



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



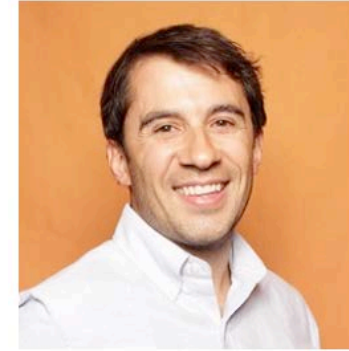
**Mackenzie (Mack)
Fogelson**

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

Copywriter, Consultant & Speaker at
Write With Influence



Amanda Mark

ePhilanthropy Director at
Caringbridge



Mark Santiago

Online Marketing Supervisor at
Jewish Voice Ministries
International

Nonprofit Innovation and Optimization Summit



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www.NIOSummit.com

Today's Speakers



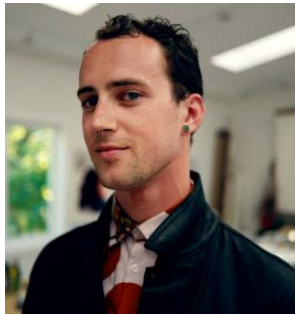
Tim Kachuriak

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:

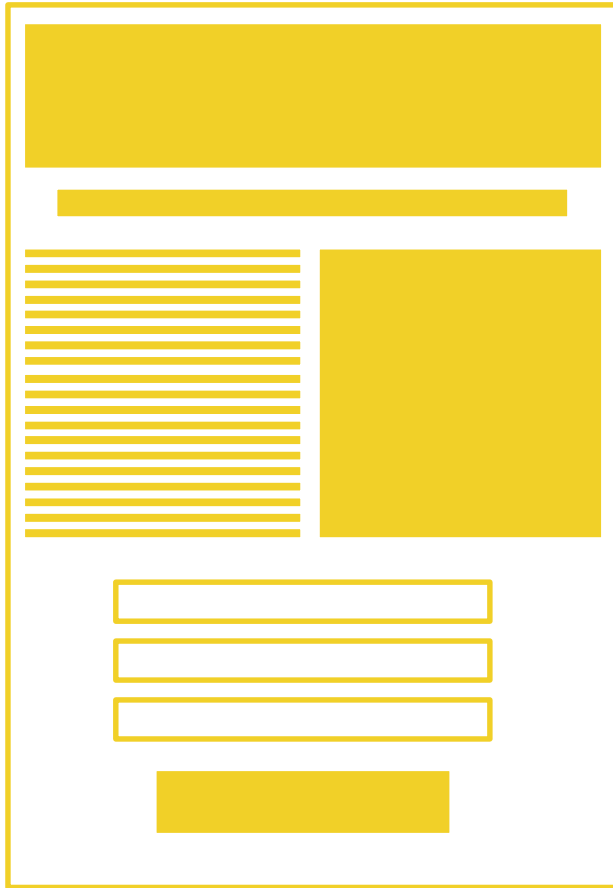




Before We Talk About *How* to Test, Let's Start With:

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

Three Key Areas to Focus Your Testing



Email Signup Pages



Landing Pages



Donation Pages

Three Key Areas to Focus Your Testing



Email Signup Pages



Landing Pages



Donation Pages

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

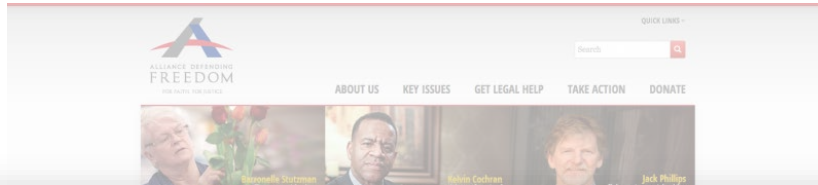


How communicating value of an email newsletter impacts email acquisition

Experiment #1621

Communicating Value

Control



EMAIL SIGN UP

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

Email



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

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

Sign Me Up

Communicating Value

Control

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Treatment

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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

HILLSDALE COLLEGE

Get the first chapter of the groundbreaking new book -- for free.

Get an inside look at the life and leadership of the 20th century's greatest statesman

Sir Winston Churchill faced his own death, often and bravely. He led millions of people who did the same. Why did he and they do these things, things which we still remember and honor them for doing?

Lessons from a heroic life

Active in politics for 55 years that spanned the most traumatic events so far in history: the greatest wars, the greatest depression, the greatest political transformations, the greatest social upheavals, the greatest advancements of technology and therefore of human power, Churchill left one of the richest records about his life and actions. There are lessons to be learned both positive and negative, from Churchill's life and leadership that can help us to live our own lives, cope with our own problems, and serve the cause of our own country as it appears today.

Get the first chapter for FREE right now!

Simply fill out the form below and we'll send the first chapter to your email inbox.

First Name *


Last Name *

Email Address *

[Send me the first chapter now!](#)

CHURCHILL'S TRIAL
WINSTON CHURCHILL AND THE SALVATION OF THIS COUNTRY
LARRY P. ARNN

About the author


Dr. Larry Arnn
President
Hillsdale College

Larry P. Arnn is the president of Hillsdale College. He has been published widely on issues of public policy, history, and political theory, and is the author of *Liberty and Learning* and *The Founders' Key*. He lives in Hillsdale, MI.

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Treatment

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CHURCHILL'S TRIAL
WINSTON CHURCHILL AND THE SALVATION OF THIS COUNTRY
LARRY P. ARNN

About the author


Larry P. Arnn is the president of Hillsdale College. He has been published widely on




26.2% increase in
emails acquired

Experiment #2313

It's Not Just Copy, But the Right Copy

Control



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**

Treatment



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!**

Experiment #2606



29.5% decrease in
emails acquired

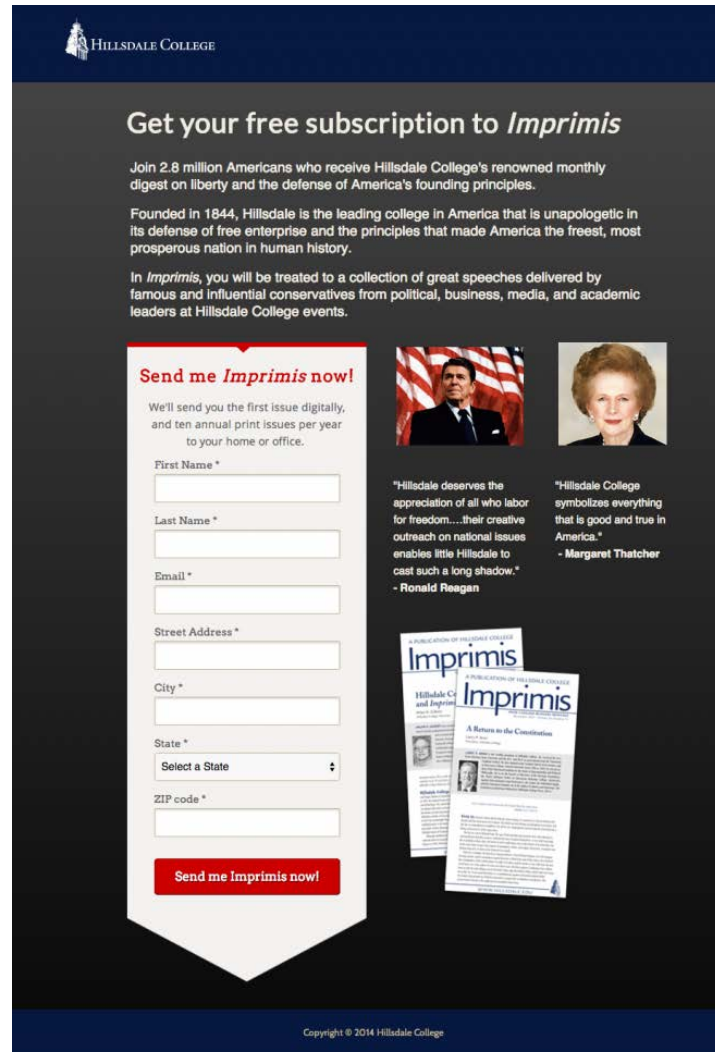


How the amount of required information impacts conversion

Experiment #289

Impact of Required Form Fields

Control



The screenshot shows a subscription form for Hillsdale College's *Imprimis* publication. The form is titled "Get your free subscription to *Imprimis*" and includes a brief description of the publication. Below the text, there is a section titled "Send me *Imprimis* now!" with a subtext: "We'll send you the first issue digitally, and ten annual print issues per year to your home or office." The form fields are: First Name *, Last Name *, Email *, Street Address *, City *, State * (a dropdown menu with "Select a State" as the placeholder), and ZIP code *. A red button labeled "Send me Imprimis now!" is at the bottom of the form. To the right of the form, there are two portraits: Ronald Reagan and Margaret Thatcher, each with a quote. Below the portraits are two images of the *Imprimis* publication.

HILLSDALE COLLEGE

Get your free subscription to *Imprimis*

Join 2.8 million Americans who receive Hillsdale College's renowned monthly digest on liberty and the defense of America's founding principles.

Founded in 1844, Hillsdale is the leading college in America that is unapologetic in its defense of free enterprise and the principles that made America the freest, most prosperous nation in human history.

In *Imprimis*, you will be treated to a collection of great speeches delivered by famous and influential conservatives from political, business, media, and academic leaders at Hillsdale College events.

Send me *Imprimis* now!

We'll send you the first issue digitally, and ten annual print issues per year to your home or office.

First Name *

Last Name *

Email *

Street Address *

City *

State *

Select a State

ZIP code *

Send me Imprimis now!

"Hillsdale deserves the appreciation of all who labor for freedom....their creative outreach on national issues enables little Hillsdale to cast such a long shadow."
- Ronald Reagan

"Hillsdale College symbolizes everything that is good and true in America."
- Margaret Thatcher

Imprimis

Imprimis

Copyright © 2014 Hillsdale College

Background:

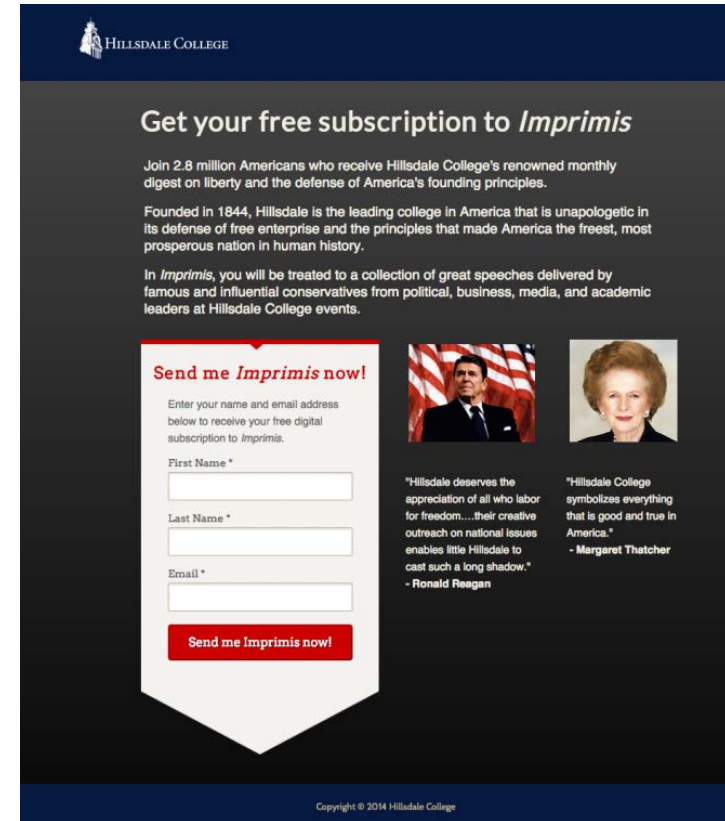
- Client: Hillsdale College
- Name acquisition offer for their *Imprimis* publication
- The form historically required both email and home address so it could be send through mail and online

Impact of Required Form Fields

Tested Elements:

- Reduced the required form fields by removing address information
- Removed image of *Imprimis* issues

Treatment



The screenshot shows a dark-themed web page for Hillsdale College. At the top left is the Hillsdale College logo. The main heading is "Get your free subscription to *Imprimis*". Below this, there is a paragraph: "Join 2.8 million Americans who receive Hillsdale College's renowned monthly digest on liberty and the defense of America's founding principles." Another paragraph follows: "Founded in 1844, Hillsdale is the leading college in America that is unapologetic in its defense of free enterprise and the principles that made America the freest, most prosperous nation in human history." A third paragraph states: "In *Imprimis*, you will be treated to a collection of great speeches delivered by famous and influential conservatives from political, business, media, and academic leaders at Hillsdale College events." Below the text is a white box with a red border containing the form. The form has a red header "Send me *Imprimis* now!" and a sub-header "Enter your name and email address below to receive your free digital subscription to *Imprimis*." The form fields are "First Name *", "Last Name *", and "Email *", each with a white input box. A red button at the bottom of the form says "Send me *Imprimis* now!". To the right of the form are two portraits. The first is of Ronald Reagan with the quote: "Hillsdale deserves the appreciation of all who labor for freedom....their creative outreach on national issues enables little Hillsdale to cast such a long shadow." - Ronald Reagan. The second is of Margaret Thatcher with the quote: "Hillsdale College symbolizes everything that is good and true in America." - Margaret Thatcher. At the bottom right of the page is the copyright notice: "Copyright © 2014 Hillsdale College".

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Email *

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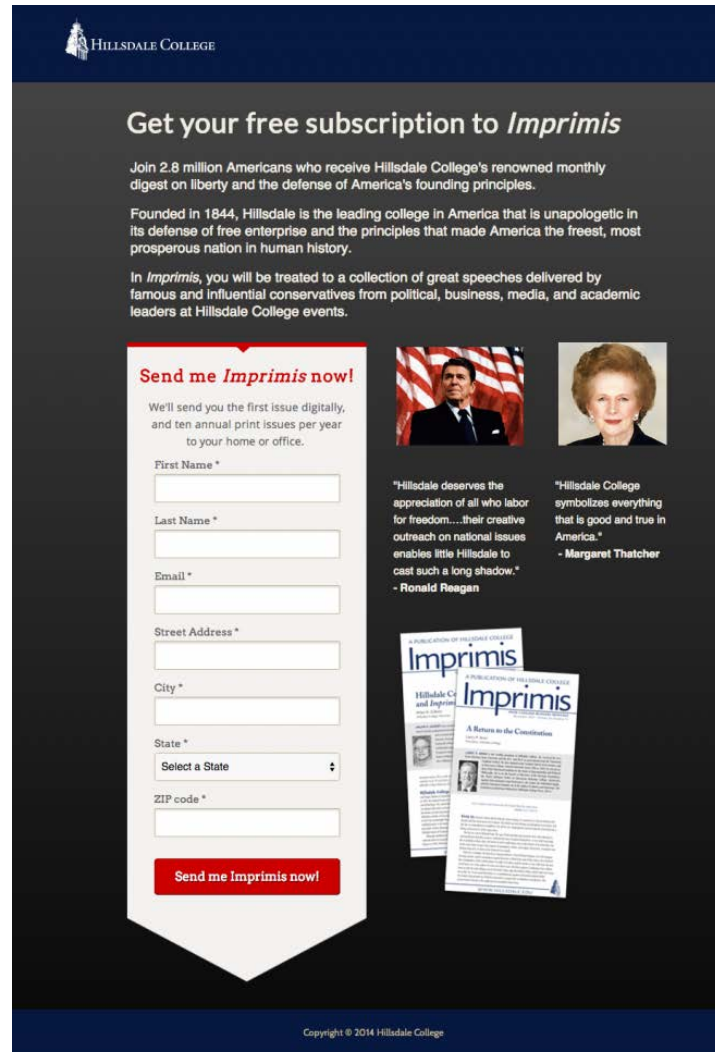
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- Ronald Reagan

"Hillsdale College symbolizes everything that is good and true in America."
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Impact of Required Form Fields

Control



The control form layout for Hillsdale College's *Imprimis* subscription. It features a dark blue header with the college's logo. The main content area is dark gray with white text. The form itself is a light gray vertical rectangle on the left side, containing several required fields marked with an asterisk. To the right of the form are two portraits of Ronald Reagan and Margaret Thatcher, each with a quote. Below the portraits are two overlapping images of the *Imprimis* publication. At the bottom of the form is a red button labeled 'Send me Imprimis now!'. The footer is dark blue with white text.

