

RICH PAGE

TIM ASH

MAURA GINTY

LANDING PAGE OPTIMIZATION

The Definitive Guide to Testing and Tuning for Conversions



INSIDE

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SERIOUS SKILLS.

Advance Praise for *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions, Second Edition*

I love it when someone who's obviously a true expert shares almost everything he knows. [Well, you've got to save something for your paying clients, don't you?] And I can't think of anyone who shares more than Tim Ash. I can't believe the amount of useful information and actionable insights he's crammed in here.

—STEVE KRUG, Author of *Don't Make Me Think*

Tim has figured out what so many people don't understand: your website can (and should) get better. Every single day.

—SETH GODIN, Author of *Meatball Sundaes*

Tim combines science, art, and psychology to show you how you can make your website both more usable and more profitable. Real-world examples and illustrations make each point clear. This book isn't just for big budget click buyers—every page of every website is a potential landing page. Landing Page Optimization is the ultimate guide to making web pages that get results, and it's an essential addition to every marketer's bookshelf.

—ROGER DOOLEY, Author of *Brainfluence* and founder of Dooley Direct

You know that landing page optimization is important. What's missing is a manual that tells you exactly how to go out and get results. Fear not—here it is. Buy this book. Go rock it!

—AVINASH KAUSHIK, Digital Marketing Evangelist at Google, and author of *Web Analytics 2.0*

Do you hear that sound? That is the sound of visitors bouncing away from your site without doing what you wanted them to do. Want a better melody? Tune your site to the sound of visitors giving you their money. Tim's Landing Page Optimization is a must-have for your bookshelf.

—BRYAN EISENBERG, *New York Times* and *Wall Street Journal* bestselling author

Today's diverse and ever-changing Internet marketing environment can require daily, hourly, and even minute-by-minute fine tuning. Tim does an excellent job of explaining common pitfalls, how to avoid them, and how to execute advanced tactics. This book is a must-read for the modern Internet marketer.

—KEVIN M. RYAN, CEO, Motivity Marketing, *Digital Next* columnist

A solid, business-focused approach to turning viewers of a website into customers. This is a book written by and for business. It's not about design: it is about increasing sales, gaining customers, and retaining them. Learn how to do the measurements; learn how to conduct experiments. Revise your website by analyzing what visitors actually do. It is always good to see a former student succeed: Tim Ash provides a wonderful example. This is the best business-focused, measurement-based guide to website design I have seen.

—DON NORMAN, Cofounder of Nielsen Norman Group, former director of Northwestern's MBA plus MEM program in design and operations, author of *Living with Complexity*

Landing Page Optimization

The Definitive Guide to Testing and
Tuning for Conversions

Second Edition

Tim Ash

Rich Page

Maura Ginty



John Wiley & Sons, Inc.

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Published by John Wiley & Sons, Inc., Indianapolis, Indiana

Published simultaneously in Canada

ISBN: 978-0-470-61012-1

ISBN: 978-1-118-22072-6 (ebk.)

ISBN: 978-1-118-23453-2 (ebk.)

ISBN: 978-1-118-25902-3 (ebk.)

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Library of Congress Control Number: 2011945006

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Thank you for choosing *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions, Second Edition*. This book is part of a family of premium-quality Sybex books, all of which are written by outstanding authors who combine practical experience with a gift for teaching.

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I hope you see all that reflected in these pages. I'd be very interested to hear your comments and get your feedback on how we're doing. Feel free to let me know what you think about this or any other Sybex book by sending me an email at nedde@wiley.com. If you think you've found a technical error in this book, please visit <http://sybex.custhelp.com>. Customer feedback is critical to our efforts at Sybex.

Best regards,

A handwritten signature in black ink, appearing to read 'Neil Edde', with a stylized, cursive script.

NEIL EDDE
Vice President and Publisher
Sybex, an Imprint of Wiley

To my parents, Tanya and Alexander, for your love and sacrifices to get me here.

To my brother, Artyom, for your open heart and unfolding wisdom.

To my wife, Britt, for being my love and perfect partner on this wondrous journey.

To my children, Sasha and Anya, for showing me that joy is endless.

—TIM

To all those many thousands of websites that need optimizing!

