FOR LANDING PAGES
13 SIMPLE EXERCISES TO ROCK YOUR DIGITAL MARKETING RESULTS
Introduction

Any web page that you purposely send web traffic to is a landing page. Whether it’s coming from a PPC ad, an email, a banner or a tweet, the page where a person lands after they click your ad or message has enormous potential to influence what they do next. Will the visitor land on your page & leave? Or will they stay, engage and take action?

This toolkit gives you 13 “how to” diagnostic exercises to help you improve your pages, run effective tests and get better results. Whether you are just getting started, or are already a landing page rockstar, you’ll find straightforward, real-world ways to improve your landing page program here.

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Landing Page Basics

1. How to use the right type of experience

**Good for:** understanding the most common types of landing experiences, and considerations for the best user experience & conversion results.

Dropping visitors in the right contextual experience will lift conversions. Not all landing experiences are well suited for all types of campaign traffic. When selecting what type of landing experience to use for any particular campaign or traffic, consider the context of the user, their potential motivations and needs, the message they are responding to and their current “state” (work, mobile, home, researching or urgent).

There are 2 main landing page categories—SEO & campaign. An SEO landing page is a page within your site that a visitor lands on after clicking an organic search link. These pages typically live within the structure of your website—a visitor can get to & from them via the links within your website navigation. Think of your site landing pages as “generalists”—they must appeal to anyone and everyone who may land on them.

In contrast, a campaign landing page is a “specialist”—created for specific traffic for the express purpose of getting a visitor to take a specific action, such as filling out a form, downloading a whitepaper, signing up for a free trial or making a purchase. A dedicated, campaign-specific page can be extremely relevant to a particular traffic source that drove the visitor to the page in the first place. To get the best ROI possible from any source of paid or campaign traffic, it’s important to have dedicated landing pages. These campaign landing pages usually live outside of your main website and have the potential for much higher ROI than website pages, because they are dedicated to driving a visitor directly into your conversion funnel.

Landing pages come in many shapes and forms. So even though we use the phrase “landing page” throughout this toolkit, know that you don’t have to limit your landing experience structure to a single page.

There are five common categories of landing experiences with their own unique advantages and characteristics. This chart will help you determine which kinds of experiences you should consider for your various sources of campaign traffic.
## TYPES OF LANDING EXPERIENCES

<table>
<thead>
<tr>
<th>Type</th>
<th>Characteristics</th>
<th>Considerations</th>
<th>When to Use</th>
<th>Example Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Landing Page</strong></td>
<td>A catch-all term for any page to which you drive traffic. Most commonly it is a single page with an offer. For lead generation campaigns, usually includes a form. For ecommerce campaigns, usually includes an “add to cart” or “shop now” call to action.</td>
<td>Because they are single pages, reporting is limited to pass/fail—the visitor lands &amp; leaves, or lands &amp; converts. Little can be learned about visitor segmentation or behavior.</td>
<td>Use a landing page when you are very certain that you know visitor intent and visitor segmentation, and that your visitor will be highly motivated and ready to convert.</td>
<td>Low funnel paid search campaigns</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Email campaigns</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Offer-driven social campaigns</td>
</tr>
<tr>
<td><strong>Conversion Path</strong></td>
<td>In a conversion path, the initial page a visitor lands on shows 2-5 choices to select from (typically choices based on role, need, industry, product category, etc). Once a visitor makes a selection, they route to a segment-relevant content or offer page. For more complex solutions, may include several steps of segmentation choices to help users drill down to a high degree of specificity.</td>
<td>Well suited to sorting visitors into segments based on the selections they make on the initial page(s). Highly valuable in assessing the relative value of sources of traffic because segmentation data is gathered on 50-80% of all respondents (behavioral data is gathered even on those visitors who do not convert). Useful in helping to understand visitor intent &amp; expectations.</td>
<td>Use a conversion path when the visitor segment, intent or need is vague, or not fully determined.</td>
<td>High funnel paid search campaigns</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Direct mail</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Print advertising</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Content-driven social campaigns</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Email campaigns</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Email campaigns to third party lists</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Display advertising</td>
</tr>
<tr>
<td><strong>Microsite</strong></td>
<td>A topic-specific site, typically with 3-10 pages of content. Can be informational in nature, or conversion focused.</td>
<td>Microsites can be more immersive than conversion paths and require more time and thought from their users. If you’re certain of intent and segmentation, then microsites are a great way to offer specific content.</td>
<td>Use a microsite for a considered conversion where additional information may be helpful to influence the visitor. Also good where audience segmentation is not known, as some data on visitor intent may be inferred based on user behavior. A conversion-focused microsite should include a call to action on each page and/or a form on each page.</td>
<td>Print advertising</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Broadcast advertising</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Email campaigns</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Content driven social campaigns</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>High and low-funnel paid search campaigns</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Display advertising</td>
</tr>
</tbody>
</table>
## TYPES OF LANDING EXPERIENCES (Continued)

