BRICK b **FACTORY**

MEMORANDUM   September 4, 2018

To: -----

From: Morgan Howell, Katie Fulton, and Josh Einbinder, Brick Factory

Re: A/B Testing and Google Ads

The new website launched about a month ago. But we believe that a website is never done - there is always room to improve. Now is the time to capitalize on the new site to increase traffic, engagement, grow the email list, and boost donations.

There are dozens of tactics out there, but we've identified the two biggest opportunities for your organization:

1. *Search Engine Marketing*
    Increase traffic by helping the right people find your key content.

2. *A/B Testing*
    Find low effort ways to maximize email sign ups and donations.

Search Engine Marketing (SEM)

Several years ago, Brick Factory helped your organization to secure a Google Grant, which provides $10,000 in free advertising on Google each month. But, more recently, this Google Ads account has been neglected. Now that the new website has launched, we should refocus our attention on Google Ads to ensure that we are maximizing the website's potential and helping the right people find it.

There are a few areas where we could improve:

- The account has nearly 200 ad groups and over 700 ads. In addition to lacking focus, this makes it difficult to manage and optimize.
- Google Ads work best when we drive people to very specific inside pages. But, currently, 50 percent of our ad traffic is going to the homepage. This could explain why people coming from ads have the lowest engagement numbers of any audience on the website.
- Earlier this year, Google announced new compliance rules for Google Grant recipients. If your account doesn't meet Google's standards, your ads can't run. We've made some small adjustments to keep the ads going, but it would be beneficial to make the new rules the foundation of the account.

We recommend completely overhauling the account and starting from scratch. Here are the campaigns we would focus on:

- *Increase traffic to key pages*
  We would use focused ad copy and keywords to make sure that we're attracting people who will be interested in what we have to say. Examples could include brain health, early detection, and clinical trials.

- *Encourage email sign ups*
  Google Ads has built-in software that will allow us to optimize this campaign around the conversion rate.

- *Connect with networks*
  Google Ads allow us to target people based on age and gender. We can use this advanced targeting to make sure the right people find the women and youth networks.

Before setting up the campaigns, we would provide you with sample ads and keywords for each ad group and welcome your feedback. Once the ads are in, it can take a few

weeks to get things running smoothly. We include one month of optimization as a part of our set up.

A/B Testing

It's not enough for a website to be pretty; it must produce results. The website has two major conversion points: email signups and donations. So far, both are performing well. But there is certainly room to improve. (In particular, we'd like to see more users entering the sign up and donation flows. Currently, only 3.4 percent and 1 percent of all unique visitors enter these flows.)

A/B testing is a great way to determine if small changes on your website can lead to increased email signups and donations. In A/B testing, you would set up experiments where half your visitors would see the site as it is now and half would see a variation. After some time, we will know which version results in more conversions and adjust the website so all visitors will see it.

Here are some initial experiments we would like to run:

- Would filled-in buttons on the website's header cause a higher percentage of visitors to enter the sign up and donation flows?
- Would changing "join us" to "sign up" on the header button lead to more visitors entering the sign-up flow?
- Would labeling what fields are required on the sign-up form (so users know they don't have to fill in their address) lead to more sign ups?

Each of these tests is low effort - we'd be making minor code changes - but could lead to big results.

In previous years, it was difficult for nonprofits to utilize A/B testing because the software required to randomize and analyze the variations is expensive. But Google recently [launched a product](#) that will allow us to run these experiments without any software subscription fees.

Fees

Following is a breakdown of the costs associated with the activities outlined above.

Please review and let us know if you have any questions.

Budget Item	Budget
A/B testing initial experiments	--
Google Ads set up and one month of optimization	--