Workshop on AB Testing

First let’s get to know Google analytics.

Google analytics provides clickstream data on a website that you own → you need a website.

Creating one with Google sites is *very* easy.

Before I show you how to do that, let’s look at Google Analytics together, and check out analytics on the following website. Please go to:

https://sites.google.com/view/alyssathedog

Real-time is a good place to start, then let’s explore...

Now how do you build a website with Google Sites?

Go to Google sites.

With an almost empty site, go to google analytics → Admin tab, create new property, link your site →

You are ready to track.

Suppose your website was up and running –

How could you now do an AB test?

⇒ Build 2 similar webpages with one interesting difference
⇒ Use Qualtrics randomizer!
   o Benefits of using Qualtrics together with google analytics?
   o Qualtrics flow allows you to ask pre and post questions + you get behavior tracking from Google analytics.
   o And it’s very easy!

Let’s add one more tool: Google Optimize

Problem: the new google sites doesn’t integrate with google optimize (yet?).

Why work with Google Optimize? Integrates with analytics + WYSIWYG + free.
Using Google optimize with a Weebly site (or any site that you own):

Please visit:
alyssathedog.weebly.com
digitalexperiments2018.weebly.com
(site building experience with Weebly is drag-and-drop)

Step 1: Get GA tracking code and insert into Weebly (Settings > SEO). Check that GA works.
Step 2: Set up G-Optimize, create variants, insert tracking code. Run experiment!

More resources:
https://support.google.com/360suite/optimize#topic=6314903
Example experiments:
https://support.google.com/360suite/optimize/answer/6218029?hl=en&ref_topic=6197696
Create an A/B test:
https://support.google.com/360suite/optimize/answer/6211930?hl=en&ref_topic=6197696