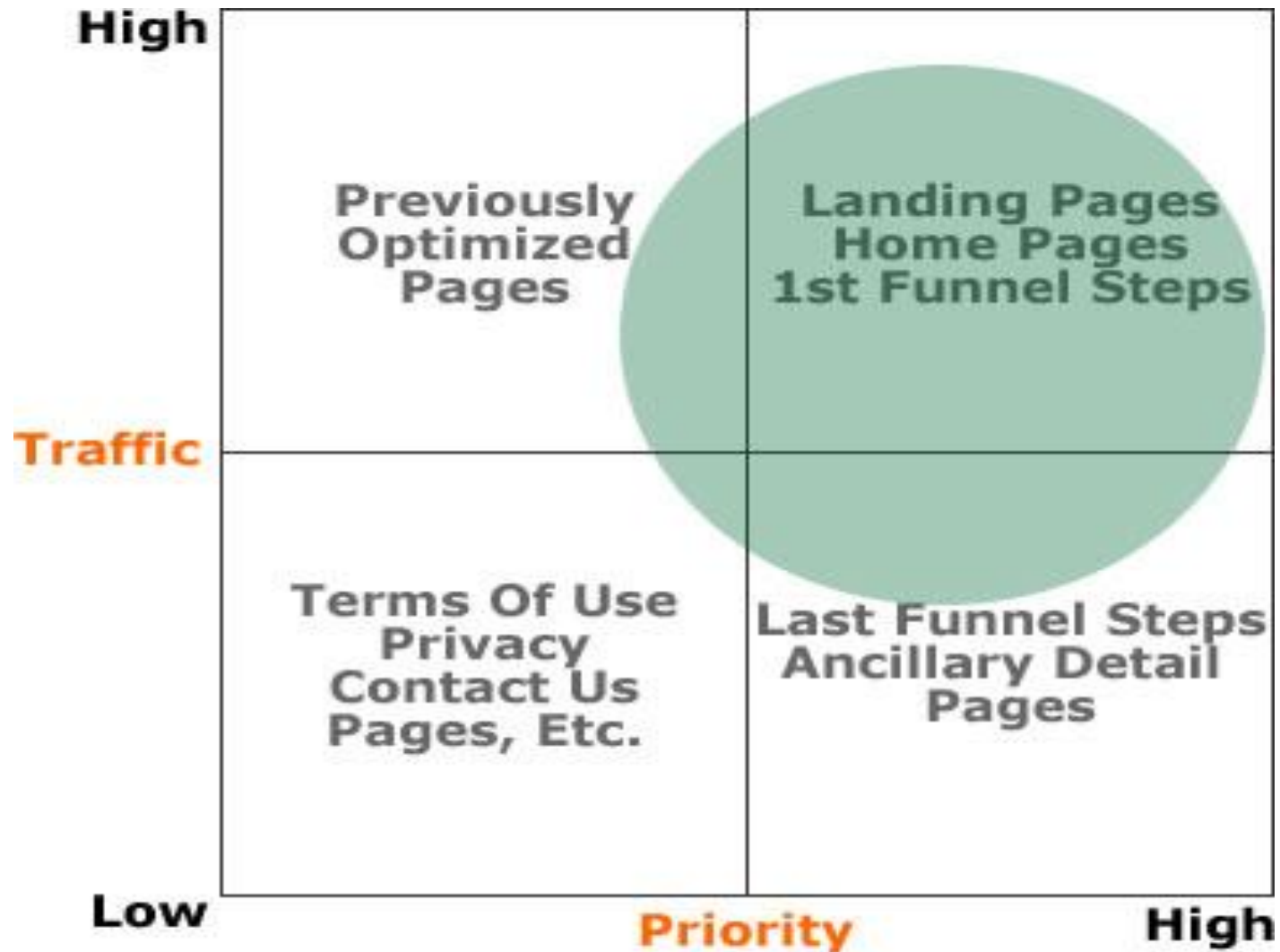
- Relevance/Planning
- Structural
- Momentum
- Communications
- Value



