

# Google Content Experiments

Resources about Google Content Experiments, a tool that can be used to create A/B tests from inside Google Analytics.

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Below we have compiled publicly available sources from around the world that present views on Google Content Experiments.

## Perspectives on Google Content Experiments

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- [Google Content Experiments – a Good or Bad Feature?](#)  
brianclyfton.com
- [Why Google Content Experiments Might Not Fulfil Your Testing Needs](#)  
vwo.com
- [How Google's 'Content Experiments' Can Simplify Website Testing](#)  
entrepreneur.com
- [A Look at Google Content Experiments](#)  
getstat.com
- [Google Content Experiments: 12 Must-Knows Before Using](#)  
rich-page.com

## How To

- [Step by Step Guide to A/B Testing with Google Analytics](#)  
blog.crazyegg.com
- [A Guide to AB Testing with Google Analytics Content Experiments](#)  
blog.convert.com
- [Google Analytics Content Experiments - A Guide To Creating A/B Tests](#)  
online-behavior.com
- [How to Set Up a Google Content Experiment](#)  
quicksprout.com
- [A Simple Guide to Google Content Experiments](#)  
searchenginewatch.com

## Vendor Information

- [Overview of Content Experiments](#)  
support.google.com

## Downloads and Add-Ons

- [A Plugin for Inserting Google Analytics's Content Experiments Code into WordPress Site](#)  
wordpress.org
- [Module for Creating Google Content Experiments within a Drupal Site.](#)  
drupal.org

## Further Reading

**Be the first to get the latest news on analytics**



- [Adobe Target](#) — Resources about Adobe Target, a cloud software tool that allows users to personalize content and marketing, without a need for coding and setup of A/B testing.
- [Google Content Experiments](#) — Resources about Google Content Experiments, a tool that can be used to create A/B tests from inside Google Analytics.
- [Instapage](#) — Resources about Instapage, a service that allows building of landing pages for online marketing and promotion campaigns. It provides A/B testing, multiple campaign management, easy page building, and more.
- [Optimizely](#) — Resources about Optimizely, a tool that offers a range of website analytics services for A/B and multivariate testing purposes.
- [Unbounce](#) — Resources about Unbounce, a tool used to drive paid traffic and conversion rates for specific landing pages.
- [Visual Website Optimizer - VWO](#) — Resources about Visual Website Optimizer (VWO), a market leading optimization tool that allows marketers, product managers, and analysts to create A/B tests and geo-behavioral targeting campaigns.

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