eZ publish
Google Website Optimizer Extension (aplgwo)

Developed by: **Aplyca**

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1 Overview

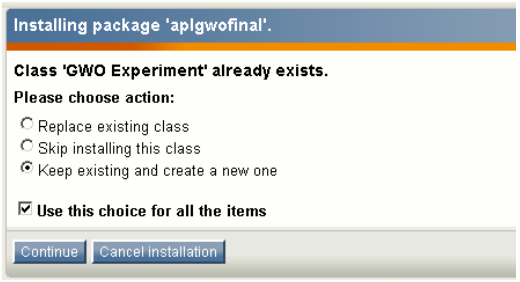
This guide covers setting up different types of experiments for Google Website Optimizer with Aplyca's aplgwo extension for eZ publish.

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'.



3 Experiment Tutorial

3.1 Creating an experiment

There are two kinds of experiments that you can perform in your website. The first one is the A/B Experiment, that tests two entirely different versions of your website, and the second one is the Multivariable Experiment, that combines contents from different versions of your website in a central one simultaneously. Let's take a look of this two experiments separately.

3.1.1 Creating an A/B 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 the **A/B Experiment**.

Define Experiment name, tests pages and conversion pages.

A/B experiment setup: Name your experiment and identify pages

1. **Name your experiment**

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

   Experiment name:

   Example: My home page test Number 1

2. **Identify the pages you want to test**

   Add as many variations as you like, naming them so that you can easily distinguish them in your reports. At least two (including the original) are required. These URLs could 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: — Example: http://www.example.co.uk/webpage.html

   Name: Variation 1 — Page variation URL: — Example: http://www.example.co.uk/webpage1.html

   Add another page variation

3. **Identify your conversion page**

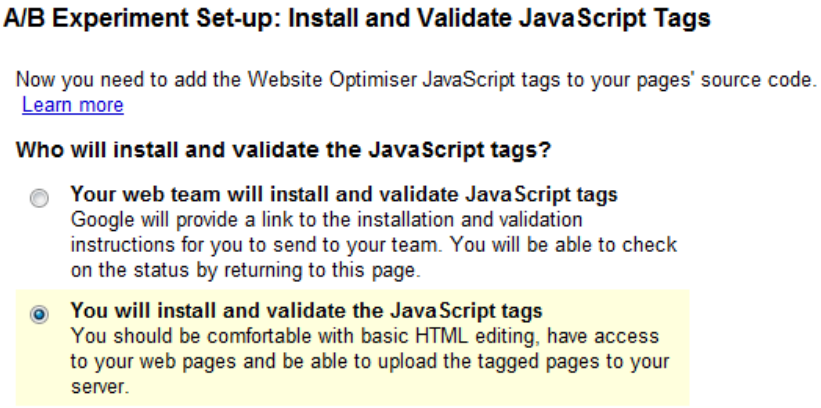
   This is an existing page that users reach after completing a successful conversion. For example, this might be the page that is displayed after a user completes a purchase, signs up for a newsletter or fills in a contact form. Learn more

   Conversion page URL:

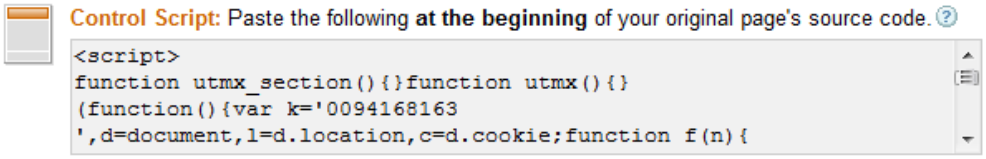
   Example: http://www.example.co.uk/thankyou.html

Note: If you have multiple test pages (eg. A sitewide variation) you can add many pages as you need by clicking the link “Add another page variation”. If you have multiple conversion pages, simply put the URL of a single valid example of each one.

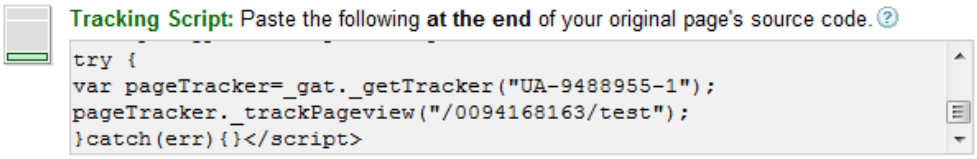
Select ‘You will install and validate the JavaScript tags’.