Outline

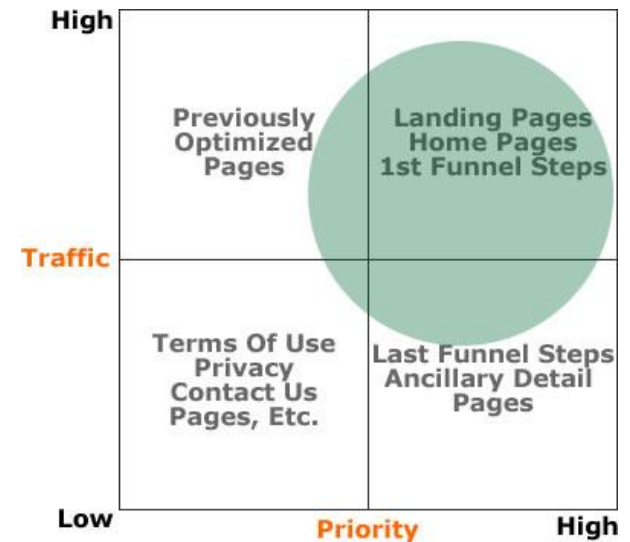
- Why Test Online – What's wrong?
- Types of Online Problems to be tested
- **Deciding What to test**
- Online Tools for Testing
- Types of GWO Online tests
- Is It Worth It?

What to test?



What To Work On... ...if You Have Buy In

- Your Top 5 High Bounce Rate Pages
- Your Top 5 High Exit Rate Pages
- Your Top 5 Lowest Time Spent Pages
- Your Top 5 key pages (i.e., checkout, cart, registration, top product)



Setting Up Your Test

1. Create a Descriptive Name
 1. “Call to Action Button Test: Improving Product Pages”
 2. Identify if this is site wide test or for a campaign
2. Define Your Goal (OEC – Overall Evaluation Criterion. Ronny)
 1. “I want to increase conversion...”
 2. How will you measure this success or failure? What are the Key Performance Indicators (KPI)?
3. How Will You Achieve your Goal?
 1. What are the variables?
 2. What are the variations?
4. Define the Control
 1. What is your prediction/hypothesis?
 2. What are you basing that on?
5. Let the Test Run
6. Measure & Analyze!
 1. Did we improve or not?
 2. What did we learn?
 3. What do we do next?

Outline

- Why Test Online – What's wrong?
- Types of Online Problems to be tested
- Deciding What to test
- **Online Tools for Testing**
- Types of GWO Online tests
- Is It Worth It?

Online Tools for Testing

- Free or low-cost: **Google Website Optimizer** (google.com/websiteoptimizer), HiConversion.com
- Commercial: SiteSpect, Omniture Test & Target, etc.

Outline

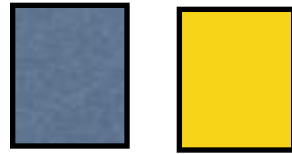
- Why Test Online – What's wrong?
- Types of Online Problems to be tested
- Deciding What to test
- Online Tools for Testing
- **Types of GWO Online tests**
- Is It Worth It?

3 scripts key to GWO

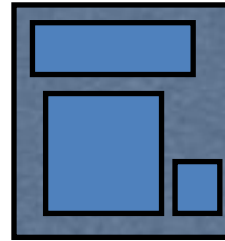
- Control script – has visitor been here before? If so, show the same combo again
- Tracking script – if visitor hasn't been here before, serve up a combination and increment combination count. [Assumes OEC = page conversion]
- Conversion script – did the visitor get to the conversion page? If so, increment the successful conversion count, and mark test as complete for this visitor.

