6 Steps to Launching Effective Tests on Your Website

Featuring Our Friends From:

A Few Quick Things

- Thank you! We are delighted that have made time to join us today
- A video recording will be made available
- Also, links to all of the experiments and additional resources will be sent
- We want your questions!

Nonprofit Innovation & Optimization Summit

What: **A conference to advance the future of fundraising**

When: **September 28-29**

Where: **Fort Worth, Texas**

Tickets: **NIOSummit.com**

Top Thought Leaders and Practitioners

Marcus Sheridan
Professional Speaker & Founder at The Sales Lion

Matt Bailey
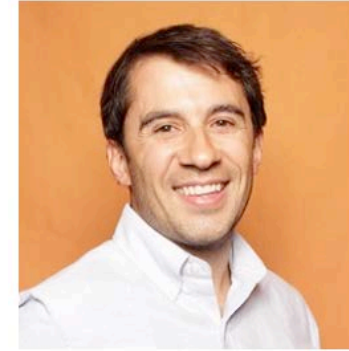Internet Marketing Speaker, Consultant & Best-Selling Author

Mackenzie (Mack) Fogelson
Founder & CEO at Genuinely

Tim Kachuriak
Chief Innovation & Optimization Officer at NextAfter

David DeMambro
Principal Inbound Marketing Specialist at HubSpot

Jon Lewis
Senior Manager of Direct Response at Hillsdale College

Flint McGlaughlin
Managing Director at MECLABS

Michael Aagaard
Senior Conversion Optimizer at Unbounce

Lee J. Colan, Ph.D.
Author, Speaker & Executive Coach at The L Group, Inc.

Amy Harrison
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Mark Santiago
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Nonprofit Innovation and Optimization Summit

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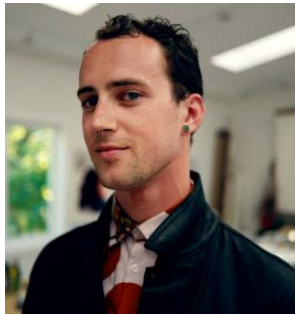
www.NIOSummit.com

Today's Speakers

Tim Kachuriak

Chief Innovation & Optimization Officer, NextAfter

Amish S. Patel

Launch Manager, Optimizely

Jason G'Sell

Launch Manager, Optimizely

6 Steps to Launching Effective Tests on Your Website
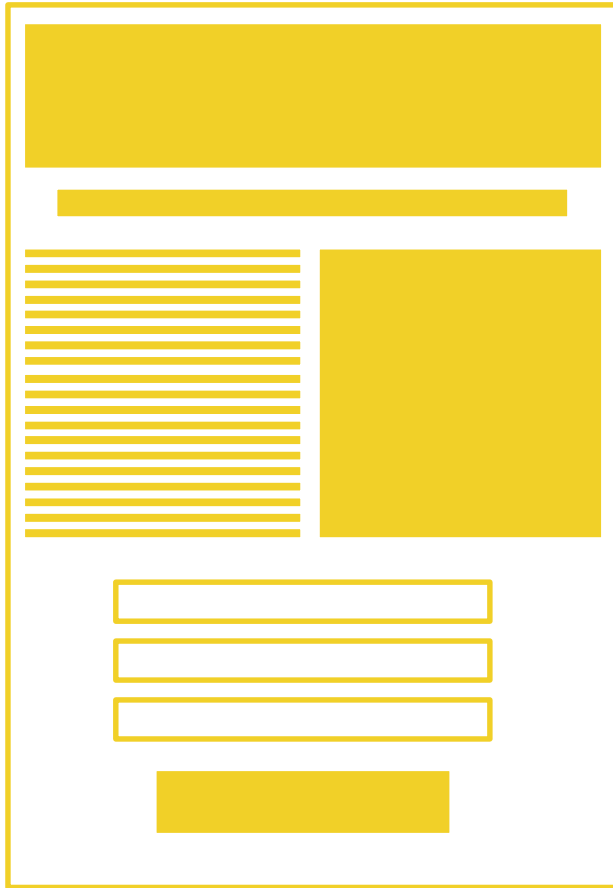
Featuring Our Friends From:

Before We Talk About *How* to Test, Let's Start With:

- ✓ *Where* to Test
- ✓ *What* to Test

Three Key Areas to Focus Your Testing

Email Signup Pages

Landing Pages

Donation Pages

NextAfter

Three Key Areas to Focus Your Testing

Email Signup Pages

Landing Pages

Donation Pages

NextAfter

Optimizing Email Signup Pages

Email Signup Pages

What to Test:
- ✓ Value Proposition
- ✓ Copy
  - ✓ Adding Copy
  - ✓ Removing Copy
  - ✓ Different Copy
- ✓ Number of Form Fields
- ✓ Button Text

How communicating value of an email newsletter impacts email acquisition

Experiment #1621

Communicating Value

Control

Background:

- **Partner: Alliance Defending Freedom**

- **Tested email acquisition on the home page**

- **Home page receives ~12,000 visitors each month with less than 1% giving their email**

Communicating Value

Treatment Changes:

- Added a call to action to the headline

- Included value proposition language identifying the benefits of giving an email

- Button communicated value

BE THE FIRST TO KNOW . . .

When you sign up for email updates from Alliance Defending Freedom, you will begin receiving:

- The latest news on cases that **impact your religious freedoms**
- Opportunities to make a difference in the **protection of your liberties**
- A FREE subscription to *Faith & Justice* magazine

Email   **Sign Me Up**

Communicating Value

Control

Treatment

EMAIL SIGN UP

Stay informed about important issues and cases that impact your religious liberty.

Email ✉

BE THE FIRST TO KNOW . . .

When you sign up for email updates from Alliance Defending Freedom, you will begin receiving:

- The latest news on cases that **impact your religious freedoms**
- Opportunities to make a difference in the **protection of your liberties**
- A FREE subscription to *Faith &*

⬆ **44.1% increase** in emails acquired

Communicating Value

44.1% increase in emails acquired

Version	Conv. Rate	Relative Diff	Stat Confidence
C: Simple form	0.9%		
T1: Value proposition form	1.3%	44.1%	99.9%

Key Learning:

✓ Every interaction with a visitor is a potential value exchange. By communicating the benefits and value to the visitor, **we increased conversion by 44.1%.**

Sometimes You Have to Eliminate Copy

Control

Treatment

26.2% increase in

emails acquired

Experiment #2313

It's Not Just Copy, But the Right Copy

Control

Treatment

Be the first to know…

When you sign up for email updates, you will begin receiving:

- The latest news on cases that **impact your religious freedom**
- Opportunities to make a difference in the **defense of your liberties**
- A FREE subscription to *Faith & Justice* magazine

Email   SIGN ME UP

Stay informed about your religious freedom

Get the latest news on important cases and opportunities to make a difference in the **defense of your liberties** delivered straight to your inbox.

Email   GO!

29.5% decrease in emails acquired
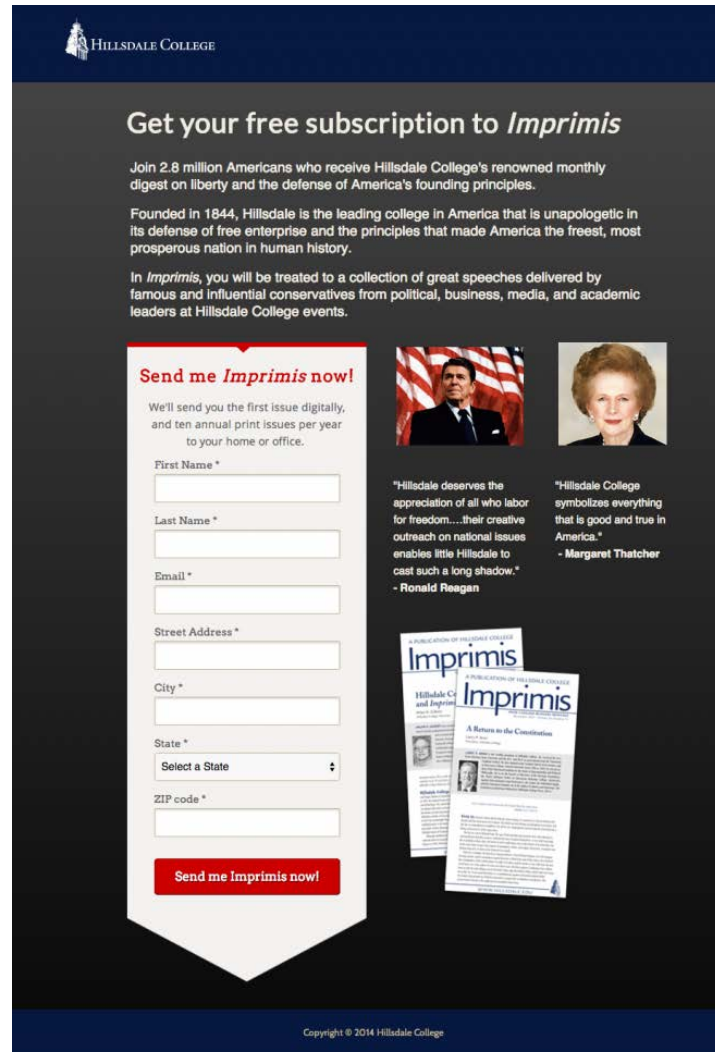
Experiment #2606

How the amount of required information impacts conversion

Experiment #289

Impact of Required Form Fields

Control

Background:

- **Client: Hillsdale College**
- **Name acquisition offer for their *Imprimis* publication**
- **The form historically required both email and home address so it could be send through mail and online**

Impact of Required Form Fields

Tested Elements:

- Reduced the required form fields by removing address information

- Removed image of *Imprimis* issues

Impact of Required Form Fields

Control

Treatment

136.0% increase
in conversion rate

Impact of Required Form Fields

136.0% increase in conversion rate

Version	Conv. Rate	Relative Diff	Stat Confidence
C: Full Address	32.2%		
T1: Email Only	76.0%	136.0%	100.0%

Key Learning:

☑ By removing the friction associated with the home address fields, Hillsdale was able to more than double the number of emails acquired

Reducing Form Field Test

Control

Treatment

48.3% increase

in conversion rate

Experiment #4699

Optimizing Landing Pages

Landing Pages

What to Test:

- ✓ **Design Elements**
  - ✓ Header
  - ✓ Layout
  - ✓ Sequence
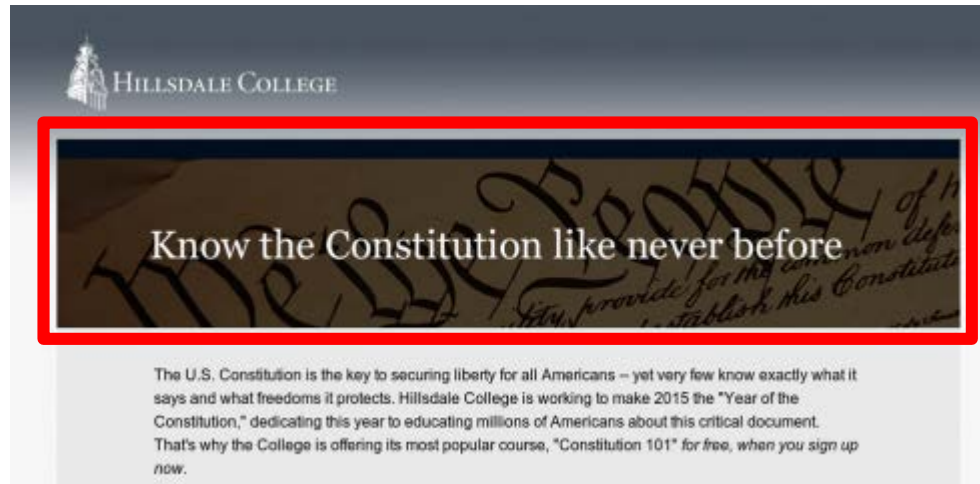- ✓ **Copy**
- ✓ **Calls-to-Action**

How clarifying the design of the page header affects email acquisition

Experiment #2684

Headline Placement Test

Control

HILLSDALE COLLEGE

Know the Constitution like never before

The U.S. Constitution is the key to securing liberty for all Americans — yet very few know exactly what it says and what freedoms it protects. Hillsdale College is working to make 2015 the "Year of the Constitution," dedicating this year to educating millions of Americans about this critical document. That's why the College is offering its most popular course, "Constitution 101" for free, when you sign up now.