Get **Experiment ID** from the control script box. It is the string of numbers just after the ‘k=’ in the box. In this case ‘**0094168163**’.



Get **Tracker ID** from the conversion script box. In this case ‘**UA-9488955-1’**.



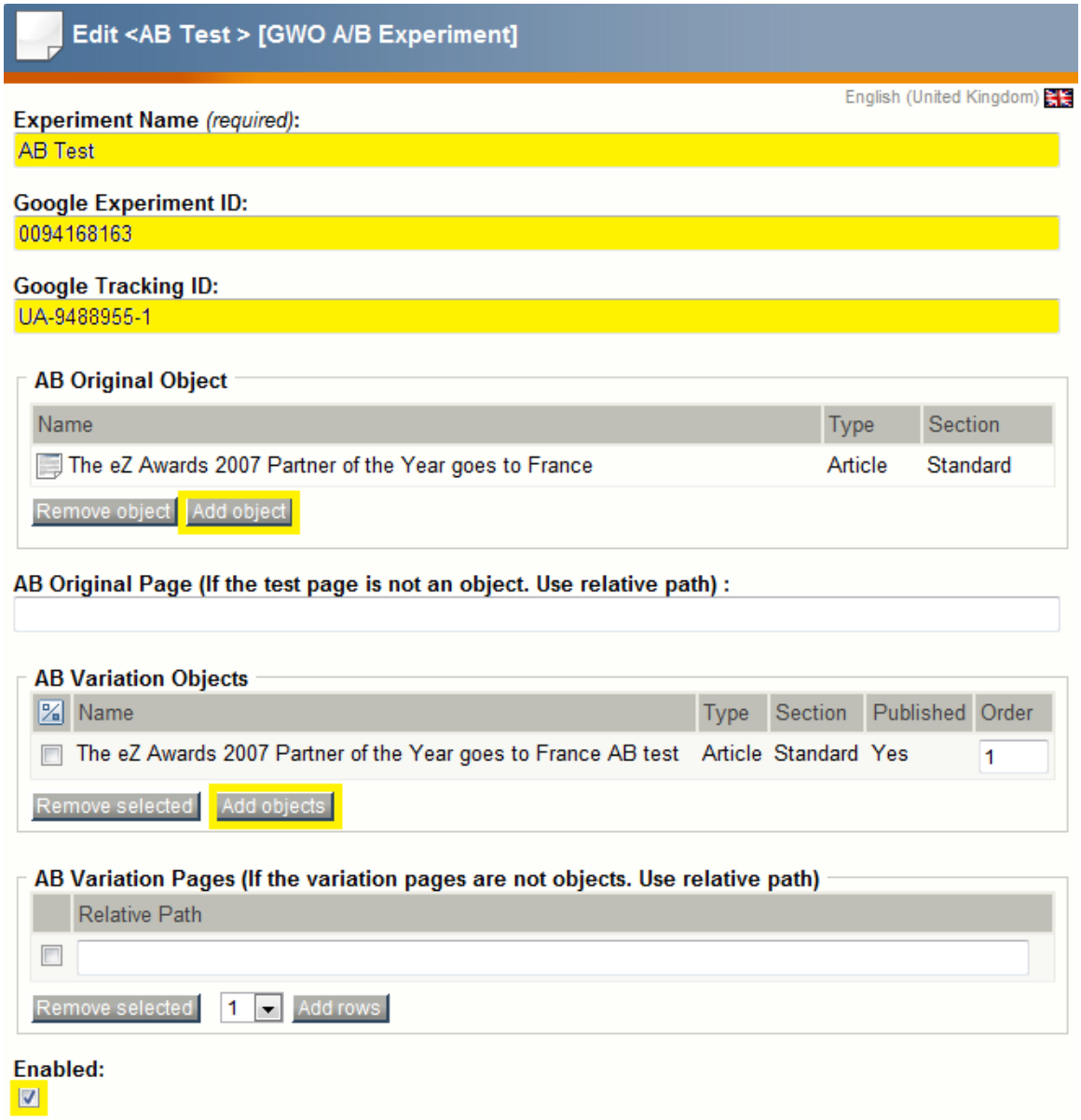
In eZ publish

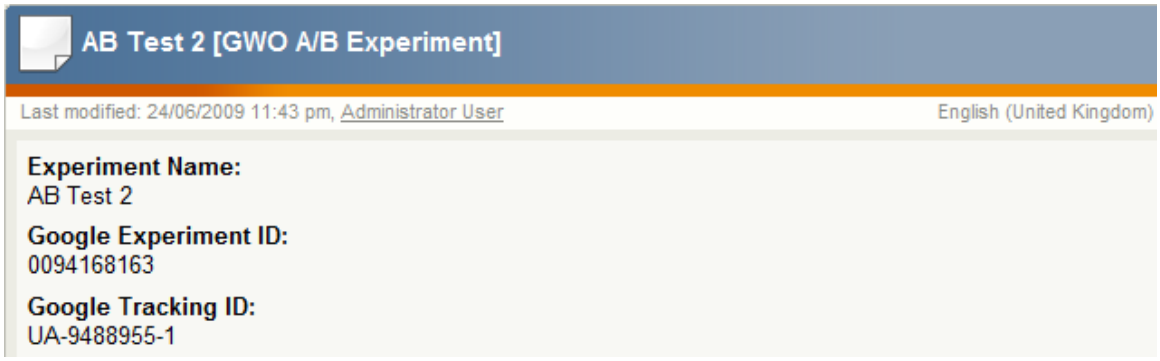
Log into you your admin area.

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 GWO Folder object. This will keep all your experiment information neatly organized.

