

# How To Improve Your Conversion Rate With Google Optimize

## CONVERSION RATE OPTMIZATION



## Content

[Content](#)

[Overview](#)

[How You Can Use This?](#)

[Tools & Resources](#)

[What You Need To Know?](#)

[Split Testing 101](#)

[What To Split Test?](#)

[Statistical Significance](#)

[Introducing Google Optimize](#)

[How To Create Your First Split Test On Google Optimize?](#)

[Step 1: Register For Your Google Optimize Account](#)

[Step 2: Create Your Experiment](#)

[Step 3: Create Variant](#)

[Step 4: Edit Your Variant](#)

[Step 5: Set Your Experiment Objective](#)

[Step 6: Add The Optimize Script To Your Website](#)

[Step 4: Check Your Installation](#)

[Step 5: Start Your Experiment](#)

[Step 6: Link To Your Google Analytics](#)

[Step 7: Analyze Your Results](#)

[What's Next?](#)

## Overview

Want to improve your conversion rate but don't know how to get started?

In this blueprint, we'll show you how you can use 'Google Optimize', a free tool provided by Google, to improve your conversion rates.

You'll also learn everything you need to know to set it up on your website, design your first experiment and analyze your results.

## How You Can Use This?

- You'll learn the basics of split testing your landing page.
- You can follow the steps in this blueprint to create your own A/B test using Google Optimize.

## Tools & Resources

There are 2 main tools you'll need to pick up to start doing your first split test:

- Google Analytics
- Google Optimize

If you have no idea how to set up your Google Analytics, we recommend you check out Google's Analytics Academy.

<https://analytics.google.com/analytics/academy/>

We'll run through how you can set up Google Optimize on your website in this blueprint. We'll also cover how you can design and launch your first experiment.

As usual, you can download a PDF version of the blueprint [here](#).

## What You Need To Know?

### Split Testing 101

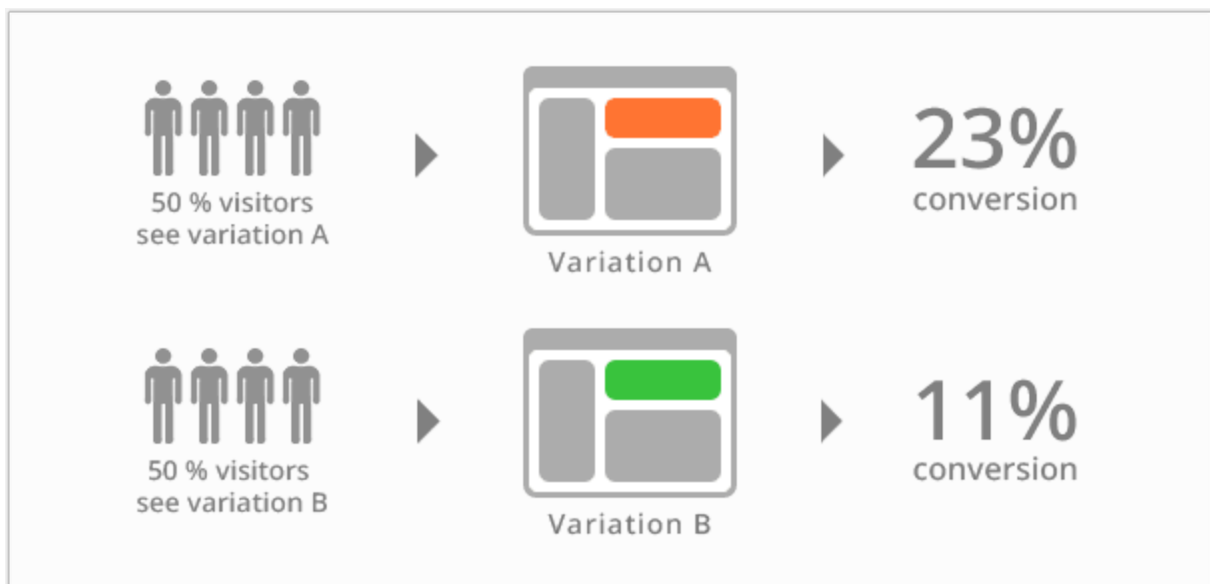
Split testing is about conducting controlled experiments to improve a specific metric, such as leads or purchases.

When you conduct your split test for your landing page, you are sending traffic to an original landing page (which serves as a control) and different variations of the same landing page.

There are 2 ways to carry out split tests:

- A/B Testing - where you conduct a test based on one variable e.g. headline 1 versus headline 2
- Multivariate Testing - where you conduct tests based on more than one variable.

A/B testing is probably the most common way of running your test because it doesn't require a large number of traffic.



(Credit: [VWO](#))

In this blueprint, we'll teach you how to conduct a simple A/B test using Google Optimize (more about it later).

