



Create a Hypothesis



A/B Test Your Hypothesis



The Ultimate Guide To Landing Page Optimization



Get Feedback



Drive Traffic



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What's in the ebook?

This guide will teach you everything you need to know about Landing Page Optimization (LPO), including examples, workflow and more:

- **What is Landing Page Optimization?**
Find out why you should be optimizing
- **The Landing Page Optimization Process**
7 steps to create & optimize a landing page
- **Landing Page Examples**
Critiqued For Conversion By Oli Gardner
- **Convincing Stakeholders**
Getting buy-in by showing the value of LPO



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What is Unbounce?

Unbounce is the DIY Landing Page platform for Marketers. Build high converting landing pages for your PPC, email, banner and social media campaigns.

- **Build & Publish Landing Pages In Minutes**
Use our powerful editor to re-create your design from scratch, or use one of our templates for a head start.
- **1-Click A/B Testing For Optimization**
Need to solve an argument with your boss? Stop relying on assumptions and set up a test experiment.
- **Simple Analytics To Track Campaigns**
Our stats are powerful yet simple. It's all about clicks, conversions and how well your campaign is performing.

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CHAPTER 1

What is Landing Page Optimization (LPO)?

Do any of these resonate with you?

The bounce rate on critical pages is higher than I'd like.

My PPC campaigns are ineffective.

My boss complains about industry average conversion rates being higher than what I am achieving.

This is where LPO comes in. In its simplest form, Landing Page Optimization is using informed qualitative and quantitative information to create a hypothesis for a new version of your page to test and **ultimately, come up with a new “optimized” page.**

Throughout this guide we'll uncover techniques you'll need to know to optimize your landing pages without seeking outside help. This includes some great methods for **gathering data about how your users interact with your pages.** This helps you gain behavioral insights, which you can use to drive your A/B test experiments.

Before we get too far down the optimization path, let's take a quick saunter down Landing Page Lane so we **understand what we're trying to optimize.**

What Is A Landing Page?

In the purest sense, a landing page is any web page that a visitor can arrive at or “land” on. However, when discussing landing pages within the realm of marketing and advertising, it’s preferable to refer to a landing page as being **a standalone web page distinct from your main website, that has been designed with a single focused objective in mind.**

The main reason for a landing page having a single focused objective is to limit the options available to your visitors, helping to guide them toward your intended conversion goal. So ditch your website’s global navigation and take a look at **the anatomy of a well-constructed landing page:**



Landing pages are typically broken down into the following 7 elements:

1. Headline

The sole purpose of your page headline is to communicate your core value proposition. It should describe exactly what your offering is in a sharp, to-the-point sentence. It's usually the first thing people will see on your page. Your headline is also incredibly important for paid advertising quality scores (such as Google AdWords).

If you find yourself with a headline that's too long, then consider adding a smaller sub-header, which can add a little more detail, and keep the headline an appropriate length.

2. Hero Shot

We've all heard the phrase "a picture is worth a thousand words." Well to have an effective landing page, you need to add some powerful imagery or video that shows off your product/service.

Do: Create an original photo or video demo

Do: Show your product being used - to show context of use

Do: Consider getting a professional service to produce a video for you to increase conversions

Don't: Use stock imagery as you'll diminish the trust in your page and look unoriginal

3. Benefit Statement(s)

The style with which you write to your page visitors about your product or service should be in the form of how it will benefit them or their business, not simply a list of features. Benefits should be in the form of bullet points to make them easy to read. Consider the difference between these two statements:

Bad (feature based)

Our powerful new battery

Better (benefit based)

Our new battery means you'll need to charge your phone less often

The second resonates with a target user's needs **by tackling a real pain point**, in this case, phone batteries that lose their charge too quickly.

Limit the number of benefits to between 3 and 7 for easy scanability.

4. Form

This only appears on lead capture type pages (as we'll discuss below). Visually you want to make it as clear as possible. You can do this by using encapsulation (surround it with a colored box), and contrast to isolate it from the rest of the page. To entice someone to complete your form you need to match the perceived effort involved in completing it (the length and personal nature of the form and it's questions), with the 'size of the prize' (the item you offer in return, such as a discount, an ebook or a webinar registration).

5. Call-To-Action (CTA)

Your call-to-action is the intended conversion goal of your page. As such, your CTA should be the only thing to do on your landing page. Don't

add extra links that cause leaks away from your conversion event. When writing your CTA, finish the sentence "I want to...". For example if the goal is to download an ebook, you would write, "I want to download the ebook" – and as such, your CTA would be "Download the ebook".

You also want to draw attention to the button using design principles such as contrast, whitespace, and the oft-debated choice of color.

6. Trust Indicators

People need to trust you in order to buy your wares. A trust indicator shows that someone else has benefited from using your product and is vouching for its quality. Examples are client testimonials, social widgets, press appearance logos, customer logos or a stream of positive tweets about you.

Imagine walking by a restaurant that had only one couple eating in it, and next door there was a line-up outside. Which would you choose? It's the same with landing pages. The more you can convince people that you are worth sticking around for, the more conversions you'll get.

B2B Tip

If your goal is to get people to register for a webinar, show the registration count as a form of social proof. This will play on peoples' herd mentality, making them want to sign up too.

7. Post-Conversion Page

Strike while the iron is hot. You'll want to take advantage of your newly happy lead or customer and get them to do something else after the conversion. Now is a great time to ask them to sign up for your newsletter, or buying something else at a discount.

Use your confirmation pages (the page that shows after your visitor downloads your eBook, or the page after a purchase in an ecommerce flow), to house the extra bits and bobs that you otherwise might be tempted to include on your landing page.

Why Should You Use Landing Pages?

The short answer is because they help **increase your conversion rates**.

Targeted promotion or product specific landing pages are **focused on a single objective**, and are designed to match the intent of the ad or marketing collateral your visitors clicked to reach your page.

Consider what happens when you send traffic to your homepage

Most homepages are designed with a general purpose in mind - to speak to your overall brand, product and corporate values, and are typically loaded with links and navigation to other areas of your site.

Every link on your page that doesn't represent your businesses' conversion goal is a distraction that will dilute your message and reduce your conversion rate.

In Fact, from now on, each link that doesn't lead to your conversion goal should be considered a **conversion leak**.

Homepage vs. landing page

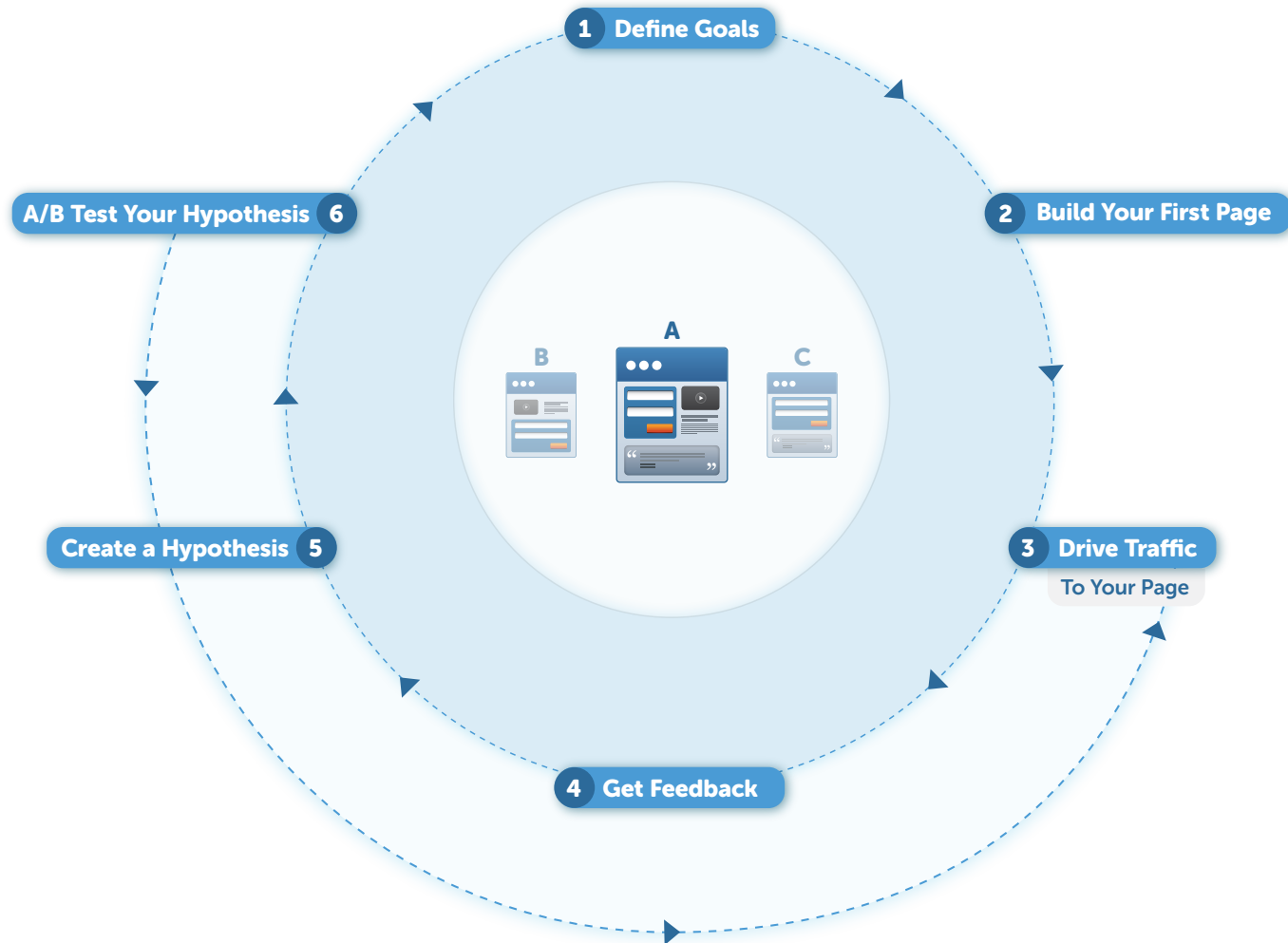
Observe a comparison of a [Campaign Monitor homepage versus a landing page](#). The difference in the number of links is 41 (homepage) to 1 (landing page).

That's WHY you should use landing pages.

Not everyone is a believer though. I've heard way too often that stakeholder's, such as senior management, your boss or clients, either don't get the concept or think it will be too costly to incorporate into their marketing budget. If you've ever experienced this, jump down to [Appendix A - Convincing Stakeholders on the Value of LPO](#) where there are 5 techniques to convince even the most skeptical people.

CHAPTER 2

The Landing Page Optimization Process



Step 1: Define Your Goals

You should never start building a page without knowing who you are building it for and what you hope to get out of it.

Are you trying to gather leads?

Are you selling a product?

Are you asking people to register for a webinar?

All of these goals require very different content. For instance, selling a product might require a video or photo gallery showcasing the product being used, and a simple button that carries you through to a shopping cart process.

