

eZ publish Google Website Optimizer Extension (aplgwo)

Developed by: **Aplyca**

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1 Overview

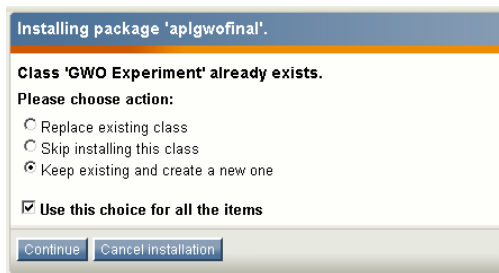
This guide covers setting up different types of experiments for Google Website Optimizer with Aplyca's aplgwo extension for eZ publish.

2 Installation

Download and unpack the extension into your /extension directory.

Using the admin area Package manager, install the package found in the /package directory

If you get a message indicating duplicated classes, click on the option to 'Keep existing and create a new one'.



VERY IMPORTANT.

Paste the include files in your pagelayout as follows:

{include uri='design:aplgwo_header.tpl'} goes just before the head closing tag.

{include uri='design:aplgwo_footer.tpl'} goes just between the footer and the body closing tag.

3 Experiment Tutorial

3.1 Creating a AB Experiment



Log in to your Google Analytics Account and click on Website Optimizer. Alternatively use the url <http://www.google.com/analytics/siteopt>



Create a new Experiment

What type of experiment would you like to create?

Not sure which type of experiment is right for you? [Learn more about Website Optimizer experiments](#)



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

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

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



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

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

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

In Google Website Optimizer select an **A/B experiment**.



Define Experiment name, test and conversion pages.

A/B experiment set-up: Name your experiment and identify pages

1. Name your experiment

The experiment name will help you to distinguish this experiment from others; your users won't see this name.

Experiment name:

TestAB Experiment

Example: My homepage test #1

2. Identify the pages you want to test

Add as many variations as you like, naming them so you can easily distinguish them in your reports. At least two (including the original) should be bookmarked by your users, so after your experiment finishes, you may want to keep these URLs valid. [Learn more](#)

Name:	Original	Original page URL: ?	✓ http://test.aplyca.com/Conference/News/The-eZ-Awards-2007-F Page found
Name:	Variation 1	Page variation URL: ?	✓ http://test.aplyca.com/GWO/The-eZ-Awards-2007-Partner-of-the Page found

+ [Add another page variation](#)

3. Identify your conversion page

This is an existing page that users reach after completing a successful conversion. For example, this might be the page displays up for a newsletter, or fills out a contact form. [Learn more](#)

Conversion page URL:	✓ http://test.aplyca.com/user/login Page found
----------------------	---

Select 'You Will install and validate the JavaScript tags'



New Multivariate Experiment

Step 2: Install and validate JavaScript tags

Now you need to add the Website Optimizer JavaScript tags to your pages' source code. [Learn more](#)

Who will install and validate the JavaScript tags?

- ☐ **Your web team will install and validate JavaScript tags**
Google will provide a link to the installation and validation instructions for you to send to your team. You'll be able to check on the status by returning to this page.
- ☒ **You will install and validate the JavaScript tags**
You should be comfortable with basic HTML editing, have access to your web pages, and be able to upload the tagged pages to your server.



Get **Experiment ID** from the control script box. It is the string of numbers just after the 'k=' in the box. In this case **'2669830351'**.



Control Script: Paste the following **at the beginning** of your test page's source code. [?](#)

```
<script>
function utmx_section(){}function utmx(){}
(function(){var k='2669830351',d=document,l=d.location,c=d.cookie;
function f(n){
```



Get **Tracker ID** from the conversion script box. In this case '**UA-59880198-1**'.



Conversion Script: paste the following **at the end** of your conversion page's source code. [?](#)

```
try {
var pageTracker=_gat._getTracker("UA-5988019-1");
pageTracker._trackPageview("/2669830351/goal");
}catch(err){}
```

Note: This script is different than the tracking script on your test page.



In eZ publish



Log into you your admin area.



Make sure the extension is active in Setup->Extensions and that you have installed the Class Package found in the /packages folder



The first time you use the extension, create a GWOFolder object. This will keep all your experiment information neatly organized.



In eZ create a GWO A/B Experiment Object and set the experiment ID, the Tracker ID and the original and variation pages.