## What To Split Test?

There are many things you can split test in a typical landing page like the one you see below:



As Featured In:  
      
  

### How You Can Create Your Own Irresistible Offer In 5 Minutes Or Less Without Doing It On Your Own!



 **DOWNLOAD NOW**  
Downloaded over 1,267 times



#### Legally "Steal" The Same Template That Raked In Over \$100,000 Of Sales In The Last 3 Months!

- ✓ Includes a quick 4 minutes 20 seconds video that shows you how you can take full advantage of this simple template and start exploding your sales almost immediately!
- ✓ A step-by-step guide to creating your own irresistible offer that no sane prospect can say "No" to!
- ✓ 6 "pre-written" compelling offers that you can copy and paste into your own marketing materials and see results almost instantly!

#### Put Your Email Address Below To Receive This FREE IRRESISTIBLE OFFER TEMPLATE!



**Get My FREE Template Now!**

 We value your privacy and would never spam you!

But a general rule of thumb, you test things that make the biggest difference to your key metric e.g. conversion rate.

Here's our list of things we usually test (in order of priority):

- Layout
- Headline
- Hero Shot
- Proof
- Credibility Builders e.g. media logos
- Benefit Bullets
- Call To Action
- Button Text & Colour

This is not a comprehensive list of variables you can test. But you can use this list as a starting point.

And depending on your landing page type, there might be other things you want to test. For example, if I'm sending traffic to a sales letter, I might want to test the following

- Delivery
  - Video Sales Letter?
  - Type Of VSL?
  - Long Form Versus Short Form
- Pricing
  - Price Packages
  - Payment Options
- Risk Reversals
- Type Of Proof
- Urgency / Scarcity

## Statistical Significance

When it comes to split testing, it's important to take note of statistical significance - the degree in which a result is likely to have occurred by chance.

When we say that a result has a high level of statistical significance, it means that the result is unlikely to have occurred by chance.

To demonstrate this, consider the results in the table below:

	Visits	Conversions	Conversion Rate
Original	1,000	100	10%
Variant 1	30	6	20%

If we look at conversion rate (%) alone, it seems that variant 1 is doing better than the original.

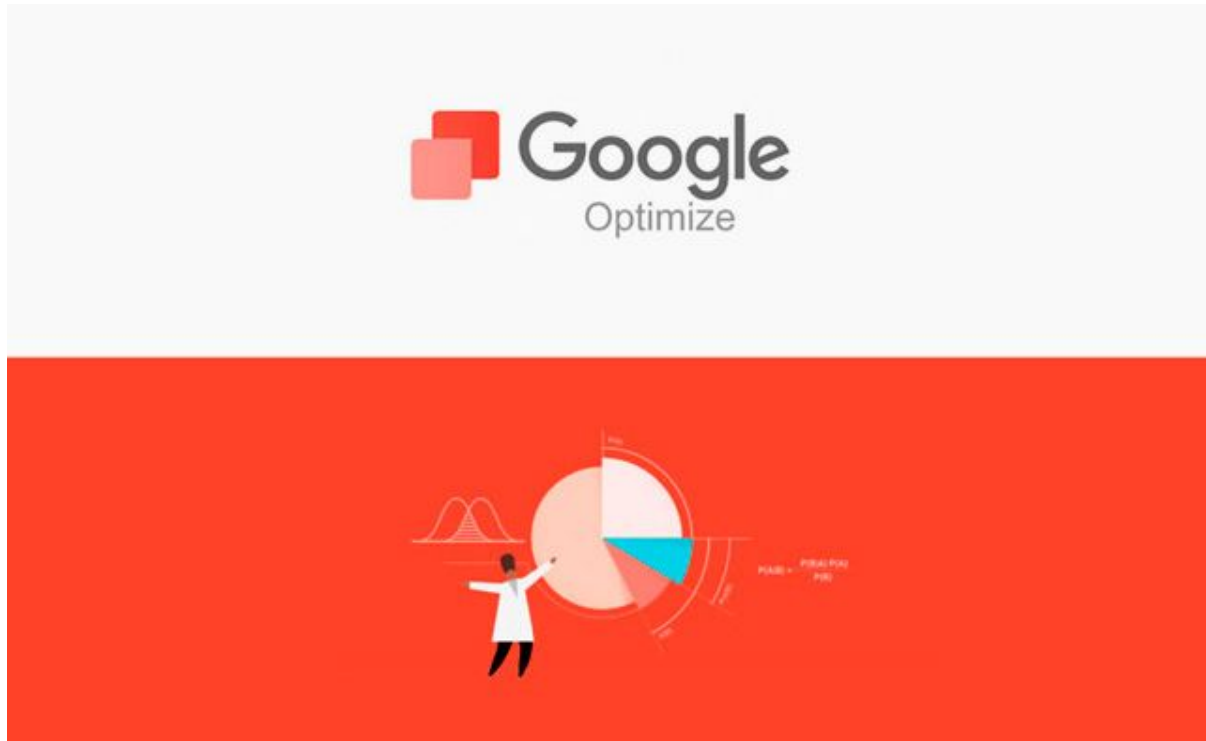
However, when you look closer, you'll realize the 'sample size' for variant 1 is too small for the result to be statistically significant.

We'll share more about statistical significance in future blueprints but the general rule of thumb when it comes to split testing is as follow:

- Make sure you test one variable at a time (at least for A/B testing)
- Make sure you run the test at the same period of time to account
- Make sure the sample size is large enough (the bigger the better)
- Make sure the sample for the original and variant is selected randomly

## Introducing Google Optimize

Google Optimize is a tool provided by Google to help you conduct experiments on your website.