Background:

- Client: Hillsdale College
- Email acquisition campaign with traffic being driven from Facebook
- Control uses a traditional page header that contains the headline for the landing page

Headline Placement Test

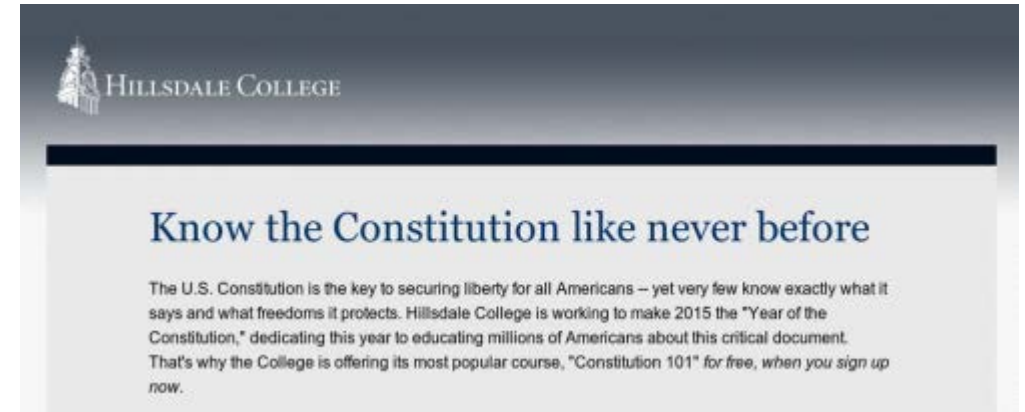## Tested Elements:

- Removed the graphical Header
- New Headline

HILLSDALE COLLEGE

Get instant free access to the world's most renowned Constitution course

The U.S. Constitution is the key to securing liberty for all Americans -- yet very few know exactly what it says and what freedoms it protects. Hillsdale College is working to make 2015 the "Year of the Constitution," dedicating this year to educating millions of Americans about this critical document. That's why the College is offering its most popular course, "Constitution 101" for free, when you sign up now.

Headline Placement Test

Tested Elements:

- Removed the graphical Header

- Identical Headline as control

HILLSDALE COLLEGE

Know the Constitution like never before

The U.S. Constitution is the key to securing liberty for all Americans – yet very few know exactly what it says and what freedoms it protects. Hillsdale College is working to make 2015 the "Year of the Constitution," dedicating this year to educating millions of Americans about this critical document. That's why the College is offering its most popular course, "Constitution 101" *for free, when you sign up now.*

Headline Placement Test

Control

Treatment 1

Treatment 2

6.6% increase in conversion rate

9.2% increase in conversion rate

NextAfter
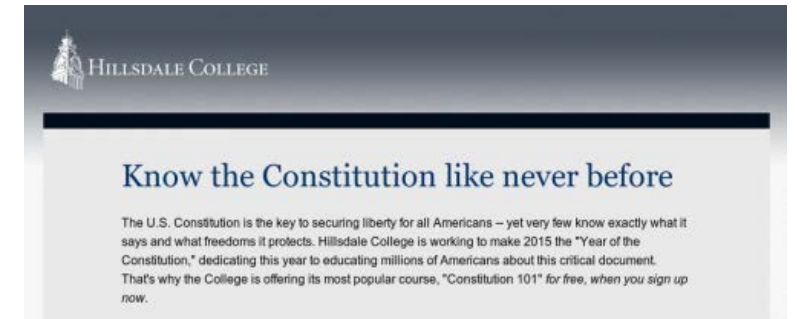
Headline Placement Test

⬆ **9.2 % increase** in names acquired

Version	Conv. Rate	Relative Diff	Stat Confidence
Control	37.5%		
Treatment 1	40.0%	6.6%	96.3%
Treatment 2	41.0%	9.2%	99.4%

Key Learning:

☑ By removing the header graphic and moving the headline into the the content area, we created a tighter connection the value proposition.

How Increasing Landing Page Congruence Reduced Cost Per Subscriber

Experiment #314

Increasing Landing Page Congruence

Control

Background:

- Client: Hoover Institution
- Name acquisition for Strategika newsletter
- Two-column layout
- Branded header
- Clear calls to action

The problem

Increasing Landing Page Congruence

Treatment Changes:

- **Matched background image to the ad to increase congruence**

- **Took the brand (which was unfamiliar to the visitor) out of the headline**

- **Highlighted credibility factors instead of showing unknown contributors**

Increasing Landing Page Congruence

Control

Treatment

39.2% increase

in conversion rate

Increasing Landing Page Congruence

Control

Treatment

39.2% increase

in conversion rate

86% decrease

in cost/subscriber

Increasing Landing Page Congruence

39.2% increase in conversion rate

Version	Conv. Rate	Relative Diff	Stat Confidence
C: Branded Page	25.0%		
T1: Congruent Page	34.8%	39.2%	100.0%

✓ The site visitor is more likely to respond when the ad and the landing page maintain a consistent visual experience. Additionally, when selling an unfamiliar brand, leading with the passion point can increase conversion.

How reordering the elements of a landing page increased name acquisition rate by 10.8%

Experiment ID: #1692

Reordering elements increased conversion

Control

Background:
- Client: Stanford Graduate School of Business
- Email acquisition page for eBook offer
- Three-column layout mirrored branding throughout the site

Reordering elements increased conversion

Treatment Changes:

- Changed headline to convey value

- Gave copy contextual placement near the form

- Moved email acquisition form into eyepath

- Moved image and credibility indicators to the right column as supporting content

Treatment

Reordering elements increased conversion

Control

Treatment

10.8% increase
in conversion rate

Reordering elements increased conversion

10.8% increase in conversion rate

Version	Conv. Rate	Relative Diff	Stat Confidence
C: Three-column page	38.7%		
T1: Optimized page	42.9%	10.8%	98.9%

Key Learning:

☑ Simply matching branding throughout the site is not enough. Each landing page must be optimized maximize perceived value and minimize perceived cost.