Edit <AB Test> [GWO A/B Experiment]

English (United Kingdom)

Experiment Name (required):
AB Test

Google Experiment ID:
3429936373

Google Tracking ID:
UA-5988019-1

AB Original Object

Name	Type	Section
The eZ Awards 2007 Partner of the Year goes to France	Article	Standard

Remove object
Add object

AB Original Page (If the test page is not an object. Use relative path) :

AB Variation Objects

	Name	Type	Section	Published	Order
<input type="checkbox"/>	The eZ Awards 2007 Partner of the Year goes to France AB test	Article	Standard	Yes	1

Remove selected
Add objects

AB Variation Pages (If the variation pages are not objects. Use relative path)

Relative Path
<input type="checkbox"/>

Remove selected
1
Add rows

Enabled:
☒

Send for publishing

Store draft

Discard draft

Note:

There are two ways to set the experiment original page, in one hand you can relate an object using the attribute 'Ab Original Page'. In this case your original test page is an object. In the other hand you can set the direct url using the 'AB Original Page' as follows:

'/myfolder/myoriginalpage' You have to use a relative path with leading slash

This case is used for non objects pages, like modules as user/register.

Setting the variation pages is a similar process, you can relate multiple variation pages as objects using 'AB Variation Objects' attribute or you can add direct urls with the attribute 'AB Variation Pages' or both.

The direct urls most follow the same rules as the Original Page case.

3.2 Define Conversions



Create a **GWO Conversion Object**. This object defines what actions will trigger a conversion call to GWO. You can set it's attributes like this:

Edit <Conversion 001> [GWO Conversion]

English (United Kingdom)

Conversion Name (required):
Conversion 001

Type (required):
On View

Time limit (mS):
0

On Click Conversion ID

Element ID
buttonLogin

Remove selected 1 Add rows

Experiment (required)

Name	Type	Section
Test 001	GWO Multivariate Experiment	Standard

Remove object Add object

Conversion Objects

There are no related objects.

Remove selected Add objects

Conversion Pages (Only for conversion pages that are not objects)

Relative Path
/user/login

Remove selected 1 Add rows

Send for publishing Store draft Discard draft

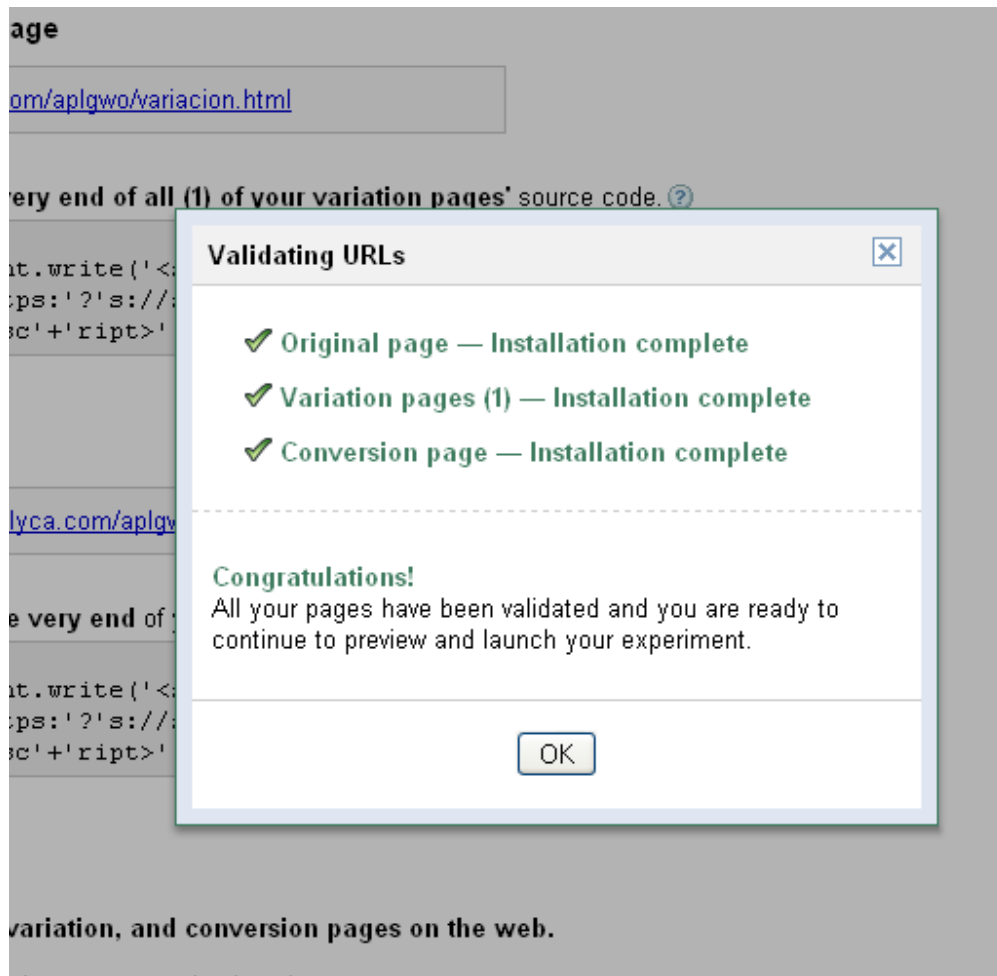
Conversion Use the same conversion page set for the Google experiment.