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First Name *

Last Name *

Email *

Street Address *

City *

State *

Select a State

ZIP code *

Send me Imprimis now!

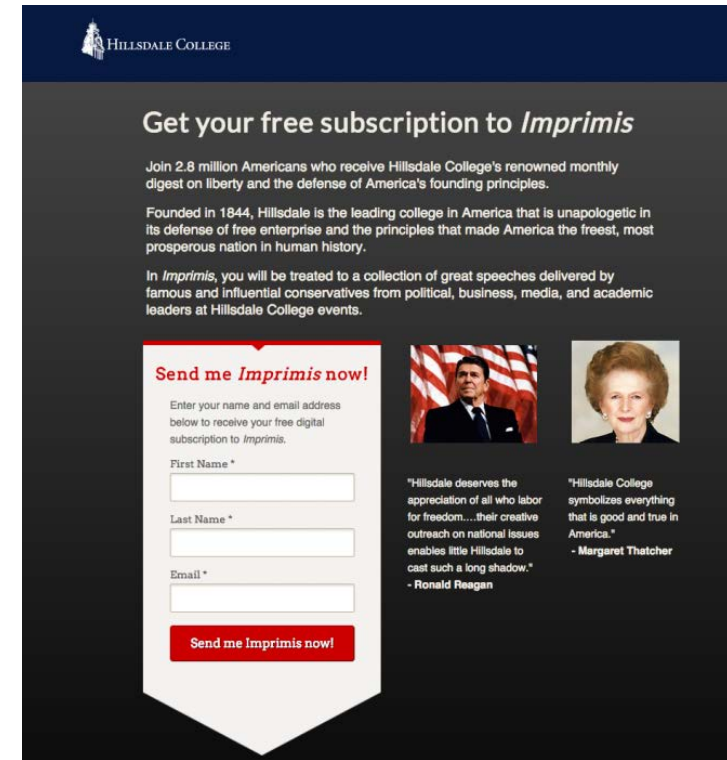
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Imprimis
A PUBLICATION OF HILLSDALE COLLEGE
Hillsdale College
and Imprimis
A Return to the Constitution

Copyright © 2014 Hillsdale College

Treatment



The treatment form layout for Hillsdale College's *Imprimis* subscription. It features a dark blue header with the college's logo. The main content area is dark gray with white text. The form itself is a light gray vertical rectangle on the left side, containing a single combined field for name and email, and a red button labeled 'Send me Imprimis now!'. To the right of the form are two portraits of Ronald Reagan and Margaret Thatcher, each with a quote. Below the portraits are two overlapping images of the *Imprimis* publication. At the bottom of the form is a red button labeled 'Send me Imprimis now!'. The footer is dark blue with white text.

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Email *

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Imprimis
A PUBLICATION OF HILLSDALE COLLEGE
Hillsdale College
and Imprimis
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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

FOOD FOR THE POOR
Saving Lives... Transforming Communities... Renewing Hope

HOME > SURVEYS

RECEIVE DAILY INSPIRATION TO YOUR INBOX MONDAY TO FRIDAY

Please provide your information below:

* First Name:

Last Name:

* Email:

ZIP / Postal Code:

SEND VERSE OF THE DAY

For whosoever shall call upon the name of the Lord shall be saved.
(Romans 10:13)

Treatment

FOOD FOR THE POOR
Saving Lives... Transforming Communities... Renewing Hope

HOME > SURVEYS

RECEIVE DAILY INSPIRATION TO YOUR INBOX MONDAY TO FRIDAY

Please provide your information below:

* Email:

* ZIP / Postal Code:

SEND VERSE OF THE DAY

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(Romans 10:13)



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

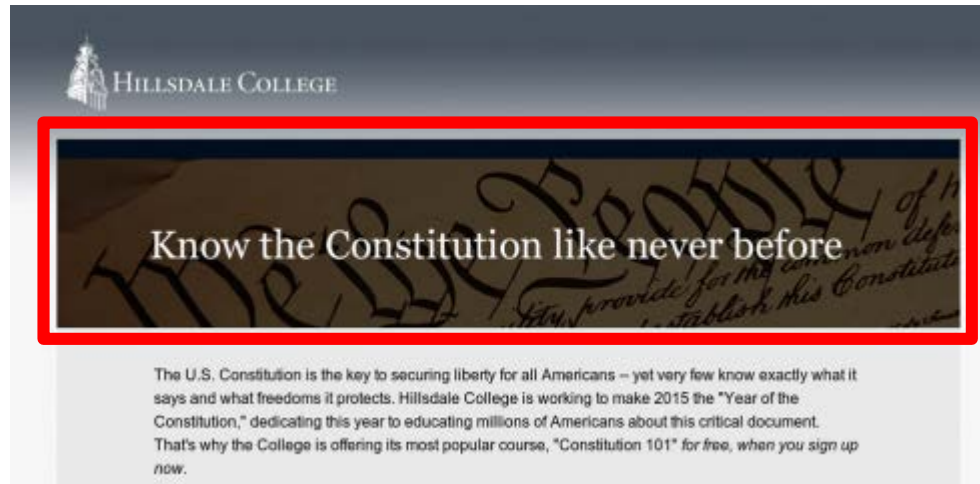


How clarifying the design of the page header affects email acquisition

Experiment #2684

Headline Placement Test

Control



Background:

- Client: Hillside 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

Treatment 1

Tested Elements:

- Removed the graphical Header
- New Headline

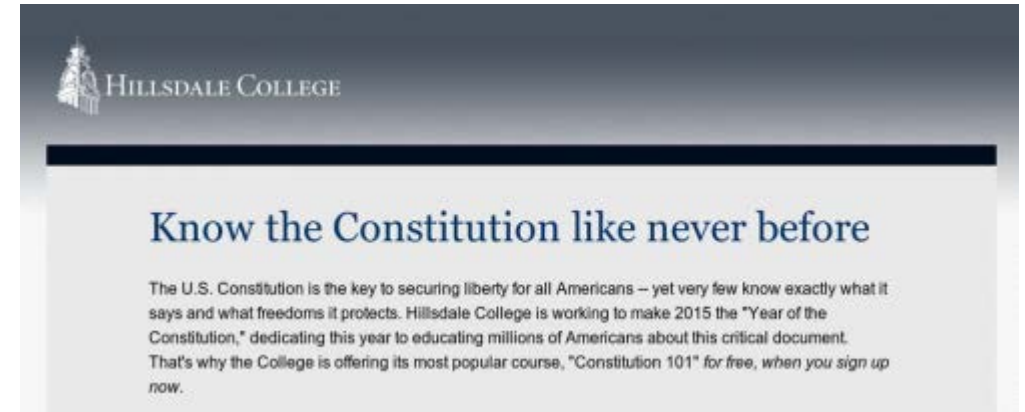


Headline Placement Test

Treatment

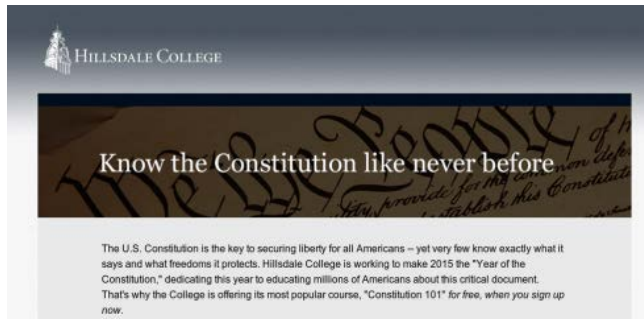
Tested Elements:

- Removed the graphical Header
- Identical Headline as control



Headline Placement Test

Control

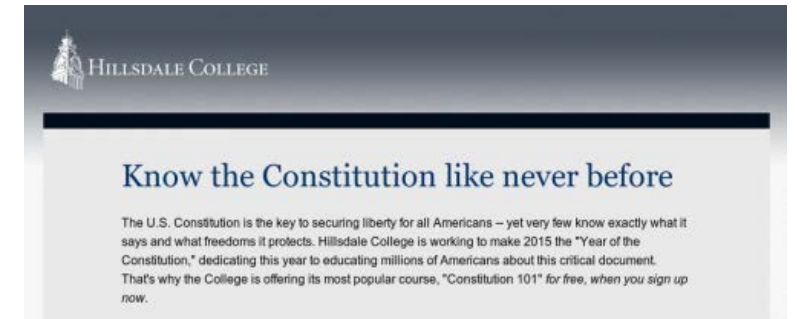


Treatment 1



6.6% increase
in conversion rate

Treatment 2



9.2% increase
in conversion rate

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



CONFLICTS OF THE PAST AS LESSONS FOR THE PRESENT
STRATEGIKA

The solutions to today's global conflicts can be found by examining our past.


Military history enthusiasts know that by looking at modern issues through the lens of history, we can understand what causes nations to go to war – and what lessons we can learn to maintain peace.

For the first time, an elite group of America's top military history experts have published a monthly newsletter that applies military history's greatest lessons to today's global tensions. These experts include:

- Victor Davis Hanson, Edward Luttwak, Andrew Roberts, and other acclaimed military historians
- Admiral Gary Roughead, General Jim Mattis and other experienced former leaders of America's Armed Forces
- Kori Schake, Kiron Skinner, Fred Kagan and other former National Security and military advisors

Together, this team produces *Strategika*, an exclusive monthly newsletter that applies the lessons of military history to today's conflicts in Russia, Syria, Iran, Israel, and other global crises.

Featuring insight from:



Get exclusive free access now!

Sign up below to get insider access to *Strategika* for free each month.

Each issue features:

- ✓ Insightful analysis from military history experts
- ✓ Point/counterpoint perspectives on top global issues
- ✓ Links to exclusive podcasts and additional content
- ✓ Downloadable PDF version for your Kindle or eReader
- ✓ Discussion questions for educators and policymakers

Have *Strategika* delivered straight to your inbox.

Your Name *

Your Email *

Get Strategika now!



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Background:


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

The problem

The ad

 **Hoover Institution**
Sponsored · 

EXCLUSIVE: Get insider analysis each month from America's top military historians.






Get Strategika Now


For the first time, America's top military history experts give you access to Strategika, a monthly newsletter that applies history's greatest lessons to today's global conflicts. Get it now!

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[Learn More](#)

Like · Comment · Share ·  98  2  1

Control



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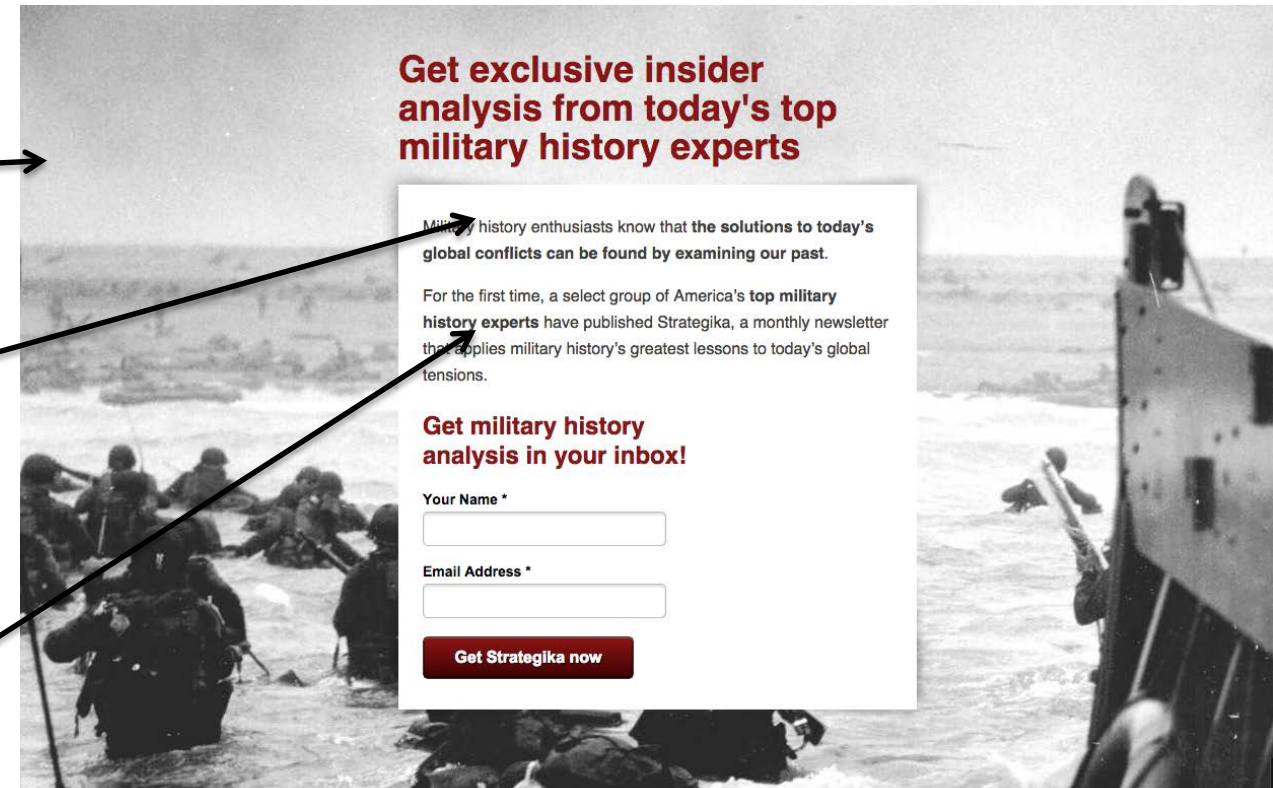
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Increasing Landing Page Congruence