Re-Ordering Thought Sequences

Control
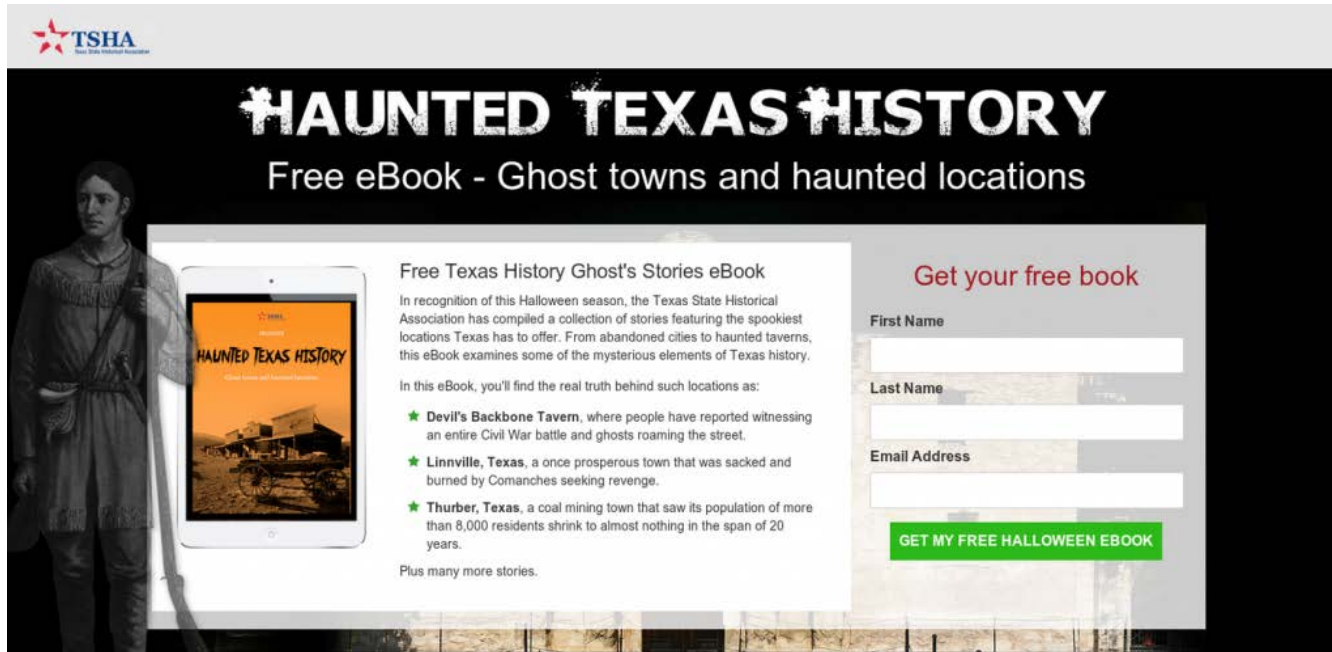
Treatment

7.7% increase

in conversion rate

Experiment ID: #2472

How clarifying the process-level value proposition affects email acquisition

Experiment #833

Process-Level Value Proposition Test

Control
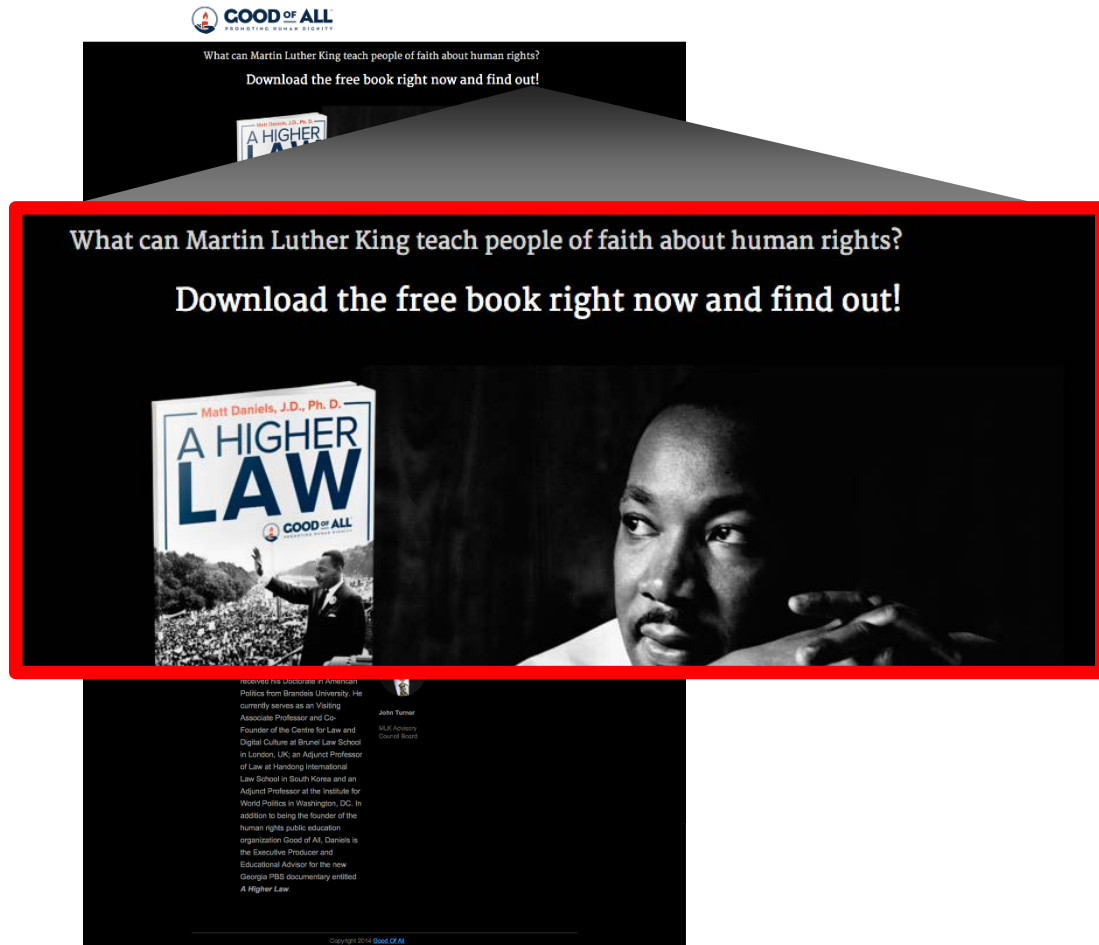
Background:

- Client: Good of All

- Email acquisition campaign with traffic being driven from Facebook

- Call-to-action focuses on what I need to do instead of <u>what I can get</u>

Process-Level Value Proposition Test

Tested Elements:

- Copy addresses reader as a "fellow world-changer."

- Call-to-action focuses on what I can get and when I can get it.
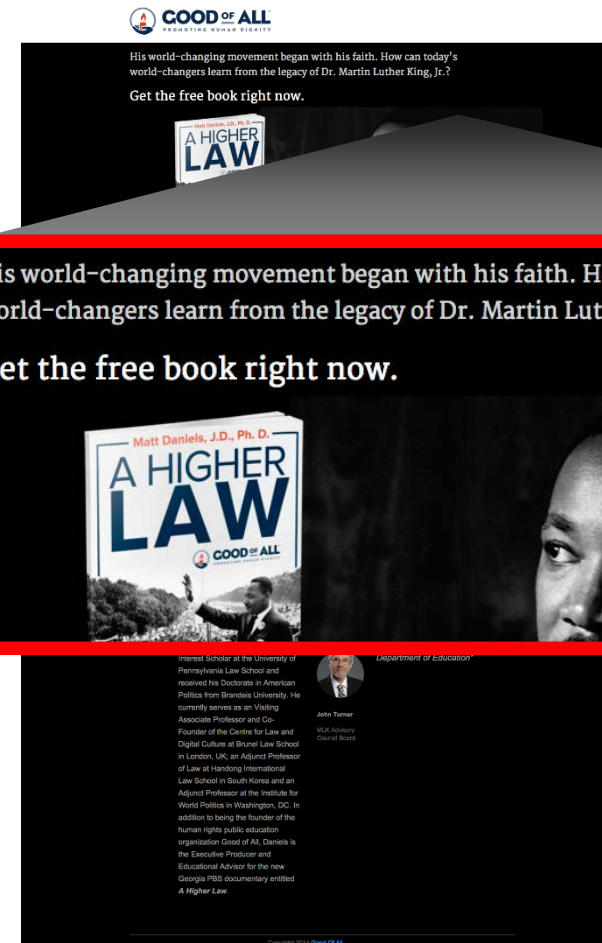
Process-Level Value Proposition Test

Control
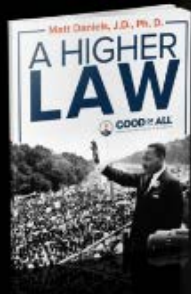
Treatment

133.7% increase
in conversion rate

Process-level Value Proposition Test

133.7% increase in names acquired

Version	Conv. Rate	Relative Diff	Stat Confidence
Control	1.3%		
Treatment	3.1%	133.7%	98.0%

Key Learning:

✓ By addressing the reader as a fellow "world-changer" and communicating the value of the offer, rather than the action required to receive the offer, the conversion rate improved by 133.7%
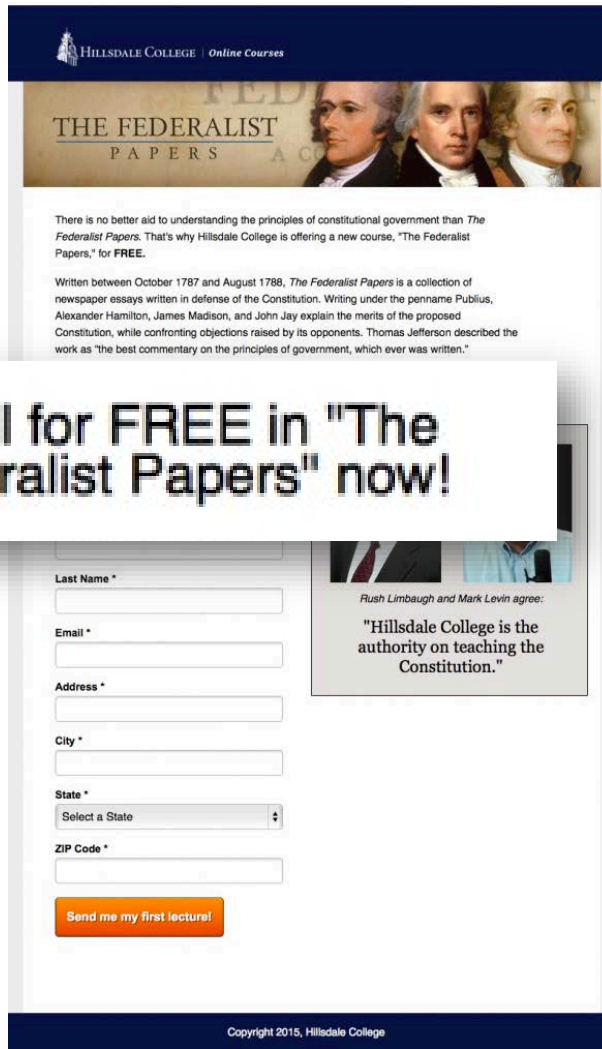
How visitor-focused language impacts conversion

Experiment #986

"Enroll" vs. "Activate" Experiment

Control

Background:

- Client: Hillsdale
- The sign up page for the new course offering *The Federalist*
- Internal logic was to use "Enroll for..." since it was Hillsdale's course

"Enroll" vs. "Activate" Experiment

Treatment Changes:

- Changed the call-to-action above the signup form

- Remaining copy all stayed the same

"Enroll" vs. "Activate" Experiment

Control

Enroll for FREE in "The Federalist Papers" now!

Treatment
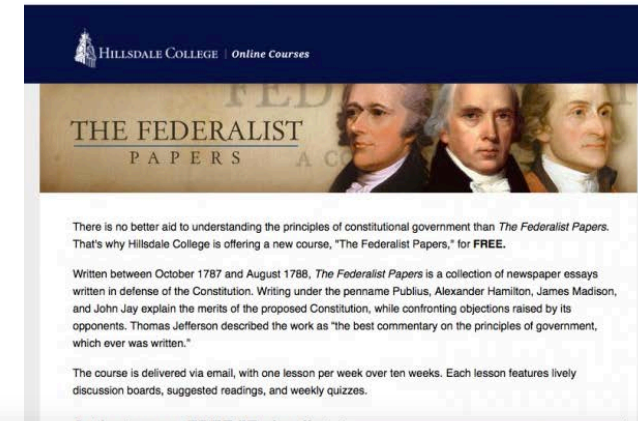
Activate your FREE "Federalist Papers" course now!

31.5% increase in conversion rate

"Enroll" vs. "Activate" Experiment

31.5% increase in conversion rate

Version	Conv. Rate	Relative Diff	Stat Confidence
C: "Enroll"	26.5%		
T1: "Activate"	34.9%	31.5%	99.9%

Key Learning:

✓ Making the visitors "Enroll" created more mental friction given the perceived work that would be required. "Activate" has the perception of a one-step process which created a 31.5% increase in conversion.

Optimizing Landing Pages
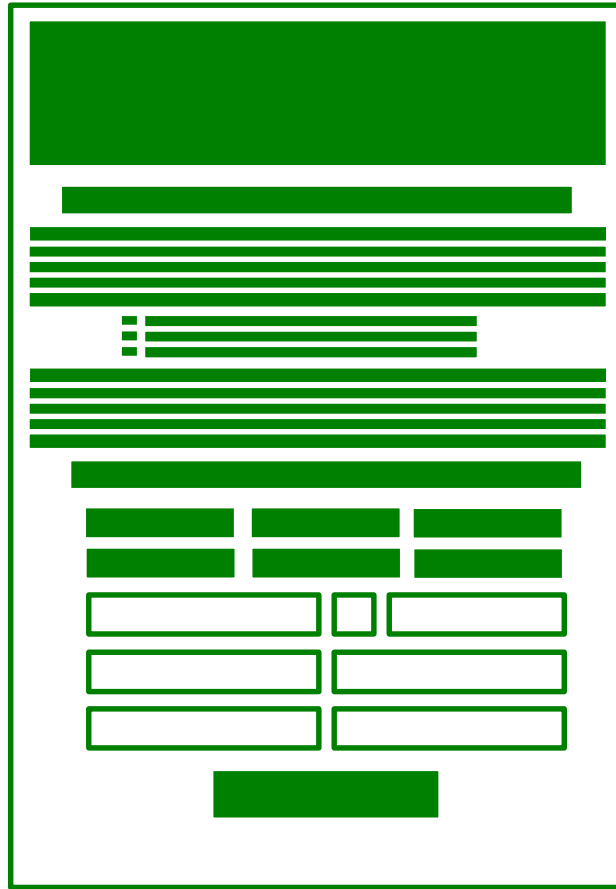
Donation Pages

What to Test:

- ✓ **Radical Redesigns**
- ✓ **Content Elements**
  - ✓ Headlines
  - ✓ Copy
  - ✓ Video vs. Text
- ✓ **Form Design**

How the force of the value proposition can be altered with a radical redesign.

Experiment #3793

Impact of Radical Redesign

Control

Background:

- Client: Texas State Historical Association
- Primary donation page for TSHAOnline.org
- Four different membership options presented
- Copy is not specific and makes unclear and unsubstantiated claims

Value Proposition Question

"If I am your ideal donor, why should I give to you rather than some other organization, or no one at all?"

