

Advanced Testing with Adwords

“Scientifically Improve Your Clicks, Sales & Profits Hundreds of Times Faster by Testing More Than One Thing At A Time!”

Note: this is an executive summary of the FREE VIDEO on advanced testing below:

<http://www.AdwordsMarketingMuscle.com/1002.shtml>

For More Information on the Educational Products, Coaching Systems, & Done For You Services Related to Today's Topic Please Visit:

<http://www.AdwordsMarketingMuscle.com/Speedx7.shtml>

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OVERVIEW

- Ø **BASIC A-B SPLIT TESTING:** means isolating ONE variable (like the headline) and testing two or more options. It's a powerfully important concept for beginners to master.
 - § Review Video on Basic Split Testing:
<http://www.AdwordsMarketingMuscle.com/1005.shtml>

- Ø **ADVANCED TESTING:** offers you an incredible competitive edge, once you've got confidence with the A-B method:
 - ü In advanced testing, get to see how many variables work together in your ads (and your landing pages)
 - ü More importantly, you also get tremendous leverage by compressing literally hundreds of A-B tests into ONE experiment
 - § Because of a special kind of math (*which you can USE in free software without understanding at all*) these experiments are able to test an outrageous number of combinations and permutations in just a fraction of the time it would take using traditional A-B methodologies

STEP 1: REVIEW THE SIMPLE A-B SPLIT TESTING APPROACH

- ∅ In a simple A-B test, you choose ONE element to test (Example: headline)
- ü Choose 2 or more options for that element



Review of Simple A-B Test

- Choose ONE element to test (example = headline)
- Choose 2 or more options for that element

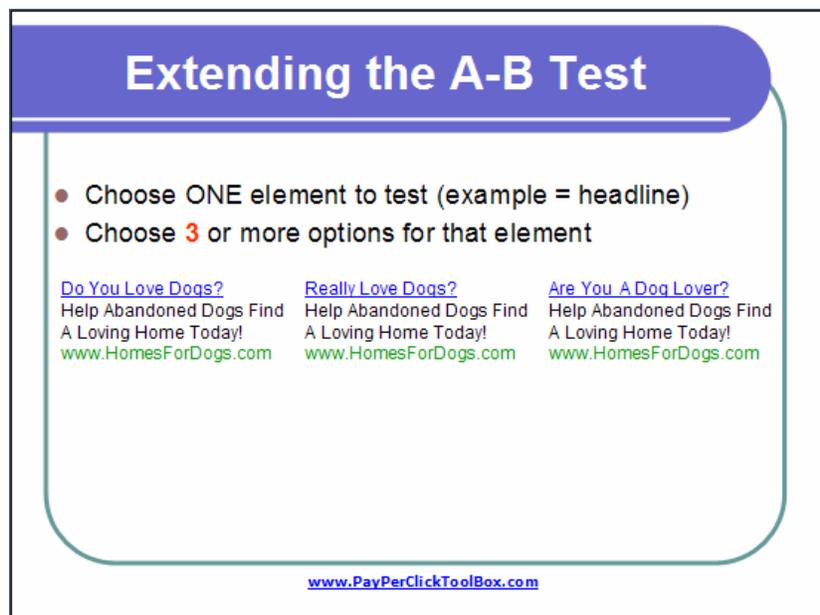
[Do You Love Dogs?](#)
Help Abandoned Dogs Find
A Loving Home Today!
www.HomesForDogs.com

[Really Love Dogs?](#)
Help Abandoned Dogs Find
A Loving Home Today!
www.HomesForDogs.com

www.PayPerClickToolBox.com

Note: the review video for basic A-B split testing is below:
<http://www.AdwordsMarketingMuscle.com/1005.shtml>

STEP 2: REVIEW THE EXTENDED A/B TEST



Extending the A-B Test

- Choose ONE element to test (example = headline)
- Choose **3** or more options for that element

<u>Do You Love Dogs?</u> Help Abandoned Dogs Find A Loving Home Today! www.HomesForDogs.com	<u>Really Love Dogs?</u> Help Abandoned Dogs Find A Loving Home Today! www.HomesForDogs.com	<u>Are You A Dog Lover?</u> Help Abandoned Dogs Find A Loving Home Today! www.HomesForDogs.com
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www.PayPerClickToolBox.com