(Credit: [Google Optimize](#))

There are 2 versions - free and paid (also called Optimize 360).

The free version will give you the ability to do up to 5 simultaneous experiments and 16 combinations if you're doing multivariate testing.

The paid version, however, allows you to run more experiments and provide much more customization. That said, it can be expensive to use the paid version.

So here's our recommendation...

Start the free version if this is your first time doing conversion rate optimization (CRO).

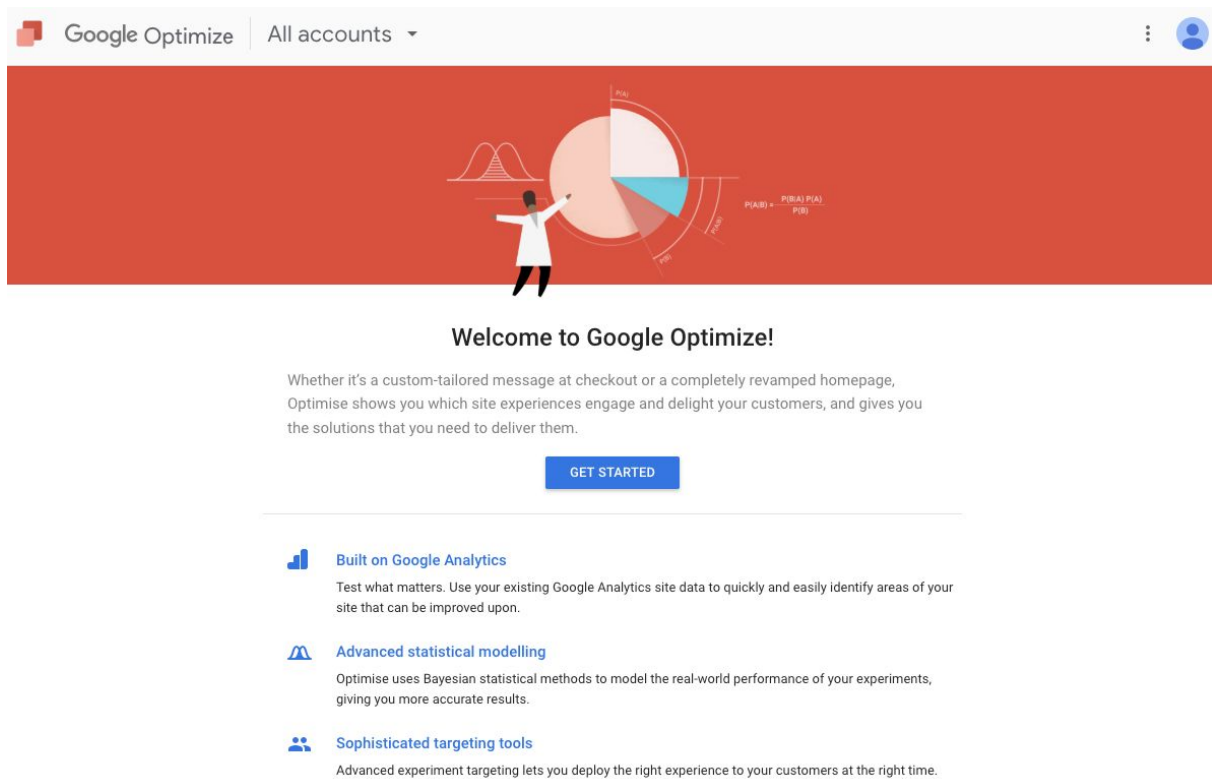
And as you progress, you should look at tools such as Visual Website Optimizer (VWO) or Unbounce. They provide more features for a more affordable price.

## How To Create Your First Split Test On Google Optimize?

### Step 1: Register For Your Google Optimize Account

The first step is to go to this link to register for your free account:

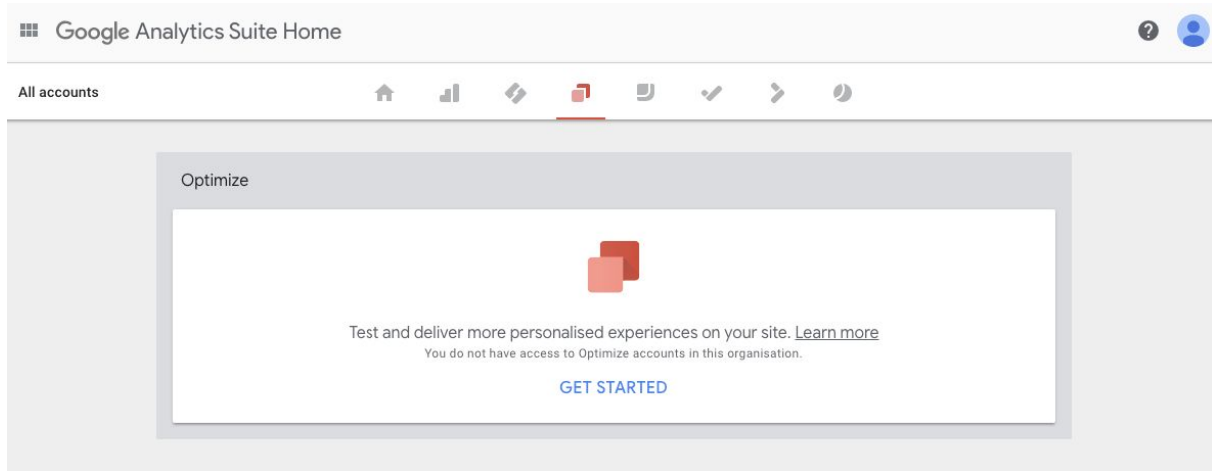
<https://www.google.com/analytics/optimize/>