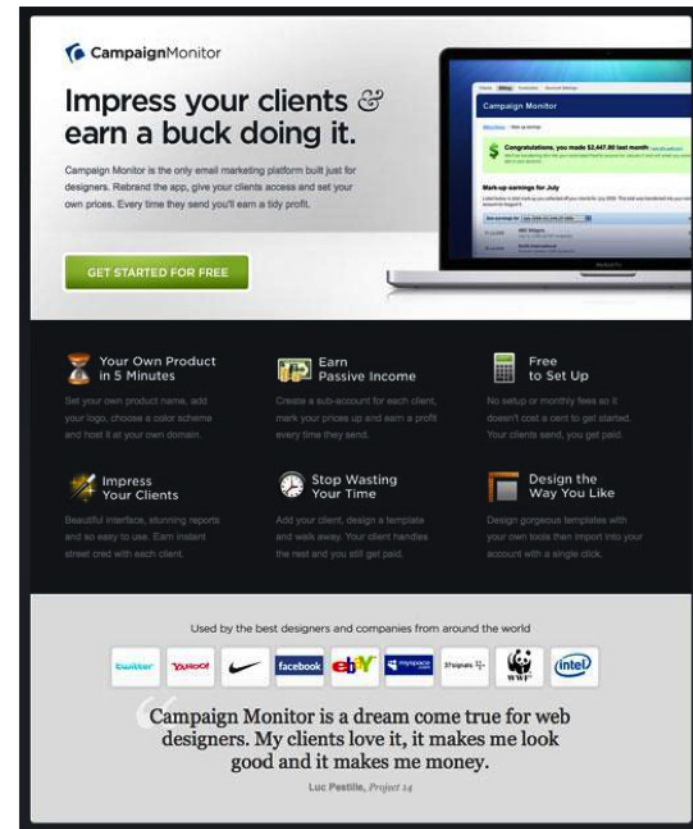
Once you know what your goals are, you can choose an appropriate type of landing page, of which there are 2 main candidates; **Click-Through**, and **Lead Generation** (also referred to as Lead Gen or Lead Capture pages).

Click-Through Landing Pages

Click-through landing pages (as the name implies) has the goal of persuading the visitor to click through to another page. Typically used in ecommerce funnels, they describe a product or offer in sufficient detail, in order to “warm up” a visitor to the point where they are closer to making a purchasing decision.

All too often traffic is directed at shopping cart or registration pages. Failure to adequately inform your visitors about your product or offering before visiting these pages will lead to poor conversion. An ad typically won't provide sufficient information for someone to make a purchasing decision; this is where the click-through page comes in.

Now that your visitor has been educated about the value of your product, it's ok to send them to your shopping cart or registration page. Conversions will be much higher, as they have been “warmed up” by the details you provided on your click-through landing page.



<http://unbounce.com/category/landing-page-examples/click-through/>

Lead Generation Landing Pages

Lead gen pages are used to capture user data, such as a name and email address. The sole purpose of the page is to collect information that will allow you to market to, and connect with, the prospect at a later date. As such, a lead capture page will contain a form along with a description of what you'll get in return for submitting your personal data.

There are many uses for lead gen landing pages, some example uses and/or items given to the user in exchange for personal data are:

- Ebook or whitepaper
- Webinar registration
- Consultation for professional services
- Discount coupon/voucher
- Contest entry
- Free trial
- Notification of a future product launch

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Great Spotlight

A Mac for Every Student

The length of your form and the level of personal data requested can have a direct impact on conversion. Try to ask for the absolute minimum amount of information that will enable you to market to your prospects effectively. For instance, don't ask for a phone or fax number if you only need to contact them via email.

Digital Currency: Getting What You Want

What do you want from your visitors; Is your goal to collect leads or make your page go viral via social media? The former requires a form to collect email addresses, and the latter (in the case of Twitter) would require someone to tweet to get your ebook (or whatever you're giving away).

A good example of this can be seen on the landing page for [The Ultimate Guide to A/B Testing](#), which gives visitors the option of which currency method they would like to use, an email or a tweet. **You may even have experienced this method of digital currency exchange to get this guide.**

Step 2: Build Your First Page

Your goals helped you decide on the type of page you need to build. Now is when you start placing the elements you learned about in the 'Landing Page Anatomy' section above to create your first design.

Who Builds Your Page?

Often a single individual creates the page, but for the most effective workflow, you would have several team members working together to ensure each page element is created by someone with the most expertise.

The following list of roles/tasks breaks it down nicely:

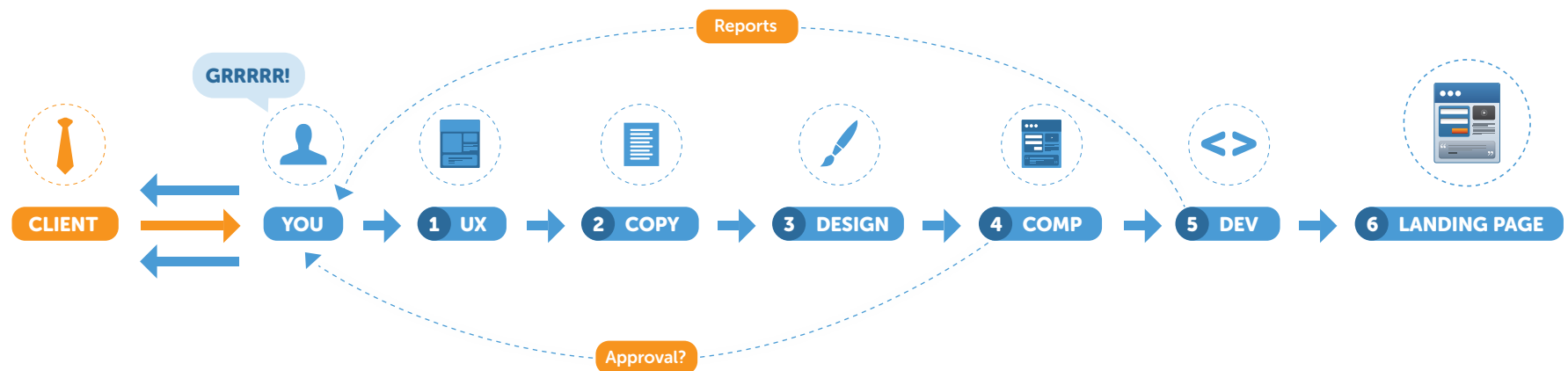
- **Marketing or Creative Director:** In charge of making sure the business goals are well defined, usually in the form of a creative brief. Also works with the designer to maintain brand consistency.

- **Campaign Manager:** Responsible for running the campaign from start to finish, including driving traffic to the page via email marketing, social media and paid advertising.
- **Information Architect:** Creates the blueprint of the page containing the required elements that meet the business goals.
- **Designer:** Using the blueprint as a guide, the designer creates a professional and branded page and uses the principles of Conversion Centered Design to ensure that attributes like contrast, whitespace and directional cues are used to focus the attention of the viewer on the conversion goal.
- **Copywriter:** The copywriter is responsible for writing persuasive copy that makes the purpose of the page very clear, and provides enough information to convince someone to make the choice to click your call-to-action.
- **Optimizer:** It's their responsibility to take any feedback gathered from the first run of the page and then make it convert better with A/B testing.

Team Workflow

There are two ways for your team members to work together:

1. The traditional linear offline approach: Here each team member does their piece of work, creates a deliverable and passes it to the next person in the line. At the end of the process, the final page design is handed to a development team to construct the HTML version and push it live.



You can see from the diagram, that conversion reports are created by IT to be passed back to the campaign manager to discuss with stakeholders prior to making decisions on how the team should proceed with testing.

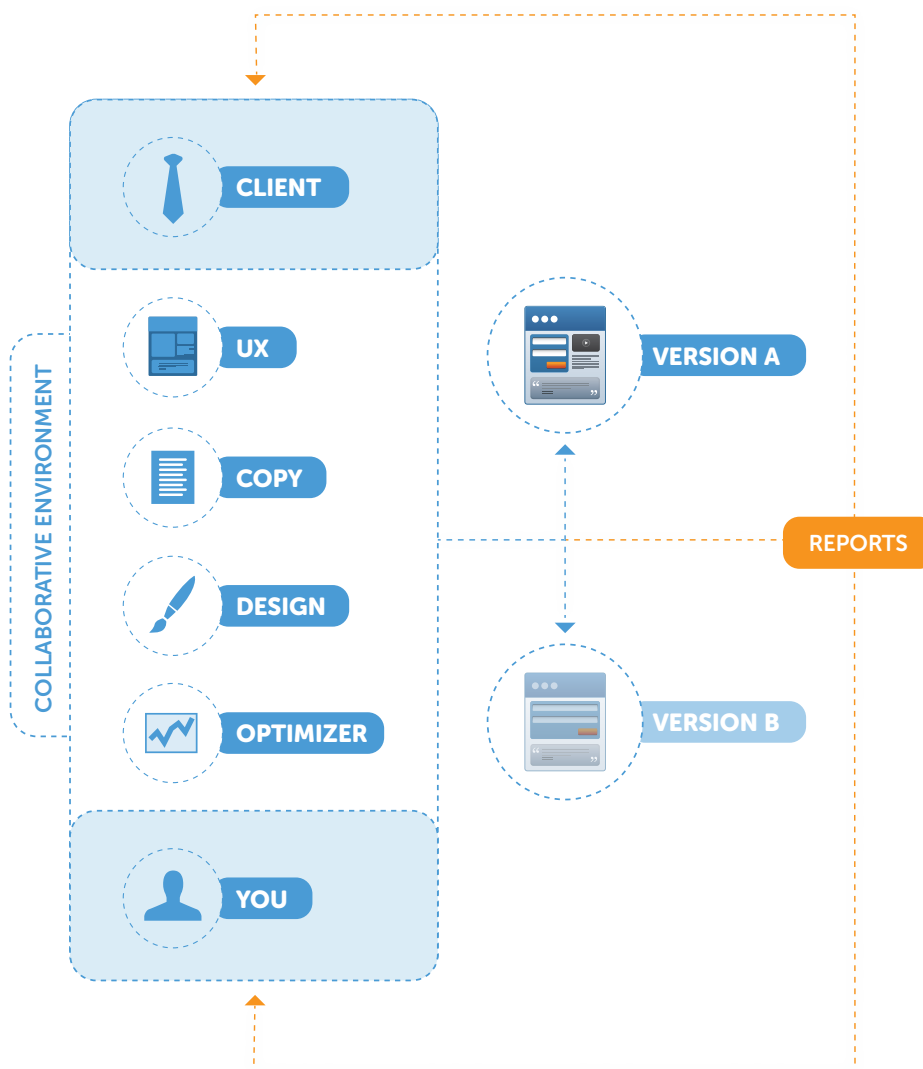
2. The collaborative multi-user cloud approach:

Here a team works together in a multi-user environment, where they can collaborate to create the page in a single place. This is facilitated by the use of a cloud-based creation tool that bypasses the IT development phase.

This time, conversion data is immediately available for the entire team to see, allowing testing and optimization to proceed much more quickly.