Validate the JavaScript code in Google Website Optimizer.

Conversion Pages allows you to set up URL's that will be used to track conversions. This is set-up as a URL to allow for module views in addition to content objects.

The experiment is set! You can now validate your experiment in Google Website Optimizer.

Click on the Validate Pages link:



If you get errors, go back to eZ publish and make sure your GWO Objects are correctly set up.

3.3 Preview and Launch the Experiment

A/B experiment set-up: Preview and start experiment

Not started | [Preview](#) | [Re-check pages](#)

Experiment pages

Original:	http://sandbox.aplyca.com/aplgwo/original.html
Variación 1:	http://sandbox.aplyca.com/aplgwo/variacion.html
Conversion page:	http://sandbox.aplyca.com/aplgwo/conversion.html

Summary

Although we've validated that the URLs exist and checked the JavaScript code on each page, we strongly recommend issues/errors prior to starting your experiment.

[Preview this experiment now](#)

Once you start your experiment, we will begin displaying your page variations to your site's visitors. Reporting data w

[« Back](#) | [Start Experiment »](#)

You can click on the **Preview link** before launching the experiment. This shows you how each variation looks like.

3.4 Creating a Multivariate Experiment



Log in to your Google Analytics Account and click on Website Optimizer. Alternatively use the url <http://www.google.com/analytics/siteopt>



Create a new Experiment

What type of experiment would you like to create?

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

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

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

In Google Website Optimizer select a **Multivariate experiment**.



Define Experiment name, test and conversion pages.

New Multivariate Experiment

Step 1: Set up test and goal pages.

1. Name Your Experiment

The experiment name will help you to distinguish this experiment from others; your users won't see this name.

Experiment name:

Example: My homepage test #1

2. Identify Your Test Page

This page will show different experiment combinations to your users. [?](#)

Test page URL:

Example: <http://www.example.com/webpage.html>

3. Identify your conversion page

This is the page that users reach after a successful conversion — after they buy your product, sign up for your newsletter, or fill out a contact form. If your conversion is a coded event, such as a click on a button that doesn't lead to a separate page, then enter the URL of the page on which that action happens. [?](#)

Conversion page URL:

Example: <http://www.example.com/thankyou.html>

Note: If you have multiple test pages (eg. A sitewide variation) or multiple conversion pages, simply put the URL of a single valid example of each one.



Select 'You Will install and validate the JavaScript tags'



New Multivariate Experiment

Step 2: Install and validate JavaScript tags

Now you need to add the Website Optimizer JavaScript tags to your pages' source code. [Learn more](#)

Who will install and validate the JavaScript tags?

- ☐ **Your web team will install and validate JavaScript tags**
Google will provide a link to the installation and validation instructions for you to send to your team. You'll be able to check on the status by returning to this page.
- ☒ **You will install and validate the JavaScript tags**
You should be comfortable with basic HTML editing, have access to your web pages, and be able to upload the tagged pages to your server.



Get **Experiment ID** from the control script box. It is the string of numbers just after the 'k=' in the box. In this case **'2669830351'**.




Control Script: Paste the following **at the beginning** of your test page's source code. [?](#)

```
<script>
function utmx_section(){}function utmx(){}
(function(){var k='2669830351',d=document,l=d.location,c=d.cookie;
function f(n){
```



Get **Tracker ID** from the conversion script box. In this case **'UA-59880198-1'**.

