

# How-to Guide for Online Conversions

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5 essential tools for agencies

Google™



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## **Introduction**

Welcome to our conversion how-to guide! As an agency, you understand the importance of providing results for your clients. Now more than ever, customers want to understand how their advertising investment translates into sales, leads and profits.

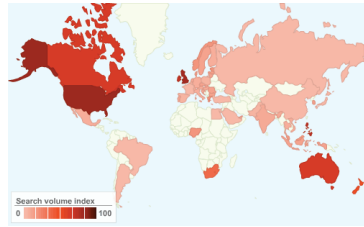
The five free tools described in the following pages enable you to convert clicks into custom for your clients, tracking results and driving competitive improvements. Get started with our easy-to-follow set up guides. If you're an existing user, check our best practices and grow your expertise.

We hope you find our how-to guide useful. We think customers who see increased sales and leads from their advertising will increase their commitment to you. That's how online conversions translate into profits for you and your clients, no matter what the economic climate.

## **The Google Team**



Insights for Search provides an up-to-date view of what people are searching for around the world. You can compare search volume patterns by multiple keywords, across specific regions, categories, and time-frames.



**Identify emerging trends:** See what your client's customers are searching for and be prepared for any new behaviours or seasonal search trends.



**Anticipate demand:** Anticipate demand based on historical search trends for your client's industry so you can budget and plan accordingly.



**Geographic distribution:** Know where to find paying customers. See how search volume is distributed across regions and cities.

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"Since its launch, I've used Google Insights [for Search] regularly to analyse seasonality and search trends. It's an easy way to determine rising search queries and to understand what people are searching for and how!"

O'Neill Cooke, AdWords Optimization Specialist

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## How to... interpret search trends

Here are four easy ways that you can use Insights for Search to answer client questions about online traffic.

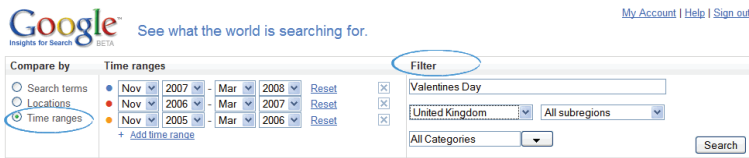
- 1 How am I doing compared to my competitors?** Competitive comparison – Using a brand or product name, you can compare your client with top competitors to show share of voice opportunities. Enter two or more brands as search terms to see whether there is an opportunity to raise spend and gain additional market share.
- 2 Are there seasonal trends that I should be aware of?** Seasonality by product category – Identify seasonal trends and develop budget recommendations in preparation for an increase in search traffic. Use 'digital cameras' with the date range '2004 – now' to see when search volume is highest for digital cameras.
- 3 Where are my users coming from?** Geographic comparison – Look at trends by geographic region to determine which regions are more likely to search for a product. Take advantage of this by amending targeting or budgets based on the results.
- 4 Are users looking for branded keywords or generic product terms?** Consumer preferences (top related searches, top rising searches) – What specifically are users searching for? Enter the search query 'cameras' and see the top related searches and top rising searches for this product.

[www.google.com/insights/search](http://www.google.com/insights/search)

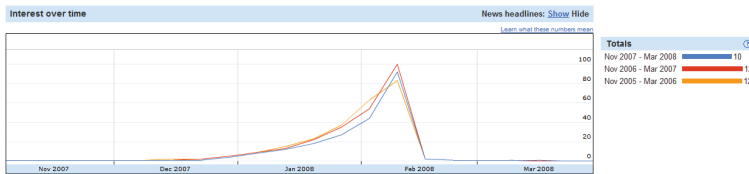


# How to... use Insights for Search

Let's take an example of seasonality. You have a retail client who wants to reach the Valentine's day gift buyer. You may be asked by your client when they should kick off their campaign, and what keywords would be most searched on. Visit Insights for Search and choose the relevant filters from the drop down menus to give statistical backing to your answer.



In this example, the same time-frame (Nov - Mar) is being compared across three years based on the filter 'Valentines Day'.