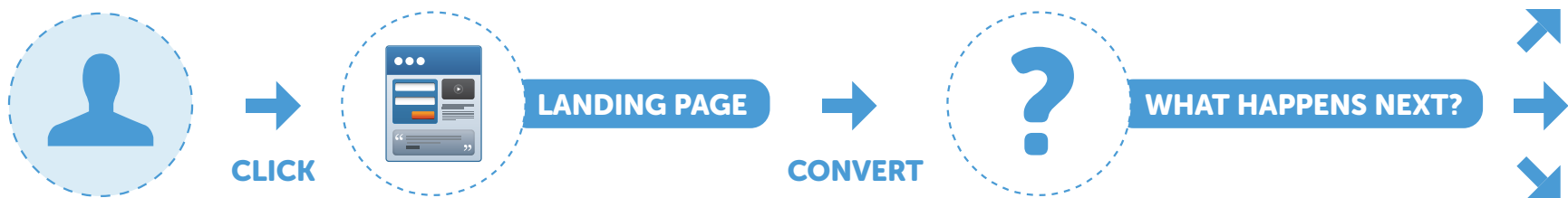
Note: this approach is made possible by online tools such as [Unbounce](#).

Once your page is created, it's time to start driving traffic to your page, right? **Wrong.**



Build a Post-Conversion Page

A critical part of building your first page is remembering **what happens after people complete your conversion goal** and progress down your funnel. The first stop after your page is called **the confirmation page** and should always be considered when creating your first page. Why? Because it's an opportunity for you to get new prospects to complete a **post-conversion action**.

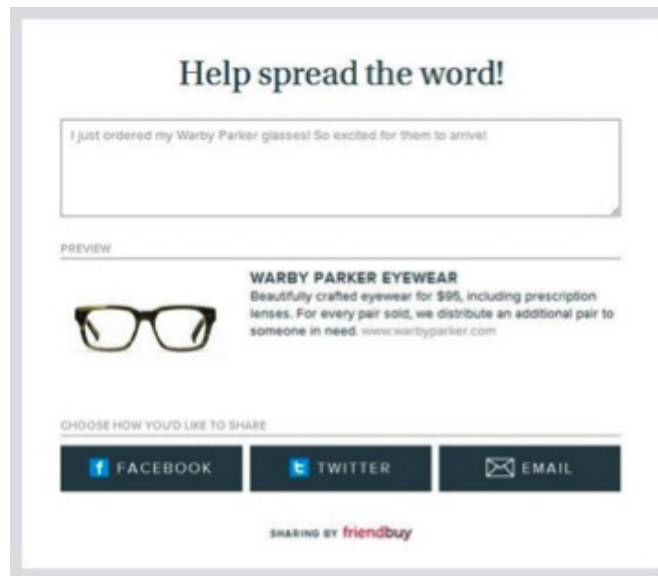


You **want to take advantage of the magic moment after they say, "Yes, I like you"** by adding secondary actions on your confirmation page.

6 post-conversion action ideas for your confirmation page

At this stage it's all about exceeding expectations. You have a few precious seconds to direct your new lead. Here are six ideas that you can use:

1. **Ask for them for a social follow:** This is a fairly low risk action for someone to take and can place their ears in front of your digital mouth for a long while to come – hopefully to draw them back when they hear about new things you are doing.
2. **Ask for a social share:** Encourage people to share their experience on their favorite social network using a service like [FriendBuy](#).



3. **Invite them to a webinar:** If you can get someone to attend a webinar you are effectively establishing a higher level of contact – they will get a chance to see/hear you and ask you questions. This establishes you as a thought leader, elevating trust and confidence in what you or your product has to offer.
4. **Ask them to subscribe to your newsletter:** Newsletters provide you with permission to continue the conversation via email, keeping you in their stream of consciousness for an extended period of time.

An alternative is to ask them to subscribe to a series of emails based on a specific, pre-defined progressive story arc – **known as drip or autoresponder campaign**.

This can be used to send tips to new customers throughout their on-boarding process (for an online product/service), which can be a big factor in maintain retention and reducing churn.

An example drip campaign is ProBlogger's [31 Days to a Better Blog](#). **The expectation and benefit is set right away** – you will receive an email every day for a month and by the end of it your blog will be better. The purpose of this is three-fold: to educate, to bring people back to your website (through links in your emails), and to establish your expertise, leading to word-of-mouth referrals.

- 5. Give them a discount code:** This one's simple. Give someone a coupon to get a discount on another purchase and you'll get people coming back for more.
- 6. Send them to an important 'what to do next' page:** Many people enjoy a guided experience. Tell them what to do, and they'll often do it. Use a single link for this and send them to a 'Greatest Hits' or [Top 10](#) page that shows off the very best content and information you have to offer.

To do now: Take a look at your confirmation pages and add secondary conversion actions so the page is doing some extra marketing legwork on your behalf.

Step 3: Drive Traffic to Your Page

This is a question that everyone asks - "How do I drive traffic to my landing page?" The answer depends on whether you're just starting out or whether you're an established business.

- **Starting out:** For instant results, you'll likely need to start with paid advertising in the form of Pay-Per-Click (such as Google AdWords) and/or banner ads.
- **Established businesses:** If you're at this stage, you likely have an established list of leads for email marketing, and a decent social following (on your blog, Twitter, Facebook, Google+) to couple with your paid advertising (PPC).

Content Marketing

Producing educational and entertaining content (in the form of blog posts, infographics, ebooks etc.) will naturally draw attention to you and start the process of building your reputation as someone to pay attention to.

Guest blogging can also be very useful. It takes some credibility to get on the big sites, but start small and build a portfolio of great content with your name on it. Don't forget to use a targeted landing page to direct readers from your guest post.

If you write an ebook (it doesn't need to take forever, at Unbounce, we wrote one in 24hrs) then you can leverage social network effects to spread the word. The process is like this:

1. Create your ebook full of valuable content.
2. Build a landing page with an image of the ebook on it, describe the contents of what's inside and provide a preview of the best part of the book, to let people know how good it is.
3. Use [PayWithATweet](#) to use tweets as your

social currency for people to get your ebook. Now, when someone wants your ebook, they have to tweet about it to download it (the tweet contains a link back to your landing page), exposing your landing page to the network of everyone who downloads it. This can produce a viral effect as momentum builds.

So now that you know how to drive traffic to your landing pages, it's time to start gathering feedback from your visitors to gain insight as to why they are not converting.

Step 4: Gather Feedback for a Test

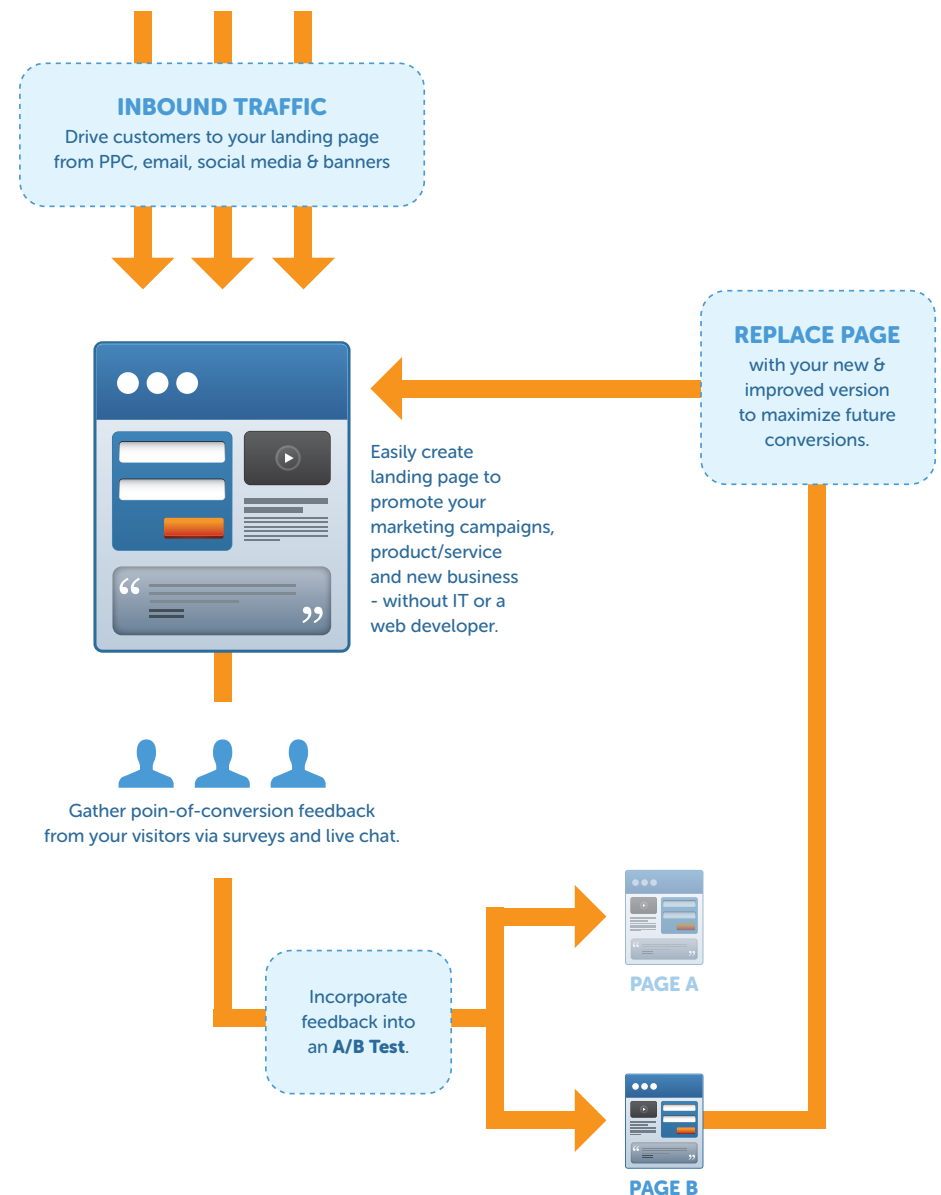
One of the most important pieces of the process is gathering data, so you're not relying on subjective opinion when it comes to deciding what to test.

User Feedback

Gathering user feedback is one of the most powerful things a marketer can do when forming a hypothesis to test new ideas (which we'll cover later in the optimization process).

To show how it works, consider **the diagram opposite, which shows the feedback/optimization/testing loop** in action.

Methods for gathering user feedback include:



- **On-page surveys**

Adding a survey tool like [Qualaroo](#) (formerly KISSinsights) to your landing page enables your visitors to tell you what's wrong with your page and marketing message.

- **Live chat**

Talking to your users right at the point of conversion lets you hear what is preventing them from converting. It also gives you the opportunity to turn a fence sitter into a customer. Live chat provider [Olark](#) says that:

- When you talk to a new user, **they are 3x more likely to return** than a user that wasn't engaged.
- Live chat **decreases shopping cart abandonment by 15%**.
- Users you chat with spend **40% more time on your site**.

- **The 5-second test**

This is typically a headline test to see if your core value proposition has the clarity to educate a visitor on the purpose of your page.



How to run the test

Sit a person in front of a blank computer screen, then show your landing page to them for 5 seconds, then take the page away and ask:

"What was the page about?"

If your headline is clear and concise enough then they'll be able to explain the page's purpose. If they can't tell you what the page is about, you should revisit your headline until it's clear enough that people can tell you the purpose of the page right away.

