



2013 TRENDS IN ASSOCIATION WEBSITES

Created by Tendenci Open Source CMS
Learn More! Visit tendenci.com/associations



WHO ARE WE?

- We built Tendenci Open Source CMS to serve the needs of Association websites.
- We work with Associations large and small to help them make the most of their online presence.
- We are web geeks who love to stay on top of the latest web marketing trends!

A FEW OF OUR CLIENTS



LET'S TALK...

1. Mobile Trends
2. Content Trends
3. Membership Trends
4. Social Media Trends
5. Web Analytics Trends

Photo Credit: [flickr.com/photos/duncan1/9047426263/](https://www.flickr.com/photos/duncan1/9047426263/)



1. MOBILE TRENDS



2013 Mobile Stats



13% of web traffic is mobile

50% of local searches are mobile



57% of users say they won't recommend a business with a poor performing mobile site



Google rewards mobile-optimized content in search results

Sources: Forbes, Microsoft, Google, SearchEngineLand

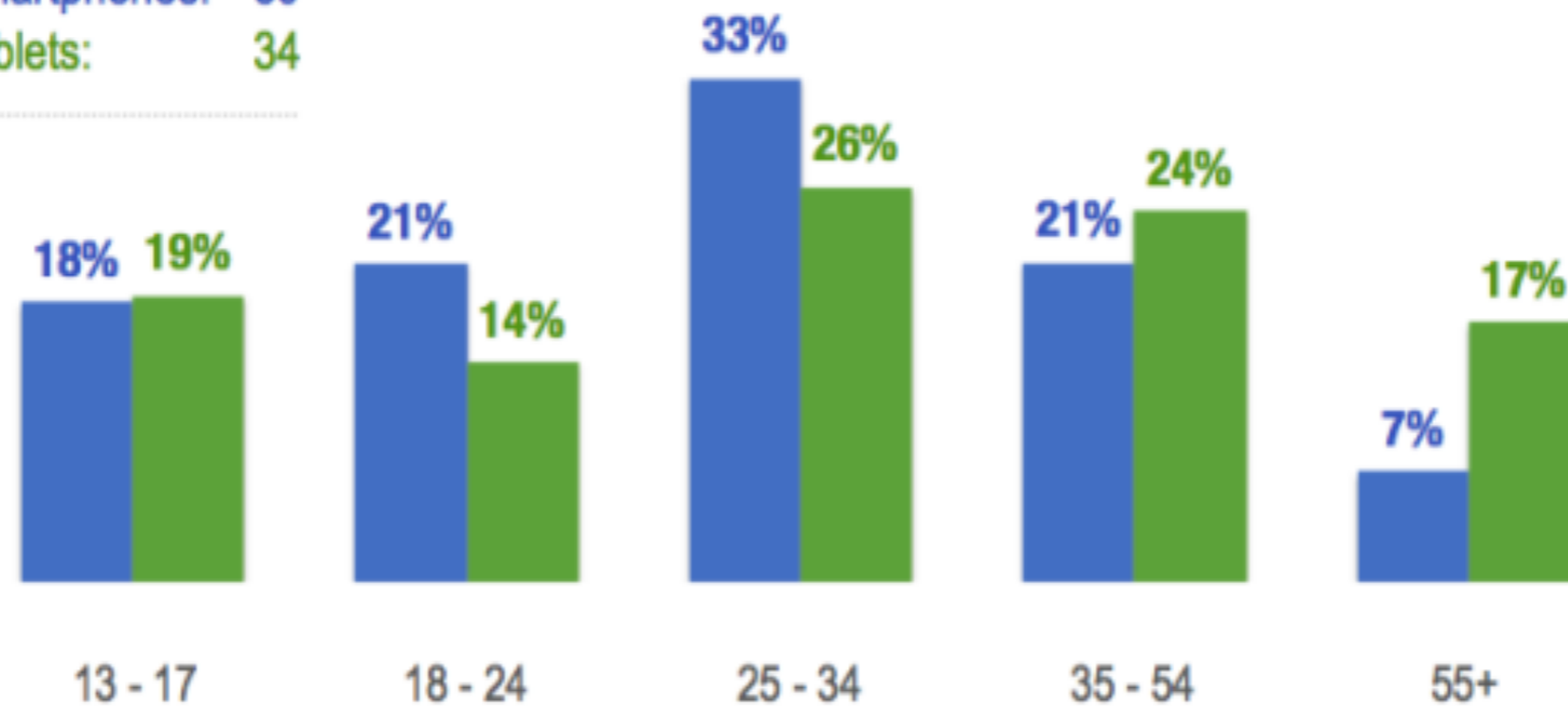
Tablet Stats

Age Distribution, Smartphones versus Tablets

Average Age

Smartphones: 30

Tablets: 34



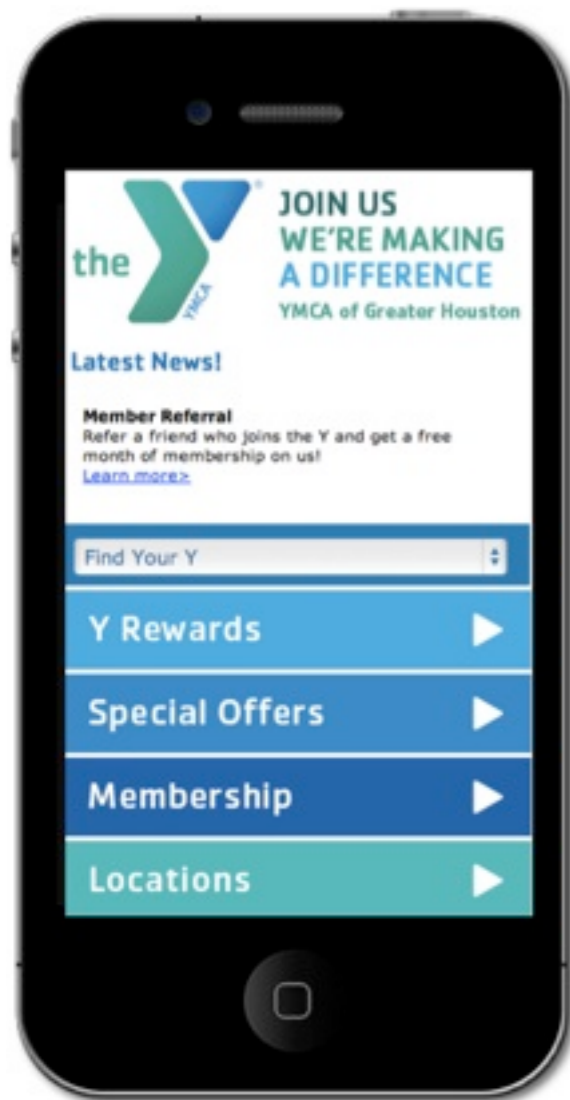
Smartphones



Tablets

MOBILE OPTIONS

Separate Site/Pages vs. Responsive Design



m.ymcahouston.org

cmhouston.org



Separate Site/Pages vs. Responsive Design

Pros:

- Easier to add to existing website
- Cost
- Full content customization

Cons:

- Scalability
- Content lives in multiple places
- Device based

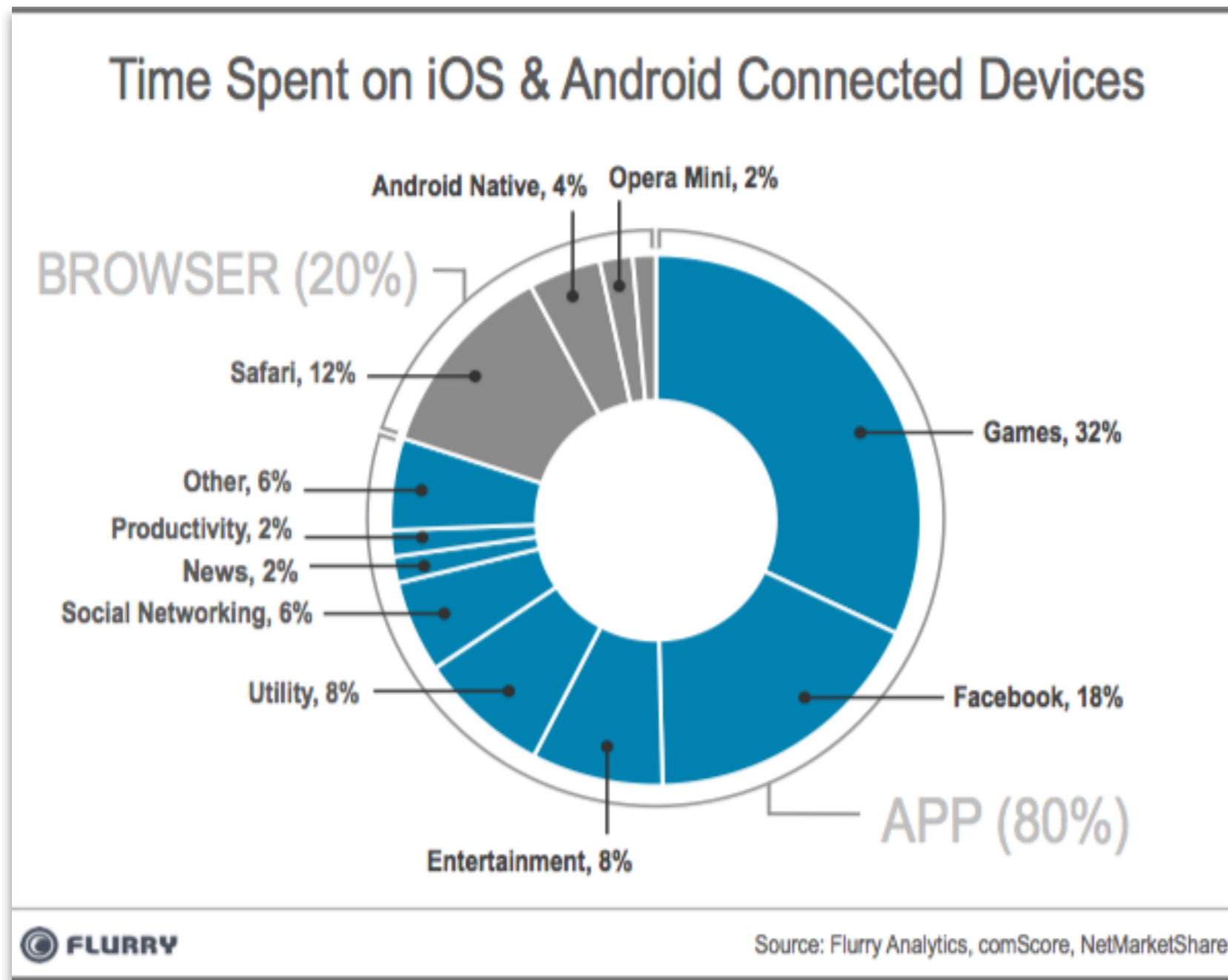
Pros:

- Scalable
- SEO Friendly (Google Recommends)
- Content Lives in One Place
- Best Practice

Cons:

- Development Time - Cost
- All Content Must be Flexible

WHAT ABOUT MOBILE APPS?