To all my family and friends who motivated me to write this book and stuck with me through the many long hours of writing it.

—RICH

To all the people who taught me that words are fun.

—MAURA



Acknowledgments

My appreciation to the professional team at Wiley/Sybex for being flexible and accommodating during the difficult and long gestation of this second edition. Special thanks to Acquisitions Editor Willem Knibbe for having the patience to put up with my antics and repeated deadline slips.

I am grateful to the whole amazing SiteTuners team and our clients for inspiring me and making every workday an exciting adventure of learning and fun. To my business partner and dear friend Robyn Benensohn, what can I say ... through three start-up companies and seventeen years I have enjoyed your love and support. What a long, strange trip it's been—I would not be here without you. Thank you for everything.

I would like to thank my amazing wife, Britt, for her patience and support throughout my entrepreneurial journey. Sweetheart, I know that it has been difficult at times, but I expected no less from my spirit warrior woman. I love you so much—you will always be my true north. My dearest children Sasha and Anya, I marvel daily at the unfolding miracles that are your lives. I am so grateful to be able to share with you the fleeting time we have before you go forth to shine your beautiful light and spirits upon the world. I will always be with you in my overflowing heart.

—TIM

A huge thanks to my friend and mentor Tim Ash, who placed his faith and trust in me to help write the 2nd edition of this book. It's been a real privilege and an honor to work with you on it. And a special thanks to two of my biggest blogging and writing inspirations: Avinash Kaushik, who got me hooked on web analytics with his eye-opening *Web Analytics: An Hour a Day* book, and Bryan Eisenberg, who turned on many optimization lightbulbs for me with his fantastic *Call to Action* book.

—RICH

Thanks to Tim, for asking me to work on this book. Thanks to Umaru, for always being patient, especially when I'm working too much. Thanks to my family and friends who helped me get to any point of patience and skill to explain anything to anyone else.

—MAURA

About the Authors



Tim Ash is author of the original bestselling first edition of the book *Landing Page Optimization*. The book has been reprinted numerous times and has been translated into six languages. Tim is the CEO of SiteTuners, a firm that specializes in improving website conversion rates through landing page diagnosis and redesign, conversion consulting, landing test plan creation, and internal client training/mentoring. Since 2002, SiteTuners has improved conversion rates for over 850 clients large and small, including Canon, Google, Expedia, CBS, Sony Music, Facebook, Nestle, Verizon Wireless, Texas Instruments, Cisco, Intuit, and Coach.

Tim is a highly regarded keynote and conference presenter, and the chairperson of Conversion Conference—the first international conference series focused on improving online conversions. He has published hundreds of articles about website usability, best practices in landing page design, and tactics to improve website conversion rates, and is the host of the *Landing Page Optimization* podcast on WebmasterRadio.fm.

After attending the University of California, San Diego on a U.C. Regents full academic scholarship, he received his B.S. in Computer Engineering and Cognitive Science “with highest distinction.” Tim also completed his M.S. and C.Phil. degrees during his PhD. studies in Computer Science (specializing in neural networks and artificial intelligence) at U.C. San Diego.

He lives and works in San Diego, California, with his wife and two children. In his nonexistent spare time, Tim is an avid photographer, artist, and a certified Tai Chi Chuan instructor. He dreams of the long-ago days when he still had time to Salsa dance. Tim can be reached by e-mail at tim@sitetuners.com.



Rich Page has been analyzing and improving websites for over 10 years and is currently working as a conversion solution specialist at Adobe, helping Fortune 500 clients improve their testing and optimization strategies. Previously he worked for Disney Online on their web analytics and optimization team and graduated with a Masters in Information Technology from the University of San Diego. He has been blogging about web analytics and optimization topics for five years and is currently in the process of writing *Website Optimization: An Hour a Day*, which is slated for summer 2012 release from Sybex.

He currently lives in London, where he returned after spending nearly 10 years in Southern California. In his spare time, he is a passionate classic rock fan and loves to sing karaoke and play tennis.



Maura Ginty is a search, content, and social media strategy expert with 13 years in online marketing. She started Autodesk's first centralized search engine optimization (SEO), web content, and social media programs.