 **Conversion Script:** paste the following **at the end** of your conversion page's source code. [?](#)

```
try {
  var pageTracker=_gat._getTracker("UA-5988019-1");
  pageTracker._trackPageview("/2669830351/goal");
}catch(err){}</script>
```

Note: This script is different than the tracking script on your test page.



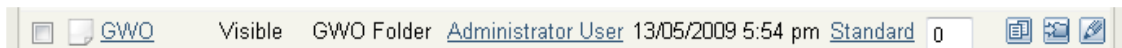
Log into you your admin area.



Make sure the extension is active in Setup->Extensions and that you have installed the Class Package found in the /packages folder




The first time you use the extension, create a GWOFolder object. This will keep all your experiment information neatly organized.




In eZ create a GWO Multivariate Experiment Object and set the experiment ID and the Tracker ID.

3.5 Define Page Sections

3.5.1 Style Variations

 The **Header Style variation** attribute is a Matrix that allows you to create one or more **GWO Page Sections** in your header. This is especially useful to test multiple CSS style variations on a Google Experiment.



Page sections: Find the sections  in your page that you'd like to vary as part of your experiment. Surround the source code of each section of your original content with the following tags and give each section a unique name.

Paste the following **immediately before** the content you would like to vary:

```
<script>utmx_section("Insert your section name here")</script>
```

Paste the following **immediately after** the content you would like to vary:

```
</noscript>
```

Don't worry about the unbalanced `</noscript>` tag, Website Optimizer is designed to work with this when it serves variations of your content. [Learn more](#)

For example, if you'd like to test a headline, your section might look like this:

```
<script>utmx_section("Headline")</script>
<h1>Buy This Product!</h1>
</noscript>
```

3.5.2 Content Variations

If you want to have variations in content which cannot be achieved through a CSS override, you should edit your site's templates to surround each element with the a simple **Page Section Script**

```
<script>utmx_section("Insert your section name here")</script>
eZ template code here
</script>
```

For every `utmx_section` defined, you will be able to add different versions of content **inside** Google Website Optimizer at the experiment creation time.

We have found that to mark variable sections in eZ publish you will need to **edit your templates** and define the **override conditions**. This requires editing the templates to include the Page Section code surrounding each of the areas we want to test. There are different strategies:

1. Create a template override for the node or nodes you wish to test
2. Create an datatype based override

Notes:

- Do not worry about the unbalanced `</script>` tag, it is meant to be this way.
- Keep in mind that while the 'Original' version of the content is produced by eZ, the variations are stored directly in Google's servers. You can work around this by using some of the advanced techniques described in the Google Website Optimizer Tricks Blog (<http://www.gwotricks.com/>)
- You can override a specific datatype template.

3.6 Define Conversions



Create a **GWO Conversion Object**. This object defines what actions will trigger a conversion call to GWO. You can set it's attributes like this:

Edit <Conversion 001> [GWO Conversion]

English (United Kingdom)

Conversion Name (required):
Conversion 001

Type (required):
On View

Time limit (mS):
0

On Click Conversion ID

Element ID
buttonLogin

Remove selected 1 Add rows

Experiment (required)

Name	Type	Section
Test 001	GWO Multivariate Experiment	Standard

Remove object Add object

Conversion Objects

There are no related objects.

Remove selected Add objects

Conversion Pages (Only for conversion pages that are not objects)