The results look consistent down the years: interest picks up in December and peaks just before February 14th. With this information, you can anticipate demand and demonstrate to your client when to focus their budget.

Search terms related to valentines day		United Kingdom, 2008
<b>Top searches</b>		
1. <a href="#">valentines gifts</a>	100	
2. <a href="#">valentines day gifts</a>	95	
3. <a href="#">valentines day ideas</a>	90	
<b>Rising searches</b>		
1. <a href="#">valentines day 2008</a>		+400%
2. <a href="#">valentines 2008</a>		+350%
3. <a href="#">valentines day lyrics</a>		+70%

Insights for Search also shows the most popular search terms related to Valentine's day, and search terms currently rising in usage. Use this data to identify relevant keywords for campaigns based on user behavior and emerging patterns in your client's category.

Using AdWords free Conversion Tracking, you can see how effective your advertising is in terms of sales and leads on your client's site. It's quick and easy to set up - so is perfect if you're looking for a time-saving route to ROI analysis.



**Step in the right direction:** If your client is new to AdWords ROI tracking, or you are not yet using Analytics for parts of your portfolio, Conversion Tracking is the simple way to offer valuable reporting.



**Easy to setup:** With Conversion Tracking you only need to add code to one page of your client's website. You then have the benefit of ROI statistics down to the keyword level within the AdWords account.



**Informed decisions:** By using Conversion Tracking, you can make smarter bid and budget decisions. Make changes to campaigns based on the profitability of keywords, rather than the traffic and clicks they drive alone. Provide your clients with more advanced reporting.

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"It helped that the setup process was easy and quick... And it didn't take long to see results. Google Conversion Tracking has been heaven-sent... I should have done this a long time ago!"

**Colleen Nyhus, Prosavvy**

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## How to... set up Conversion Tracking

In order to use Conversion Tracking, you will need to add a small snippet of code to one page of your client's website. You can track sales, leads, downloads or page views, according to what result your client wants from their advertising.

### Choose the conversion page

Once you have generated a small piece of code from within their AdWords account, decide which page of your client's site to put it on. The conversion page is the web-page a user is brought to after they've completed the action you want to track. Let's say you want to track the sale of cameras, for example. You want a user on the site to complete a purchase by confirming their payment details. After they've taken this action, they reach the 'Thank you for your purchase' page. This is the conversion page where you need to add the code - the same page will most likely be applicable to all purchases available on the site.

### Add the code yourself

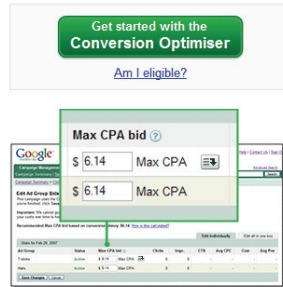
If you have access to your client's website html, you can easily add conversion code to the site for your client. The code is available within the client's AdWords account, along with easy-to-follow instructions. You simply paste the code onto the conversion page html, just above the closing `</body>` tag you'll see there.

### Work with your client's web-team

If you do not have direct access to your client's website html, you can copy the small piece of code generated within the client's AdWords account. Email it to your client or their web-team, with details of where on their website to put it (these instructions can also be taken from the Conversion Tracking section of the AdWords account or the AdWords Help Center).

```
<body>
<!-- Google Code for Camera sold Conversion Page -->
<script language="JavaScript" type="text/javascript">
</body>
```

The Conversion Optimizer is an AdWords feature that uses Conversion Tracking data to get you more conversions at a lower cost. You set the maximum CPA your client wants to pay for a sale or lead, and we adjusts your CPC bids to get you as many profitable clicks as possible.



**Increase ROI:** Conversion Optimizer predicts, in real-time, which clicks are likely to lead to a conversion and aims to spend only on clicks that are profitable for your client. You minimise on wasted spend, and maximise your investment on keywords that produce results.



**Saves agency time:** Conversion Optimizer automatically adjusts CPC bids in each ad auction, on both search and content networks. Knowing your bids are being managed for ROI frees up your time to focus on more strategic efforts, such as optimizing campaigns or web analytics.



