

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!
 - Benefits of using Qualtrics together with google analytics?
 - Qualtrics flow allows you to ask pre and post questions + you get behavior tracking from Google analytics.
 - 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