She is a member of the Google Technology Advisory Council and a frequent speaker at leading industry events such as Dreamforce, Search Engine Strategies, SMX, Online Marketing Summit, and Conversion Conference. Her previous online adventures ran through JupiterMedia, Lonely Planet, Symantec, and various nonprofits.

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Introduction

The train is pulling out of the station—will you be on it?

Landing page optimization is no longer a well-kept secret. It has rapidly become the most powerful method that smart Internet marketers use to build a lasting competitive advantage.

Well-optimized landing pages and websites can change the economics of your business overnight and turbocharge your online marketing programs.

Don't *guess* at what your visitors want. Turn your website or landing page into a dynamic laboratory to find out what they *actually respond to*.

But you must orient yourself quickly to learn a number of new skills:

- What is the real economic value of my landing page?
- Can I see the world from my visitor's perspective?
- How do I uncover problems with my website?
- What page elements should I change or test to get the best results?
- Can I build the necessary team and action plan for my optimization initiatives?
- What tools are available to help me optimize my website?
- How do I avoid the biggest pitfalls when running my test?

If any of these questions ring true, you have found the right book.

Who Can Benefit from This Book

If you are looking for an instant fix for your landing page, put down this book and look around for a “Top 10 ways to increase conversions” entry on someone's blog. You will not find any quick or easy prescriptions here. To truly benefit from this book, you will need to commit to understanding all of the important fundamentals of this challenging and rewarding field.

If you are involved in any way with making your company's Internet marketing programs more effective, this book is for you. If you have already gotten your feet wet in landing page optimization, this book will take you to the next level and provide you with a solid framework for repeatable future success.

This book will benefit people in the following roles:

- Conversion rate optimizer
- Landing page developer
- Web designer
- Media buyer
- Copywriter
- Webmaster

- User experience engineer
- Affiliate manager
- Web analytics manager
- Product manager
- Advertising manager
- Marketing manager
- Director of online marketing
- Media director
- VP of online marketing
- CMO

What's Inside

Landing page optimization does not fit neatly into any box on an organizational chart. It requires a truly diverse set of knowledge and perspectives in order to be effective. Among other topics, you need to be familiar with web development, human psychology, copywriting, visual design, usability, team building, and the scientific method.

This book is a guide to this strange and wondrous land. We have spent a lot of time exploring up ahead and we've come back with a comprehensive map. Like many pioneers, we have suffered setbacks and endured many painful lessons along the way. Our sincere hope is that this book can shorten your own learning curve and help you become a more effective conversion rate optimizer.

Here's what you will find inside.

Part I: Understanding Landing Page Optimization

- **Chapter 1: "Setting the Stage"**
Helps you understand how landing page optimization fits into the larger picture of online marketing.
- **Chapter 2: "Understanding Your Landing Pages"**
Helps you understand the different types of landing pages, key target audience segments, and conversion actions.
- **Chapter 3: "The Matrix—Moving People to Act"**
Presents a disciplined framework for making sure that the important categories of people arriving on your landing page are able to complete their desired objectives in a systematic order.

Part II: Finding Opportunities for Site Improvement

- **Chapter 4: "Common Problems—The Seven Deadly Sins of Landing Page Design"**
Takes you through the common pitfalls prevalent on almost all landing pages.

- **Chapter 5: “Conversion Ninja Toolbox—Diagnosing Site Problems”**
Presents a number of powerful tools and techniques to help you uncover conversion problems.
- **Chapter 6: “Misunderstanding Your Visitors—Looking for Psychological Mismatches”**
Deconstructs the basics of the human decision making, social interactions, and cognitive styles from the perspective of persuasion.

Part III: Fixing Your Site Problems

- **Chapter 7: “Conversion Improvement Basics”**
Introduces the foundations of good usability, copywriting, and visual presentation.
- **Chapter 8: “Best Practices for Common Situations”**
Examines specific applications such as e-commerce catalogs, direct response, registration and sign-up paths, and mobile.
- **Chapter 9: “The Strategy of What to Test”**
Creates a framework for determining the most impactful changes to make to your landing pages.