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

Treatment



Increasing Landing Page Congruence

Control



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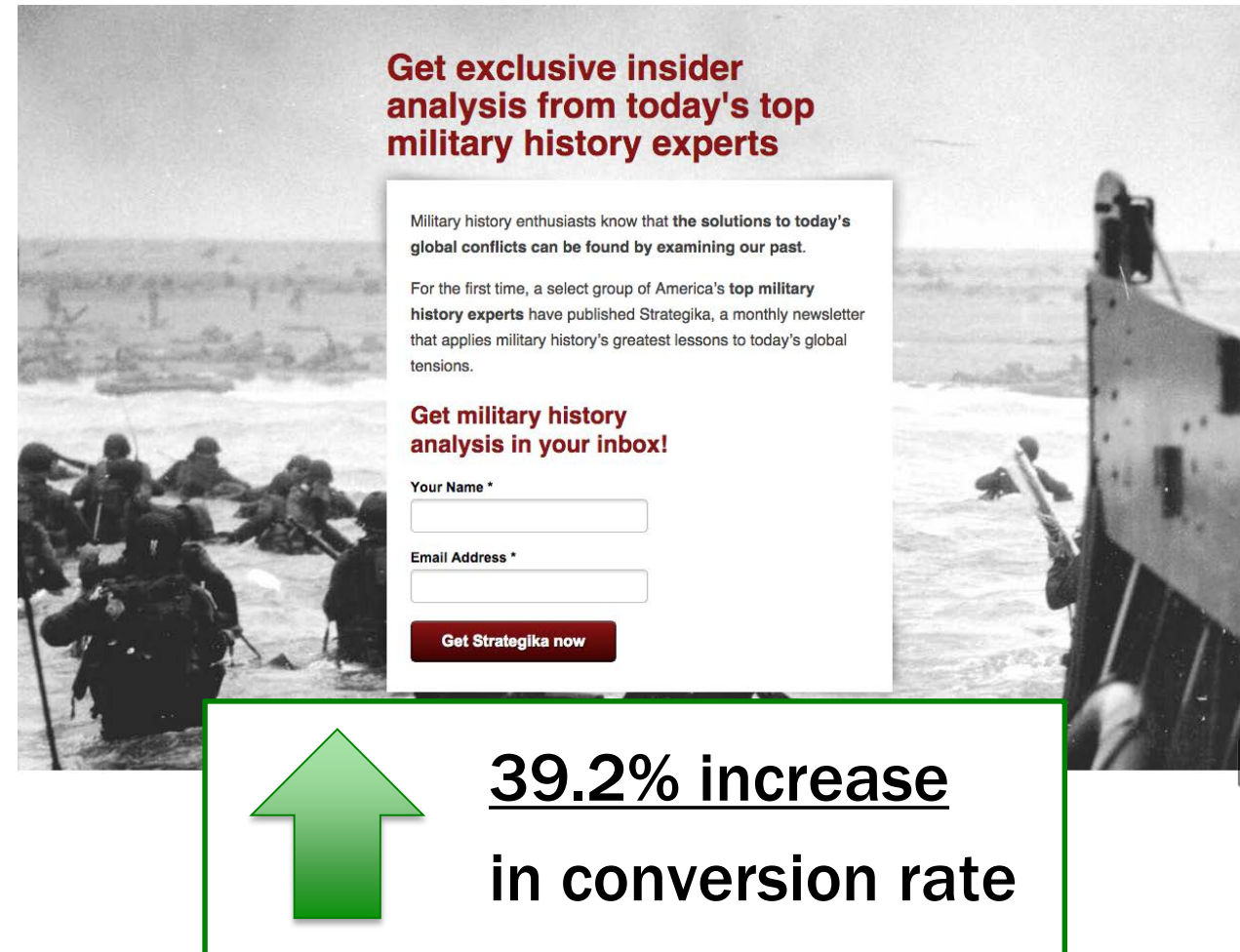
Your Name *

Your Email *

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Treatment



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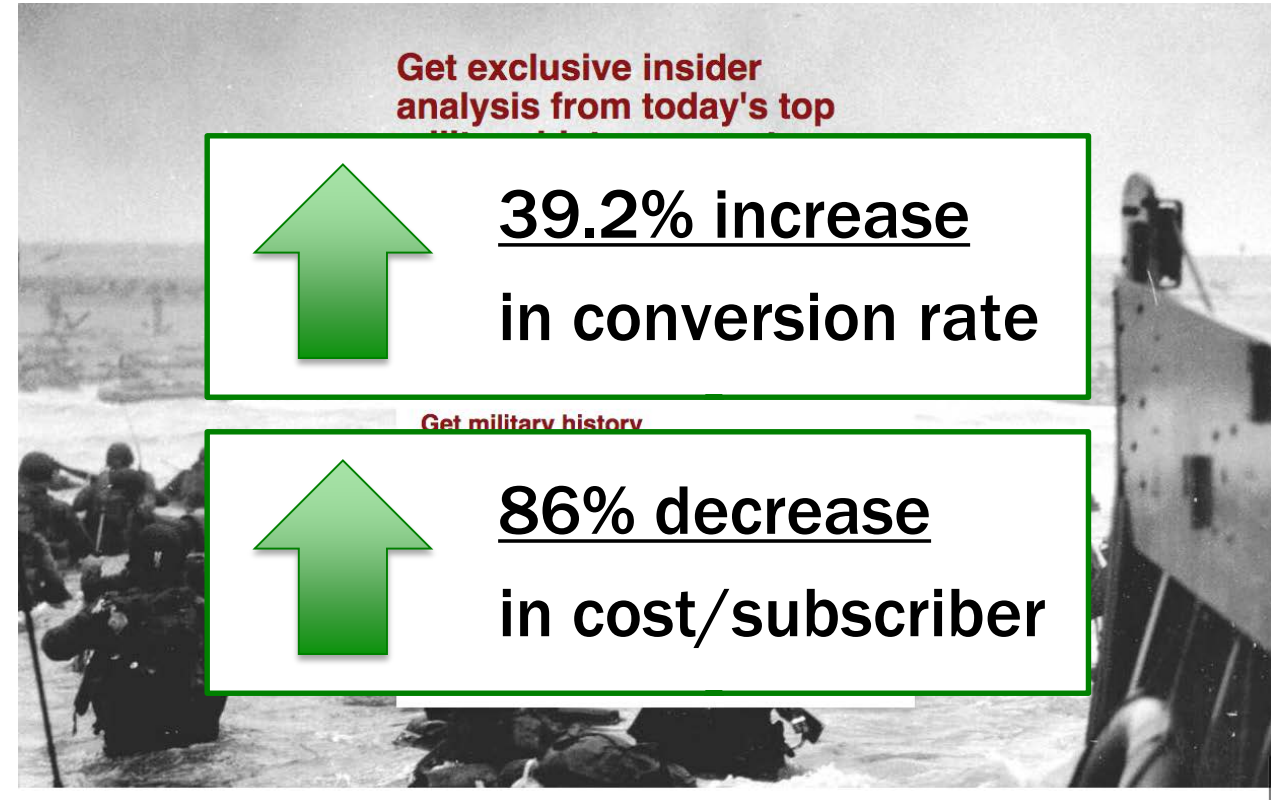
Your Name *

Your Email *


Get Strategika now!

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Treatment



Get exclusive insider analysis from today's top

 **39.2% increase**
in conversion rate

Get military history

 **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

STANFORD
BUSINESS



BUILD A WINNING BUSINESS

10 entrepreneurs share lessons they've learned building a business, what inspires them, and how they come up with their best ideas.

What's in the ebook?

This book features 10 entrepreneurs representing a wide range of industries such as apparel, consumer goods, educational technology, and more. Some of these founders share their early stage experiences building their companies. Others are running established businesses and reflect on their successes and failures. The interviews in this 24 page ebook are packed with inspiring advice and thought-provoking insights for people who are interested in launching and building their own ventures.

Get your FREE copy of *Build a Winning Business* – just complete the form to download the ebook.



Get your ebook
24 pages (30 min. read)

Name

Email

Get the ebook

We'll also send you a free subscription to Stanford Business, a bi-monthly email featuring insights from Stanford's global community of experts and leaders.

FEATURING INSIGHTS FROM:



Kenneth Klopp
Cofounder
The North Face



Gina Bianchini
Founder
Mightybell



Tristan Walker
Founder
Walker & Company



Eric Baker
Founder
Stubhub



Andy Dunn
Founding CEO
Bonobos

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

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



Get the new free ebook from Stanford Business

Learn from 10 entrepreneurs who share lessons they've learned building a business, what inspires them, and how they come up with their best ideas.

The interviews in this 24 page ebook are packed with inspiring advice and thought-provoking insights for people who are interested in launching and building their own ventures. Learn valuable startup wisdom from the founders of companies like **The North Face**, **Bonobos**, **StubHub**, and many more.

Get your **FREE** copy of *Build a Winning Business* -- just complete the form to download the ebook.

Your Name *

Your Email *

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We'll also send you a free subscription to Stanford Business, a bi-monthly email featuring insights from Stanford's global community of experts and leaders.



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Control



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Get your ebook 24 pages (30 min. read)

Name

Email

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Founder
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Eric Baker
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Stubhub



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Bonobos

Treatment



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Get your **FREE** copy of *Build a Winning Business* -- just complete the form to download the ebook.

Your Name *

Your Email *

Get the ebook now!



FEATURING INSIGHTS FROM:



10.8% increase
in conversion rate

Reordering elements increased conversion



10.8% increase in conversion rate

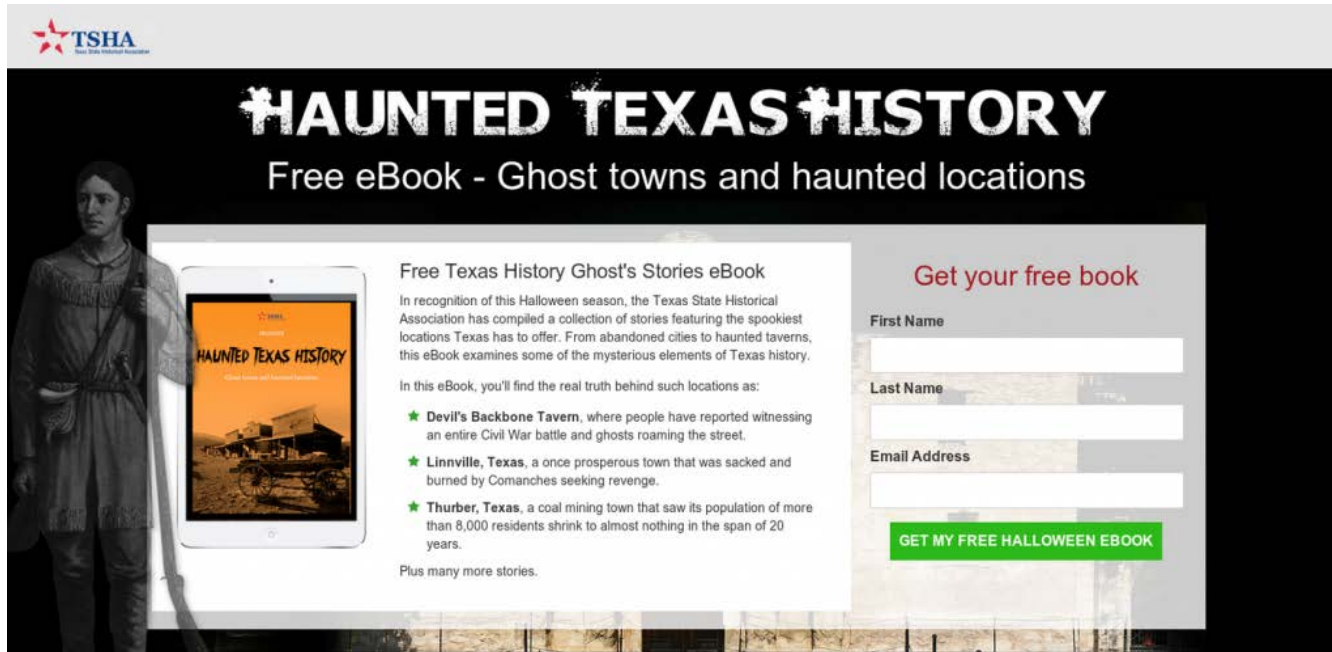
Version	Conv. Rate	Relative Diff	Stat Confidence
C: Three-column page	38.7%		
T1: Optimized page	42.9%	10.8%	98.9%

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



Experiment ID: #2472

Treatment



7.7% increase
in conversion rate

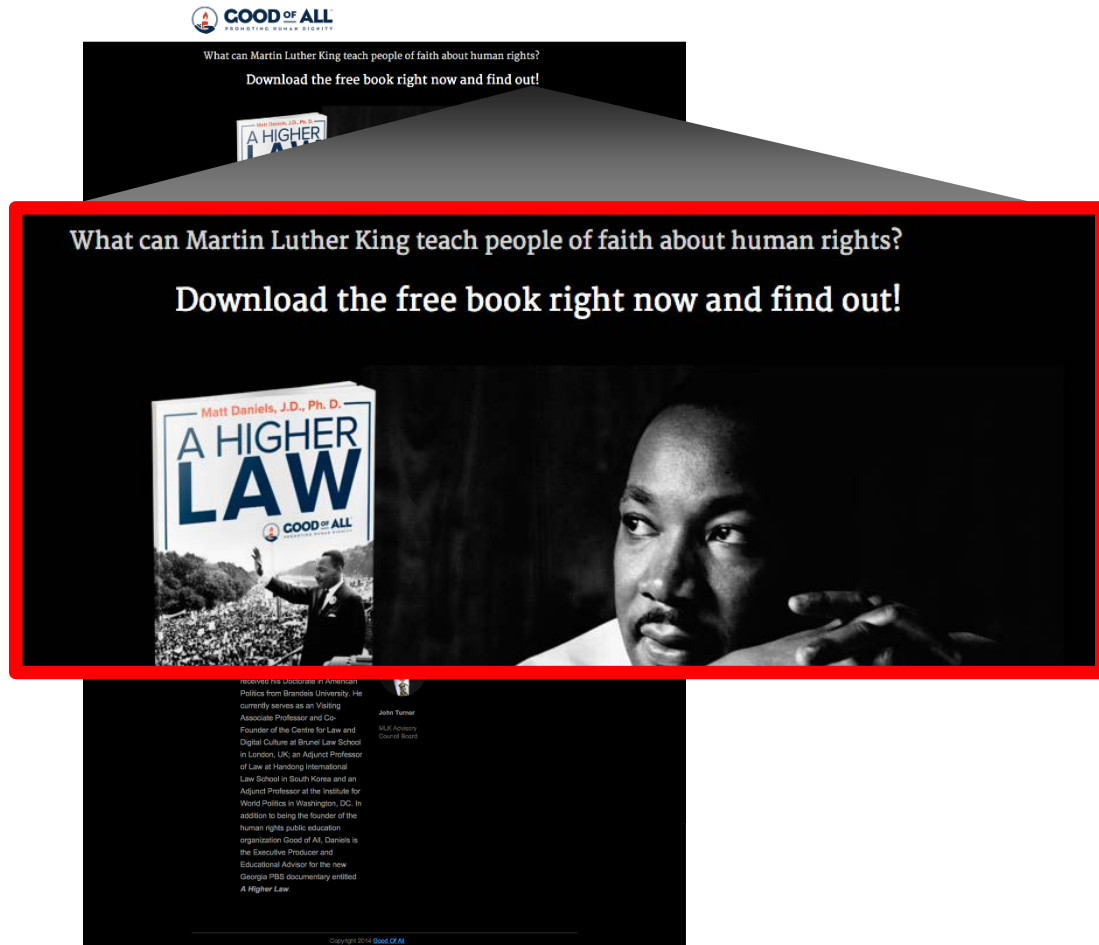


How clarifying the process-level value proposition affects email acquisition

Experiment #833

Process-Level Value Proposition Test

Control



Background:

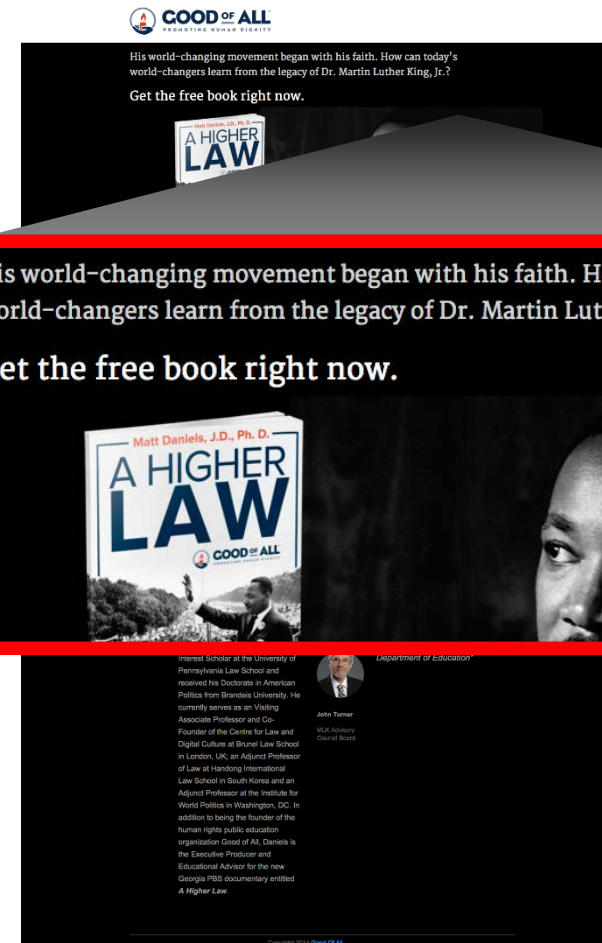
- Client: Good of All
- Email acquisition campaign with traffic being driven from Facebook
- Call-to-action focuses on what I need to do instead of what I can get

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.

