



Strategic Uses of Information Technology / Digital Marketing and Social Media Strategy Session 1

Prof Param Vir Singh

Who am I?

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- PhD, Management Science and Information Systems, University of Washington
- Research
 - Web 2.0
 - Social Media
 - Social Networks
 - Enterprise 2.0
 - Open Source
- Industry
 - Microsoft, Giant Eagle, UPMC, Nordstorm, Cognizant, Warner Bros.

Who should take this course?

- **Marketing, Media, and Advertising Professionals:** this is a highly recommended course for you, whether you have experience in these areas or are targeting them for your career after B-School.
- **Entrepreneurs:** if you need to promote a new business venture and plan to use social media then you should take this course.
- **Consultants:** it depends on your industry focus, but it is likely that your future clients (and bosses) will expect you to know something about digital marketing and social media, which this course can help.

This course counts towards Information Systems and Marketing Requirement

Course Goals

- To appreciate and understand the technologies that are critical to business today
- To stimulate thinking of
 - What they enable
 - How to strategically use them for competitive advantage
- To develop a vision of what lies ahead

Course Overview

Blackboard

- <http://cmu.edu/blackboard>
 - Use your andrew username and password
 - Confirm that you can access the course as soon as possible
- Information about your classroom colleagues
- All assignment descriptions
- All assignment submissions
- All lecture slides
- Grades, announcements, etc

Key Objectives of Course

A. Understand Search engine optimization & Web analytics

Who are your customers? Where do they come from? How search engines discover and rank web pages? How can we identify issues and opportunities in a web site? Optimizing a website for organic and paid search

B. Understand User generated content & Sentiment Analysis : Economining

Finding what customers are saying about you? Who are your influential customers? What types of comments by customers affect your sales? How much premium can you make due to customer reviews? Sentiment Analysis.

C. Harnessing the Wisdom of the Crowds, Crowdsourcing & Prediction Markets

What is the logic behind prediction markets? When are crowds accurate? How to design and run a prediction market? Leveraging wisdom of the crowd to predict future, solve problems, etc .

D. Social Media & Social Networks Marketing

What makes marketing campaigns viral? How social media effects perceptions of a company? What strategies can companies deploy in order to operate effectively when the power to craft messages and images is shared between marketer and consumer? How to create and capture value in a social network? How to do segmentation and targeting in social networks?

Course Overview

Class requirements

- 4 Assignments (group) [60%]
- Class Discussions/SM Presentation [15%]
- In Class Final Exam (open book & notes) /Google OMC [25%]

Students are expected to actively engage in class discussions, to have their assumptions challenged, and to bring their various backgrounds to class in order to make it a great experience for themselves and everybody else.

- GROUP SIZE [3 to 5]
- I do not allow PASS/FAIL or AUDIT

Course Overview

- Most of the assignments of this course will be hands-on, giving you real life experience of web analytics, search marketing campaigns, user generated content, and so on. All assignments will be accessible and doable by students without any programming background. Some sample assignments for this course:
 - Using User generated content develop a product development strategy for a Company.
 - Using real data optimize a search engine marketing campaign for a company.
 - Use Google Trends to build a predictor of product demand.
 - Use Quantcast to compare a website and its competitor and prepare a report on which one of them you expect to fare better over time.

Viral Marketing Campaign (Assignment 3)

- This assignment will require you to develop and implement a viral marketing strategy.
- In your group you will create a (hopefully) viral video aimed at promoting a particular product/brand.
- You will then disseminate that content and try to make it “go viral.”
- Your product/brand is the MBA program at Tepper School of Business. This is chosen for pragmatic reasons—it is a “brand” that you are intimately familiar with and don’t need to spend time researching in order to understand it before trying to market it.
- Your broad marketing objective is to raise awareness and generate interest in the Tepper MBA.
- You can chose the particular segment you want to target, the geographic focus, and the theme/message of your campaign.

Viral Marketing Campaign

- This project is meant to be fun while at the same time giving you the opportunity to put into practice many concepts you'll learn in class. In that sense, it is just like a simulation you might have done in some of your other classes but it is actually real!
- The following steps must be followed:
- Develop specific marketing objectives that you hope to achieve with this campaign that fit with the broad objective of building awareness and generating interest.
- Come up with a theme for your campaign and specific message. E.g., it could be about a range of different kinds of experiences, or it could be about one type of experience, or something else.
- Develop a preliminary concept for your video. Get this concept approved by me before going any further. **This is to be done no later than April 4th.**
- Create the 3-4 minutes video content. **Get it approved by me by April 11.**
- Develop a viral marketing plan for distributing/disseminating your video using social media. **Get approval from me and Upload the video by no later than April 16th.**

Social Media Marketing Campaign Presentation

(Contributes to your class participation grade)

- Almost all of the world's top brands are utilizing social media marketing in one way or another. We will discuss some of the more successful campaigns in class. Some of the most successful campaigns are:
 - (1) Nike +
 - (2) Burger king: Subservient Chicken
 - (3) Ford Fiesta Movement
 - (4) Pepsi Refresh Project
 - (5) Dove Social Media Campaign
 - (6) Volkswagen Fun Theory
 - (7) Old Spice Social Media Campaign
 - (8) Ikea: Facebook Showroom
 - (9) Blendtec: Will it Blend?
 - (10) OfficeMax: Elf Yourself?

Social Media Marketing Campaign Presentation

- Each group will select one campaign and collect information about it and make a 15 minutes presentation on it on April 2nd.
- All the information on these campaigns is available on the web and on company websites. These campaigns have been widely analyzed. Your presentation should include the following information at least:
 - (1) What was the campaign and how it was managed (who participated, what were the incentives, who were the seeds)?
 - (2) Analysis of the campaign
 - (a) Was it a good campaign to run.
 - (b) Why was the campaign successful?
 - (c) What are the key reasons that made the campaign viral?
 - (d) Is it easy to replicate?
 - (d) Would you have done anything different?
 - (e) Key take-away from this campaign.

- Students can choose between doing GOMC and In-class final exam (open book and notes).
- **Project teams (3-5 people) participate in the Google Online Marketing Challenge for three consecutive weeks from April 2 to April 23.**
- Each team develops strategies to drive traffic to a real-world business site.
- Google offers \$250 ad money for each team.
- **A winning team will be selected globally based on performance metrics and project reports.**

Key deadlines for GOMC

- Choose between GOMC and In-Class Exam: **Today**
 - You should find at least 2 more people who are willing to join forces with you to do GOMC.
 - If you pick GOMC, send me an email with your team-member names.
- Find a business which has not used Google Adwords in the last 6 months & Set up Adwords account & Read GOMC student guide: **March 21st**.
- Get approval from the business: **March 26th**.
- Pre-campaign strategy report due: **March 28th**.
- Start GOMC: **April 2nd**.
- GOMC final report due: **May 2nd**.

Questions?

Search Engine Optimization

Online Advertising & Landing Page Optimization

If you know of a website

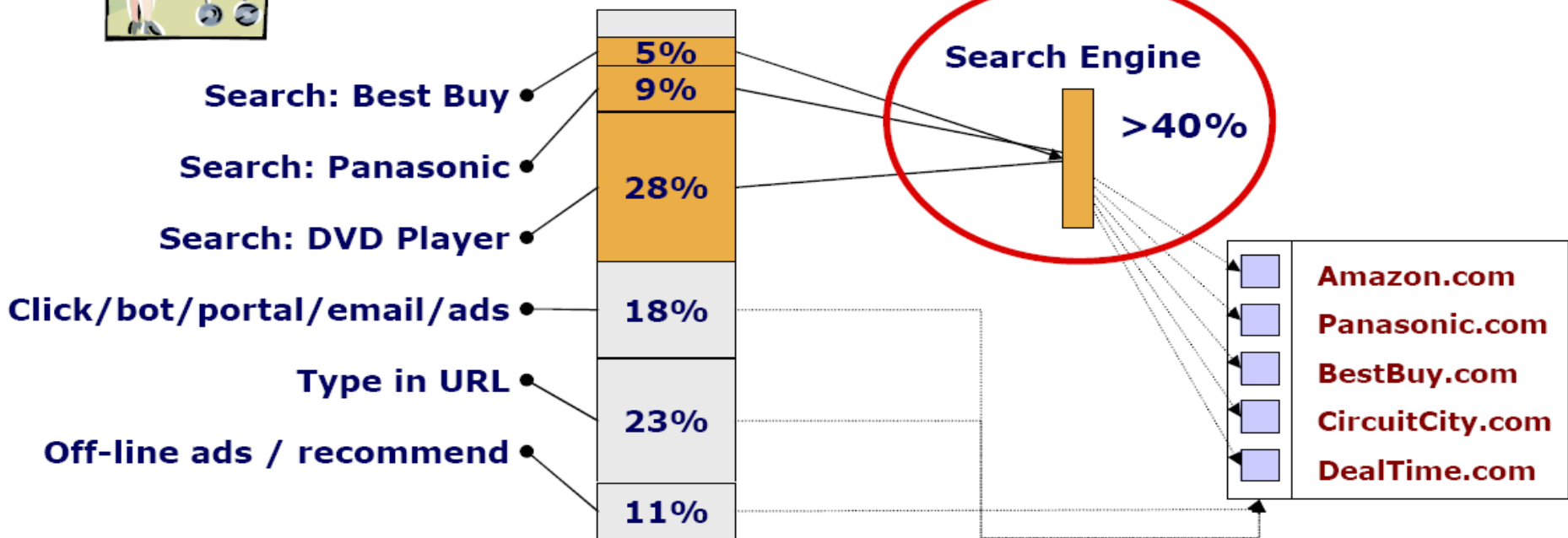
- Can you find it on Google?
 - If yes, how
 - If no, why?

Why is this important?

Search Engines Influence Consumers



Needs DVD Player



How Online Consumers Most Often Find Stores

Internet vs. WWW

Let's cover the basics

- **Internet** and **Web** are **not** synonymous
- Internet is a global communication network connecting millions of computers
- World Wide Web (WWW) is one component of the Internet, along with e-mail, chat, etc

Publishing on the Web

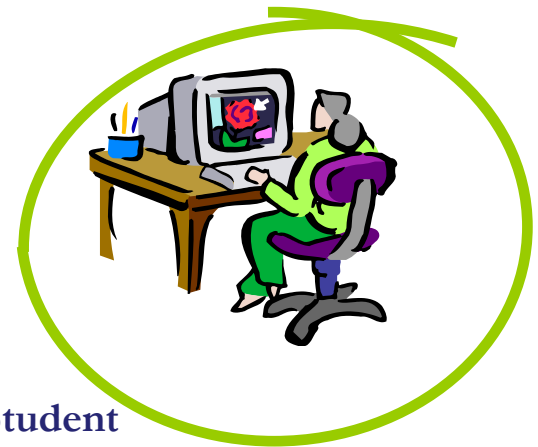
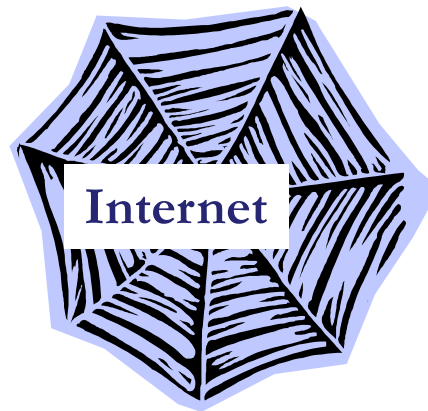
1. You create the web page on your computer