Part IV: The Mechanics of Testing

- **Chapter 10: “Common Testing Questions”**
Reviews important elements of testing, including the basics of the math behind it, required length of data collection, and confidence in the results found.
- **Chapter 11: “Preparing for Testing”**
Surveys the common methods for creating and presenting test content, along with common testing issues.
- **Chapter 12: “Testing Methods”**
Presents a framework for understanding different landing page testing approaches and the implications of using each particular method.

Part V: Organization and Planning

- **Chapter 13: “Assembling Your Team and Getting Buy-in”**
Reviews all important stakeholder roles and company politics common to landing page testing. Suggests several strategies for getting started and discusses the decision to use in-house staff or outsource.
- **Chapter 14: “Developing Your Action Plan”**
Lays out a detailed framework for putting your optimization plan into action.
- **Chapter 15: “Avoiding Real-World Pitfalls”**
Describes several common pitfalls that can derail your testing program.

- **Appendix: “Landing Page Testing Tools”**

Provides an overview of some currently available landing page testing platforms.

- **Glossary**

Comprehensively covers important landing page optimization terms.

Please refer to the ConversionNinjaToolbox.com website for some additional landing page optimization resources described in this book.



Understanding Landing Page Optimization

All of us have our own unique perspectives and biases when dealing with landing page optimization and testing. The knowledge and belief systems that you bring to these processes will largely determine your success. As you study the topic of landing page optimization, you first have to get the right perspective. Part I of this book lays this groundwork. Leave all of your assumptions at the door, and let's get started. Part I consists of the following chapters:

I

- Chapter 1 **Setting the Stage**
- Chapter 2 **Understanding Your Landing Pages**
- Chapter 3 **The Matrix—Moving People to Act**

Setting the Stage

Life is like a sewer...what you get out of it depends on what you put into it.

—TOM LEHRER, American humorist,
singer, and songwriter

1

What is a landing page? What does one look like from your perspective? How does it fit into the overall marketing picture? Can you convince every single web visitor to take the desired action on your page? Are you devoting enough attention to your landing page? Is it the right kind of attention?

This chapter examines these questions and sets the stage for understanding landing page optimization.

CHAPTER CONTENTS

What Is a Landing Page?

A Few Precious Moments Online

Your Baby Is Ugly

Your Website Visitors: The Real Landing Page Experts

Understanding the Bigger Online Marketing Picture

The Myth of Perfect Conversion

What Is a Landing Page?

In a nutshell, a landing page is any webpage on which an Internet visitor first arrives on their way to an important action that you want them to take on your site. The landing page can be part of your main website, or a stand-alone page designed specifically to receive traffic from an online marketing campaign.

Strictly speaking, it is not just the landing page that you should be optimizing, but rather the whole path from the landing page to important conversion actions (such as purchases, form-fills, or downloads) often happening somewhere deeper in your website.

So why pay so much attention to landing pages and important conversion paths instead of optimizing the whole website?

The famous 80/20 rule applies perfectly here—landing pages and paths represent your business-critical activities. They are the drivers of revenue and business efficiency. They are the “money” pages.

Of course if you plan to redesign your website from a clean slate, you should rethink everything and do so with conversion improvement primarily in mind. This kind of “best-practices” website blueprint approach has consistently resulted in significant performance improvements for SiteTuners’ clients. But you will naturally find that only a few pages (or page templates) on the site require special thought, work, and care. These are the ones to focus on—the rest are merely supporting pages.

A Few Precious Moments Online

The following is a story that helps to paint a picture of why it’s essential to focus on improving and optimizing landing pages.

Imagine that you are in charge of online marketing for your organization and the launch of its first website.

You have slaved for months to tune and optimize your campaigns. Countless hours and days have passed in a blur. You have created great pay-per-click (PPC) campaigns, bought additional banners and exposure on related websites, optimized your site for organic search engines, set up dedicated Facebook fan pages and Twitter accounts, created a powerful affiliate program with effective incentives, and set up the website analytics needed to track visitor behavior in real time.

You are standing by with a powerful series of e-mail follow-ups that will be sent to prospects or customers who respond to your initial offer or leave their contact information on your site. This approach should significantly increase the lifetime value of the relationship with your website visitor.

