

<http://www.pocket-lint.com/news/14034/google-website-optimizer-software-launched>

Google Website Optimizer launched

Wants to help you streamline your website

by Stuart Miles published on 17 April 2008

Google has launched a new web service that promises to allow users to evaluate how well specific designs of a website work.

The new service, originally seen as a supplemental to Google AdWords will be called the Google Website Optimizer, and is available from today.

According to Google, the new Website Optimizer helps improve user experience on the web by showing its users what their visitors want to see.

Rather than debating or guessing how a webpage might look best, users can continually test different combinations of website content, such as images and text, to see which one yields the most sales, sign-ups, leads or other goals.

In addition to the new website, Google has launched a blog to go with the service to inform and update users of the software.