**It's free:** Other bid management tools can be expensive, with monthly fees. Conversion Optimizer is free to use and easy to set up. Just navigate to the bidding options page of your client's campaign, choose your maximum CPA, and enable.

"It's taken a lot of the laborious bid-management stuff away. It allows us to do more strategic work with other tools like Google Website Optimizer and Google Analytics... It introduces a higher level of consultancy."

**Ian Howie, Account Director 1upSearch**

## How to... set CPA bids with your clients

For your client to be profitable, they will have a maximum amount to spend on each sale or lead before advertising costs exceed the value from the successful conversion. Take time with a client to work out how much they can, or are willing to spend securing conversions, while still turning a profit. Once you know this, you can set a maximum cost-per-acquisition (CPA) bid and Conversion Optimizer will manage your CPCs for maximum results.

**1 How do you decide on a max CPA?** The CPA depends on the product, the client and their margins. You may also want to factor in the level of advertiser competition on certain keywords. Unfortunately there is no hard and fast rule when setting CPAs - discussion and agreement are key.

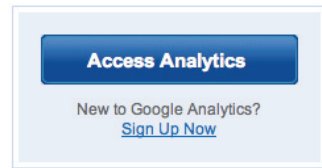
**2 Recommending an initial maximum CPA?** Conversion Optimizer will show you a recommended CPA bid when you first start using it on a campaign, based on conversion history. Setting the max CPA to this amount will keep your costs stable when you change from another bidding mode to the Conversion Optimizer. You should see more conversions without much change to your costs.

**3 Need a lower CPA to stay profitable?** Perhaps your client needs to lower their current cost-per-conversion for some products to maintain positive profit margins. In this case, gradually reduce the Ad Group max CPA over time and monitor traffic. You should expect to see a decrease in traffic, clicks and conversions as you lower your max CPA. However, your conversions should be at or below your desired cost level.

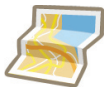
**4 Have some budget to play with?** If your client is not meeting their campaign daily budget, but is willing to do so, then you can try raising the max CPA. This lets you see how many more conversions are available at the higher CPA level.

**5 How can I maximise conversions and ROI?** Remember, the lowest cost per conversion may not always lead to the maximum profits for a client. If you can get more conversions at a higher price per conversion, do the total additional profits outweigh the additional costs? Let Conversion Optimizer run for a few days per a CPA level that you want to try, then monitor the results.

Google Analytics is a free, powerful website analysis tool. Integrate it with Google AdWords, and gain access to detailed ROI reporting down to the keyword level.



**View ROI for individual keywords:** Google Analytics offers more sophisticated reporting and analysis than AdWords Conversion Tracking. See detailed reports on which of your keywords result in sales and leads and ensure you can take the right action in your client's account.



**Learn where visitors are coming from:** Target your client's online advertising according to which geographical areas drive the most conversions.



**Identify areas for improvement:** You're working hard to drive traffic to a client's site, but are users consistently leaving from certain pages? Identify pages with high bounce rates that could be addressed to keep customers on the site.

**Automatic report scheduling:** Schedule reports that can be exported and emailed as you choose: to your managers, your client, or just your inbox.



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Search Marketing Services Ltd have had major successes managing Google AdWords and Google Analytics. One client, MAS, has seen massive expansion "doubling their turnover each year over the last three years". This growth is "all down to AdWords, Analytics and using the data effectively".

David Howlett, Founder - Search Marketing Services Ltd.

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## How to... get the most from Google Analytics

### 1 Using Google Analytics with My Client Center accounts:

We recommend that each new MCC child account you create has its own Google Analytics account.

- Your MCC will be easier to manage and you will have a less cluttered Analytics account.
- No issues with cost data from one client's AdWords account showing in another client's profile.
- Less chance of reaching profile limits if each AdWords account has its own Google Analytics account.

### 2 Linking Google AdWords and Google Analytics: Ensure you can analyse AdWords ROI data in Google Analytics by linking the two accounts.

- If you or your client are using Google Analytics as a standalone product you can link Analytics and AdWords accounts for data importing.
- Visit the Analytics tab in your client's AdWords account.
- Select the option 'I already have a Google Analytics account. Please link it to this AdWords account'.
- You can link the two accounts provided your login for the child account is an Administrator on the client's Analytics account.