You feel pretty confident of the success that your marketing efforts will bring. Your website launches, and you log on to your web analytics tool to check what your visitors are doing. Much to your dismay, the first visitor arrives—and leaves in half a second. The next one lands on your site, clicks another link, and is gone as well. More and more visitors flash by—a virtual flood. Yet only a tiny percentage will take the action that you would like them to take.

Tim's Online Shopping Adventure

I was looking to buy a new camcorder online. First I used the Web to gather information about desirable features. Then I researched appropriate models. After deciding on the one for me, I invested hours of my time making sure that I bought the best possible one. I started looking for a place to buy it by typing the specific camcorder model name into a search engine. I got back a page of search results and began investigating the promising ones.

As I clicked on each link in my mission-oriented “hunter” mode, I looked in vain for intangibles that would cause me to stick around. One site was too cluttered with confusing links and options; another featured obnoxious colors and was plastered with banner ads; the next looked too cheesy and unprofessional. Other websites’ failings were subtler: I could not readily tell the depth of their product or brand selection, and could not see at a glance which models were most popular or well received. I gave them a little more of my time and attention, but ultimately abandoned them as well. Click, backtrack, click, backtrack, click, backtrack—and so it went. . .until I found a company that was just right, and I bought my camcorder from them.

Sound familiar? The fact is that most of the companies that I had briefly visited sold the model that I wanted, had it in stock for quick shipping, and were in a similar price range. So why did one particular company get my money whereas most of the others got just a second of my attention? Helping to unravel this puzzle is what this book is all about. We want to make sure that your company is the one that is experienced as “just right” (or at least the best of the available choices) by more of your website visitors.

It’s hard to figure out what went wrong since you only have your website visitors’ fleeting attention for a split second. There is a lot that you do not know, including

- Who they are
- How they found you
- What they are thinking or feeling
- Why the vast majority of them leave so soon, without buying or “converting” in some other fashion

Luckily for you (and your job), you aren’t the only one to be left in the dark. This type of situation plays out on thousands of new or redesigned websites and landing pages every month. This is because websites are usually built or designed with little thought for the visitor experience, and conversion rate optimization typically takes a back seat both to the visual design of the website and to driving traffic.

All of your hard work comes down to the few precious moments that your visitor spends on your page. During this fleeting interaction, all of your tools of persuasion need to be brought to bear in a powerful yet subtle fashion to achieve the desired result. This book will arm you step by step with all the important tools that you will need.

Your Baby Is Ugly

This book is not simply about learning new skills. It is about changing your relationship to your website and its visitors. Like a parent, you are probably very proud of your creation but you probably can't see it objectively. But let's get one thing straight. It's going to be painful to hear, but it's true.

Your baby is ugly.

Your landing page has significant and fundamental problems that affect its business performance.

Let's clarify. When we say "ugly," we don't just mean that it is lacking in artistic appeal (it may actually be very "pretty"). We are talking about the whole host of gross and subtle elements that contribute to your visitor's suboptimal total experience—often without your knowledge.

You are probably much invested in your role as a competent online marketing professional and are justifiably proud of your skills and experience. Other people in your organization are paying you for this knowledge and expect you to know what you are doing.

But let's take a look at the reality of the situation. Conversion rate optimization is a complicated activity requiring diverse skill sets. You are more than likely not trained in all the important skill sets necessary to become a world-class website optimizer.

Some of these skill sets include

- Usability principles and user-centered design
- Psychology and motivation
- Neuroscience
- Social psychology and persuasion
- Web analytics and statistics
- Direct-response copywriting
- Visual and website design

Even if you are trained and/or have experience in some of these skills, it's the well-rounded and deep *combination* of them all that is likely to produce results.

Please check your ego and your biases at the door. The first step is admitting that you have a problem.

Your Website Visitors: The Real Landing Page Experts

You can (within the limits of ethics and accuracy) represent yourself in any way that you want on the Internet. Your landing page is not written on stone tablets. In fact, it is the most ethereal of objects—a set of data residing on a computer hard disk that is accessible to the whole world. No one is forcing you to use the particular colors, page layout, pictures, sales copy, calls-to-action or headlines that comprise the page now.

The only things stopping you from creating more compelling landing pages may be a lack of attention and imagination, and an intentional disregard of your intended audience.