Impact of Radical Redesign

Treatment Changes:

- Radical redesign with long form copy to appropriately convey the value proposition

- Added copy outlining reasons why visitor should join the TSHA as a member

- Included evidentials to back up each claim

Impact of Radical Redesign

- **Headline arrests attention by conveying an exclusive offer**

- **First paragraph focuses on primary value proposition**

GET INSIDER ACCESS
to the Most Exclusive Texas History Club in the Nation

Since 1897, a select group of very special people have made a pledge to keep Texas history alive. They have been driven by the belief that without an understanding of our history, every generation must start over. They are a proud group. Like the defenders of the Alamo, they stand up while others stand down. Like Sam Houston, they lead rather than follow. They are helping to preserve the important lessons from the past so that our children and their children will have something to look forward to and learn from.

Who are these special men and women? They are the members of the Texas State Historical Association.
The Texas State Historical Association (TSHA) is the most trusted organization preserving Texas history for future generations.

Impact of Radical Redesign
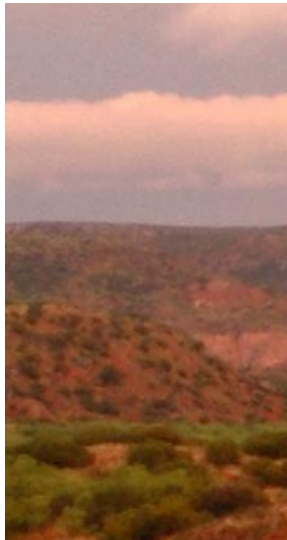
Now, you too can become a member of this exclusive club.
When you join us today as a member of the Texas State Historical Association, you will be part of a unique group of people dedicated to standing as vanguards of our proud Texas heritage and will help us continue to develop innovative programs that bring history to life.

For example, TSHA was one of the first historical associations to begin digitizing its entire archive of content—which spans more than 115 years—and making it available to the world *free of charge* on the *Handbook of Texas* and *Texas Almanac* websites. Today, **more than 500,000 people access these websites every single month.**

Insider access to Texas history.
Members of the Texas State Historical Association get more than just satisfaction that they are helping preserve our Texas history; they also **get access to special benefits unavailable anywhere else.**
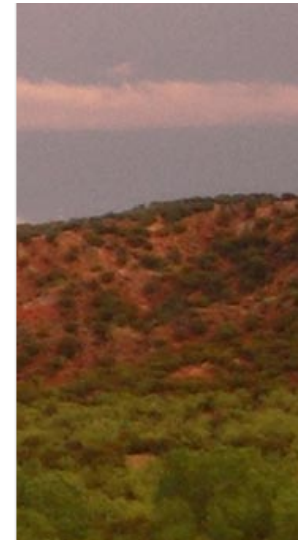
The value proposition is reinforced throughout the copy

Impact of Radical Redesign

- **"Benefits" are used as incentives to move members to higher levels**

- **Lowest level named "Basic" to de-incentivize signups at this level**

the rich heritage and proud history of this great state. Simply complete the form below with your information and your most generous donation, and we will instantly activate your membership.

Membership Levels

○ **$25.00 - Basic Membership**
Great for students or K-12 Educators! K-12 educators will receive a complimentary copy of the flex-bound edition of the *Texas Almanac*.

● **$50.00 - Friend of Texas**
This is our most popular level

○ **$100.00 - Texas Ambassadors**
In addition to basic membership benefits, Texas Ambassadors receive a complimentary copy of the flex-bound edition of the *Texas Almanac*.

○ **$250.00 - Texas Pioneers**
In addition to basic membership benefits, Texas Pioneers receive a complimentary copy of the flex-bound edition of the *Texas Almanac* and an invitation to participate in quarterly conference calls with the Executive Director.

○ **$500.00 - Defenders of Texas History**
In addition to basic membership benefits, Defenders of Texas History receive a complimentary copy of the flex-bound edition of the *Texas Almanac*, an invitation to participate in quarterly conference calls with the Executive Director, and one (1) FREE Registration to the Annual Meeting of TSHA.

○ **$1,000.00 - President's Council**
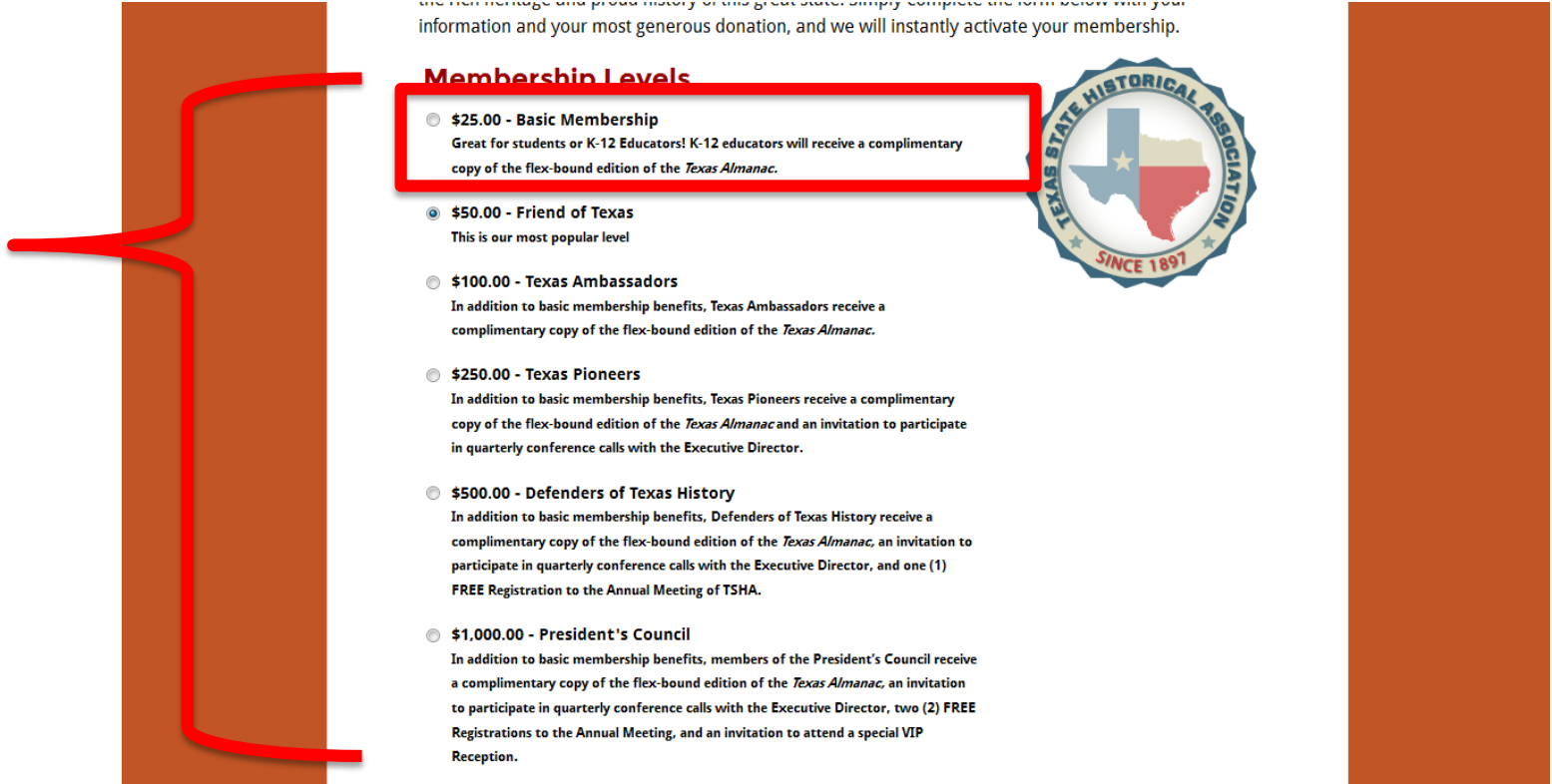In addition to basic membership benefits, members of the President's Council receive a complimentary copy of the flex-bound edition of the *Texas Almanac*, an invitation to participate in quarterly conference calls with the Executive Director, two (2) FREE Registrations to the Annual Meeting, and an invitation to attend a special VIP Reception.

Impact of Radical Redesign

Control

Treatment

146.5% increase

in conversion rate

Impact of Radical Redesign

⬆️ **146.5% increase** in conversion rate

Version	Conv. Rate	Relative Diff	Stat Confidence
C: Short Form	1.1%		
T1: Radical Redesign LF	2.6%	146.5%	100%

Key Learning:

☑ A radically different treatment is sometimes needed to get big increases in conversion. By altering the page to **more forcefully communicate a compelling argument that highlighted the exclusivity of membership**, we were able to **increase donations by 146.5%**.

How donor-centric headline affects donation conversion rate.

Experiment #1039

Clarity Trumps Persuasion

Control

Treatment

36.7% increase
in Donations
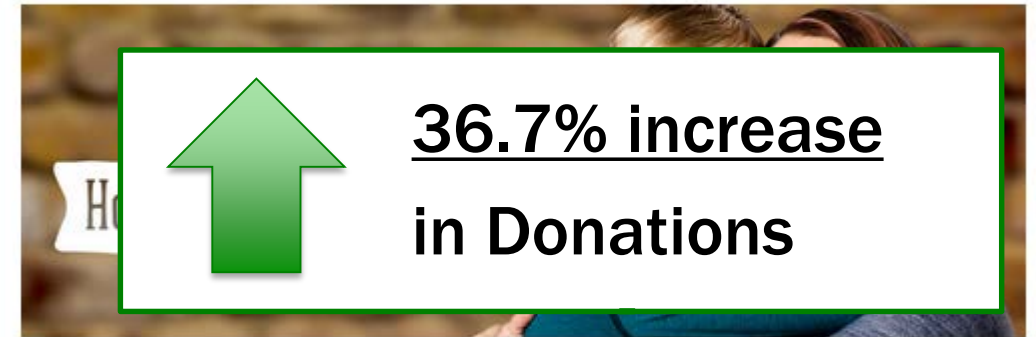
How copy on a donation page affects the force of the value proposition.

Experiment ID: #111

Power of the Value Proposition

Control

Background:

- **Client: Senator John Cornyn**
- **Primary donation page for JohnCornyn.com**
- **Minimal copy on the page**

Value Proposition Question

"If I am your ideal donor, why should I give to you rather than some other organization, or no one at all?"

Power of the Value Proposition

Treatment Changes:

- Changed headline to convey value

- Added copy outlining reasons why donors support the Senator.

- Included evidentials to back up each claim

Power of the Value Proposition

258.1% increase in Donations

Power of the Value Proposition

↑ **258.1% increase** in conversion rate

Version	Conv. Rate	Relative Diff	Stat Confidence
C: No Value Prop	0.11%		
T1: Value Prop on Page	0.38%	258.1%	96.3%

Key Learning:

☑ There is a **danger in assuming** that your potential donor firmly grasps your organization's unique value proposition. By simply **adding copy** to the donation page **to communicate value**, conversion **increased by by 258%.**

Impact of Video

Control

Treatment

⬆ **203% increase in conversion rate**

How does form layout affect friction on a donation form?