### 3 Tracking conversions with Google Analytics: Track which keywords, paid or organic, are driving the most conversions on your client's website.

- Identify the goal of your client's website. Is it a sale, a lead, a download?
- If your client has a shopping cart, Google Analytics can be fully integrated to show real values from your client's receipt pages.
- If the site is not an e-commerce site you can create a goal and assign a value to this goal. This will allow you to track return on investment for your client.

# How to... set up Google Analytics for your AdWords client

## Follow these instructions to create a new Google Analytics account for your client from within their AdWords account.

1. Click the Analytics tab within your client's AdWords account.
2. Follow the instructions to set up a new account if your client does not use Google Analytics already. (If they already have an account select the option 'I already have a Google Analytics account. Please link it to this AdWords account'.)
3. Enter your client's website URL, making sure to select either **http://** or **https://** from the drop-down list.

Enter a nickname for this account in the Account Name field and then, click Continue.

4. Enter contact information and click Continue.
5. Read the Google Analytics Terms of Service. If you agree to these terms, select the Yes checkbox and click Create New Account to continue.

The Tracking Instructions page that is now displayed contains the tracking code that you will need to paste into each page of your client's site. However, we recommend that you complete some additional steps before pasting this code to ensure that the collected data is relevant.

Otherwise, click Continue on the Tracking Instructions page to access the new account.

It is important to configure your profile in order to get the most out of Analytics reports. Profiles are divisions within an Analytics account - one profile may exclude internal company traffic, for example, while another profile in the same account could show all traffic unfiltered.



To access the profile settings:

1. In the Website Profiles table, find the profile to edit.
2. Click Edit. The Profile Settings page is displayed.
3. Click Edit on the Main Website Profile Information table.

**Default page:** Setting this to the default (or index) page of the site allows Google Analytics to reconcile log entries for **www.example.com** and **www.example.com/index.html**, for example. These refer in fact to the same page, but are reported as two distinct pages until the Default Page setting has been configured.

**Exclude URL Query Parameters:** Does your client's site use dynamic sessions or user identifiers? You can instruct Analytics to ignore these variables, rather than entering them as unique pages. Enter any query parameters to exclude, separated by commas.

**E-commerce Website:** To enable e-commerce reporting and the E-commerce Analysis report set, select Yes.

[www.google.com/support/googleanalytics](http://www.google.com/support/googleanalytics)

## How to... track conversions with Google Analytics

Once you have set up a Google Analytics account for your client, linked it to AdWords and added the tracking code to every page of the website, the next step is to set up goals or e-commerce tracking so that you can track ROI.

### **To set up goals in Google Analytics please follow these steps:**

1. Log in to your client's Google Analytics account by clicking on the Analytics tab within the AdWords account.
2. Find the profile for which you will be creating a goal(s) and click Edit.
3. Select one of the four goal slots available for that profile and click Edit.
4. Enter the Goal URL.

This page marks a successful conversion when reached - for example, a registration confirmation page, a 'checkout complete' page or a thank you page.

5. Enter the goal name as you want it to appear in your Google Analytics account.
6. Turn the goal On or Off - this selection decides whether Google Analytics should track this conversion goal at this time. Generally, you will want to set the Active Goal selection to On.
7. Click Save Changes at the bottom.

You can also specify steps that lead to the goals (such as a purchase or lead) being completed on the site. Measure how many visitors follow these steps, and where you're losing customers along the way. This is called a funnel. You can create up to four goals per profile and specify a funnel for each goal. Once you have activated your goal you will begin to see data appearing in reports in Google Analytics.

If your client's website has a shopping cart hosted on their own domain, or on a third party site, you can use Google Analytics to track each transaction and import actual values from conversions into your Google Analytics reports. This requires adding an additional piece of code to your shopping cart pages, and also enabling 'E-commerce tracking' in your profile settings.