The promise of better-performing landing pages is often tempered by a fear of making things worse than they already are. How are you to know in advance what will or won't work better? Yet you are supposed to be the "expert." Shouldn't your landing page already be perfect based on your extensive online marketing experience? What if your design knowledge was exposed as nothing more than subjective posturing and guesswork?

Don't be afraid. You have access to a real expert—in fact, thousands of them. You are interacting with them daily already, but you have mostly ignored their advice to date.

The real experts on the design of your landing pages are your website visitors.



There is a lot of lip service paid in the profession of marketing to the "voice of the customer," when in reality we often ignore the customer and substitute opinions of people from our own company in their place. No matter how well intentioned, this policy is a big mistake.

Although you may never be able to answer why a *specific* person did or did not respond to your landing page, there are ways to determine what *more* of your website visitors would respond to. In fact, landing page testing can be viewed as a giant online marketing laboratory where your test subjects (your website visitors) voluntarily participate without being asked. Their very actions (or inactions) expose them and allow you to improve your appeal to a similar population of people that subsequently visit your page.

Websites and stand-alone landing pages have three properties that make them ideal as online laboratories. Let's look at each of these in turn:

A High Volume of Traffic With high website traffic volumes, statistical analysis allows you to find verifiably better landing pages and to be confident in your decision. The best landing page version from a valid head-to-head test is a proven winner. Unlike previous nontested designs, they are no longer based solely on subjective opinions. Nor are they the results of popularity contests within your company or chosen according to the highest paid person's opinion (HIPPO). Without enough traffic, you risk making decisions that are not representative enough of your true audience.

Accurate Tracking Tools Web analytics tools support the accurate real-time tracking and recording of every interaction with your website. Each visit is recorded along with a mind-numbing amount of detail. Reports can tell you the source of the visitors, the pages they most visit, their path through your site, the time that they spent lingering over certain content, and whether they were persuaded to act and to return in the future.

Ability to Easily Make Content Changes It can be easy to swap or modify the content that a particular visitor sees on your landing page. The content can be changed to show many variations of the same landing pages and can be customized based on the source of the traffic (referred to as *segmentation*). Different content can also be displayed based on the visitor's behavior on the page or their past history of interactions with your site (referred to as *behavioral targeting*). In nonweb environments, it is expensive or time-consuming to come up with an alternative version or prototype. On the Internet, countless website content variations can be created and managed at minimal cost for a landing page optimization test. The more easily you can make changes to your website, the more flexibility and options you will have at your fingertips when coming up with ideas for improving your landing pages.

Understanding the Bigger Online Marketing Picture

Before we focus on the specifics, let's get oriented and see where landing page optimization fits within the following three key activities of online marketing:

- **Acquisition** Getting people to your website or landing page
- **Conversion** Persuading them to take the desired action(s)
- **Retention** Deepening the relationship with your website visitors and increasing their lifetime value

Each step feeds into the next. The efficiency of each online marketing activity can be viewed as a set of funnels like the one in Figure 1.1.

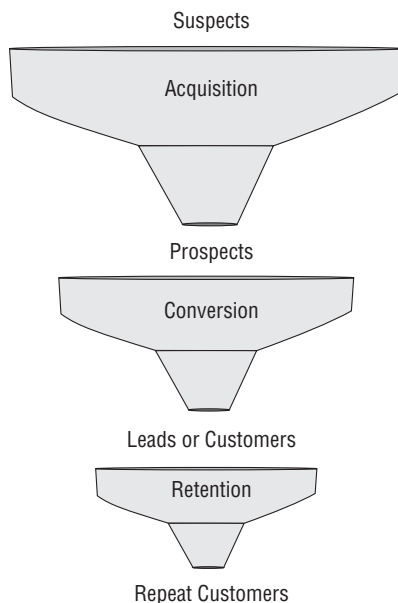


Figure 1.1 The activity funnel

Inefficient acquisition activities will limit the traffic to your site. A confusing landing page with a low conversion rate will restrict the number of leads or customers. Uncoordinated retention follow-up will fail to extract added value from your current prospects or clients. Ideally, you would like each step to have the highest possible yield.