- Consider the Use Case
- Remember: Apps are Device-Specific

Source: Flurry.com

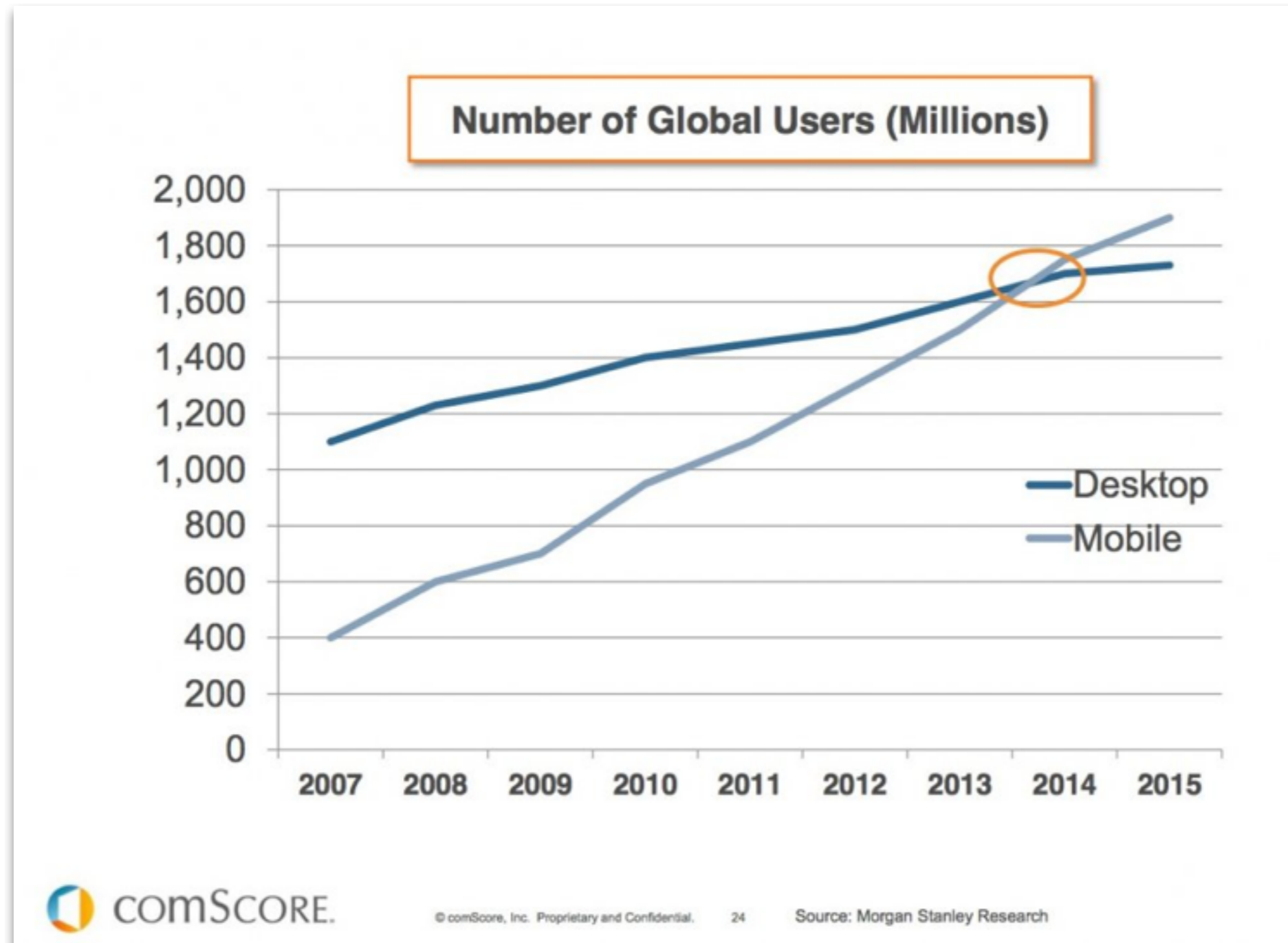
What's New in 2013?

Mobile Users Want the Same Experience.

In this example Google Analytics Content Report, you'll see that the top content users view on a Windows desktop is the same content users view on an iOS mobile device.

<input type="checkbox"/> Page	Operating System <input type="checkbox"/>
<input type="checkbox"/> 1. / 1	<input type="checkbox"/> Windows
<input type="checkbox"/> 2. / 1	<input type="checkbox"/> iOS
<input type="checkbox"/> 3. /find-camp/ 2	<input type="checkbox"/> Windows
<input type="checkbox"/> 4. /whats-happening/ 3	<input type="checkbox"/> Windows
<input type="checkbox"/> 5. /	<input type="checkbox"/> Macintosh
<input type="checkbox"/> 6. /directories/ 4	<input type="checkbox"/> Windows
<input type="checkbox"/> 7. /maps-directions/	<input type="checkbox"/> Windows
<input type="checkbox"/> 8. /events/month/	<input type="checkbox"/> Windows
<input type="checkbox"/> 9. /volunteer/	<input type="checkbox"/> Windows
<input type="checkbox"/> 10. /whats-happening/ 2	<input type="checkbox"/> iOS
<input type="checkbox"/> 11. /	<input type="checkbox"/> Android
<input type="checkbox"/> 12. /directories/ 3	<input type="checkbox"/> iOS
<input type="checkbox"/> 13. /find-camp/ 4	<input type="checkbox"/> iOS

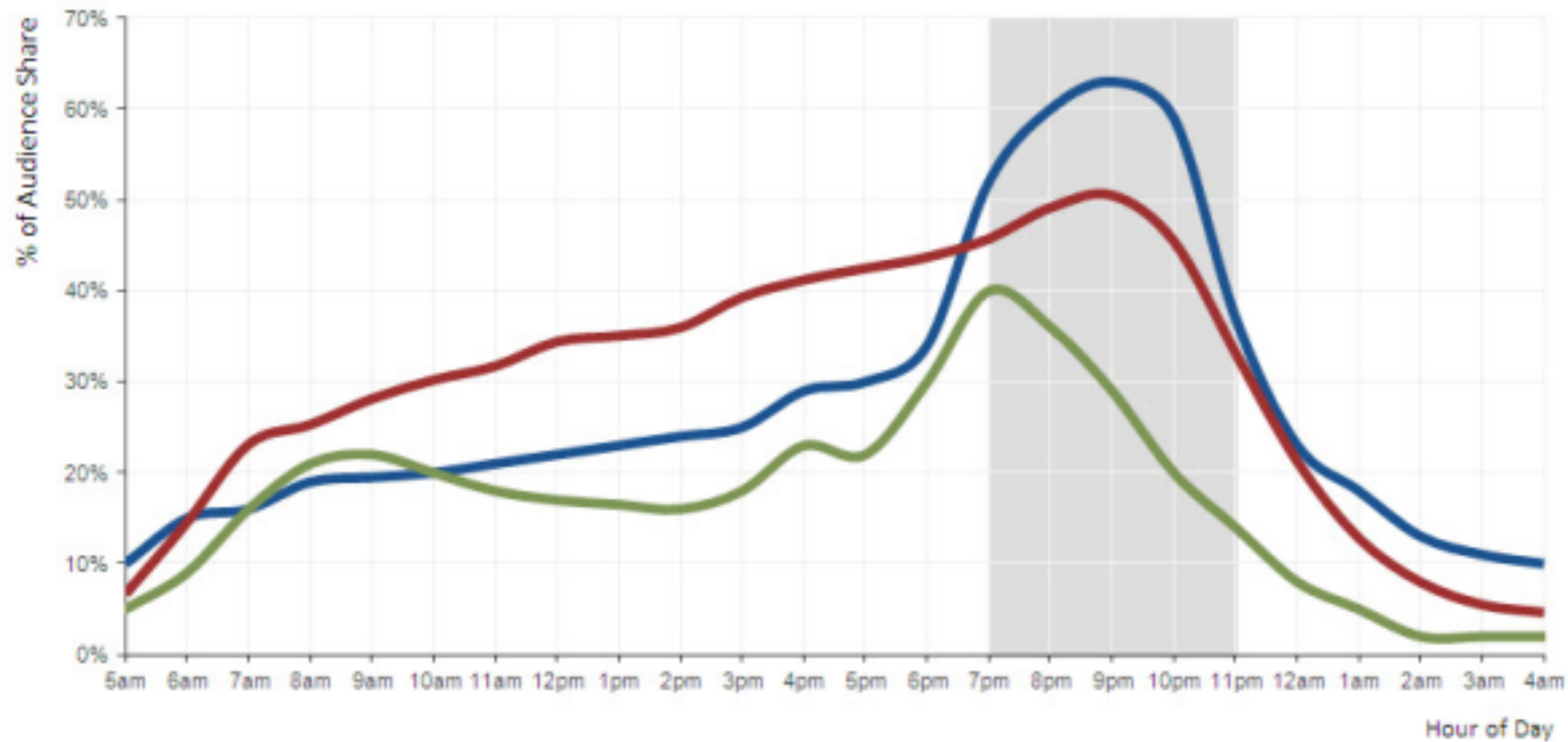
Mobile Stats



Source: ComScore

Usage Stats

Daypart Comparison, People 15+ Using Medium, U.S.