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

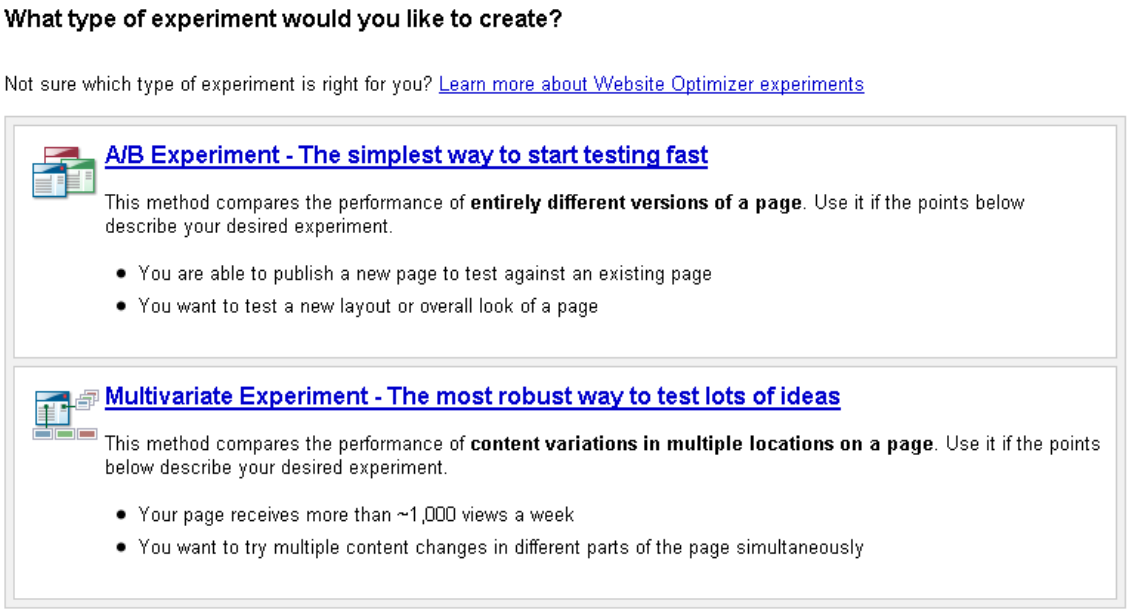




3.1.2 Creating a Multivariate Experiment

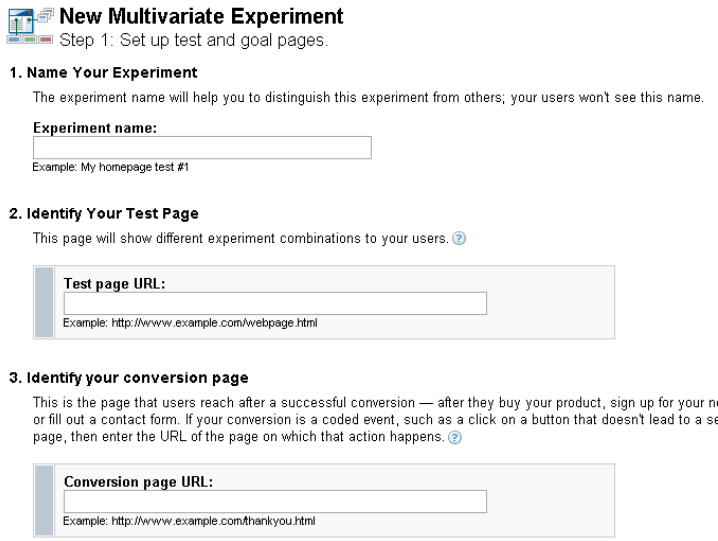
Log in to your Google Analytics Account and click on Website Optimizer. Alternatively use the URL http://www.google.com/analytics/siteopt

Create a new Experiment



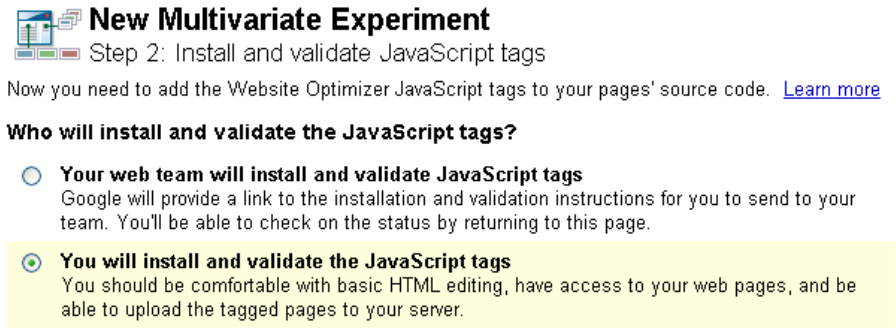
In Google Website Optimizer select a **Multivariate Experiment**.

Define Experiment name, test and conversion pages.

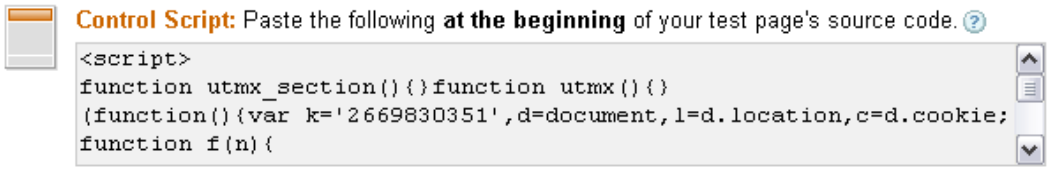


Note: If you have multiple test pages (eg. A sitewide variation) or multiple conversion pages, simply put the URL of a single valid example of each one.

Select 'You will install and validate the JavaScript tags'



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**'.



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.