- **The 6ft test**

This is a test you can perform yourself, or have others do for you. Its purpose is to test the design and layout of your page, so that the most important elements are the most dominant on the page. Typically these elements will be the headline and CTA.

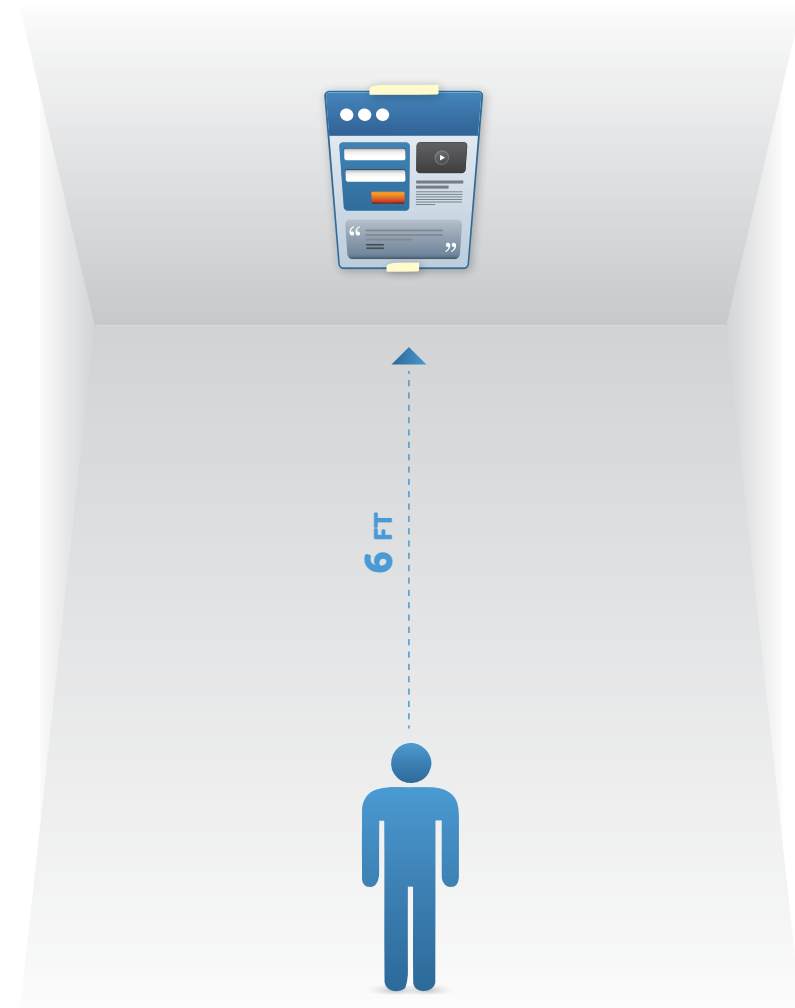
How to run the test

Pin a printout of your landing page on the wall, stand 6ft away from it, and simply look at the page.

What stands out to you?

Is the headline big enough to really jump from the page, is it clear where the CTA is and does it have enough contrast & whitespace to be easily distinguishable from other page elements?

If not then you have a design issue and you need to simplify the page and consider making the headline bigger.



- **Usability testing**

Usability testing is probably what you've heard the most about, and it can often lead to the best insights about what's wrong with your landing page. More commonly used for online product or ecommerce full funnel flow to show the interaction within a set process. We'll take the ecommerce angle that uses a click-through landing page that leads to a shopping cart and on to the checkout.

How to run the test

You only need 5-7 participants before you start to see the same results come out of your test. Each participant is given a set of tasks to complete, and an observer sits and takes notes as they try to complete the tasks - often timing them to see how long it takes. **Participants are asked to verbalize their thoughts** as they complete the tasks to give you insight into their thinking.

At the end of the sessions you'll have witnessed the pain points that exist in your funnel, giving you precious data on which areas to optimize for a more usable experience. And don't forget to **record the sessions on video** so you can show them to stakeholders at a later date.

Want to learn more? [Here is a more detailed explanation of usability testing.](#)

If you work in a company, you can **ask customer support**. These are the people on the front lines and tend to hear more of the problems with your page/site than anyone else.

Step 5: Create a Hypothesis from Your New Data

This is where you come up with ideas for new 'Challenger' pages based on the feedback you just gathered. Challenger pages are what you test against your original page, known as the 'Champion'.

Collect data using the above exercises and you'll have the basis for creating your hypothesis for a new A/B test. Use the information to conceptualize a new landing page design, messaging, and CTA placement.

Once you have a solid idea of where you might be going wrong, or some great insight into which areas are confusing visitors and need improvement, you are ready to develop your hypothesis.

Example Hypothesis

To give you an idea of what a hypothesis looks like, consider an [experiment performed](#) where the digital currency to obtain an ebook was to tweet about it.

Qualaroo was added to the landing page to gather survey insight into why some people weren't converting (as the conversion rate was lower than expected). The survey results showed:

- Some people don't have a Twitter account
- Some people weren't willing to have a business tweet go out on their personal Twitter account
- Some people weren't willing to pay with a tweet without seeing a preview of the ebook to validate its quality
- Some people wanted to pay with an email instead of a tweet

Given these details, the following hypothesis was formed:

By adding an alternate option for obtaining the ebook (email) and showing a preview of a portion of the ebook, we will increase conversions (downloads) of the ebook.

After creating a challenger page to test against the champion, the results were as follows:

- The conversion rate of the initial page was 25%
- The conversion rate of the new challenger page was 33%

This produced a conversion lift of 32%

By doing the research, creating a hypothesis based on the feedback, you are able to make informed decisions about how to optimize your page.

Step 6: A/B Test Your Landing Page

If you don't know what you are testing then collecting data is pretty pointless, this is why you created a hypothesis in step 5.



A/B testing is both an art and a science. It's also very unpredictable. Most people think they know what the result of a test will be, but like death and taxes, one thing that's certain is that you'll be surprised by your A/B test. The more tests you run and the more feedback you gather, the less likely you are to suffer from "boardroom conjecture" and marketing guesswork.

For an A/B test to be meaningful and insightful you should follow these rules to keep your insights and data clean:

- The original **cannot have content edits** during the test
- All variations should have **one hypothesis** to test against the original
- Traffic distributions should stay **proportional**

The different variations and content that go into the test is up to you, which one works the best (whether you like it or not) is up to your visitors.

What to Test - The Standard Candidates

- **The main headline:** Which typically contains a succinct rendering of your product/offer/service core value proposition.

- **The call to action (CTA):** typically the text on the button that represents your page's conversion goal.
- **Hero shot:** Try a variation of your main photo – preferably showing your product or service being used in context.
- **Button design:** Use design principles to accentuate the appearance of your CTA (contrast, whitespace, size). Above all, try making it stand out more.
- **Button color:** Green for go, blue for links, orange or red for an emotional reaction.
- **Form length:** For lead capture and other form usage, you will want to minimize the amount of fields that visitors are required to complete. However, if you have a particularly strong need for data, try running an A|B|C|D|E test with varying amounts of information gathering. This way you can make an informed decision about what abandonment rate is acceptable when weighed against the extra data produced.

- **Long copy vs. short copy:** Often shorter is better, but for certain products detail is important in the decision making process. Test it and see.

Now what? Now it's time to loop back to step 3 to start driving more traffic to your newly created test to see which page performs the best. There are a few criteria you need to watch out for before you can determine which page is winning:

- Run the test for at least one week, to cover daily fluctuations in access to your page.
- On average you will want to have about 500 unique visitors see each variant in your test.
- Don't stop the test until the statistical significance (also referred to as "confidence") has surpassed the 90% mark. Statistical significance refers to the probability that the conversion rate of your challenger page(s) differs from the champion page for reasons other than chance alone.

One final thing: never stop testing.

[Want to learn more? Download the Ultimate Guide to A/B Testing](#)

CHAPTER 3

Landing Page Examples Critiqued by Oli Gardner

One of the best ways to understand landing pages is to look at some examples (both good and bad) and think about what you like about them, and what you would change or test. Below are 10 examples for you to learn from.

1. Monetate Ebook Lead Gen Landing Page



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- How to merchandise products quickly and easily
- Simple tricks for ensuring "continuity" that helps website visitors actually convert
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We hate SPAM too. We will never rent or sell your information.

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What's good

- **Design of eBook image shows professionalism:** By having a nicely designed cover, you show that time and effort went into its creation (as opposed to a boring plain white cover).
- **Simple bullets break down why you would want the eBook:** The headline for the bullets "You'll learn" really sets the tone that it's useful. Listing what you will get out of reading it (as opposed to what's in it) is a much stronger benefits driven approach.
- **Clear definition in headline of what you'll get:** Sometimes it's nice with an eBook to know it's not War and Peace. By limiting this to 10 tips, they stand a good chance of increased conversions by providing an easy to consume resource. While long eBooks can be authoritative, they often go unread.

