

Convert Experiments for Magento Module

This module allows for an easy way to add necessary Convert Experiments JavaScript and variables to pages of your Magento Store.

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Overview

The Blue Acorn Convert Experiments for Magento module provides basic system configuration settings that can be customized on a per-store scope basis with the intention of displaying unique information on pages across your Magento store. With the module enabled, each page of the website will always display the user group type. Product pages will display the Product SKU, name, type, attribute set, price, and any custom attributes defined in the system configuration. Category pages will display the category name, immediate parent category (if available), custom design (or default package/theme) and category ID. CMS pages will display a page type variable defined as CMS.

Video Guides

The instructions below are great, but if you're more of a visual learner, please visit Blue Acorn's YouTube channel for video screencasts of the installation and setup process for Convert Experiments for Magento at <http://www.youtube.com/BlueAcornCommerce>.

Compatibility

The Blue Acorn Convert Experiments for Magento module is compatible with all installations of Magento CE 1.6+ and all installations of Magento EE 1.11+.

Manual Installation

1. Untar/Unzip the module into your Magento root installation directory
2. Clear the Magento cache through the admin located at System -> Cache Management
3. Configure module to desired settings following the Setup section

Installation through Magento Connect

1. Go to the Magento Connect extension page.
2. Click the Release Notes tab and locate the latest release version.
3. Click the Install Now button under the latest release (you must be logged into Magento Connect)
4. Check the box to agree to the extension license agreement (GNU General Public License)
5. Click the Get Extension Key button.
6. Copy the entire extension key (i.e. http://connect20.magentocommerce.com/community/Blue_Acorn_Convert_Experiments-X.X.X)
7. Log into your Magento store's admin panel and navigate to System > Magento Connect > Magento Connect Manager (log in again if prompted)
8. Make sure your Preferred State in the Settings tab is set to the extension's current release state or lower (i.e. Stable, Beta)
9. Paste the previously copied extension key into step 2 on the Extensions tab and click the Install button
10. If your Settings are correct, you should see a prompt to either Cancel Installation or to Proceed. Click the Proceed button
11. The extension is now installed. Navigate back to the Magento Admin and follow the setup instructions below on how to configure the Blue Acorn Convert Experiments for Magento module.

Setup

All configurations are under System -> Configuration -> General -> Blue Acorn Convert Experiments in the Magento Admin. By default, the module is disabled with no default settings.

General Settings

→ ENABLED

The enabled setting turns the module on and off. This setting can apply to each store or website in scope. Turning off the module for a specific store or website prevents all functionality of the module for that store or website.

→ CONVERT.COM PROJECT CODE

The Convert.com Project Code is a script provided in your Convert.com account. After logging in, click on the “Get Tracking Code” link under your website’s screenshot thumbnail on the top left. Your Project Code will be listed on that page.

Product Settings

→ CUSTOM TEXT ATTRIBUTE

A drop-down menu of catalog product attributes pulled from your Magento installation. The value of this attribute will be assigned to a JavaScript variable on product pages where the attribute has a value. If the selected attribute has no value for the current product page, that line of script will not show up on the frontend.

→ CUSTOM NUMBER ATTRIBUTE

- A drop-down menu of four attributes that output a numeric value. The four choices are:
- **Age (days):** A value will appear inside the assigned variable on all product pages. The module takes the current (today's) date and subtracts the value in the create_at column in the catalog_product_entity database table to come up with an integer value. This is represented in the number of days the product has existed in the Magento store.
- **Cost:** This will return the product's cost, assuming the cost has been provided by the store owner, and its numeric.
- **Stock Remaining:** The quantity left in stock in that store for that product. This would be beneficial if your store displayed the remaining quantity on product pages to the customer, which would allow you to test conversion rates for products with X quantity left in stock.
- **Weight:** The weight - in pounds - of the current product.

→ CUSTOM NUMBER ATTRIBUTE

A drop-down menu of the same four attributes as above that output a numeric value.

General Settings and Product Settings

The screenshot displays the configuration interface for the Blue Acorn Convert Experiments module. It is divided into two main sections: General Settings and Product Settings.

General Settings:

- Login or Signup:** A section header with a link to "Convert Experiments Login/Signup".
- Enabled:** A dropdown menu set to "No" with a "[STORE VIEW]" link.
- Convert.com Project Code:** A large text area for input, with a "[STORE VIEW]" link.
- Help:** A note stating "Your Project Code is located on the Project Settings page in your Convert.com Account."

Product Settings:

- What are Product Settings?:** A descriptive paragraph explaining that 4 attributes are set to tag product pages, which will be included in reports and available for variant testing. It notes that Price, Name, and SKU are not available for selection as they are automatically recorded.
- Custom Text Attribute 1:** A dropdown menu with a "[STORE VIEW]" link. A note below states "Attributes are pulled from Magento Catalog Attributes."
- Custom Text Attribute 2:** A dropdown menu with a "[STORE VIEW]" link. A note below states "Please do not select the same attribute twice."
- Custom Number Attribute 1:** A dropdown menu with a "[STORE VIEW]" link. A note below states "This attribute will always have an integer value."
- Custom Number Attribute 2:** A dropdown menu with a "[STORE VIEW]" link. A note below states "This attribute will always have an integer value. Please do not select the same attribute twice."

A "Save Config" button is visible in the top right corner of the configuration area.