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Informatica veneta : IV MultiTextHTML – a Cookie Based Split Test

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IV_MultiTextHTML

Cookie Based Split Test

v1.0.0

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Goal:

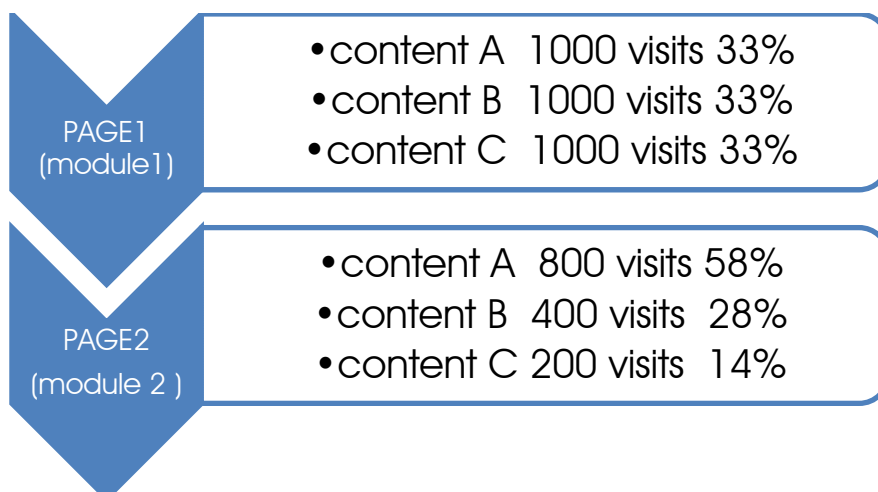
This module let you create cookie based split tests on three different contents to help your seo/sem or marketing expert to work easier. It also provide a fourth content to be shown to a defined group of IP addresses (search engine spiders, site administrator etc. etc.)

It's useful if you want to test which content works better for your sites.
Same visitor will see always the same content thanks to a reference on a cookie.

Let's make an example:

In your e-shop you want to understand which slogan in your homepage works better.
You can make three different slogans on your homepage, and in each of them put a link to another page of your site (for example your products page).

Stats on the module on the target page let you know which is the slogan that works better so you can make the right changes to improve your site effectiveness



In this example, the page 2 contains target module. The way to get there is through a link in each content of module 1 in page1.

Page1 is your landing page, and the distribution of values in the first module is randomized. Visitor who have seen content A in the first module will see only content A in second module, who got content B will see only content B in the second module and so on.

In this case it's obvious that the slogan on content A in first module works better than other 2 because it brings more click to the second page.



How it works:

This module allows you to manage three different contents to be displayed to the site visitors, plus a fourth content reserved to search engines, and displays statistics about visualization.

It's useful to define different "ways" to display contents, and to evaluate the "popularity index" of each one, in order to maximize the efficacy of your Web Sites.

1-Installation

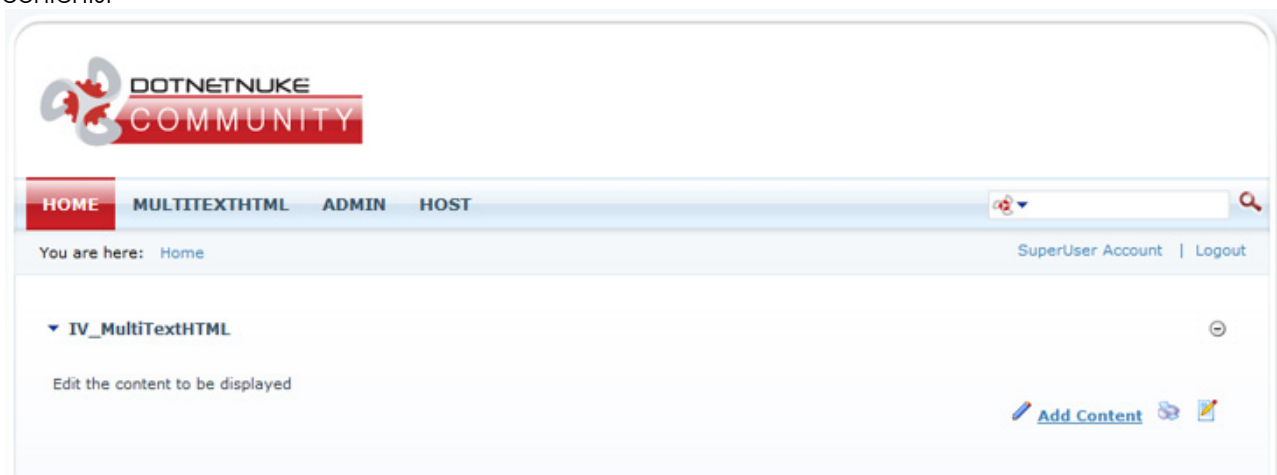
To install the module, simply download the package appropriate to your DNN Installation (The module is DNN 4.9 and DNN 5.0 compatible), go to Host > Module Definitions > Install Module and select the IV_MultiTextHTML_DNNxx.zip file.