If you have an existing Google Analytics account, we recommend you create a Google Analytics Suite account and register for the various analytics services:

<https://360suite.google.com/>





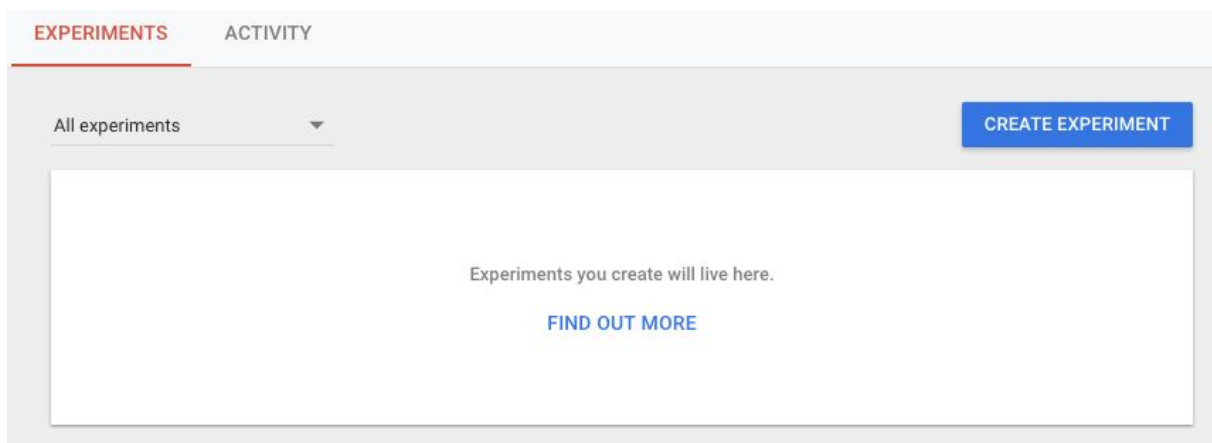
You'll be able to get access to a wide variety of tools you can use to dramatically improve your marketing performance, such as:

- Google Tag Manager (GTM)
- Google Data Studio
- Google Surveys
- Google Attribution
- Google Audience Center

We'll share more about the other tools in future blueprints, especially Google Tag Manager.

## Step 2: Create Your Experiment

Once you've registered for your account, you can proceed to create your first experiment. Click on "Create Experiment".



You can give a name for the experiment. Be as explicit as possible.

Name your experiment \*

EXP 1 - Acquisition - Blueprint Library - Headline 1 (Question) Versus Headline 2 (Direct)

90 / 255

What is the URL of the page you'd like to test? This is called your **editor page**. \* ⓘ

<https://www.growthtribe.com/blueprint-lp-1/>

What type of experiment would you like to create?

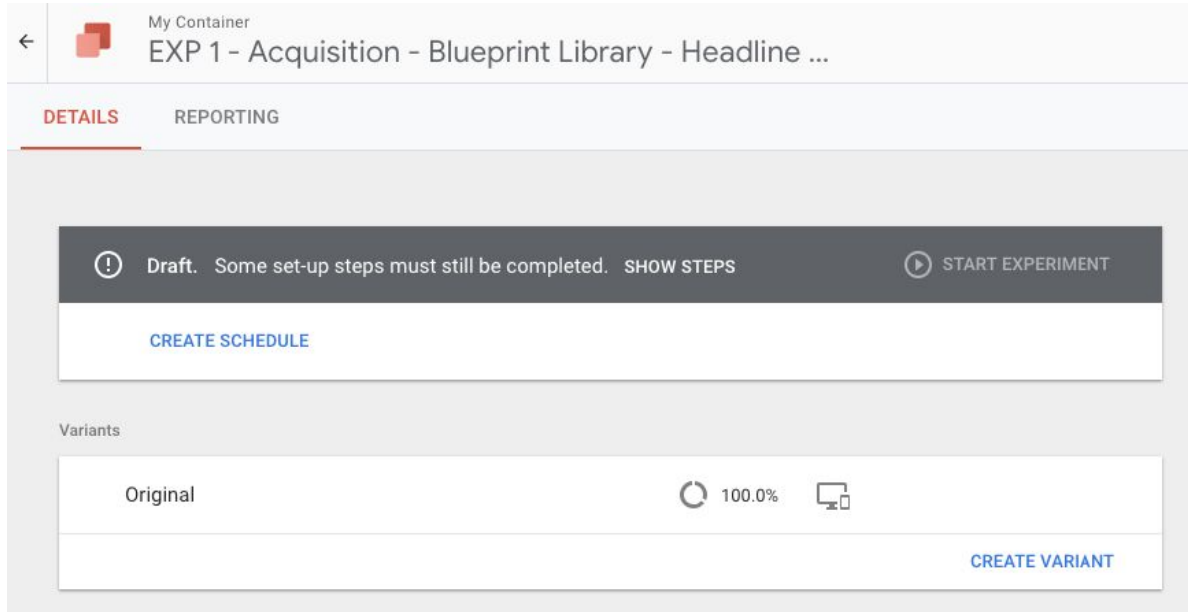
	<b>A/B test</b> Tests two or more variants of a page. Also called an A/B/n test.
	<b>Multivariate test</b> <small>BETA</small> Tests variants with two or more different sections.
	<b>Redirect test</b> Tests separate web pages identified by different URLs or paths.