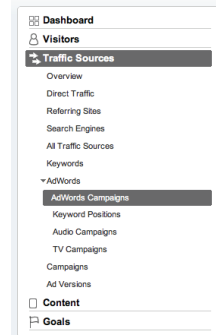
## Spotlight on key reports in Google Analytics

Google Analytics has over 80 reports to help you grow your clients' businesses, and your agency's success, at the same time.

Here we have highlighted just three of these reports...

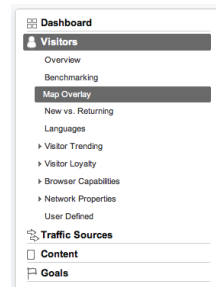
**Traffic Sources - 'AdWords'**: This report shows detailed **AdWords ROI data** once you have linked Google Analytics and AdWords correctly, and have set up e-commerce tracking or goals.

See which paid keywords and campaigns are generating sales and optimise these keywords to maximize returns for your client. Optimize or remove keywords that are under-performing and concentrate budgets on the proven performers.



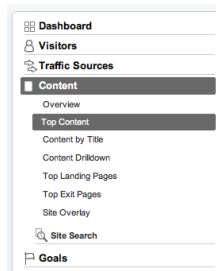
**Visitors - 'Map Overlay'**: This report shows the **geo-location data** for visitors to your client's website and highlights possible opportunities for growth internationally.

See which countries generate visits, page-views and conversions for the website and then adjust marketing budgets and AdWords campaign targeting accordingly.



**Content - 'Top Content'**: This report shows the most commonly viewed pages on a website and shows **bounce rate metrics** for each page.

A high bounce rate can indicate a landing page that needs redesign, since it means users are leaving the site from this point. Conversely, high time on page metrics may indicate that the content is very relevant to visitors and worth promoting more.



# Google™ Website Optimizer

Increase your website's conversion rate

Website Optimizer is a free tool which allows you to test different variations of content on a website. Make and track changes to dramatically increase profitability.



Combination	Page Sections	
Analysis for: Aug 21 2006 - Aug 21 2006		
View: Best 23 Combinations Worst 23 Combinations		
Combination	Estimated Conversion Rate Range	Change Best
Original	34.2% ± 3.0%	
Combination 11	38.9% ± 3.1%	9%
Combination 4	33.6% ± 3.0%	7%
Combination 22	33.4% ± 3.0%	7%
Combination 16	32.7% ± 3.0%	6%



**Improve landing pages:** You've optimised your client's advertising campaigns, but what if you're losing customers due to ineffective landing pages? Website Optimizer's automated testing makes it easy to fix and deploy compelling landing pages.



**Increase sales and conversion rates:** Test variations of current site pages. Identify the winning content combinations that drive conversions, lower CPA and increase ROI, regardless of site type.



**It's free:** Other website testing tools can be expensive, with monthly management fees. Website Optimizer is free to use and is easy to set up.

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"The hardest part for us, wasn't performing the tests, but actually working out how to price our new service to our clients." \*

**Chris Head, Webexpectations.com**

\* Test performed on USBFlashdrive.co.uk

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# How to... begin testing with Website Optimizer

Have you hit a brick wall tweaking your client's keyword performance? Why not try using Website Optimizer to increase your client's ROI? It's not uncommon when optimising your landing pages for a few small changes to double or even triple conversion rates.

Before you visit the Website Optimizer tool, think about how you want to get started:

**1 Choose the page you'd like to test:** For the most part, you'll be testing the landing page of your client's advertising campaign. However, any high-traffic page is a good one to test, whether it's the home-page or a particular product page. As a general rule, pages with lots of traffic are generally faster to optimise than low traffic pages, since trends in results become clear quickly.

**2 Create alternative versions of the test page:** Create different versions of the page you're testing, and upload them to your client's server. You can vary as much or as little of the page as you like - Website Optimiser will display each of your alternative versions to different visitors. All of your page variations should lead to the same conversion page, meaning they should all be directing the user to take the same action (whether that's completing a purchase, or submitting an enquiry). For your first test we would recommend testing 2-4 page variations, since with more page variations, it can take longer to see results.