Experiment #1007

Overview: CaringBridge.org
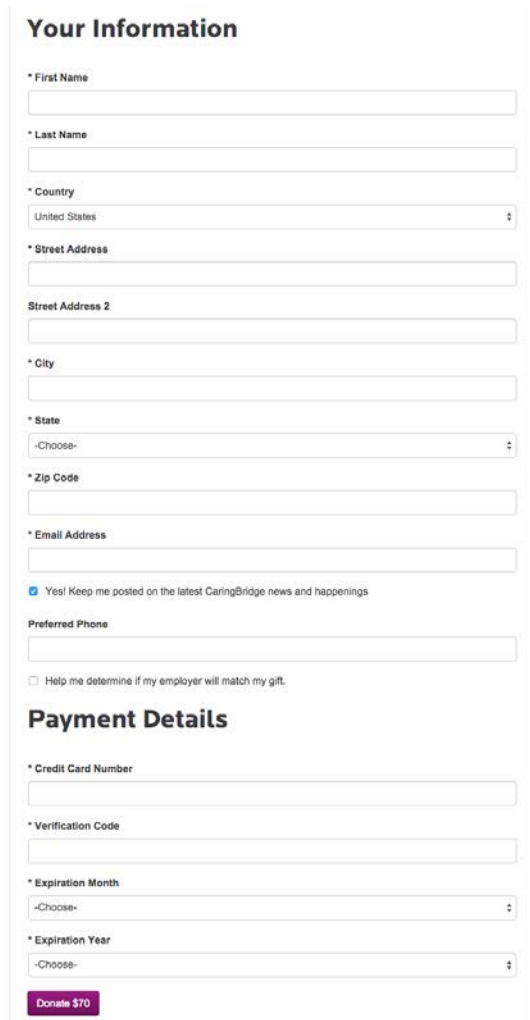
CaringBridge is a website where people in a time of need can securely share updates, photos and videos, connecting with friends and family who care and want to help.

Over 500,000 people per day access this web site.

Donation Form Friction

Control

Background:

- **Client: Caringbridge**
- **Primary donation form on the website**
- **Default settings of the payment form had vertically aligned fields**

Donation Form Friction

Treatment Changes:

- Grouped similar fields together to shorten donation form

- As a result of the grouping, reduced the width of several fields

Donation Form Friction

Control

Treatment

39.4% increase
in conversion rate

Donation Form Friction

⬆️ **39.4% increase** in conversion rate

Version	Conv. Rate	Relative Diff	Stat Confidence
C: Vertically Aligned	5.2%		
T1: Grouped Fields	7.2%	39.4%	100.0%

Key Learning:

✓ Even though the horizontal field layout required the same amount of data, it created the perception that less was required, thereby reducing friction and creating an increase of 39%. This is a great reminder that **friction doesn't exist on the page, it lives in the mind**.

How a modern design trend impacts conversion on a donation page.

Experiment #3552

Modern Design Trend Experiment

Control

Background:

- Partner: Hillsdale College
- Main Donation Page form
- Used traditional design styling and static field labels

Modern Design Trend Experiment

Treatment Changes:

- Modernized the form by implementing current design trends

- Minimized the visual size of the form by removing field labels

- Implemented new technique "adaptive placeholders"

Treatment

Adaptive Placeholders

Modern Design Trend Experiment

Control

Treatment

69.7% decrease in donations

Modern Design Trend Experiment

69.7% decrease in donations

Version	Conv. Rate	Relative Diff	Stat Confidence
C: Traditional form	3.0%		
T1: Modern Form	0.91%	-69.7%	100%

Key Learning:

☑ Beware of modern design fads! Test everything and don't make decisions based on what's **popular**, make decisions on what **works**.

OPTIMIZATION

is a JOURNEY *not a*

DESTINATION

☑ **Where?**
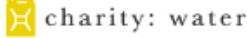
☑ **What?**

☐ **How?**

In today's training, you'll learn...

1. How Optimizely works

2. How to create an experiment in 6 steps

3. What to do next

charity: water

charity: water

charity: water

CONTROL

VARIATION

Optimizely

Experiment Ideas

Experiment Ideas

Experiment #1
Remove content from the headline to eliminate distractions and clutter.

Experiment Ideas
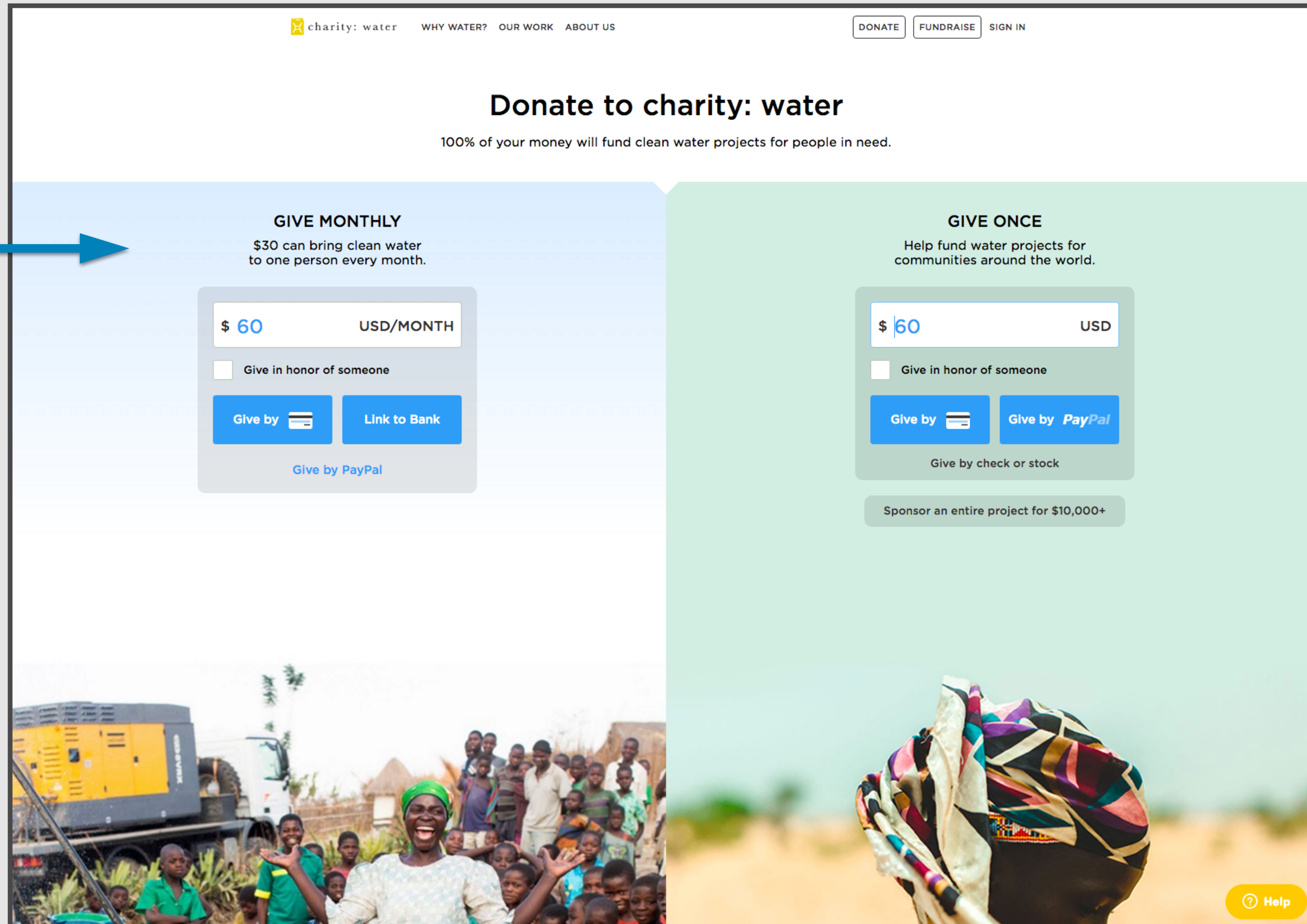
Experiment #2
Change the CTA text to create a clearer message.

Optimizely

Experiment Ideas

Experiment #3

Swap the "GIVE MONTHLY" and "GIVE ONCE" sections to improve monthly donors.

6 Key Steps

to a Successful Experiment

6 Key Steps

1 | **Make the Variations**
What are you testing?

Optimizely

6 Key Steps

1 Make the Variations

2 Set Goals
Why are you testing? How will you measure success?

Optimizely

6 Key Steps

1 Make the Variations

2 Set Goals

3 Set URL Targeting
Where (which pages) are you testing?

Optimizely

6 Key Steps

1 Make the Variations

2 Set Goals

3 Set URL Targeting

4 Set Audiences
Who sees the experiment?

Optimizely

6 Key Steps

1 Make the Variations

2 Set Goals

3 Set URL Targeting

4 Set Audiences

5 Set Traffic Allocation
How many visitors are included? How are they split?

Optimizely

6 Key Steps

1. Make the Variations
2. Set Goals
3. Set URL Targeting
4. Set Audiences
5. Set Traffic Allocation
6. Preview and Test
   Does it work the way you want it to?

optimizely

6 Key Steps

1 Make the Variations
What are you testing?

Optimizely

Step 1: What are you testing?

Visual Editor

- Non-technical users

- Quick updates w/o deploying code

- Copy/text changes

- Image swap

- Hide/remove content

- Rearrange assets
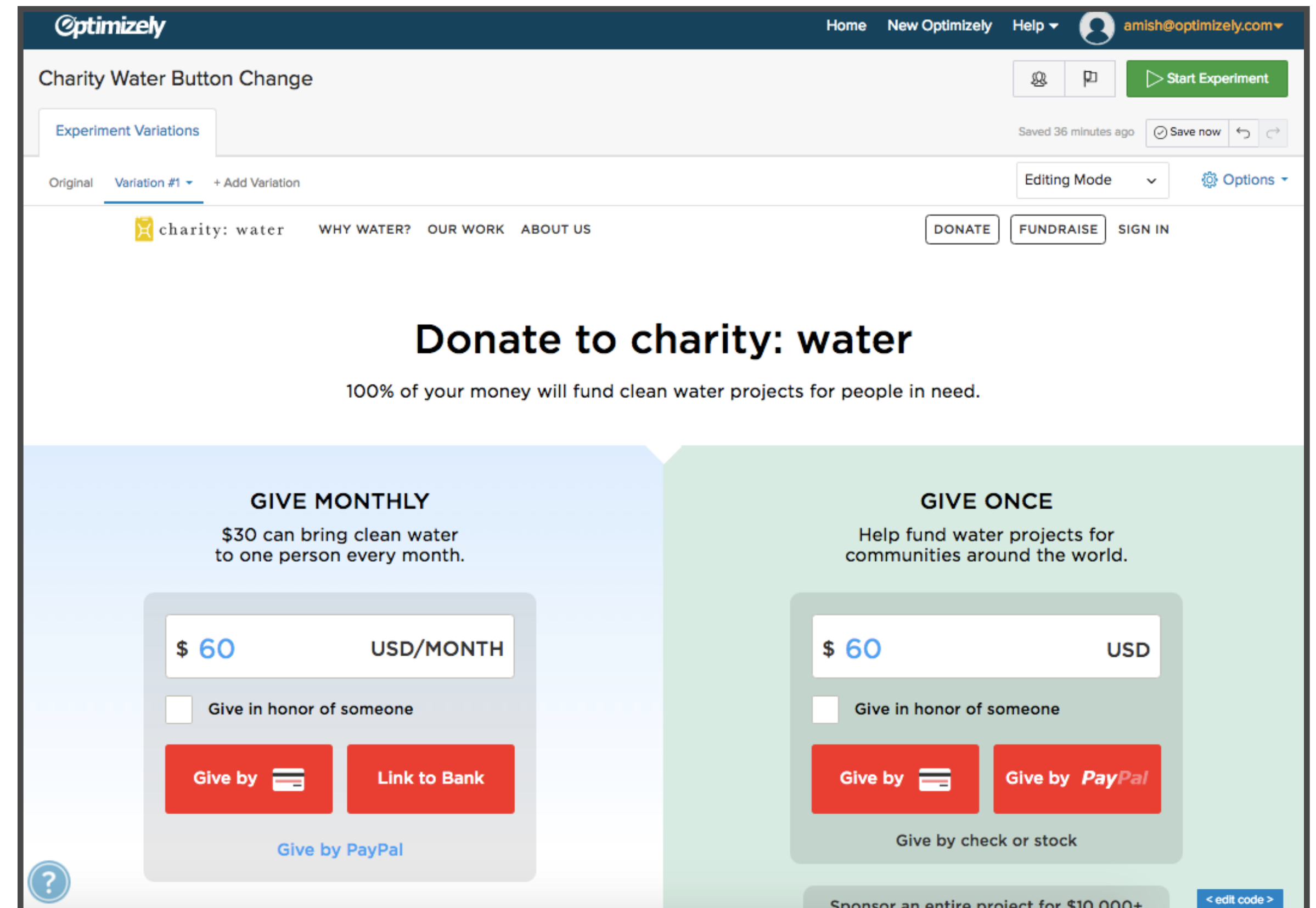
Step 1: What are you testing?