Random
Web User



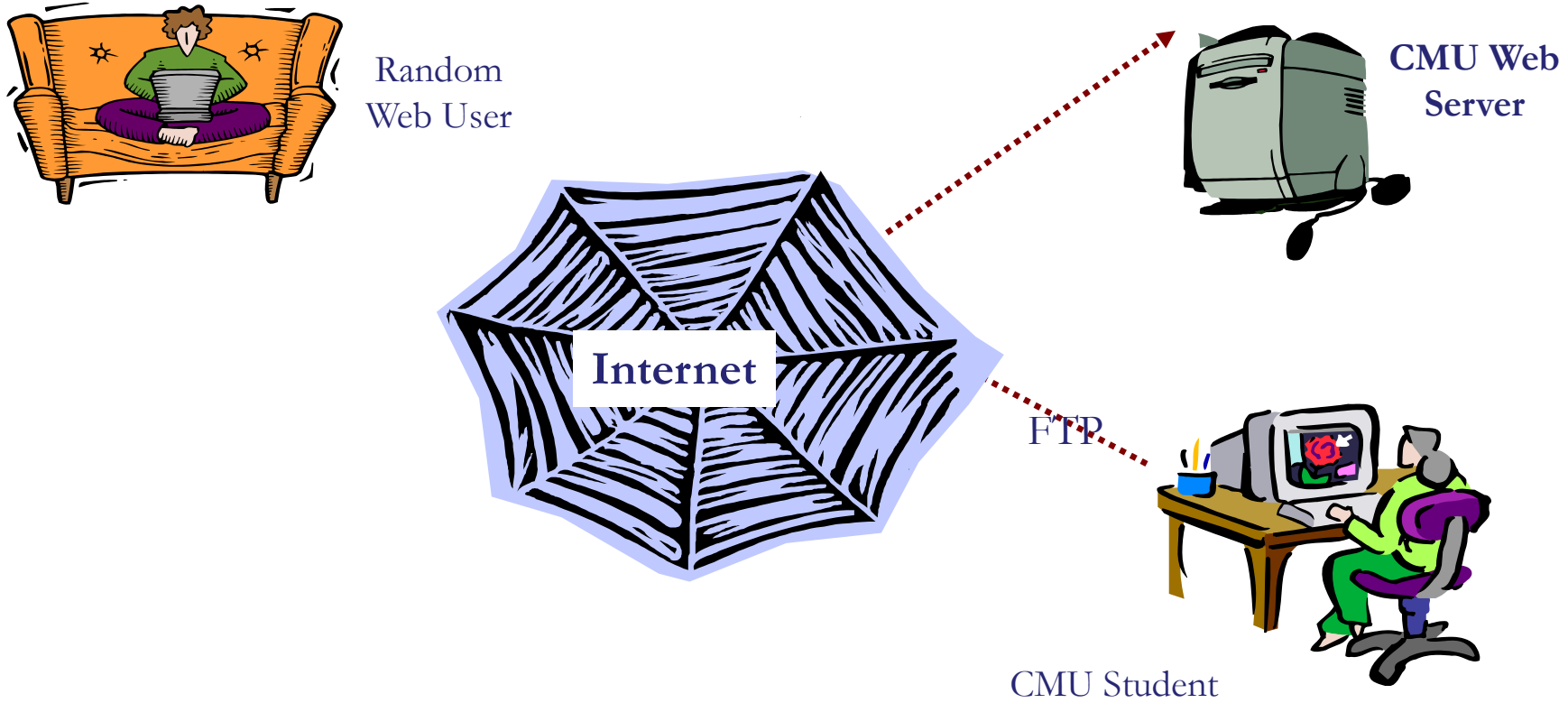
CMU Web
Server



CMU Student

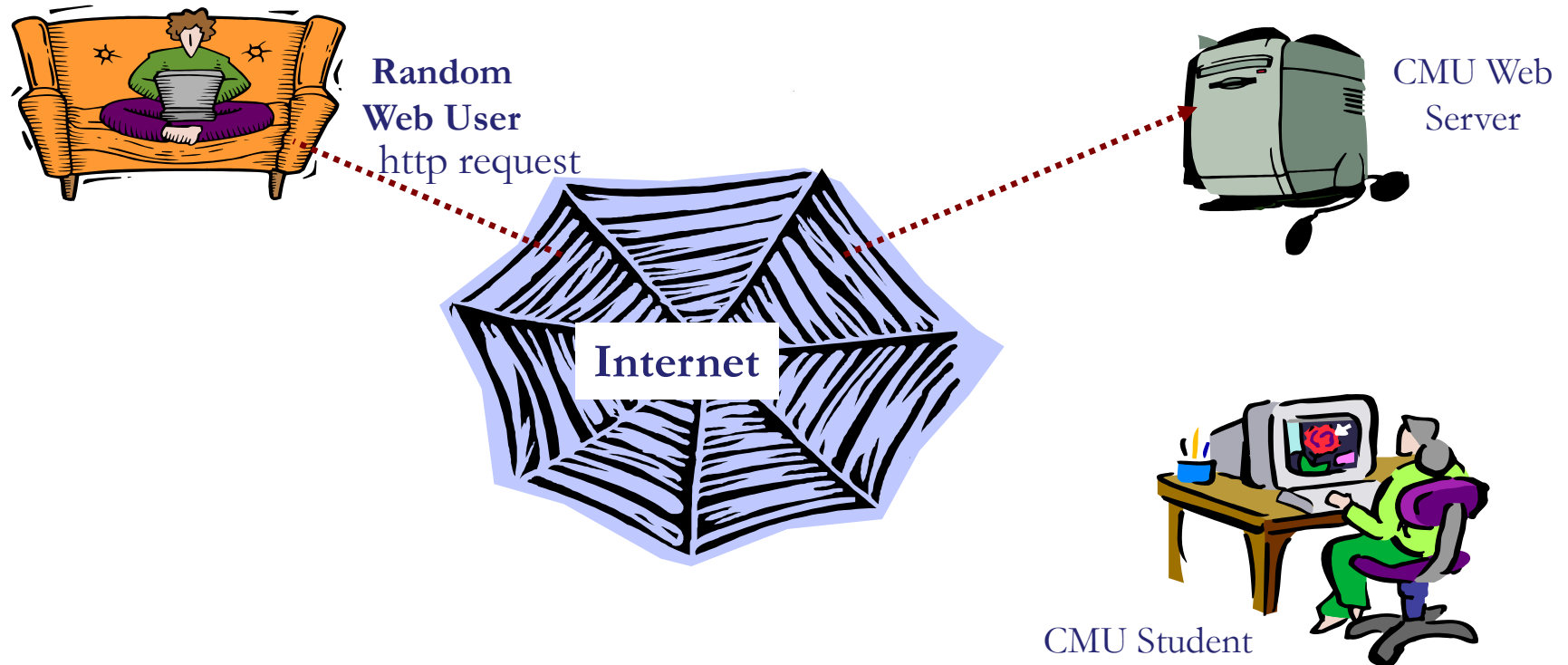
Publishing on the Web

2. You send the files to the CMU Web server



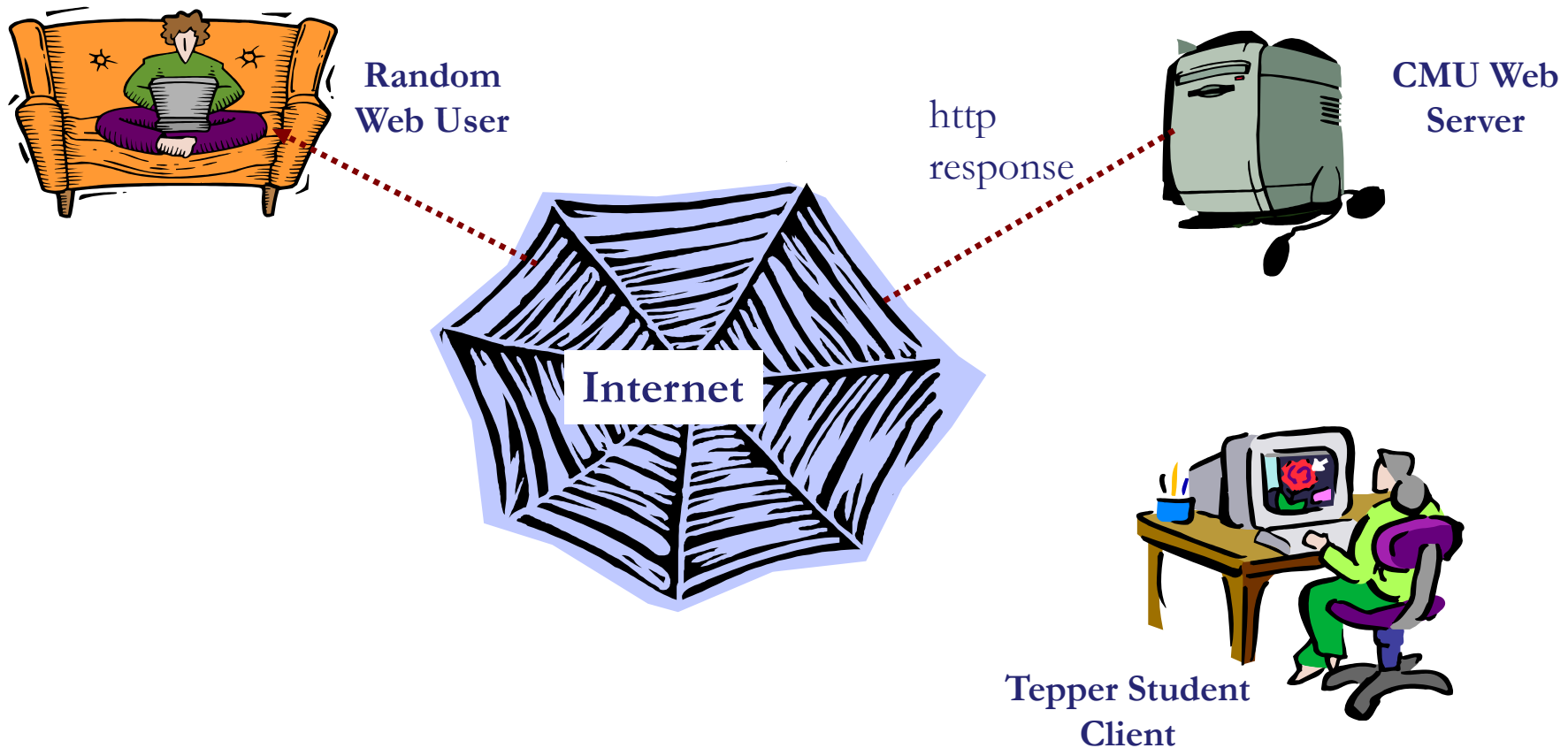
Publishing on the Web

3. A web user requests your home page URL



Publishing on the Web

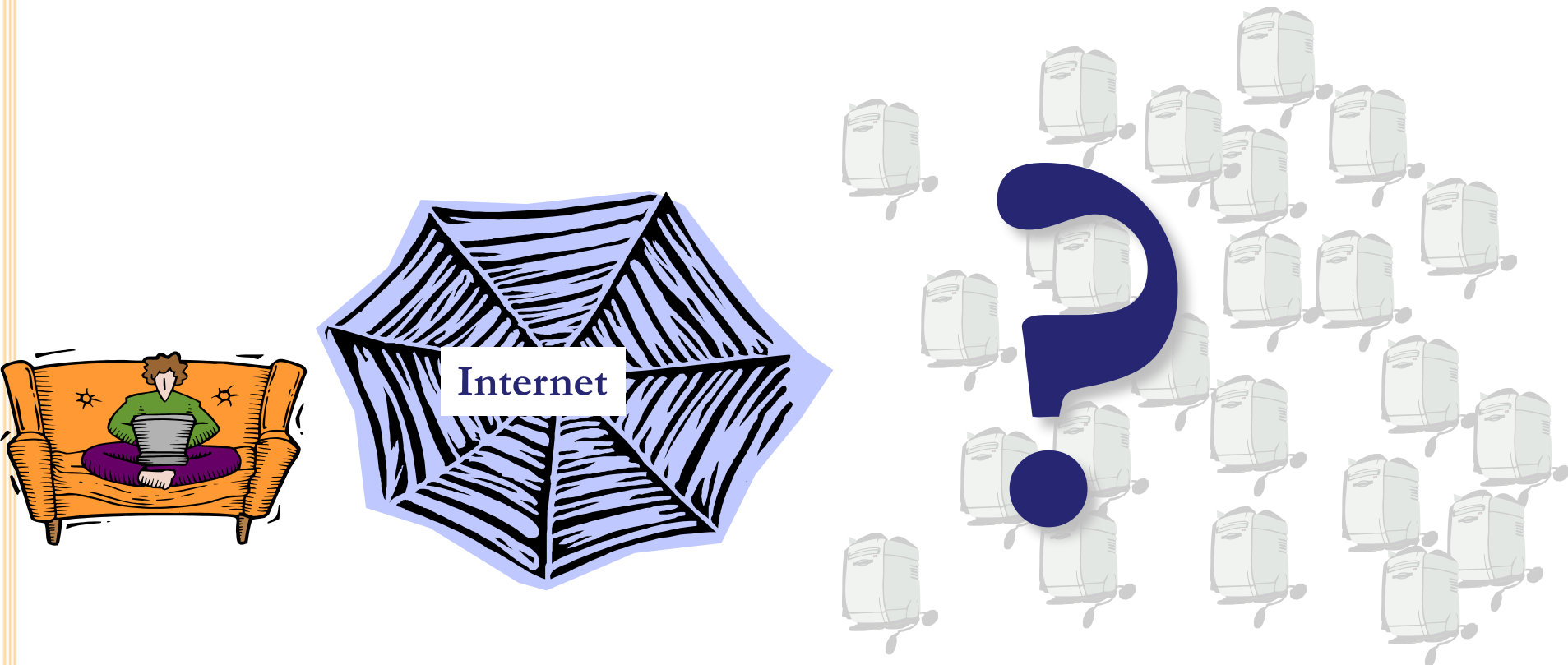
4. The CMU Web server serves up your page



Information on the Web

When anyone can publish, how do we find what we need?

- The information is spread across multiple **autonomous** computers
- With millions of choices, how do we **find what we need?**



How Search Engines Work

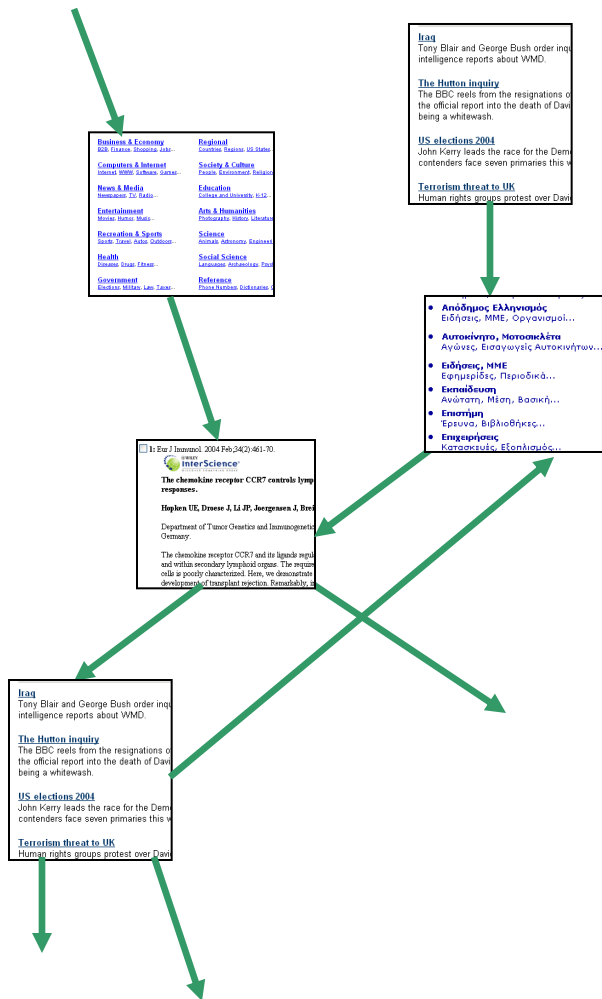
Three main parts:

- i. Gather the contents of all web pages (using a program called a **crawler** or **spider**)
- ii. Organize the contents of the pages in a way that allows efficient retrieval (**indexing**)
- iii. Take in a query, determine which pages match, and show the results (**ranking** and **display** of results)

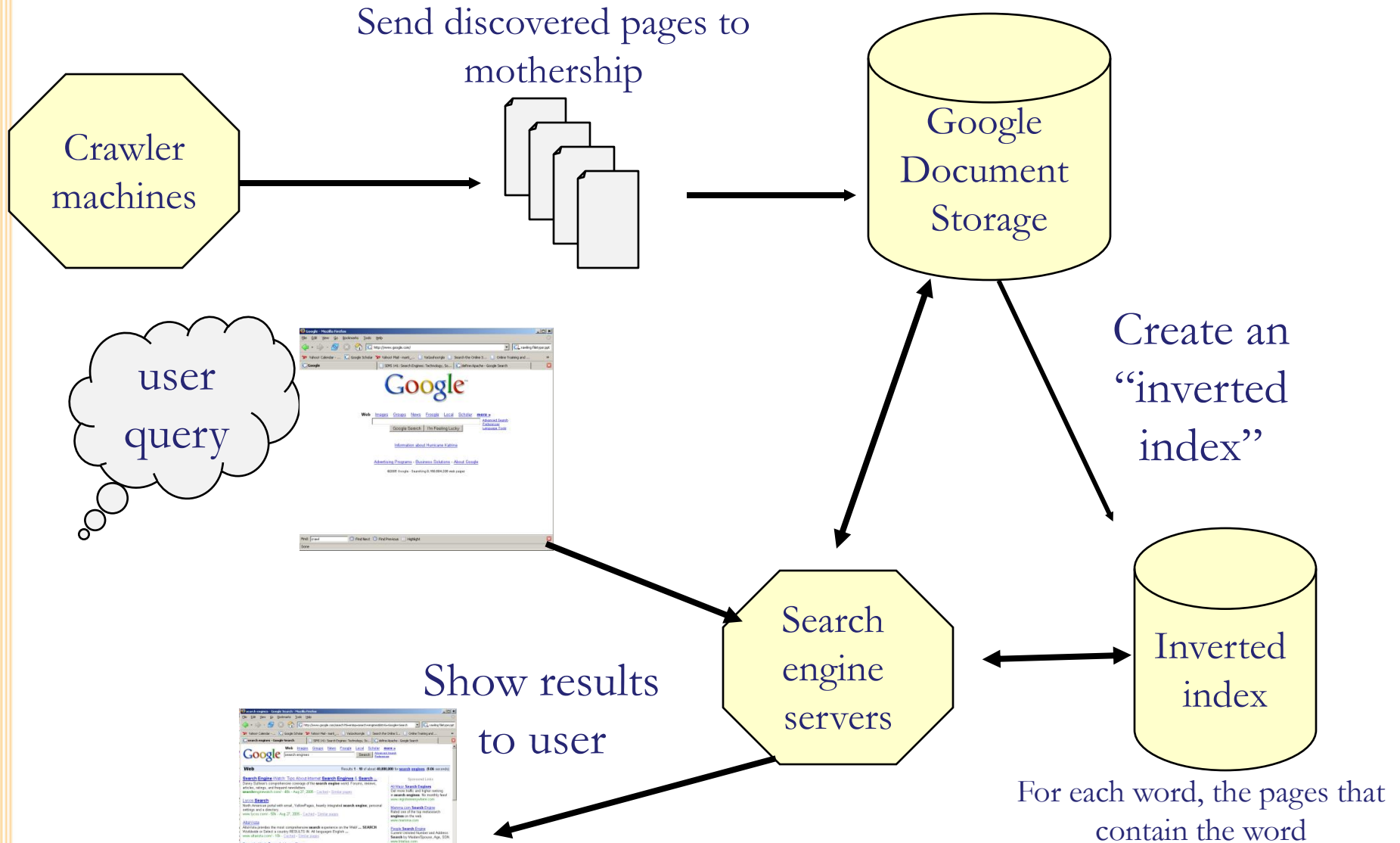
How do Search Engines Discover Information?

- How do crawlers find web pages?

- Start with a list of domain names, visit the home pages there.
- Look at the hyperlink on the home page, and follow those links to more pages.
- Keep a list of URLs visited, and those still to be visited.
- Each time the program loads in a new HTML page, add the links in that page to the list to be crawled.



Standard Web Search Engine Architecture



Crawler behavior varies

- Parts of a web page that are indexed
 - Until recently, only the first few parts of the page were retrieved/stored
- How deeply a site is indexed
 - Google/Yahoo/MSN get only the first top levels
- How frequently the site is crawled
 - Can be few minutes (news), hours (blogs), days, or weeks (my site 😊)

What are the implications?