6 Tests You Can Try With GWO

- **Classic A/B**



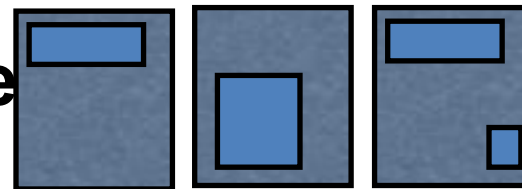
- **Classic Multivariate**



- **Split Path**



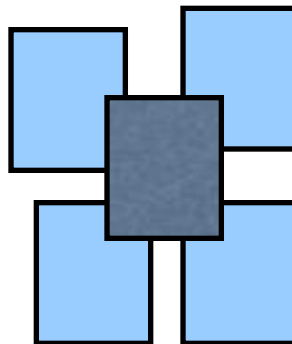
- **Multi-Page Multivariate**



- **Linger**

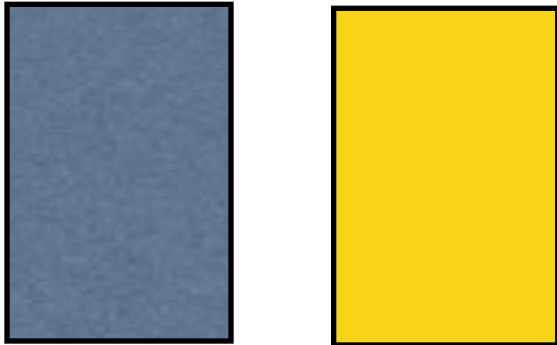


- **Do Anything**



Classic A | B

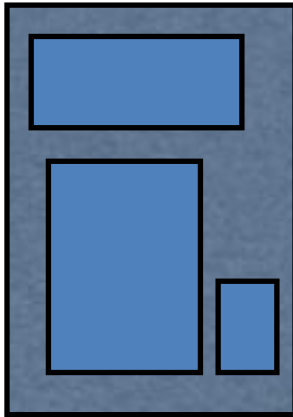
- Find winning single page among various similar pages
- Test conversion on a complete single-page basis
- Optimizer experiences not just pages



1. Add A/B control script to top of test page
2. Add tracking script to bottom page
3. Add conversion script to bottom of goal page
4. Specify variation pages
5. Click launch

The Multivariate Section Test

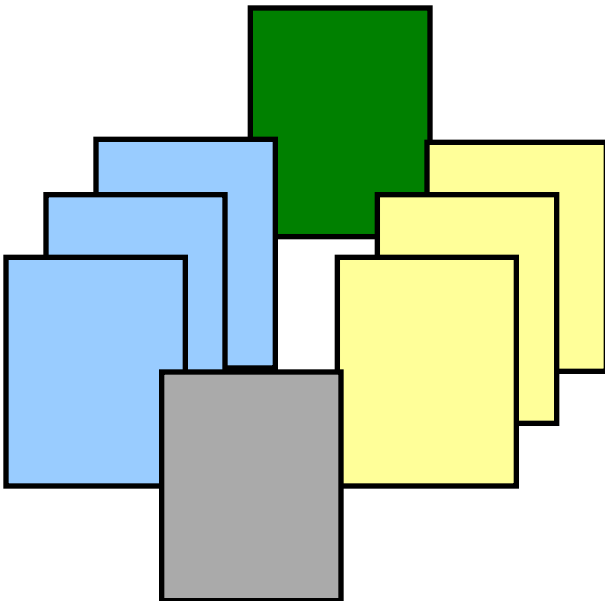
- Find winning Combination of varying sections
- Test conversion success of various combinations of variations



1. Add control script to top of test page
2. Add section script to each part of a page to be tested
3. Create variation of each section
4. Add tracking script to bottom page
5. Add conversion script to bottom of goal page
6. Click launch

The Split Path

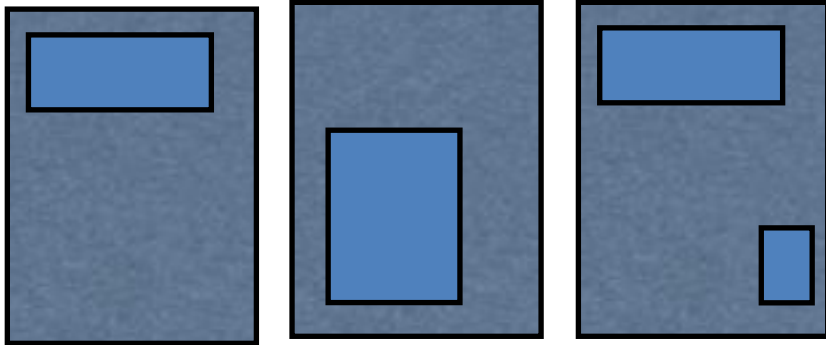
- Find winning series of pages
- Test conversion stories that go beyond page sections
- Optimizer experiences not just pages



1. Add A/B control script to top of test page
2. Add section script to preliminary call to action pointing to original path
3. Create variation of preliminary call to action pointing to alternate path
4. Add tracking script to bottom page
5. Add conversion script to bottom of goal page
6. Click launch

The Multi-Page Multivariate

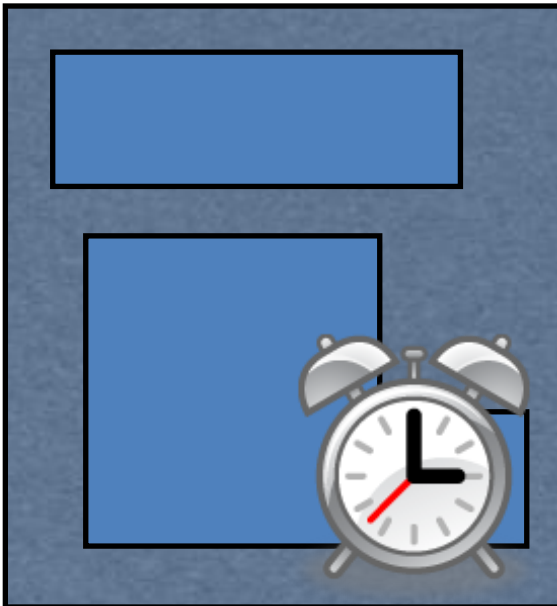
- Optimize a single path
- Discover cross-page interactions