**3 Identify your conversion page:** Figure out which page of your client's site represents 'success' - it could be a purchase or enquiry confirmation depending on the business type. The page you're testing (and all of the alternative versions of the page you've created) should ultimately lead the user to this conversion or confirmation page.

Note: If you use a conversion goal that doesn't happen very often, it will take much longer to find the most effective content. Eventually, you may want to test things like order completion if your client has an e-commerce site. For your first test, choose a goal that is more commonly completed (e.g. adding an item to a shopping cart, clicking on a product details page, etc).

# Identify what content to test

When you're deciding what content to test, it's important to think about the goal of your client's page. What action do you want users to take? Does the page clearly communicate that action to your client's users? What sections of the page will have a significant impact on whether users take that action?

Here are some suggestions you might consider based on your type of business:

- Use the **headline** to test different pitches and see how highlighting different benefits of the product or business affects results.
- Use the **images** to find out whether your users respond better to graphics or photos, personal or product-focused. Try testing graphic design, a picture of your product, or a person using your product.
- Use **promotional text** to determine whether less or more text works better for your site, and whether one aspect of your product or service has a bigger impact on conversions.
- Use **call to action** changes. Most sites have action buttons like 'Sign up!' or 'Add to cart', so try different sizes, images, text or placement. Moving the call to action button above the page fold can often produce very positive results.
- In some cases you may even want to **remove a section of content** from your page to see if users might react better to a cleaner look and feel on your site.



## A vs B



The bottom line is that there's a large universe of things you can test, so be creative while keeping in mind that more page sections and more variations will increase the time it takes to get results.

## How to... launch your first A/B test

**Introduction:** A/B testing allows you to compare entire pages against each other. If you're more interested in testing completely different pages than in testing individual sections of a page, or if your traffic levels are low and granular experiments take too long to come to a conclusion, A/B testing might be the right choice for you.

In A/B testing, two or more pages are created to serve the same purpose - the A page and the B (and C and D...) page. Website Optimizer will alternate your pages for you, and will track conversions from each page. You can create and test as many alternative pages as you like - a huge advantage over traditional A/B testing methods, which only offer comparison of two pages.

### Getting started

1. You can access Website Optimizer either by logging in to your AdWords account or accessing the standalone version at **[google.com/websiteoptimizer](https://google.com/websiteoptimizer)**.
2. Click Create a new experiment.
3. Select Create from the A/B Experiment field.
4. Confirm that you've completed the 'Before you start list' by selecting the checkbox and clicking Continue.

### Setting up the experiment

1. Enter an experiment name.
2. Enter the Original page URL - this should be the original page of your website which you'll be testing. It should also be accessible to our validation, meaning that it can't be hidden behind a password.
3. Enter the Page variation URL - this is your first alternative page, which will replace your original page for some percentage of your visitors. Again, make sure the page is accessible. You can give this (and all other alternative pages) any name you like. The name will be used in your reports, but won't be shown to users.
4. Click Add another page variation to add more alternative pages.
5. Enter your Conversion page URL. This is the page that marks a successful visit, whether it be a purchase, sign up, or article view.



## How to... launch your first A/B test (cont.)

**Install and validate JavaScript tags :** Choose to add the code to your pages yourself or, if someone else, such as the site's webmaster, will be adding the JavaScript tags to your pages, select My web team will install... and forward the displayed URL to them. They will be able to access all your account-specific code, but they will not have access to any other part of your AdWords or Website Optimiser account.

**Tagging your original page:** Your original page will need to be tagged with control script as well as tracking script.

**Add the control script:** Copy and paste the entire control script into the beginning of your original page's source. It should appear immediately after the opening <body> tag.

**Add the tracking script:** Copy and paste the tracking script directly before your page's closing </body> tag.

Make sure to use only the tracking script provided in your account, since it contains an account number that's unique to your experiment. You should also make sure that you add the tracking script from the Original page section, as the conversion page tracking script is slightly different.

**Tagging your alternative pages:** Your alternative pages only need the tracking code, which should be placed directly before each page's closing </body> tag.

**Tagging your conversion page:** Your conversion page also gets tracking script, which should be pasted directly before the closing </body> tag.