<table>
<thead>
<tr>
<th>Type</th>
<th>Characteristics</th>
<th>Considerations</th>
<th>When to Use</th>
<th>Example Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wizards</strong></td>
<td>Similar to a conversion path, but gives the impression of an app rather than a landing page.</td>
<td>Visitors make a series of selections to ‘configure’ a specific solution, or drill down to a very specific solution or product or piece of content.</td>
<td>Use a wizard-like experience when visitors are likely to appreciate the utility of building their own solution or answering specific questions to receive a highly tailored solution or piece of content.</td>
<td>Low funnel paid search campaigns&lt;br&gt;Email campaigns&lt;br&gt;Offer-driven social campaigns</td>
</tr>
<tr>
<td><strong>Assessments &amp; Marketing Quizzes</strong></td>
<td>Feedback-driven interactive experiences that provide scores, grading or rating based on visitor inputs.</td>
<td>Visitors answer questions (either in graphical or form presentation) in order to receive customized responses, such as tallying a score and providing customized comments based on a knowledge-assessment.</td>
<td>Use assessments and marketing quizzes as enticement to convert. For example, “Find out if you are a newbie or a rockstar! Take the quiz today”. Use when visitors are likely to appreciate the feedback mechanism of scoring, grading, rating or instant feedback on their knowledge.</td>
<td>High &amp; Low funnel paid search campaigns&lt;br&gt;Email campaigns&lt;br&gt;Offer or content-driven social campaigns&lt;br&gt;Direct mail&lt;br&gt;Print&lt;br&gt;Broadcast</td>
</tr>
</tbody>
</table>

*Image descriptions:*
- Landing Page
- Conversion Path
- Microsite
- Wizards
- Assessments & Marketing Quizzes
2. How to determine your landing page benchmarks

Good for: Landing page newbies who aren’t yet tracking the basic metrics.

At a minimum, there are 4 basic landing page metrics and 1 campaign metric to monitor on an ongoing basis.

- Unique visitors
- Goal completion rate (conversion rate)
- Bounce rate
- Traffic source
- Cost per acquisition

If you don’t already have these metrics, drop everything until you get your hands on them—you will need them for planning & testing. Once you have identified this information, you can consider them your benchmarks. Everything you do on your landing pages will be to try to improve your benchmarks.

You can’t operate in the dark and will need to set your benchmarks so you know where you are and can plan for where you need to be. Track these 5 metrics in the aggregate across all your landing pages, in the aggregate for each unique source of traffic, and for each individual page as well.

**Unique visitors.** There are two reasons to measure your unique visitors to any given landing page. From a purely mathematical perspective, you need the number of unique visitors in order to measure your conversion rate (see below).

Secondly, you’ll want to keep track of unique visitors in order to tell how much traffic you are driving from each unique traffic source. This will allow you to sort and categorize your traffic sources by volume of traffic, conversion rates and more in order to ascertain which are your most valuable traffic sources within your online marketing.

**Bounce rate.** Bounce rate is a measurement of the number of visitors who land on your page and leave without taking an action. If 100 visitors arrive on your page and 70 leave immediately before doing anything at all, you have a bounce rate of 70%. You can see why bounce rate is one of the most important metrics. If visitors are landing and leaving you have no chance of getting them to convert. A healthy bounce rate is the start of your conversion rate success. A high bounce rate can indicate that visitors aren’t finding what they are expecting on your page, or are finding some aspect of your page, your content or your offer unclear or confusing.
Conversion rate. Every landing page has a primary objective—a “goal” to get the visitor to do something. Typically for a landing page, the primary goal is to get visitors to make a purchase or complete a form. The goal, whatever it may be for any particular landing page, is called the conversion. Your conversion rate is measured by dividing the number of completed goals by the number of unique visitors. For instance, if you receive 100 unique visitors and 10 of them complete the goal, then your conversion rate is 10 percent.

10 goals / 100 visitors = .10 completion rate (10%)

Conversion rate measurement, and improvement, is at the heart of landing page optimization. You should be tracking your conversion rate across all your primary sources of traffic, and messages/ads.

Traffic source. Traffic sources are where your visitors come from before they land on your page. Traffic sources might be paid search, social websites, email, organic search and other referring sites. There are high level categories of traffic—think of these as your media channels (organic search, paid search, email, social, display, etc), and then there are the subcategories
within each channel—think of these as vehicles, like Bing, Yahoo and Google, inside the paid search channel. And then there are all the unique individual traffic sources within a vehicle, such as your ad groups or ads within Google, for example. Get a handle for how many unique traffic sources you have, as granularly as possible. Once you have your arms around all of your unique sources of traffic, then ensure you are tracking unique visitors, bounce rate and conversion rate for all of your traffic sources.

As you begin to test your landing pages to lift your conversion rate, traffic sources will be an important starting point. Most landing page best practices begin with a tight connection between where the visitor is arriving from and what they see when they land on your page. It’s important to know your highest volume traffic sources, highest converting traffic sources and more in order to optimize your entire online marketing chain from pre-click (your links and ads) to post-click (your landing pages).

**Cost per acquisition/lead.** Ideally, you can also keep track of the cost to acquire a lead or sale for each unique channel, vehicle and traffic source as well. In a simple example, if you spend $100 to get 10 visitors (that’s a $10 cost per click), and 1 visitor converts (that’s a 10% conversion rate), your cost to acquire that lead is $100.