■ TELEVISION ■ INTERNET ■ iOS & ANDROID APPS



Sources: TV & Internet dayparts from analysis by Michael Zimbalist (2/10); Nielsen National People Meter; comScore Media Metrix
Mobile application daypart from analysis by Flurry (8/11); Flurry Analytics, n = 15.2M DAUs

Source: Flurry.com

2013 Mobile Benchmarks

for our Association clients

2012 Q1 Mobile Traffic: 8%

2013 Q1 Mobile Traffic: 12%

50% Increase Year over Year



A close-up photograph of a male lion with a thick, golden-brown mane. The lion is shown in profile, facing left, with its mouth wide open in a roar. Its eyes are partially closed, and its tongue is visible. The background is a blurred natural setting with reddish-brown earth and green foliage. A semi-transparent dark grey rectangular box is overlaid on the right side of the image, containing the text '2. CONTENT TRENDS' in white, sans-serif font.

2. CONTENT TRENDS

Photo Credit: [flickr.com/photos/ekilby/5611541203/](https://www.flickr.com/photos/ekilby/5611541203/)

Videos

All Categories ▾

Search



[IABC 2012 World Conference](#)

It's over now, but this video will show Adrian Cropley, outgoing Chair of you WHY world conference is such a IABC International, describes great event and why ...



[IABC Resources for Your Success](#)

professional resources available to IABC Members.



[2012 Bronze Quill Award Winners](#)

Ever want to be in the movies? It's not Hollywood, but you're still in a VERY good company if ...



[A Word FOR Our Sponsors](#)

Our sponsors truly are the wind beneath our wings. Thanks for helping us make this year's BQ



[Journey to Excellence](#)

A moving tribute to our 2012 Executive Communicator of the Year, Dr. Renu Khator, President and Chancellor, University of



[Last Call \(for Entries\), 2012 Bronze ...](#)

Old news now, but a clean, pithy use of video to make a point. Thanks to Jincy C. Jose and ...



SEARCH OUR JOB BANK ▶



BROWSE OUR ENTREPRENEUR DIRECTORY ▶

Trend:

VISUAL,
VISUAL,
VISUAL

monthly luncheon. Instead, members are invited to a happy hour at J. Blacks on Washington Avenue. This happy hour



WHY?

Photo Credit: [flickr.com/photos/fdctsevilla/3968090665](https://www.flickr.com/photos/fdctsevilla/3968090665)



Following

thinkLA members receive 10% off California Spirit (food&wine fest) 7/28
gala.acsevents.org/thinkla!
pic.twitter.com/WTeHQJHXKE

Reply Retweet Favorite More



6:40 PM - 20 Jul 13

Tip: Integrate Visuals into content you're already posting



TONIGHT!
5:30 PM, July 22
Portland Ballroom
Oregon Conv. Center



Including CEO Ed Schipull



Tendenci Liked - 3 hours ago

Attending #OSCON Open Source Convention this week? We are proud to announce that our CEO Ed Schipull will be speaking at Ignite OSCON tonight!

Read more: <http://schipull.com/news/present-at-ignite-oscon-2013/>

Tag Photo Add Location Edit

Like - Comment - Share - Edit

2 people like this.

Write a comment...

People You May Know

See All

Sandra Valliere
5 mutual friends
Add Friend

Greg Busch
8 mutual friends
Add Friend

Advertisin

UPCOMING EVENTS



2013 KOMEN HOUSTON RACE FOR THE CURE
Downtown Houston
Oct. 5, 2013, 7:45 a.m.
[See More Details](#)

WAYS YOU CAN HELP

- AMBASSADORS GIVING CIRCLES
- HOST A FUNDRAISER
- CORPORATE SPONSORS
- INCLUDE US IN YOUR WILL
- REQUEST BREAST HEALTH INFORMATION

LATEST KOMEN NEWS

Community Grant Funding Available
July 16, 2013 - The Houston Affiliate of Susan G. ...
[View the Full Story](#)
Walgreens and Customers Support the

KOMEN SPOTLIGHTS

Search

 RUBY CARTER	 JAN MORRISON	 KAY REED
 ANNETTE POMPA	 CECILIA SARABIA	 DONNA JANKOWSKI

MEMBER OF THE WEEK

Brooke McIngvale



Brooke is a former congressional staffer who recently earned a graduate degree in public administration/policy at The University of South Alabama. Her undergraduate degree is from Auburn University, in International Trade and Political Science. Brooke will be volunteering at the Annual Dinner.

Tip: Show Off Your Members



METRO - Metropolitan New York Library Council
Like This Page - May 2 @

This month on metro.org, we're spotlighting St. Barnabas Hospital Library! <http://bit.ly/11F2T8f>

Like · Comment · Share

2 people like this.

Write a comment...

Find Mutual Friends

Lynette Hendricks recently added 18 friends.
Do you know any of them?

People You May Know [See All](#)

Michelle Medel
8 mutual friends
Add Friend

Corinne Baker
29 mutual friends
Add Friend

TOOLS FOR VISUAL CONTENT

Tips, tricks and resources to make your own gorgeous infographics

SHARED: 65x

Use ← → keys to navigate

NEXT >



Resources for making infographics:

<http://bit.ly/infographictips>

<http://bit.ly/infographictips2>

madewithover.com



join local chamber of commerce

Web Images Maps Shopping More - Search tools

About 26,700,000 results (0.28 seconds)

[Why Join Your Local Chamber of Commerce : American Business ...](#)

[www.americanbusinessmag.com/.../why-join-your-local-chamber-of-co...](#)

May 4, 2012 - So why should they try to cram time into their already hectic schedules to join and actively participate in their local chamber of commerce?

[local chamber directory - US Chamber of Commerce | Standing Up ...](#)

[www.uschamber.com/chambers/directory](#)

Learn how your Chamber of Commerce can become a member of the U.S. Chamber of Commerce and take advantage of benefits, discounts and other offers ...

[Why You Should Join Your Local Cham...](#)

[blog.intuit.com/local/why-you-should-join-you...](#)

Apr 26, 2013 - In the era of email, social media, and mobile, local commerce may seem like dinosaurs. However, th...

[How to Join a Local Chamber of Comm...](#)

[www.ehow.com > Business](#)

How to Join a Local Chamber of Commerce. You can join a local chamber of commerce organization that helps local businesses promote...

[Should You Join Your Local Chamber c...](#)

[https://www.openforum.com/.../should-you-join...](#)

Dec 4, 2012 - Networking opportunities, discounts and other benefits these local associations can offer you and your business.

[6 Pros and Cons of Joining a Local Cha...](#)

[www.qualitylogoproducts.com/.../6-pros-and-cons...](#)

by Jill Tooley - in 384 Google+ circles

Is it worthwhile to join a chamber of commerce? Learn about common perks and hang-ups of membership.



This screenshot shows a Google search for 'join local chamber of commerce near Houston, TX'. The results list several local chambers of commerce:

- Greater Houston Partnership**: 1200 Smith St #700, Houston, TX (713) 844-3800. Category: Chamber of Commerce. 2 reviews. Description: economic prosperity - regional economic - business community. "The Greater Houston Partnership comprises the Chamber of Commerce, Economic Development and International Business. The Partnership is the primary..."
- Chamber of Commerce**: 1201 E NASA Pkwy, Houston, TX (281) 488-7676. 1 review. Description: "Clear Lake Area Chamber of Commerce Logo. About Us Events Members. Home; History; Leadership; Staff; Contact Us. Facebook Twitter. Chamber 20107 - clearlakearea.com"
- North Channel Area Chamber of Commerce**: 13301 East Fwy, Houston, TX (713) 450-3600. Description: "In most instances, the North Channel Area Chamber of Commerce has listed the quality of our schools, the number of our hospital beds, our proximity to..."
- Greater Heights Area Chamber of Commerce**

This collage features various images and graphics related to chambers of commerce:

- A hand holding a sign that says "Join the chamber and save a trip!" with a list of benefits.
- A man in a suit saying "Welcome to your local Los Angeles Chamber of Commerce. It's a pleasure to meet you."
- A sign that says "CHAMBER of COMMERCE".
- A map of the United States with a star over the Burgaw Area.
- A group of people shaking hands.
- A group of people standing together outdoors.
- A sign that says "JOIN YOUR LOCAL CHAMBER OF COMMERCE" with a list of benefits.