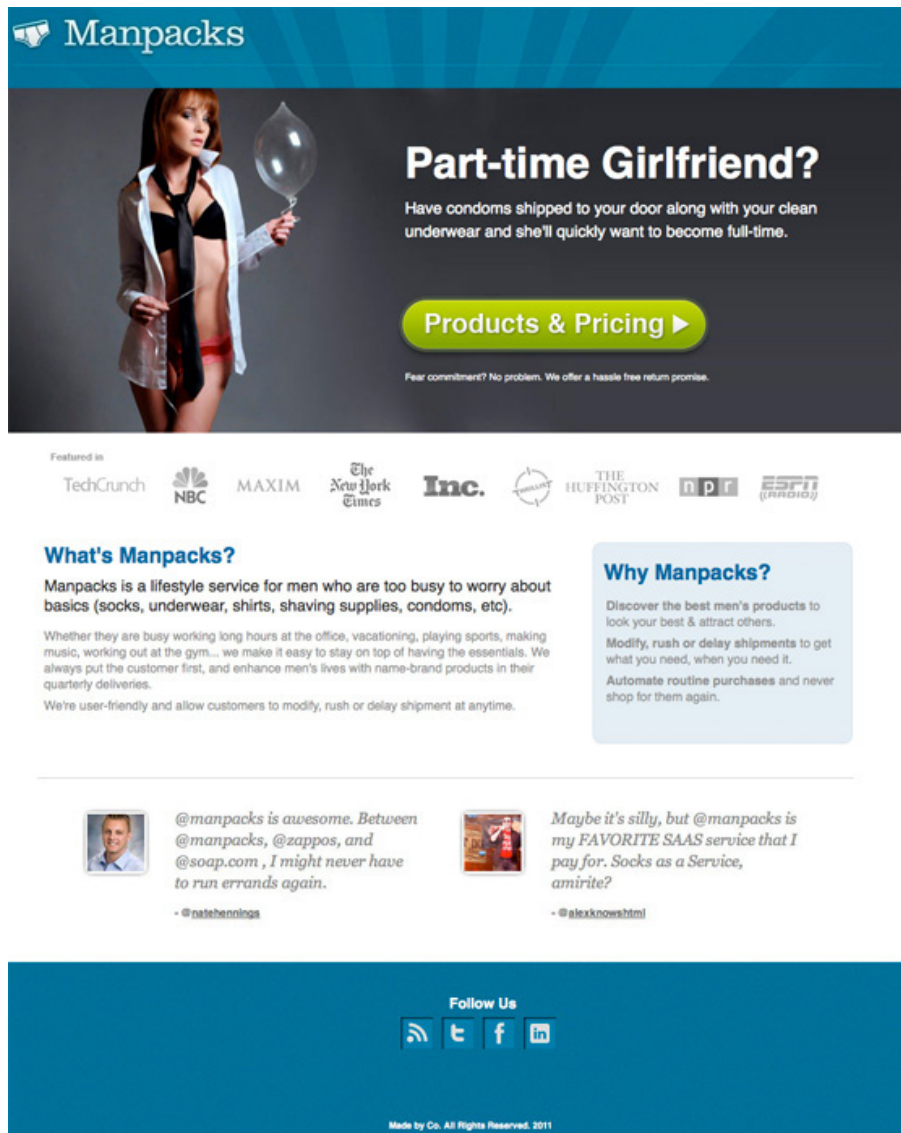
1. Monetate Ebook Lead Gen Landing Page

The image shows a landing page for Monetate's '10 Best Practices' ebook. The page has a clean, professional layout with a white background. At the top left is the Monetate logo. The main heading is '10 Best Practices For Website Testing, Targeting and Optimization', with 'Second Edition' in smaller text above it. Below the heading is a sub-headline: 'Featuring 10 techniques used by leading brands to lift website conversion and average order value'. A paragraph of text follows, explaining the value of the ebook. To the right of the text is a 3D rendering of the ebook cover, which features the title 'THE TOP 10 TESTING, TARGETING AND OPTIMIZATION BEST PRACTICES' and an illustration of people in a store. Below the text and image is a form with four input fields: 'First Name *', 'Last Name *', 'Company *', and 'Work Email *'. A blue 'Access Now' button is positioned below the form. At the bottom left, there are social media sharing icons for Facebook, Twitter, and LinkedIn, with the text 'Share with your friends' above them. At the bottom right, there is a small disclaimer: 'We hate SPAM too. We will never rent or sell your information.' The footer contains the company name 'unbounce' and a large orange button that says 'START YOUR FREE 30 DAY TRIAL'.

Things to change or test

- **Social sharing location:** People are more inclined to share something right after they actually get it. So we suggest placing the social sharing buttons on the form confirmation page. This also has the benefit of removing distractions from the main page.
- **Preview:** People react well to the psychology of try-before-you-buy, so adding a preview of the eBook (first chapter or a few choice pages) would help people know what they are exchanging their personal data for.

2. Manpacks – Seduction Oriented Design

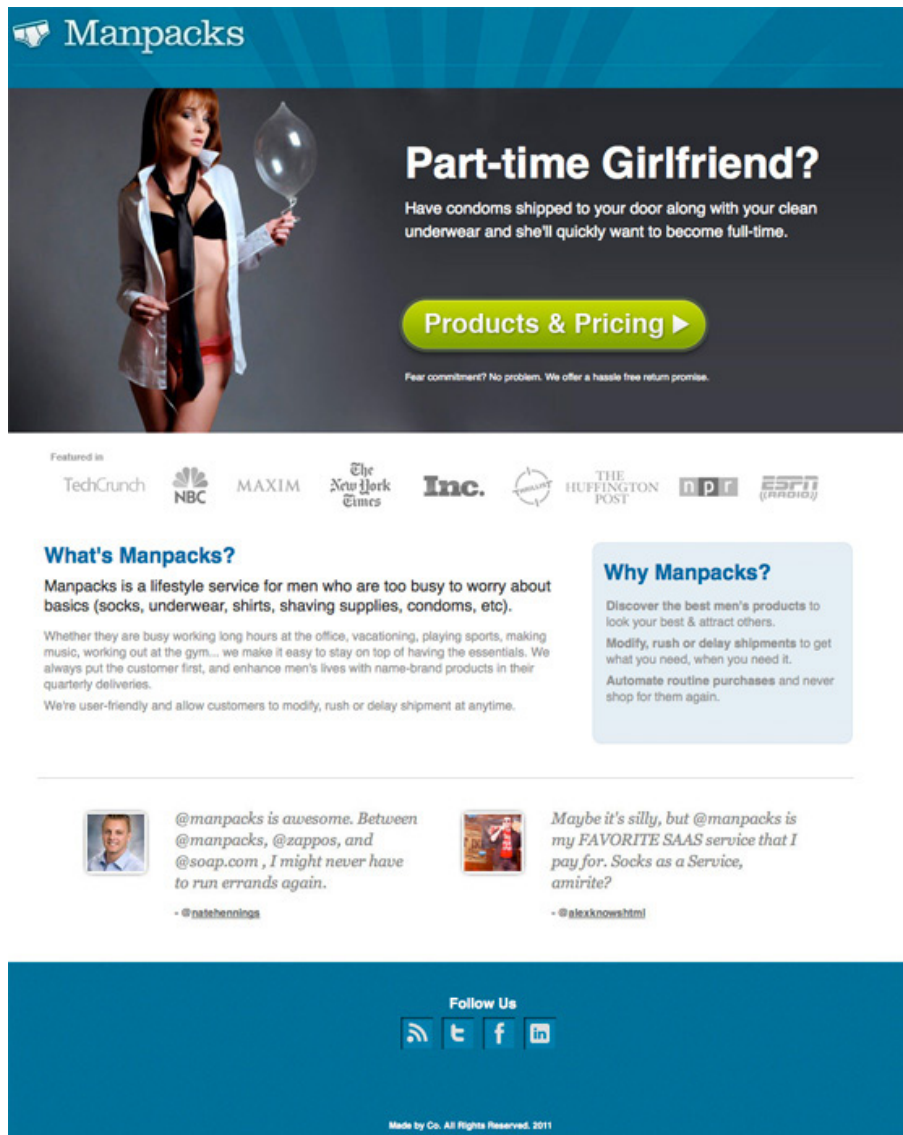


The screenshot shows the Manpacks website. At the top, the Manpacks logo is in the upper left. Below it, a woman in a white shirt and black bra holds a large, clear condom. To her right, the headline 'Part-time Girlfriend?' is displayed in large white text. Below the headline, a subtext reads: 'Have condoms shipped to your door along with your clean underwear and she'll quickly want to become full-time.' A prominent green button with white text 'Products & Pricing' and a right-pointing arrow is centered below the subtext. Underneath the button, a small line of text says: 'Fear commitment? No problem. We offer a hassle free return promise.' Below this section, a row of logos for various media outlets is shown: TechCrunch, NBC, MAXIM, The New York Times, Inc., The Huffington Post, NPR, and ESPN (radio). To the left of this row, the text 'Featured in' is visible. Below the logos, the section 'What's Manpacks?' is followed by a paragraph describing the service as a lifestyle service for men who are too busy to worry about basics (socks, underwear, shirts, shaving supplies, condoms, etc.). It then explains that whether they are busy working long hours at the office, vacationing, playing sports, making music, working out at the gym... we make it easy to stay on top of having the essentials. We always put the customer first, and enhance men's lives with name-brand products in their quarterly deliveries. It concludes with 'We're user-friendly and allow customers to modify, rush or delay shipment at anytime.' To the right of this text, a light blue box titled 'Why Manpacks?' contains three bullet points: 'Discover the best men's products to look your best & attract others.', 'Modify, rush or delay shipments to get what you need, when you need it.', and 'Automate routine purchases and never shop for them again.' Below this, two customer testimonials are shown. The first is from @natehennings, who says '@manpacks is awesome. Between @manpacks, @zappos, and @soap.com, I might never have to run errands again.' The second is from @alexknowshtml, who says 'Maybe it's silly, but @manpacks is my FAVORITE SAAS service that I pay for. Socks as a Service, amirite?'. At the bottom of the page, a dark blue bar contains the text 'Follow Us' above icons for RSS, Twitter, Facebook, and LinkedIn. The footer of the page reads 'Made by Co. All Rights Reserved. 2011'.

What's good

- **It's sexy:** Predictable response? Yes, absolutely. That's the whole point.
- **Validation:** They jump right into showing off the famous publications that have featured their company. From a design perspective, the grey monotone prevents a mishmash of color creating any visual distraction from the call to action (CTA).
- **Value propositions:** The main content on the page answers two simple questions: "What is it?" and "Why should I care?"
- **Testimonials:** The second is one of the funniest I've read. Socks as a Service – genius.
- **Removal of doubt:** The subtext below the CTA lowers the perceived risk, which can improve the click-through-rate (CTR).

2. Manpacks – Seduction Oriented Design



Things to change or test

- **Tagline:** To make it more immediately clear what the purpose of the page is, I'd add a succinct tagline beside the logo.
- **Main title (core value proposition):** There are a couple of ways to use a headline: A) use a very clear statement of what you are offering to enable an understanding of the purpose of your page, or B) entice your visitor to want to keep reading by using a seductive headline. They've gone with B here, presumably in an attempt to catch your attention and increase curiosity (or to push a particular button). For a test, I'd try approach A and make it really clear from the get go – what Manpacks is (this would work really well with the tagline to help pass a five second test).

3. Golden Sands Vacations





FIVE STAR MALTA
£249 PER COUPLE
PER WEEK

Exclusive Preview
Invitation:
year-round
availability, but
hurry! Offers this
good don't stay
around forever

APPLY NOW

Full Name *

Telephone 1 *

Telephone 2

Email

APPLY



SIMPLY SUNNY | Award Winning Radisson Blu Resort & Spa, Golden Sands

- 7 nights luxury accommodation at one of Europe's finest hotels
- Picture perfect location commanding sea & countryside views
- First class amenities & Private fully-serviced beach
- Luxurious spacious rooms
- An array of restaurants & bars offering a choice of fine-dining options



SIMPLY PERFECT | Malta, a Jewel in the Heart of the Mediterranean

- Is the largest of the 3 inhabited islands that make up the Maltese archipelago
- Measures approx 122 square miles, perfect for exploring!
- Enjoys a superb climate with over 300 days of sunshine a year
- Is home to some of the oldest Temples in the world
- Is a paradise for Water Sports from Kite surfing to diving
- Has approximately 11 beaches on which to relax & unwind

To take advantage of this exclusive offer simply **complete the form above**, or if you prefer, call us on **0845 054 2890**



Certificate of Excellence
MAY 2011
Radisson Blu Resort & Spa, Malta Golden Bay
tripadvisor

"a touch of luxury with a relaxing atmosphere"

"an outstanding place to stay"

"faultless five star hotel"

"a well managed hotel"