Code Editor

• Front-end developers

• Add custom jQuery and JavaScript

• See and edit all your variation code
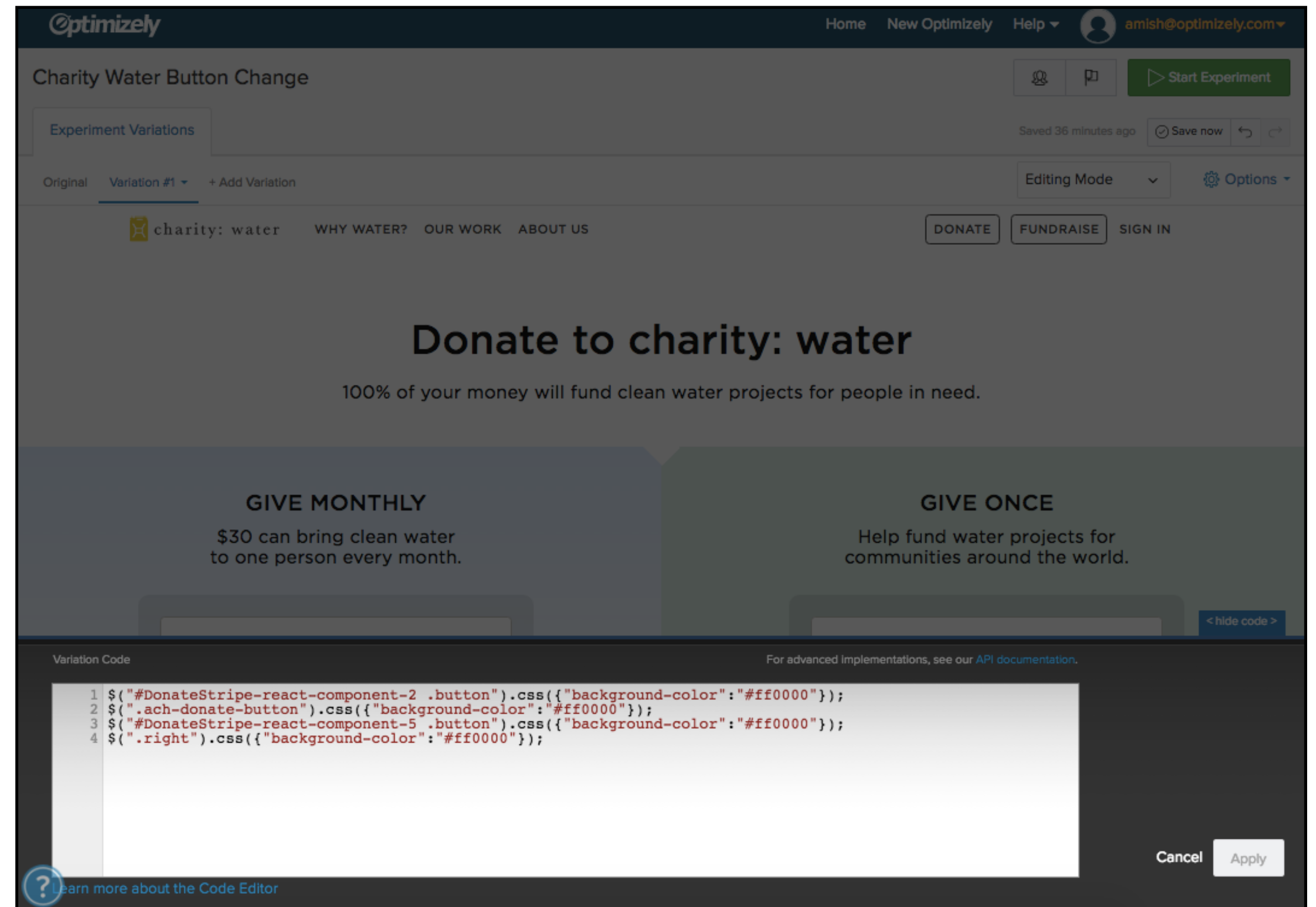
6 Key Steps

1 Make the Variations

2 Set Goals
Why are you testing? How will you measure success?

Optimizely

Step 2: What to Track?

Types of Goals:
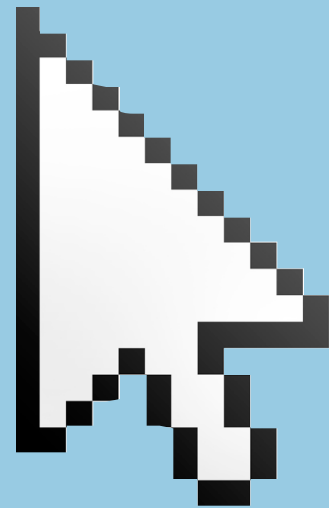
Click

Pageview

Custom Event

optimizely
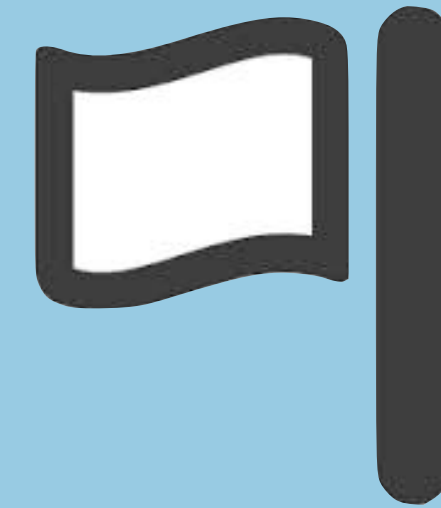
How should charity: water measure success?

Experiment
Changing the CTA text to create a clearer message which will lead to more "donation" clicks.
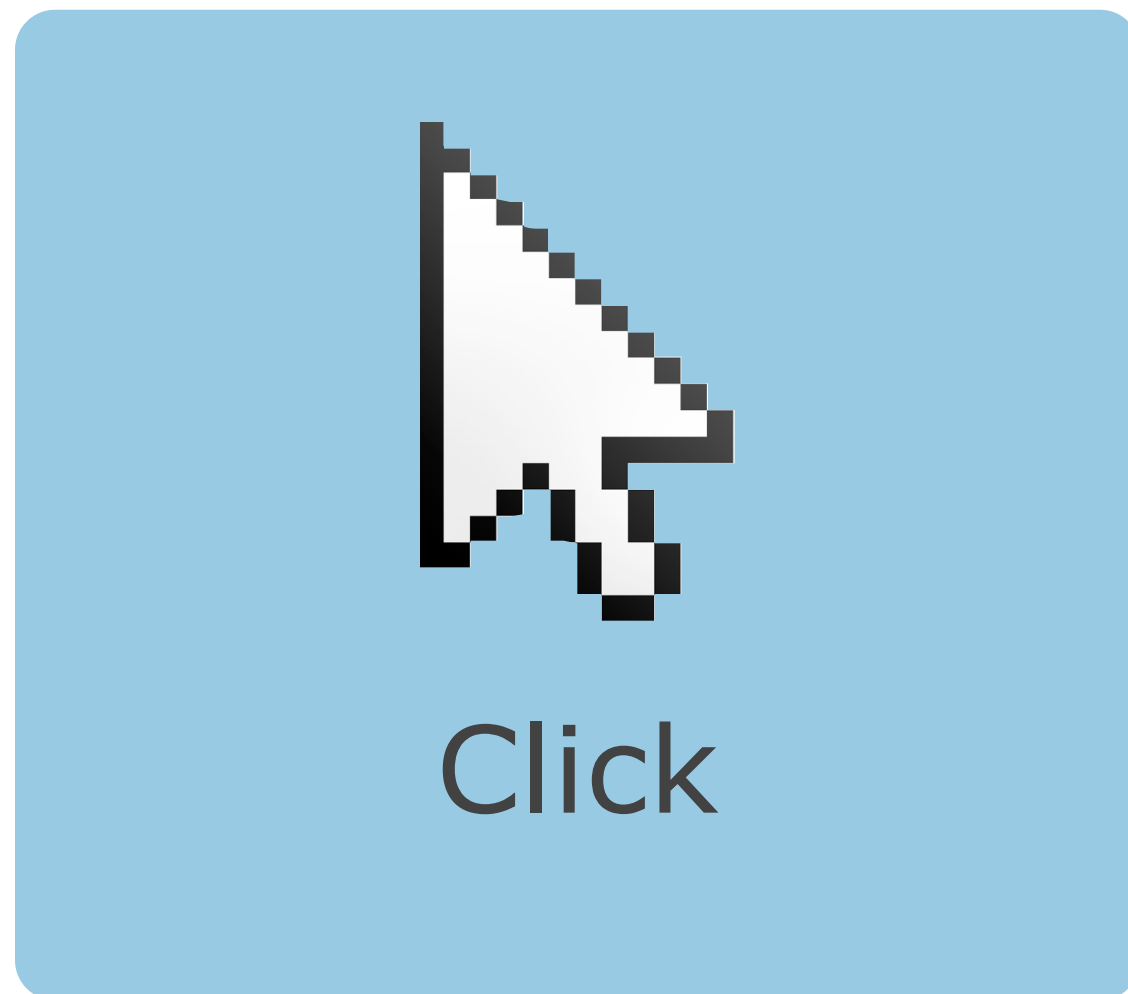
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Step 2: What to Track?

Types of Goals:

Click

GET STARTED! »

Like

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Step 2: What to Track?

Types of Goals:

Pageview

HOMEPAGE

VIEW PROJECTS

VIEW DONATIONS

browse abandonment

ADD TO CART

CHECKOUT

cart abandonment

$$$

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Step 2: What to Track?