There are 3 types of tests you can run and you can read more about them here:  
<https://support.google.com/optimize/answer/7012154?hl=en>

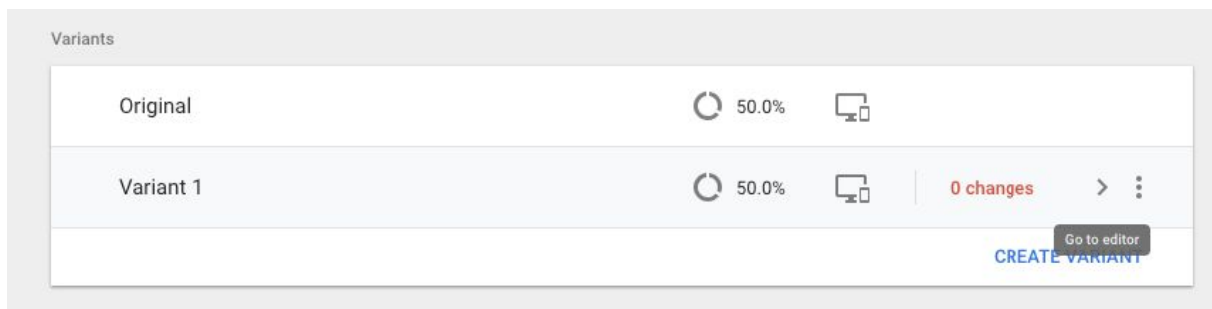
For the purpose of this blueprint, we'll focus on creating a simple A/B test.

## Step 3: Create Variant

Click on the “Create Variant” button and name the variant.



Once your variant is created, you can roll over on the variant and click “Go to editor”.



## Step 4: Edit Your Variant

The great thing about Google Optimize is that you can make simple edits to your landing page with the editor, even if you don't know a thing about creating or editing web pages.

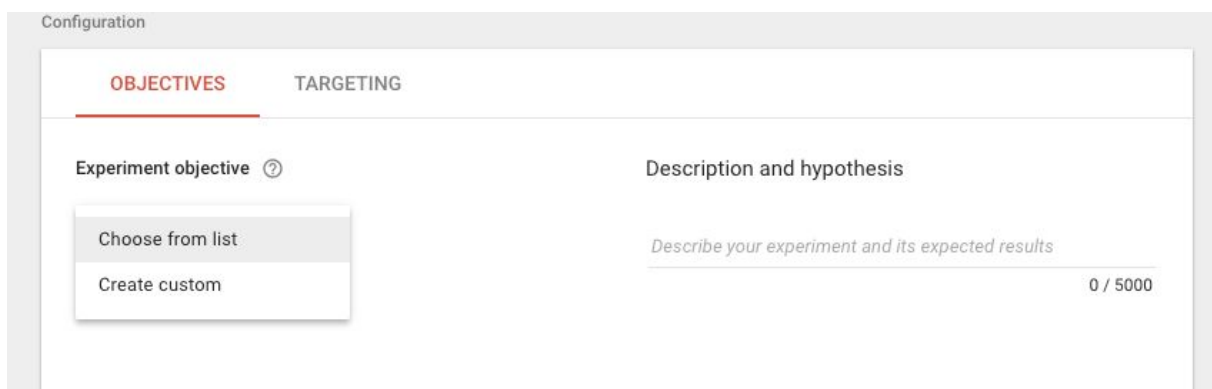
If you need more complicated changes, you will probably need to seek the help of an experienced web developer or learn some basic HTML.



Once you're done, click on "Finished" to go back to your experiment dashboard.

## Step 5: Set Your Experiment Objective

You can select different objectives based on your experiment design. In our case, we





While you can choose from a list of objectives linked to your Google Analytics, we recommend you use a "custom objective" for now.

You can either use "Page Views" and track the number of views on your "Thank You Page".

Objective configuration

Objective type


**Events**  
 Content interactions tracked independently of page views.


**Page views**  
 The number of views for a particular web page.

Match all rules (AND):

Page

Equals

/blueprint-lp-ty/

Description (optional)

Describe your custom objective

Counting method ⓘ

Once per session


You can fill in your description and hypothesis to keep track of the objective of your campaign.

Configuration

OBJECTIVES

TARGETING

Experiment objective ⓘ


**Blueprint Library - Leads**  
 Custom

Description and hypothesis

To test if headline 1 beats headline 2 in terms of conversions.