Treatment

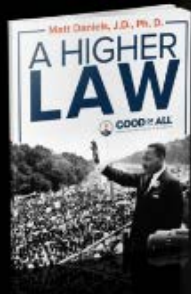


Process-Level Value Proposition Test

Control



What can Martin Luther King teach people of faith about human rights?
Download the free book right now and find out!



Name *
Email *

*Required Fields [Get your free book now!](#)

Treatment



His world-changing movement began with his faith. How can today's
world-changers learn from the legacy of Dr. Martin Luther King, Jr.?
Get the free book right now.



Name *
Email *

*Required Fields [Get your free book now!](#)



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%

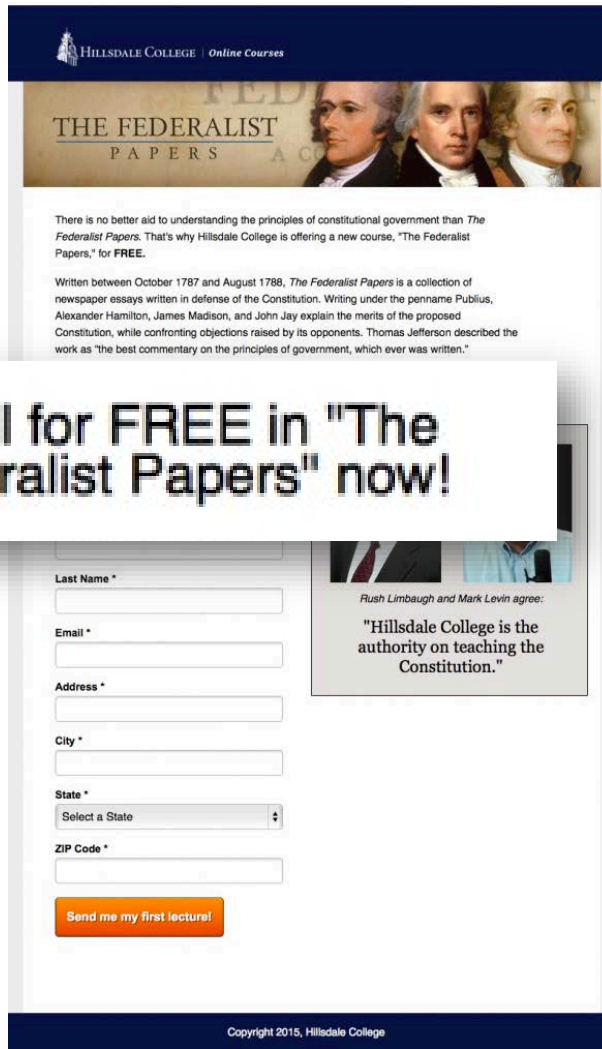


How visitor-focused language impacts conversion

Experiment #986

“Enroll” vs. “Activate” Experiment

Control



The screenshot shows the Hillsdale College website for the course "The Federalist Papers". The header includes the college's name and "Online Courses". Below the header is a banner with the title "THE FEDERALIST PAPERS" and a portrait of three men. The main text describes the course as a collection of newspaper essays written in defense of the Constitution, offering it for free. A large white box with the text "Enroll for FREE in 'The Federalist Papers' now!" is overlaid on the page. Below this, there is a registration form with fields for Last Name, Email, Address, City, State (a dropdown menu), and ZIP Code. A button labeled "Send me my first lecture!" is at the bottom of the form. A quote from Rush Limbaugh and Mark Levin is also visible: "Hillsdale College is the authority on teaching the Constitution."

HILLSDALE COLLEGE | Online Courses

THE FEDERALIST PAPERS

There is no better aid to understanding the principles of constitutional government than *The Federalist Papers*. That's why Hillsdale College is offering a new course, "The Federalist Papers," for **FREE**.

Written between October 1787 and August 1788, *The Federalist Papers* is a collection of newspaper essays written in defense of the Constitution. Writing under the penname Publius, Alexander Hamilton, James Madison, and John Jay explain the merits of the proposed Constitution, while confronting objections raised by its opponents. Thomas Jefferson described the work as "the best commentary on the principles of government, which ever was written."

Enroll for FREE in "The Federalist Papers" now!

Last Name *

Email *

Address *

City *

State *

Select a State

ZIP Code *

Send me my first lecture!

Copyright 2015, Hillsdale College

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

Treatment



The screenshot shows the Hillsdale College Online Courses page for 'The Federalist Papers'. The page features a header with the college logo and a banner image of the three authors. Below the banner, there is a paragraph explaining the course and its free nature. A white box with a drop shadow is overlaid on the page, containing the text 'Activate your FREE "Federalist Papers" course now!'. Below this box is a registration form with fields for First Name, Last Name, Email, Address, City, State (a dropdown menu), and ZIP Code. An orange button labeled 'Send me my first lecture!' is at the bottom of the form. To the right of the form, there is a quote from Rush Limbaugh and Mark Levin: 'Hillsdale College is the authority on teaching the Constitution.'

HILLSDALE COLLEGE | Online Courses

THE FEDERALIST PAPERS

There is no better aid to understanding the principles of constitutional government than *The Federalist Papers*. That's why Hillsdale College is offering a new course, "The Federalist Papers," for **FREE**.

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Activate your FREE "Federalist Papers" course now!

First Name *

Last Name *

Email *

Address *

City *

State *

Select a State

ZIP Code *

Send me my first lecture!

Rush Limbaugh and Mark Levin agree:
"Hillsdale College is the authority on teaching the Constitution."

Copyright 2015, Hillsdale College

“Enroll” vs. “Activate” Experiment

Control



Enroll for FREE in "The Federalist Papers" now!

Email *

Address *

City *

State *

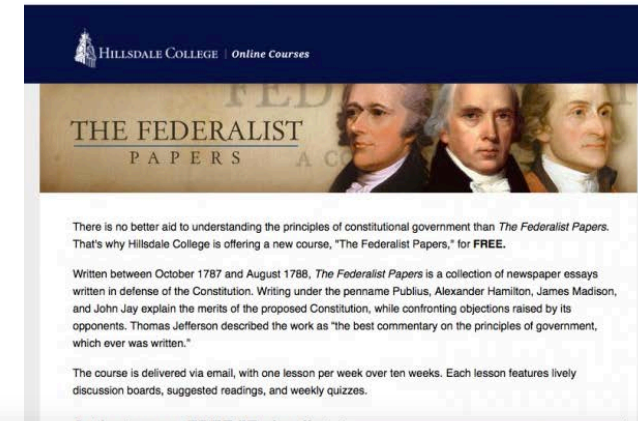
ZIP Code *

Send me my first lecture!

"Hillsdale College is the authority on teaching the Constitution."

Copyright 2015, Hillsdale College

Treatment



Activate your FREE "Federalist Papers" course now!

Email *

Address *

"Hillsdale College is the authority on teaching the Constitution."

Rush Limbaugh and Mark Levin agree:



31.5% increase
in conversion rate

“Enroll” vs. “Activate” Experiment



31.5% increase in conversion rate

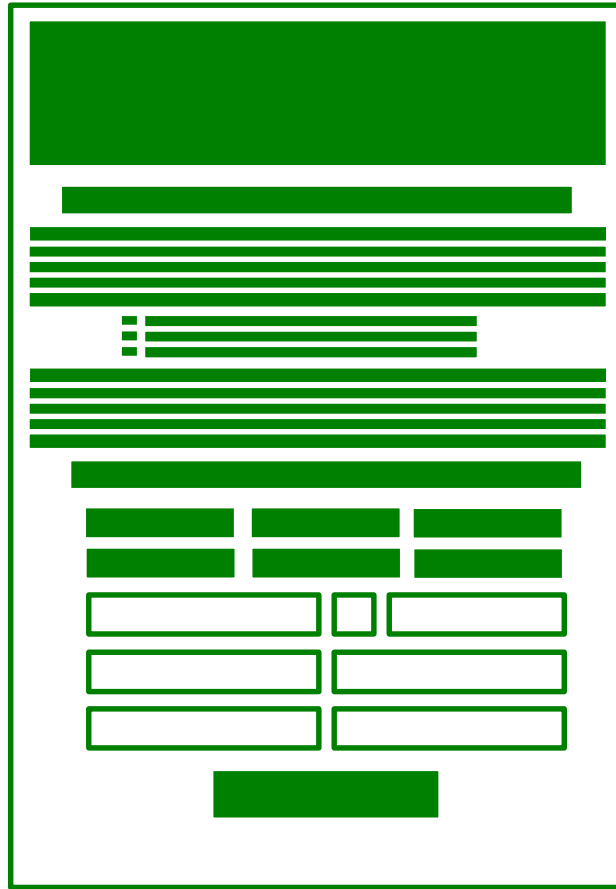
Version	Conv. Rate	Relative Diff	Stat Confidence
C: “Enroll”	26.5%		
T1: “Activate”	34.9%	31.5%	99.9%

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

Treatment

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 drawn by the belief that without an understanding of our history, every generation must start over. They are a proud group. Like the debaters of the Alamo, they must go with others read down. Like the Lone Star Heroes, 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.

Why are these special men and women? They are the members of the Texas State Historical Association.
The TSHA has the most significant collection of Texas history and culture in the world. It is the only organization in the world that has the authority to preserve and protect the state's history.

- The collection of Texas State Historical Association is the largest in the world, with over 100,000 volumes and more than 100,000 artifacts. It is the only organization in the world that has the authority to preserve and protect the state's history.
- The TSHA has the largest collection of Texas history and culture in the world. It is the only organization in the world that has the authority to preserve and protect the state's history.
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- The TSHA has the largest collection of Texas history and culture in the world. It is the only organization in the world that has the authority to preserve and protect the state's history.

Now, you too can become a member of this exclusive club.
When you join the TSHA, you will receive a number of benefits that will help you to learn more about Texas history and culture. You will also receive a number of benefits that will help you to learn more about Texas history and culture.

For example, TSHA members will receive:
• Access to the TSHA's exclusive collection of Texas history and culture.
• Access to the TSHA's exclusive collection of Texas history and culture.
• Access to the TSHA's exclusive collection of Texas history and culture.

Join TSHA online today, and your membership will be activated instantly.
When you join the TSHA, you will receive a number of benefits that will help you to learn more about Texas history and culture. You will also receive a number of benefits that will help you to learn more about Texas history and culture.

Membership Levels

- **Individual** - \$100 per year. This level of membership is for individuals who are interested in Texas history and culture.
- **Family** - \$200 per year. This level of membership is for families who are interested in Texas history and culture.
- **Corporate** - \$500 per year. This level of membership is for corporations who are interested in Texas history and culture.
- **Life** - \$10,000. This level of membership is for individuals who are interested in Texas history and culture.


Your Name
First Name:
Last Name:
Address:
City:
State:
Zip:

Gift Information
Gift Name:
Gift Amount:
Gift Frequency:
Gift Start Date:

DONATE

Impact of Radical Redesign

- Headline arrests attention by conveying an exclusive offer
- First paragraph focuses on primary value proposition

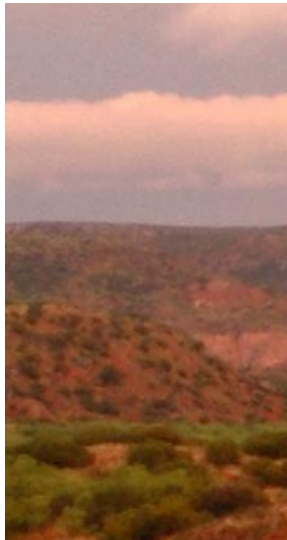


GET INSIDER ACCESS
to the Most Exclusive Texas History Club in the Nation

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



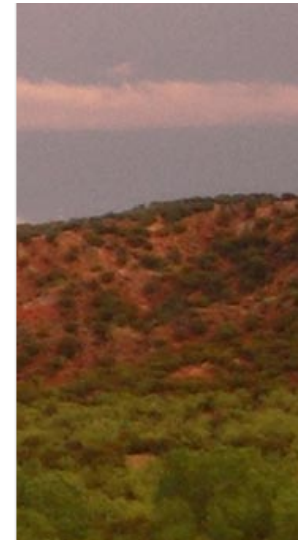
Now, you too can become a member of this exclusive club.

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.

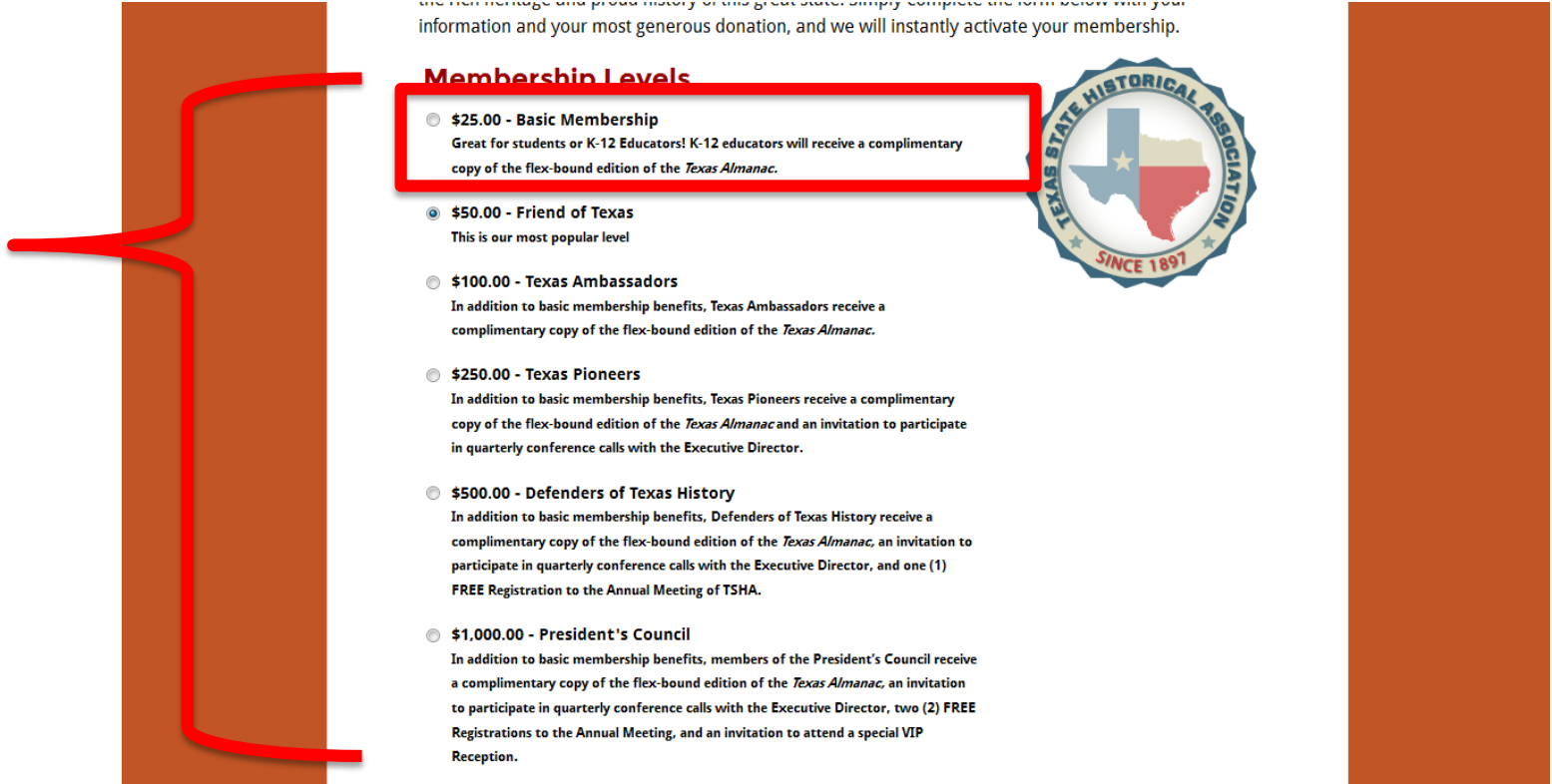
Members of the Texas State Historical Association get more than just satisfaction that they are helping preserve our Texas history; they also get access to special benefits unavailable anywhere else.