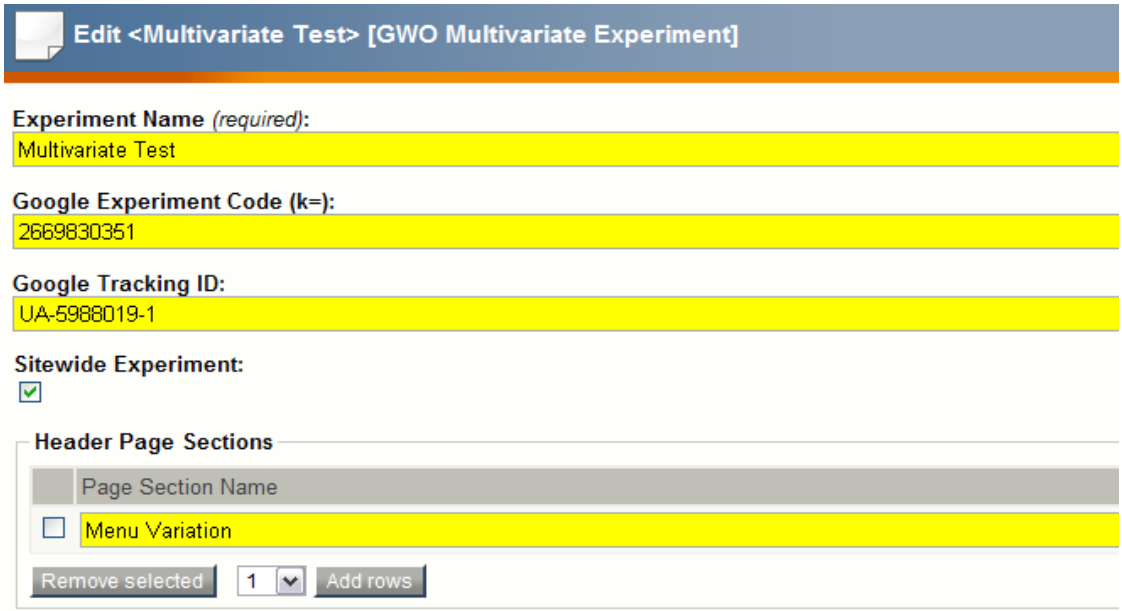
In eZ publish

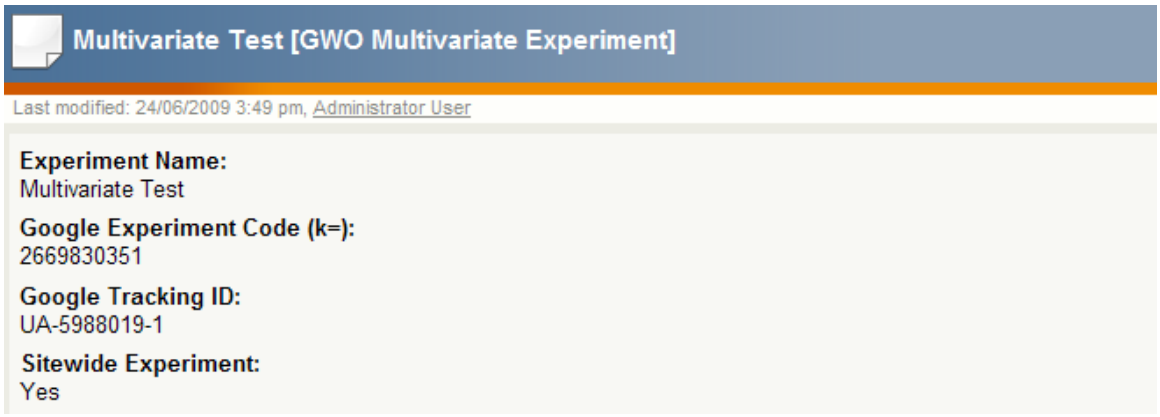
Log into you your admin area.

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 Multivariate