Trend:

INBOUND MARKETING



Inbound Marketing

Get found online through
Search Engines + Social Media

Think the opposite of
“Outbound Marketing”



SEARCH ENGINE OPTIMIZATION

Photo Credit [flickr.com/photos/josefstuefer/9500503](https://www.flickr.com/photos/josefstuefer/9500503)



SEO =

Write great content
+

Use targeted keywords where
they make sense



The #1 thing you can do to improve SEO is add new relevant content regularly

New Rules: Penguin and Panda



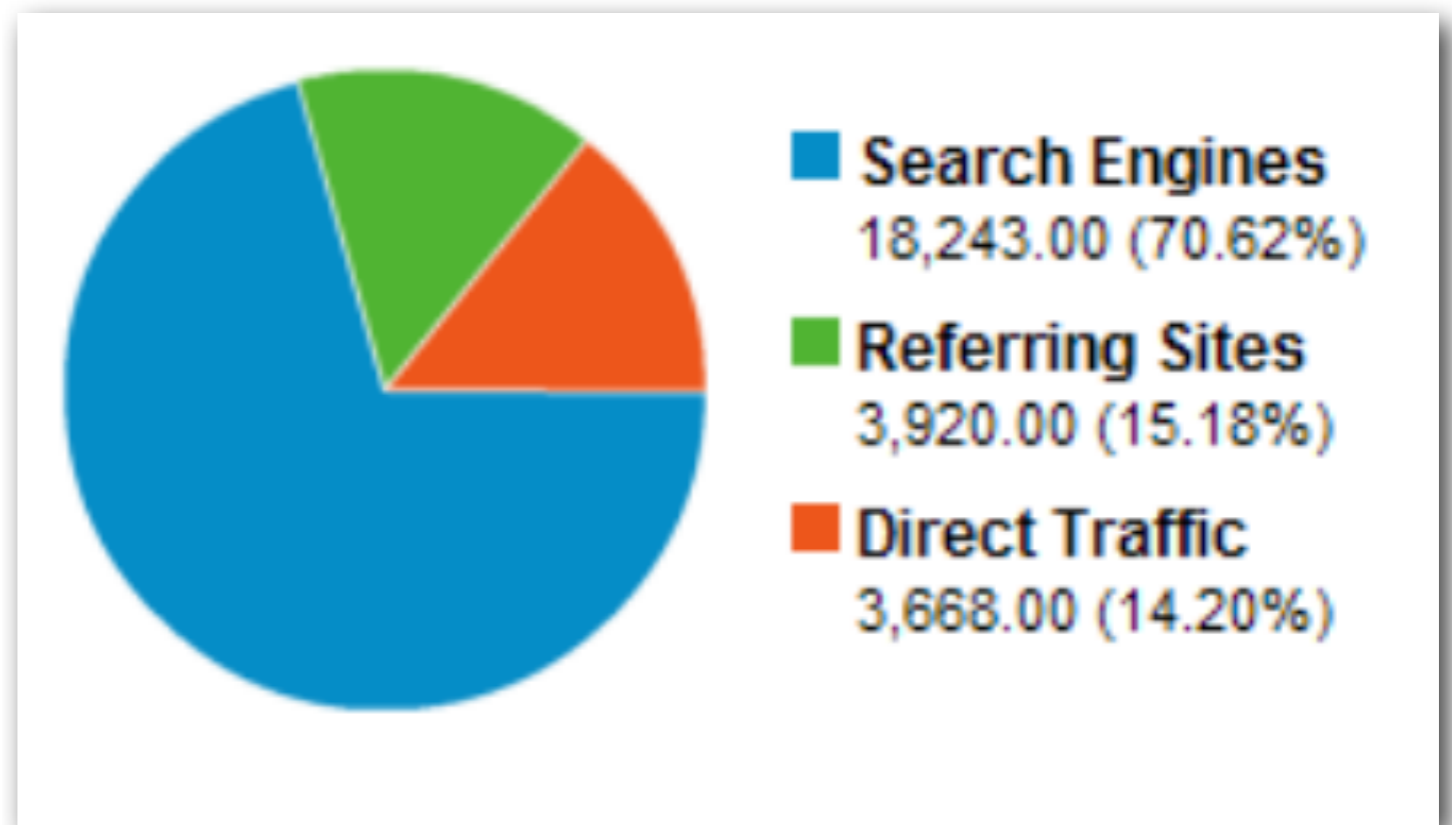
Google Panda Update
Penalizes Low Quality Content



Google Penguin Update
Penalizes Over-Optimization

Analytics Benchmark

We recommend for our clients that **60-75%** of Traffic should come from organic search



Google Analytics

But will people really share your content? **YES!**

NYT Survey: 68% of people said they
“Share to give people a better
sense of who they are and
what they care about.”

Creating Shareable Content

- Show who benefits and the impact
- Showcase your people - staff & volunteers
- Cover Events
- Stats & Education
- Think Real Time
- Say "THANK YOU!"

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NPTA National Pharmacy Technician Association

Discover the Difference NPTA Makes!
NPTA is the largest professional society for pharmacy technicians. Membership is open to pharmacy technicians, students, and educators. more...

[Member Benefits](#) [Join NPTA Now](#)

Our Free e-Newsletter:

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Zip Code Email [f](#) [t](#) [in](#) [You Tube](#) [RSS](#)

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Emily's Law Signed by Governor

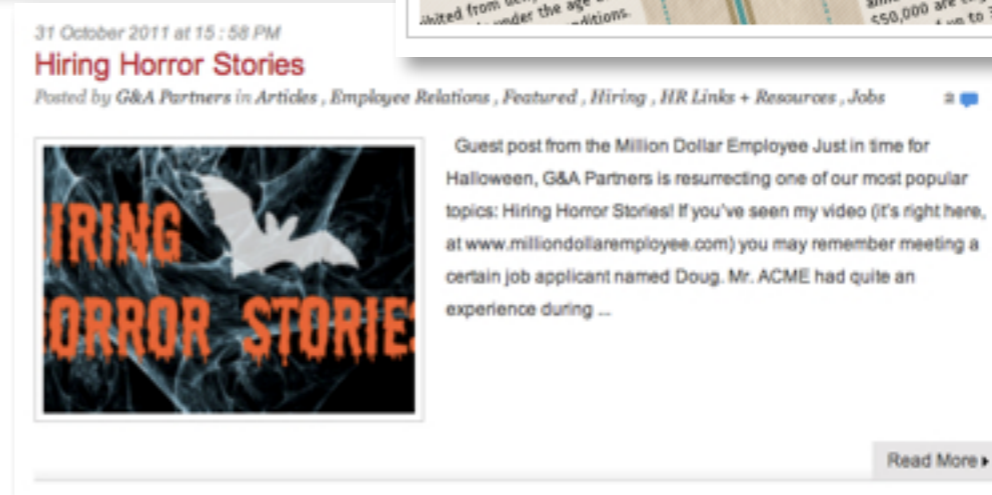


Columbus, Ohio ([PRWEB](#)) January 7, 2009

SB 203, known as Emily's Law, has received Governor Ted Strickland's signature today, making the law official in the state of Ohio. Named after Emily Jerry, Emily's Law will provide strict requirements and regulations for pharmacy technicians. The law, which was originally sponsored by Senator Tim Grendell, was drafted with assistance of the National Pharmacy Technician Association.

Think Shareable

- Top 10 Ways to...
- Hot Topics/In the News
- Infographics
- How to/FAQs
- Tag People
- Local Content
- Revisit/Update Popular Content



Below is an extended time
Protection and Affordable

Think About Types of Content

- Your top blog post could make a great video or whitepaper
- Content Types:
 - Photos
 - Articles
 - Press Releases
 - Blog Posts
 - Slideshare Presentations
 - etc. etc. etc.



ThinkLA turned their Mission Statement into a video featuring their members

3. TRENDS IN RECRUITING/RETAINING MEMBERSHIP



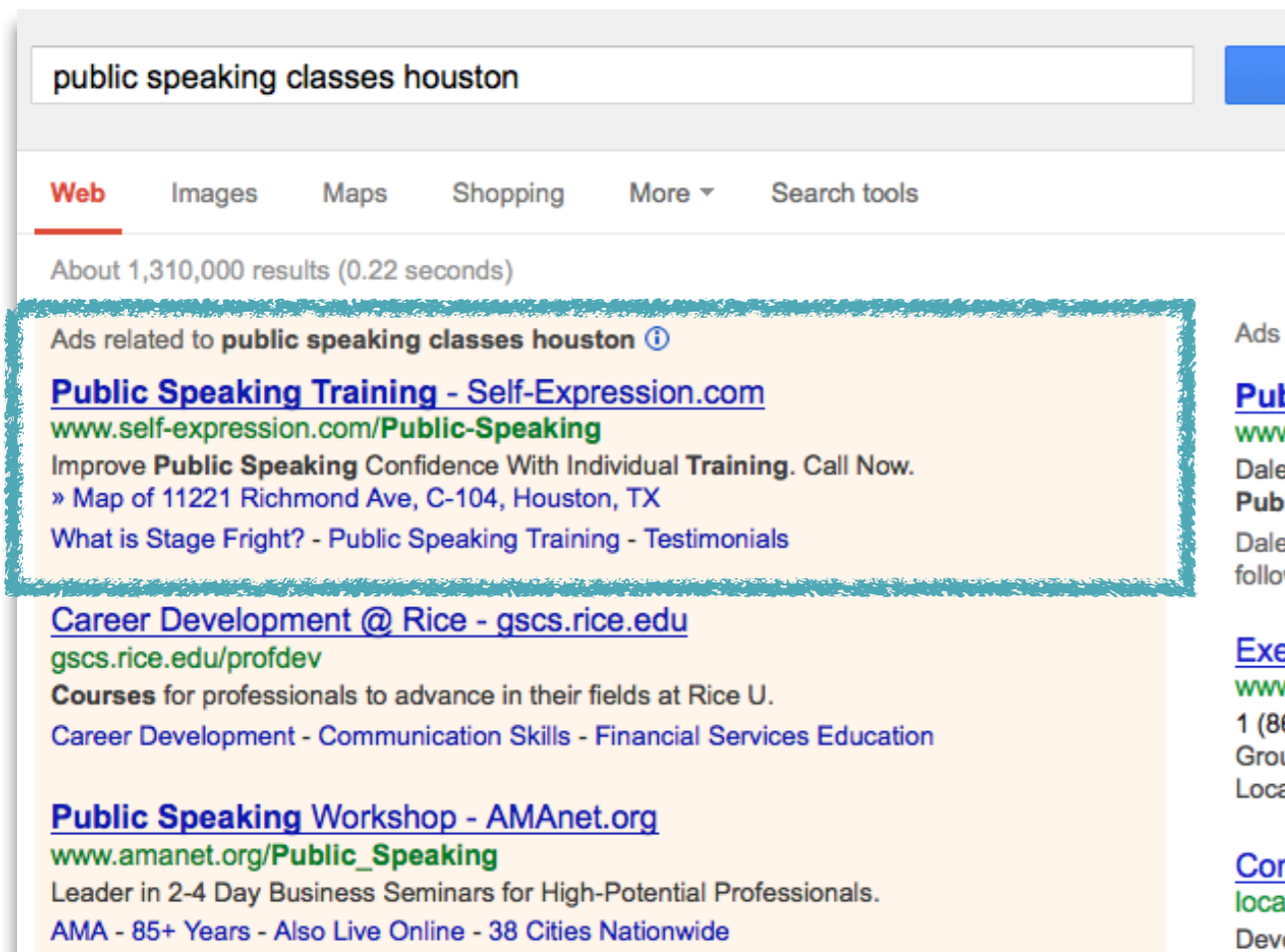


Trend: Extremely Targeted Ads

Search Network

Be there when they're searching for you

~ 2%-4% CTR



Display Network/ Banner Ads

Branding Impressions to a Targeted Audience

~ 0.1% CTR



Sponsored Links

[3M™ Window Film](#)

