



Google Optimize 101

INSTALL | EXPERIMENT | TARGET | RESPOND

Finding ways to improve your organization's website and increase conversions requires experimentation and careful measurement to track what works and what doesn't. Google Optimize makes running experiments and measuring results easier than ever, and it's a totally free tool. Here is a quick rundown of Google Optimize basics and the features that make it an essential tool for making improvements to your nonprofit's website.

1 Set Up and Install

To get started, you'll need to create an Optimize account, install the container snippet on your website, and connect your Google Analytics account for optimizing around key events and conversions. You'll also want to install the Optimize Chrome extension so you can access the visual editor.

2 Easily Run Experiments

You can now create variants and run tests even if you don't have developer skills. Rearrange your main navigation, adjust the size, color, and text of buttons, test one-step vs. multi-step donation forms, and more. The visual editor makes it simple to set up these experiments.

3 Target Your Audiences

Optimize provides targeting tools for your experiments that allow you to send specific segments within your site's visitors to different variants of pages and forms. Options include targeting segments based on behavior, location, or devices.

4 See Results, Take Action

Because Optimize integrates with Google Analytics, you'll be able to view all your data in one place. Once you've run an experiment, you can use the reporting features in Analytics or Optimize to see how each variant in a test performed and update your website based on actual user data.

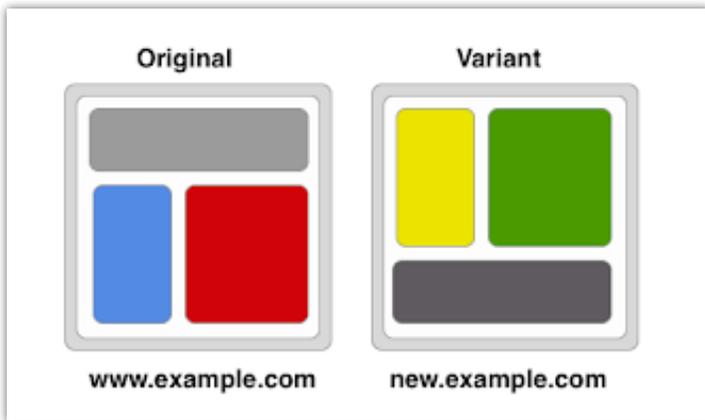
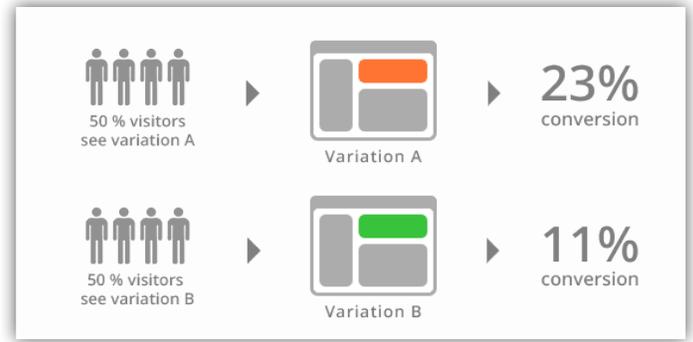
The more you know about your users, and what they respond to, the better equipped you are to populate your website with the right content, features, and calls-to-action.

Experiment Types

A/B TEST

A/B tests allow you to send a portion of your traffic to version A of a web page and the other portion of your traffic to a B version of a web page. This experiment type is best for testing two versions of the same webpage where a single element has been changed.

Example: test two different hero images or change the call-to-action button text.

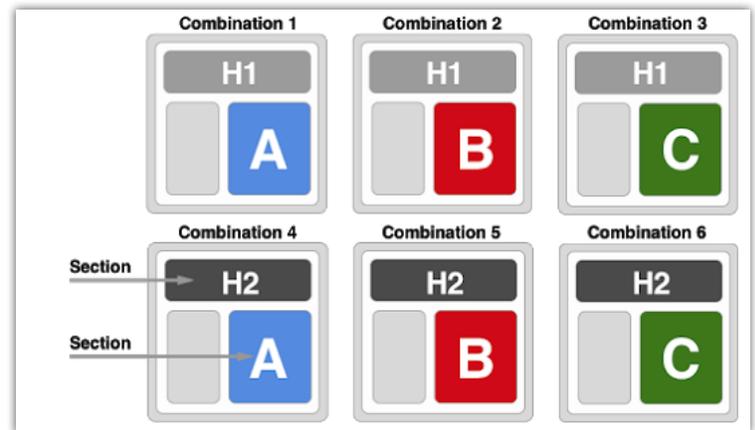


REDIRECT TEST

This type of test allows you to split your traffic between totally two different versions of the same web page on different URLs. This is useful for testing a complete redesign of a page or two very different layouts that you can't achieve in the simplified page editing tools. **Example:** test a one-step vs. multi-step donation form.

MULTIVARIATE TEST

This type of experiment allows you to test more than two elements organized in multiple ways simultaneously to see which combination works best. This type of test is ideal for understanding how different images, layouts, and text work together to generate the most conversions. **Example:** test different combinations of hero images and headlines.



Let's work together to set up tests and experiments on your website so you can track what works and make data-driven decisions. We will help you find the "special sauce" so you can improve your site and increase your donations, event registrations, email signups, and more.

About Firefly

We put our technology expertise to work for progressive nonprofits who are tackling today's biggest social challenges. As you bang the drum for change, progress, and equality, our team is here to help.

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