1. Add control script to top of all pages
2. Add section script to each page's sections
3. Add tracking script to bottom of first page
4. Add conversion script to bottom of goal page
5. Create a "fake" test page containing all sections to bypass validation
6. Click launch

The Linger

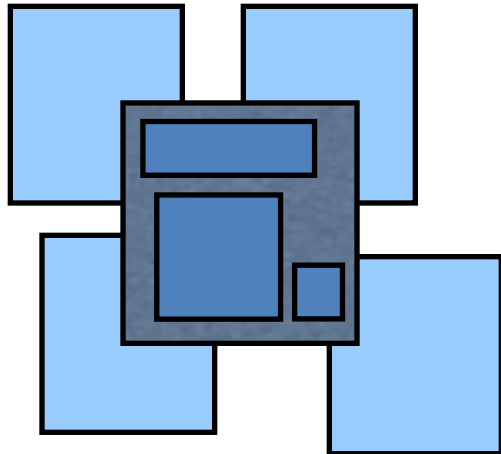
- Find content that people will actually read
- Only requires one page



1. Add control script to top of page
2. Add section scripts
3. Add tracking script to bottom of page
4. Add timer conversion script to bottom of page
5. Validate a standalone goal page
6. Click launch

The Do Anything

- Find content that engages people
- Isn't limited to a "goal"



1. Add control script to top of page
2. Add section scripts
3. Add tracking script to bottom of page
4. Add conversion script to all other pages or actions on the test page
5. Validate one of your goal pages
6. Click launch

Let's focus on the Multivariate Section Test (most useful)

- Example 1: single variable, 3 variations

Do You Agree With This Statement?:

"Bald Is Beautiful"

Absolutely! I agree!

Do You Agree With This Statement?:

"Bald Is Beautiful"

Absolutely! I agree!

Do You Agree With This Statement?:

"Bald Is Beautiful"

Absolutely! I agree!

Testing page sample

```
ez1_test.htm

<script>
function utmx_section(){}function utmx(){}
(function(){var k='1290392721',d=document,l=d.location,c=d.cookie;function f(n){
if(c){var i=c.indexOf(n+'=');if(i>-1){var j=c.indexOf('; ',i);return c.substring(i+n.
length+1,j<0?c.length:j)}}}var x=f('__utm__'),xx=f('__utmxx'),h=l.hash;
d.write('<sc'+ 'ript src="'+
'http'+(l.protocol=='https':'s://ssl':'://www')+ '.google-analytics.com'
+'/siteopt.js?v=l&utmkey='+k+'&utm='+ (x?x:'')+ '&utmxx='+ (xx?xx:'')+ '&utmtime='
+new Date().valueOf()+ (h?'&utmhash='+escape(h.substr(1)):'')+
' " type="text/javascript" charset="utf-8"></sc'+ 'ript>'))());
</script>

<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
<head>
<title>EZ1 test</title>
</head>

<body>

<h2>Do You Agree With This Statement?:</h2>
<script>utm_section("headcolor")</script>
<h1 style="color: green">"Bald Is Beautiful"</h1>
</noscript>
|
<p><a href="ez1_conversion.htm"><button>Absolutely! I agree!</button></a></p>
</body>
</html>

<script>
if(typeof(urchinTracker)!='function')document.write('<sc'+ 'ript src="'+
'http'+(document.location.protocol=='https':'s://ssl':'://www')+
'.google-analytics.com/urchin.js'+ '></sc'+ 'ript>')
</script>
<script>
_uacct = 'UA-930047-11';
urchinTracker("/1290392721/test");
```

Control script

Section name identified in page

Tracking script

Original simple page html code

Conversion page sample

```
ez1_conversion.htm
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
<head>
  <title>EZ1</title>
</head>
<body>
<h1>Damn right!</h1>
</body>
</html>
<script>
if(typeof(urchinTracker)!='function')document.write('<sc'+ 'ript src="' +
'http'+(document.location.protocol=='https:'?'s://ssl':'//www')+
'.google-analytics.com/urchin.js'+ '"></sc'+ 'ript>')
</script>
<script>
_uacct = 'UA-930047-11';
urchinTracker("/1290392721/goal");
</script>
```

