**Step-by-step: Perform A/B tests in Google Ads**

This reading outlines the steps the instructor performs in the next video, [Perform A/B tests in Google Ads](https://www.coursera.org/learn/assess-for-success/lecture/DP5yR/perform-a-b-tests-in-google-ads). So far, you’ve learned about A/B testing and how it can help you choose the best content or marketing strategy for an online business. In the video, the instructor will demonstrate how to perform A/B tests in Google Ads.

Keep this step-by-step guide open as you watch the video. It can serve as a helpful reference if you need additional context or clarification while following the video steps. This is not a graded activity, but you can complete these steps to practice the skills demonstrated in the video.

**What you’ll need**

If you’d like to follow along with the video, you will need a Google account to access Google Ads.



**Example 1: Alternate headlines**

Some of the Google Ads UI has been updated. This guide will help you locate menu locations that might be different from what is displayed in the video.

1. **Sign** **in** to your Google Ads account. **Select** the Campaigns page from the Navigation panel to **open** the Campaign Overview. **Open** Experiments from the dropdown menu.
2. From the Experiments overview page, you can **click** **the** **blue** **plus** **sign** button. Unlike the video, this will open a selection of different experiments. **Choose** Optimize text ads.
3. Do not input any filters and **hit** **Continue**. This will open the Create variation menu.
4. **Change** the variation type to Update text. Make sure Headlines is selected under the Edit dropdown and Add is selected under Action.
5. **Enter** “Huge savings,  limited offer” for the headline. You might notice the video inputs a slightly different headline; this version accounts for a new word count limit added to Google Ads headlines.
6. **Click** **Continue**. This will prompt you to fill in the Set variation details page. **Input** “Huge Savings” as the Variation title. Use the current date as the Start date and accept the default end date. Leave the Experiment split rate at the default 50%.
7. **Click** Create variation to finalize your ad variation settings.