



Google Website Optimiser improved conversions on the AdWords sign-up page by over 50%

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Lee Hunter
Google AdWords
Marketing Manager



The Google AdWords advertising programme lets you advertise your business on Google and Google’s network of partner sites. Your ads appear on the right hand side of the Google search results page and connect you with potential customers when they are searching keywords relevant to your business.

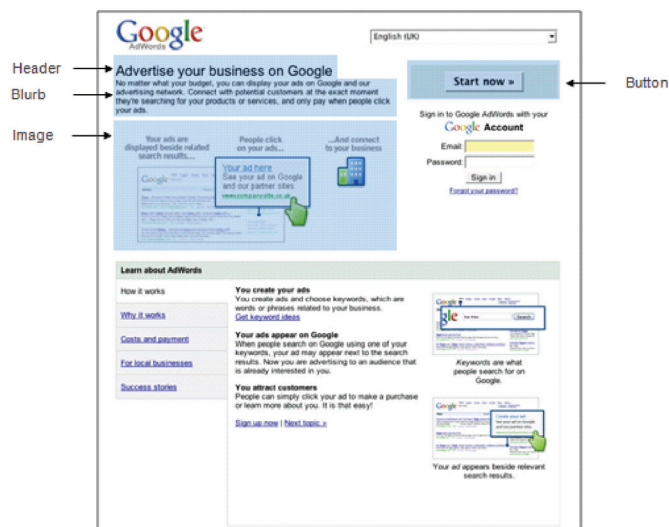
Improving visitor conversion rates on the AdWords sign-up page

Google AdWords Marketing Manager, Lee Hunter, wanted to increase the number of would-be customers who were visiting the AdWords homepage. “We believed that if the calls-to-action of the page were improved by focusing more on the benefits of the product, then visitors would be more interested in signing-up.”

Automatic testing of different site content

Once he formulated the new call-to-actions and the sections of the page he wanted to test, Hunter decided to use Google’s Website Optimiser to determine which elements were most effective in driving conversions. Website Optimiser is a free, easy to use website testing and optimisation tool, that allows you to test and optimise site content and design to determine conversion rates and return on investment. For Hunter, the choice of using this tool was simple: “It automatically calculates and determines which content on a page will convert the most visitors to customers and allows you to quickly and easily act on the findings.”

1. Hunter decided on four areas of the site he wanted to test.



The Adwords sign-up page showing the areas to be tested

2. Website Optimiser allows for up to 10,000 variations to be tested – the new text and images Hunter put together resulted in 250 different combinations to be tested on different users. This many variations would normally prove to be extremely difficult to implement and analyse. Website Optimiser easily tracks and measures the conversions for each variation and because the tool is self-service without the need for professional help. He could also try new variations and test them instantly.

ABOUT GOOGLE WEBSITE OPTIMISER

Website Optimiser, Google's free website testing and optimisation tool, allows you to increase the value of your existing websites and traffic without spending a cent. Using Website Optimiser to test and optimise site content and design, you can quickly and easily increase revenue and ROI whether you're new to marketing or an expert.

For more information visit
www.google.co.uk/websiteoptimiser

- Once some snippets of code were copied into the website it was time to sit back and let the test begin. The code is designed to keep your original content visible to search engines at all times so should not affect your search engine ranking.

Winning combination predicted over 50% improvement

The results from the test were nothing short of amazing. "Individual changes in the calls-to-action of the page yielded surprisingly significant increases in conversion and when the best variations were implemented together, total conversions were predicted to improve by over 50% – much higher than I had estimated."

Website Optimiser results are easy to interpret. You can find:

- The contribution to conversion rate improvement from individual variations
- Each combination's improvements over the original site's conversions
- Full integration with all analytics solutions and Google AdWords

The results from the test on the AdWords sign-up page showed which combination yielded the highest improvement in conversions.



The winning AdWords page

The winning combination showed an observed improvement in conversions of 56.6% compared to the original site.

Continual testing

Website Optimiser is free and self-service, so you can copy old tests and continuously optimise a page by trying new variations at any time. Website Optimiser is designed to require minimal IT support, giving marketers greater control, flexibility and speed. "With so much benefit for relatively little effort, it's a no-brainer to continue to run tests and drive further improvements in our conversion rates."