Types of Goals:

Custom Event

Login

Username

Password

Login   Close

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6 Key Steps

1 Make the Variations

2 Set Goals

3 Set URL Targeting
Where (which pages) are you testing?

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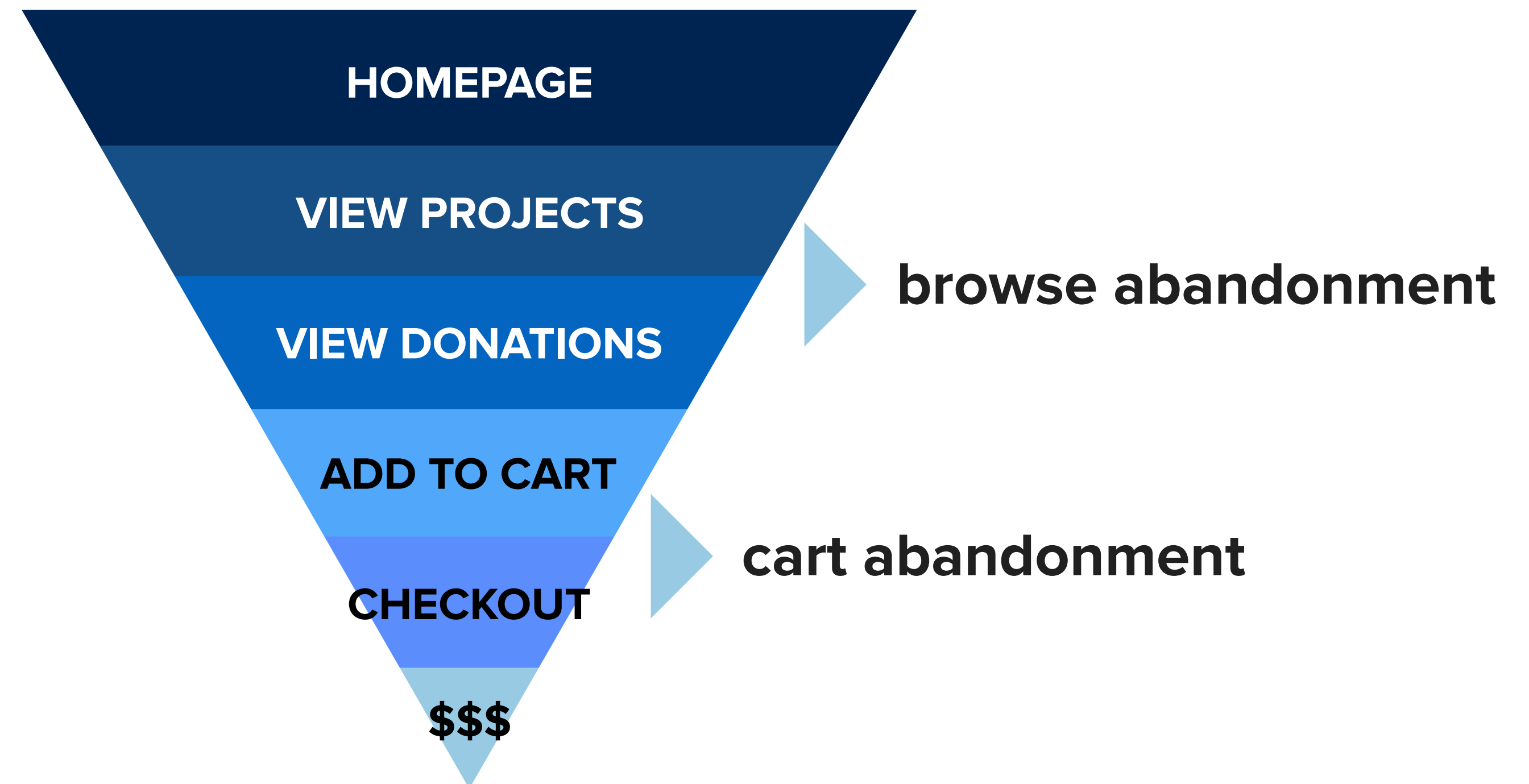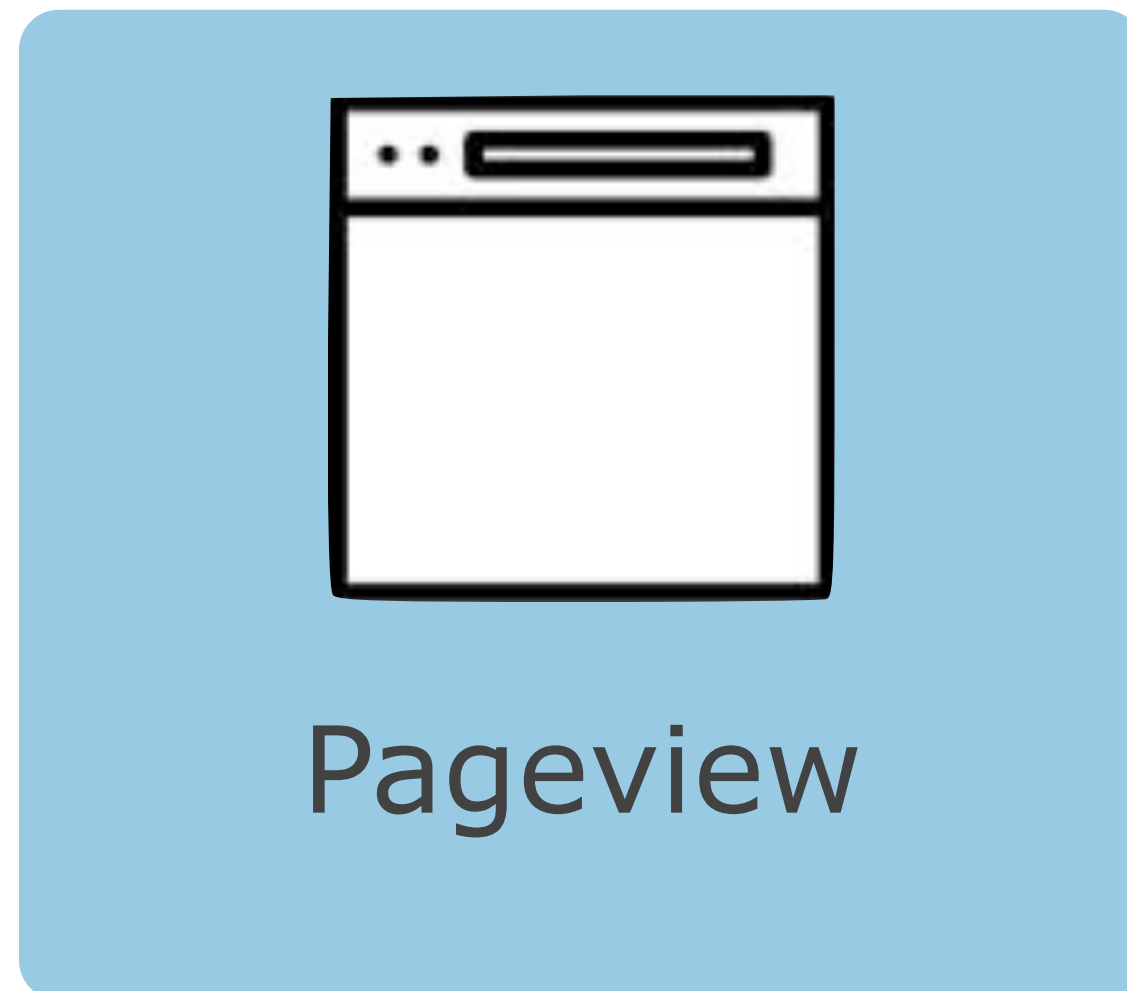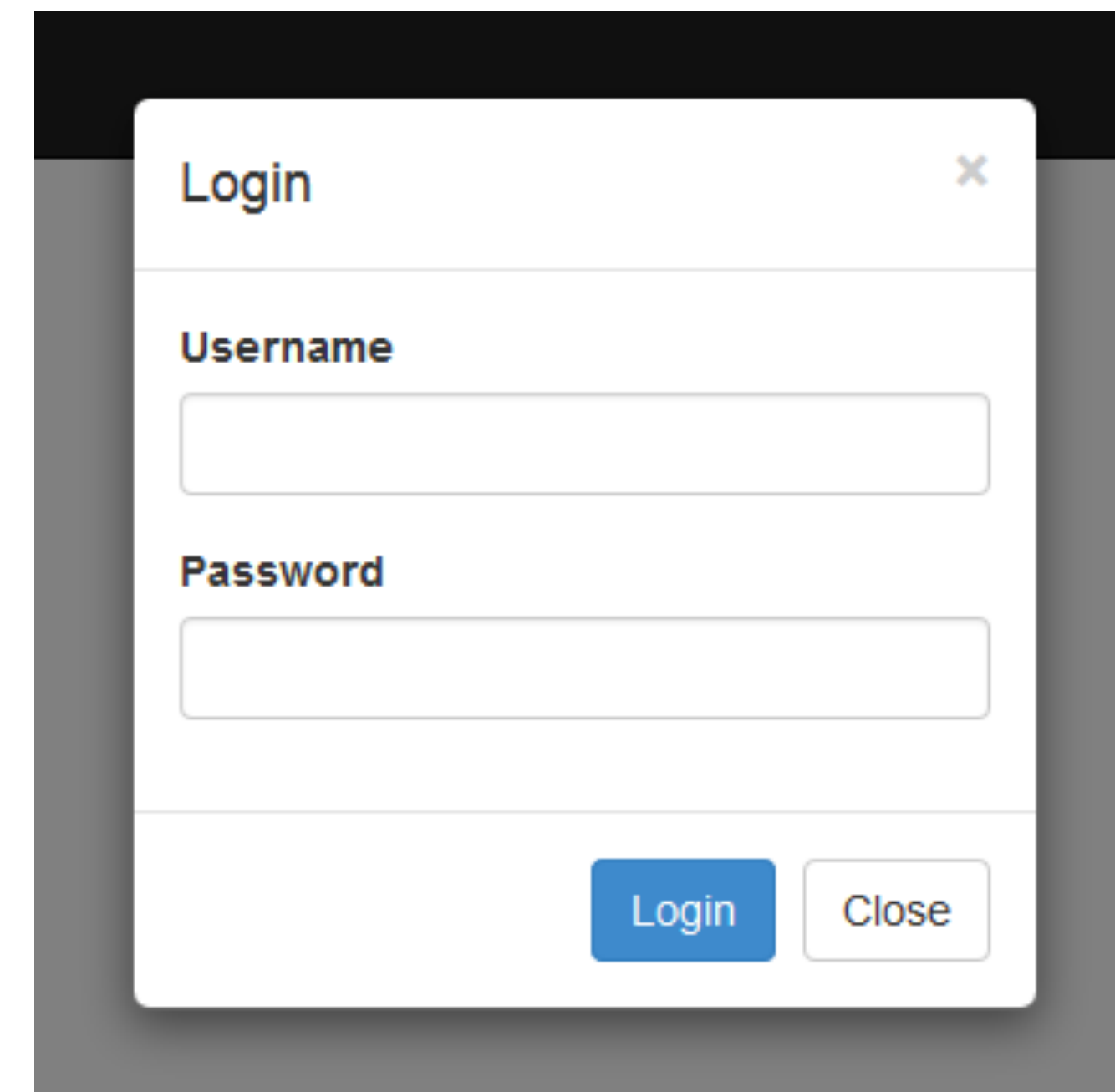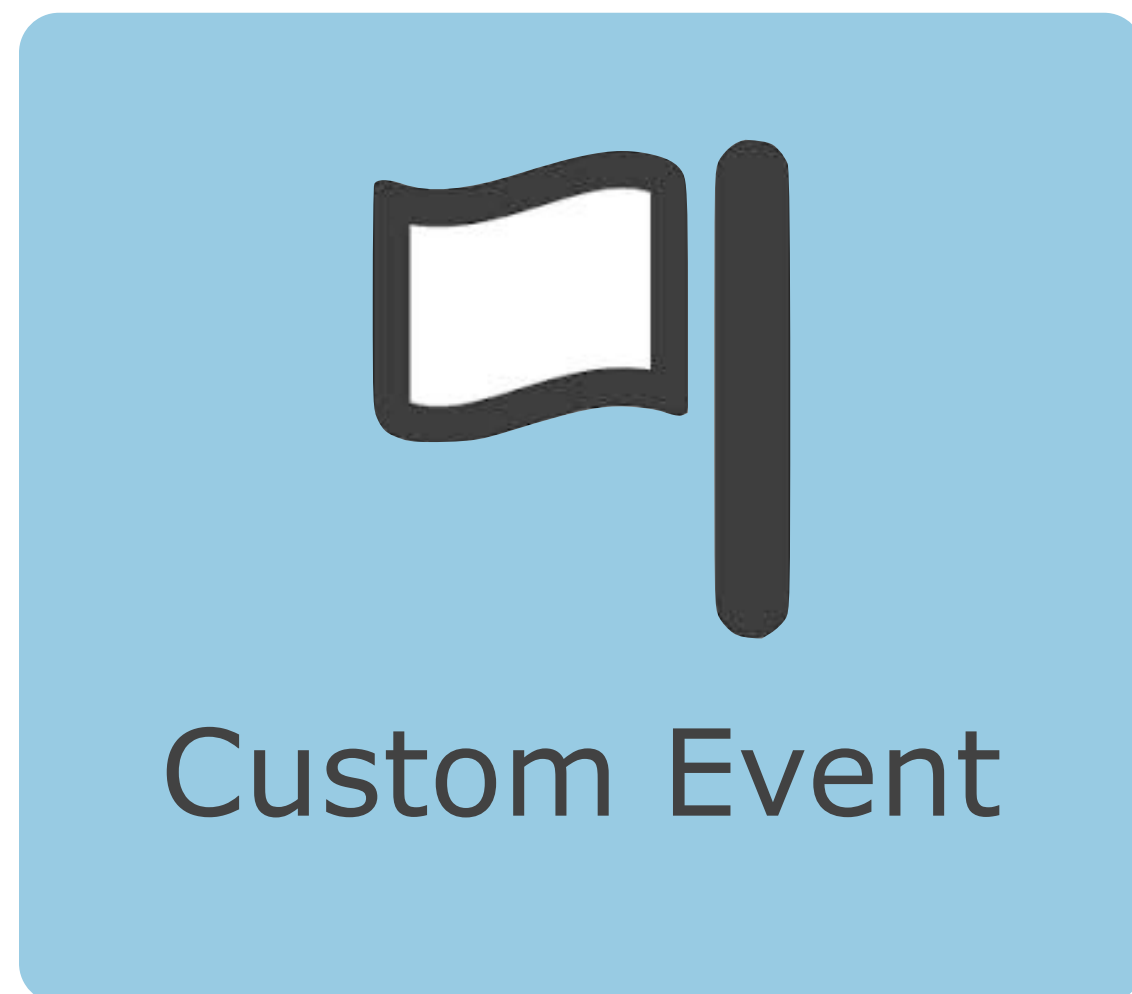
Step 3: Where to Test?