Indexing

Record the following information about each page

- List of words
 - Is the word in the title?
 - How far down in the page?
 - Was the word in boldface?
- URLs of pages pointing to this one
- **Anchor text** on pages pointing to this one
- Clickthrough measurement
 - How often users click on your URL, when they see it
 - How long do they stay (using toolbars!)
- ...many other “secret ingredients”

Anchor Text

FREE PRESS RELEASE SERVICE

Free Online Press Release Distrib

FRONTPAGE
return home

BROWSE
by topic

PRESS RELEASE
rss feed

NOV 11, 2009 (EDIT)

SellingLTC.com's LTCi Cafe Offers New Webinar

"Demystifying the Close - 5 Steps That Will Make You a Stronger Closer"

ATLANTA, Nov. 11, 2009 – SellingLTC.com, LLC, the leader in providing [long-term care insurance sales](#), [today announced the eleventh](#) webinar in their LTCi Cafe Power Lunch Webinars Series. The LTCi Cafe is a free LTCI resource center available to all financial professionals who desire a deeper knowledge of how to better serve consumers when it comes to long-term care insurance.

The next webinar will be held November 18, 2009 at 1:00 pm EST. The session is entitled: "Demystifying the Close - Five Steps That Will Make You a Stronger Closer." Attendees will learn how to take the pressure off both themselves and the client, making the "close" feel like the next natural step in the presentation process. "Many salespeople have a misconception about what



Free Press Release Information

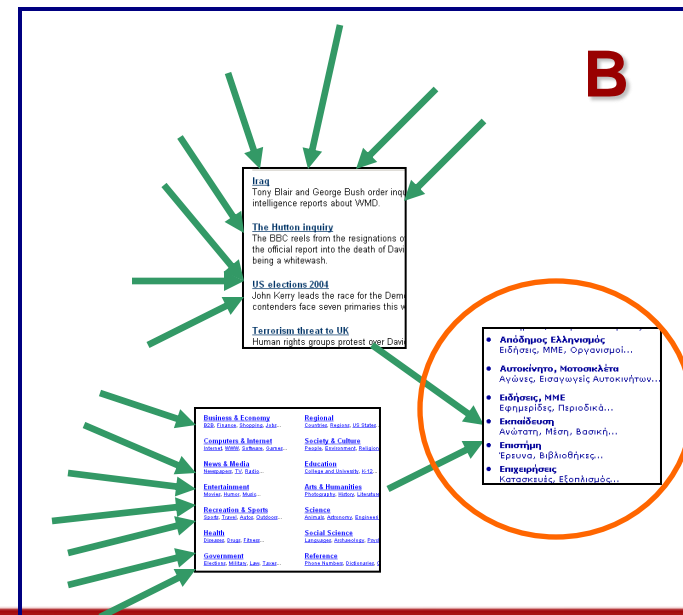
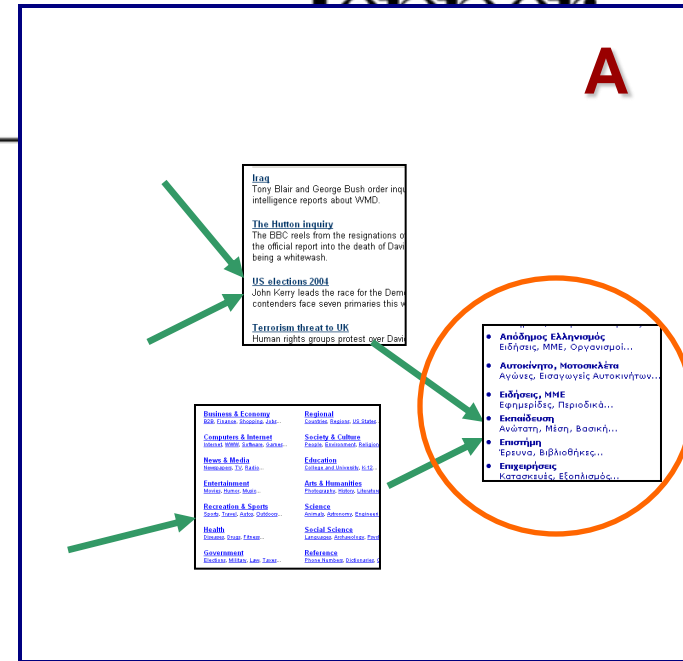
- Ad Eliminator Unli
- Contact
- Free Press Release Benefits
- Anchor Text Li
- Categories & T
- Embed Images

The anchor text summarizes what the website is about.

Measuring Importance of Linking

PageRank Algorithm

- Idea: important pages are pointed to by other important pages
- Method:
 - Each link from one page to another is counted as a “vote” for the destination page
 - The number of incoming links is important!
 - But it is not enough!
 - But each “vote” is different! Pagerank places more importance to votes that come from pages with large number of votes (and so on, and so on)
- Compare, for example, the cases for the circled page in cases A and B



How PageRank is used

1. Locate the pages that contain the query text
2. Weight the “text score” with the “link score”
3. Rank results

Lesson: PageRank of competitors matters!
Do not obsess (only) about your PageRank

Cool! Let's Get some PageRank

- Obvious incentives to game the system
- Or at least to speed up the process of going up in the results

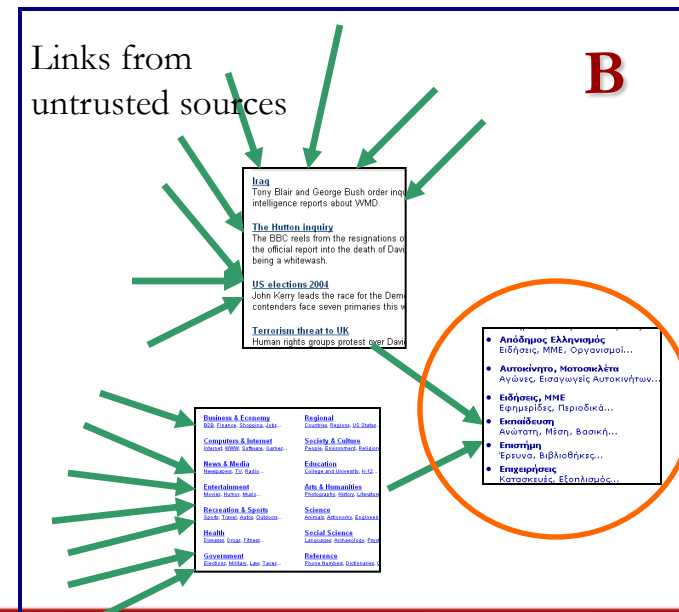
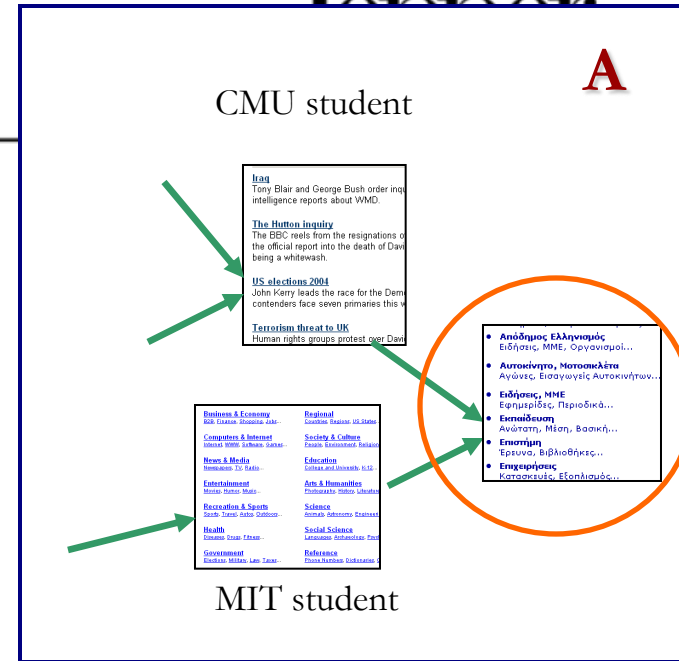
Gaming PageRank: Link spam

- Link spam: Inflating the rank of a page by creating nepotistic links to it
 - From own sites: Link farms
 - From partner sites: Link exchanges
 - From unaffiliated sites (e.g. blogs, guest books, web forums, etc.)
- The more links, the better
 - Generate links automatically
 - Use scripts to post to blogs
 - Synthesize entire web sites
- The more important the linking page, the better
 - Buy expired highly-ranked domains
 - Post links to high-quality blogs

PageRank and Trust

TrustRank Algorithm

- Votes from trusted pages are weighted much higher compared to others.
- Compare, for example, the cases for the circled page in **cases A and B**
- The main reason behind the initial success of Google
- Get links from trusted, quality sites!



Case Study 1: BMW

- In 2006, BMW used thousands of doorway pages to direct traffic to their German Website.
- For example, one door way page had “Gebrauchtwagen” (meaning “used car”) appear 42 times on it whereas on the “real” page this word only appeared twice.

Did this work?

- For “Gebrauchtwagen” the “real” page showed up as the top result.
- BMW gets caught and Google gives it a “death sentence.”

Case Study 2: JC Penney

- In 2010, JC Penney used link spam to boost up its page ranking.
- For example, there were 2,015 pages with phrases like “casual dresses,” “evening dresses,” “little black dress” or “cocktail dress.” Click on any of these phrases on any of these 2,015 pages, and you were bounced directly to the main page for dresses on JCPenney.com.

Did this work?

- For several months JC Penney showed as the first result for thousands of very common keywords.
- JC Penney gets caught and the penalty for getting caught is a pair of virtual concrete shoes: the company sinks in Google’s results.

How to Rank High in the Results

- Position your keywords (title, headings, early on page)
- Make text visible
- “Alt text” for images: Accessibility + search engines
- Have relevant content
- Do not change topics frequently on a page
- Build links (nice to build a real community)
- Just say no to search engine spamming
- Submit your key pages and sitemap to Google
- [\[http://www.google.com/addurl/?continue=/addurl\]](http://www.google.com/addurl/?continue=/addurl)

Going Beyond Existing Traffic

- Pay-per-Click Advertising

What is Search Engine Marketing (SEM)?

- **Search Engine Optimization (SEO)**
 - Improve “**organic**” result rankings on search engines
 - Adjust elements important to search engine algorithms
- **Pay Per Click Advertising (PPC)**
 - Also known as “**sponsored** results”, advertising that appears to the top, bottom, or side of search engine natural results
 - Typically cost is generated on a “pay-per-click” model, where advertiser pays for each click a searcher makes on an ad, vs. the traditional online marketing method of “cost per impression”.

Anatomy of Search Results: Google



Web Results 1 - 10 of about 278,000,000 for presentations [definition]. (0.20 seconds)

PPC
Ads

Presentations Sponsored Links
www.microsoft.com Ready for more productive meetings? Try Microsoft® Office Live Meeting.
Impressive Presentations
www.impactengine.com Quickly Create & Distribute Impressive Presentations-Free Trial

[Presentation Information Resources - Presentation Technology News ...](#)

Presentation Information Resources - Comprehensive presenter's resource providing instant access to up-to-date information on technology and techniques for ...
www.presentations.com/presentations/index.jsp - 33k - Jan 17, 2006 -
[Cached](#) - [Similar pages](#)

[Effective Presentations homepage](#)

These are oriented toward presentations in the business environment, ... Note however that business and scientific presentations differ in some aspects of ...
www.kumc.edu/SAH/OTEd/jradel/effective.html - 8k - [Cached](#) - [Similar pages](#)

[Introduction: poster presentations](#)

... tutorials intended to aid the user in effective scientific communication. You can access the other tutorials at the Effective presentations page. ...
www.kumc.edu/SAH/OTEd/jradel/Poster_Presentations/PstrStart.html - 2k - Jan 17, 2006 -
[Cached](#) - [Similar pages](#)

Organic Web Results

Sponsored Links

[We Design Presentations](#)

Impress your audience, save time Professional PowerPoint services
www.propointgraphics.com

[Presentation Software](#)

Make 3d page turning presentations embed or steam video, flash, QT-VR+
www.DeskTopAuthor.com

[Video Presentations](#)

Create stunning video presentations in minutes. Free trial available.
www.seriousmagic.com

[The Marketing Depot](#)

Integrated marketing & advertising for growing businesses. St. Louis.
www.themarketingdepot.com
St. Louis, MO

PPC
Ads

Anatomy of Search Results: Yahoo!

YAHOO! SEARCH Web | Images | Video | Audio | Directory | Local | News | Shopping | More »
presentations Search

My Web Answers BETA Search Services Advanced Search Preferences

Search Results Results 1 - 10 of about 120,000,000 for presentations - 0.14 sec. (About this page)

Also try: [powerpoint presentations](#), [flash presentations](#) [More...](#)

PPC
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- SPONSOR RESULTS
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[www.webex.com](#) WebEx online meetings are the closest thing to being there in person.

1. [Presentations.com](#) ^{FB}
tips, techniques and technology for creating and delivering effective, dynamic presentations.
Category: [Business Magazines](#)
[www.presentations.com](#) - 32k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
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Our Internet research training materials consist of presentations, exercises, tips, and more. ...
Home > Internet Trainers > Internet Research Presentations. Internet Research ... Internet Research Presentations and Teaching Webs ...
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Organic Web Results

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[www.magazinecity.com](#)

Energize Your PowerPoint Presentations
Captivating 3D effects, beautiful templates, TV-style 3D transition...
[www.crystalgraphics.com](#)

PPC
Ads

Search Marketing Facts

- What percent of searchers do not search past the first page of results?
- **87%**

- What percent of searchers believe that the **top ranking** is also the **top brand** of the industry?
- **37%**

- For retailers what percent of **their total orders** come from PPC advertising?
- **10-40%**

- What percent of users **do not know** the difference between **paid vs. natural** listings?
- **62%**

(source: Pew Search Engine Users Study)

A Typical PPC AD

- **Headline:** { Static
“Search keyword insertion”
- **Ad Text:**
- **Landing URL**

What matters?

We Design Presentations

Impress your audience, save time
Professional PowerPoint services
www.propointgraphics.com

Presentation Software

Make 3d page turning presentations
embed or stream video, flash, QT-VR+
www.DeskTopAuthor.com

Video Presentations

Create stunning video presentations
in minutes. Free trial available.
www.seriousmagic.com

The Marketing Depot

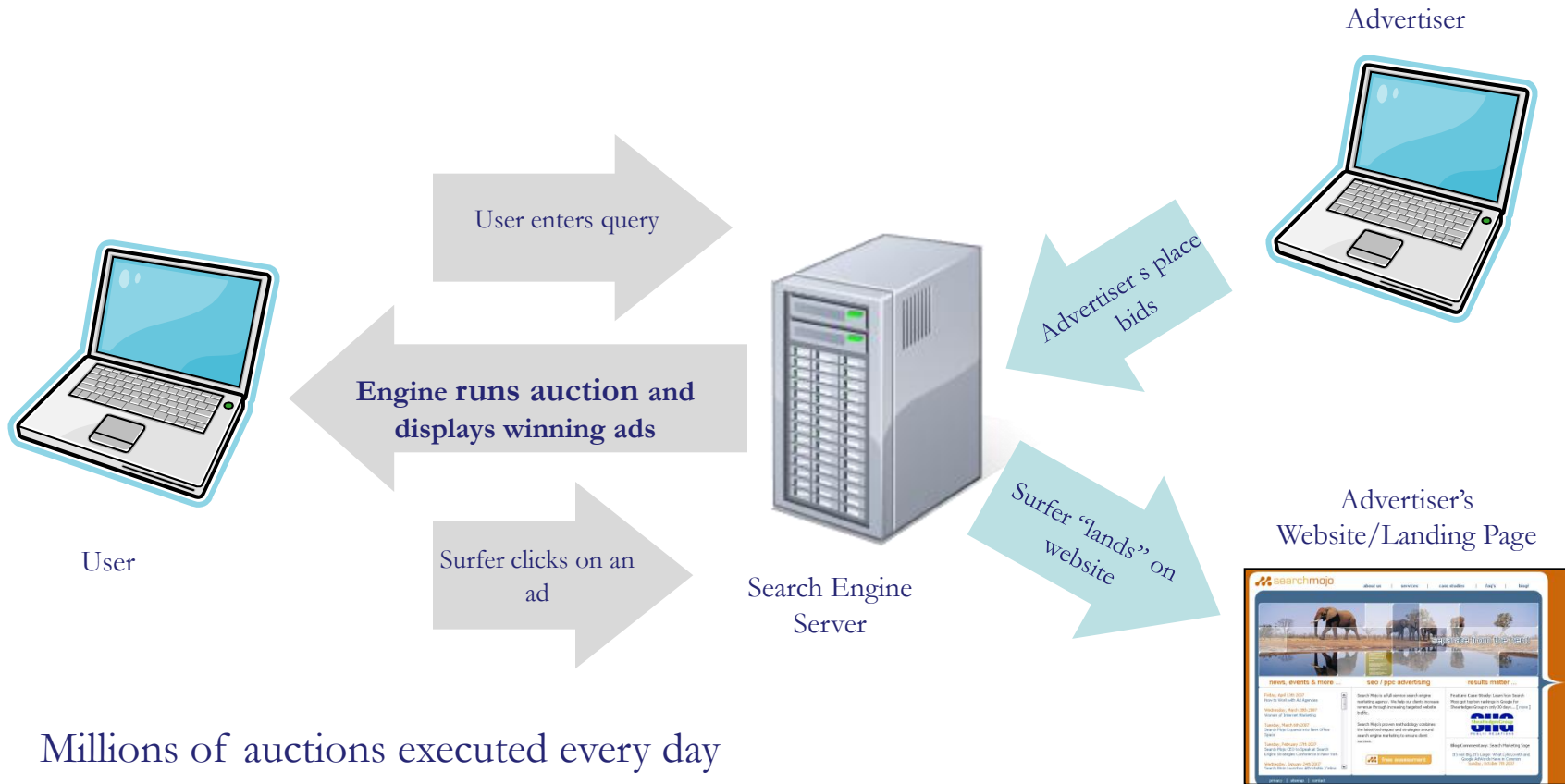
Integrated marketing & advertising
for growing businesses. St. Louis.
www.themarketingdepot.com
St. Louis, MO

PPC Terminology

- PPC: Pay Per Click
- CTR: Click Through Rate
 - Percentage of clicks to impressions
- CPC: Cost Per Click
 - Price an advertiser pays for each click on his/her ad
- Daily Budget
 - Amount advertiser is willing to spend, each day, on PPC ads

**How does a search engine decide
which ad to show for a user query?**

How PPC Works



Millions of auctions executed every day

Once the daily budget is reached, the ad will no longer be shown.