Experiment Object and set the experiment ID and the Tracker ID.

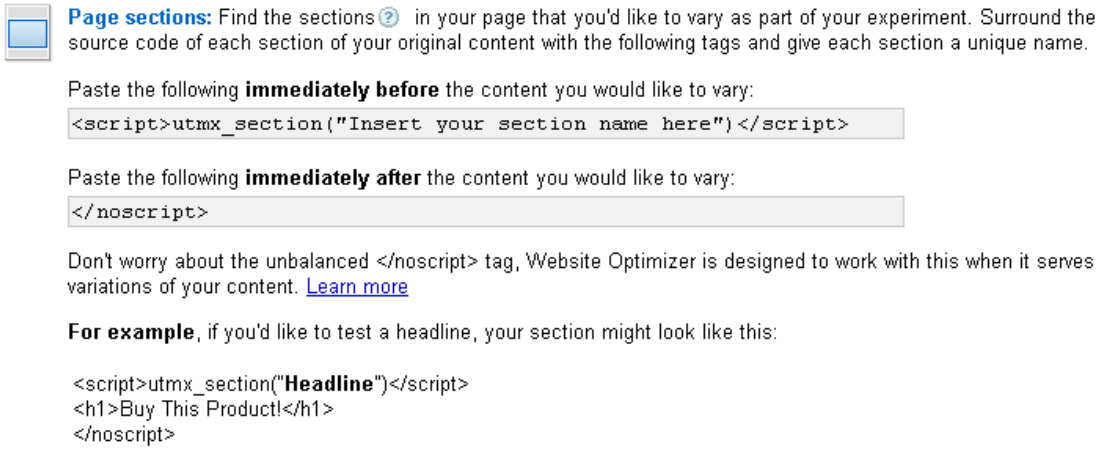




3.2 Define Page Sections

3.2.1 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.