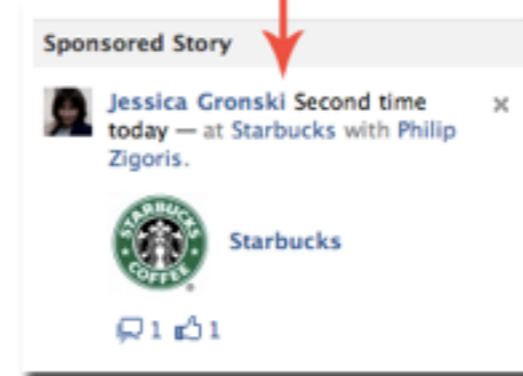
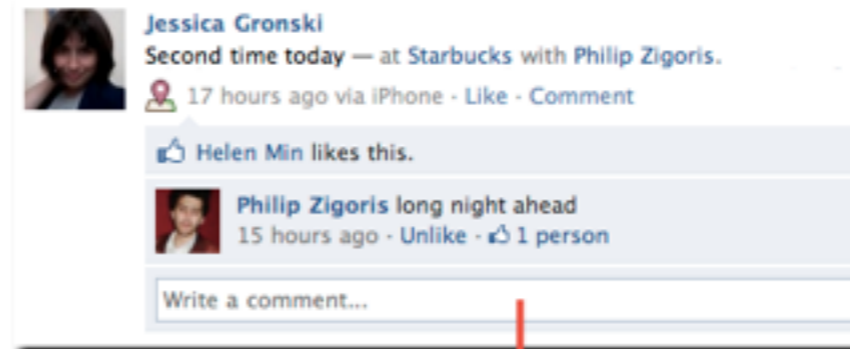
Reduce the Sun's Harmful Effects.
Find a Dealer for a Free Estimate.
www.3M.com/WindowFilm

[Low Cost Cellular Shades](#)

Featured on HGTV's Design on a Dime
We Sell Below Most Retailers' Cost!
www.JustBlinds.com

facebook

- Target based on personal interests
- 3 Types:
 - Boost post
 - Sponsored Story
 - Paid ad
- **Average CTR is low (~0.05%)**



Promote Your Post
It's easy to promote your posts so more people see them in news feed. It only costs \$5.00 to get started. [Learn more](#)

Audience People who like your Page and their friends [?]
 People you choose to target

Maximum Budget **\$5**

✓ \$5	Est. Reach 9
\$10	Est. Reach 2
\$15	Est. Reach 3
\$20	Est. Reach 4
\$30	Est. Reach 6
\$50	Est. Reach 8
\$75	Est. Reach 1



New Customer Acquisition
listrak.com



Tips for acquiring subscribers who will become loyal customers - free whitepaper download.

Now on Brookstone
brookstone.com



Great deals on electronics, sleep products, and more unique gifts at Brookstone!

Run Contests Anywhere
info.shoutlet.com



Download this free guide to running successful online social contests

Cash, Cash, Cash!
discovercard.com



Get automatic cash rewards on every purchase. Compare it.



- Target by Industry/Job Title
- Be careful of ad fatigue

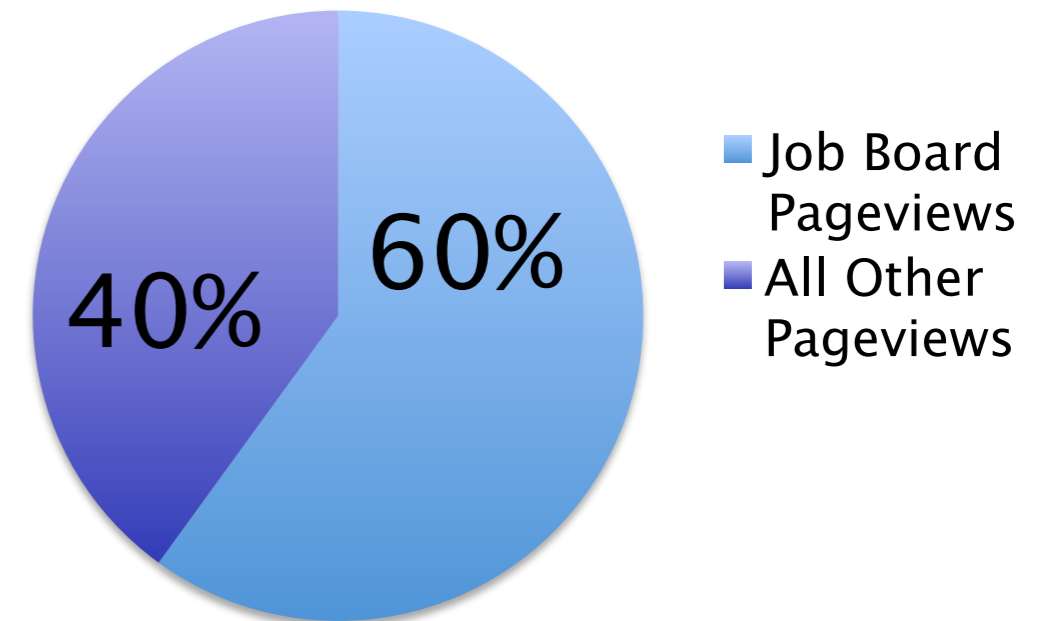


- Promoted Accounts and Tweets
- Targets users like your followers, or by what they tweet about
- Only pay for what works (when someone clicks, replies, RTs)



- **Standard In-Stream:** :15 or :30 long “commercials” between videos
- **TrueView:** Can be longer, viewers can skip after 5 seconds

Tip: Lower the Barrier to Entry



If the majority of your visitors are hanging out on one section of your site (i.e. your job board), make sure:

- You're speaking to what those visitors want
- You're using that real estate wisely
- Your popular features are **easy** to access and use!

Tip: Meet People Where They Are



About Flock

With an annual donation of \$150, Flock members receive free admission to three cocktail events among the Zoo's wild exhibits as well as unique volunteer opportunities, discounted special event tickets, and other exclusive benefits.



For instance, if your Association has a young professionals group - they may just want to get together to drink beer and network.

That's ok! Start with what they want, and then continue to build their relationship with your association.



4. TRENDS IN SOCIAL MEDIA



Organizations who incorporate social media into fundraising campaigns generate

10x more money

Source: 2012 Digital Giving Index

Videos

All Categories ▾

Search



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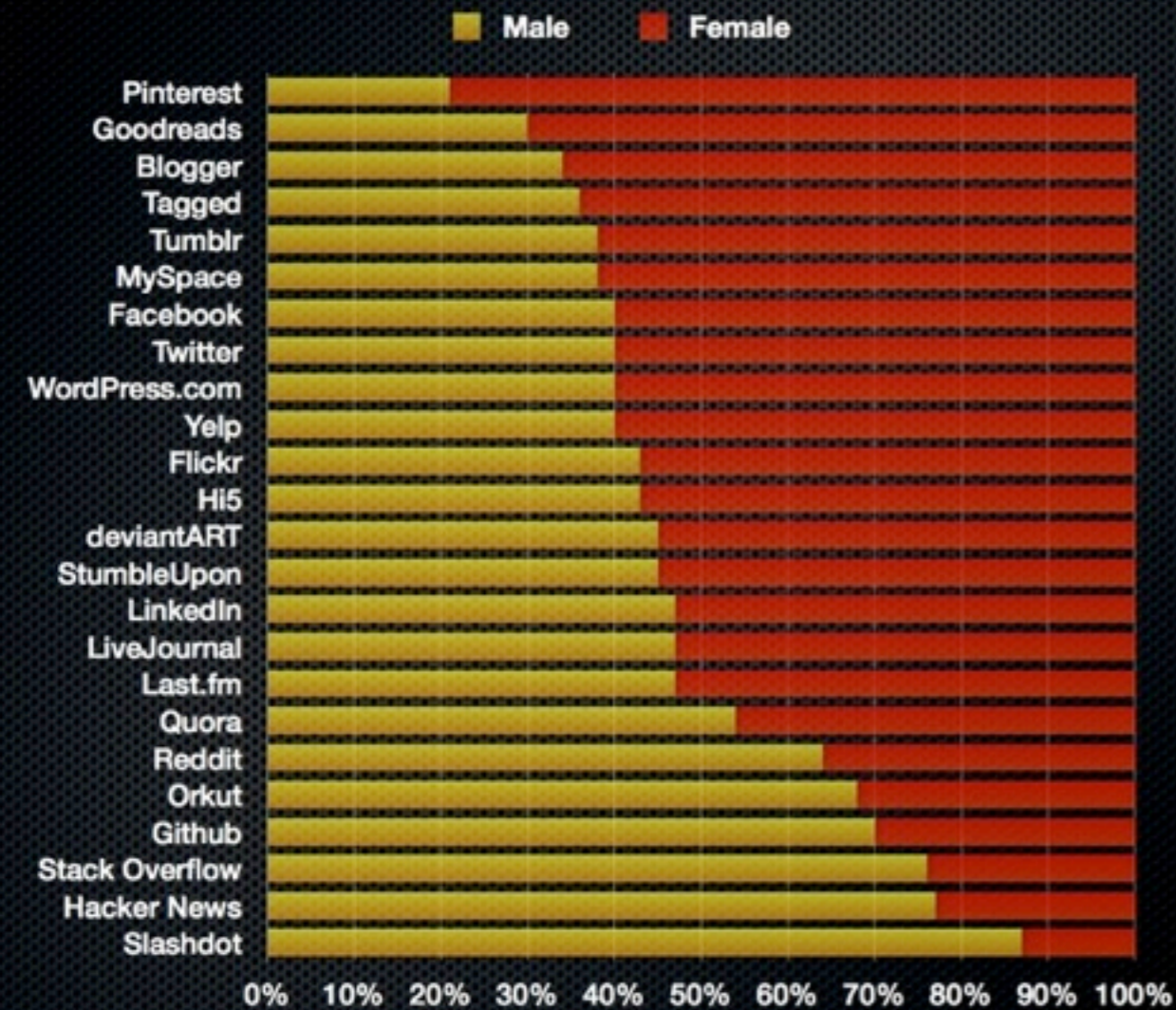
BROWSE OUR ENTREPRENEUR DIRECTORY ▶