The PPC Auction Model

- Basic model
 - Highest bidder gets highest slot
 - Winner pays winning bid
 - Not ideal! Why?
- Vickrey-Clarke-Groves (VCG) auction
 - Second price auction
 - Optimal for single slot
 - Reveals true willingness to pay, no need to be strategic
 - Winner for slot i pays maximum bid of bidder that get $i+1$ slot
- Still not the best for Google, Yahoo, MSN etc.
 - Why?

Ad Quality Score + Landing Page Quality

- Search engine needs repeat customers
- Needs to improve user experience for long term
- Bid transformation:
 - (Bid \$ amount) x (*Ad Quality Score*)
 - ~ (Bid \$ amount) x (CTR rate + relevance)

In other words, rank by expected revenue for Google
- High quality ads → Lower bid amount
(incentive compatibility)

Main
difference
between
Yahoo and
Google until
2007

Details for quality score: <https://adwords.google.com/support/bin/answer.py?answer=10215>

Let us take a look at Google Adwords

AdWords Structure

Account
Unique email address Password Billing information

Think of this as your company.

Campaign	Campaign
Daily budget	Daily budget
If your client has a good Website, you can model your campaigns off the major sections of the Website!	
Target keywords or sites	Target keywords or sites

Think of this as Product or Service lines.

Ad group	Ad group	Ad group	Ad group
One set of keywords	One set of keywords	One set of keywords	One set of keywords
Link each AdGroup to a specific Webpage on your client's Website!			
One or more ads	One or more ads	One or more ads	One or more ads

Think of this as individual Products or Services.

Campaign Settings

Search and the New Economy

Basic Settings

Campaign name:

Start date: Jan 14, 2008

Will run until: No end date
 Jan 2009

Budget Options

Budget: \$ / day [?](#)
[How will my budget affect my ad performance?](#)
[View Recommended Budget](#)

Delivery method: [?](#)
 Standard: Show ads evenly over time
 Accelerated: Show ads as quickly as possible

Advanced Options

Keyword Bidding: Maximum CPC bidding
[View and edit bidding options](#)

Ad scheduling: Off. Ads running at all times.
[Turn on ad scheduling](#) [?](#)

Position preference: Enable position preferences [?](#)

Ad serving: [?](#)
 Optimize: Show better-performing ads more often
 Rotate: Show ads more evenly

Networks

Show my ads on: **“Roadblock”**

Google search
When users search for my keywords on Google

Search network [?](#)
When users search for my keywords on Google's search partners

Content network [?](#)
When users visit sites on Google's content network that match my ad settings

Content bids [?](#)
Let me set separate prices for content clicks

Target Audience

Languages:
Chinese (simplified) [?](#)
Chinese (traditional) [?](#)
Danish [?](#)
Dutch [?](#)
Ads should be written in the above language.

Locations: [How will my location choices affect my ad performance?](#) **Currently targeting:** [Edit](#)
• Canada (Country)
• United States (Country)

Daypart Targeting

Geo-targeting

Rank Targeting

Keyword Selection

Keyword Types

- **Broad Match: keyword**
 - Allows your ad to show on similar phrases and relevant variations
- **Phrase Match: “keyword”**
 - Allows your ad to show for searches that match the exact phrase
- **Exact Match: [Keywords]**
 - Allows your ad to show for searches that match the exact phrase exclusively
- **Negative Match: -keyword**
 - Ensures your ad doesn't show for any search that includes that term

<p>Broad match keyword:</p> <p>tennis shoes</p>	<p>Ads may show on searches for:</p> <p>tennis shoes shoes buy tennis shoes tennis shoe photos running shoes tennis sneakers</p>	
<p>Phrase match keyword:</p> <p>“tennis shoes”</p>	<p>Ads may show on searches for:</p> <p>red tennis shoes buy tennis shoes tennis shoes photo</p>	<p>Ads will not show on searches for:</p> <p>shoes for tennis tennis shoe tennis sneakers</p>
<p>Exact match keyword:</p> <p>[tennis shoes]</p>	<p>Ads may show on searches for:</p> <p>tennis shoes</p>	<p>Ads will not show on searches for:</p> <p>shoes for tennis tennis shoe Buy tennis shoes</p>
<p>keywords:</p> <p>tennis shoes -used</p>	<p>Ads may show on searches for:</p> <p>tennis shoes Tennis Buy tennis shoes</p>	<p>Ads will not show on searches for:</p> <p>Used tennis shoes Shoes used for tennis</p>

**How to come up with all relevant
keywords?
How much to bid on each
keyword?**

Keyword Selection: What keywords to bid on?

- Match by topic/relevance:
 - Google Keyword Tool (Tools → Keyword tool)
- Analyze keyword demographics [more in next class]
 - (quantcast)
- Identify Negative Keywords
 - E.g., “Dove” (soap) vs. Dove chocolates vs. Lonesome Dove (book) vs. Rita Dove (poet)

Keyword Selection: How much?

Tools > Traffic Estimator

Tools > Traffic Estimator

Traffic Estimator

Get quick traffic estimates for new keywords without adding them to an account or using the AdWords sign-up wizard.

1. Enter keywords, one per line:

keyword = broad match
"keyword" = match exact phrase
[keyword] = match exact term only
-keyword = don't match this term

Set optional individual CPCs using this format:

keyword ** 0.25

2. Choose a currency. Enter a specific Max CPC for your estimates, or leave the field blank and we'll provide estimates based on our suggested Max CPC.*

US Dollars (USD \$)

*Suggested value should deliver ads in the top position 85% of the time.

3. Choose daily budget (optional). See estimates for the amount you want to spend each day, or leave field blank to see all available clicks.

4. Select targeting.

a. Language

- English
- Chinese (simplified)
- Chinese (traditional)
- Danish
- Dutch
- Finnish
- French

b. Location Targeting

- Countries and territories - choose a country or territory
- Regions and cities - choose a region or city
- Customized - enter a radius around a location

c. Countries

Available Countries and Territories

- All Countries and Territories
-
- Australia
- Austria
- Belgium
- Brazil
- Canada

[Continue >](#)

Maximum CPC: Daily budget: [Get New Estimates](#)

<u>Keywords</u> ▼	<u>Search Volume</u>	<u>Estimated Avg. CPC</u>	<u>Estimated Ad Positions</u>	<u>Estimated Clicks / Day</u>	<u>Estimated Cost / Day</u>
car	<input type="range"/>	\$3.22 - \$4.68	1 - 3	8,447 - 10,564	\$27,180 - \$49,400
honda element	<input type="range"/>	\$2.17 - \$2.73	1 - 3	13 - 18	\$40 - \$50
suv	<input type="range"/>	\$3.07 - \$4.14	1 - 3	107 - 134	\$330 - \$560
Search Network Total		\$3.21 - \$4.67	1 - 3	8,568 - 10,716	\$27,540 - \$50,000

[« Revise settings](#)

[Download as .csv](#)

Should one go for keywords or key-
phrases?

Improving PPC ROI

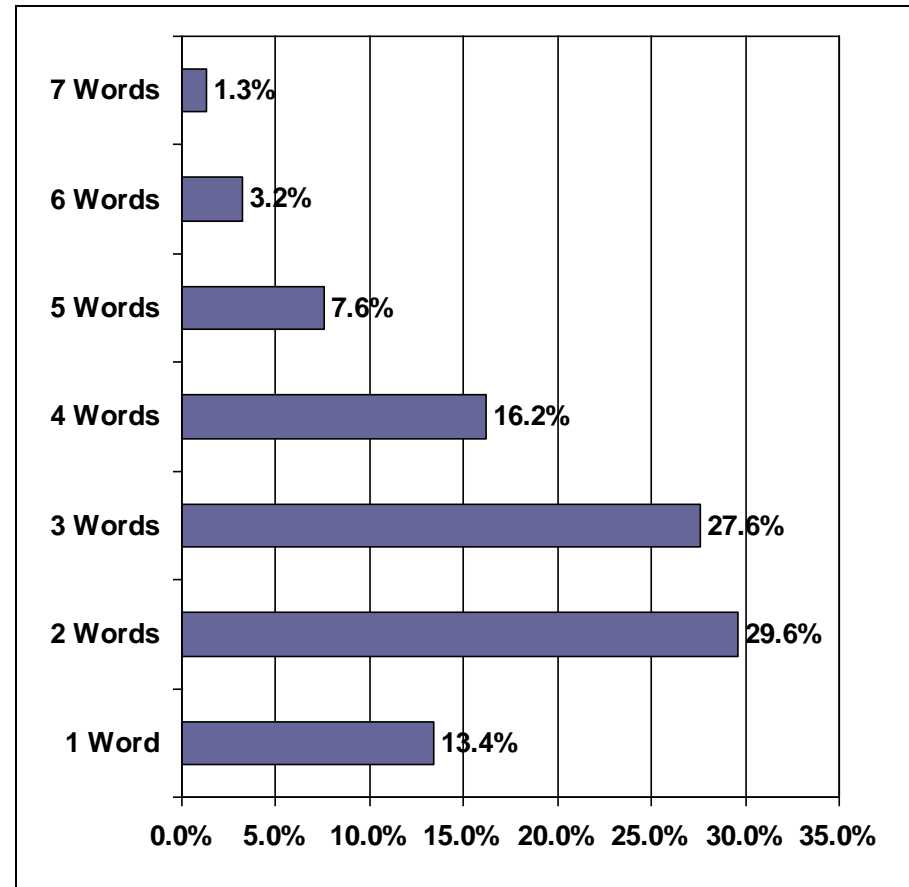
The “Long Tail” Concept

- “The Long Tail” by Chris Anderson
 - An aggregate of less popular products can sell more in the “long tail” than the most popular products
- Same applies to PPC
 - An aggregate of specific, less searched terms can provide better ROI than highly searched terms

Think "specific keyword phrases" not just "keywords".

Why Key Phrases and Not Just Key Words?

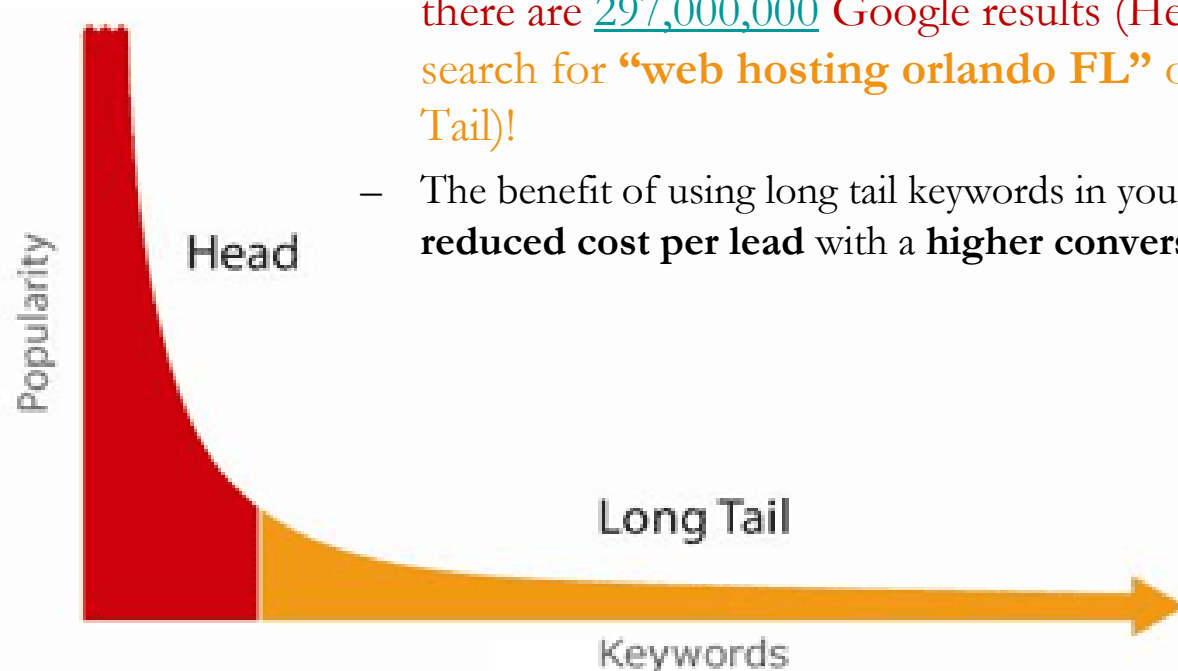
- Key phrases with 2 - 3 words generate the most traffic.
- Key phrases reduce ambiguity (e.g., keyword “bed”- can mean “bed of roses”, “bed and breakfast”, “water bed”, and much more)