Once all of your pages have been updated and uploaded to your server, click Validate pages. Website Optimizer will visit your pages and check for correct installation of your code. If there are problems with the code, you'll be notified of the error and told on which page the error occurred. Please fix the code and click Validate pages again when you're ready to validate.

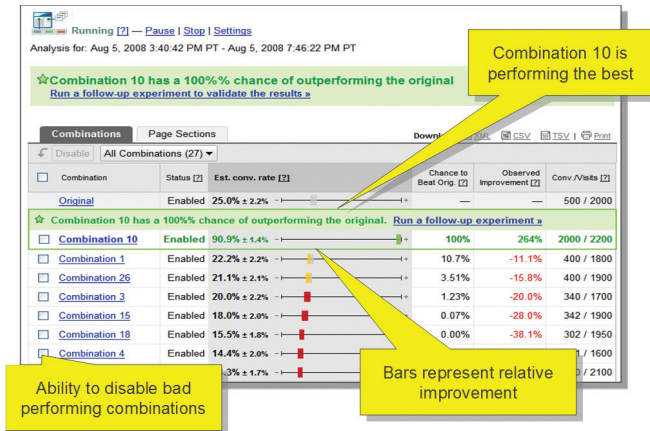
If everything checks out okay, click OK then Continue to proceed.

**Preview and starting your experiment:** Your experiment is ready to go at this point - if you'd like to see all of your pages, click the Preview link. If you're ready to start the experiment, click Start experiment. We'll start the A/B test immediately, and initial data should be available in your reports within 24 hours.



# Interpreting the report

To understand your report, let's walk through the columns you'll see on your A/B experiment report page.



**Estimated conversion rate range:** Provides the most immediate insight into overall performance. View this column to see how well each combination or variation is performing relative to your original content.

## Chance to beat the original

- Displays the probability that a combination will be more successful than the original version.
- When numbers in this column are high, perhaps around 95%, that means a given combination is probably a good candidate to replace your original content.

## Observed Improvement

- Displays the percent improvement over the original combination or variation.
- We suggest that you only concentrate on the improvement when a large amount of data has been collected and it can be considered relatively conclusive.

**Conversions/visits:** The raw data of how many conversions and visits a particular combination generated.

## Google Accreditation Programs



Has your agency achieved an advanced level of proficiency with Google AdWords, Google Analytics or Website Optimizer? If so, why not highlight this selling point by applying for one of our accreditation programs?

As a member of our exclusive, global professional network you'll get a host of benefits:

- The logo and name recognition.
- Potential to attract new clients to your service offering.
- Possible client referrals from Google sales teams.
- Elevated technical support for Analytics and Website Optimizer (GAAC & WOAC).
- Google AdWords Qualified Companies receive promotional credits for new clients of AdWords.
- Access to exclusive web forums to share ideas and technical tips with Google and other partners.

### How do I apply?

For more information on the requirements and application process for any of our programs please contact:

Google Advertising Professionals:

**<https://adwords.google.com/select/ProfessionalWelcome>**

Google Analytics Authorized Consultant: **[gaac-requests@google.com](mailto:gaac-requests@google.com)**

Website Optimizer Authorized Consultant: **[woac@google.com](mailto:woac@google.com)**





# Google Conversion Tools

## **Google Insights for Search**

Access regional and seasonal search trends on Google

[www.google.co.uk/insights/search](http://www.google.co.uk/insights/search)

## **Google AdWords: Conversion Optimizer**

Free conversion based bid management tool

[www.google.com/conversionoptimizer](http://www.google.com/conversionoptimizer)

## **Google Analytics**

Sophisticated website and ROI reporting

[www.google.com/analytics](http://www.google.com/analytics)

## **Google Website Optimizer**

Website testing and optimization tool

[www.google.com/websiteoptimizer](http://www.google.com/websiteoptimizer)

## **Google Conversion Room**

The place to go for tips on conversions

[ConversionRoom.blogspot.com](http://ConversionRoom.blogspot.com)

## **Conversion University**

Conversion help center featuring multiple products

[www.google.com/support/conversionuniversity](http://www.google.com/support/conversionuniversity)

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