Trend:

VISUAL,
VISUAL,
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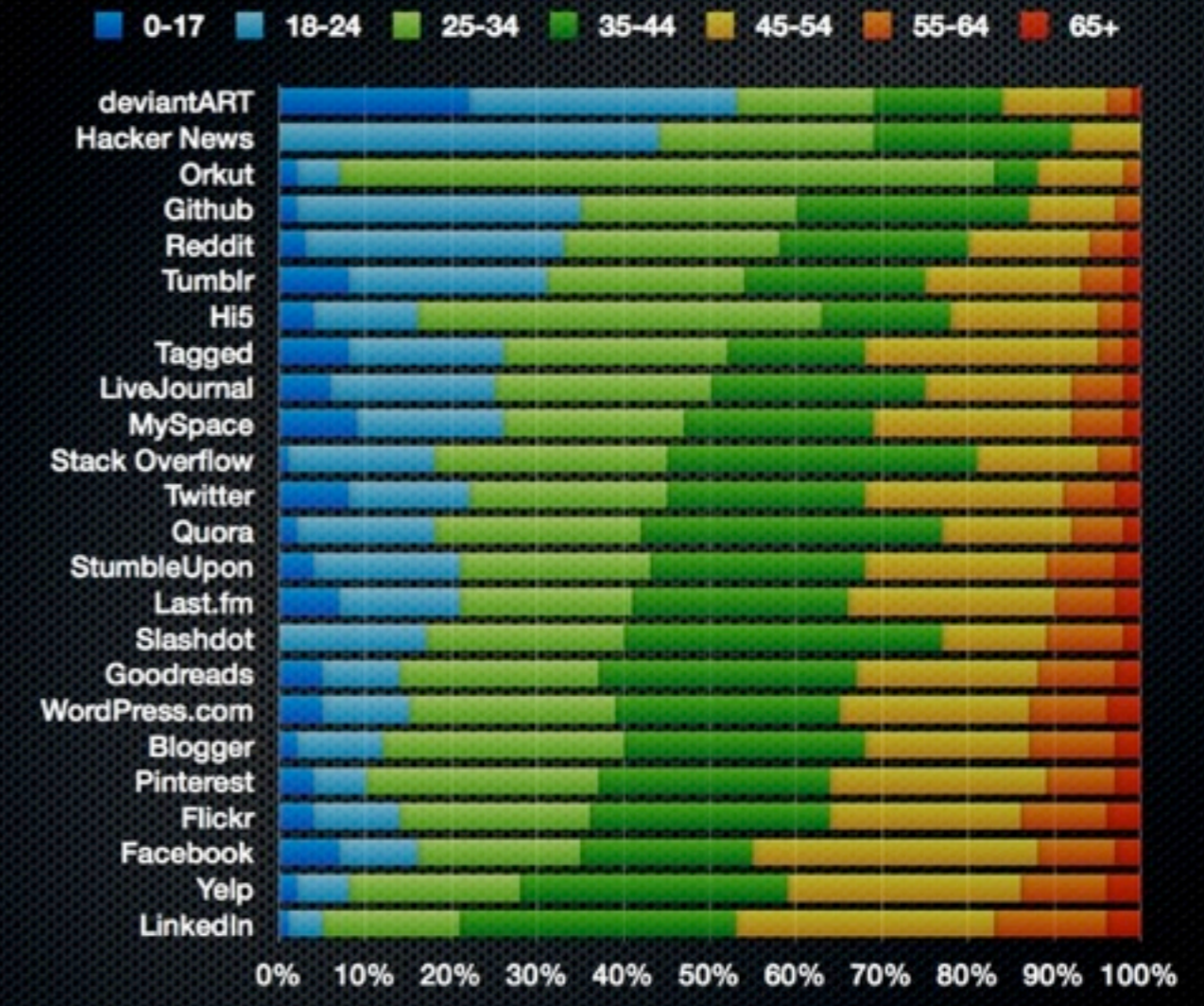
Gender distribution on social networks & online communities



Data source: DoubleClick Ad Planner (Google), U.S. demographics, June 2012.

www.pingdom.com

Age distribution on social networks & online communities



Sorted by average age, lowest at the top.

Data source: DoubleClick Ad Planner (Google), U.S. demographics, June 2012.