- Ø In the EXTENDED A-B Test, You Still Choose Only ONE Variable/Element (Example: headline)
 - ü But you choose THREE or more options for that element
- Ø You wait for 30 actions on each ad (or use www.SplitTester.com for a more precise measurement)
 - ü Important Note: you don't have to constantly log into your Adwords account to check on your tests. "Winner Alert" is a web-service which will keep tabs on your account for you and email you whenever you've got a winner ... it's really an amazing timesaver. *(It does what the Split Tester site does above automatically ... it scans your WHOLE account every day and alerts you when your tests are complete):*
 - § <http://www.ppcx7.com/Links/WinnerAlert.php>
- Ø Benefits of the Extended A/B test:
 - ü You're comparing multiple options (for one element like the headline) on the same traffic source over the same time period, so you can be pretty confident you know which of many options (headlines in this example) is the winner
 - § This is better than doing a number of sequential tests with only 2 options (headlines in this example) ... A vs. B, A vs. C, and B vs. C. ... because if you did the test as individual paired comparisons (as in the simple A-B approach above):
 - You'd need more traffic (to achieve statistical confidence)
 - You'd need more time (to wait for the data to stabilize)
 - You'd need more money (to pay for the traffic).
 - It's possible that the differing time periods during which each paired comparison (A-B test) was conducted brought different types of people to the test and effected the results. *(For exmaple, if you compare A vs. B during the week and B vs. C on the weekend, how do you know you wouldn't have had different winners if you reversed the time periods?)*
- Ø Drawbacks:
 - ü It DOES take more time and money to complete than a 2 option test. *(If you're going to test 3 or more options, the extended test is still better ... we're just pointing out that as you extend your tests, you're starting to develop a time and money problem ... setting you up for the advanced testing solution which eradicates most of this)*

***On The Next Page You'll See The Hard Way To
Test More Than One Element At A Time
(Ouch ... stop doing that!)***

STEP 3: TESTING TWO OR MORE ELEMENTS

∅ In The “All Combinations” Model (Also Called The “Full Factorial” Model) You Choose Two Or More Elements To Test:

ü For example, the headline and the first line of text

∅ Then you choose 2 or more options for each element

ü For example, 2 or more headlines AND 2 or more different first lines of text

Testing Two Elements The Simple Version (2 x 2)

- Choose TWO elements to test (example = headline + first line of text)
- Choose 2 options for each element

Do You Love Dogs? Help Abandoned Dogs Find A Loving Home Today! www.HomesForDogs.com	Really Love Dogs? Help Abandoned Dogs Find A Loving Home Today! www.HomesForDogs.com
Do You Love Dogs? Help Lonely Dogs Find A Loving Home Today! www.HomesForDogs.com	Really Love Dogs? Help Lonely Dogs Find A Loving Home Today! www.HomesForDogs.com

[www.PayPerClickToolBox.com](#)

Anything confusing? Watch the free video below:
<http://www.AdwordsMarketingMuscle.com/1002.shtml>

∅ Four ads to test X 30 actions = 120 actions to complete test

∅ This is called the “All Combinations Model” or “Full Factorial model”

Benefit of Testing 2 x 2

- Design one test to learn many things
- See how things work individually
- See how things work together

	Do You Love Dogs?	Really Love Dogs?	Row Average
Abandoned	1.7%	3.7%	2.7%
Lonely	2.7%	2.3%	2.5%
Column average	2.2%	3.0%	

Ø **BENEFITS:**

- ü Strong benefit of the “All Combinations” model is the ability to see what works when you put different elements together
 - Every option of every possible combination was tested, so you’ll clearly understand which is the best possible combination to get the best response
 - You can EXTEND this beyond 2 x 2 ... use as many options as you like

	Do You Love Dogs?	Really Love Dogs?	Dog Lover?	Row Average
Abandoned	1.7%	3.7%	2.4%	2.70%
Lonely	2.7%	2.3%	2.5%	2.50%
Column average	2.20%	3.00%	2.45%	

