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.

Drop off after:

1 page view  9.52%
2 page views  54.60%
3 page views  16.56%
4 or more    19.32%

Based on a sample of 2 million visitors

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

Data source: OnStat.com, March 2004
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Common Late-Funnel Problem:

*Flow From Page to Page*
…With an Unfriendly Shopping Cart
Common Late-Funnel Problem:

*Perception of Time Needed*
Not That Long – It’s All About Perception
Common Late-Funnel Problem: Setting Expectations

Almost done! To finish, click here to complete your order.
(You may enter a Customer Comment below.)

Order Summary:
Cart items: $16.95
Shipping: $4.99
Sales tax: $1.84 (NY 8.375%)
Total: $23.78

Shipping to: Bryan Eisenberg
2401 East 23rd Street
Brooklyn, NY 11235
USA

About how long before I get my package?
4 to 8 business days

How did we calculate this?
Pre-shipment lead time: usually 24 hours
Delivery transit time: 3 to 7 business days
Estimated total time: 4 to 8 business days

All items will ship in a single package.

Shopping cart item summary:
Qty Breakaway. $16.95 each. Lead time: usually 24 hours (HL.306731)

Shipping method: 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:
Paid by Credit Card
Last 4 digits of card are 1027, expires 5/2008

Billing info:
Bryan Eisenberg
2401 East 23rd Street
Brooklyn, NY 11235
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 verdamnte “GTC” ??

GTC = “Get The Cash”
Common Late-Funnel Problem: The Never-ending Checkout
Thank you, sir! May I have another?

…because, of course, we only sell to honest people!
Yes, 3 FULL Screens of Forms!
So Is the Shopping Cart *Really* Where the Problem Is?
Or Was The Problem *Already In Place* Long Before Before Checkout?
Common “Early Funnel”
Problem Categories

• Relevance/Planning
• Structural
• Momentum
• Communications
• Value
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What to test?

- Previously Optimized Pages
- Terms Of Use
  Privacy
  Contact Us Pages, Etc.

- Landing Pages
  Home Pages
  1st Funnel Steps

- Last Funnel Steps
  Ancillary Detail Pages

Traffic

Priority

High

Low

High
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?
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Online Tools for Testing

• Free or low-cost: **Google Website Optimizer** (google.com/websiteoptimizer), HiConversion.com

• Commercial: SiteSpect, Omniture Test & Target, etc.
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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!
Conversion page sample

```html
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">

<html>
  <head>
    <title>EZ1</title>
  </head>

  <body>

    <h1>Damn right!</h1>

  </body>

</html>
```

Conversion script

```javascript
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>
  _uacct = 'UA-930047-11';
  urchinTracker("/1290392721/goal");
</script>
```

See this test live http://www.johnquarto.com/GWOtests
Sample Results From GWO

<table>
<thead>
<tr>
<th>Combination</th>
<th>Estimated Conversion Rate Range</th>
<th>Chance to Beat Orig.</th>
<th>Chance to Beat All</th>
<th>Observed Improvement</th>
<th>Conversions / Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Original</td>
<td>31.2% ± 3.0%</td>
<td>—</td>
<td>0.41%</td>
<td>—</td>
<td>125 / 401</td>
</tr>
<tr>
<td>Combination 11</td>
<td>38.9% ± 3.1%</td>
<td>99.0%</td>
<td>85.4%</td>
<td>24.9%</td>
<td>160 / 411</td>
</tr>
<tr>
<td>Combination 4</td>
<td>33.6% ± 3.0%</td>
<td>76.8%</td>
<td>4.12%</td>
<td>7.74%</td>
<td>133 / 396</td>
</tr>
<tr>
<td>Combination 23</td>
<td>33.4% ± 2.8%</td>
<td>75.9%</td>
<td>2.82%</td>
<td>7.17%</td>
<td>153 / 458</td>
</tr>
<tr>
<td>Combination 16</td>
<td>32.7% ± 2.9%</td>
<td>67.8%</td>
<td>1.56%</td>
<td>4.75%</td>
<td>144 / 441</td>
</tr>
<tr>
<td>Combination 10</td>
<td>32.6% ± 2.9%</td>
<td>67.5%</td>
<td>1.69%</td>
<td>4.67%</td>
<td>139 / 426</td>
</tr>
<tr>
<td>Combination 8</td>
<td>32.4% ± 2.9%</td>
<td>64.6%</td>
<td>1.30%</td>
<td>3.90%</td>
<td>137 / 423</td>
</tr>
<tr>
<td>Combination 22</td>
<td>32.0% ± 3.0%</td>
<td>60.0%</td>
<td>1.03%</td>
<td>2.69%</td>
<td>129 / 403</td>
</tr>
<tr>
<td>Combination 7</td>
<td>31.6% ± 2.8%</td>
<td>55.1%</td>
<td>0.45%</td>
<td>1.27%</td>
<td>143 / 453</td>
</tr>
<tr>
<td>Combination 14</td>
<td>31.4% ± 2.8%</td>
<td>52.2%</td>
<td>0.41%</td>
<td>0.57%</td>
<td>137 / 437</td>
</tr>
<tr>
<td>Combination 21</td>
<td>31.1% ± 2.9%</td>
<td>49.1%</td>
<td>0.40%</td>
<td>-0.20%</td>
<td>126 / 405</td>
</tr>
<tr>
<td>Combination 18</td>
<td>30.3% ± 2.8%</td>
<td>39.1%</td>
<td>0.11%</td>
<td>-2.79%</td>
<td>130 / 429</td>
</tr>
</tbody>
</table>
Useful free tool for online testing

• Firefox WebDeveloper toolbar (easy to kill off testing cookie, and see combinations)
• http://chrispederick.com/work/web-developer
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Doubt Testing is Worth It?

Overstock.com

before
$25M/year ($68K Daily) Gain

33% reduction in abandonment

“I asked FutureNow to do a study of our web site...found something we had to fix immediately...and saw an immediate 5% lift in our sales.”

- Patrick Byrne, CEO of Overstock.com
Thank You!
I Wish I Were in Paris with You!!

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Latest Book:
“Always Be Testing”
available in bookstores everywhere
…and it’s an Amazon Best-Seller!
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