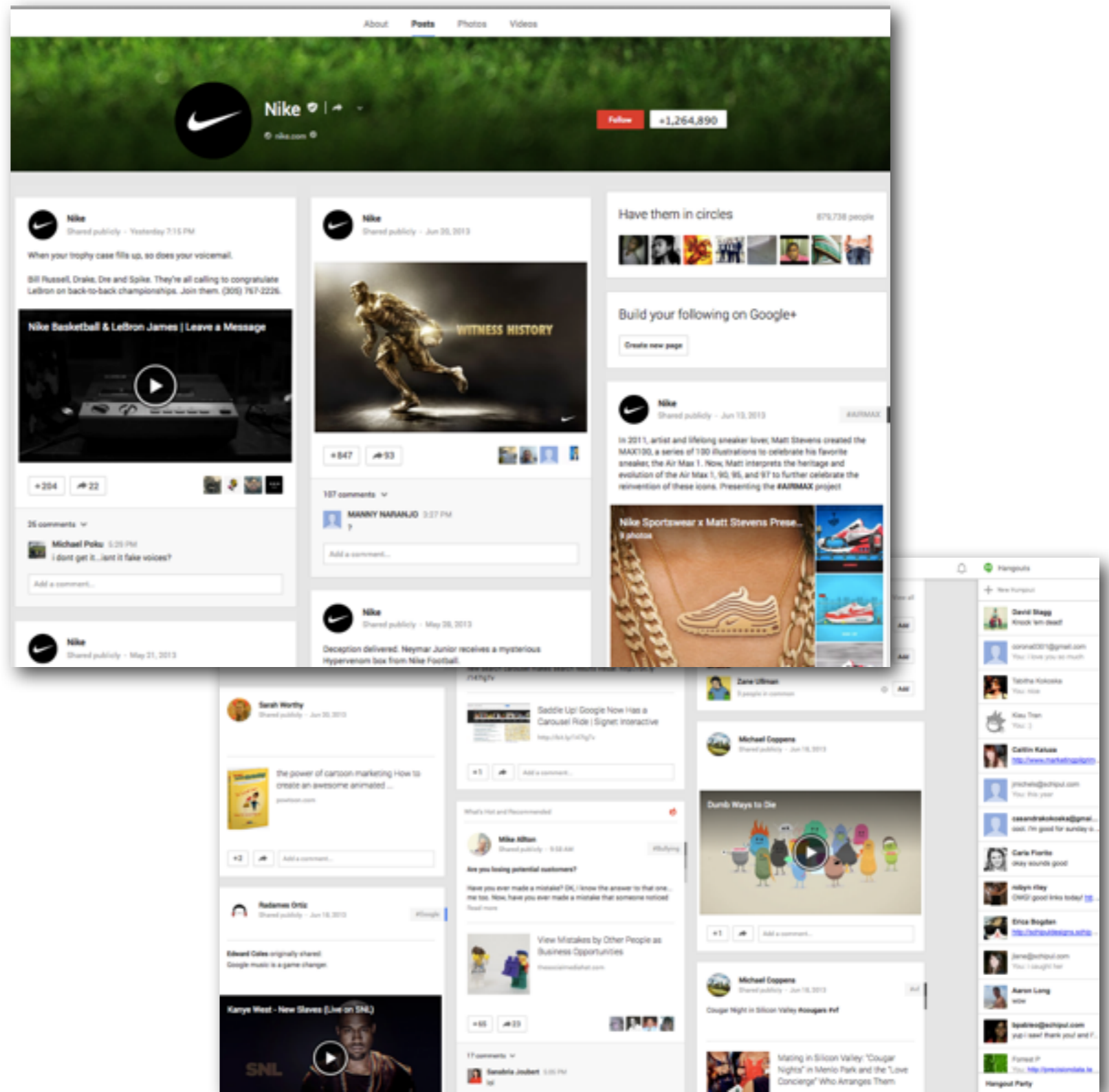
www.pingdom.com

FIND YOUR AUDIENCE

<http://venturebeat.com/2012/08/22/social-media-demographics-stats-2012/>

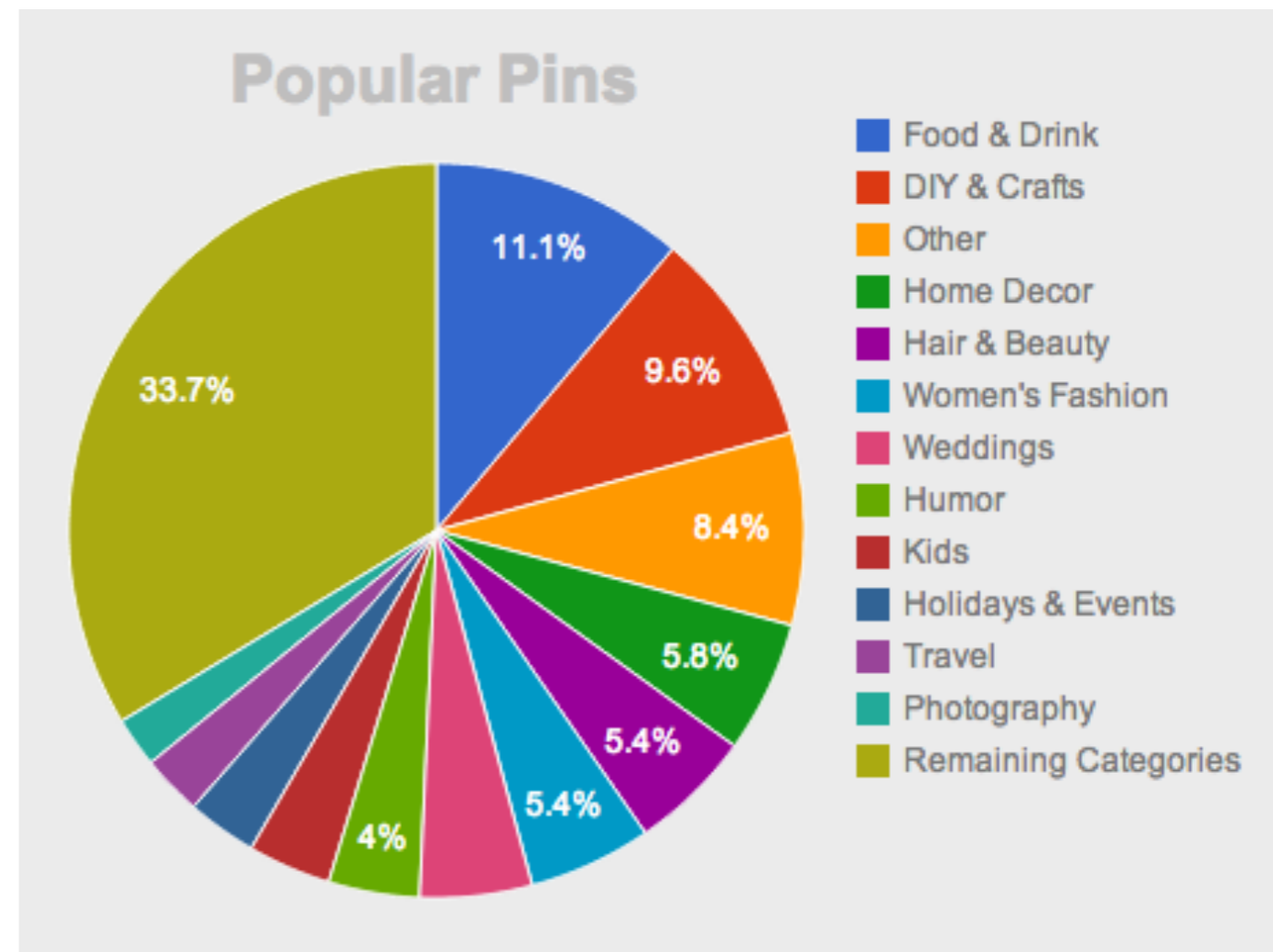
Google+ WHY YOU SHOULD CARE

1. It is owned by Google
2. Google Places become Google Plus Local Pages
3. Search Plus rolls out and gives more real estate to Google+ pages



Pinterest

- Lifestyle
- Curated Content - 80% are repins
- Inspiration/Aspiration
- Demographic: College Educated Women



Source: businessinsider.com/what-brands-are-doing-right--and-wrong--on-pinterest-2012-7?op=1

Pinterest

Monitoring Tool: Pinalerts.com

Pin Alert: New pins for schipul.com, 11 last hour

alerts@pinalerts.com
to me

Please add alerts@pinalerts.com to your address book



Power of Pinning Get Massive Traffic using Pinterest Click Here to Learn How!

Here Are Your Latest PinAlerts for schipul.com

 Pinned by: [Madam Kighal](#)
Pin URL: [pinterest.com/pin/130604457915550402/](https://www.pinterest.com/pin/130604457915550402/)
Board Name: [Creative Free](#)
When Found: Feb 6 2013 8:55 am
Description: Make poll on facebook – pinned using BrowserBliss

 Pinned by: [Rebecca Reeves](#)
Pin URL: [pinterest.com/pin/210121138335747997/](https://www.pinterest.com/pin/210121138335747997/)
Board Name: [typography](#)
When Found: Feb 6 2013 8:55 am
Description: Race Rally Poster

 Pinned by: [Caitlin Kaluza](#)
Pin URL: [pinterest.com/pin/1642407/](https://www.pinterest.com/pin/1642407/)
Board Name: [Funny](#)
When Found: Feb 6 2013 8:55 am
Description: A person holding a trophy

 Pinned by: [Caitlin Kaluza](#)
Pin URL: [pinterest.com/pin/73746512619167442/](https://www.pinterest.com/pin/73746512619167442/)
Board Name: [Geek Stuff](#)
When Found: Feb 6 2013 8:55 am
Description: Check out the panel Courtney & I proposed to speak at SXSW 2013 and vote for us if you like! Voting ends 8/31! Visit schipul.com/sxsw to check out all the SXSW 2013 Panels Proposed by Schipul & Friends!

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Instagram

- 12% of web users
- Demographics:
 - Age 18 - 29
 - Even Men/Women
 - College-Educated
- **Now with video!**

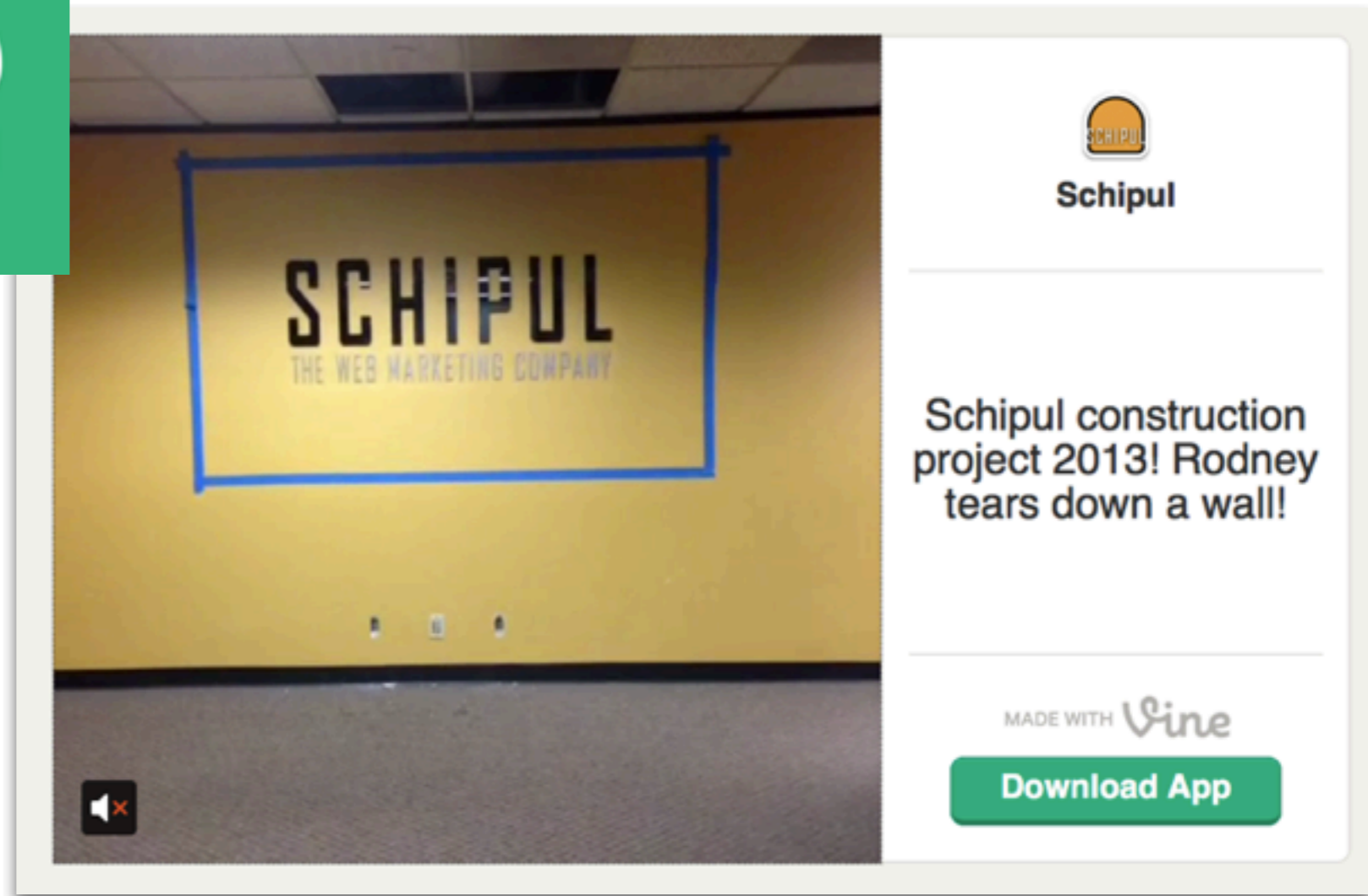


Vine

- 6 Second
“Animated GIF”
Style Videos

- Demographics: Early Adopters


- Introduced by Twitter in February 2013





- “YouTube for Presentations”
- Share webinars, public speaking, documents
- Embed YouTube videos
- Business-Oriented content

P.O. Box 17521 | Raleigh, North Carolina 27619 | 919-957-0707 | FAX: 866-530-4879



NORTH CAROLINA
ASSOCIATION OF WOMEN ATTORNEYS


at Involved | Chapters | Membership | Calendar | Conferences | Members Only | S

[Upcoming Events »](#) | [View Event Photos »](#)

NCAWA Presidents

NCAWA's past presidents and board members deserve a great deal of credit for the organization's strength. Their vision and foresight made the organization what it is today. Here, the NCAWA gratefully acknowledges its past presidents who have inspired, maintained, and led the NCAWA for more than 30 years. We thank each woman below for her contributions, accomplishments, and leadership.