Length of queries in terms

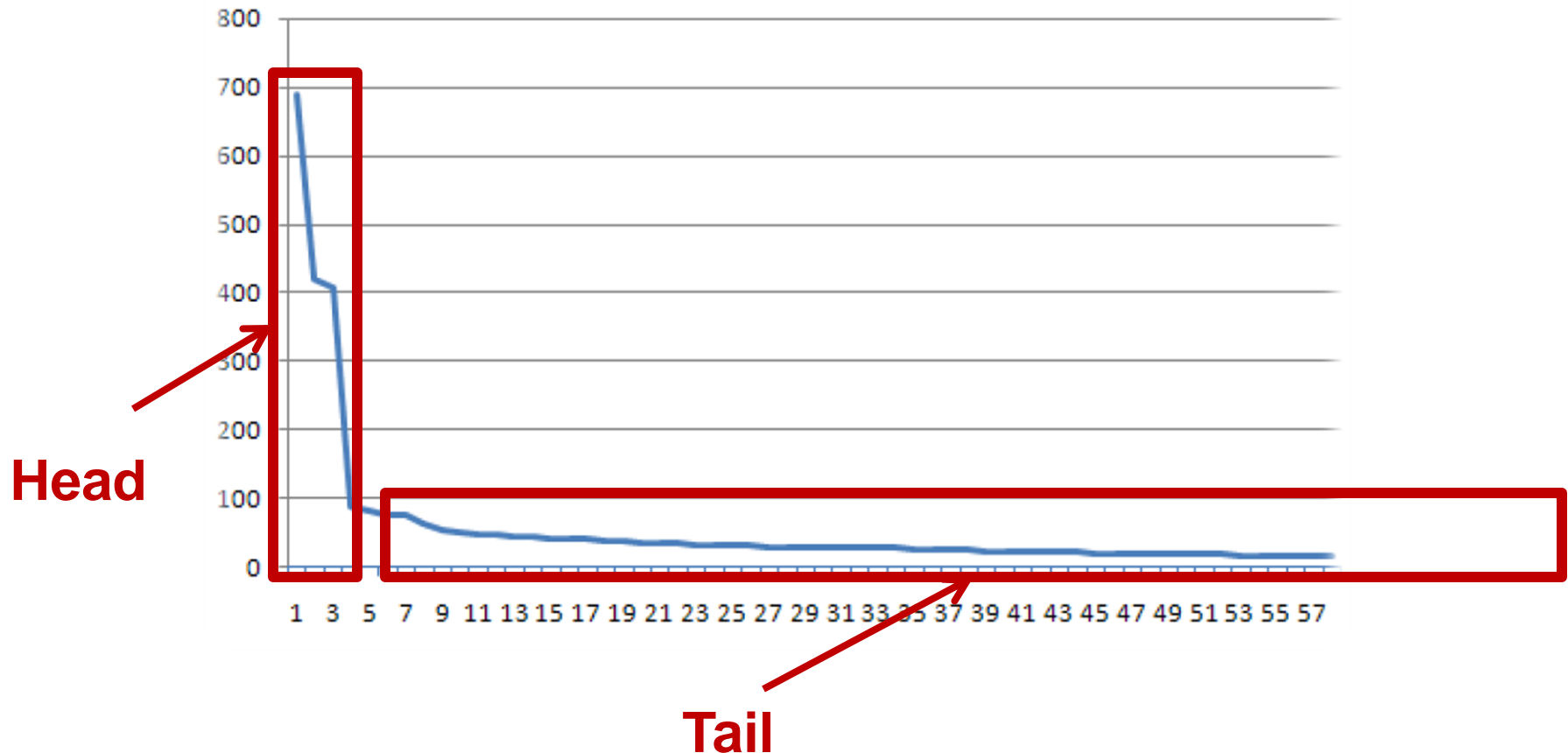
Source: onestat.com, July 2005

- Long tail keywords are keyword terms which are less popular, less competitive and less searched for, **but when taken collectively, long tail keyword phrases can be responsible for driving significant levels of website traffic.**
 - Example: Doing a phrase match search for **“web hosting”** shows that there are [297,000,000](#) Google results (Head). But doing a phrase match search for **“web hosting orlando FL”** only shows [314](#) results (Long Tail)!
 - The benefit of using long tail keywords in your Search Engine Marketing is the **reduced cost per lead** with a **higher conversion rate.**



Keywords: Embracing the Long Tail

The Search Long Tail Graph: # Visits



- How thick is your “head”? (Explains potential risk.)
- What is the distribution of Branded & Non-Branded keywords?

PPC Cycle

	Discover/ Research	Compare	Purchase
Keywords	Broad, approximately 50 keywords ex: shoes	Medium, approximately 100 keywords ex: running shoes	Specific, approximately 1,000 keywords ex: Asics 2010 running shoes
Search Volume	High, typically high cost per click, more competition	Medium, average cost per click, medium competition	Low, low cost per click, very little competition
Opportunity	Frame the buying decision; establish credibility	Compete on more specific criteria; capitalize on customer preferences	Obtain a ready sale now; acquire a customer who knows what he/she wants
Conversion Rate	Lower	Medium	Higher

Does It Really Work? YES.

- Major athletic retailer case study
 - 80% of PPC sales come from long tail keywords
 - Specific, product-name keywords
 - Only 20% of sales come from broad terms, like “BRAND shoes” or “BRAND jacket”

- Most “long tail” keywords are inexpensive
 - [web hosting] \$8.30
 - [freebsd web hosting] \$0.10

- Targeted at customers with specific needs, closer to purchase

More Keyword Tips

- **Plural and singular forms**
 - car, cars
- **Verb forms, related nouns, related idioms**
 - fix, fixing, fix up, fixing up, how to fix up, fix-it-, fixer upper, fixer
- **Spelling mistakes or spelling variations**
 - address, adress; email and e-mail; UK and U.K.
 - sub, submarine, sandwich, grinder, hoagie, poor boy
- **Numbers and codes**
 - years, product numbers, other weird uses
- **Hyphenated and unhyphenated versions**
 - soup ladle, soup-ladle
- **One word versus two words**
 - teacup, tea cup
- **Abbreviations and acronyms**
 - Carnegie Mellon University, CMU, Tartans
- **Phrases with who, what, when to capture people who type a question into a search engine.**
 - For example, **how do I repair a kite** or **how to launch a new online business** might be common queries and might convert well.
- **Do NOT use competitors' trademarks! ... or at least not in the Challenge! ☺**
 - Don't use "Nike" if you are not Nike, but you can use "Nike" if you are a distributor of Nike products.

A few online tools to help with the development of a pool of key phrases



- ◆ Keyword Discovery by Trellian – <http://www.keyworddiscovery.com>
 - ◆ [Free trial limits you to 10 results; paid version gets 100 results](#)
- ◆ Word Tracker (free trial) - <http://www.wordtracker.com>
- ◆ Addme Keyword Suggestion - <http://www.addme.com/keywordsuggest.htm>
- ◆ Google Keyword Tool - <https://adwords.google.com/select/KeywordTool>
 - Shows advertiser competition and search volume
- ◆ Google Trends - <http://www.google.com/trends>
 - Great for localization efforts
 - You can compare searches by separating with commas.
 - Example: florida restaurants, orlando restaurants
- ◆ Google Insights - <http://www.google.com/insights>
- ◆ Google Search-based Keyword Tool - <http://www.google.com/sktool/#>



Ads

Ad Generation

- **Headline:** { Static
“Search keyword insertion”
- **Ad Text:** { Well Written (describing product)
Poorly Written (vague, generic, dull)
- **Landing URL**

What matters?

Keyword Advertising Exercise

1. Think of a product that you would like to purchase.
2. Let us go to Google and search for this product.
3. Review the first five results.
4. Find an ad that you believe is well written. Be prepared to discuss why.
5. Find an ad that you believe is not well written. Be prepared to discuss why.

Writing Key Words Ads

- You get 4 lines of 25, 35, 35, and 35 characters
- Line 1 (headline): Make the *potential customer* read the second and third lines
- Line 2 and 3: Set expectations for what is on the landing page
- Line 4: Points to a relevant landing page and establishes trust

Look at it this way ...

For a given ad ...



= 1 second

... to get a potential customer's attention

1. Clear and well written.
2. Keywords in the title.
3. An action verb (i.e., a call to action).
4. Include some details (i.e. price, sales, etc.).
5. Capitalize keywords in the URL (i.e., www.CMU.edu).
6. Choose destination URL that points to good landing page.

Ads (Some Advanced Stuff)

What about the URLs?

Each keyword can point to a unique URL

Edit Keyword Settings

This optional feature helps you track individual keywords and their costs. You may enter individual CPC bids or destination URLs for any keyword. (These bids will apply only to search clicks and not to the content network.) Fields left blank will take the default ad group CPC or URL. To enter an entire list of keywords, URLs, and bids all at once, try the [Edit Keywords and CPC](#) page.

Default bid: USD \$ Max CPC [?]
▶ [Content bid](#) - (Optional)

Keyword	Status [?]	Search Bid Max CPC	Destination URL	Clicks	Impr.	CTR	Avg. Cost CPC	Avg. Pos
deep web searching	Active	\$ <input type="text"/>	http:// <input type="text"/>	0	0	-	-	-
determining the user intent of web search engine queries	Active	\$ <input type="text"/>	http:// <input type="text"/>	0	0	-	-	-
information retrieval	Active Ads rarely show due to low quality score	\$ <input type="text"/>	http:// <input type="text"/>	0	0	-	-	-
query log analysis	Active Bid is below first page bid estimate of \$2.00	\$ 1.00	http:// <input type="text"/>	0	0	-	-	-
search log analysis	Active	\$ <input type="text"/>	http:// <input type="text"/>	0	0	-	-	-
search logs	Active	\$ <input type="text"/>	http:// <input type="text"/>	0	0	-	-	-
transaction log analysis	Active	\$ <input type="text"/>	http:// <input type="text"/>	0	0	-	-	-
user intent	Active	\$ <input type="text"/>	http:// <input type="text"/>	0	0	-	-	-
web information retrieval	Active	\$ <input type="text"/>	http:// <input type="text"/>	0	0	-	-	-
web searching	Active	\$ <input type="text"/>	http:// <input type="text"/>	0	0	-	-	-
Web searching	Active	\$ <input type="text"/>	http:// <input type="text"/>	0	0	-	-	-
web searching engines	Active	\$ <input type="text"/>	http:// <input type="text"/>	0	0	-	-	-

Dynamic Keyword Insertion

- **Dynamic Keyword Insertion** is an advanced feature
- Will **insert** individual **keywords** into the **same ad** text
- A **user sees a distinct ad** for their keyword search, if their keyword triggers one of your ad group keywords.
- This **minimizes** the **work** you'll need to do to manage larger ad groups and campaigns.
- Let's see an example ...

Example (Say this is an ad you create in AdWords)

{keyword:default text}

Quality {KEYWORD:Bikes}
Selection of {Key Word:Bikes}
in stock. Free shipping!
<http://www.example.com/?kw={keyword:nil}>

Say the query is: **mountain bikes**

The user would see this ad ->

Quality MOUNTAIN BIKES
Selection of Mountain Bikes
in stock. Free shipping!
<http://www.example.com/?kw=mountain bikes>

Example (Say this is an ad you create in AdWords)

Quality {KEYWORD:Bikes}
Selection of {KeyWord:Bikes}
in stock. Free shipping!
<http://www.example.com/?kw={keyword:nil}>

Say the query is: Cannondale

The user would see this ad ->

Quality CANNONDALE
Selection of Cannondale
in stock. Free shipping!
<http://www.example.com/?kw=cannondale>

Dynamic Keyword Insertion

There are variations you can use to capitalize your dynamically inserted keyword as follows:

- keyword - No capitalization, all word(s) are in lower case
- Keyword - The first word is capitalized
- KeyWord - Every word is capitalized
- KEYword - Every letter in first word is capitalized
- KEYWOrd - Every letter in the first word AND the first letter of the second
- KEYWORD - Every letter is capitalized

Campaign Budget

- Use very specific keywords in the beginning to build up your CTR.
- Google uses CTR for determining your bid amount for top position.
- Use small budget for the first few days (3-4).
- Once your CTR is decent broaden your keywords.



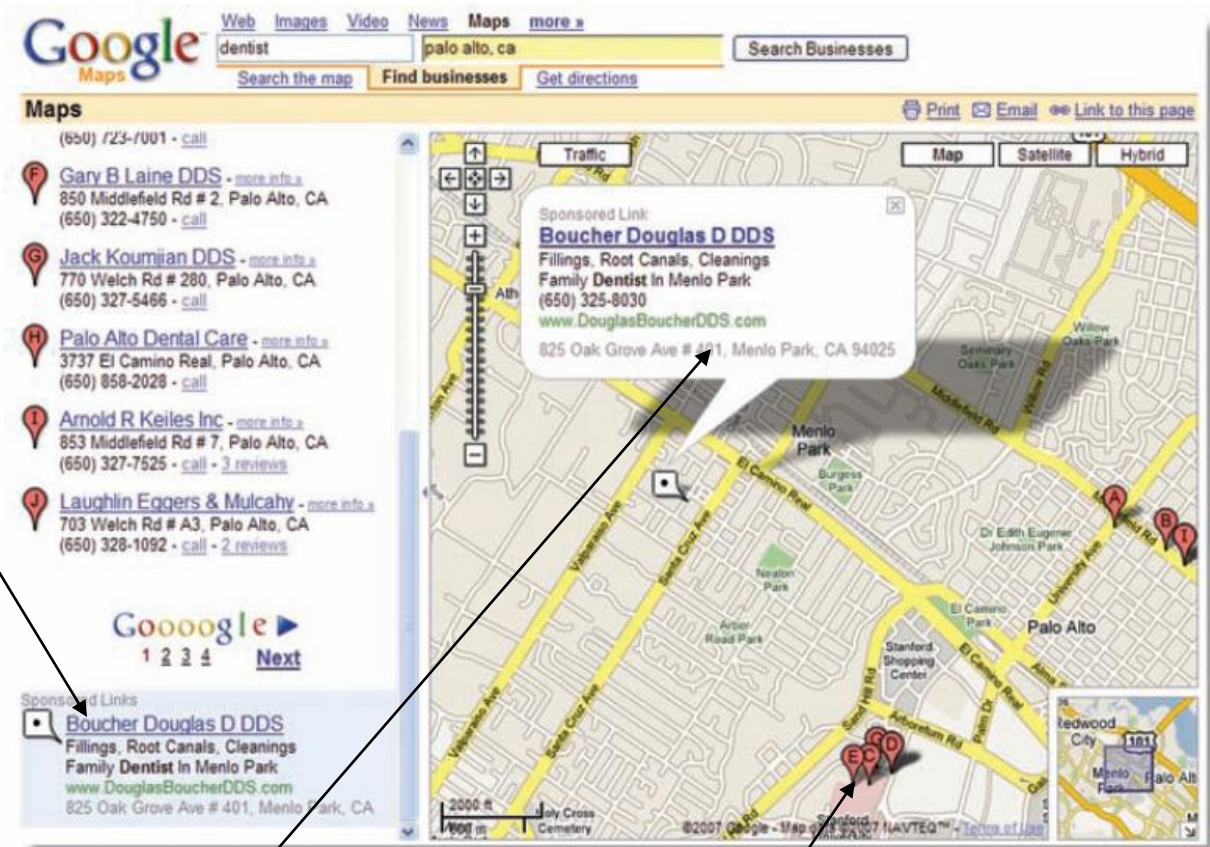
Image 5-1: Local results for search 'dentist Palo Alto, CA.'

Local business ads are eligible to appear in two places:

- On **Google Maps** (maps.google.com) in the enhanced manner shown in Image 5-2.
- In the regular text-only format on Google.com and other sites in the Google search network.

Local Business Ads

- Above or below organic results
- Highlighted in a blue background
- Up to 4



Information window

- A headline (25-character maximum)
- Two lines of creative text (35-character maximum per line)
- A small, eye-catching image (125 x 125 pixels)
- A display URL
- The business name and address

Image 5-2: Local results for search 'dentist Palo Alto, CA.'

Balloons

Creating local business ads

- Google Local Business Center
 - www.google.com/local/add
 - Free listing!
- Two steps:
 - 1. create a local business center listing
 - 2. create local business ads within an Adwords account
 - Campaign Summary → Create New Local Business Ad

- **10 Sure-Fire Headline Formulas That Work -**
<http://www.copyblogger.com/10-sure-fire-headline-formulas-that-work/>
- **31 Killer Writing AdWords Ads Tips -**
<http://www.googlelady.com/416/10-killer-headline-adwords-tips/>
- **Google Local Business -**
<https://www.google.com/local/add/login>
- **Google Checkout -**
<https://checkout.google.com/seller/?hl=en&gl=GB>

Where (Online), Where (in the Real World), and When to Display Your Ad

Special Targeting

- Geo-targeting (i.e., where do my ads appear)
- Time target (i.e., when do my ads appear)
- Note: both are at the campaign level (not account and not AdGroup)

Geo-targeting

- Target your ads to specific locations and languages.
- Default setting is by country
- Can target by regions and cities
- Customized Options
 - Circular
 - Multi-point

Geo-targeting Options

The screenshot displays the Google AdWords 'Target customers by location' interface. On the left, there are navigation tabs for 'Search', 'Browse', 'Bundles', and 'Custom'. Below these are sections for 'Search:', 'Content:', and 'Device Platform:'. The 'Scheduling and serving' section includes 'Ad scheduling:', 'Ad serving:', and 'Target audience'. The 'Target audience' section shows 'Languages:' and 'Locations:'. The main area is titled 'Target customers by location' and includes a 'Map point | Custom shape | Bulk' menu. A 'Target a custom area' section provides instructions: '1. Click and drag the map to show the area you want to target. Click + and - to zoom in or out. 2. Outline your target area by clicking 3 or more points on the map. 3. Lines may not cross, and the last click'. Below this is an 'Enter or edit coordinates' section with a text input field containing '38.352426, -78.54126' and '37.911701, -78.590698', and a '38.110789, -77.895813' section. There are 'Reset', 'View on map', and 'Add' buttons. The 'Selected locations' section shows 'Canada (Country)' and 'United States (Country)'. A 'Show ads here' button is visible on the map. The map itself shows a blue-shaded polygon around Charlottesville, Virginia, with a 'Location:' popup showing 'Shape [(38.352426,-78.54126), (37.911701,-78.590698), ...]' and 'Not selected'. The map includes navigation controls and a 'Map data ©2009 Tele Atlas - Terms of Use' footer.