How do I run an experiment on a single page, like a home page or a landing page?

Simple Match

Include URLs

This experiment will run on the following URLs:

| https://www.charitywater.org | Simple match ∨ | + |

Exclude URLs

▼ URL Match Validator

To check your targeting conditions and ensure that your experiment will run on the expected pages, enter a URL below:

| www.charitywater.org | ✕ |

Your experiment will run on this URL!

| http://charitywater.org | ✕ |

Your experiment will run on this URL!

| https://www.charitywater.org/#about | ✕ |

Your experiment will run on this URL!

| https://www.charitywater.org/projects | + | ✕ |

Your experiment will NOT run on this URL.

Step 3: Where to Test?

How do I run an experiment on a page where a query/hash parameter changes the user experience, such as a single-page application?

Exact Match

Include URLs

This experiment will run on the following URLs:

| https://www.charitywater.org/#about | Exact match ▾ | + |

Exclude URLs

▾ URL Match Validator

To check your targeting conditions and ensure that your experiment will run on the expected pages, enter a URL below:

| www.charitywater.org/#about | ✕ |

Your experiment will run on this URL!

| http://charitywater.org/#about | ✕ |

Your experiment will run on this URL!

| https://www.charitywater.org | ✕ |

Your experiment will NOT run on this URL.

| https://www.charitywater.org/#projects | + | ✕ |

Your experiment will NOT run on this URL.

Step 3: Where to Test?

How do I run an experiment on multiple pages, such as my entire site's global navigation, all product pages, or a check-out funnel?

Substring Match

Include URLs

This experiment will run on the following URLs:

/donate | Substring match ▾ | +

Exclude URLs

▾ URL Match Validator

To check your targeting conditions and ensure that your experiment will run on the expected pages, enter a URL below:

https://donate.charitywater.org/donate/ | ✕

Your experiment will run on this URL!

www.donate.charitywater.org/donate/one_time | ✕

Your experiment will run on this URL!

donate.charitywater.org/donate/monthly | ✕

Your experiment will run on this URL!

https://www.charitywater.org/projects | + | ✕

Your experiment will NOT run on this URL.

6 Key Steps

1 Make the Variations

2 Set Goals

3 Set URL Targeting

4 Set Audiences
Who sees the experiment?

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Step 4: Who Sees the Experiment?

Audiences - Target based on:

- Ad Campaigns

- Traffic Source

- Query Parameters

- Location

- Cookies

- Device Type

- New/Returning Session

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6 Key Steps

1	Make the Variations
2	Set Goals
3	Set URL Targeting
4	Set Audiences
5	**Set Traffic Allocation** **How many** visitors are included? How are they split?

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Step 5: How Many Visitors?

Traffic Allocation

Specify the percentage of traffic that should be included in this experiment and be tracked for conversions. Visitors that are not included will not count towards your monthly quota.

100% ✎
Included in experiment.

0%
Excluded from experiment.

In/out of the experiment

- -

Percentage of experiment visitors:

| Original | 50 | % | Pause |
| Move Optiverse Link | 50 | % | Pause |

For more information, read How can I change the distribution of visitors for my experiment?

Among variations within the experiment

Apply   Cancel

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6 Key Steps

1. Make the Variations

2. Set Goals

3. Set URL Targeting

4. Set Audiences

5. Set Traffic Allocation

6. Preview and Test
Does it work the way you want it to?

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Step 6: Quality Assurance

Issues to check for:
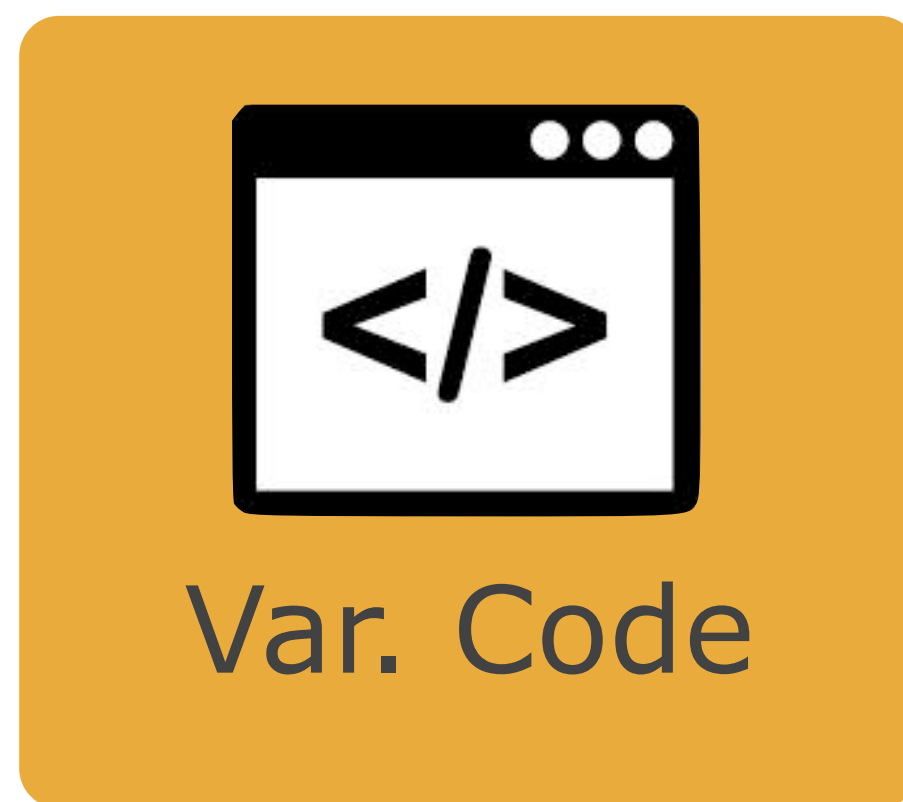
Var. Code

Does your variation look the way it should?

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Step 6: Quality Assurance

Issues to check for:

Var. Code

Timing

Does your variation show up when it should, without page flashing?

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Step 6: Quality Assurance
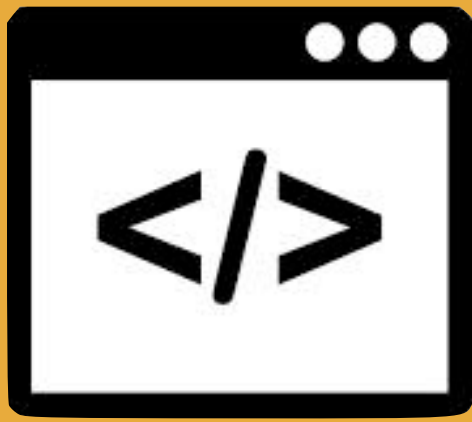
Issues to check for:

Var. Code	**Timing**	**Targeting**

Does your experiment appear on the right pages, for the right audiences?

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Step 6: Quality Assurance

Issues to check for:
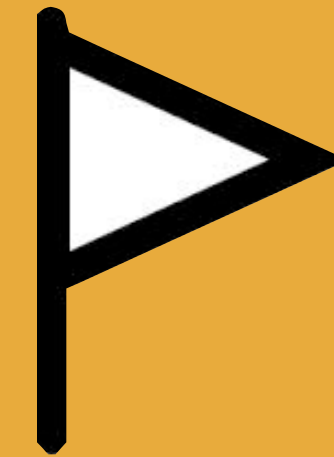
Var. Code	Timing	Targeting	Goals

Do your goals fire when they should and capture accurate data?

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6 Key Steps

1 Make the Variations

2 Set Goals

3 Set URL Targeting

4 Set Audiences

5 Set Traffic Allocation

6 Preview and Test

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What's Next

- **Next Steps:**

  - Build your first experiment!

- **How to review today's discussion:**

  - 6 Key Steps to Build an Experiment Knowledge Base article

  - Optimizely Academy - Foundations of Web A/B Testing

- **Do you have questions?**

  - Share in the Community!

  - Support - optimizely.com/support

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Q&A