[NCAWA Presidents](#)



NCAWA PRESIDENTS

1978 to the Present

View more [presentations](#) from [jkadams](#).

The image shows a screenshot of a website for the North Carolina Association of Women Attorneys (NCAWA). At the top, there is contact information: "P.O. Box 17521 | Raleigh, North Carolina 27619 | 919-957-0707 | FAX: 866-530-4879". Below this is a logo of a woman holding scales of justice, with the text "NORTH CAROLINA ASSOCIATION OF WOMEN ATTORNEYS". A navigation menu includes "at Involved", "Chapters", "Membership", "Calendar", "Conferences", "Members Only", and "S". Below the menu are links for "Upcoming Events »" and "View Event Photos »". The main content area features a section titled "NCAWA Presidents" with a paragraph of text. Below the text is a video player with a play button and the title "NCAWA PRESIDENTS" and subtitle "1978 to the Present". At the bottom of the video player, it says "View more presentations from jkadams." and includes a share button and a counter "1 / 31".

TIPS FOR EXPLORING NEW NETWORKS

- Listen first
- Snag your name
- Monitor the Demographics
- Consider your previous commitments

#acce2013

Create a tagboard for this hashtag to add a description and for more feature options.

- All
-
-
-
-
-
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Patrick Coughlin
@pjcoughlin

#ACCE2013 (@ Will Rogers World Airport (OKC) - @fly_okc w/ 18 others) 4sq.com/1bXnhIM

22 Jul 2:21pm

ACCE
@ACCE_Updates

Download the convention app (acce.org/conventionapp) to access all the information you will need. #ACCE2013

22 Jul 2:12pm

Mike Keller
@emptykeller

Looking forward to hearing during the #ACCE2013 Conf City. Hope it's not ridic hot t

22 Jul 2:06pm

NEW FOR 2013 Universal #hashtags

Lance Allison
@PCBChamberBoss

Excited to bring 3 staff with me from the Panama City Beach Chamber of Commerce! We'll be back next year for Chamber of the Year #ACCE2013

22 Jul 11:28am

Lance Allison
@PCBChamberBoss

Boot scootin boogie! #ACCE2013

ACCE
@ACCE_Updates

Updated list of ChamberTalks and their presenters posted on acce.org/convention. (Get the app, too: acce.org/conventionapp) #ACCE2013

22 Jul 10:41am

St. Tammany Chamber
@STWCC

We are so thrilled to be able to send 3 of our peeps to #ACCE2013 in OKC tomorrow! They are packed and ready to learn!

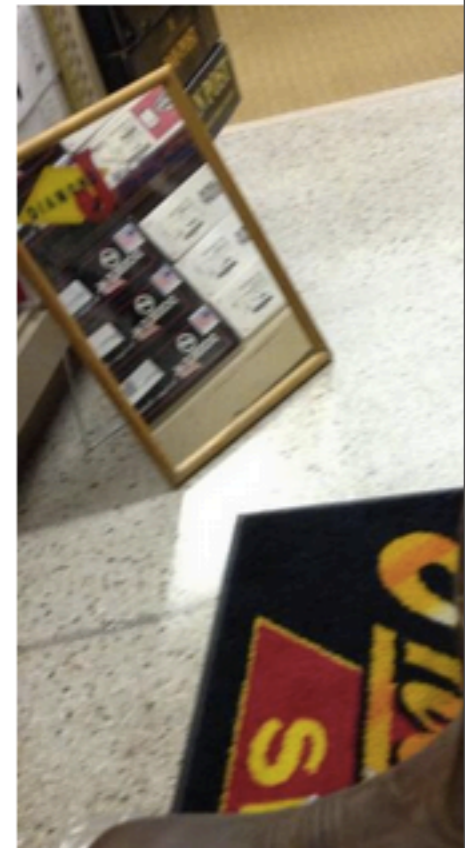
22 Jul 9:19am

jackie krawczak
@jkrawczak

Excited to head to #oklahomacity tomorrow for a conference. #ACCE2013

Lance Allison
@PCBChamberBoss

Here I am again @IFlyBeaches heading to OKC via @SouthwestAir for #ACCE2013 can't wait to see some peeps!



5. TRENDS IN ANALYTICS



Google Analytics

REAL TIME DATA

See who is on your website right now!

Learn More:

support.google.com/analytics/answer/1638635?hl=en

STANDARD REPORTS

- Real-Time
- Overview
- Locations
- Traffic Sources
- Content

Right now

3
active visitors on site

RETURNING 67% NEW 33%

Pageviews

Per minute

Per second

Top Referrals:

Source	Active Visitors
There is no data for this view.	

Top Social Traffic:

Source	Active Visitors
There is no data for this view.	

Top Keywords:

Keyword	Active Visitors
1. (not provided)	1
2. dr martin luther king jr ... education plus character	1
3. if i get a new ipad can i...l my data from my	1

Top Active Pages:

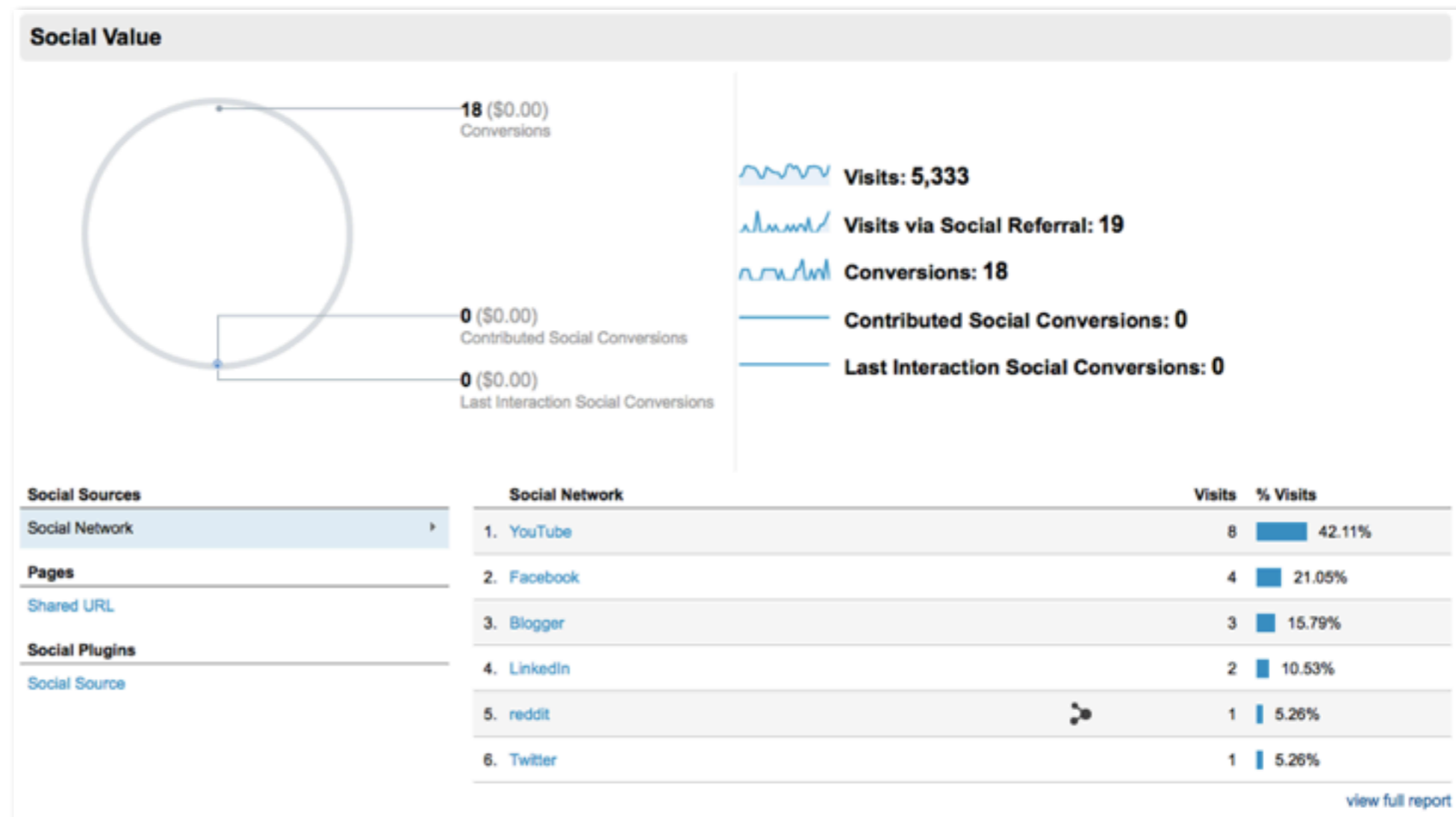
Active Page	Active Visitors
1. /help-files/How-do-I-tran...iPad-data-to-my-new-iPad/	1 33.33%
2. /quotes/1336/	1 33.33%
3. /web-design/	1 33.33%

Top Locations:

SOCIAL VALUE TRACKING

Track Conversions directly from and assisted by Social Media

Learn More:
[support.google.com/
analytics/answer/
1683971?hl=en](https://support.google.com/analytics/answer/1683971?hl=en)





A vs. B



Variation	Experiment Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
<input checked="" type="checkbox"/> Original Pricing Page	50	17.67	00:04:06	61.11%	16.67%
<input checked="" type="checkbox"/> Pricing Page Version B	50	9.68	00:02:52	42.86%	39.29%

Plot Rows

Show rows: 10 Go to: 1 1 - 2 of 2

A/B Testing with Google Analytics Content Experiments

Learn More: support.google.com/analytics/answer/1745147?hl=en

TO RECAP:

1. Mobile Trends
2. Content Trends
3. Membership Trends
4. Social Media Trends
5. Web Analytics Trends

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