Here is an example of a multi-point geo-targeted campaign around the city of Charlottesville, Virginia.

Time Targeting

- Target your ads to show for specific days and times
- or conversely, pause your ads for specific days and times
- Default is 24/7
- Can change bids based on time

Time Targeting

The screenshot shows the Google AdWords Ad Scheduling interface. At the top, there's a navigation bar with 'Campaign Management', 'Reports', 'Analytics', and 'My Account'. Below that, a search bar and a breadcrumb trail: 'Campaign Summary > GOMCHA Example 01 > Edit campaign settings > Ad Scheduling'. The main heading is 'Ad Scheduling' with a sub-heading 'Edit days and times and watch the schedule update. When you're happy with the schedule, click 'Save Changes' to activate Ad Scheduling. To adjust your pricing during any time period, switch to advanced mode. (You can always switch back.)' A yellow callout box states: 'By default, your ads are now running all days and times, as shown by the green squares below.' Below this, a legend indicates 'Ads are active on green squares, paused on gray squares.' and provides a 'Bulk edit' link for 'all days, weekdays, weekends'. The interface shows a 12-hour clock and a 24-hour clock option. The main table displays the schedule for each day of the week, with columns for 'Midnight', '4am', '8am', 'Noon', '4pm', and '8pm'. All days (Monday through Sunday) are set to 'Running all hours', indicated by green squares in every time slot. Each row has an 'Edit' link. At the bottom, there are 'Save Changes' and 'Cancel' buttons, and a legend for 'Running' (green square) and 'Paused' (gray square). A footer note states: 'Time zone for all statistics in this account: (GMT-05:00) Eastern Time. Learn more.'

Google AdWords

dj9395AdWord@gmail.com | [New Features](#) | [Help](#) | [Contact Us](#) | [Sign Out](#)
Customer ID: 149-366-0225

Campaign Management | Reports | Analytics | My Account

Account Snapshot | Campaign Summary | Tools | Conversion Tracking | Website Optimizer

Search my campaigns: Search

Campaign Summary > GOMCHA Example 01 > Edit campaign settings > Ad Scheduling

Ad Scheduling

Edit days and times and watch the schedule update. When you're happy with the schedule, click 'Save Changes' to activate Ad Scheduling. To adjust your pricing during any time period, [switch to advanced mode](#). (You can always switch back.) ?

By default, your ads are now running all days and times, as shown by the green squares below.

Ads are active on green squares, paused on gray squares. [12 hour clock](#) | [24 hour clock](#)
Bulk edit: [all days](#), [weekdays](#), [weekends](#)

			Midnight	4am	8am	Noon	4pm	8pm
Monday	Running all hours	Edit	Running	Running	Running	Running	Running	Running
Tuesday	Running all hours	Edit	Running	Running	Running	Running	Running	Running
Wednesday	Running all hours	Edit	Running	Running	Running	Running	Running	Running
Thursday	Running all hours	Edit	Running	Running	Running	Running	Running	Running
Friday	Running all hours	Edit	Running	Running	Running	Running	Running	Running
Saturday	Running all hours	Edit	Running	Running	Running	Running	Running	Running
Sunday	Running all hours	Edit	Running	Running	Running	Running	Running	Running

Save Changes Cancel

Running Paused

Time zone for all statistics in this account: (GMT-05:00) Eastern Time. [Learn more](#).

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Here is an example of a 24/7 time targeted campaign.

How do I get to this stuff?

The screenshot shows the Google AdWords interface for a campaign named 'GOMCHA Example 01'. The campaign is currently 'Paused'. A red arrow points from the text 'At the campaign level' to the 'Edit campaign settings' link. The interface includes a navigation menu with 'Campaign Management', 'Reports', 'Analytics', and 'My Account'. Below the navigation, there are links for 'Account Snapshot', 'Campaign Summary', 'Tools', 'Conversion Tracking', and 'Website Optimizer'. A search bar for campaigns is also present. The main content area displays campaign details: Budget (\$9.00/day), Targeting (1 language, 2 locations), and negative keywords. A table below shows the performance of ad groups, including 'Test 02' (Campaign Paused) and its sub-groups 'Search' and 'Content'. The table columns include Ad Group Name, Status, Current Bids (Default and Content), Max CPC, Clicks, Impressions, CTR, Avg. CPC, Cost, and Avg. Pos.

Google AdWords

dj9395AdWord@gmail.com | [New Features](#) | [Help](#) | [Contact Us](#) | [Sign Out](#)
Customer ID: 149-366-0225

Campaign Management | Reports | Analytics | My Account

[Account Snapshot](#) | [Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#) | [Website Optimizer](#) | Search my campaigns:

[Campaign Summary](#) > GOMCHA Example 01

Campaign: GOMCHA Example 01 - Paused | [Resume campaign](#) | [Delete campaign](#)
Budget: \$9.00 / day | [Edit campaign settings](#) | [Opportunities for improvement](#) [?]
Targeting: 1 language [Edit](#) | 2 locations [Edit](#)
No campaign negative keywords : [Add](#) | No site or category exclusions : [Add](#)

+ [New ad group](#) ▾ | [View all ad groups](#)

Statistics: [?] Split: all search/content network | Show all ad groups ▾

Ad Group Name	Status	Current Bids - Max CPC [?]		Clicks	Impr.	CTR [?]	Avg. CPC	Cost	Avg. Pos
		Default	Content						
<input type="checkbox"/> ▾ Test 02	Campaign Paused	\$1.00	-	0	0	-	-	-	-
Search	On			0	0	-	-	-	-
Content [?]	On			0	0	-	-	-	-
Total	-	-	-	0	0	-	-	-	-

Reporting is not real-time. Clicks and impressions received in the last 3 hours may not be included here.
Time zone for all statistics in this account: (GMT-05:00) Eastern Time. [Learn more](#).

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At the campaign level

Examples of Winning Plays

- Daytime targeting: Budweiser
- Roadblock + daytime: HollowMan DVD
 - Ads in as many sites visited by target demongraphic
 - Ads run during lunch time, and prime time of Friday
- Geo-targeting: Multichannel play (many customers shop online, but buy offline)
 - CompUSA: Displays inventory levels at local stores
 - Luxury cars: Specific zip-codes + telephone of local dealer
 - 40% of car rentals ads, convert offline
 - 30% of job applicants saw online ad, submitted offline

LANDING PAGE OPTIMIZATION

Landing Page

- A **landing page** is the page where visitors arrive at after clicking on your promotional creative
- **Optimized landing page** is the page where visitor arrive after clicking your promotional creative and get convinced to Convert

Purpose of Landing Page Optimization

- Fill out a form- But people hate filling forms
- Provide personal details- But people hate getting spammed
- Buy something- But people hate getting scammed
- Read a lot of information- But people really hate reading

This is the purpose of landing page to convince people to do things they hate

Case Study - RealAge.com



- Conversion action: Completion of free RealAge Test registration
- Test Size: 552,960 unique “recipes”

Before

The RealAge Test

Calendar Age	Difference	My RealAge
?	?	?

THREE Steps

1. Test Questions

2. Results

3. My Plan

What's YOUR RealAge?

Your RealAge is the biological age of your body, based on how well you've maintained it. **Are you as young as you can be?** Complete the patented, one-of-a-kind RealAge test today!

As you answer the questions, watch your RealAge grow younger...or older! When you finish the test, you'll get a personalized RealAge plan, developed by MDs and PhDs!

Privacy and Personalization

What is your e-mail address?
We will not share your address or send you e-mail without your permission.

To maintain your [privacy](#), we use your e-mail address to identify you.

What is your password?
If you don't have a password, make one up.

[If you don't remember your password, go here.](#) A password will save your data at RealAge.

Would you like us to remember your password for next time?

Yes
 No
 If you check Yes, you won't have to tell us who you are next time. If you are using a public computer, check No to maintain your privacy.

Continue

[Switch to secure sockets \(SSL\).](#)

After

The RealAge Test

As seen on:

Free Test

Your RealAge is the "biological" age of your body, based on how well you've maintained it.

Privacy and Personalization

E-mail
We will not share your address or send you e-mail without your permission.

Password
If you don't have a password, make one up.

Remember password

Yes
 No

Submit

[Submit](#)

[Switch to secure sockets \(SSL\).](#)

- 40% lift in conversion rate
- \$3,285,000 annual profit improvement

Case Study – Uniblue Registry Booster



- Conversion Action: Free software download
- Test Size: 3,110,400 unique “recipes”

Before

Uniblue Software Made Easy

Registry Booster ★★★★★ "WINNER OF OVER 100 5-STAR AWARDS"

Free System Scan

How many .exe related Errors does your Computer have?

You no longer need to guess... this Free System Scan will give you a complete diagnosis and deep scan of your registry for Errors and Conflicts.

94%
94% of computers have corrupt, unused, and possibly harmful files!

[Free System Scan](#)

[Start FREE System Scan](#)

[Click Here to Start Free System Scan](#)

Microsoft CERTIFIED Partner

What is Registry Booster?
Registry Booster is the safest and most trusted solution to clean and optimise your system, free it from registry errors and fragmented entries. Through Advanced Error Detection Technology, Registry Booster automatically identifies missing, corrupt, or invalid items in your Windows registry and dramatically enhances performance and general stability.

How will Registry Booster fix .EXE related Errors?
The .exe file can be trying to use files and functions that aren't working properly. This can be a cause of .exe errors. **Registry Booster** will remove empty registry keys, file associations program shortcuts and more that are left behind after improper installation/un-installation, spyware, viruses and other malware, leaving you a clean and

The Problem
Have you noticed that the longer you have your computer, the slower it runs and the more it crashes? Often this phenomenon is caused by problems in the registry that accrue over time. Installing and uninstalling programs leave behind fragments – stray files, orphaned startup tasks, corrupted drivers. Over time the registry starts to get bogged down and conflicts emerge. Left unchecked, your system will become increasingly unstable, run more slowly and crash more frequently.

The Solution
Registry Booster is the easy answer to registry problems. It conducts deep scans of your registry to check for errors and conflicts, then repairs and optimizes the registry to peak performance and stability. Periodic scans will keep your registry "clean" and will greatly enhance your system's performance and stability. You'll see immediate increases in speed and decreases in system conflicts.

You may have .exe related errors on your system that can cause crashes or system failures, check it now!

[Start FREE System Scan](#)

[Click Here to Start Free System Scan](#)

Microsoft CERTIFIED Partner

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After

Registry Booster ★★★★★ winner of over 100 5-star awards From **Uniblue** Software Made Easy

Free System Scan

There is a 94% chance that your computer has registry problems.

94%

How many .exe related Errors does your Computer have?

You no longer need to guess... this Free System Scan will give you a complete diagnosis and deep scan of your registry for Errors and Conflicts.

[Free System Scan](#)

Instant Scan

Microsoft CERTIFIED Partner

Recent Awards

- cnet Editors' Choice** OCT 2006
- PC MAGAZINE**
- DOWNLOAD.com** 5 Star User Rating
- cnet Editors' Choice**
- THE TOP 100 PRODUCTS OF THE YEAR**
- tucows** Rated 5 Stars by Tucows
- Microsoft & WUGNET** Download Pick of the Week

The Problem
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2 minutes can save you months of frustration and crashes.

Instant Scan

Microsoft CERTIFIED Partner

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- 24% increase in conversion
- \$182,000 annual profit improvement

Avoiding The Pitfalls

Celebrate Mom for Who She Is!
 Order Early and SAVE ^{UP TO} 40% on select Flowers and Gifts
 SHOP NOW

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Whether you send red roses for romance, yellow roses for friendship, or any other of our beautiful rose arrangements, roses are the perfect expression of love.

roses



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Rose Elegance™ Premium Dozen Roses



Product Code:1120

ENLARGE IMAGE

Expertly Designed by a Florist



These flowers are hand-delivered by a local florist.

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questions?

Visit our [Online Help](#) for assistance

Check for Availability

Tell us where and when you need it delivered.

1. Select your item

- Red Roses (\$59.99)
- Peach Roses (\$59.99)
- Pink Roses (\$59.99)
- Yellow Roses (\$59.99)
- White Roses (\$59.99)

2. Enter recipient zip / postal code

[Sign in now](#) to access your address book

(zip/postal code) [zip / postal code finder](#)
[sending outside the US?](#)

3. Select location type

select location type

SELECT DELIVERY DATE

Description

For the one you can trust, the one you can turn to, the one who loves you above all else and knows your heart inside out. Give the ultimate expression of romance—our stunning Rose Elegance™ arrangement of one dozen ruby red roses! Our floral designers will select 12 of the freshest long stem roses and artistically arrange them just for her in a classic glass vase to create a gift of love they'll always remember—and so will you. Choose from red, pink, peach, yellow, and white. If your first color choice is not available, the second choice will be multicolored roses. Arrangement measures approximately 22"H x 15"D.



Shop the Full Collection of [Roses](#).

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Before

#1 - Unclear Call-to-action

What am I supposed to do on this page?

Common issues:

- Spend precious time deciding what to do
- Get confused and frustrated

Rose Elegance Premium Dozen Roses

From \$59.99 Delivered



Customize your order:

Select color:

Delivery location:

Delivery Zip/Postal Code:

[zip / postal code finder](#)
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[Sign in now](#) to access your address book

View Delivery Dates

EMAIL A FRIEND

SAVE TO FAVORITES




Expertly designed and
hand-delivered by a local florist
[Learn more...](#)

Description:

For the one you can trust, the one you can turn to, the one who loves you above all else and knows your heart inside out. Give the ultimate expression of romance—our stunning Rose Elegance™ arrangement of one dozen ruby red roses! Our floral designers will select 12 of the freshest long stem roses and artistically arrange them just for her in a classic glass vase to create a gift of love they'll always remember—and so will you. Choose from red, pink, peach, yellow, and white. If your first color choice is not available, the second choice will be multicolored roses. Arrangement measures approximately 22"H x 15"D.

After



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- GPS / Binoculars / Scopes
- MP3 Players
- Office Center NEW
- Photo Essentials
- Tripods
- Underwater
- Used Equipment
- Video

Battery & Chargers Center

- Departments**
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- Sell Used equipment
- Rental Department
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- Government Accounts
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- New Products
- Weekly Specials
- Overstock
- Shop by Brand
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- Free Shipping

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- Site Map
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How to master dog photography By Bowser

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<p>Nikon</p>  <p>\$674.95 More Info Buy</p> <p>Nikon D100 Digital SLR Camera - Refurbished By Nikon U.S.A.</p>	<p>Switronix</p>  <p>\$399.95 More Info Buy</p> <p>Switronix Battery Kit-1 with 2-NP-150 Ni-mh Batteries, BC-302 2 Channel Charger, & PSA-124 AC Power Supply & Case.</p>	<p>Ricoh</p>  <p>\$199.95 More Info Buy</p> <p>Ricoh Caplio R5 Black, Digital Point & Shoot 7mp Camera, with 28-200mm Optical Zoom & Vibration Correction function</p>
<p>Nikon</p>  <p>\$799.95 More Info Buy</p> <p>Nikon D40 6.1 Megapixel Digital SLR Camera with 18-135mm f/3.5-5.6G ED II AF-S DX Zoom Nikkor Lens & SB400 AF Speedlight - USA Warranty</p>	<p>Dg Foto Art</p>  <p>\$389.00 More Info Buy</p> <p>Dg Foto Art Classic, Digital Album Creation Software, Full Version 5.1 for Windows 2000 or XP</p>	<p>Ricoh</p>  <p>\$699.00 More Info Buy</p> <p>Ricoh Caplio GX100 Compact 10mp Digital Camera Kit with VP1 Removable LCD Viewfinder</p>

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146 clickable links!