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

The screenshot shows the original website layout. At the top is a navigation bar with links: The Handbook of Texas, Bookstore, Education, Southwestern Historical Quarterly, and Texas Almanac. Below this is a membership section titled 'Texas State Historical Association Membership' with a 'VIEW CART' button. A large red star graphic is used as a visual element. The main content area features a carousel with four images labeled 'Friend', 'Institutional', 'Contributor', and 'Sponsor'. Below the carousel is a section titled 'WE WROTE THE BOOK ON TEXAS HISTORY' with a paragraph about the association's history. At the bottom, there is a call to action 'THE FUTURE OF TEXAS HISTORY IS NOW JOIN TODAY!' and a 'Bookstore' link.

Treatment

The screenshot shows the redesigned website. It features a large, vibrant background image of a sunset over a field. The header is simplified, with a prominent red star and the text 'GET INSIDER ACCESS to the Most Exclusive Texas History Club in the Nation'. The main content area is a single column with a large, bold headline '146.5% increase in conversion rate' and a large green arrow pointing upwards. Below the headline, there is a list of bullet points highlighting the benefits of membership. At the bottom, there is a 'DONATE' button and a 'Your Name' form.



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

Maximize with our Match

Honor Levi with your donation to CaringBridge today, which will be matched up to \$15,000, thanks to a generous donor.



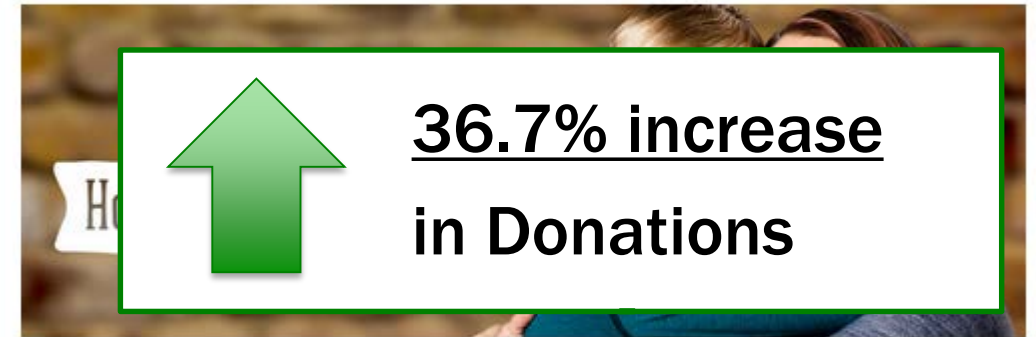
Double My Gift

Close

Treatment

Make a Tribute and We'll Double Your Gift

Honor Levi with your donation to CaringBridge today, which will be matched up to \$15,000, thanks to a generous donor.



Double My Gift

Close



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

Treatment Changes:

- Changed headline to convey value
- Added copy outlining reasons why donors support the Senator.
- Included evidentials to back up each claim

The screenshot shows a campaign website for John Cornyn, U.S. Senator. The page features a dark background with a large photo of John Cornyn on the right. The main heading is "Stand with John Cornyn". Below this is a donation form with a progress bar (1-4) and a table of donation amounts. To the right of the form is a list of reasons to support John Cornyn, each preceded by a green arrow pointing from the "Treatment Changes" list on the left. The reasons include his leadership, his conservative ranking, his 100% rating on pro-life issues, his A+ rating on gun rights, and his support for the Balanced Budget Amendment. Below these reasons are three more sections: "Stands Up for America's Armed Forces", "Helping to Beat the Democrats and Keep Texas Red", and a final call to action: "Please make a generous donation to support John Cornyn and Texas Conservatives today."

John Cornyn
U.S. SENATOR

Stand with John Cornyn

1 2 3 4
Amount Name Payment Submit

\$25	\$50
\$100	\$500
\$1000	\$2600
Other:	<input type="text"/>

Already have an account? [Log in](#)

SSL
SECURE

POWERED BY USCONTRIBUTIONS

An Experienced Leader and a Lifelong Texas Conservative

- Ranked the **2nd most conservative Senator** in 2013 by National Journal.
- **100% Rating on pro-life issues** from the National Right to Life Committee.
- **A+ Rating on gun rights** issues and is endorsed by the NRA.
- A **champion for the Balanced Budget Amendment** in Congress.

Stands Up for America's Armed Forces

- Introduced the **Honoring the Fort Hood Heroes Act** to honor those killed or wounded in the 2009 terrorist attack.

Helping to Beat the Democrats and Keep Texas Red

- Our campaign has already **recruited over 20,000 grassroots activists across Texas** who are committed to preserving and expanding freedom and economic growth - by expanding the Republican Party and training the next generation of grassroots activists how to win on the issues that matter.

Please make a generous donation to support John Cornyn and Texas Conservatives today.

Power of the Value Proposition

Control

John Cornyn
U.S. SENATOR

Home About News Blog Issues Contact Store Donate

Make A Donation

1 2 3 4
Amount Name Payment Submit

\$25 \$50
\$100 \$500
\$1000 \$2600
Other:

Already have an account? [Log In](#)

SSL SECURE

POWERED BY USCONTRIBUTIONS

Treatment

John Cornyn
U.S. SENATOR

Home About News Blog Issues Contact Store Donate

Stand with John Cornyn

1 2 3 4
Amount Name Payment Submit

\$25 \$50
\$100 \$500
\$1000 \$2600
Other:

Already have an account? [Log In](#)

SSL SECURE

POWERED BY USCONTRIBUTIONS

An Experienced Leader and a Lifelong Texas Conservative

- Ranked the 2nd most conservative Senator in 2013 by National Journal.
- 100% Rating on pro-life issues from the National Right to Life Committee.
- A+ Rating on gun rights issues and is endorsed by the NRA.
- A champion for the Balanced Budget Amendment in Congress.

Stands Up for America's Armed Forces

- Introduced the Honoring the Fort Hood Heroes Act to honor those killed or wounded in the 2009 terrorist attack.

Helping to Beat the Democrats and Keep Texas Red

- Our campaign has already recruited over 20,000 grassroots activists across Texas who are committed to preserving and expanding freedom and economic



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

harvest:greg laurie

Jonathan Laurie's Story

Jonathan Laurie shares his testimony in "What's It Going to Take?"




Calling Our Loved Ones to Faith

Do we have a part to play in restoring a person who has fallen away? Yes we do. James 5:19 says,

"If someone among you wanders away from the truth and is brought back, you can be sure that whoever brings the sinner back will save that person from death and bring about the forgiveness of many sins."

Get a copy of *Come Home*, by James MacDonald, to find out what your role is in God's restoration of prodigals. It will be sent to you for a donation of any amount.




Help call others home to the Lord with a financial gift to Harvest Ministries today.

[\\$25](#) [\\$35](#) [\\$50](#) [\\$100](#)

Treatment

harvest:greg laurie



Don't give up on the prodigals.

Each of us knows someone who has walked away from God. It doesn't have to be a friend or a family member, maybe it was someone in your church - it is heartbreaking and bewildering to watch them turn from the Gospel. Just as it was with my son Jonathan, we wonder how to reach out to them and bring them back, but often it seems impossible.

The book *Coming Home* by James MacDonald, is a great resource that speaks to the issue of people running from the Lord. It outlines what everyone in the

It is my personal desire, and that of our ministries, for people who are lost to find restoration in Christ. I highly recommend *Coming Home*. Let's not give up hope on the prodigals in our lives.

Get this resource, today.



203% increase
in conversion rate

Experiment ID: #3970



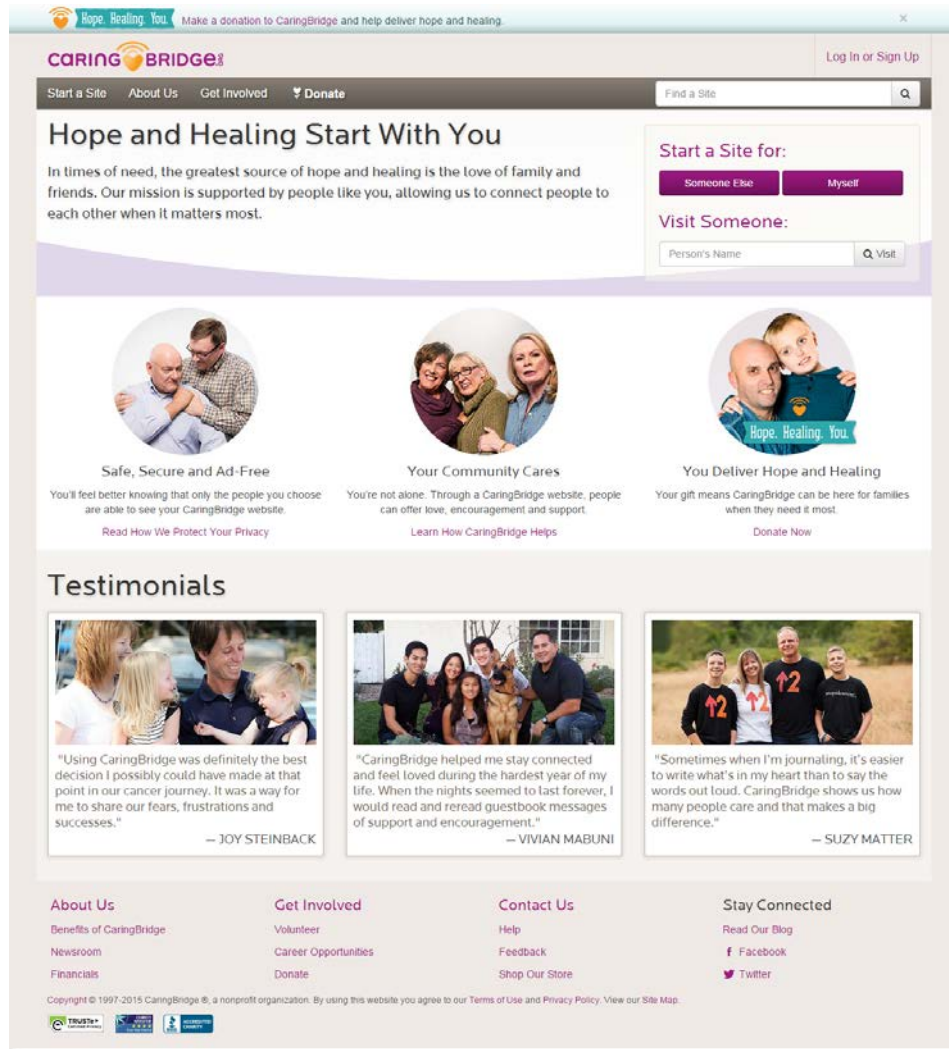
How does form layout affect friction on a donation form?

Experiment #1007

Overview: CaringBridge.org

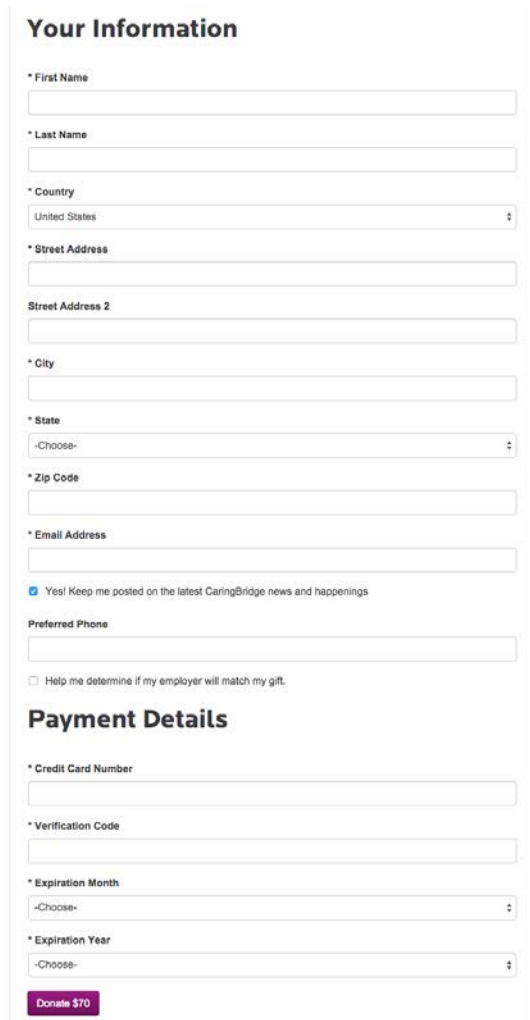
CaringBridge is a website where people in a time of need can securely share updates, photos and videos, connecting with friends and family who care and want to help.

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



Donation Form Friction

Control



The image shows a vertical donation form. The top section is titled 'Your Information' and contains several input fields: First Name, Last Name, Country (a dropdown menu showing 'United States'), Street Address, Street Address 2, City, State (a dropdown menu showing '-Choose-'), Zip Code, and Email Address. Below these fields is a checkbox labeled 'Yes! Keep me posted on the latest CaringBridge news and happenings' which is checked. Underneath is a 'Preferred Phone' field and a checkbox labeled 'Help me determine if my employer will match my gift.' The bottom section is titled 'Payment Details' and contains fields for Credit Card Number, Verification Code, Expiration Month (a dropdown menu showing '-Choose-'), and Expiration Year (a dropdown menu showing '-Choose-'). At the very bottom is a purple button labeled 'Donate \$70'.

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

Treatment

Your Information

* First Name	* Last Name	
<input type="text"/>	<input type="text"/>	
* Country		
<input type="text" value="United States"/>		
* Street Address		
<input type="text"/>		
Street Address 2		
<input type="text"/>		
* City	* State	* Zip Code
<input type="text"/>	<input type="text" value="-Choose-"/>	<input type="text"/>
* Email Address		Preferred Phone
<input type="text"/>		<input type="text"/>
<input checked="" type="checkbox"/> Yes! Keep me posted on the latest CaringBridge news and happenings		

Payment Details

* Credit Card Number	* Verification Code
<input type="text"/>	<input type="text"/>
* Expiration Month	* Expiration Year
<input type="text" value="-Choose-"/>	<input type="text" value="-Choose-"/>

Donate \$70

Donation Form Friction

Control

Your Information

* First Name

* Last Name

* Country

* Street Address

Street Address 2

* City

* State

* Zip Code

* Email Address

☒ Yes! Keep me posted on the latest CaringBridge news and happenings

Preferred Phone

☐ Help me determine if my employer will match my gift.

Payment Details

* Credit Card Number

* Verification Code

* Expiration Month

* Expiration Year

Treatment

Your Information

* First Name * Last Name

* Country

* Street Address

Street Address 2

* City * State * Zip Code

* Email Address Preferred Phone

☒ Yes! Keep me posted on the latest CaringBridge news and happenings

Payment Details

* Credit Card Number * Verification Code

* Expiration Month * Expiration Year



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

My Gift Amount

\$

All gifts above \$500 will receive a personalized, engraved brick on Hillsdale's Liberty Walk. [See an example.](#)

Billing Information

First Name *

Last Name *

Email Address *

Country *

Address *

City *

State *

Zip Code *

Phone

Credit Card Information

Card Number *

Exp. Month *

Exp. Year *

CVV * [\[What is this?\]](#)

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

My Gift Amount

\$25 \$50 \$100

\$250 \$500

\$ Other Gift Amount

All gifts above \$500 will receive a personalized, engraved brick on Hillsdale's Liberty Walk. [See an example.](#)

Billing Information

First Name Last Name

Email Address

Country
United States

Address

City

State Postal Code

Phone (Optional)

Credit Card Information

Card Number

Exp. Month Exp. Year CVV

[\[What is this?\]](#)

Make My \$50 Gift

Adaptive Placeholders



Modern Design Trend Experiment

Control

My Gift Amount

\$

All gifts above \$500 will receive a personalized, engraved brick on Hillsdale's Liberty Walk. [See an example.](#)

Billing Information

First Name *

Last Name *

Email Address *

Country *

Address *

City *

State *

Zip Code *

Phone

Credit Card Information

Card Number *

Exp. Month *

Exp. Year *

CVV * [What is this?]

