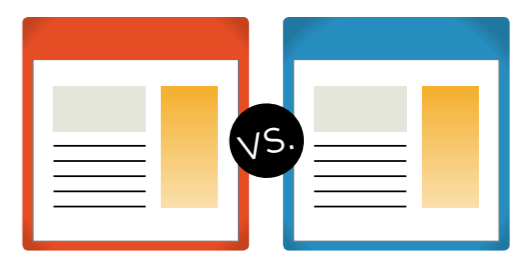


LANDING PAGE OPTIMIZATION



What You Should Be Testing and Why

WHY IS IT IMPORTANT TO TEST YOUR LANDING PAGES?

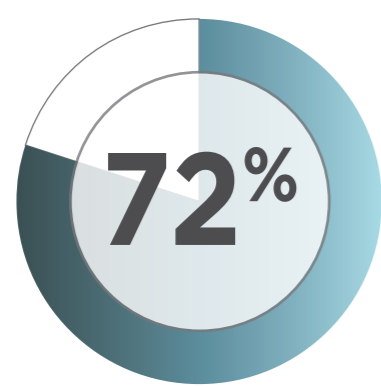


Time you have to capture your landing page visitors' attention



The landing page is the stage in the campaign funnel **most vulnerable to abandonment**

➔ TO ENSURE YOU ARE GETTING THE MAXIMUM RETURN ON YOUR MARKETING INVESTMENT



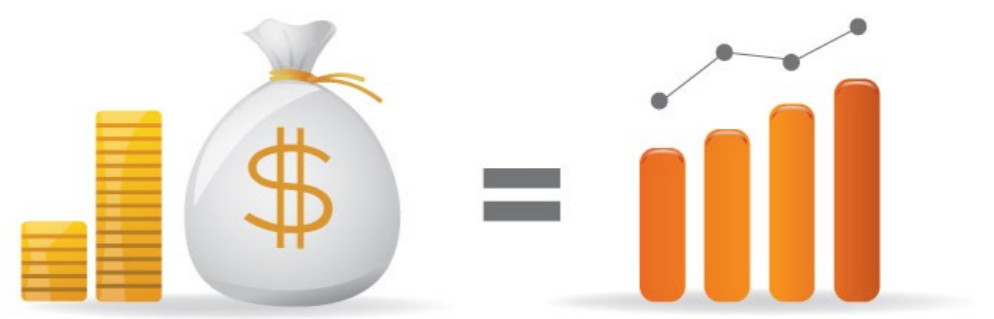
Percent of marketers who are not testing landing pages, who also failed to measure any meaningful ROI from landing page optimization efforts *

Optimization is

400x

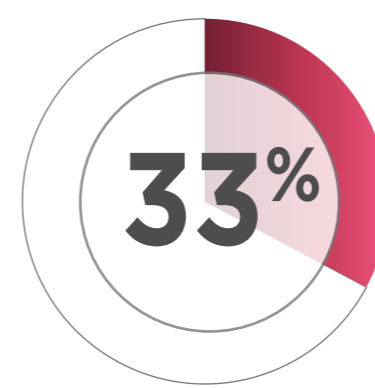
more likely to show a positive impact on P&L

➔ THE MORE YOU TEST AND OPTIMIZE, THE BETTER YOUR CONVERSION RATES WILL BE



Marketers who allocate more of their budgets to optimization tend to have more success with conversion.**

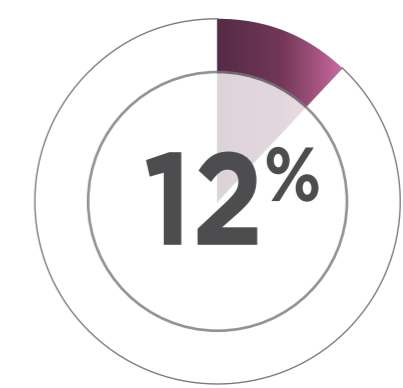
Marketers who see conversion rates >5%



33%

Marketers who test

vs.



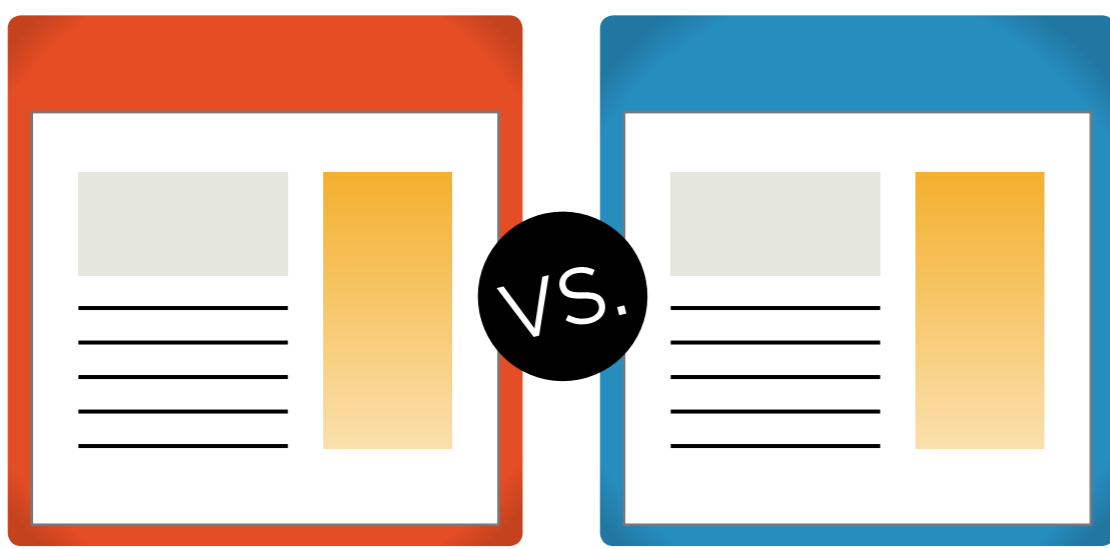
12%

Marketers who do NOT test**

METHODS OF LANDING PAGE TESTING

➔ A/B Testing

Tests one whole page against another, with one distinct change to a single element between the two, i.e. a different headline.



➔ Multivariate Testing

Tests multiple elements on a page against each other in different combinations, i.e. different headlines AND different buttons.



WHAT LANDING PAGE ELEMENTS SHOULD YOU TEST?

PAGE LAYOUT

Make sure your landing pages do not include any other distractions that take people away from the central call-to-action, such as additional navigation or social media buttons.

HEADLINE COPY

Appeal to your audience's need to know "What's In It For Me" (WIIFM) by writing benefits-driven headlines.

VISUAL MEDIA

Try testing video against a static image to see which one gets a better conversion rate.

BODY COPY

Write in the second person, using "you" and "your", rather than "we" and "us". Use action-language that focuses on benefits.

PAGE LENGTH

A general best practice is to keep your most important content, including your call-to-action and form, above the fold. However, with this in mind, you can also try testing long-form versus short-form (if your copy is compelling enough to warrant additional scrolling).

CALLS-TO-ACTION

Use simple, direct language in your calls-to-action and try testing different words (such as "Register" vs. "Sign up").

FORM LAYOUT

The fewer fields in your forms, the lower the barrier to entry - and the higher your conversion rate. Try utilizing techniques like progressive profiling to attain prospect information over time.

BUTTON DESIGN

Don't be afraid of white space! Give your buttons room to stand out from the other content on the page by allowing for some negative space around it.



MOST IMPACTFUL LANDING PAGE ELEMENTS TO TEST*



Headline Copy



Calls-to-Action



Form Layout



Body Copy



Page Layout

*MarketingSherpa 2012 Website Optimization Benchmark Report
**Adobe 2013 Digital Marketing Optimization Survey