#2 - Too Many Choices

What am I supposed to do first?

Common issues:

- Takes a long time to find information
- May not make the right choice
- Overwhelms visitor

... Focus on Visitor's Goals

The screenshot shows the B&H Photo Video website homepage. At the top, there is a navigation bar with links for Login/Register, My Account, Track Order, Help Center, Live Help, and Wish List. The main header features the B&H logo, the tagline 'The Professional's Source', and contact information: 800.606.6969 / 212.444.6615. A search bar is present with a dropdown menu set to 'All Products' and a 'go' button. Below the header is a grid of product categories: Audio Professional, Binoculars & Scopes, Books & Tutorials, Cameras & Photo Gear, Computers & Solutions, Darkroom Equipment, Digital Photography, Film, Tapes & Media, Home Entertainment, Lighting & Studio, Portable Entertainment, Projection & Viewing, Underwater Equipment, Video Consumer, Video Professional, and Used Equipment. A shopping cart icon indicates 'Items: (0) Total: \$0.00'. On the left side, there is a 'Shop now using PayPal' button and a 'Help Center' section with links for Contact Us, Return & Exchange, Sales Tax, Hours of Operation, and More Help Info... Below that is a 'Resources' section with links for Upcoming Events, Request Our Catalogs, The N.Y. Super Store, Product Resources, B&H Newsletter, and Affiliate Program. At the bottom left, there are links for Gift Cards, Open Box Specials, and Rebates & Promotions. The main content area is a grid of 16 product categories, each with an image and a label: Digital Cameras, Pro Video, Pro Audio, Lighting, Video Editing, Lenses, Camcorders, Televisions, MP3 Players, DVD Players, Computers, Projectors, Printers & Scanners, Binoculars & Scopes, and Home Entertainment. At the bottom of the page, there is a promotional banner for 'BillMeLater' with the text 'Enjoy No Payments for up to 6 months with BillMeLater Minimum Purchase Required Click for Disclosure'.



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- ▶ Ease of use
- ▶ Battery life
- ▶ Next-shot delay
- ▶ Optical or digital image stabilization

For our complete digital camera Ratings and Reviews, including our Quick Picks, and how to choose guide.....

Join today!

These days, there are so many decisions to make before you choose to buy a new digital camera... it's hard to choose what's right for your needs. How many megapixels do you really need? What's the difference between digital and optical image stabilization? What are the important features? Find out what's really most important when buying a digital camera with **ConsumerReports.org's** expert "How to choose" advice:

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- ▶ Kodak
- ▶ Nikon
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- ▶ Panasonic
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 We accept no advertising, take no manufacturer samples and we purchase each and every product for all our tests. The result? Trusted, uninfluenced buying advice that can get you the most for your money.

Relevant title & content

Over 56 digital camera models tested.
 Which are top-rated?

Roadblock – must pay money

Join today!

NO direct access
 to promised info.

#3 - Lack of Upstream Ad Continuity

Does your landing page keep the promise that your ad makes?

Common issues:

- Page title does not match user intent
- No access to the info promised
- Difficult to find ad-related content on page

 Linear Angled Smith Mc & Gyms	 PLYO BOXES	 UNIQUE PRODUCTS	 INVERSION TABLE	 PORTABLE ASSIST CHINDIP STATION	 POWER RACKS	 POWER LIFTING	 PEC DECKS  NECK MC.
---	--	---	---	--	---	---	---


 VESTS	<h2>NEW YORK BARBELLS</h2> <p>160 Home Street (Corner of Erie & Home Streets), Elmira, NY 14904. 800-446-1833 Show Room Hours: Mon to Fri 9:30 AM to 4:30 PM. web site: www.newyorkbarbells.com</p>	 DRAG SLED
---	--	---

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FREQUENTLY ASKED QUESTIONS

Search for

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#4 – Visual Distractions

Where am I supposed to look?

Common issues:

- Visual assault is extremely annoying
- “Gratuitous graphics” unrelated to product/service
- No clear separation of content and navigation
- Time wasted on looking at the wrong stuff



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- [Canyon Skywalk Tours in the Grand Canyon](#)
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- [Dinner Tours at Grand Canyon](#)
- [Dinner Tours in Sedona](#)

Grand Canyon Train Tours



Canyon Tours offers over 180 tours and activities at the Grand Canyon. Tours by bus, airplane, helicopter, train, raft, Jeep, SUV, van, and more. Tours from Las Vegas, Williams, Flagstaff, Sedona, Phoenix, Tucson, and Los Angeles.

See the Grand Canyon aboard the Grand Canyon Train.

CanyonTours.us offers a variety of options for visiting the Grand Canyon by train.
Train Only -- Ride the train from Williams to the Grand Canyon and back - depart Williams in the morning and return to Williams in the afternoon. Choose the class of service - coach, club, first class, observation car, or luxury parlor car.
Overnight Package -- Enjoy a special overnight package that includes hotel and meals as well as the train. Choose from one night in Williams, two nights in Williams, one night in Williams and one night at the Grand Canyon, or two nights in Williams and one night at the Grand Canyon.

Classes of Service:

Five classes of service are available - Coach, Club Car, First Class Cars, Observation Car, and Luxury Parlor Car. Be sure to pick the class of service that you will most enjoy!

General Information:

The Grand Canyon Railway train departs Williams, Arizona every morning. We suggest you arrive early for breakfast at Max & Thelma's Restaurant and so you will have time to look around the beautiful old depot and see the gunfight show that takes a half hour before boarding time.

It's a relaxing 2 hour 15 minute train ride to the Grand Canyon. You'll enjoy the scenery, the information provided by your passenger services attendant, and the on-train entertainment (fiddlers, guitarists, and gunfighters provide some of the entertainment you may see in your car).

When the train arrives, we suggest that you walk straight to the rim of the Grand Canyon for an unbelievable sight. It's an amazing sight. Then take the shuttle bus that goes along the rim and ride to one of the last scenic overlooks. Work your way back to the train depot stopping at as many of the overlooks as you choose. There are different sights to see at each stop.

Be sure to be back at the depot in time to board the train for the return to Williams as there is often only one train each day. There's even more entertainment on the return trip. The day ends when the train reaches Williams.

Each train engine and each train car has been painstakingly restored to its original state by a staff of mechanics who see their work as more a labor of love than a job. On the train, your crew is no less enthusiastic. Each is bursting with local and Grand Canyon folklore and history, as well as Grand Canyon Railway knowledge. Strolling musicians catch you up with what was hot way back when. And there's even fun recreations of an old fashioned shoot out and a train robbery.

How to Find the Tours and Activities that Interest Yo

Your Reservations Cart

Your Reservations Cart is empty

Search for a tour / activity

Keyword: Search

Most Popular Tours & Tickets

- [Grand Canyon Train from Williams - Getaway One-Night Package - March 15 thru October 14](#)
- [Grand Canyon Train from Williams - Getaway Plus Two-Night Package - March 15 thru October 14](#)
- [Grand Canyon Train from Williams - Canyon Two-Night Package - March 15 thru October 14](#)
- [Grand Canyon Train from Williams - Canyon Three-Night Package - March 15 thru October 14](#)
- [Grand Canyon Train from Williams - Roundtrip Ticket](#)
- [Grand Canyon Train from Williams - One Way Ticket](#)
- [Grand Canyon Train from Grand Canyon to Williams - One Way Ticket](#)
- [Grand Canyon Train Tour from Sedona](#)
- [Grand Canyon Freedom Tour from Flagstaff](#)
- [Grand Canyon Drive Fly & Float SUV Tour from Las Vegas](#)
- [Grand Canyon South Rim Bus Tour from Las Vegas](#)
- [Grand Canyon West Rim SUV Tour from Las Vegas](#)
- [Grand Canyon Freedom Tour from Sedona](#)
- [Los Angeles to Las Vegas & Grand Canyon - 3 days & 2 nights](#)
- [Grand Canyon Deluxe Tour With Gourmet Lunch by Bus from Flagstaff](#)
- [Grand Canyon Jeep Sunset Tour](#)
- [Grand Canyon Helicopter & Rafting Tour from Las Vegas](#)
- [Grand Canyon & Navajo Reservation Tour from Phoenix](#)

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Storage Appliance offering full NAS and iSCSI (IP/SAN) functionality, Virtualization, Data Mirroring, Local and Remote Replication for Disaster Recovery and more



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IPDATA Storage Appliance Hardware Platforms

IPDATA Appliance Models w/ Integrated Storage

Model: S150 (4TB Raw Capacity) Model: S1500 (4TB Raw Capacity)



Model: S2500 (8TB Raw Capacity) Model: S3500 (16TB Raw Capacity)



Appliance Configuration: IPDATA integrated storage hardware platforms offers the most flexible and cost-effective foundation for network based storage in the industry.

- All four hardware platforms are available with WUDSS, LX or FS Series software options to provide "out of the box" unified network-attached storage solution with support for both file-system data (NAS) for users and block-storage iSCSI data (IP/SAN) for application servers.
- High reliability through Dual Redundant Hotswap Power Supply and Hotswap Data Drives w/RAID support

Integrated Storage Capacity: IPDATA hardware platforms offer 4TB, 8TB and 16TB built-in storage capacity options.

Storage Expansion: Additional storage capacity thru external Direct Attached Storage Array (DAS) Array modules (Requires SAS or Fibre Channel HBA) or iSCSI IPDATA Storage Appliances.

IPDATA Appliance Head for Modular Storage

Model: SH150 and SH150E



Appliance Configuration: IPDATA modular storage hardware platforms offer the most flexible and scalable foundation for network-based unified NAS and iSCSI storage functionality based on WUDSS, LX or FS Series software options. IPDATA Storage Head offers Dual Redundant Hotswap PS and Hotswap System Drive w/RAID support.

- SH150: IPDATA Standalone Appliance Head: Standalone Unified (NAS + IP/SAN) Storage Gateway
- SH150E: IPDATA HA Appliance Head: Gateway Level High Availability, Dual Head (cluster up to 8 heads) Failover. Offers Enterprise Class Unified (NAS + IP/SAN) Storage

Integrated Storage Capacity: None. Only includes support for appliance storage operating system.


Storage Expansion: External Storage Module(s) such as a Direct Attach Storage (DAS) Array (Requires SAS or Fibre Channel HBA) modules or IPDATA E-Class iSCSI storage appliance is required for storage.

IPDATA Unified (NAS + IP/SAN) Storage Appliance Software Platforms

IPDATA-WUDSS Series	IPDATA-LX Series	IPDATA-FS Series
<p>Powered by Microsoft Features </p> <p>Built on Windows Unified Data Storage 2003</p> <p>Unified Storage Functionality: SAS Connectivity: iSCSI Initiator/Target Journaling File System NAS Connectivity: Supports all type of NAS Clients</p> <p>Data High Availability: Gateway Head Failover Cluster Storage Array Synchronous Mirroring</p> <p>Data Recovery Features: Snapshots: Up to 512, PIT Recovery Replication: Local and Remote Disaster Recovery Single Instance Storage Recovery Indexing Services</p> <p>Deployment and Management: Multi-Protocol NAS Client Support Sharepoint, WebDAV, Printing Services Enterprise-Class Security Simplified File Server Resource Manager ISV Support: Anti Virus, Backup, CDP etc</p> <p>Appliance Models compare:</p> <ul style="list-style-type: none"> Two, Modular (SH150 and SH150 w/SPM Failover Option, SAS150 Platform) Four, Integrated (S150, S1500, S2500 & S3500) Platforms Expansion Option thru thru DAS-Subsystem or iSCSI Storage Appliance 	<p>Powered by Linux Features </p> <p>Built on Embedded Storage Linux</p> <p>Unified Storage Functionality: SAS Connectivity: iSCSI Initiator/Target Journaling File System XFS or ReiserFS NAS Connectivity: Supports all type of NAS Clients</p> <p>Data High Availability: Gateway Head Failover Mirror Storage Array Synchronous Mirroring</p> <p>Data Recovery Features: Snapshots: Up to 32, PIT Recovery Replication: Local and Remote Disaster Recovery</p> <p>Deployment and Management: Multi-Protocol NAS Client Support Enterprise-Class Security Simplified File Server Resource Manager ISV Support: Anti Virus, Backup thru RPM</p> <p>Appliance Models compare:</p> <ul style="list-style-type: none"> One, Modular (SH150, SH150 w/SPM Failover Option) Four, Integrated (S150, S1500, S2500 & S3500) Platforms Expansion Option thru thru DAS-Subsystem or iSCSI Storage Appliance 	<p>Powered by Solaris Features </p> <p>Enterprise iSPstor (iStor)</p> <p>Unified Storage Functionality: SAS Connectivity: iSCSI Initiator/Target Journaling Linux File System NAS Connectivity: All type of NAS Clients</p> <p>Data High Availability: Gateway Head Failover Mirror Storage Failover Sync Mirroring</p> <p>Data Recovery Features: Snapshots: Up to 512, PIT Recovery Snapshots Agents: SQL, Exchange, Oracle etc Replication: Local and Remote Disaster Recovery CDP: Continuous Data Protection against Site-Level Disaster and Bare Metal Recovery</p> <p>Deployment and Management: Multi-Protocol NAS Client Support Enterprise-Class Security Simplified File Server Resource Manager ISV Support: Anti Virus etc</p> <p>Appliance Models compare:</p> <ul style="list-style-type: none"> One, Modular (SH150, SH150 w/SPM Failover Option) Platform Four, Integrated (S150, S1500, S2500 & S3500) Platforms Expansion Option thru thru DAS-Subsystem or iSCSI Storage Appliance


DAS Storage Array: Attach External RAID (or JBOD Expander) Subsystem to any of IPDATA Appliances

DAS (Direct Attached Storage) Offers enormous storage capacities (16TB per Module, 64TB+) and transfer rates upto 800 Mbytes/s and 39,000 IOPS. Simple, Economical and Easy way to add direct attached storage to your IPDATA Storage Network Appliance. Dursy Chain upto 3 DAS-JBOD Expanders to a primary DAS-RAID Subsystem for a total of 64 Drives (64TB) per Host Channel (requires SAS or Fibre Channel HBA)




iSCSI Clustered Storage Array: Scalable IP/SAN

Equallogic's PS Series is a family of intelligent, iSCSI-based storage arrays, starting with 300 Mi/s and 60,000 IOPS and scaling to more than a million IOPS. It comes standard with comprehensive set of features such as: artificial volume management, space-efficient snapshots for instant backup and restores, volume cloning for rapid server provisioning, auto-replication, multi-path support, and cluster support for comprehensive disaster recovery.



Virtual Tape Library Appliances Head

Virtual Tape Appliance Head with two 4-Gb Fibre Channel HBA ports (for two SCSI) or 4-Gb Fibre Interfaces. Requires a DAS Storage Array subsystem for storage to create multiple virtual tape libraries. Advanced VTL manager software for simplified management, monitoring and diagnostics, works with all 3rd Party Tape Backup Software.



Technology Partners



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#5 – Too Much Text

Do you really expect me to read all of this?

Common issues:

- No much text in paragraph style
- No clear hierarchy or flow
- Inappropriate level of detail for a landing page

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 Call Now!

- About Us
- Current Debt Options
- Debt Education Resources
- Our Program
- Client Links
- Debt Blog



Debt Relief...

Debt settlement can save you up to 73% of your debt and you will be debt free in 12 - 36 months!

Call Us Now Toll Free!

REDUCE YOUR DEBT UP TO 73%

Enjoy these benefits...

- ✓ Your Debt Will Be Reduced From 40-73%
- ✓ No Credit Checks
- ✓ Become Debt Free in 12-36 Months With an Affordable Monthly Payment Plan

DEBT CALCULATOR



[Click Here](#)

To see how you can be debt free in less than 3 years using our debt settlement program.



Complete This Form for Immediate Approval!

To make sure that we send you the exact information you need to begin solving your debt problem, please fill in the information below.

Get out of debt today!
 Call 1-800-831-4231.