3.2.2 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:

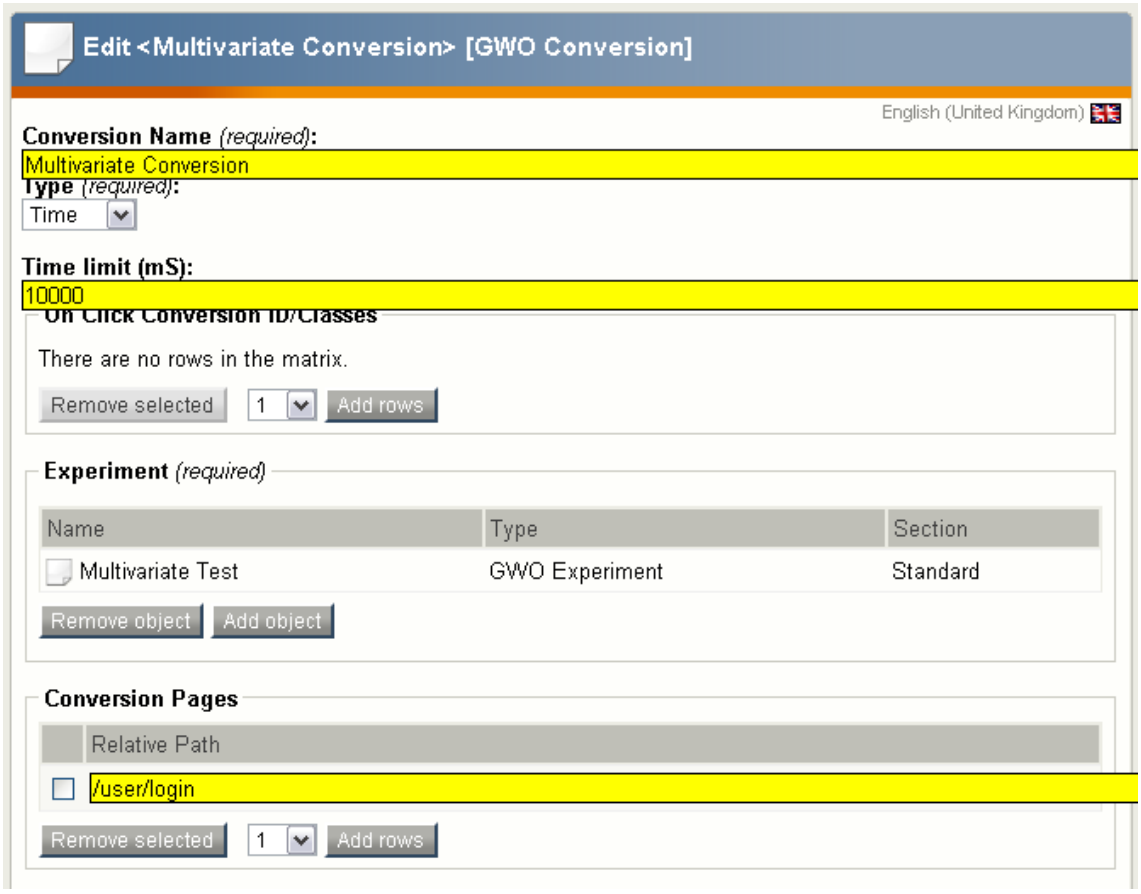
1. Create a template override for the node or nodes you wish to test
2. Create an datatype based override

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.