The process will install two different modules, IV_MultiTextHTML and IV_MultiTextHTML Controller.

2 - Configuration, Using and Understanding module functions

2.1 IV_MultiTextHTML

It's the module that will display the content to the site visitor, and allows you to define the three different contents.



When you add a module, it will display a default message until Edited. Go to Add Content to begin configuration.

HOME
MULTITEXTHTML
ADMIN
HOST

You are here: [Home](#) SuperUser Account | [Logout](#)


▼ **Edit MultiTextHTML**

Content 1 visualizations counter: The module has not been initialized.
Content 2 visualizations counter:
Content 3 visualizations counter:

Content 1 first views
Content 2 first views
Content 3 first views

Content1:

 Basic Text Box
 Rich Text Editor




Home Content 1

Show custom editor options | Refresh Editor

Content2:

 Basic Text Box
 Rich Text Editor




Home - Content 2

Show custom editor options | Refresh Editor

Content3 :

 Basic Text Box
 Rich Text Editor




Home - Content 3

Show custom editor options | Refresh Editor

Content reserved for search engines (Must specify engines IP addresses in Controller module):

 Basic Text Box
 Rich Text Editor



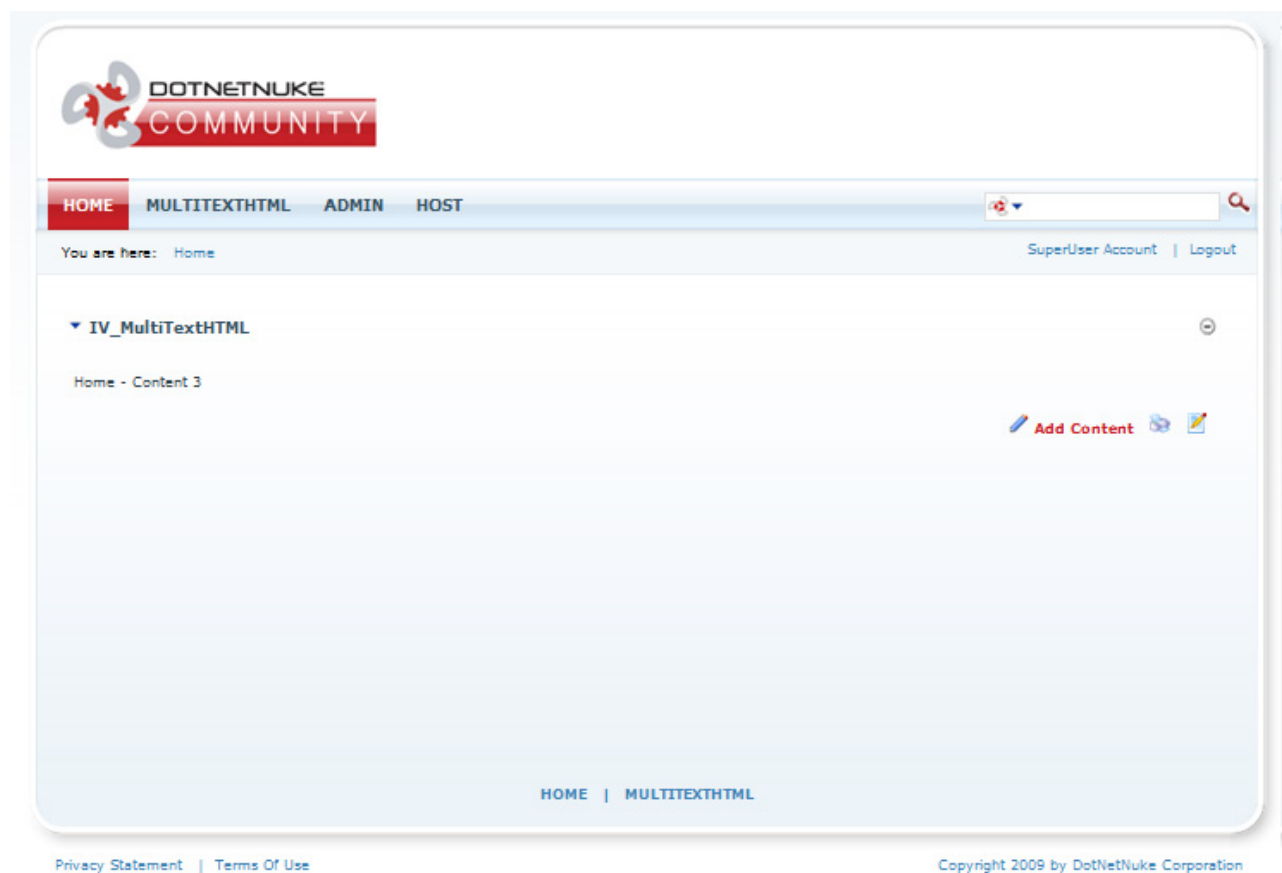
Home - reserved for search engine|

Show custom editor options | Refresh Editor

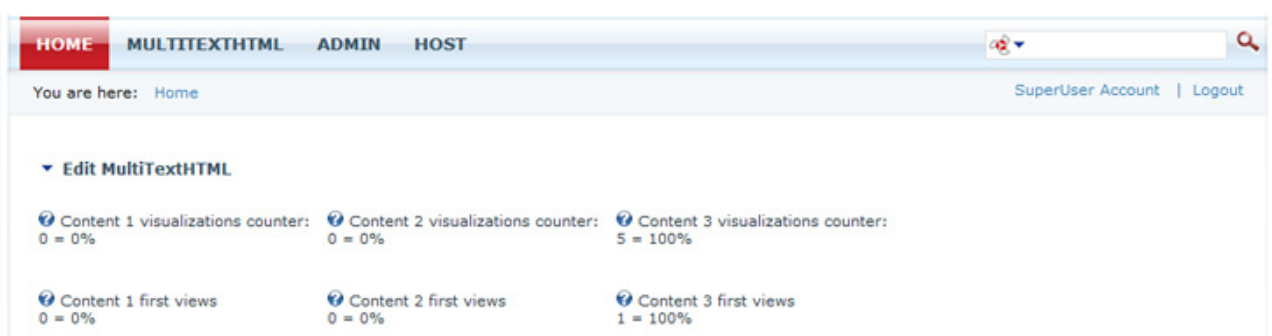
Update
Cancel

HOME
MULTITEXTHTML

In the Edit page, you can insert the three contents and the additional one reserved for search engines. Once you click update, the module will begin working.