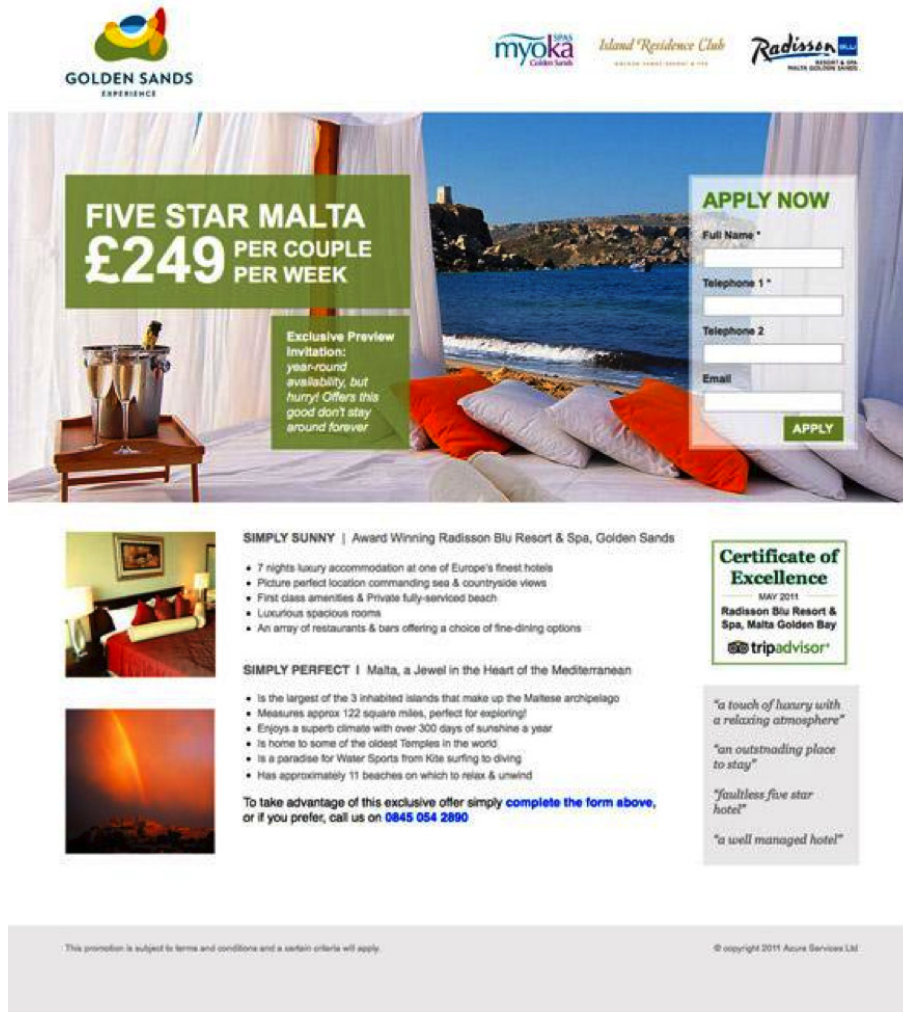
* This promotion is subject to terms and conditions and a certain criteria will apply.

© copyright 2011 Azura Services Ltd.

What's good

- **Experience:** It immediately makes me want to go on holiday and stay in a pimp hotel. The pillows are literally selling me softly.
- **Price:** Travel is very much about price, and they get that out of the way right off the bat, so you can move on to the finder details after understanding if you can afford it or not. #smrt
- **Endorsement:** The Trip Advisor certificate of excellence let's you know that a recognized authority has validated the company.

3. Golden Sands Vacations



GOLDEN SANDS EXPERIENCE

myoka SPAS Golden Sands

Island Residence Club EXCLUSIVE TRAVEL SPECIALIST & 1915

Radisson Blu MALTA GOLDEN SANDS

FIVE STAR MALTA
£249 PER COUPLE PER WEEK

Exclusive Preview Invitation: year-round availability, but hurry! Offers this good don't stay around forever

APPLY NOW

Full Name *

Telephone 1 *

Telephone 2

Email

APPLY

SIMPLY SUNNY | Award Winning Radisson Blu Resort & Spa, Golden Sands

- 7 nights luxury accommodation at one of Europe's finest hotels
- Picture perfect location commanding sea & countryside views
- First class amenities & Private fully-serviced beach
- Luxurious spacious rooms
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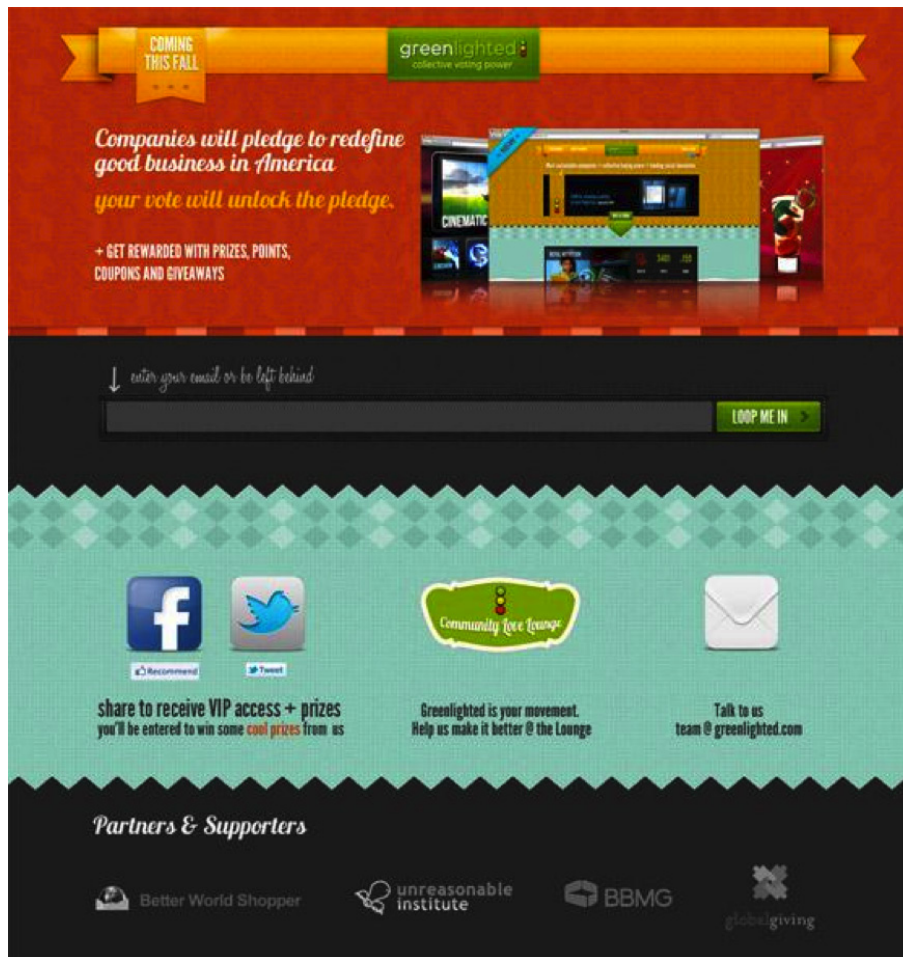
* This promotion is subject to terms and conditions and a certain criteria will apply.

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Things to change or test

- **The form header:** Apply now? For what? It's unclear what you're applying for – I thought it was a booking site, but apparently I have to apply for something. Make it clear why people are filling out your form.
- **Primary value proposition:** There's no clear statement of what the page is for or what you'll get. I'd try moving the hotel logos from the top and adding in a strong statement that clarifies your offer.
- **Testimonials:** The testimonials shown are anonymous which reduces their impact (as they could have been made up). Always ask permission to use a testimonial and include the name of the person providing it for extra trust points.
- **Exclusive:** There is a mention of an exclusive preview invitation, but it doesn't explain what you're being invited to. I'd also make this stand out more if it's an important selling point – perhaps using some visual cues to draw the viewers eye.

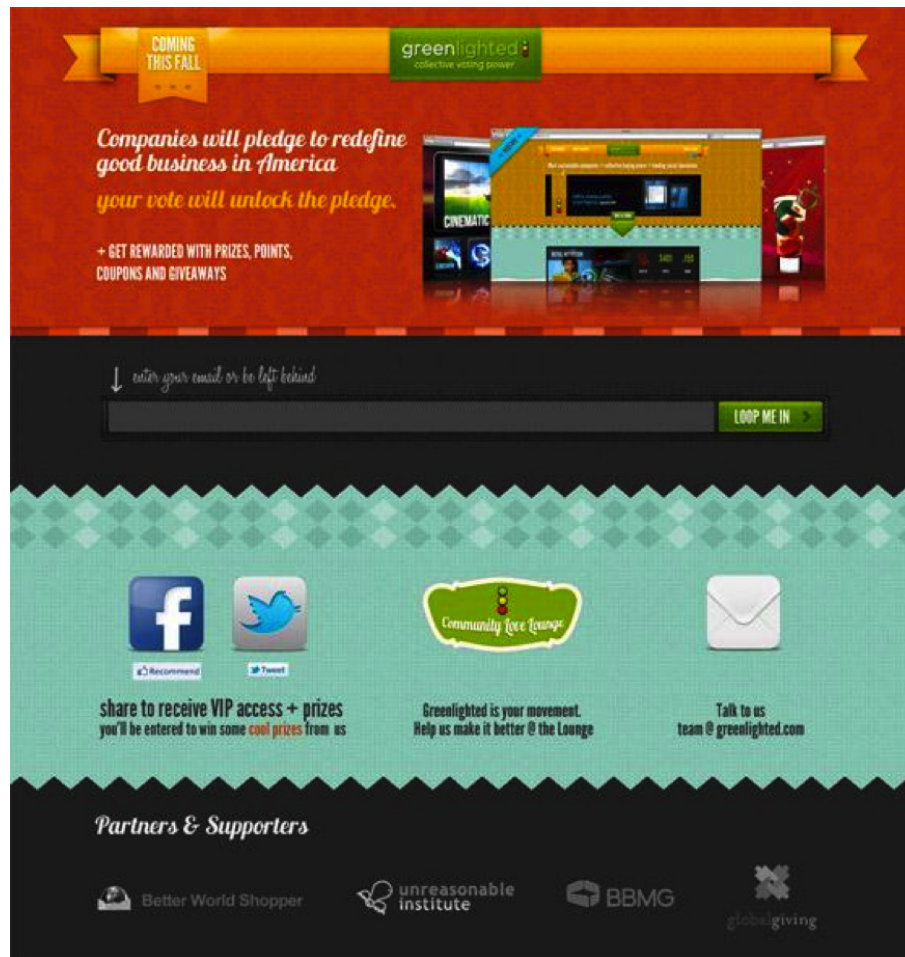
4. GreenLighted Coming Soon Page



What's good

- **It looks awesome!:** Yeah, I know ugly pages convert great too, but the design here makes me want to stare at it and find out what they're all about.
- **Visual chunking:** The page is broken up very well vertically, aiding the consumption of information.