63 / 5000

## Step 6: Add The Optimize Script To Your Website

To install your script to your website, you can click on the “Add Optimize To Your Website” option and follow the instructions.

Container set-up

CREATE EXPERIMENT

Created	Last modified
24 Jul 2018	24 Jul 2018

Sessions	Started	Ended
429	18 Jul 2018	22 Jul 2018
313	14 Jul 2018	17 Jul 2018

Container information

My Container

Google Analytics

Property

Views

All Web Site Data

**Add Optimise to your website**

In order to run experiments, you need to install Optimise on your website.

[INSTALL OPTIMISE](#)

[Find out more](#)

In general, you need to modify the Google Analytics tracking code and add the code to the <header> of your website.

### Deploy Optimise

#### Step 1: Modify your Google Analytics tracking code

Do the following on every page where you want to use Optimise:

1. Move your Analytics tracking code **as high as possible** in the <HEAD> of the page.
2. Copy the Optimise plugin (below):

```
ga('require', '');
```

3. Paste the Optimise plugin into your existing Analytics tracking code as shown below:

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','https://www.google-analytics.com/analytics.js','ga');
ga('create', ' ', 'auto');
ga('require', ' ');
ga('send', 'pageview');
</script>
```

If you do not have Analytics on your site, or for other ways to deploy Optimise, including serving it with Google Tag Manager, refer to the [Optimise help centre](#).

CANCEL

NEXT

Next, you'll need to add a snippet to reduce the chance that your original page will be shown before the variant.

This is known as "Page Flickering".

## Deploy Optimise

### Step 2: Minimise page flickering

This snippet ensures that users only see your variant content, minimising page flicker. [Learn more](#)

1. Copy the code below