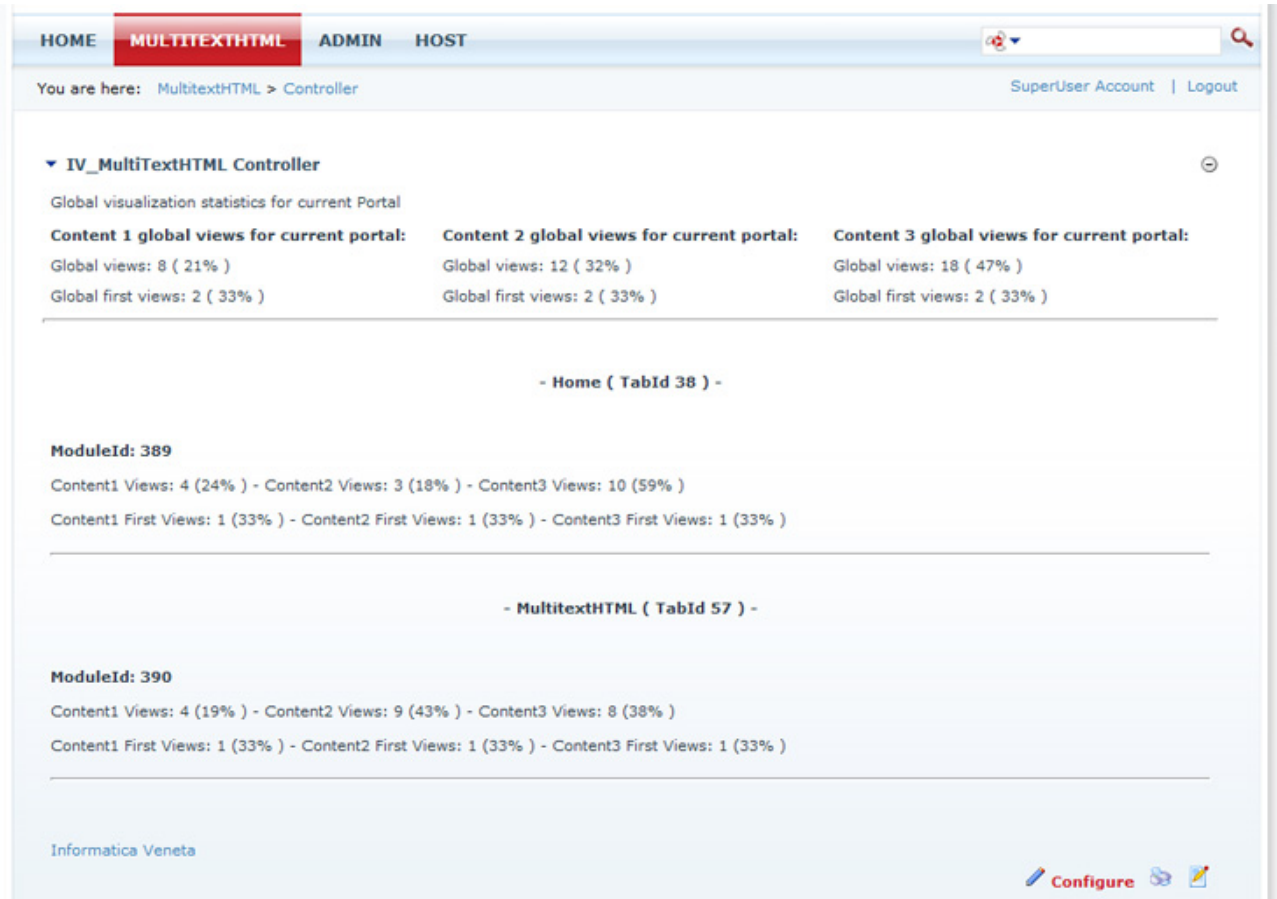
At the first access, the module will randomly define a "content style" to be displayed to the specific visitor. In that case, from now on the client will see the "Content 3" of each IV_MultiTextHTML Module on the site. Now, when accessing again to the Edit page, a visualization statistic of the single module will be displayed on the top of the page.



Thanks to that counters, you can see how many users have seen the module (the "First views" Row), and how many times each content has been globally reloaded, and therefore understand which content makes visitors return to visit the site.

2.2 IV_MultiTextHTML Controller – Global statistics

This module allows site admin to view the global statistics of all IV_MultiTextHTML modules of the current portal.



Global visualization statistics for current Portal		
Content 1 global views for current portal:	Content 2 global views for current portal:	Content 3 global views for current portal:
Global views: 8 (21%)	Global views: 12 (32%)	Global views: 18 (47%)
Global first views: 2 (33%)	Global first views: 2 (33%)	Global first views: 2 (33%)

- Home (TabId 38) -		
ModuleId: 389		
Content1 Views: 4 (24%)	Content2 Views: 3 (18%)	Content3 Views: 10 (59%)
Content1 First Views: 1 (33%)	Content2 First Views: 1 (33%)	Content3 First Views: 1 (33%)

- MultitextHTML (TabId 57) -		
ModuleId: 390		
Content1 Views: 4 (19%)	Content2 Views: 9 (43%)	Content3 Views: 8 (38%)
Content1 First Views: 1 (33%)	Content2 First Views: 1 (33%)	Content3 First Views: 1 (33%)

As shown in the picture, the page displays a list reporting views for each specific module, separated by page, and, on the top of the page, global statistics about the three content styles.

