



# Website Optimizer

Test what site content and design drive the most conversions



Which combination of image and headline led to the most conversions?

## Overview

Website Optimizer is a free site content optimization application that helps both small and large advertisers test what layout (A/B Testing) and combinations of site copy and images (Multivariate Testing) generate the most customer conversions

## Benefits

- Increase visitor conversion rates
- Increase site effectiveness and visitor satisfaction
- Save time by eliminating the guess-work involved in site design

## Features

- Free, web-hosted testing application
- Provides both A/B and multivariate testing
- Self-service application designed to give marketers (not IT) full control over testing
- Measures and tests all site traffic (not just AdWords traffic)
- Detailed reporting helps marketers
  - Understand what combinations of site content drive the highest conversion rates
  - Identify the components of your site that have the greatest influence on conversion rates
- Supports Google Analytics and all third party site analytics packages
- Integrated into AdWords

## More Information

To sign up, simply visit [www.google.com/websiteoptimizer](http://www.google.com/websiteoptimizer), or contact your Google representative

**Reports - Timbuktu Bikes**  
 Running [?] | Pause | Stop | Settings | Copy

✓ Congratulations! **Combination 38** is the winning combination. You can replace your original content with this combination in your page to improve its conversion rate. [Learn more](#).

Estimated time remaining: **Less than a day.**

Combinations | Page Sections

Analysis for: Aug 16 2006 - Aug 16 2006

View:  Best 15 Combinations  Worst 15 Combinations      Download: [?] [?] [?] [?] [?] [?] [?] [?] [?] [?]

Combination	Estimated Conversion Rate Range [?]	Chance to Beat Orig. [?]	Chance to Beat All [?]	Observed Improvement [?]	Conversions / Impressions [?]
Original	1.18% ± 0.2%	—	0.77%	—	58 / 4919
Combination 38	1.47% ± 0.2%	89.2%	26.5%	24.3%	72 / 4911
Combination 4	1.43% ± 0.2%	86.0%	18.6%	21.0%	71 / 4976
Combination 10	1.39% ± 0.2%	81.0%	11.7%	16.9%	68 / 4934
Combination 22	1.35% ± 0.2%	77.2%	8.13%	14.2%	68 / 5049
Combination 33	1.34% ± 0.2%	76.7%	7.93%	13.9%	67 / 4987
Combination 27	1.33% ± 0.2%	75.4%	7.08%	13.1%	68 / 4950
Combination 38	1.29% ± 0.2%	69.6%	4.26%	9.73%	65 / 5024