Conversion Is the Weak Link

In the marketing world, a lot of time and resources are spent in acquiring traffic from sources that are thought to provide more high-converting visitors. You buy media, track PPC campaigns, drive organic traffic via search engine optimization (SEO), and implement web analytics tools to properly track all channels. Dedicated in-house or agency staff craft keyword lists, write ad copy, and manage keyword bidding to achieve the proper profitability, cost per action (CPA), and return on investment (ROI). Copywriters adjust our sales copy to improve clickthrough rates (CTRs). Every aspect of performance can be scrutinized under a microscope.

Once someone converts, extensive retention e-mail campaigns are set in motion to persuade visitors to deepen their level of engagement. You worry about every single word in your e-mails as you test headlines and offers. You analyze bounce rates, open rates, and unsubscribe rates with almost religious fervor in order to extract the last penny of revenue and profit possible over the lifetime of your interaction with someone.

But you have almost completely ignored your website and landing page and how well they are converting visitors for the site's goals. Figure 1.2 perfectly illustrates the common and sad state of affairs.

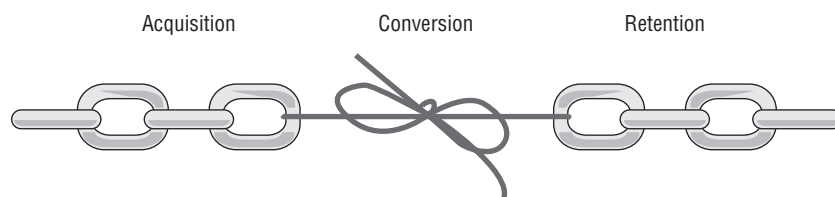


Figure 1.2 The weakest link

What's wrong with this picture?

Sure, you occasionally do minor facelifts or even complete redesigns of your sites. But these changes are rarely tested and are simply assumed to improve the situation. They are just a cost of “doing business.” And even though you may spend obscene amounts of money to buy traffic, the effort that you devote to the landing pages to which it is sent is negligible. A couple of hours of graphic designer and copywriter time are often all that the landing page merits. After a cursory review by the higher-ups, the landing page goes live.

Worse yet, you assume that the quality of the landing page cannot be changed, so you do not even look to it for improvements. You turn all the other knobs and dials at your disposal and continue to neglect the biggest profit driver under your control—the

conversion efficiency of the landing page. And this is costing a lot of money in the form of missed opportunity. Double- or triple-digit conversion rate gains are routinely realized by conversion consultants and in-house optimization teams. Yet there is still a widespread perception among online marketers that their landing pages are already solid and can't be improved significantly.



Your website and landing page conversion rates have been neglected for much too long—costing you a lot of money.

Because of the large amounts of money spent on acquisition and retention, sophisticated systems have been created to maximize the ROI of these activities. When you neglect the landing page, the money you spend on acquisition and retention is largely wasted, flushed down the proverbial toilet. Many companies are now beginning to understand that website and landing page conversion can have a dramatic impact on online marketing program profits. That's where the new battleground is in the coming years. As management guru Peter Drucker stated, finding keys to competitive advantage can be the difference between a mediocre company and an industry leader. Don't forget also that if you are one of the few in your industry to understand this weak link and fully optimize it, your company, your boss, and ultimately your career will certainly benefit.

Acquisition

Acquisition activities focus on generating traffic to your website or landing page. The goal is to create an awareness of your company or products and enough interest for your target audience to visit your site.

Web marketing experts use a variety of methods to drive traffic. They can be broadly grouped into online and offline methods, although there is often some overlap and mutual reinforcement between the two.

Online Acquisition Methods

Web marketers typically use the following *online* methods for driving traffic:

Search Engine Optimization (SEO) The process of making your website pages appear near the top in unpaid search engine results for important keywords relevant to your business is known as *search engine optimization*, or *SEO*. People using search engines show focus and a specific intention to act, so search engine traffic often has a high onsite conversion rate.

Pay-Per-Click (PPC) Pay-per-click (PPC) advertising continues to be a popular way to get seen on search engine results pages (SERPs) and content networks. Short paid advertisements appear side by side with traditional SEO results, with the highest bidder usually getting the top (most visible) spots on the page. While optimized PPC campaigns often convert at a high rate, competition for many commercial keywords may be high and result in increasing prices.