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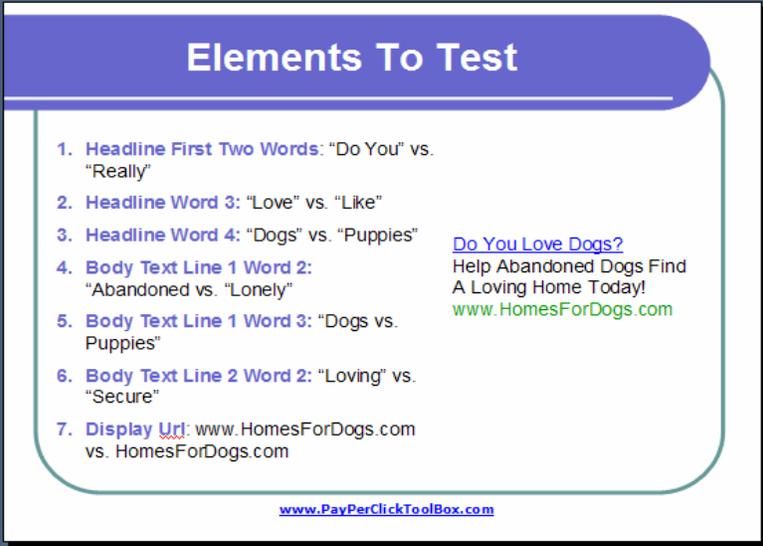
Ø **DRAWBACKS:**

- ü Much more traffic needed to test more combinations ... especially as the number of elements and options increases
 - § Gets expensive
 - § Starts to take a LONG time to complete with any statistical reliability

***There’s A Much Better Solution Called “Taguchi Testing”
Which Balances The Benefits Of The “All Combinations Model”
Against Speed and Practicality Considerations ...
Next Page Please***

STEP 4: "TAGUCHI" --> THE BEST OF BOTH WORLDS!

- Ø There's a FREE and powerful tool (www.AdComparator.com) built by Blair Gorman for simultaneously testing many aspects of your advertising.
- Ø Step 1 – Select the number of ELEMENTS to be tested
 - ü example: 7 elements
- Ø Step 2 - Define a name for the ELEMENTS



Elements To Test

1. **Headline First Two Words:** "Do You" vs. "Really"
2. **Headline Word 3:** "Love" vs. "Like"
3. **Headline Word 4:** "Dogs" vs. "Puppies"
4. **Body Text Line 1 Word 2:** "Abandoned" vs. "Lonely"
5. **Body Text Line 1 Word 3:** "Dogs" vs. "Puppies"
6. **Body Text Line 2 Word 2:** "Loving" vs. "Secure"
7. **Display Url:** www.HomesForDogs.com vs. HomesForDogs.com

[Do You Love Dogs?](http://www.HomesForDogs.com)
Help Abandoned Dogs Find A Loving Home Today!
www.HomesForDogs.com

www.PayPerClickToolBox.com

Anything confusing? Watch the free video below:
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- ü Be sure to select a name that clearly identifies the element you're testing
 - § Examples are "Headline – First Two Words", "Headline Word 3" (note: these are two different elements)
 - § **IMPORTANT NOTE:** Elements must never conflict with one another (you must be able to combine every possible option for each element with every possible option for every other element and still have an ad that makes sense)
 - For example, I couldn't have an element called "ENTIRE HEADLINE" and another called "HEADLINE 2nd WORD" because the "entire headline" would always override the 2nd word of the headline
- Ø Step 3 – Identify the Control vs. Test Options for each element
 - ü Example: in the 1st element above "HEADLINE 1st TWO WORDS"
 - § "Do You" is the control (because that's what's in my pre-existing ad)
 - § "Really" is the test
 - ü Note: using this free web software, you're only able to test 2 options for each element (definitely good enough to get you started with the concept!) If you're interested in more flexibility, please see <http://www.ppcx7.com/Links/SplitTestAccelerator.php> (note: use the discount coupon "Taguchi" when you check out for a \$300 discount AND the ability to order immediately ... otherwise it's usually only

available one or two days each month!)

<http://www.ppcx7.com/Links/SplitTestAccellerator.php>

Ø Step 4 – Create (and track results for) test advertisements

ü Adcomparator.com will create a set of profiles for your ads

ü Just go install the ads it suggests in Adwords and run the tests (if you're not clear how to do this, please watch the video here:

<http://www.AdwordsMarketingMuscle.com/1002.shtml>)

ü *Wait until the most poorly performing ad has 30 actions*

Ø Step 5 – Enter the response rates for the test advertisements

ü Note: you can use Taguchi to optimize whatever metric you like ... clicks, leads, or sales. Whatever metric you enter is the one you'll get answers for!