```
<style>.async-hide { opacity: 0 !important} </style>
<script>(function(a,s,y,n,c,h,i,d,e){s.className+=' '+y;h.start=1*new Date;
h.end=i=function(){s.className=s.className.replace(RegExp(' ?'+y),'')};
(a[n]=a[n]||[]).hide=h;setTimeout(function(){i();h.end=null},c);h.timeout=c;
})(window,document.documentElement,'async-hide','dataLayer',4000,
{'':true});</script>
```

2. Paste it **just before** your updated Analytics tracking code anywhere you want to use Optimise.

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If you do not have Analytics on your site, or for other ways to deploy Optimise, including serving it with Google Tag Manager, refer to the [Optimise help centre](#).

PREVIOUS

CANCEL

FINISHED

You'll need to add this code before the Google Analytics code.

There are other ways you can implement the code on your website. For example, you can do it through Google Tag Manager.

However, there are latency issues e.g. slow loading when implementing Google Optimize with Google Tag Manager.

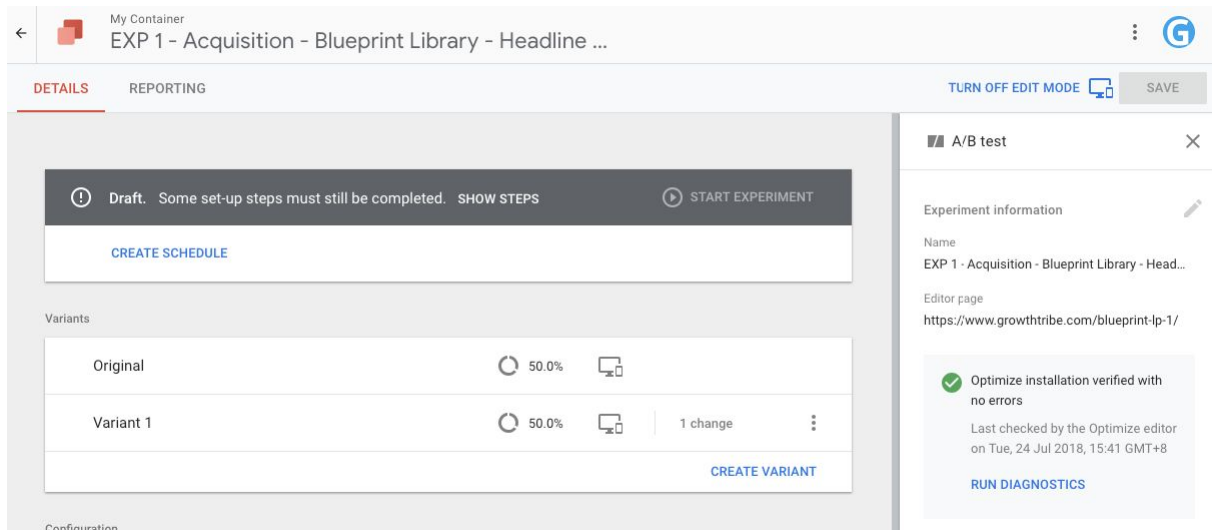
We don't recommend you use this method for now.

<https://support.google.com/optimize/answer/7359264?hl=en>

## Step 4: Check Your Installation

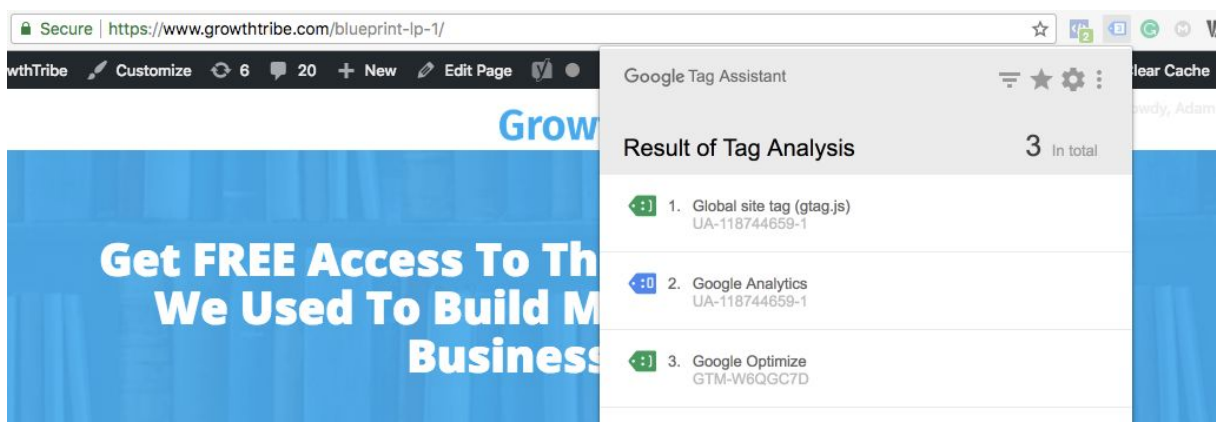
We recommend you do a diagnostic on your landing page before you start your experiment.

You can click on “Run Diagnostic” and they will do a quick test on your website. If there are no errors, you’ll see the message with a green tick.



We also recommend you use a Chrome extension called “Google Tag Assistant” to check if your code is triggered properly.

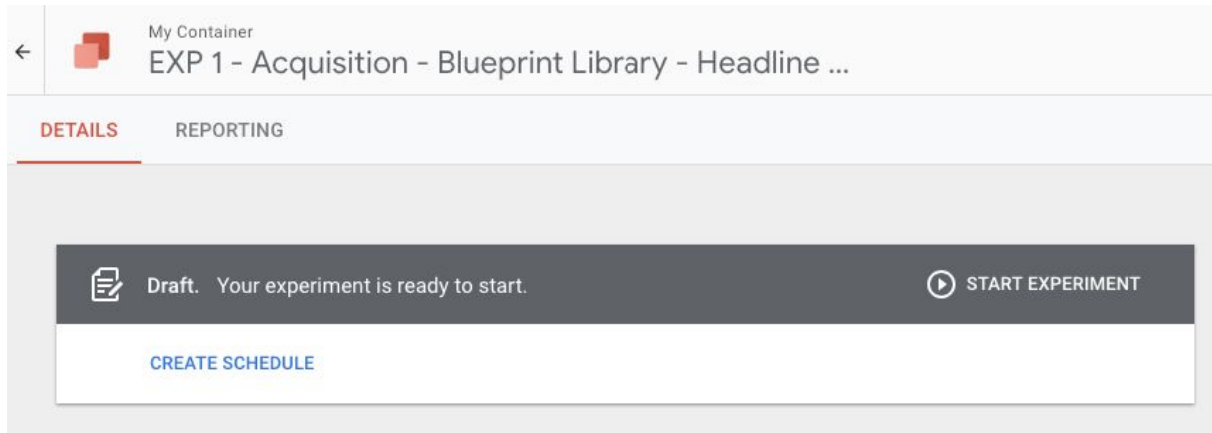
You should see the result below if everything is implemented properly.



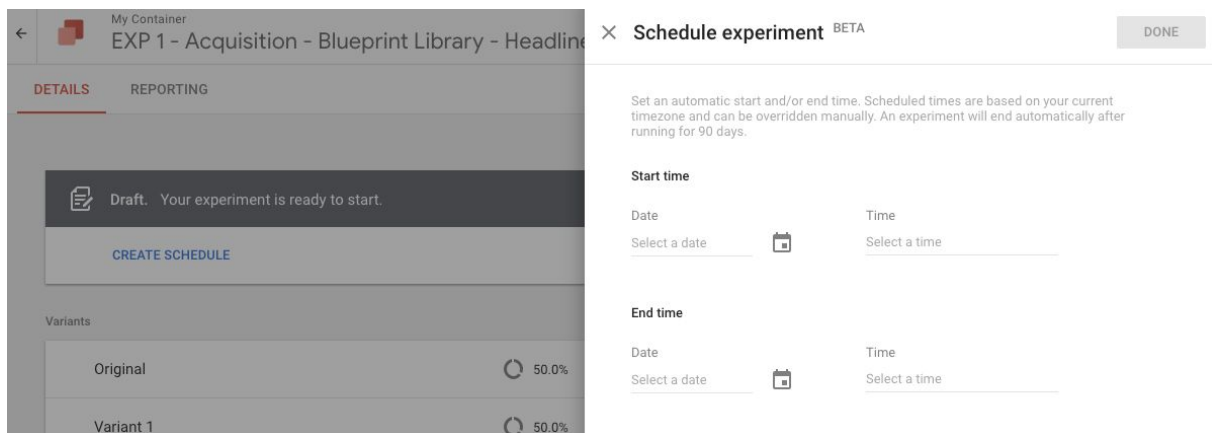


## Step 5: Start Your Experiment

When you are ready, click on 'Start Experiment'.



Alternatively, you can schedule the experiment to run between specific dates and times.



We recommend you check your experiment on a daily basis. If there are mistakes in the implementation, you'll notice that there are no results recorded.

## Step 6: Link To Your Google Analytics

You'll have to link up your Google Optimize account to your Google Analytics. You can learn more about the linking process here:

<https://support.google.com/optimize/answer/7008374?authuser=1>

I highly recommend you setup your accounts under the same organization in Google Analytics Suite. This will help to simplify and speed up the linking process.

The screenshot shows the Google Optimize 'Container checklist' interface. On the left, there is a large grey area with a blue button labeled 'CREATE EXPERIMENT'. On the right, the 'Container checklist' section shows a progress indicator at 25%. The checklist includes three items: 'Create account & container' (marked with a green checkmark), 'Create an experiment' (marked with a grey circle containing the number 2), and 'Link to Google Analytics' (marked with a blue circle containing the number 3). The 'Link to Google Analytics' item is expanded, showing instructions: 'In order to collect experiment data, your Google Optimize Account must be linked to a Google Analytics property.' Below this, there is a blue link 'LINK PROPERTY' and two document icons with links: 'How to create a property' and 'Learn more about linking'.

Container checklist	
25%	
✓	Create account & container
2	Create an experiment
3	Link to Google Analytics
In order to collect experiment data, your Google Optimize Account must be linked to a Google Analytics property.	