First Name

Surname

Last Name

E-mail

Home Phone

Work Phone

Cell Phone

Best Time to Call AM PM

State

Unsecured Debt

Total amount of unsecured debt must be \$10,000 or more.

Currently Monthly Payments

Our Debt Counselors will be in touch with your quote as soon as they receive your submission.



Before

#6 – Long Forms


Is the information you are asking for *absolutely necessary* to complete the *current transaction*?

Common Issues:


- Unnecessary fields
- Info not needed until later
- Requires supporting info that is not available

After

- 51% higher conversion
- \$48,000,000/yr more revenue



Debt Relief Without Filing Bankruptcy



- Be debt free in 12-36 months
- Avoid Bankruptcy
- Reduce debt up to 65%
- One Lower Monthly Payment

Debt Settlement is the fastest and least expensive option to get out of debt without filing bankruptcy.

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- ◆ Thousands of satisfied clients
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- ◆ One lower monthly payment

Free Debt Consultation
 Or call 1-877-878-8145

First Name

Last Name






E-mail

Phone

State

Debt Amount

Get My Consultation

Risk Reducers

SMART BARGAINS.COM
Your personal bargain hunter™

Experience Show photos. Enter your email address to receive offers.

Search: Search for your bargains

Bargain Categories: Bed & Bath, Home & Kitchen, Women's, Men's, Jewelry & Watch, Shoes, Bath, etc.

Oh, happy time!
Designer Watches: Save up to 49%!

Feast on Something New
Modern dinnerware, \$24.99 & up

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* indicates a required field

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Company *

E-mail Address *

Phone *

Packaging * Select One

Comments

Call 1-866-392-7872 for same day quotes

WAL-MART	Microsoft	American Red Cross
nike	GAP	United Way
abc	TACO BELL	at&t
VIVENDI UNIVERSAL	AMERICAN LUNG ASSOCIATION	FOX
CONAIR	LOCKHEED MARTIN	LEXMARK
FisherPrice	Serta	9-1-1
TURNER A Time Warner Company	Dreyer's	BELL
TOUCHSTONE TELEVISION	starz	Best Pro Shops
MARTEL	U.S. ARMY	TOWER RECORDS
HERBALIFE	OLIMAR	ADAMSGOLF
WorldVision	STANFORD UNIVERSITY	University of California

RealAge The RealAge Test

As seen on:

- TODAY
- GOOD MORNING AMERICA
- 20/20
- MSNBC
- FOX NEWS
- CNN
- The New York Times
- earlyshow

Free Test

Your RealAge is the biological age of your body, based on how well you've maintained it.

Privacy and Personalization

E-mail: We will not share your address or send you e-mail without your permission.

Password: If you don't have a password, make one up.

Remember password: If you are using a shared computer, check No for privacy.

Yes No

[Switch to secure sockets \(SSL\).](#)

Why should I trust you? Do I feel safe?

Common issues:

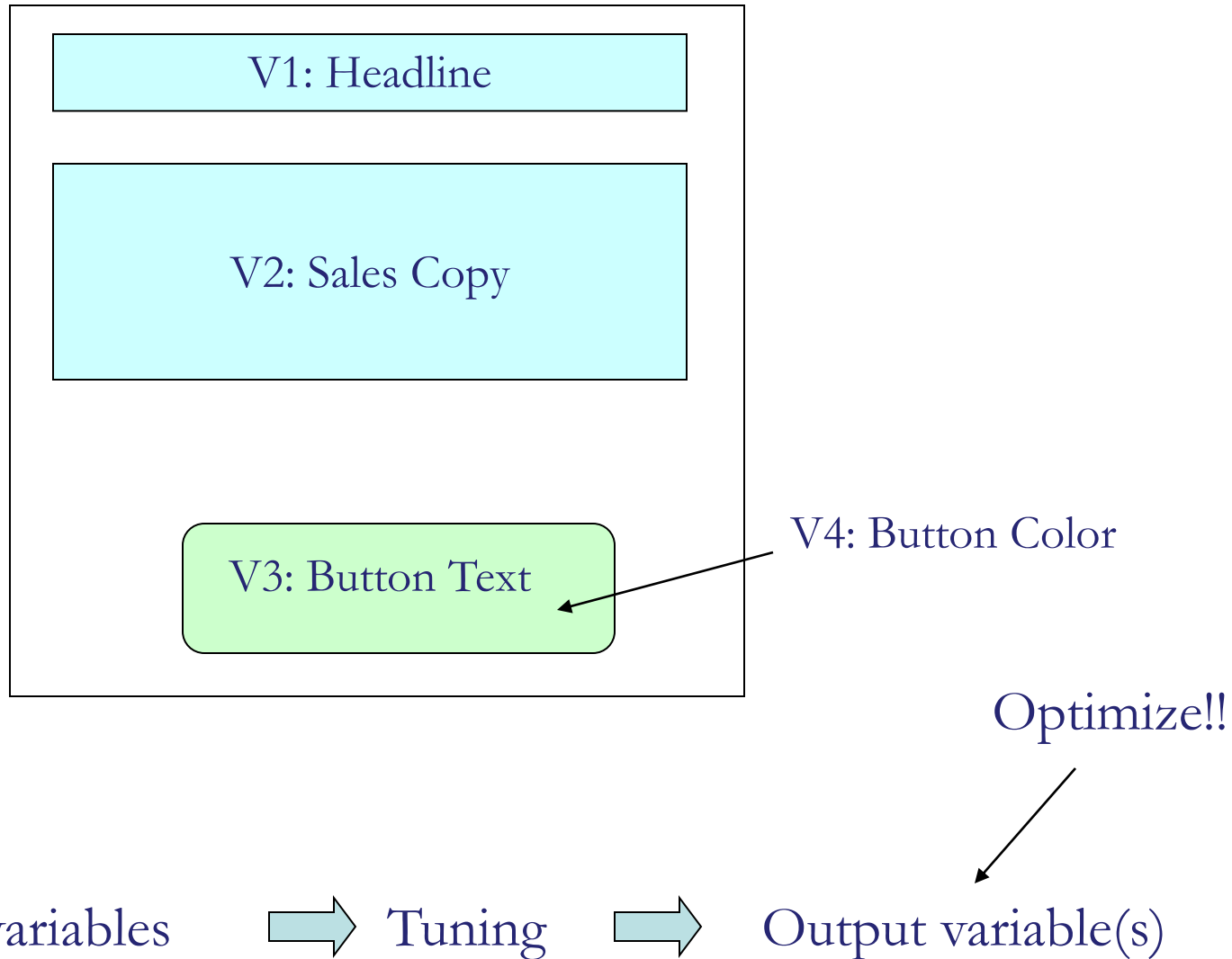
- Trust symbols are “below the fold”
- Lack of endorsements (client/media logos)

Elements to tune

- Page structure
- Information architecture
- Presentation
- Emphasis

Tuning Methods

How do you tune? -- variables



Key Considerations

- Size of Test (total number of unique “recipes”)
- Need to consider variable interactions

Interactions are very important

- Best setting for variable depends on its context
- Interactions exist & can be very strong
- Ignoring interactions will lead to suboptimal results
- A/B Splits & Parametric Multivariate testing assume that there are no interactions

“Ferraris are Really Fast”



Positive interaction between headline and picture

Variable interactions

“Ferraris are Really Fast”



Negative interaction between headline and picture

“Volvos Are Really Safe”



Positive interaction between headline and picture

Example Size of Test Calculation

- Page Header x 3
- Navigation Bar x 2
- Headline x 5
- Call to Action x 4
- Photo x 4
- Sales Copy x 4
- Endorsements x 2
- Question Labels x 2
- Question Delimiter x 3
- Question Explanations x 2
- Button Text x 3
- Button Format x 4

12 Variables , 38 different values

552,960 unique “recipes”



Redesign and Experimentation

- After detecting problems or opportunities:
 1. **Make a hypothesis**
 2. Redesign
 3. Test for performance

(Common error: Skipping step 1)

Two common approaches for testing

- A/B testing
- Multivariate testing

A-B Split Testing

- Test one variable at a time (with 2 or more values)
- Send equal traffic to all versions
- Very easy to design, implement, analyze, explain

Minimum Data Rate:

10 conversions / day

Typical Test Size:

1-10 recipes

- Limited # of recipes
- No variable interactions

A-B Split Testing

Timbuktu Bike Zone

SHOPPING CART | CHECKOUT

HOME ABOUT CONTACT

search for bikes

2008 Bikes are now in stock! Take 20% off old models

Looking for the best terrain bike at the lowest cost?

We've got the bike for you. Check out the latest model. The 5' of rear wheel travel is assisted by sealed bearings and features a finely tuned leverage ratio for maximum benefit for all day riding. All of our bikes are tested and rated by the top riders. At only \$679, this bike is a steal! Special Promotional code available by email.

Add to Shopping Cart



Version A

Image on the left

"add to shopping cart" bottom right

Timbuktu Bike Zone

SHOPPING CART | CHECKOUT

HOME ABOUT CONTACT

search for bikes

2008 Bikes are now in stock! Take 20% off old models

Add to Shopping Cart

Newest bikes
Bike reviews
Parts and Gear
Order history
Register bike
Trails and maps

We've got the bike for you. Check out our latest model. The 5' of rear wheel travel is assisted by sealed bearing and features a finely tuned leverage ratio for maximum benefit for all day riding. All of our bikes are tested and rated by the top riders in the biking community. At only \$679, this bike is a steal!



Version B

Image on the right

"add to shopping cart" top left

Run versions A and B and see which improves the target metric

Important Variation for Noise Measurement: A/A testing!

Multivariate Testing

Modularize page and test variations for each module
(see Google Website Optimizer, Offermatica, Optimost, SiteSpect, Kefta, ...)

The screenshot shows the Timbuktu Bike Zone website with several modules highlighted by red boxes and arrows:

- Headline:** A red box highlights the text "2008 Bikes are now in stock! Take 20% off old models". A red arrow points from the label "Headline" to this box.
- Image:** A red box highlights a photograph of a mountain bike. A red arrow points from the label "Image" to this box.
- Text:** A red box highlights a paragraph of text: "Looking for the best terrain bike at the lowest cost? We've got the bike for you. Check out the latest model. The 5' of rear wheel travel is assisted by sealed bearings and features a finely tuned leverage ratio for maximum benefit for all day riding. All of our bikes are tested and rated by the top riders. At only \$679, this bike is a steal! Special Promotional code available by email." A red arrow points from the label "Text" to this box.
- Call to action:** A red box highlights a button that says "Add to Shopping Cart". A red arrow points from the label "Call to action" to this box.

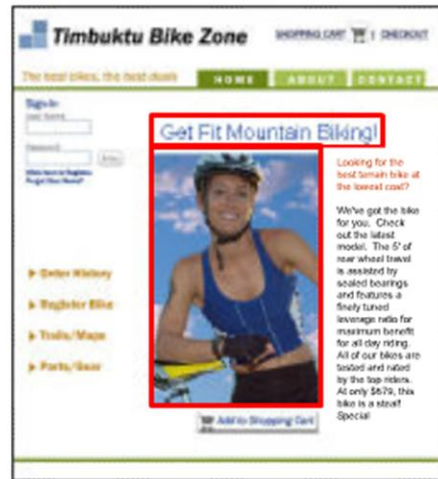
Multivariate Testing



Estimated Change
from Original: **+15%**



Estimated Change
from Original: **-10%**



Estimated Change
from Original: **+12%**

Google Website Optimizer

Google Website Optimizer

Website Optimizer: Start Testing Today

Website Optimizer is an easy-to-use tool for testing site content that delivers actionable results. Below are just three of the many benefits that testing brings.

Listen to your visitors



explains how.

Testing makes it easy to get direct feedback from your site visitors. [Our five minute demo](#)

Increase conversions



Testing makes it easy to [increase your site effectiveness and visitor satisfaction](#), which leads to higher conversion rates and a higher return on your investments.

Testing makes it easy to [increase your site effectiveness and visitor satisfaction](#),

Eliminate guesswork



With Website Optimizer, you can try any combination of content to find out what leads to the most conversions. [Clear reports](#) will tell you what worked the best.

With Website Optimizer, you can try any combination of content to find out what leads to the most conversions. [Clear reports](#) will tell you what worked the best.

Get started »

Design an A/B Test

- Identify the metric. *What* are you going to compare and contrast?
- Describe the metric. *How* will you compare and contrast the differences?
- Optimise the system based on comparison of two or more tested solutions.



A/B Experiment - The simplest way to start testing fast

This method compares the performance of **entirely different versions of a page**. Use it if the points below describe your desired experiment.

- You are able to publish a new page to test against an existing page
- You want to test a new layout or overall look of a page



Multivariate Experiment - The most robust way to test lots of ideas

This method compares the performance of **content variations in multiple locations on a page**. Use it if the points below describe your desired experiment.

- Your page receives more than ~1,000 views a week
- You want to try multiple content changes in different parts of the page simultaneously

The Test Setup

- For a simple A/B Test, the following scripts are placed on the relevant pages.
- Original Page
 - Control Script
 - Tracking Script
- Variation Pages
 - Tracking Script
- Conversion Page
 - Conversion Script

Before you start, make sure you complete the following:



1. Choose the page you would like to test

Examples of potential test pages could be your homepage or a product detail page.

2. Create alternate versions of your test page

Create and publish different versions of your test page at unique URLs so that Website Optimizer can randomly display different versions to your users. These URLs could be bookmarked by your users, so after your experiment finishes, you may want to keep these URLs valid.



How many alternate versions should you test?

Generally, we recommend **around 100 conversions per page variation** over the course of your experiment. For example, an experiment with 3 page variations will typically need around 300 conversions before drawing any conclusions.

3. Identify your conversion page

This is an existing page on your website that users reach after they've completed a successful conversion. For example, this might be the page displayed after a user completes a purchase, signs up for a newsletter, or fills out a contact form.

Scripts added to test and conversion pages

Test Results - Combinations

Combinations

Page Sections

Analysis for: Aug 21 2006 - Aug 21 2006

View: Best 23 Combinations 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

Test Results – Page Sections

Combinations		Page Sections					
Analysis for: Aug 21 2006 - Aug 21 2006							
Sort By: <input checked="" type="radio"/> Relevance Rating <input type="radio"/> Order Created				Download: Print Preview			
Relevance Rating ?	Variation	Estimated Conversion Rate Range ?	Chance to Beat Orig. ?	Chance to Beat All ?	Observed Improvement ?	Conversions / Impressions ?	
Section 2 	Original	29.1% ± 1.0%	—	0.11%	—	951 / 3273	
	Variation 2	32.5% ± 1.0%	99.9%	99.8%	11.9%	1099 / 3380	
	Variation 1	29.1% ± 1.0%	52.8%	0.13%	0.26%	975 / 3347	
Section 3 	Original	28.3% ± 1.2%	—	0.02%	—	684 / 2417	
	Variation 1	32.6% ± 1.2%	100%	89.7%	15.2%	833 / 2555	
	Variation 3	30.9% ± 1.2%	97.9%	10.1%	9.33%	758 / 2450	
	Variation 2	29.1% ± 1.1%	73.2%	0.18%	2.80%	750 / 2578	
Section 1 	Original	30.8% ± 0.8%	—	89.4%	—	1529 / 4960	
	Variation 1	29.7% ± 0.8%	10.6%	10.6%	-3.71%	1496 / 5040	

Example – Add to Cart Buttons

- **Variables**
- Shape, Size, Color
- **Variations**
- Shape: Round, Square
- Size: Small, Medium and Large
- Colour: Red, Blue and Yellow
- **Hypotheses**
- Red buttons convert better than blue or yellow
- Large buttons convert better than small or medium
- Round buttons convert better than square

Example 1 (Not Recommended)

- 1,000 test combinations
- 10,000 page views per day
- 100% visitors in experiment
- 2.4% current conversion rate
- 20% expected improvement (from 2.4% to 2.9%)

- **Duration of test: 3,515.9 days!**

Example 2 (Recommended)

- 20 test combinations
- 10,000 page views per day
- 100% visitors in experiment
- 2.4% current conversion rate
- 20% expected improvement (from 2.4% to 2.9%.
Focusing on key elements in the combinations
should increase expectations above this figure)
- **Duration of test: 37.8 days**