§ Example: CTR, lead conversion, sales conversions, profit per impression

§ In the test version Blair puts up for you, fields are populated with random numbers so you can see how the software works ...

- Replace these numbers with the corresponding percents from YOUR Adwords tests

ü Press submit to "Perform Ad Analysis"

Ø Step 6 – Interpret the Results

ü Rank: Each of the elements in your test are ranked in order of how much influence they had on the results.

§ For example, if the URL was the most important factor in predicting overall ad response, this element would be ranked #1

ü Element: just an identifier so you know which element is being referred to

ü Influence: This is the degree of importance each individual element had in predicting results. *(This is exceptionally important because it points you to the area to focus on in your next test for maximum leverage)*

§ In most tests, one or two elements will be responsible for 2/3rds or more of the influence.

ü Best Option: Tells you WITHIN EACH ELEMENT, which is the best performing OPTION

Ø Step 7 – Create the Predicted Winner

ü Taken together, the OPTIONS presented on the results page comprise the PREDICTED BEST COMBINATION

§ It's interesting to note that this combination usually is NOT one which was tested!

ü Create an ad from the PREDICTED BEST COMBINATION

Ø Step 8 – Validate the Predicted Winner (very important)

ü Run the PREDICTED WINNER against your PREVIOUS CONTROL in Adwords using a simple A/B split test

§ If the ad is not successful, it means that the math wasn't strong enough. Either:

- Let the Taguchi test run for a longer time (usually double what it did previously) so the numbers can stabilize

- OR ... if it seems that most factors had approximately equal influence, it's possible your inputs weren't different enough to make a difference ... go back and redesign the test

Ø ADVANCED TIPS

- ü Garbage in – garbage out ... Taguchi is a tool based on inputs
- ü Survey results are essential for these inputs (you can do a simple one question survey ... or for better results please see my After the Click formula at <http://www.HowToDoubleYourBusiness.com>)
- Ø www.OneSentence.org (I must give credit to the "Taguchi King" for this resource ... my friend David Bullock at <http://www.davidbullock.com/>)
- ü Resource for generating powerful ad copy ideas
- ü Increase brainstorming power

WHEN YOU REALLY GET THIS, YOU CAN USE TAGUCHI TO TEST LANDING PAGES ON YOUR WEBSITE TOO

Ø Testing websites

- ü There's a larger number of elements to test on the website (example: colors, fonts, layout)
- ü If you think of an "element" as being a component of your LANDING PAGE or WEB SITE, you can do the same tests on your site that you did in Adwords!

Ø How to Use Google Adwords to Rotate Landing Page Options:

- ü Take your CONTROL ad from Google and DUPLICATE IT EXACTLY ... once for each profile the taguchi software told you to create
- ü Create the multiple pages based on the profiles from Adcomparator.com
- ü Go and install DESTINATION URLs in the Google Ads you created ... one for each landing page you created
- ü Adwords will now rotate the ads, ... which will appear exactly the same to the searcher, ... but Google will send them to your different landing pages :-)
- ü Use CONVERSION NUMBERS not the CTR (be sure you've set up Adwords conversion tracking correctly on your success page)

REMEMBER: The Few Hours It Takes You To Learn How To Do Advanced Testing Should Come Back To You 1,000 Fold ... In Most Cases, After Only One Or Two Tests. *(Do this thing ... you'll thank me for it!)*

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Drs. Glenn and Sharon Livingston help entrepreneurs and small businesses get MORE customers for LESS money (and sell more to them) using laser precise pay per click and emotional marketing methods. Both trained as psychologists, they've consulted for more than fifty of the Fortune 500, and subsequently used the same techniques to grow their own information publishing business via PPC marketing on a straight up curve! For the whole story, see <http://www.ppcx7.com/About.shtml>

COACHING & CONSULTING: <http://www.AdwordsMarketingMuscle.com/Consulting.shtml>

PAY PER CLICK MANAGEMENT: <http://www.PPCx7.com/Management.shtml>

AFTER THE CLICK FORMULA: www.PPCx7.com/Links/HowToDoubleYourBusiness.php

ADWORDS MASTERMIND: www.PPCx7.com/Links/PerryMastermind.php

ADWORDS NEWSLETTER: www.PPCx7.com/Links/RenaissanceClub.php

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