<a href="#">LINK PROPERTY</a>	
📄	<a href="#">How to create a property</a>
📄	<a href="#">Learn more about linking</a>

## Step 7: Analyze Your Results

You can review the results of your experiment as it is running.

However, I recommend you only make conclusions from your results 2 weeks into your experiment.

You can select the experiment you want to look at first.

The screenshot shows the 'EXPERIMENTS' tab in the GrowthTribe interface. At the top, there's a breadcrumb 'All accounts > My Account' and a dropdown menu for 'My Container'. Below this, there are two tabs: 'EXPERIMENTS' (active) and 'ACTIVITY'. A dropdown menu for 'All experiments' is on the left, and a blue 'CREATE EXPERIMENT' button is on the right. The main section is titled 'Running' and shows '1 of 5 scheduled/running experiments'. A table lists the experiments with columns: 'Experiment name', 'Type', 'Sessions', 'Active users', and 'Started'. The first experiment is 'EIB - Blueprint Library LCP - Headline 1 Versus 2', which is an 'A/B' test with 285 sessions and 0 active users, starting on '14 Jul 2018'. There are icons for reporting and more options next to the experiment name.

Experiment name	Type	Sessions	Active users	Started
EIB - Blueprint Library LCP - Headline 1 Versus 2	A/B	285	0	14 Jul 2018

Click on 'Reporting' and you'll see the dashboard below.

The screenshot shows the 'REPORTING' tab for the experiment 'EIB - Blueprint Library LCP - Headline 1 Versus 2'. At the top, there's a breadcrumb 'My Container' and a dropdown menu for 'EIB - Blueprint Library LCP - Headline 1 Versus 2'. Below this, there are two tabs: 'DETAILS' and 'REPORTING' (active). A blue banner at the top says 'We're gathering data' and 'Keep your experiment running. We recommend running most experiments for at least two weeks.' Below this, there's a dark blue bar with 'Started manually: Sat, 14 Jul 2018, 13:04 GMT+8' and 'End scheduled: Sat, 21 Jul 2018, 12:00 GMT+8'. The main section is titled 'Experiment Sessions' and shows a bar chart with four bars of increasing height. The first bar is labeled '285'. Below the chart, it says '4 days running'.

Experiment Sessions

285

4 days running

You'll notice that in this case, the variant (with a different headline) seems to be doing much better than the original.

In fact, based on the report, there is up to 98% improvement in the conversion rate with a high probability of beating the baseline.

Blueprint Library - Leads ▾						
<input checked="" type="checkbox"/> Variant ↑	Improvement	Probability to be Best	Probability to beat baseline	Conversion Rate	Conversions	
<input checked="" type="checkbox"/> Original 153 sessions	Baseline	2%	Baseline	25.1% — 42.8%	51	
<input checked="" type="checkbox"/> Variant 1 - Headline Change 132 sessions	0% to 98%	98%	98%	37.4% — 56.9%	62	

If this result holds up, we can change the headline of the original to the new one.

## What's Next?

This blueprint has given you a great overview of how you can set up your own experiment on Google Optimize.

I recommend you take some time to explore the other tools in Google Optimize. You'll find a whole suite of powerful resources you can use to improve your current marketing campaign performance.

If you're running traffic to a lead capture page, do check out our '[How To Craft A High Converting Lead Capture Page](#)' blueprint on improving your page's performance.

You can find new ways to improve your landing page performance using our '[Fix Your Campaign](#)' blueprint: