



**Net-Results**  
Marketing Automation



Landing  
Page  
Optimization





**Net-Results**  
Marketing Automation

# YOUR GUIDE TO LANDING PAGE OPTIMIZATION

*Only about 22% of businesses are satisfied with their conversion rates.*

Source: Econsultancy

*Getting landing pages built and tested is one of the top five challenges faced by B2B marketers.*

Source: Marketing Sherpa

Landing pages are the quintessential gateway to conversions. They are used to offer content created for an inbound marketing strategy. As their name suggests, they are the internet pages that visitors land on after clicking a link and before a conversion in the form of downloading content and/or entering their information on a form. Landing pages are a fork in the online world where an anonymous visitor can become a prospect can become a qualified lead. A person may have gotten to your landing page any number of ways, but what they do once they are on the landing page is really critical. It's an all-or-nothing opportunity. Through the information you provide, the impression the design conveys and the urgency it implies, you have a chance to turn them into a paying customer, educate them, or never see them again. Optimizing your landing pages and understanding their role in an overarching marketing strategy is important for realizing measurable results.

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*Digital marketers allocating more of their budgets to optimization tend to have more success with their conversion rates*

Source: Marketing Charts

## Who is the target audience of this document?

This document is not meant to be a “Landing Page 101” guide. Instead, it is focused on optimizing landing pages for conversions. This paper is written for:

- Marketing Directors trying to improve low conversion rates on existing landing pages.
- Web Designers trying to figure out the best way to design a landing page.
- Marketing professionals who regularly create landing pages.
- Anyone who wants to increase the conversion rates on their landing pages.

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## PART ONE: Landing Page Basics

*Online advertising that uses landing pages typically sees a conversion rate improvement of at least 25%.*

*Testing can double this number.*

Source: Omniture

In order to dive deeper into the optimization of landing pages, we must first go back to the basics so the goals are fresh in your mind. The purpose of landing pages drives everything about them: their placement, their content, their design.

Landing pages are designed to do one thing: obtain a conversion. A conversion can be many things: submitting a form, providing information, downloading something, continuing on to a specific web page, etc. You shouldn't even bother creating a landing page unless you are seeking an action (a conversion) from any visitor to the landing page.

And that's essentially it. Everything in this paper revolves around getting your desired conversion. Period.

► **KEY TAKEAWAY:**

Figure out what action you want a visitor to take and drive them to it.

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## PART TWO: Establish Your Goals

*For every \$92 dollars spent acquiring customers, only \$1 is spend converting them.*

Source: Econsultancy

Most digital marketers have a lot of different tasks on their plate. They're writing for the company blog, building multichannel campaigns, creating content, analyzing conversion metrics, tweeting about a conference that's coming up...that they're probably also helping put together...you get the idea. Because digital marketers have such a shortage of free time, many of them simply create landing pages as they go (because you've got to have landing pages!) without thinking about why they're creating each one. Sure, you probably do need those landing pages, but you've got to understand WHY you need those landing pages in order to optimize them for maximum conversions. The "why" should take the form of your desired conversion goal.

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The first step in creating a landing page isn't the actual creation of it. You first need to have your goal in mind. What specific conversion are you hoping to get through the use of this landing page you're planning to create? The answer to that question will drive the form your landing page takes. To help you out, I'm including some generalized examples below:

#### *Examples of Generalized Landing Page Goals:*

- Get the email address of a lead (or any other Personal Identifiable Information-PII)
- Convince a prospect to download a specific piece of content
- Persuade the visitor to schedule a demo
- Persuade a visitor to contact you
- Convince a prospect to watch a short video about your differentiators

The problem with the examples above is that they aren't specific enough. Yes, they address specific actions, but what they don't address is the who. WHO will be taking these specific actions?

## Landing Page Goals Should Target Personas

Each of those goals should be for a specific persona that you're trying to target. These personas will not only affect why you create the page, but also what kind of action you want from them, what type of content you write for the landing page, what type of asset you create for them to download, and what questions you need to ask on your form.

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With that in mind, let's look at those landing page goals again and get a little more targeted.

*Examples of Targeted Landing Page Goals:*

- Get the email address of an anonymous stage lead so you can add him/her to an appropriate lead nurturing campaign.
- Convince a prospective B2B software partner to download some content comparing our partner programs to those of competitors.
- Persuade a prospect who has been looking at your website for several months now and is enrolled in a lead nurturing campaign to schedule a demo.
- Persuade a Sales Qualified Lead (SQL) who has just finished their free trial to contact you with any questions they might have.
- Convince a prospect who has downloaded content on your site about you vs. your competitors to watch a short video about your differentiators.

These are much more specific landing page goals and because of that they're much more relevant. Your content can almost write itself.

▶ **KEY TAKEAWAY:**

When you develop your landing page goals, focus on the buyer personas you're trying to target.

The lesson here? When you develop your landing page goals, focus on the buyer personas you're trying to target. Pay attention to what stage of the buying process each lead is in. MQLs who have never spoken with anyone from your company should not be directed to a landing page designed to persuade visitors to contact sales with questions.



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*60% of online marketers plan to do customer journey analysis to improve their online conversion rates.*

Source: Marketing Charts

The smart way to approach landing page goals is to focus on a business need related to specific buyer personas and their specific stage of the buying process. With very targeted goals, the process of building a landing page and optimizing it for conversions becomes much easier.

If you're currently working with non-existent goals or goals that are very generalized, your first step towards better conversion rates is to outline very specific targets for all existing pages. Through that process you may find that some pages are trying to do too many things because they're so generalized. If that's the case, split those landing pages up into multiple pages with more specific goals. *The key takeaway here is specific equals relevant equals meaningful to the prospect. Meaningful converts.*

► **KEY TAKEAWAY:**

Specific equals relevant equals meaningful to the prospect. Meaningful converts.

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## **PART THREE:** Metrics to Measure Your Success

If you're reading this paper, you've probably recognized that your landing pages aren't converting as well as they could or should. To know this, you have either analyzed conversion rate statistics and realized your landing pages are underperforming or you've got less leads coming your way than you had hoped. Either way, you should know which measurements you need to be monitoring for each landing page.

### Key Performance Indicators (KPIs): Metrics to Measure and What They Mean

Each of these should be measured at the individual landing page level (as opposed to in aggregate).

- 1. Visitors by traffic source**
- 2. Conversion Rate**
- 3. Bounce Rate**

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## Visitors by Traffic Source

All visitors to your landing page should be filtered by traffic source. Knowing which sources are the most valuable and generate the most traffic, conversions, etc. will help you focus your online marketing efforts so you know, for example, the ROI of your PPC ads.

By regularly checking which sources refer the majority of the traffic to a particular landing page, you can note changes over time and determine where to dedicate more resources. Paying attention to this breakdown can also reveal surprising referral sources. Maybe an influencer in your space recently wrote an article about your company linking to your landing page. Maybe a recent guest post you wrote is bringing in lots of traffic. Alternatively, maybe a recent algorithm change by Google has destroyed your SEO for a normally high-performing landing page and Google searches are suddenly not in the top 5 referral sources. This kind of information is important and easy to gather. By monitoring changes over time you can develop a sense of the audience your page is relevant for. Your intended audience is not always the same as your actual audience.

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## Conversion Rate

Many marketers measure their conversion rate by dividing the number of leads gained through a landing page by the number of impressions a landing page gets.

**Total # Unique Visitors / Total Number of Conversions on LP = Conversion Rate**

This is an important metric, but alone it doesn't provide the best information for optimization purposes. You should actually be measuring two conversion rates: the conversion rate for anonymous visitors to leads and also the conversion rate for leads to monetized customers. This helps you measure the quality of your inbound leads. Think of it as a 'quality lead conversion rate.'

### ► **KEY TAKEAWAY:**

You should actually be measuring two conversion rates: the conversion rate for anonymous visitors to leads and also the conversion rate for leads to monetized customers (quality lead conversions).

**# of Sales (monetized customers) / # LP Conversions = Quality Lead Conversion Rate**

This not only helps you determine which landing pages collect the most leads, but also which landing pages collect the highest quality leads. Whether your landing page is aimed at leads early in the buying process or bottom of funnel prospects, this metric can help you determine which landing pages aren't performing well from an ROI standpoint. If a bunch of people convert on the landing page but less than 1% of them go on to purchase a service from you, then that landing page needs some work because it's not doing what it's supposed to from a big picture standpoint. Focus on improving the underperforming landing pages and on emulating what you can from high-performing landing pages. Just because a lead converts once on a landing page doesn't mean they will become a paying customer. As leads come

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into your funnel and visit landing pages you should think of each landing page as an opportunity to persuade them to take another step in the buying process. For example, if someone downloads an e-book about the fundamentals of lead nurturing, you could safely assume that they will later be interested in an e-book about optimizing lead nurturing efforts.

A low conversion rate for quality leads could mean you have issues with your asset or with the way you've defined your target audience. The information in the asset you were offering could be irrelevant to the persona you're targeting; the people actually visiting this landing page aren't the people you were targeting or you haven't interpreted their interests and needs correctly. By examining data which shows who is actually visiting the landing page you can learn if you need to tailor the content of the page and the asset you're offering to better cater to their interests. Through analysis of your visitor and form data you can discover if your target visitors are the same as your actual visitors- that isn't always the case.

► **KEY TAKEAWAY:**

Your target visitors aren't always the same as your actual visitors. Analyze visitor and form data to determine if you need to adjust your landing page and asset content so the right target persona is reached.

## Bounce Rate

This is how many people don't click through to something else from your landing page. Instead they bounce away.

**# visitors who came to your landing page without doing anything else (didn't view another page, fill out your form or download the asset) / # of overall visitors to your landing page = Bounce Rate**

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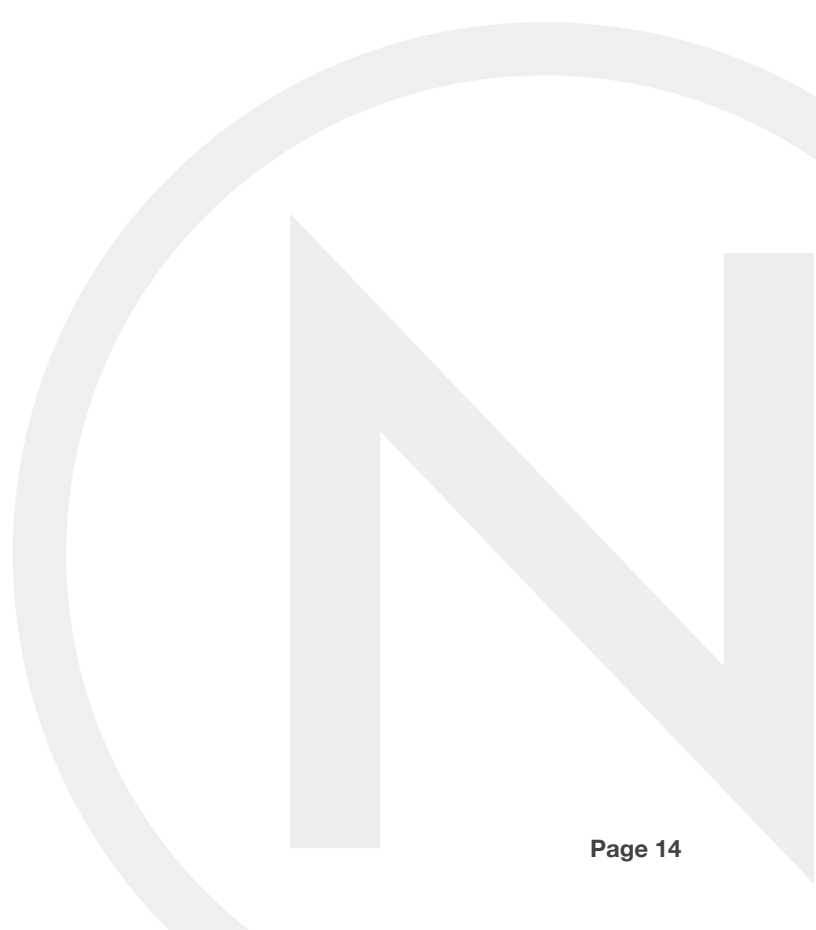
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A high bounce rate is always a cause for concern and action because the entire purpose of your landing page is to get a conversion. If you are finding high bounce rates you should immediately try to identify the source of the problem and adjust it. Bounce rates are your best warning that something about your landing page could be improved. There are a ton of seemingly small adjustments that can have a dramatic impact on bounce and conversion rates, you should adjust elements one-at-a-time and optimize your page incrementally through A/B testing to determine exactly what is and isn't working.

▶ **KEY TAKEAWAY:**

There are a ton of seemingly small adjustments that can have a dramatic impact on bounce and conversion rates, you should adjust elements one-at-a-time and optimize your page over time through A/B testing to determine exactly what is and isn't working.



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## PART FOUR:

# A/B Testing: Know, Don't Guess

*President Obama raised an additional \$60 million, using A/B Testing*

Source: event360

Landing page optimization is part art, part science. But mostly science. It's one thing to guess what the problem is when you have low conversion rates or poor quality leads, but it's another thing entirely to be able to definitively say what is causing the problem. A/B testing gives you the data to back up your hunches. A/B testing is how you know.

*Only 52% of companies and agencies that use landing pages also test them to find ways to improve conversions.*

Source: Marketing Sherpa

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A/B testing and multivariate testing are designed so you can perform experiments with different versions of your landing pages. Through incremental tweaking of everything from the color and placement of your CTA button to the first 3 words in your title, you can optimize your landing pages for better conversion results.

The following are some best practices for A/B testing:

- Only test one change at a time. If you try multiple variables in each test, you won't be able to identify which change had the biggest effect on conversions.
- Always include a control. This is valid for any experiment, but make sure you have the original version included in the test so you can measure improvement.
- Don't stop with one test. Continue the process of optimizing various elements on your landing page until you've tested everything. Small changes can make a big difference, so try things like colors, layout, content, tone, image, placement of CTA button, etc.
- Test constantly. Optimization is never finished. Retest landing pages you haven't refreshed in a while to see if industry trends have affected what works and what doesn't.



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## PART FIVE: Elements of a Landing Page

Now that we've covered the best practices of landing page optimization, let's look at a few landing page examples. Notice that each of these is at a different starting point. Some look better than others from a conversion standpoint, but all have things they are doing well and elements that could be changed to optimize conversions.

Effective landing pages should have the following six elements if they're going to convert:

- 1. Value Proposition**
- 2. CTA (and/or a form)**
- 3. Your logo & who you are**
- 4. Credibility**
- 5. Measurement Capability**
- 6. Good Design**

Each of these elements work together to convince a prospect to convert. We'll cover each of them in detail and describe how you can optimize each for better conversions.

### 1. The Value Proposition

The value proposition is where your landing page makes a promise about the value it will deliver. You tell visitors why they should take action. What are you offering? Tell people immediately or they will likely leave the landing page. There should be one clear value proposition per page. What are you offering and how are you different from everyone else out there offering the same thing?

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▶ **KEY TAKEAWAY:**

There should be ONLY one clear value proposition per page.

If you have a pay-per-click (PPC) ad directing people to this landing page, don't mismatch your pre-click message and post-click message. Your title should exactly match what was on the ad they saw before arriving at your landing page. Visitors from a PPC ad have formed an expectation of your offer. If you don't meet the expectation then visitors can get confused or feel like you've made a false promise and taken them somewhere they didn't want to go. They will feel like you have tricked them and they will bounce.

## 2(a). The Call to Action (CTA)

CTA buttons should be high contrast when compared to the rest of the page and they should be strategically placed to catch attention.

*Gmail once tested 50 shades of blue for their CTA color and found the highest converting shade.*

Source: Quick Sprout

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Eliminate distractions. The only way to proceed from the landing page should be your CTA button. No links to your homepage, no navigation, nothing. Don't distract people from what you want them to do. And do not include social sharing buttons. Let's be real here, nobody shares landing pages. If you provide links away from your landing page, then that's exactly where your leads will go. You are providing alternatives to the conversion you want. It also helps to create a sense of urgency ('Only 10 available', 'Sign up now', 'Reserve your spot today'...). Lastly, do not use "Submit" as your CTA button text. Submit, as the default text for every button on the planet, is equal to a missed opportunity. It doesn't convince, isn't active, is boring and gets overlooked.

► **KEY TAKEAWAY:**

CTA buttons should be high contrast when compared to the rest of the page and they should be strategically placed to catch attention.

## 2(b). The Form

Many landing pages have forms. These may or may not be necessary, depending on the purpose of the landing page but if you have one, there are some rules to follow.

Don't ask for too much. If you're going to include a form, make it a simple one. Don't ask for many different aspects of Personally Identifiable Information (PII) before someone can convert. Too many fields is intimidating and automatically makes people want to hit the "back" button.

*It's not rocket science: the fewer questions you ask, the greater your form-fill rate will be.*

Source: clickz

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If you really feel you need a lot of personal information, use progressive profiling to make your form less intimidating. With progressive profiling you can show a few questions at a time and the form will automatically display the fields a lead hasn't seen yet. This way, every time a prospect visits a landing page with that progressive profiling form, they will only see 3 or 4 fields to fill out and they will all be new ones. Progressive profiling makes it possible to have someone answer many questions on a form without the intimidation factor. If you feel the need to ask a large quantity of questions, then progressive profiling is the way to go about it.

With forms you always want to ask for the information that you really need first. Think about what information is the most highly desirable. If you want to throw them into a personalized nurture campaign, then you probably really only need 3 things: their name, email address and job title (or company). These 3 fields could be the only ones displayed by default using progressive profiling. Next you can think about other information it would be nice to know. In this example, it would be really nice to know the company size and what the lead is hoping to learn, but those two questions can be displayed in the second round of the progressive profiling form. This way you get the information you need without intimidating leads.

Give some to get some- Free guides, white papers and discounts are all good giveaways to exchange for an email address. Effective offers help prospects move through the conversion funnel. Give someone a brochure about the benefits of goat's milk and they're much more likely to trust you as an authority on goat's milk. The next time they interact with you they're already thinking about your company in a certain light and they're already inside the funnel.

► **KEY TAKEAWAY:**

Give some to get some. Think about a conversion as an exchange of information. Is your offer good enough to earn my email address?

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### 3. Who You Are

Always include your logo and explain who you are. Unless you're Oprah or Apple you probably need to include a little bit about yourself. Always have your logo on your landing page so visitors know who and what they're looking at. This ties in with the next LP element...

### 4. Credibility

Why should someone believe the offer? Social proof is powerful and can be shown in a variety of ways. Testimonials, positive press, a list of customers, statistics, etc. Even one quote from a happy customer can help build credibility. Giving out personal information requires some trust and displaying some social proof can build the trust you need to capture an email address.

▶ **KEY TAKEAWAY:**

Displaying some social proof can build the trust you need to capture and email address.

### 5. Measurement Ability

We discussed this in detail in the "Metrics" section above. Always have a way to measure your landing page performance. Using marketing automation or an analytics program it's easy to track how effective your landing page is, but you have to set it up correctly. It's not complicated and it doesn't take a lot of time, but it is a big deal if you want to know what's converting and what's not. Through software like marketing automation that offers analytics you can track the important metrics we covered earlier.

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## 6. Quality Design

A landing page represents who you are as a company. Choose images and graphics that are relevant to your offer and your company. We've all seen that woman with the headset. Is your boardroom really full of models or did you buy a cheesy stock photo? Let's be honest here. Just say no to generic stock photography.

Use white space, colors, font size, etc. to highlight what's important. Your headline and what the landing page is about should be immediately apparent, so put it at the top and in big letters.

Your CTA should be an obvious button and should stand out from the rest of the page. Don't clutter everything up, let the focus be the focus. Resist the urge to write an essay. Keep it simple by saying only what you need to say and nothing more. Is there too much? Too little? Are you talking to the right buyer persona in the right stage of their buying cycle?

▶ **KEY TAKEAWAY:** Avoid generic stock photography.

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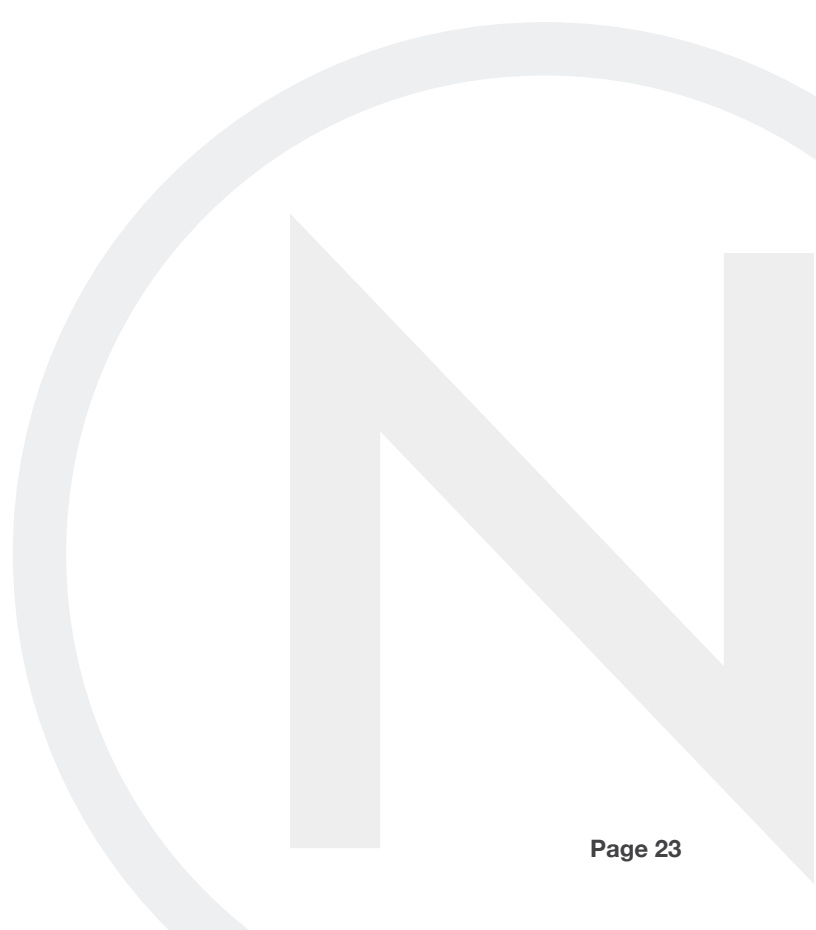
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## **PART SIX:**

# How Could These be Better? Let's Optimize Some Examples

Now that we've covered the essential elements and how to optimize them, let's go over some examples of real landing pages. For each example we will break down what the landing page is doing right, what it's doing wrong, and how it could be optimized for better conversions.



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Retargeting gives your site visitors additional chances to convert after first visit to your site.

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We offer the ability to prevent your ads from showing on sites that contain user generated content, or force your ads to always show above the fold.

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Increase brand awareness and recall among your most relevant audience.

Retargeting is one of the most effective display advertising tools around, and can help you maximize your return on ad spend.

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Email Address \*

Company Name \*

Phone Number \*

REQUEST A CALL

## Your Traffic is Valuable, Don't Let it Go to Waste

How Retargeting Works



**Bring your Users Back**  
Serve ads to your audience after they leave your website to give them additional chances to convert

**Awesome Support**  
Our grade A support team will assist you from campaign setup through optimization

LET'S GET STARTED!

or

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What is ReTargeter?

How does it work?

Why choose ReTargeter?

### What our customers have to say...

**Adam Golomb** Director of E-Commerce - SmileyCookie



"ReTargeter has been an awesome addition to our marketing mix. For a product like ours, retargeting has proven to be instrumental in following up with our customers and providing additional value."

**Jeff Nolan** VP of Product Marketing - Get



"I like using ReTargeter because they have made it simple and cost effective. Not only does re-targeting work but I can measure the ROI it brings me through an analysis of how many conversions we generate."

**Jacob Meltzer** Online Marketing Manager - Zillow



"As a business that can have a multi-step buying cycle, ReTargeter allows us to keep our help desk influence in the minds of our potential customers."

**Tyler Willis** Head of Brand Strategy - Involver



"ReTargeter is a perfect complement to our other marketing programs. It's simple and effective - I recommend it highly."

User Agreement



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## What this Landing Page is Doing Right

- Plenty of credibility here with the testimonials and customer logos
- High contrast CTA buttons
- Great value proposition and benefits are clearly presented
- Notice the verbiage on the lower CTA buttons (in the orange section). It is very active and implies a sense of urgency. It also tells people exactly what they will get when they click on the button. They will get started. These are best practices for CTA button text.

## How this Landing Page Could be Better Optimized for Conversions

- How this landing page could be better optimized for conversions:
- Too long and too busy. There are 3 different sections here. Are they all necessary? You have to scroll pretty far down in order to see everything. The orange section is actually a slider with 3 different versions. That's a lot going on in one landing page! Each should be split up and Retargeter should spend some time cutting down what is on this landing page to what is optimal for conversions. Even the content in the icons at the top is pretty long. A visitor would have a lot to read on this page and that may deter them from staying and converting.
- There are multiple CTAs here, providing many different avenues to leave this landing page. This one landing page should probably be split up into multiple pages with more targeted purposes.
- The CTA button text is "Submit Form". Again, this is a missed opportunity. With better text this page would probably convert better. We'll forgive this page though because in the orange below there are 3 sliding images and each CTA button has better verbiage.

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## BBVA Compass

Got a small business?  
Here's a big incentive:

Switch your business banking to BBVA Compass  
and you can earn up to \$500.



Open a Business Build-to-Order  
checking account by 6/30/13

\$250

and get \$250 just by making 10  
transactions in the first 30 days.



Get another \$250 when you  
add a qualifying product by  
6/30/13

\$250

like a Business credit card, business  
loan or line of credit, or merchant service.

- Open a Business Credit Card and  
make \$2,000 in net purchases by  
7/31/13 OR
- Open a Business Loan or Line of  
Credit for at least \$10,000 by 7/31/13  
OR
- Open a Merchant Services  
account and process \$2,000 in net  
volume by 7/31/13

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get started today!

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Product Market, & CDs  
interest  Cash Management Services  
 Employee Benefit Services  
 Other Services

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## What this Landing Page is Doing Right

- Good value proposition that's highlighted immediately and clearly.

## How this Landing Page Could be Better Optimized for Conversions

- They are asking for way too much personal information! They should leverage progressive profiling to display only a few questions at a time and this form would be much less intimidating.
- The order of information on the form could be optimized also. They ask for name, company name and zip code first, but it would probably be smarter for them to ask for name, email address and company name before everything else. Personally, I would not feel comfortable providing my phone number on a landing page but my email wouldn't be so bad.
- "Submit" again. It's an epidemic of missed opportunities.
- This CTA button is hidden at the bottom and while the blue does stand out against the white, it blends in with the rest of the blue in the ad so it still doesn't stand out as much as it could.

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877-400-2296



Do you really know your customers?  
Is your website vulnerable?  
Is your network efficient?

# Stop guessing. Start knowing.

- If you aren't sure who's coming to your website, you're passing up a better relationship with your customers – and better profits.
- If you're not certain that your website is fully protected, you're putting yourself in harm's way.
- If you're looking in the wrong places to optimize your network, you're not lowering costs – you're increasing them.

**It's time to stop guessing – and start knowing.**  
With better real-time information and analysis from Neustar.

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YOUR  
CUSTOMER.**

Know more, and deliver the right message to the right audience at the right time.

- **Recognize Your Best Prospects.** Using our advanced marketing analytics and predictive segmentation platform, you can develop relevant, customized offers, and increase revenue.
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- **Evaluate Prospects in Real-Time.** Using our on-demand lead scoring services, you can optimize offers on the fly to increase sales. [Learn more.](#)

**KNOW  
YOUR  
NETWORK.**

Want to expand your network's capabilities while driving down costs? Just say **know.**

The investments required to keep up with constantly evolving technologies can lead to a tangle of networks and equipment. This complexity is inefficient, costing companies billions in excess expenses and lost revenues each year.

With Neustar, you can achieve centralized, real-time analysis and on-demand control of network performance, policy, and internal and external routing. We're saving communications service providers millions each month and helping them generate new service revenues. [Learn more.](#)

Attacks like DDoS do more than cripple your website – they can cripple your brand.

Every day, there are cyber attacks which try to bring businesses like yours down creating costs of up to \$100,000 per hour, and potential permanent damage to your brand. At the same time, you want to increase efficiencies and optimize networks for maximum performance. **Are you sure your website and network are protected?**

Neustar's protection solutions help you identify, locate, evaluate and mitigate DDoS and other attacks – all in real time – preserving security and uptime. [Learn more.](#)

**KNOW  
YOU'RE  
SAFE.**

**You can start right now.**

First Name  Last Name

Company Name \*

Job Title

Email Address \*

Phone \*

\* Required fields.

We'll contact you immediately.

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## What this Landing Page is Doing Right

- Good contrast for the CTA button.
- "You can start right now" at the top of the form creates a sense of urgency and sounds positive.

## How this Landing Page Could be Better Optimized for Conversions

- Stop guessing, start knowing...what this landing page is about. There is too much text here, period. 'Know you're safe' is a scare tactic. This landing page goes into detail about 3 different things which could each be their own landing page with the amount of information provided. One title of "Know if Your Website is Vulnerable" would be less confusing and would clearly explain what this service does.
- "Submit" again. Another missed opportunity.
- 3 very different messages. There is a lot of text on this landing page. Even though it is broken up well with bullets and clearly delineated sections, there is a lot of information to process. This page could benefit from a reexamination of its messaging. It looks to me like there are 3 very different sections here that could each be their own landing pages (with a bulleted mention of the other two in each one): "know your customer", "know your network" and "know you're safe".

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**See if you're pre-qualified for a card now**

- Your credit score is not affected
- Find the right card in 3 easy steps
- See your offers in 60 seconds

**First, tell us about you**

\* Required fields

**Name**

First Name  MI  Last Name  Suffix

**Zip Code**

**Last four digits of your Social Security number**  Why do we need this information?

**Next, answer a couple of questions**

**What card benefit is most important to you?**

- Travel rewards
- Cash back
- Low interest
- No yep evers

**How would you rate your credit level?** [Learn about credit levels](#)

- Excellent Credit
- Average Credit
- Rebuilding Credit

**Finally, click to find your cards**

I understand that this is not a credit card application and will not affect my credit score

**VIEW CARDS**



- Find the right card for you
- No risk to your credit score
- Get results in 60 seconds

 **Safe and easy for you**

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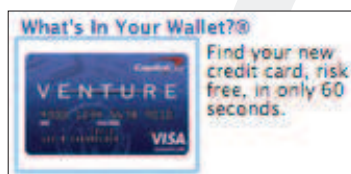


## What this Landing Page is Doing Right

- The CTA button- “Find Cards” makes it clear what you will do once you click and the button is the only green element on the page which makes it stand out really well.
- Confidence building- The bullets at the top are very strong confidence boosters. They alleviate any concerns you might have about filling out this form immediately and they show how easy and quick the process will be: 3 steps, 60 seconds.

## How this Landing Page Could be Better Optimized for Conversions

- No credibility here. They want people to fill out a survey and don't even have their own logo on the landing page. That's a huge red flag.
- Boring design. Just because the one image is a mouse with flames on it doesn't mean this landing page will suddenly start converting. There is a lot of empty space in the bottom right. White space is normally a good thing, but this is just wasted space. Also, the mouse with flames doesn't have anything to do with the credit card. It only loosely ties in the idea of the form being quick and easy and even that is a stretch. By including more relevant imagery (maybe a little larger so it takes up some of that empty space) this page could more clearly convey what its purpose is.
- False promise- Here's what I clicked on to get to this LP:



The title of the landing page and the PPC ad don't match. This creates confusion for the visitor and if they feel like they were misled, then they're not likely to convert. There is a discrepancy between what I clicked on and what I went to. I thought I would be able to find my new credit card, instead I have to fill out a form to see if I'm pre-qualified for one.

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**Speed Up Your Social Media Today!**

Get Your **FREE** HootSuite Pro 30-Day Trial

- 1 Set up your Pro account
- 2 Choose your features
- 3 Add your information

**START NOW**

Create your account in 3 easy steps.

**Schedule Posts**  
Save time by scheduling 100's of messages and launching multiple campaigns at once.

**Multiple Networks**  
Monitor and manage unlimited Social Profiles such as Twitter, Facebook, LinkedIn and Google+ Pages from one web-based dashboard.

**Get Organized**  
Add team members to your social profiles and assign tasks to ensure that no message goes unanswered.

Over 6 million users and the world's top brands trust HootSuite

WWF, Virgin, CBS Interactive, Seagate, PEPSICO

"HootSuite is an essential tool for managing social networks by allowing teams to efficiently track conversations and measure campaign results."  
- Pete Cashmore, CEO, Mashable

"Managing all your social media accounts at once with the rather well-known HootSuite is, from my experience, the best option around."  
- The Next Web

**Run your social media like a Fortune 100 company**

**START NOW**



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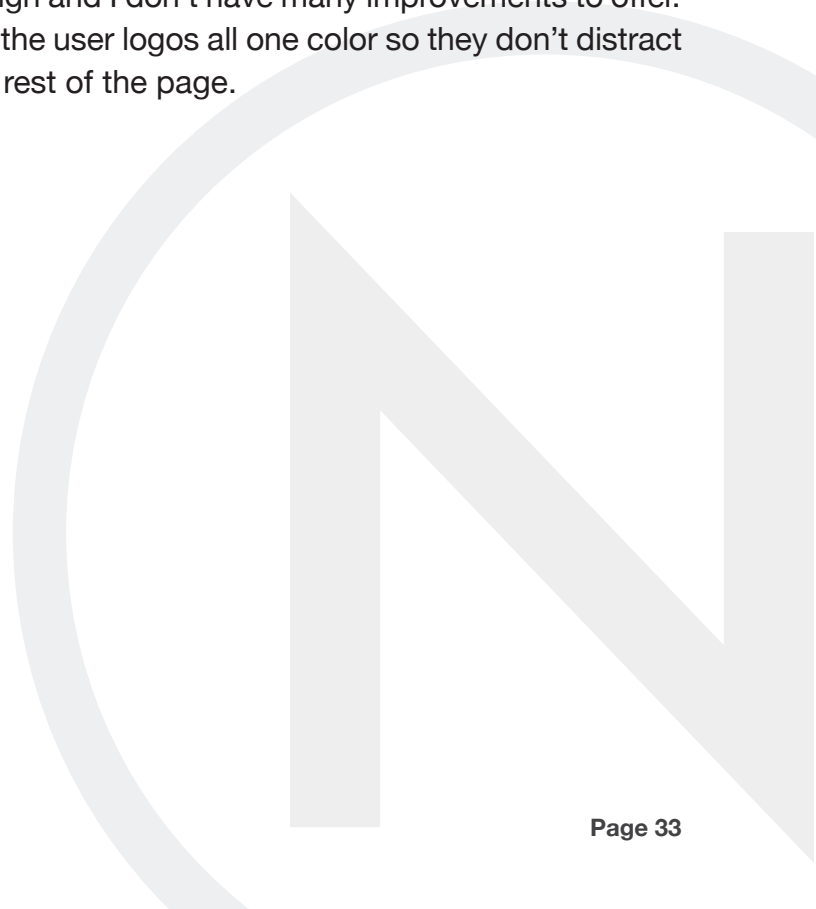


## What this Landing Page is Doing Right

- Great credibility- testimonials and logos build trust
- Layout is well organized
- Good value proposition, of course I want to speed up my social media!
- Good CTA button - contrasting color and motivational text
- The arrow shape directs you to the CTA button and the same button is repeated at the bottom of the page so it is both above and below the fold.

## How this Landing Page Could be Better Optimized for Conversions

- This is a solid landing page design and I don't have many improvements to offer. I might suggest that they make the user logos all one color so they don't distract from the HootSuite logo or the rest of the page.



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# Mobile is Changing Everything. So Are You.

Create an iOS, Windows and Mac app in 3 minutes.



Try RAD Studio XE4 now and you can change the world:

- Develop amazing, true native apps for iOS, Windows and Mac
- Target multiple platforms with one codebase and one team
- Get to market fast with rapid visual development

 Try RAD Studio FREE

*It has never been easier and faster to develop and test apps for iOS.*

— Michel Vogt, Convia Mould AG

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## What this Landing Page is Doing Right

- Clean design, uncluttered and not confusing.
- Great social proof with the quote at the bottom.
- Great CTA button. The color stands out, the verbiage makes me want to click on the button, and the icon on the button draws my attention and makes it clear that this is a software download.
- Clear value proposition. With just the headline above the video clip and 3 short bullets this landing page has told me exactly what the software does.

## How this Landing Page Could be Better Optimized for Conversions

- No logo. Who are you, RAD Studio? Whose landing page am I on? If visitors do not immediately know who the landing page belongs to then they have no reason to trust it. Without trust and credibility they certainly won't be providing any personal information or converting.

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250 BUSINESS CARDS FOR \$9.95 | The price will increase in 2:59:31 | over 1,000,000 satisfied customers

**Overnight Prints**

**250 BUSINESS CARDS FOR \$9.95**

CHOOSE YOUR TEMPLATE

UPLOAD YOUR DESIGN

Drone Bell Dog Walker  
Personalized Pet Care  
(804) 902-9954  
bell@overnight.com  
www.8HundredDogs.com  
For the Love of Dogs

OVER 1,000,000 SATISFIED CUSTOMERS

40+ YEARS OF EXPERIENCE IN HIGH QUALITY PRINTING

EXCLUSIVE GREEN "WATER-LESS" PRINT TECHNOLOGY

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## What this Landing Page is Doing Right

- High contrast CTA button- there isn't red anywhere else on this page, so those buttons really stand out.
- Clear offer - I can get 250 business cards for \$9.95
- The top line creates a sense of urgency with "the price will increase in 2:59:31"... with that counting down. I'd better choose a template fast!
- Enough white space, instead of paragraphs of text they have stuck to 3 basic reasons why they're worth your time and they show 2 examples of what they can print for you.
- The satisfaction guaranteed symbol and "over 1,000,000 satisfied customers" makes me feel comfortable using them.

## How this Landing Page Could be Better Optimized for Conversions

- I think this landing page is well optimized for conversions. One could argue that there are a lot of different elements competing with each other for the visitor's attention, but because the page has very little text and red is a unique color on it that doesn't seem like a major factor. Through A/B testing the layout can be optimized over time, but this is an exemplary start.

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## PART SEVEN: Conclusion

The best practices outlined in this document are simply guidelines for you to think about with every landing page you have, or are looking to create. Every business has a unique situation and sometimes landing pages convert better when they break a rule. That said, this is sound advice for improving existing landing pages or starting your next one off with a high conversion rate. The best thing any landing page creator can do is test metrics over time. Through the process of measuring conversion rates and making incremental and constant edits any landing page can be optimized for conversions. The trick is to learn what is and isn't working and to constantly refine each page. Landing pages are a tool for getting a conversion; whether you are walking a prospect through the buying cycle or looking to monetize them for a final sale the only thing that matters is that the page convinces visitors to make the conversion of your choice.



# Net-Results

## Marketing Automation



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<https://twitter.com/NetResults>

<http://www.linkedin.com/company/net-results>