Original
simple
page html
code

Conversion
script

See this test live <http://www.johnquarto.com/GWOtests>

Sample Results From GWO

Combinations		Page Sections			
Analysis for: Aug 21 2006 - Aug 21 2006					
View: <input checked="" type="radio"/> Best 23 Combinations <input type="radio"/> Worst 23 Combinations		Download: Print Preview			
Combination	Estimated Conversion Rate Range [?]	Chance to Beat Orig. [?]	Chance to Beat All [?]	Observed Improvement [?]	Conversions / Impressions [?]
Original	31.2% ± 3.0%	—	0.41%	—	125 / 401
Combination 11	38.9% ± 3.1%	99.0%	85.4%	24.9%	160 / 411
Combination 4	33.6% ± 3.0%	76.8%	4.12%	7.74%	133 / 396
Combination 23	33.4% ± 2.8%	75.9%	2.82%	7.17%	153 / 458
Combination 16	32.7% ± 2.9%	67.8%	1.56%	4.75%	144 / 441
Combination 10	32.6% ± 2.9%	67.5%	1.69%	4.67%	139 / 426
Combination 8	32.4% ± 2.9%	64.6%	1.30%	3.90%	137 / 423
Combination 22	32.0% ± 3.0%	60.0%	1.03%	2.69%	129 / 403
Combination 7	31.6% ± 2.8%	55.1%	0.45%	1.27%	143 / 453
Combination 14	31.4% ± 2.8%	52.2%	0.41%	0.57%	137 / 437
Combination 21	31.1% ± 2.9%	49.1%	0.40%	-0.20%	126 / 405
Combination 18	30.3% ± 2.8%	39.1%	0.11%	-2.79%	130 / 429

Useful free tool for online testing

- Firefox WebDeveloper toolbar (easy to kill off testing cookie, and see combinations)
- <http://chrispederick.com/work/web-developer>

Outline

- Why Test Online – What's wrong?
- Types of Online Problems to be tested
- Deciding What to test
- Online Tools for Testing
- Types of GWO Online tests
- Is It Worth It?

Doubt Testing is Worth It?

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33% reduction in abandonment

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John Quarto-vonTivadar
Chief Thinking Officer, FutureNow

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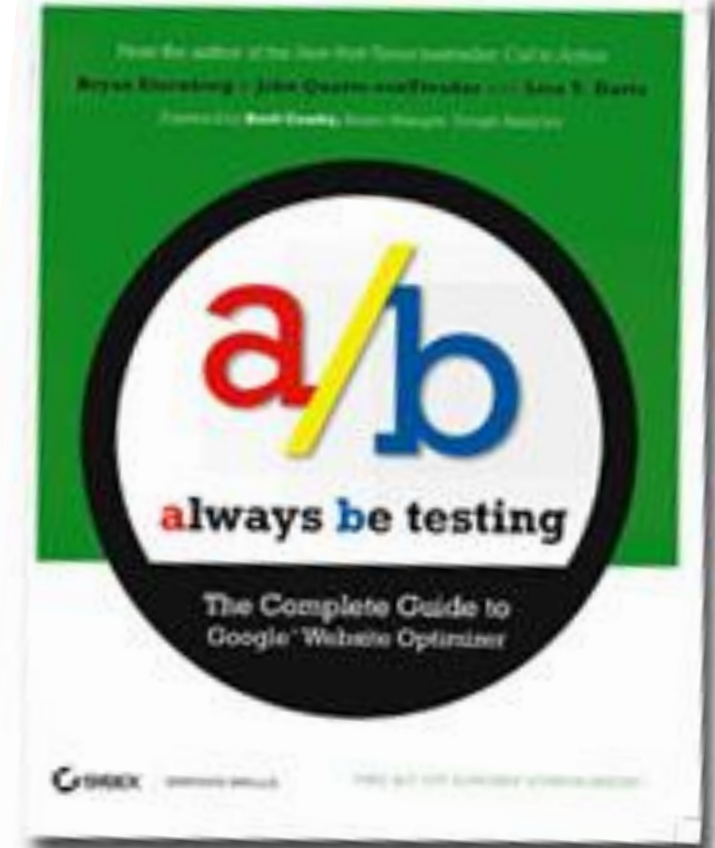
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