Relative Path
/user/login

Remove selected 1 Add rows

Send for publishing Store draft Discard draft

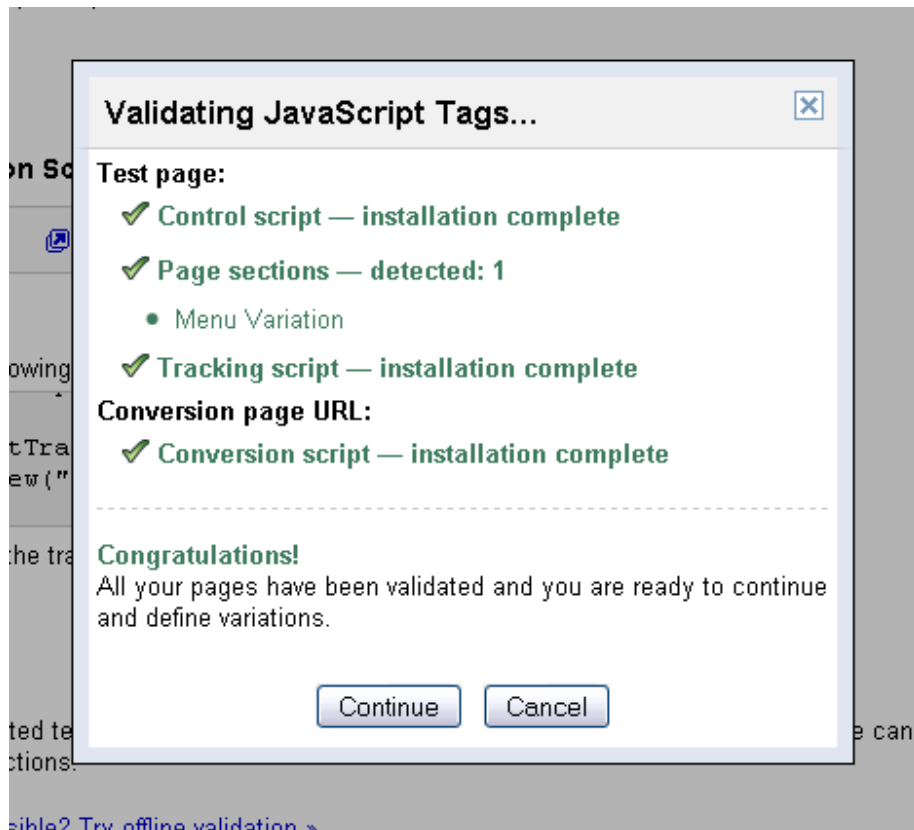
Conversion Use the same conversion page set for the Google experiment.

Validate the JavaScript code in Google Website Optimizer.

Conversion Pages allows you to set up URL's that will be used to track conversions. This is set-up as a URL to allow for module views in addition to content objects.

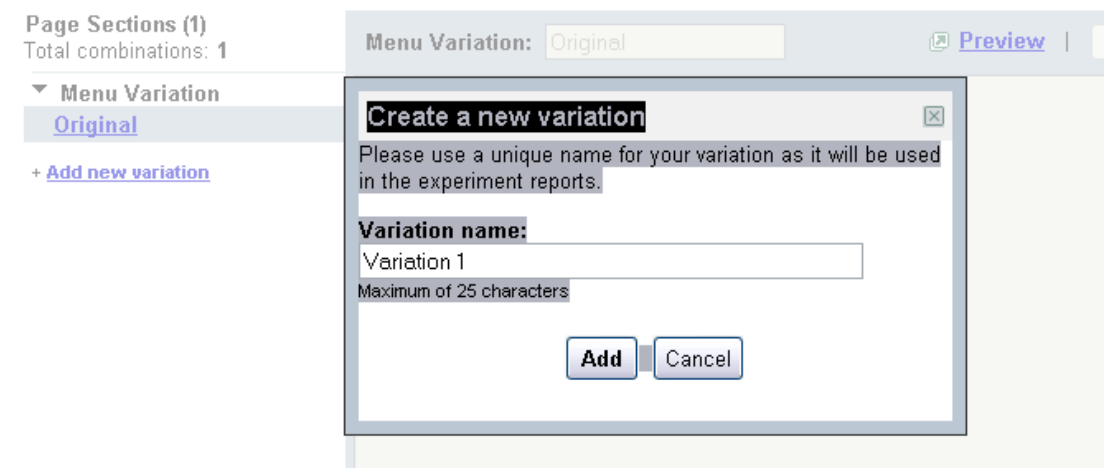
The experiment is set! You can now validate your experiment in Google Webiste Optimizer.

Click on the Validate Pages link:



If you get errors, go back to eZ publish and make sure your GWO Objects are correctly set up.

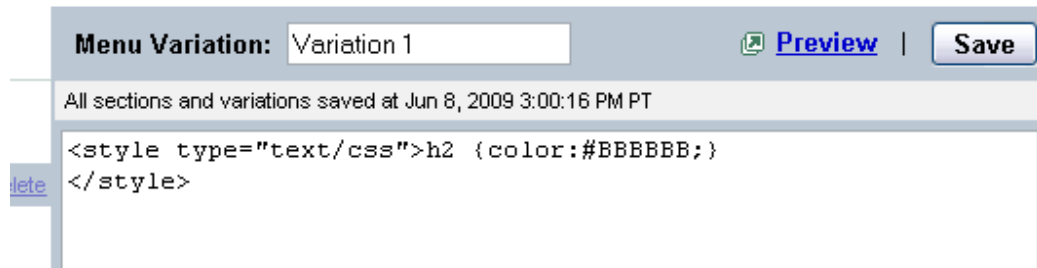
3.7 Create the Experiment Variations



Name each variation to be easily identifiable. Eg. Green Header Background or 'Sign up now for a free trial'.