Treatment

My Gift Amount

\$

All gifts above \$500 will receive a personalized, engraved brick on Hillsdale's Liberty Walk. [See an example.](#)

Billing Information

First Name

Last Name

Email Address

Country

**69.7% decrease
in donations**

Card Number

Exp. Month

Exp. Year

CVV [What is this?]

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?**

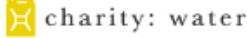
☒ **What?**

☐ **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

[WHY WATER?](#) [OUR WORK](#) [ABOUT US](#)

[DONATE](#) [FUNDRAISE](#) [SIGN IN](#)

Donate to charity: water


100% of your money will fund clean water projects for people in need.

GIVE MONTHLY

\$30 can bring clean water to one person every month.

\$ 60 USD/MONTH

☐ Give in honor of someone

Give by 

Link to Bank


Give by PayPal

GIVE ONCE

Help fund water projects for communities around the world.

\$ 60 USD



☐ Give in honor of someone

Give by 

Give by *PayPal*

Give by check or stock

Sponsor an entire project for \$10,000+



[? Help](#)

charity: water

[illegible]

Hypothesis:

Making the four CTA's stand out will lead to more clicks on the donation buttons.

charity: water

charity: water

WHY WATER?OUR WORKABOUT US

DONATEFUNDRAISESIGN IN

Donate to charity: water

100% of your money will fund clean water projects for people in need.

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CONTROL

charity: water

WHY WATER?OUR WORKABOUT US

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Give by

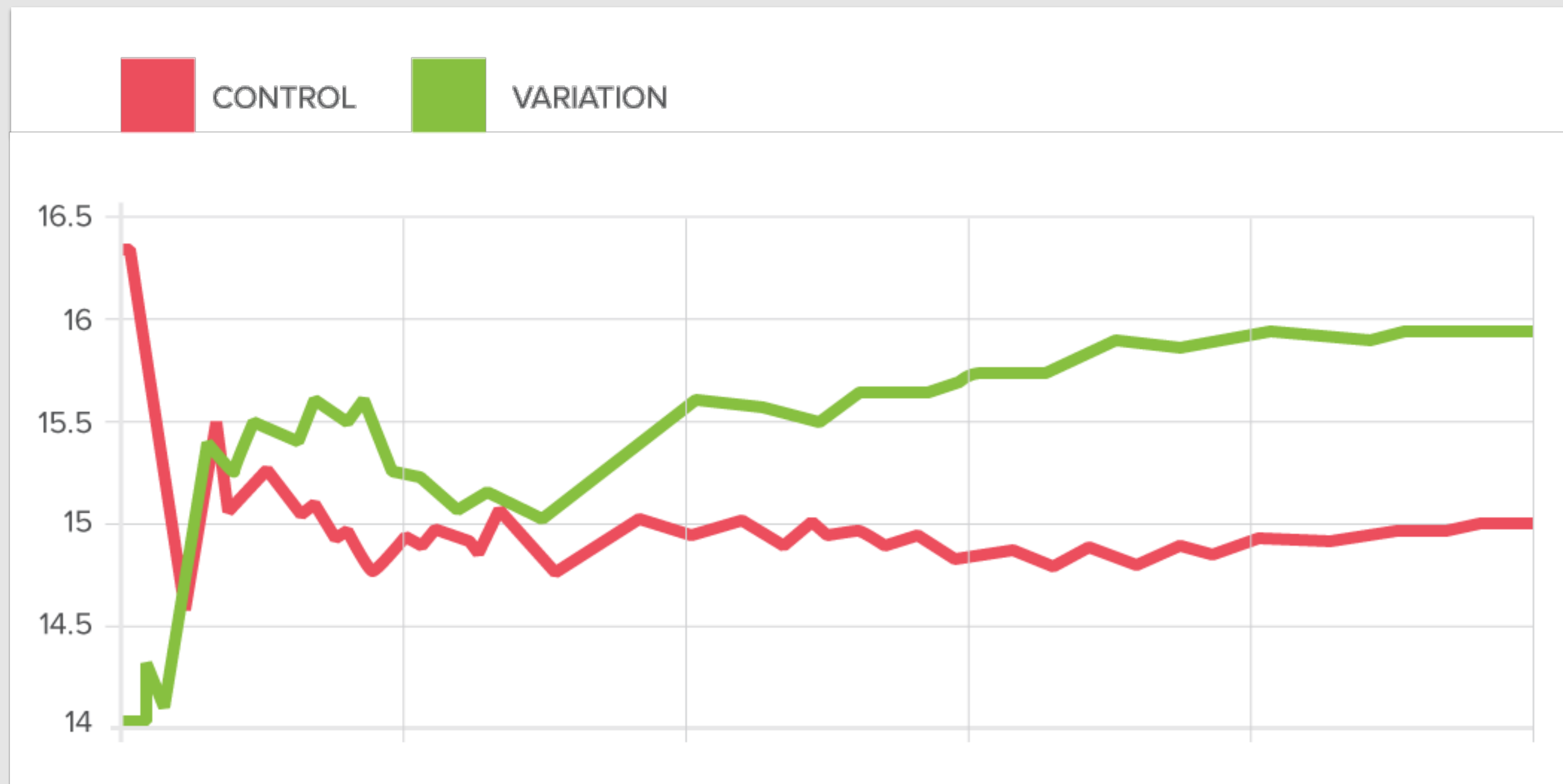
Give by PayPal

Give by check or stock

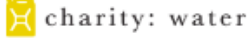
Sponsor an entire project for \$10,000+

VARIATION

Optimizely



Experiment Ideas

[WHY WATER?](#) [OUR WORK](#) [ABOUT US](#)

[DONATE](#) [FUNDRAISE](#) [SIGN IN](#)

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Give by check or stock

Sponsor an entire project for \$10,000+



[? Help](#)

Experiment Ideas

The image displays the top portion of the charity: water website's donation interface. At the very top, navigation links include "charity: water", "WHY WATER?", "OUR WORK", and "ABOUT US". On the right side of the header, three buttons are visible: "DONATE", "FUNDRAISE", and "SIGN IN".

The main heading reads "Donate to charity: water", followed by the statement "100% of your money will fund clean water projects for people in need." A large blue arrow on the right points leftward towards the "GIVE ONCE" section.

There are two primary columns for donations:

1. **GIVE MONTHLY** (light blue background):
- Subtext: "\$30 can bring clean water to one person every month."
- Input field: Shows "\$ 60" and "USD/MONTH".
- Checkbox: "Give in honor of someone" (unchecked).
- Buttons: "Give by [credit card icon]", "Link to Bank", and "Give by PayPal".

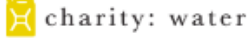
2. **GIVE ONCE** (light green background):
- Subtext: "Help fund water projects for communities around the world."
- Input field: Shows "\$ 60" and "USD".
- Checkbox: "Give in honor of someone" (unchecked).
- Buttons: "Give by [credit card icon]", "Give by PayPal", "Give by check or stock", and "Sponsor an entire project for \$10,000+".

At the bottom of the page, there are two photographs. The left photo shows a group of smiling children and adults standing next to a yellow and black water pump truck. The right photo is a close-up of a person wearing a colorful patterned headwrap.

Experiment #1

Remove content from the headline to eliminate distractions and clutter.

Experiment Ideas

[WHY WATER?](#) [OUR WORK](#) [ABOUT US](#)

[DONATE](#) [FUNDRAISE](#) [SIGN IN](#)

Donate to charity: water

100% of your money will fund clean water projects for people in need.


GIVE MONTHLY

\$30 can bring clean water to one person every month.

\$ 60

USD/MONTH

☐ Give in honor of someone

Give by 

Link to Bank

Give by PayPal


GIVE ONCE

Help fund water projects for communities around the world.

\$ 60

USD



☐ Give in honor of someone

Give by 

Give by PayPal

Give by check or stock

Sponsor an entire project for \$10,000+

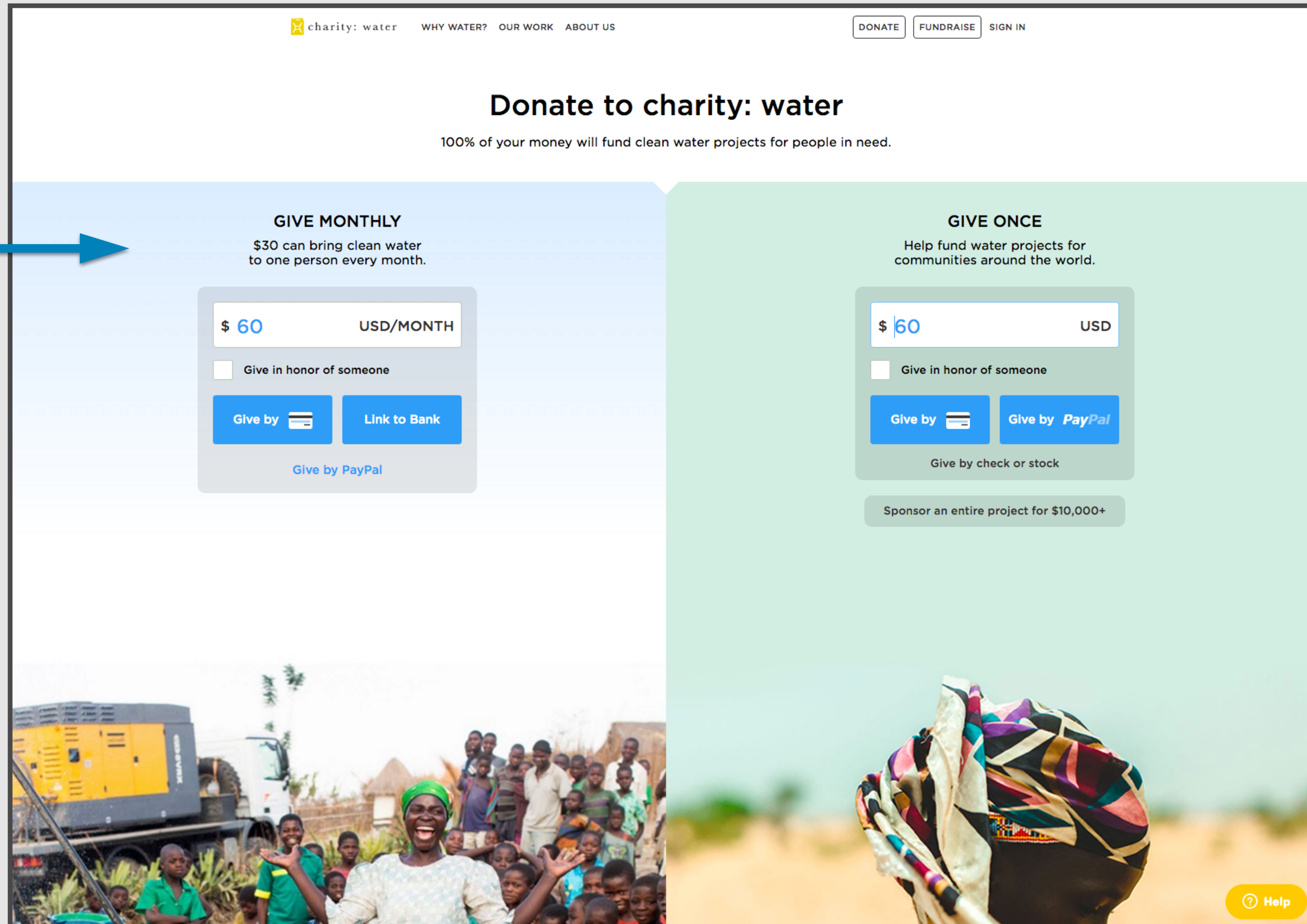


[? Help](#)

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

Experiment Ideas

Experiment #3
Swap the “GIVE MONTHLY” and “GIVE ONCE” sections to improve monthly donors.



The screenshot shows the charity: water donation page. The header includes the logo, navigation links (WHY WATER?, OUR WORK, ABOUT US), and buttons for DONATE, FUNDRAISE, and SIGN IN. The main heading is "Donate to charity: water" with a subtext "100% of your money will fund clean water projects for people in need." Below this, there are two main sections: "GIVE MONTHLY" (blue background) and "GIVE ONCE" (green background). The "GIVE MONTHLY" section features a form with a dropdown menu set to "\$ 60", a "USD/MONTH" label, a checkbox for "Give in honor of someone", and buttons for "Give by" (with a credit card icon), "Link to Bank", and "Give by PayPal". The "GIVE ONCE" section features a form with a dropdown menu set to "\$ 60", a "USD" label, a checkbox for "Give in honor of someone", buttons for "Give by" (with a credit card icon) and "Give by PayPal", a link for "Give by check or stock", and a button for "Sponsor an entire project for \$10,000+". The bottom of the page shows a group of people in front of a yellow water pump on the left and a close-up of a colorful headwrap on the right. A "Help" button is in the bottom right corner.

charity: water WHY WATER? OUR WORK ABOUT US DONATE FUNDRAISE SIGN IN

Donate to charity: water

100% of your money will fund clean water projects for people in need.

GIVE MONTHLY

\$30 can bring clean water to one person every month.

\$ 60 USD/MONTH

☐ Give in honor of someone

Give by

Link to Bank

Give by PayPal

GIVE ONCE

Help fund water projects for communities around the world.

\$ 60 USD

☐ Give in honor of someone

Give by

Give by PayPal

Give by check or stock

Sponsor an entire project for \$10,000+

[Help](#)

6 Key Steps

to a Successful Experiment

6 Key Steps

1

Make the Variations

What are you testing?

6 Key Steps

1

Make the Variations

2

Set Goals

Why are you testing? How will you measure success?

6 Key Steps

1

Make the Variations

2

Set Goals

3

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

6 Key Steps

1

Make the Variations

2

Set Goals

3

Set URL Targeting

4

Set Audiences

Who sees the experiment?

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?

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?

