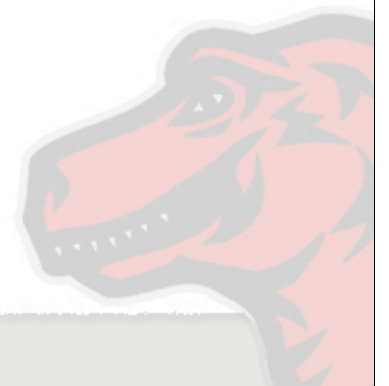# Start page snippets - March 09

Alix Franquet - alix@mozilla.com
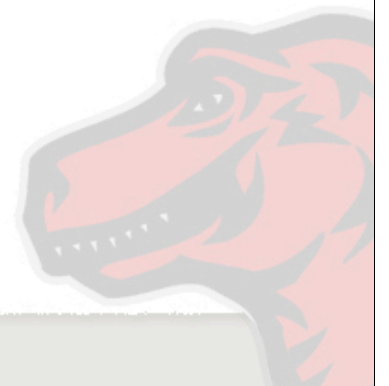
Snippet programming

Objective: make the most of this highly visible touchpoint

- Refresh snippet content on an ongoing basis

- Test performance to improve messaging

- Start with en-US, localize winning snippets

Goals

- User engagement

- Community building

- Promote Mozilla

- Beta testing

- Update to latest Firefox

Increase user engagement

Increase differentiation of Firefox by highlighting features and benefits:

- Security, features page, awesomebar, bookmarks, tabs, private browsing

Turn the user into a power user of Firefox with access to help and tips:

- Tips&tricks page, videos, sumo, all.html
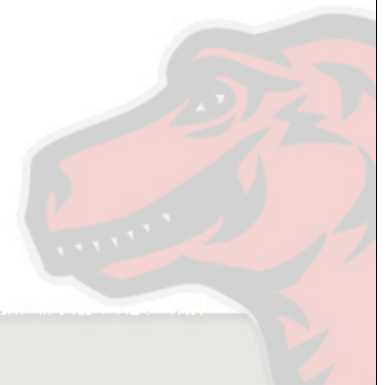
Showcase add-ons to make them more accessible:

- Fashion your Firefox, personas, customize page

Community building

Encourage involvement and increase word-of-mouth adoption :
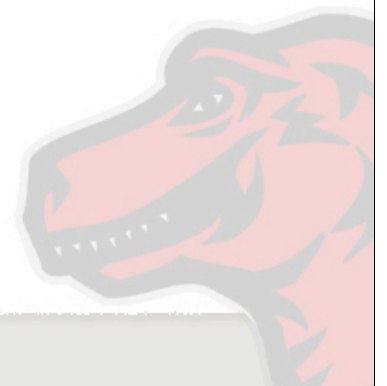
- get involved

- about:mozilla newsletter

- fastest Firefox (3.5)

- testimonials

- Sfx

- MCC

Increase Knowledge of Mozilla

Educate users about Mozilla, the Foundation and the mission:

- Community & Mozilla store

- 100% organic page

- Manifesto

- Labs

- Blog

Increase testing of betas

Increase visibility of beta releases to increase user testing. First test with snippet for Firefox 3.1 beta 3:

"Are you an advanced Firefox user? Get a sneak preview of the next Firefox: <u>download Firefox 3.1 beta 3</u>!"

Are you an advanced Firefox user? Get a sneak preview of the next Firefox: <u>download Firefox 3.1 beta 3</u>!
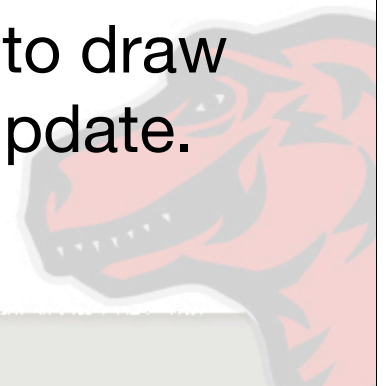
Encourage updating to latest Firefox

All users of Firefox 1 and 2 versions get only one snippet telling them to update.

Ex: "Upgrade now to Firefox 3 for improved security and better browsing."

Upgrade now to Firefox 3 for improved security and better browsing.

Refresh the content (text and icon) frequently to draw attention to the snippet and remind users to update.

First snippet test: March 2009

Increase user engagement - test 1:

2 variations linking to the tips & tricks page on mozilla.com

Firefox is full of surprises! Learn some new secrets on our tips & tricks page.

Get the most out of your Firefox! Improve your skills with some handy tips & tricks.

First snippet test: March 2009

Increase user engagement - test 2:

2 variations linking to the "Fashion your Firefox" add-ons collection

Take your browser from simple to spectacular! It's easy to customize your Firefox exactly the way you want it.

Experience the Web the way you want it: our add-ons wizard will customize Firefox to your exact interests.

First snippet test: March 2009

Advise Fx 1.x and Fx 2.x users to update to Fx3:

Run the current snippet against new copy/icon:

Upgrade now to Firefox 3 for improved security and better browsing.

You're overdue for an upgrade! Download Firefox 3 for the latest in security, performance and features.