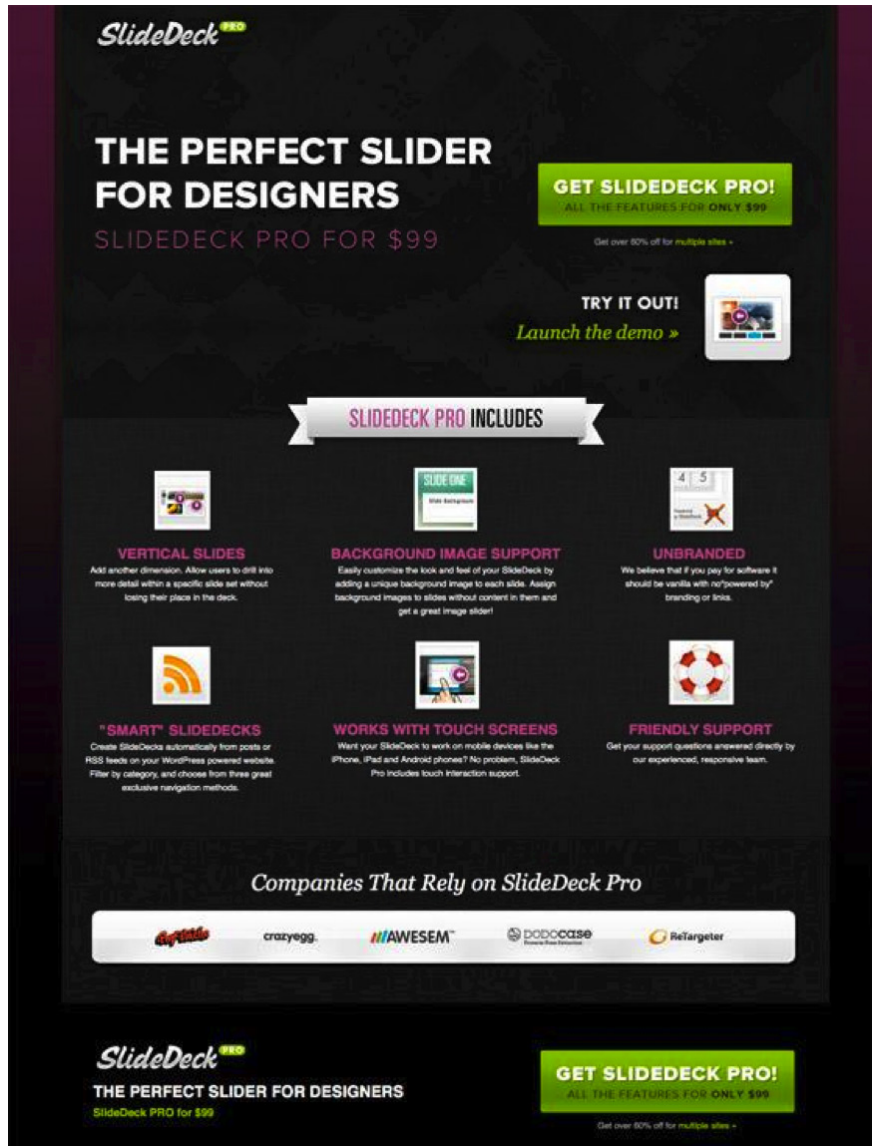
4. GreenLighted Coming Soon Page



Things to change or test

- **What is it?:** I get a rough sense of what the purpose of the company is, but I wouldn't mind a more detailed description. To prevent the extra copy cluttering the page, it could be opened in a lightbox. Better yet, add a video explaining what it is, how it works and why you should register.
- **Who's it for?:** Make it clearer what the demographic of intended customers is. If I don't think/know it's for me I won't sign up.
- **Post conversion social sharing:** There's value in being able to check out the company in its social channels – especially when it's new. However, it would be worth trying to move them to the form confirmation page, so that you're asking someone who's already interested in your company to share your story.

5. SlideDeck Pro

The image shows the SlideDeck Pro landing page. At the top, the SlideDeck PRO logo is in the top left. The main headline reads "THE PERFECT SLIDER FOR DESIGNERS" in large white letters, with "SLIDEDECK PRO FOR \$99" below it. A green button on the right says "GET SLIDEDECK PRO! ALL THE FEATURES FOR ONLY \$99". Below this, a "TRY IT OUT! Launch the demo" link is next to a small image of a tablet. A central banner says "SLIDEDECK PRO INCLUDES". Below this, six features are listed in a grid, each with an icon and a brief description: 1. VERTICAL SLIDES: Add another dimension. Allow users to drill into more detail within a specific slide set without losing their place in the deck. 2. BACKGROUND IMAGE SUPPORT: Easily customize the look and feel of your SlideDeck by adding a unique background image to each slide. Assign background images to slides without content in them and get a great image slider! 3. UNBRANDED: We believe that if you pay for software it should be vanilla with no "powered by" branding or links. 4. "SMART" SLIDEDECKS: Create SlideDecks automatically from posts or RSS feeds on your WordPress powered website. Filter by category, and choose from three great exclusive navigation methods. 5. WORKS WITH TOUCH SCREENS: Want your SlideDeck to work on mobile devices like the iPhone, iPad and Android phones? No problem. SlideDeck Pro includes touch interaction support. 6. FRIENDLY SUPPORT: Get your support questions answered directly by our experienced, responsive team. Below the features, a section titled "Companies That Rely on SlideDeck Pro" shows logos for crazyegg, AWESEM, DODOCASE, and ReTargeter. The bottom of the page repeats the SlideDeck PRO logo, headline, and pricing information, including a note "Get over 50% off for multiple sites".

What's good

- **The title:** Great at describing the demographic – designers. It's clear if you are a designer, you're in the right place.
- **Descriptive CTA:** The button describes what you'll get and how much it costs you.
- **Demo:** They have a great modal demo of what a SlideDeck is to show you in context what you are buying – BIG plus points.
- **Features:** The page breaks down the feature set really simply
- **Customers:** An impressive set of customer logos completes the evidence that they are good at what they do.

5. SlideDeck Pro



Things to change or test

- **What's a slider?:** The best slider, but is it a mini burger or a Javascript thingymajig? You decide? The lightbox demo is shown below.

6. Oprah – sweepstakes for lead gen

The image shows a promotional landing page for 'The Dream Vacation Sweepstakes' by Oprah. At the top, the title 'The Dream Vacation Sweepstakes' is displayed in large, colorful letters against a background of a thatched roof and a bright sun. Below the title, a subtitle reads 'Subscribe & Enter to win the vacation of your dreams! Worth \$250,000!'. On the left, there is a small image of an Oprah magazine cover. To its right, a text box explains the trial subscription offer: 'We'll send you our next issue to try risk-free. If you like what you see, you'll get 11 more issues (12 in all) for just \$16.00. If not, return the bill marked "cancel" and keep the trial issue with no further obligation. You'll still be eligible to win the sweepstakes.' Below this, a bold statement says 'NO PURCHASE IS NECESSARY TO ENTER OR WIN. If you'd prefer to enter the sweepstakes without starting a trial subscription to O, The Oprah Magazine or if you are already a subscriber, [click here](#).' The main form area contains fields for 'First Name', 'Last Name', 'Address', 'City', 'State/Zip' (with a dropdown menu), and 'Email'. A 'Submit' button is located below the form. To the right of the form, a section titled 'Plus, you could be a lucky MONTHLY winner!' lists prizes: '1st prize: \$1,000' and '2nd prize: \$100'. Below the prizes, links for 'official rules' and 'privacy policy' are provided. At the bottom left, it says 'presented by' followed by the McDonald's logo. On the right side of the page, there is a large image of Oprah Winfrey smiling and relaxing on a red lounge chair, wearing a yellow top and blue pants, holding a small book or magazine.

It's Oprah. This stuff will generally sell itself, but it's not all good. Read on.

What's good

- **Focused on the benefits:** By leading with the vacation prize they are tapping into people's desires right away. The branding is so powerful in this case that it can be safely relegated to the bottom of the page.
- **Branding:** Oprah's brand is her selling point, her face is on everything associated with her and here she evokes the feeling of being on vacation to entice her loyal following to win a little piece of the Oprah lifestyle.
- **Sweepstakes are a very popular lead gen mechanism,** and here they are using the free prize giveaway as an add-on to a "no risk" magazine subscription.

6. Oprah – sweepstakes for lead gen



Things to change or test

- The privacy policy and rules links open up **new windows which is a bit messy**. A better solution is to use a modal lightbox like the UPS example above. You can see what I'm talking about on one of the [Unbounce contest landing pages](#) (click the contest rules link near the bottom to see the modal window).
- It pains me to repeat the same thing over and over, but the call to action on your buttons is **REALLY IMPORTANT**. Any doubt in the visitors mind as to what will happen can lead to little leaks in confidence. Spell it out clearly so people know what to expect. Here it could use a double lined CTA that starts with a primary first line: "Enter the contest", then a second line "and start your trial subscription".

7. CameraPlus – the ultimate long product salespage

[Check out the full length page.](#)

This is the modern apple-esque equivalent of the old-school long sales letter landing page.

You've probably seen the less trustworthy ones before, where the writer uses reams of ultra persuasive copy to convince you that, despite being an average Joe, they have managed to build an online internet business that prints money.

While it borrows the concept of a long page that piles on the features until you're ready to buy, that's where the comparison ends.

This is a very good landing page.



7. CameraPlus – the ultimate long product sales page



What's good

- **The design matches the desires and expectations of the buyer.** The target customer already has an iPhone, so they are used to seeing beautiful design with apps placed in context with their intended use.
- **Context of use:** This is an **IMPORTANT** concept. The primary iPhone image plays a video showing the app being used. This is pretty much all you need to be sold on the app's cool factor. You can then explore the big feature list below to reinforce your purchasing decision.
- **The price and call to action** to buy the app are nicely positioned above the fold, leaving you to explore the page knowing how to interact when you are ready.

7. CameraPlus – the ultimate long product sales page



What's good

- **Celebrity endorsement:** Including celebrity photographer Lisa Bettany – who for the record (and gossip factor) is dating Mashable founder Pete Cashmore – is a clever device to help convince visitors that it's worth buying. Professional photographers that just want a cool app for their phone will find this convincing.
- **Proof of concept:** The photo gallery at the end caps it off nicely by showing that you can take great photos with this app.
- **The Reviews** beneath the phone are highlighted in red, making them **the most important visual aspect of the first screen**. While I would normally recommend the CTA get this level of attention, it really pushes you towards what is often the swing vote in a purchase – what other people say.

7. CameraPlus – the ultimate long product sales page



Things to change or test

- I'd be really interested to **A/B test a short version of the page**, letting the video do the selling instead of 10 pages of scrolling content.

8. Guaranteed to make your eyes bleed



The screenshot shows the homepage of DoctorHairTransplant.com. At the top is a navigation bar with links: Home, Hair Transplant Information, Plastic Surgery Procedures, Our Medical Team & Staff, Every Patient is Unique to Us, Contact Us, and Sitemap. Below the navigation bar is a large image of a palm tree in front of a modern building. Underneath the image is a blue banner that says "Welcome To DoctorHairTransplant.com". Below the banner is a registration form with the following text:

REGISTER NOW!
TO RECEIVE OUR TEMPORARY OFFER OF ONLY \$2.00 PER FOLLICULAR UNIT/GRAFT. OFFERED ONLY DURING THIS LOW ECONOMIC TIME. WE WILL RETURN BACK TO OUR NORMAL COST OF \$3.00 EACH WHEN WE SEE THE ECONOMY GOING BACK TO NORMAL.

TAKE ADVANTAGE OF THIS PRICE BREAK NOW! BECAUSE ALL THE ANALYSTS ARE SAYING OUR ECONOMY HAS ALREADY STARTED BACK ON ITS CLIMB UPWARD.