In the example, we can understand that, statistically, the contents with higher efficacy are "Content 3" for module 389 and "Content 2" for module 390, and globally, "Content 3" seems to be "better" than the other two.

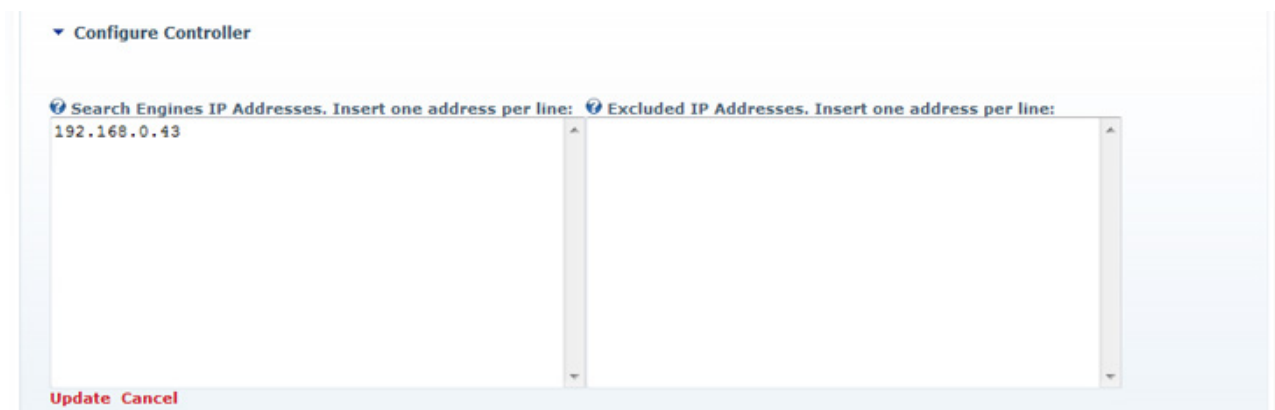
Note: The "Global First Views", shows how many modules has been visited by a single user. So, in the example picture, it means that a just one user for each content visited both pages (for a total of three different visitors).

2.3 IV_MultiTextHTML Controller – Defined IP Addresses

Accessing to the Controller configuration, it's possible to define two classes of IP Addresses, one for Search engines and one for Site Administrators.

Note that the configuration of this module is unique for each instance of the controller in the portal, and every IV_MultiTextHTML module will behave accordingly to the configuration of these settings.

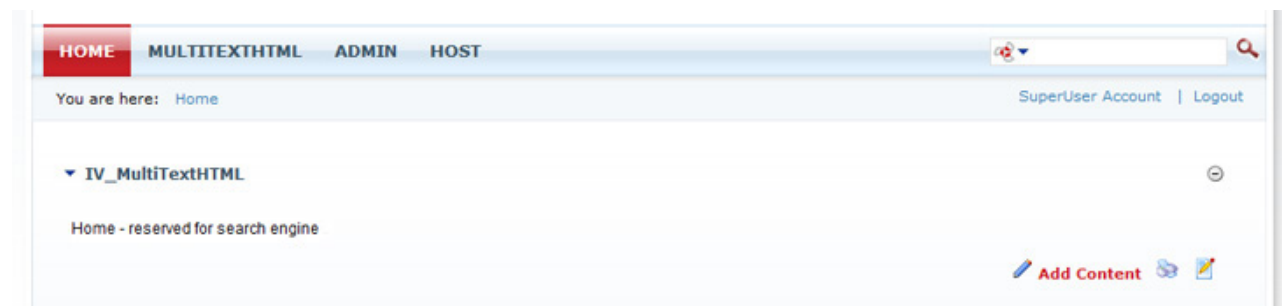
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Visitors with an IP present in the second class, will not update the visualization counters, and will randomly see one of the three contents. It's useful to developers and administrators to freely navigate the site for editing without altering the statistics.

The first class is useful if you want to specify a content reserved for search engines. All the engines with a specified IP Address, will see the assigned content. If a module has not a "Search Content", search engines will instead randomly view one of the three contents.

In the example below, after defining an IP address as a "Search Engine IP", the specific content for search engines will be displayed.



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