3.3 Define Conversions

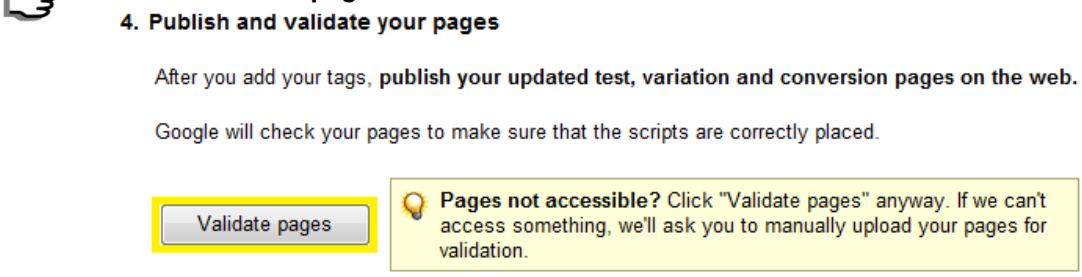
Create a **GWO Conversion Object.** This object defines what actions will trigger a conversion call to GWO. You can set it's attributes like this:



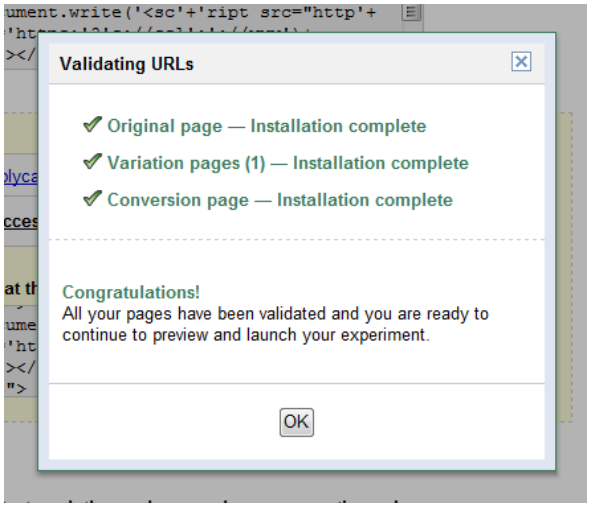
Conversion Use the same conversion page set for the Google experiment.
Validate the JavaScript code in Google Website Optimizer.
Conversion Pages allows you to set up URL's that will be used to track conversions. This is set-up as a URL to allow for module views in addition to content objects.

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

Select 'Validate pages" button.



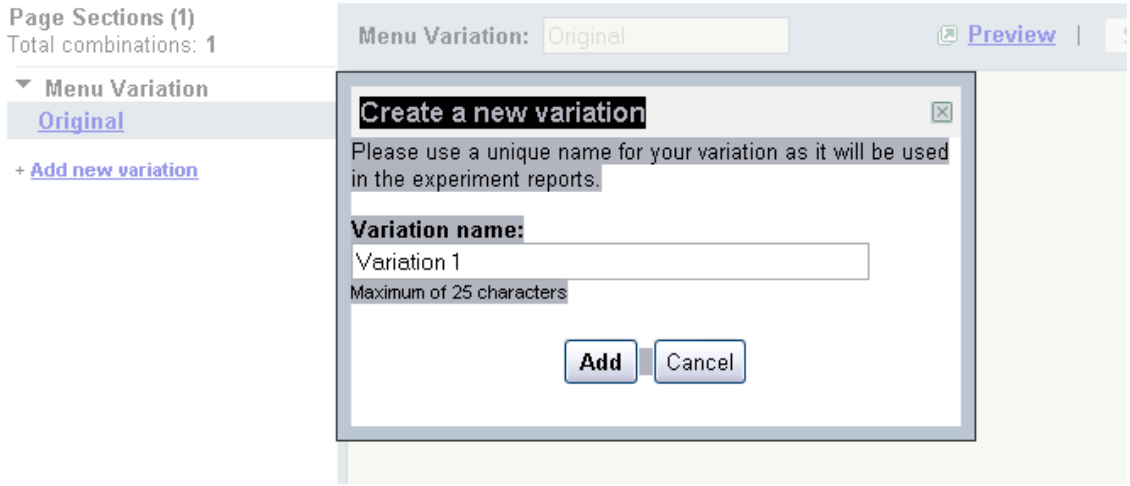
If you're creating an A/B Experiment, you should see the following confirmation screen:



Otherwise, in case you're creating a Multivariable Experiment, the screen should be:

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

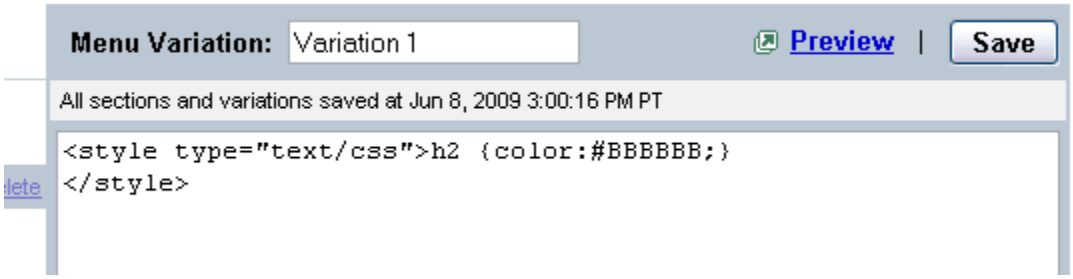
3.4 Create the Experiment Variations



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.

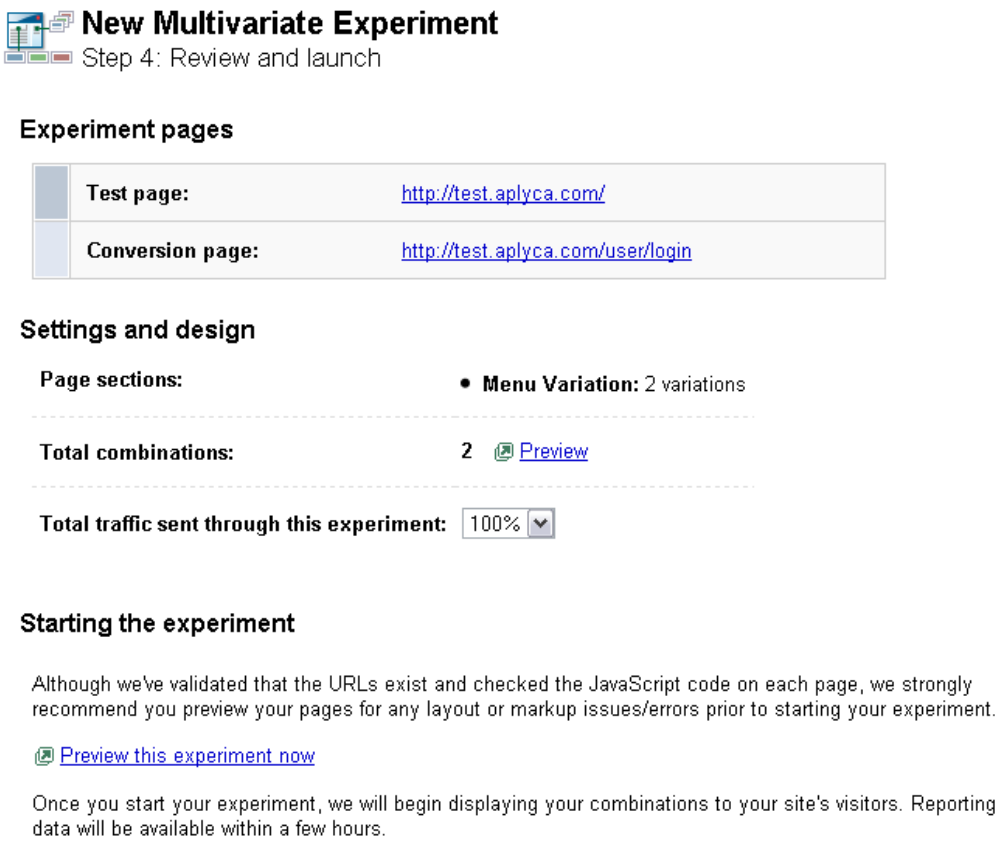
The beauty of Header Page Sections is that they are the last styling attributes loaded. **They will override any previous CSS properties in preceding .css files.**



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

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

3.5 Preview and Launch the Experiment



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.

3.6 Debugging your Test

To enable the debugger in the extension, you can activate the gwodebug variable trough GET method in the URL where you want to see the debugger, with the following command:

?gwodebug=on

(eg. http://www.example.com/article1?gwodebug=on)

3.6.1 Analyzing Cookies

There are two cookies set for each visitor. Utmx and utmxx. 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.

3.6.2 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.
#utmxid=EAAAAJZaMwKe1lm-wr4amAG3eyA;utmxpreview=1;utmxreload=0

3.7 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