

Tracking all movement past the landing page **If you'd like to find out which variation encourages visitors to navigate deeper into your site from your landing page, Website Optimizer lets you specify multiple conversion pages for a single test page. In this case, you're not concerned with the specific action that they're taking, so much as that they're taking action and not leaving your site after viewing your landing page. Before you begin: Design your experiment**

**The work in this step is preparatory design work, done outside the Website Optimizer tool.**

- \* Choose your test page
- \* Choose your conversion page
- \* Select the content and variations you want to experiment with
- \* Decide how many visitors you want to include in your experiment

**Choose your test page**

**Your testing page will be the main landing page. This could be your site's homepage, a landing page from an advertisement, or any other page that invites visitors to explore other areas of your website.**

**Choose your conversion pages**

**In this scenario, you'll be identifying several conversion pages. Ideally, the pages you choose will be directly linked from your test page, so that any exploration, even one level down, counts as a conversion. It's also a good idea to select pages that represent very different calls to action, such as a product purchase page, a contact page, or a 'Join Our Club' page. There's no functional limit to the number of conversion pages you can choose for a single experiment.**

**Select the content and variations you want to experiment with**

**Since the intent in this scenario is to attract visitors with a variety of interests, you'll likely want to experiment with the more general aspects of the page, as opposed to sections that play up a specific feature. For example, you might experiment with variations in navigation tools, logos, or intro text.**

**Of course, the content of your test page depends entirely on you and your project. We suggest that you start out testing just a couple of sections and variations before creating more complex experiments.**

**Decide how many visitors you want to include in your experiment**

**Traffic percentage depends entirely on the volume of traffic your test and conversion pages get and how many combinations you're testing. See the Website Optimizer Helpful Hints document for things to think about when deciding your traffic percentage.**

**Step 1: Identify experiment pages**

Once you've completed the steps in the Before you begin section, you're ready to start entering information into the Website Optimizer tool. Go to the Website Optimizer page and create a new experiment. If this is the first experiment you've created, we suggest reading My First Experiment for help with getting started.

1. Enter a name for your experiment, and enter the URL of your test page.
2. Enter one of the pages you identified in the Choose your conversion page section in the Conversion Page URL field. This step is primarily for validation purposes, so identifying a single page is sufficient. Additional conversion pages will be recognized by Website Optimizer once tags have been added to their HTML code.
3. Click Continue to move on to the next step

**Step 2: Add tags to experiment pages**

Follow the instructions in Step 2 of the Website Optimizer interface to install tags on your test page.

1. Add the conversion tracking script to each page you'd like counted as a conversion page. You should be adding identical script to each page.
2. Once the process of tagging your pages is finished, prompt Website Optimizer to validate your tags. During this step, validation is done on the conversion page you identified in Step 1. No other conversion page is validated. Ideally, the tracking script should be installed in exactly the same position on each page.
3. Once the process of tagging your pages is finished, click Check tags on pages to validate your tags. The system will validate the tags only on the conversion page specified in Step 1. You'll need to manually ensure that the code has been added properly to each of your pages. Again, the code should be identical for each conversion page.
4. Click Continue to move on to the next step

**Step 3: Create Variations**

Follow the instructions in Step 3 of the Website Optimizer tool to enter the content for your new variations. As long as the tagging was done correctly in Step 2, creating the new variations should be a straightforward task. There are no special issues here related to multiple conversion pages.

Click Continue to move on to the next step

**Step 4: Review and launch**

Double check your experiment set up, and designate how much traffic to include in the experiment.

Once you've checked the set up, click Start to launch the experiment.

**View your reports**

**Although the reports will not offer any definitive conclusions for a while, you should check your reports after a few hours to make sure impressions and conversions are being recorded, and that the traffic recorded in the experiment is consistent with the traffic measured by your web analytics tools. Zero impressions and conversions, or serious discrepancies, may indicate that the experiment tags were not installed correctly.**

**In this type of experiment, the results represent the total number of conversions recorded across all conversion pages -- the number of conversions per page is not broken out.**

**When viewing your reports, keep in mind that, in this type of experiment where you're combining conversions from many different types of calls to action, results can be skewed by extremely popular features. If you have a feature that attracts 90% of your traffic, it's highly likely that combinations highlighting this feature will perform the best.**

**Stop the experiment**

**You can stop the experiment at any time, regardless of whether or not Website Optimizer has identified a clear winner. The experiment will continue for as long as you want it to.**

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