6 Key Steps

1

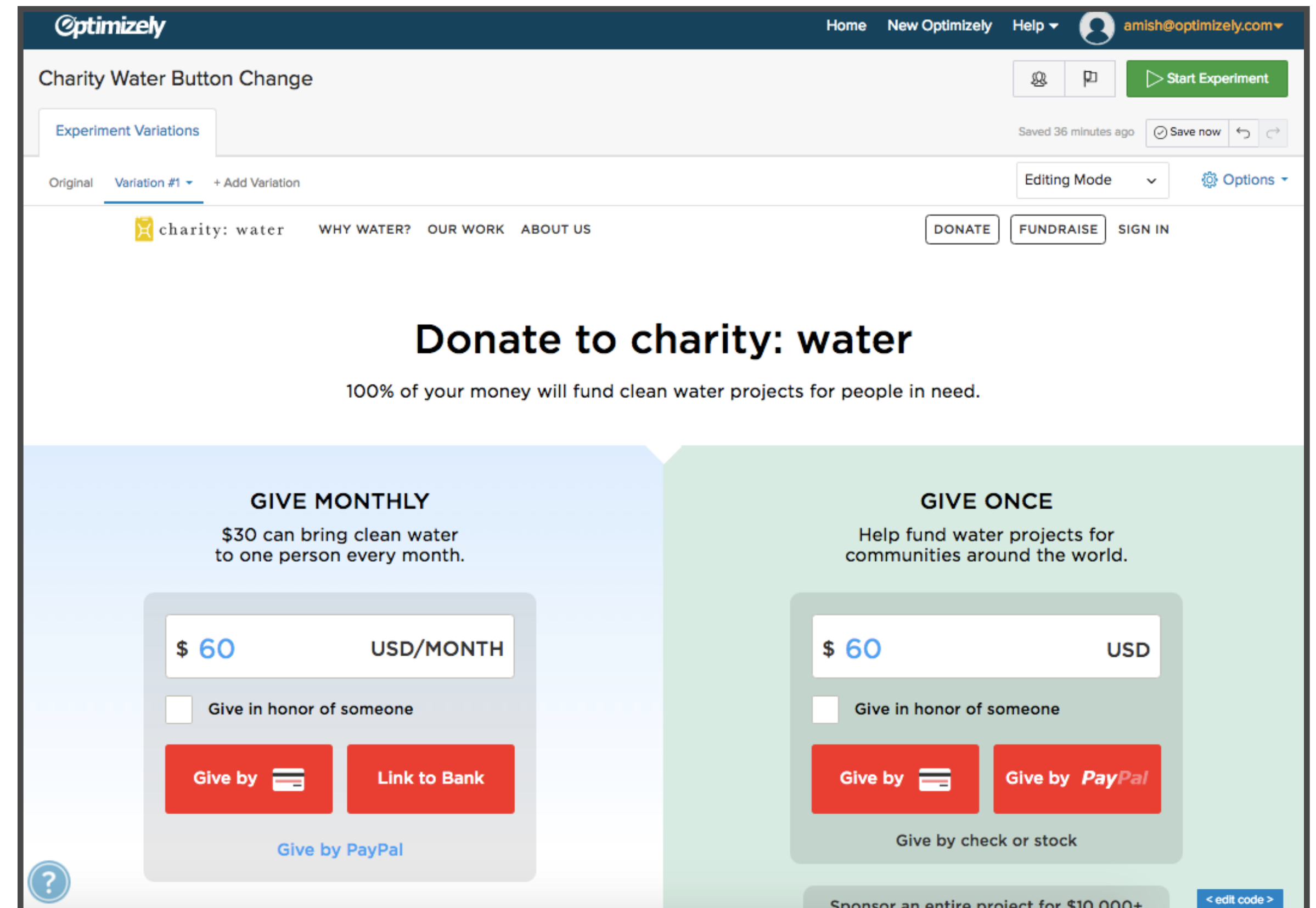
Make the Variations

What are you testing?

Step 1: What are you testing?

Visual Editor

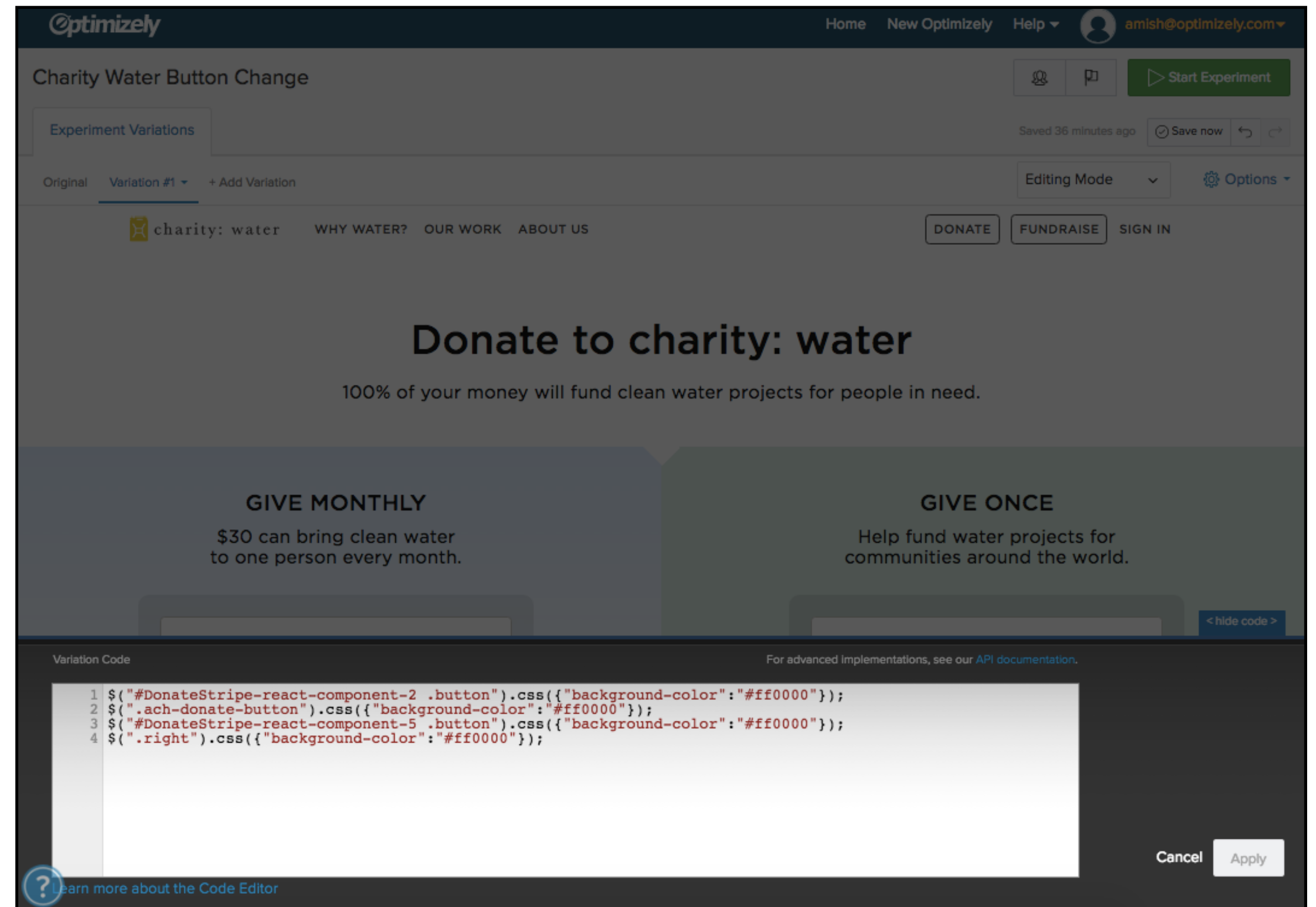
- Non-technical users
- Quick updates w/o deploying code
- Copy/text changes
- Image swap
- Hide/remove content
- Rearrange assets



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

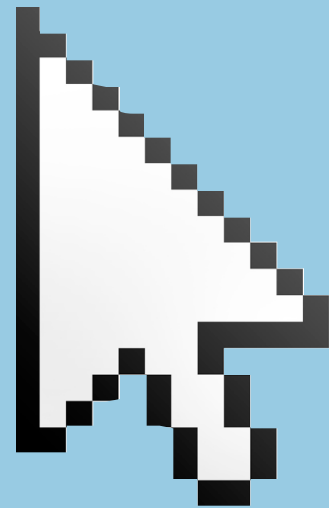
2

Set Goals

Why are you testing? How will you measure success?

Step 2: What to Track?

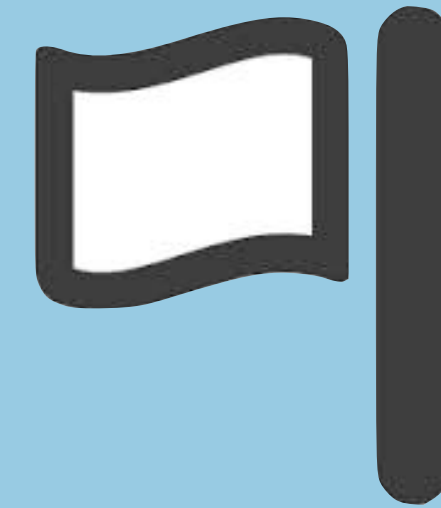
Types of Goals:



Click



Pageview



Custom Event

How should charity: water measure success?

charity: water

WHY WATER?

OUR WORK

ABOUT US

DONATE

FUNDRAISE

SIGN IN

Donate to charity: water

100% of your money will fund clean water projects for people in need.

GIVE MONTHLY

\$30 can bring clean water to one person every month.

\$ 60

USD/MONTH

☐ Give in honor of someone

Give by

Link to Bank

Give by PayPal

\$ 60

USD


☐ Give in honor of someone


Give by

Give by PayPal

Give by check or stock

Sponsor an entire project for \$10,000+





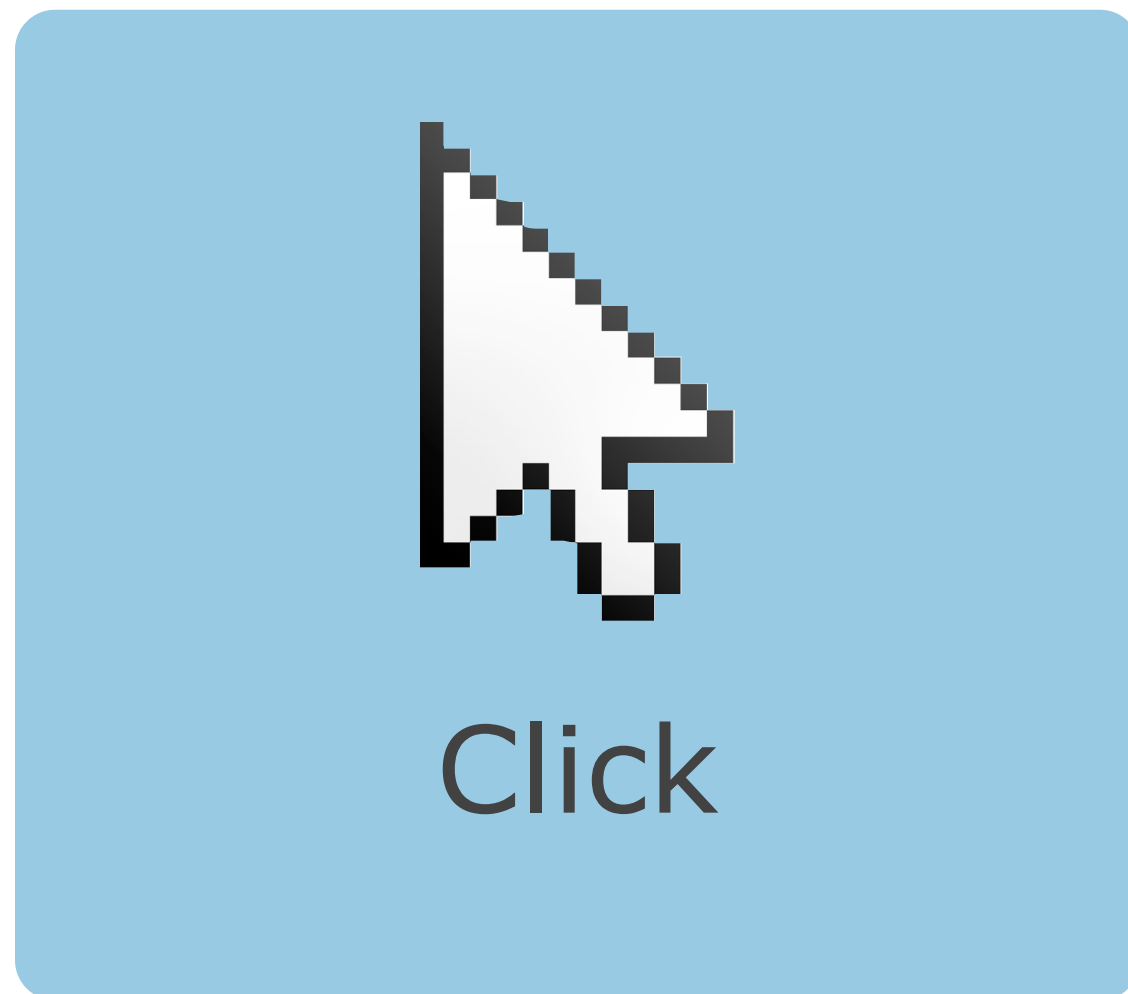
Help

Experiment

Changing the CTA text to create a clearer message which will lead to more “donation” clicks.

Step 2: What to Track?

Types of Goals:



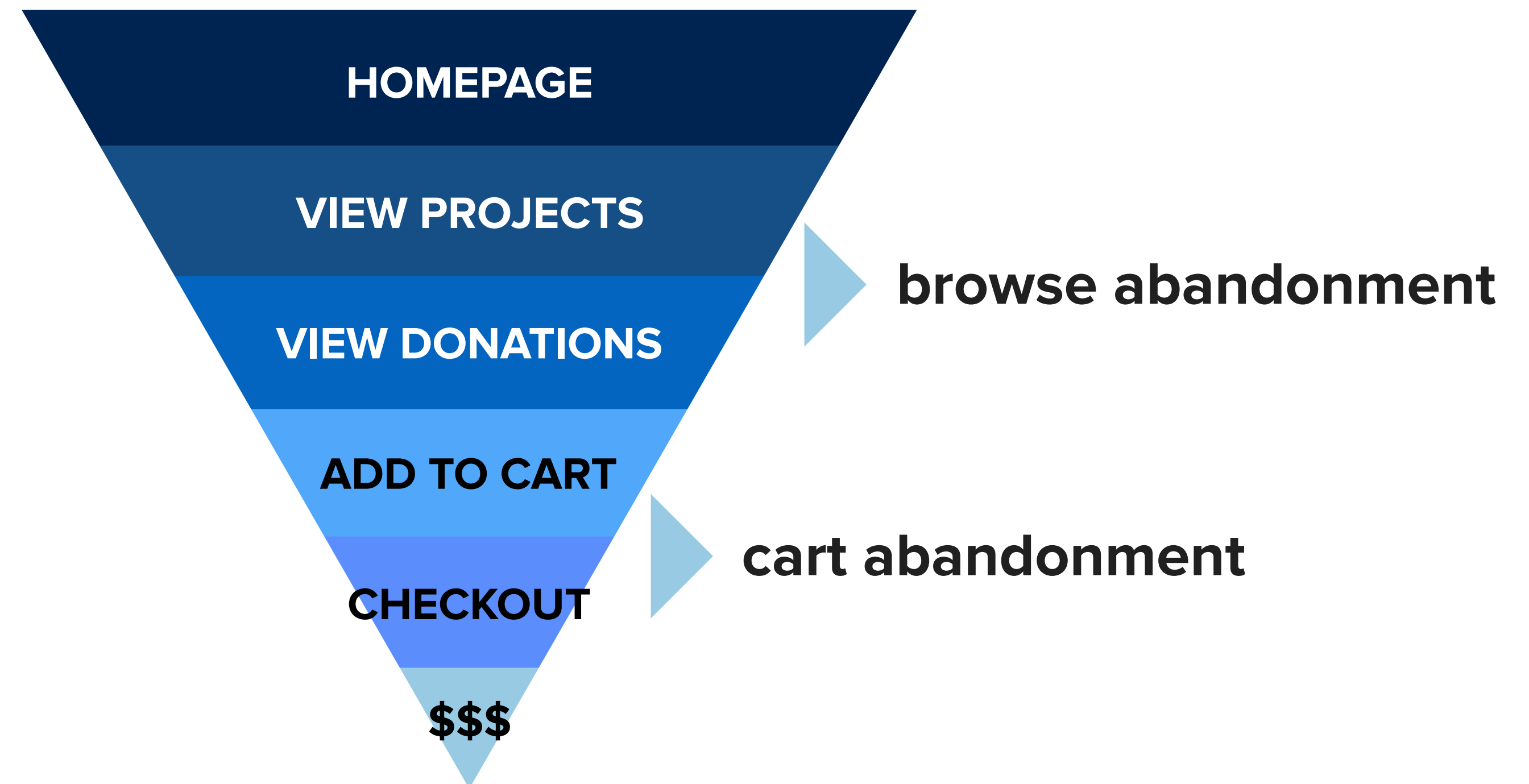
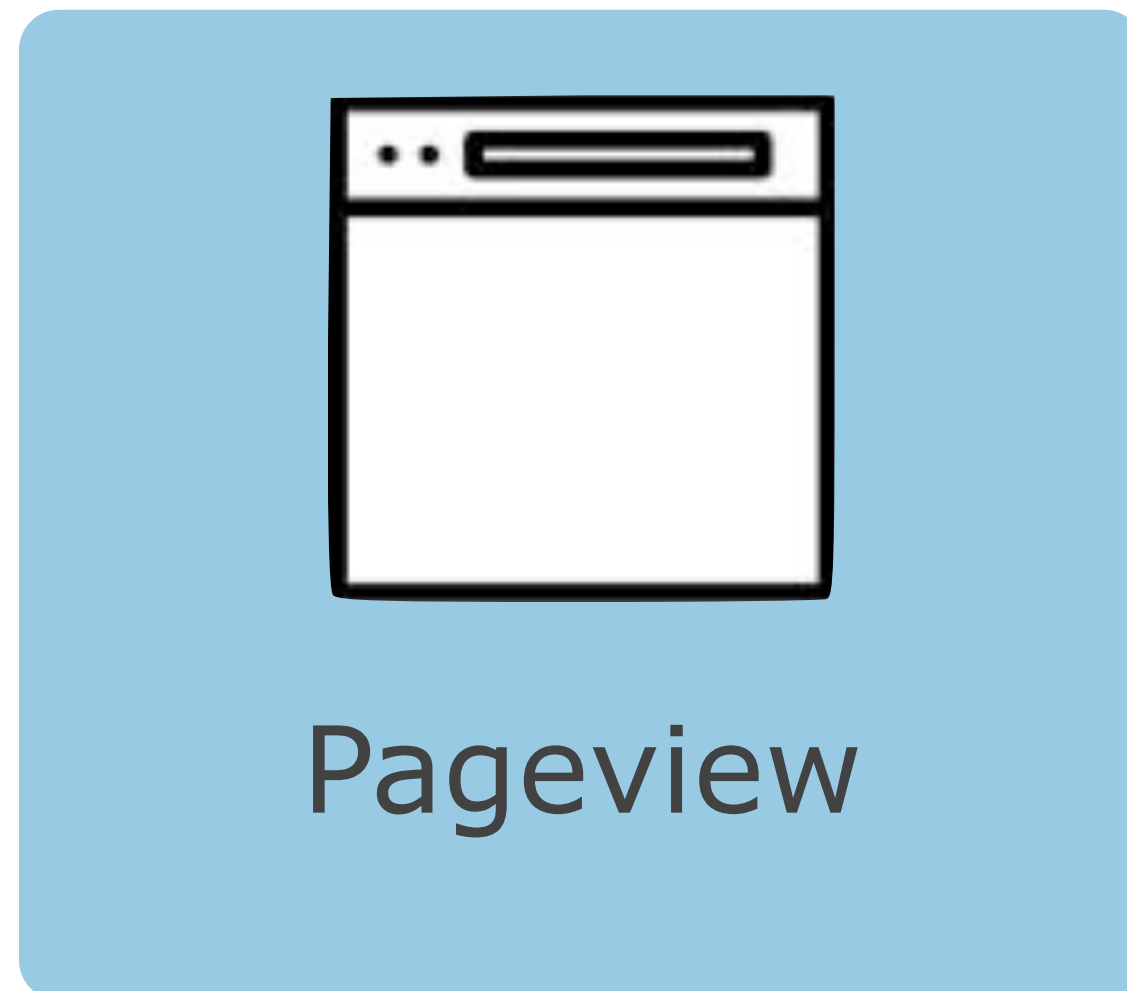
GET STARTED! »