This screen shows a variation in one of the Header Page Sections. It includes the <style> tags and a simple change of color for an h2 element.

The beauty of Header Page Sections is that they are the last styling attributes loaded. **They will override any previous CSS properties in preceding .css files.**



Tip: The **Firebug** extension for **Firefox** will let you change the CSS properties

Save and continue through each of your 'Page Sections'.

3.8 Preview and Launch the Experiment

New Multivariate Experiment Step 4: Review and launch

Experiment pages

Test page:	http://test.aplyca.com/
Conversion page:	http://test.aplyca.com/user/login

Settings and design

Page sections: • **Menu Variation:** 2 variations

Total combinations: 2  [Preview](#)

Total traffic sent through this experiment:

Starting the experiment

Although we've validated that the URLs exist and checked the JavaScript code on each page, we strongly recommend you preview your pages for any layout or markup issues/errors prior to starting your experiment.

 [Preview this experiment now](#)

Once you start your experiment, we will begin displaying your combinations to your site's visitors. Reporting data will be available within a few hours.

You can click on the **Preview link** before launching the experiment. This shows you how each combination or 'recipe' looks like.

Define the **Total Traffic sent through this experiment**. Depending on your traffic, number of GWO Page Sections and number of Variations you may want to put more or less traffic to reduce the length of the experiment.

3.9 Debugging your Test

In order to check your extension settings you can activate the debug option by adding the following Get variable to your url:

`?gwodebug=on`

Eg. To check the settings in the conversion page
'http://www.yourdomain.com/user/register'

Use:

`http://www.yourdomain.com/user/register?gwodebug=on`

3.9.1 Analyzing Cookies

There are two cookies set for each visitor. Utmx and utmx. Only utmx is used by GWO at this point. The cookie will allow GWO to 'remember' which variation was assigned to a specific user, and display it consistently for the duration of the experiment. The cookie expires after 2 years.

Let's take a look at the cookie value:

54653691.00003884894166368064:1:0-1-0

54653691. – Domain

00003884894166368064 – Experiment

0-1-0 - Variation

Note: If you run multiple experiments on the same site, a dot will separate the additional experiment and variation details.

Tip: You can manually change the Cookie Values of your browser to simulate different variations. **The Web Developer Toolbar in Firefox** will let you do this easily.

3.9.2 Manually Previewing Variations on a Running Test

Append a URL like this to any of your experiment pages. Copy the utmxid from the Preview features. Change the utmxpreview variable to the different variations on your Page Sections. If there are multiple sections, separate the variations by a dash. Remember, zero is always the 'Original', while each variation is assigned an incremental number. Therefore in a three page section experiment, the variable utmxpreview=0-0-0 would show the original, while utmxpreview=1-2-2 would show variation #1 of the first page section, and variation #2 of Page Section 2 and Page Section 3.

[#utmxdid=EAAAAJZaMwKe1Im-wr4amAG3eyA;utmxdid=1;utmxdid=0](#)

3.10 Analyze the Results

You can learn to analyze your results in the 'Understanding Reports' section of GWO.
<http://www.google.com/support/websiteoptimizer/bin/topic.py?hl=en&topic=14328>

After a High Confidence Winner has been found, you can create an additional 'follow-up' experiment that validates the results with a test of only the winning combination and the original. This is useful to validate the results.

4 Other Resources

Website Testing and Optimization is a lengthy subject. The APLGWO extension will allow you to create tests with minimum technical requirements.

Web	
Website Optimizer Help	http://www.google.com/support/websiteoptimizer/?hl=en
Google Website Optimizer Tricks	http://www.gwotricks.com/
Official Website Optimizer Blog	http://websiteoptimizer.blogspot.com
Techie Guide to Google Website Optimizer	http://www.google.com/websiteoptimizer/techieguide
Books	
Landing Page Optimization – The Definitive Guide to Testing and Tuning for Conversion	Tim Ash
a/b Always be Testing – The Complete Guide to Google Website Optimizer	Bryan Eisenberg, John Quarto-vonTivadar