(AVAILABLE ONLY FOR THE NEXT 30-DAYS !!!)

Get A Brand New and Younger You for a Great up-coming Year!

Our Board Certified Doctors and Medical Staff have decided to make all of our patients' life dreams come true during the most exciting and wonderful days and times of your life. It is all about to happen now! So, just fill out the information below and press send, it is that easy! We will notify you by phone or contact you by email to find out your Desires and Goals.

Take advantage of these times, don't wait and hold on to your money when you can get your deal of a lifetime now. Prices will go back to normal when our Country starts its historical climb back up, it always does. It is currently a buyers market.

(Begin Your New Life With A Fresh Start And A New You !!!)

Some more Good Cheer and Great News, the patients that have registered, will also receive a discount on the New! FDA Approved Permanent Wrinkle Filler as your gift from us to you. So hurry!!! Do it now!!!

This Temporary Offer deadline for registration is closing shortly!!!

Below the text is a registration form with the following fields:

Registration Details

Name:

Street Address:

City: State: Zip Code:

Email Address: Confirm Email Address:

Tips

- Why doesn't it show a comparison photo of someone bald and someone with glowing locks? I don't really care about your palm tree and lovely office. We know you're wealthy! You're a doctor... Probably should've used some of that cash to hire a designer. Or at least some glasses.
- Hire a designer. Stat... Your business is clearly worth it in a monetary sense, so present yourself accordingly on the web. And please show some before and after examples of hair replacement. We may not believe you, but we certainly expect it.

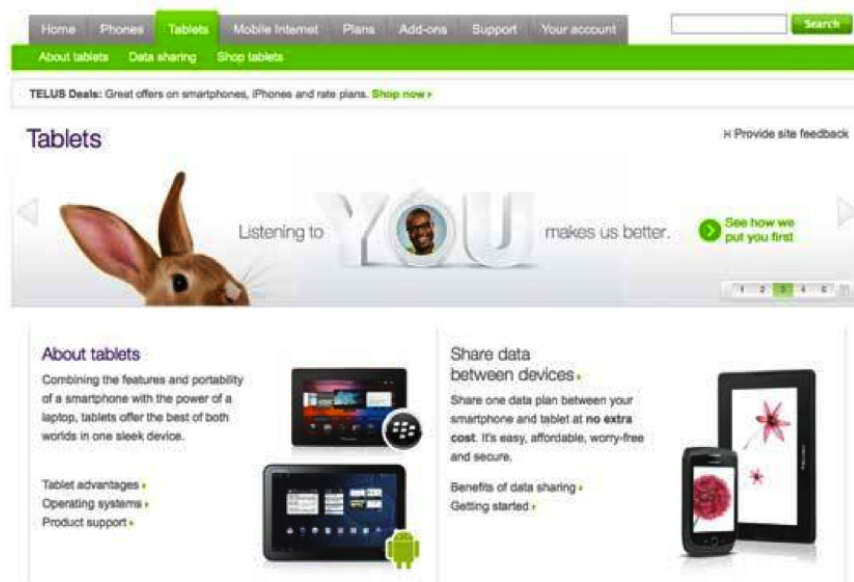
9. These are not the droids you're looking for

The screenshot shows the Kijiji website interface. At the top, the Kijiji logo is on the left, and 'Over 4,353,771 Free Local Classifieds' is on the right. Below the logo is a 'Browse Categories' dropdown menu and a search bar containing the word 'Renault'. The search results page shows a breadcrumb trail: 'Kijiji British Columbia > Vancouver > cars & vehicles > classic cars > No Results for "Renault"'. On the left side, there are filters for 'Current Matches', 'Category' (All Categories, cars & vehicles, classic cars), 'Location' (British Columbia, Vancouver), 'Distance' (Vancouver, Change, Drag Me), 'Featured Ads' (All Featured Ads, Urgent Ads), 'Price' (from to), 'Year' (from to), and 'Kilometers' (from to). Below these filters is a 'Kijiji Alerts' section with a 'Sign Up' button. The main content area has a yellow banner saying 'Sorry, but we didn't find any results for "Renault"'. Below this is a section titled 'Some search tips we've found useful:' with three bullet points: 'Check the spelling of your search terms', 'Use fewer or more general search terms', and 'Try browsing a category'. Further down are several 'Sponsored Links' for various car-related services and vehicles, including '2011 Model Year Clearout', 'Used Cars', 'Old Renault Cars', 'Fiat 500 Cabrios', 'Muscle Cars', and 'Classic Cars And Trucks'.

What's Wrong Here?

- This is just a massive PPC fail! They are paying to advertise used cars and when you arrive at the destination page there are no results. #wasteofmoneyfail
- This is just dumb. If you don't "know" that you have something in stock, don't pay to advertise it!

10. Who eats electronics to lose weight?



What's Wrong Here?

This page isn't bad – the landing “experience” is bad. Why? **I searched google for “weight loss”**. I know there are tablets for that, but **not usually the 9-inch electronic variety**. And the bunny ain't gonna save you this time TELUS.

Stop bidding on irrelevant keywords.....

Appendix A

Convincing Stakeholders the Value of LPO

By now you know why you should be optimizing your landing pages and you know who should be involved and the process. But you're getting resistance from above to make it happen.

Imagine this common scenario:

You say to your boss or client that you want to do some optimization work to improve your marketing campaigns.

*They give you a cautious glance and ask you to create a proposal on how you're qualified and why this will help (here we go, *sigh*).*

*What you don't see are the wheels in their brain churning, thinking **"What the hell is Landing Page Optimization?"***

So, how do you convince someone less-than-knowledgeable that LPO is worth the time and cost investment? It's all about dollars and cents, so **you need to show how LPO can increase your bottom line.**

5 Techniques to help You Convince a Skeptical Boss or Client

Technique 1: Show some real life examples

There are dozens of case studies showing positive changes in conversion rates through A/B testing. Here are two real-life examples demonstrating how simple changes in language and design dramatically boosted signups and conversion rates.

Case Study #1

[GetResponse achieved a 158% increase in Free Trial signups testing CTAs](#)

Case Study #2

[WikiJob increased sales by 34%](#) simply by incorporating testimonials on their page.

The best part about this test? It didn't require any major design or copywriting changes.

Technique 2: Explain the ROI of landing page optimization

LPO isn't as much budget-dependent as it is creativity-dependent. This section is all about getting buy-in to flex your creative muscles without spending additional money. It's time to resort to the classic marketing acronym - ROI.

Showing your stakeholders concrete proof that increasing conversions will turn into dollars will go a long way in convincing them you're right. Image via BoomTownROI.com



Average Sale Price:	\$175,000
Gross Commission, x3 Sales:	\$13,125 (2.5%)
Broker/Agent Comm. Split:	40% / 60%
Agent Side (60%):	\$7,875
Broker Side (40%):	\$5,250
Broker + Agents Cost:	\$1,800
Broker Gain:	\$3,450 - \$5,250

729% Broker + Agent Return On Investment

Technique 3: Use your analytics

"How are we going to optimize our conversion rates?" might be what your stakeholders are thinking.

If you have access to your company's analytics reports, you can show exactly how much time visitors are spending on which pages of your website and **where customers are dropping off unengaged**.

It's these specific locations where LPO needs to take place; you need to revise your content, design and your calls to action to entice those visitors to convert rather than bounce.

If you can pinpoint the specific location where these breakdowns are occurring, and show a report of the analytics stats (preferably in the form of revenue), it will be far easier to convince a stakeholder to let you make some modifications.

Technique 4: Capitalize on the "fear factor" of the competition

It's standard practice to include a competitive analysis in any proposal, but it may be especially important when you're talking in terms of optimization. If you can pitch an economical LPO approach while simultaneously [demonstrating that your competitors are doing the very same thing](#) successfully, your proposal will be a no-brainer.

Sometimes, the [HiPPOs](#) aren't convinced what they're missing out on. Instead, they may be more heavily influenced if you can show how your competition is getting business that could have otherwise been yours.

If you can find a case study from a competitor that clearly demonstrates changes that boosted conversion rates, you'll have an easier time giving some extra attention to your landing pages.

This tactic will be even more convincing if you can assign a potential lifetime customer value to every conversion potentially lost. After all, **if a competitor boosted conversion rates by 20%, that 20% could equate to a lot of customers that had to come from somewhere – did they come from your company?** Hitting a business person where it hurts – in the wallet – by showing concrete numbers and potential lost revenue is a surefire way to make a convincing argument for CRO.

What if none of this works...?

Technique 5: The Final Argument - Conversion Economics

Not only is spending a portion of your marketing budget on landing pages beneficial to your bottom line, there's a way to predict how much you should be spending to optimize your Cost Per Acquisition (CPA).

Reducing Your Cost Per Acquisition (CPA)

Our goal is to analyze the effect of taking a portion of the monthly marketing spend and investing it in optimization.

Most people know that it's cheaper to keep an existing customer than it is to find a new one.

Similarly, it makes sense to get the most from your existing flow of inbound traffic by improving the conversion rate.

There are two options when it comes to driving traffic to increase business:

1. You can buy more traffic
2. You can spend a portion of your budget on improving your site

If you are in any doubt about which of these options makes more sense, we'll make it easy for you – it's the second one.

An example

If you have a marketing budget of \$1,000/month dedicated to driving traffic to your site, you may observe the following scenario. Note: these numbers are based on some average Google AdWords pay-per-click stats.

Traffic Budget	Conversion Investment	Cost per Click (CPC)	Visitors	Conversion Rate	New Customers	Cost Per Acquisition (CPA)
\$1,000	\$0	\$1	1,000	2%	20	\$50

Now if we use strategy #1 to buy more traffic - doubling the budget.

Traffic Budget	Conversion Investment	Cost per Click (CPC)	Visitors	Conversion Rate	New Customers	Cost Per Acquisition (CPA)
\$2,000	\$0	\$1	2,000	2%	40	\$50

Notice how the cost of acquiring a customer remains the same and your budget stretches in a predictable manner. This is why many companies just thrown more money at their marketing. More cash = more customers. It's predictable, but it's lazy.

Now we're going to take some of the budget and spend it on optimization. Remember that your goal should be to reduce the cost of acquiring a new customer.

Month	Traffic Budget	Conversion Investment	Cost per Click (CPC)	Visitors	Conversion Rate	New Customers	Cost Per Acquisition (CPA)
1	\$2,000	\$100	\$1	900	2.5%	22.5	\$44.44
2	\$2,000	\$200	\$1	1,800	2.75%	49.5	\$40.40
3	\$2,000	\$0	\$1	2,000	2.75%	55	\$36.36

What this shows us is that as we increase the investment in conversion optimization, our traffic spend decreases resulting in fewer visitors, but the improved conversion rate more than makes up for this by bringing in more customers and ultimately reducing the cost per acquisition (CPA).

By month 3, the effect of pausing the conversion investment produces a further drop in CPA.

Why? **Because an optimized page will continue to produce the new conversion results** obtained in month 2 into month 4 and 5. Eventually you will see your conversion rates plateau, this can be due to audience saturation, or a change in how Google calculates it's paid search positions (affecting your CPC).



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