 Like



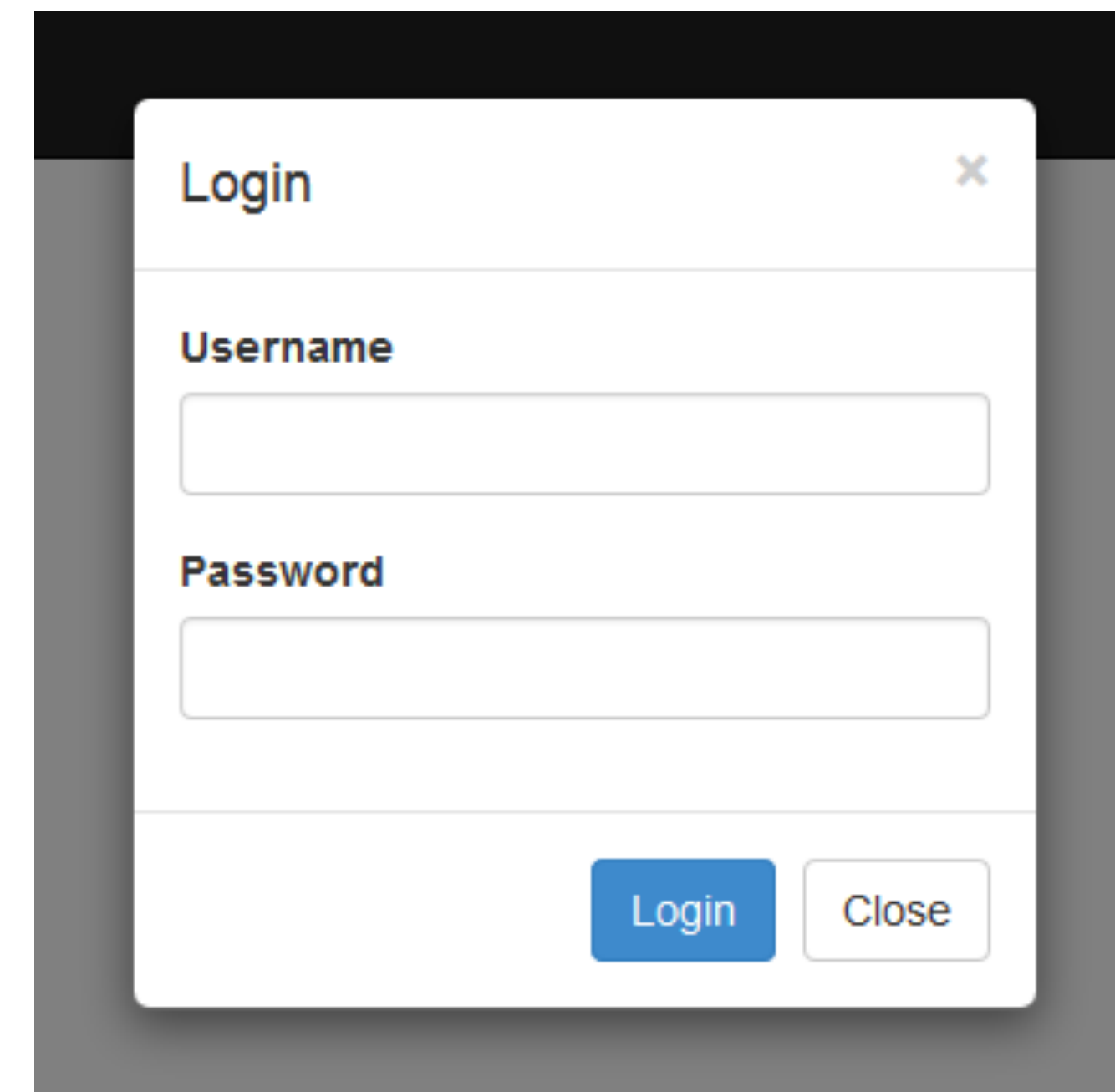
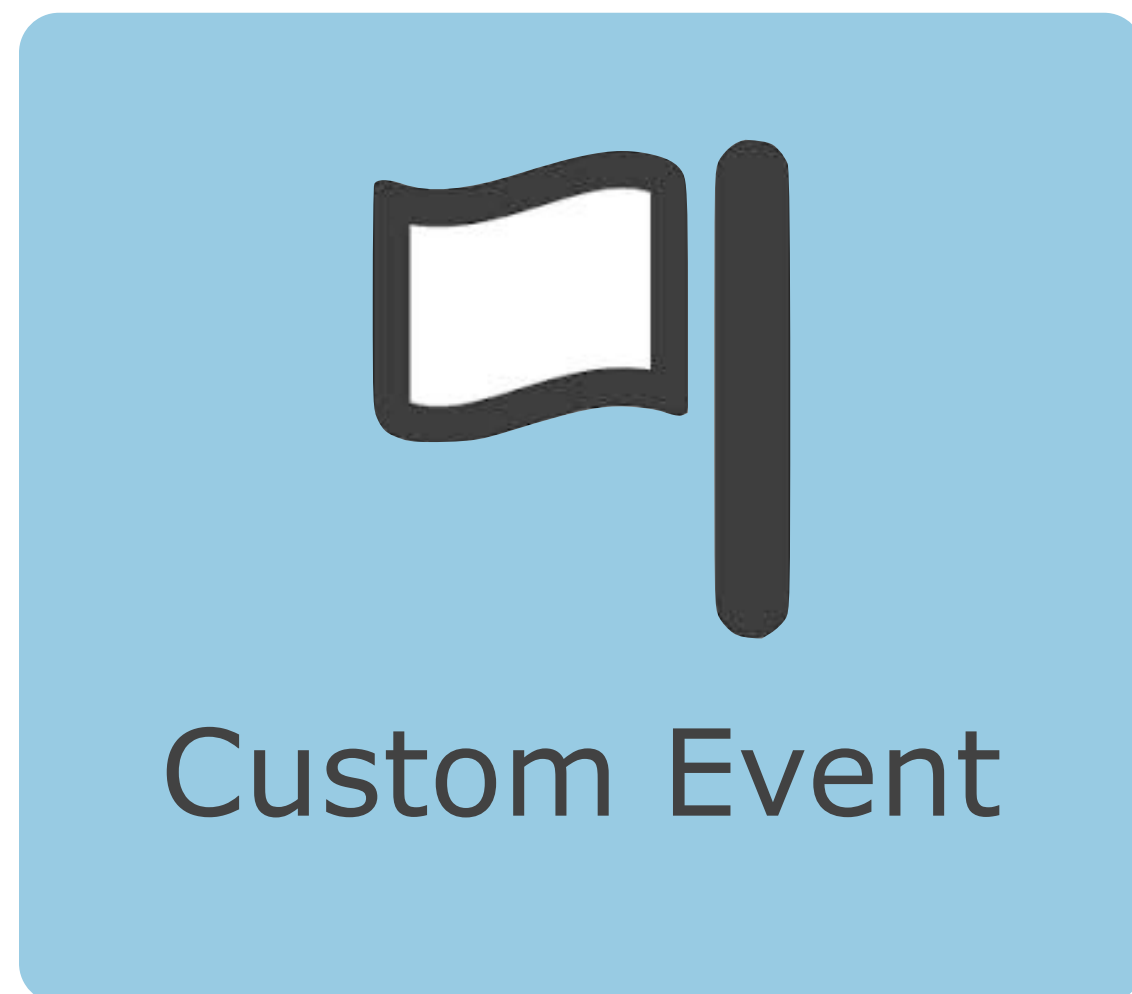
Step 2: What to Track?

Types of Goals:



Step 2: What to Track?

Types of Goals:



6 Key Steps

1

Make the Variations

2

Set Goals

3

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

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.

Optimizely

6 Key Steps

1

Make the Variations

2

Set Goals

3

Set URL Targeting

4

Set Audiences

Who sees the experiment?

Step 4: Who Sees the Experiment?

Audiences - Target based on:

- Ad Campaigns
- Traffic Source
- Query Parameters
- Location
- Cookies
- Device Type
- New/Returning Session



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?

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.



In/out of the experiment



Percentage of experiment visitors:

Original	50	%	Pause
Move Optiverse Link	50	%	Pause

Among variations within the experiment

For more information, read [How can I change the distribution of visitors for my experiment?](#)

Apply

Cancel

6 Key Steps

1

Make the Variations

2

Set Goals

3

Set URL Targeting

4

Set Audiences

5

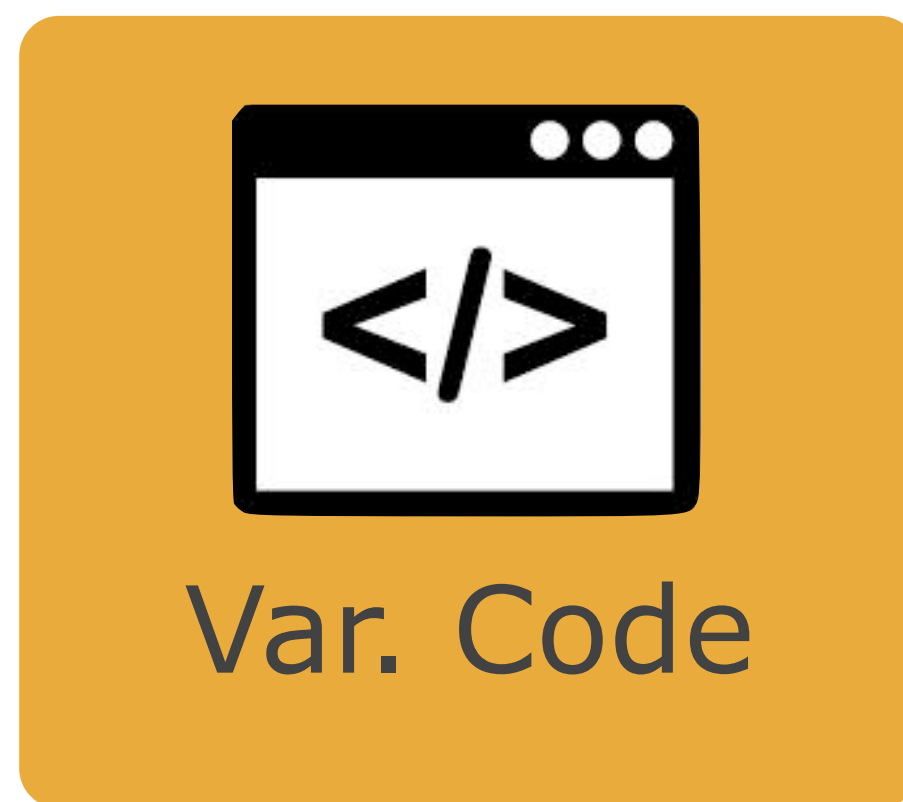
Set Traffic Allocation

6

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

Step 6: Quality Assurance

Issues to check for:



Does your variation look the way it should?

Step 6: Quality Assurance

Issues to check for:



Var. Code

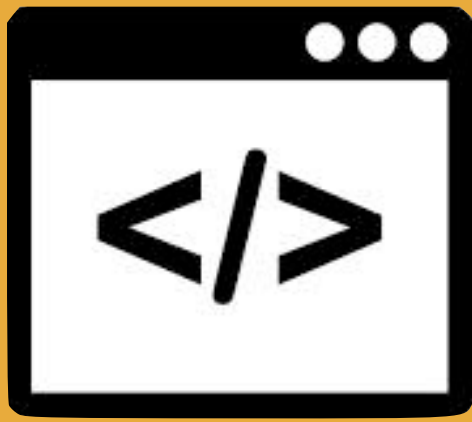


Timing

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

Step 6: Quality Assurance

Issues to check for:



Var. Code



Timing



Targeting

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

Step 6: Quality Assurance

Issues to check for:



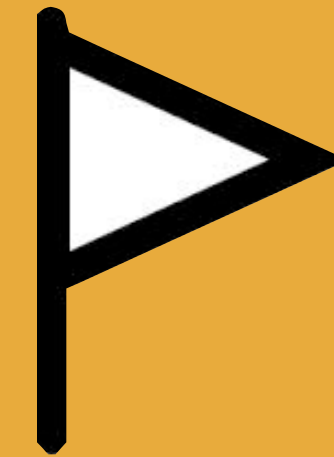
Var. Code



Timing



Targeting



Goals

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

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

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

Q&A

Optimizely