Appendix

A quick note on how to use jQuery with common AB-testing tools like Google Optimize, Optimizely and VWO

jQuery

jQuery is a, "write less, do more", JavaScript library. jQuery takes a lot of common tasks that require many lines of JavaScript code to accomplish and wraps them into methods that you can call with a single line of code.

Most common AB-testing tools (Optimizely, VWO, Convert) utilizes jQuery to do HTML, DOM, JS and CSS manipulations. Google Optimize, on the other hand, does not include jQuery at all.

The AB-testing tools often include a "trimmed" version of jQuery in order to reduce the size of the script that is injected on the website. The included version of jQuery differs between the different products, but they all run in a noconflict mode.

Common AB-testing tools' different jQuery versions

Google Optimize	Optimizely	VWO
Does not include jQuery	jQuery 1.11.3	jQuery 1.4.2
	jQuery 1.6.4	

Optimize your AB-testing script by changing the script loading order

Many websites today already uses jQuery and therefore does not need to include them again. jQuery is often loaded just before the closing body element to improve the website's performance. In order to "optimize" the AB-testing script (and not load jQuery twice) or in the case with Google Optimize, that you want to use jQuery in your experiments you need to load jQuery **before** the AB-testing tool code snippet.

Since all AB-testing tools are supposed to be loaded in the <head> element of a website jQuery needs to be loaded before the tool. Please *refer to the example below* on how to load jQuery with Google Optimize.

Example

```html
<!doctype html>
<html>
<head>
        <meta charset="utf-8">

        <!-- jQuery 3.2.1 -->
        <script src="https://ajax.googleapis.com/ajax/libs/jquery/3.2.1/jquery.min.js"></script>

        <!-- Google Optimize with the recommended page hiding snippet -->
        <style>.async-hide { opacity: 0 !important} </style>
        <script>
        (function(a,s,y,n,c,h,i,d,e){s.className+=' '+y;
        h.end=i=function(){s.className=s.className.replace(RegExp(' ?'+y),'')};
        (a[n]=a[n]||[]).hide=h;setTimeout(function(){i();h.end=null},c);
        })(window,document.documentElement,'async-hide','dataLayer', 2000,{'GTM-XXXXXX':true});
        </script>
        <script>
        (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
        (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
        m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
        })(window,document,'script','https://www.google-analytics.com/analytics.js','ga');
        ga('create', 'UA-ZZZZZZZZ-Z', 'auto');
        ga('require', 'GTM-XXXXXX');
        </script>

        <!-- Rest of your <head> tags goes here -->
</head>
<body>
        <!-- Your website content goes here -->
</body>
</html>
```

jQuery 3.2.1 is added before the Google Optimize snippet in order to utilize jQuery methods in your Google Optimize experiments

Don't forget to exclude jQuery from your AB-testing tool snippet if you have moved the script as shown in the example above. How to exclude jQuery from the AB-testing script or to change which version is loaded, please check your tool's website:

- [Optimizely](#)
- [VWO](#)
- [Convert](#)

We've run experiments for Spotify, ICA, Fyndiq and many others…

You will run into trouble (we always do), so when you do, **don't hesitate to reach out** to one of our trusted *AB-testing ninjas*, you'll find the *contact details* just right below or drop an email at abtest@conversionista.se.