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**Landing Page Basics**

*Here’s an example of what this might look like as you start to get this information together (we recommend creating yours in a spreadsheet).*

**Time period: July 1st — July 31st**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Unique Visitors</th>
<th>Bounce Rate</th>
<th>Conversion Rate</th>
<th>Cost Per Acquisition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid Search</td>
<td>10,000/mo</td>
<td>85%</td>
<td>6%</td>
<td>$10.00</td>
</tr>
<tr>
<td>Paid Email</td>
<td>10,000/mo</td>
<td>30%</td>
<td>40%</td>
<td></td>
</tr>
</tbody>
</table>
Landing Page Basics

But wait, there’s more! Continue to get more granular. Now complete a chart for each channel.

**Time period: July 1st — July 31st**

<table>
<thead>
<tr>
<th>Traffic Source</th>
<th>Unique Visitors</th>
<th>Bounce Rate</th>
<th>Conversion Rate</th>
<th>Cost Per Acquisition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>“Free trial” ad group</strong></td>
<td>3,000 /mo</td>
<td>85%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td><strong>“Demo now” ad group</strong></td>
<td>2,000 /mo</td>
<td>96%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td><strong>“Whitepaper offer” ad group</strong></td>
<td>2,000 /mo</td>
<td>83%</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

Keep going and get as granular as possible. Yes, this will likely feel hard and make your head hurt because you have more traffic sources than you realize. But you’re an online marketer, and you’ll want to have your arms around all of your online marketing and its performance.

**Time period: July 1st — July 31st**

<table>
<thead>
<tr>
<th>Vehicle</th>
<th>Unique Visitors</th>
<th>Bounce Rate</th>
<th>Conversion Rate</th>
<th>Cost Per Acquisition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>7,000 /mo</td>
<td>95%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Yahoo</td>
<td>3,000 /mo</td>
<td>85%</td>
<td>10%</td>
<td></td>
</tr>
</tbody>
</table>

Once you have completed this exercise, you have your current benchmarks. You can now go on to find your conversion opportunities.
Landing Page Basics

3. How to find your conversion opportunities

*Good for: Marketers who don’t know where to start with landing page testing.*

After you understand your benchmarks, it’s time to decide where to put your attention. You’ll need to identify your conversion opportunities in order to be methodical and effective with testing. Evaluate your benchmarks to determine where you are underperforming and where you may be able to maximize results. Determine what will be the highest value and biggest potential for impact.

**Consider the following questions:**

1. **Where are you getting the most traffic?**
   High traffic can be a testing opportunity because you will be more likely to have enough traffic to conduct a series of tests quickly. This may also be where the bulk of your budget goes, and maximizing the return of that budget is a great idea.

2. **Where is your lowest conversion rate?**
   Low conversion traffic can be a testing opportunity because you likely have room for improvement and may get some conversion improvement quickly.

3. **What is your highest cost per conversion, or cost per lead?**
   Traffic that produces high acquisition cost can be a testing opportunity to make that budget more efficient and increase revenue from the resulting conversion improvement.

4. **What is your highest cost per click?**
   High cost per click can be a testing opportunity because each of these clicks is like gold—if the clicks are costly, they take up more room in your budget. You want to maximize every chance you can to get those clicks to convert, to make that portion of your budget more efficient.

5. **What is strategically, or even tactically, important to you?**
   This is an often overlooked area to evaluate when considering where to start testing. There may be factors at work inside your organization, in the market, and in your competitive landscape that should influence your consideration of what type of traffic you should start testing on first.
### Landing Page Basics

In order to uncover your opportunities, it may be helpful to list the top three vehicles or sources of traffic for the five questions above. Look for the vehicle or source that appears in the lists more frequently than the others in order to determine where you should start.

<table>
<thead>
<tr>
<th>Highest Traffic</th>
<th>Lowest Conversions</th>
<th>Highest Cost Per Conversions</th>
<th>Highest Cost Per Click</th>
<th>Strategically Important to Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
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<tr>
<td>3</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Once you have identified your conversion opportunities, it is time to create & test great landing experiences in order to improve results.
Landing Page Design

4. How to assess the quality of your landing page design

Good for: Evaluating what improvements can be made to a page to decrease bounce rate and increase conversions.

Landing page design can make or break conversion rate. A poorly designed landing page will confuse, overwhelm or distract a visitor and decrease the odds of conversion. When evaluating the strength of a landing page design, use this checklist to help determine if sufficient best practices are being leveraged and sound conversion design principles are being followed.

- **Is there message match between the ad and landing page copy?** Look for words and phrases that are used in the ad to be echoed on the landing page. Message match should be extremely obvious, not hidden or inferred.

- **Is there motivation match?** This is a little more subtle than message match, but equally important. Every ad holds the promise of a ‘carrot’. That’s what gets the user motivated to click. The landing page needs to stay focused on the carrot and the visitor motivation. If the ad is a promise (“click here, get this”), the landing page should pay off the promise.

- **Is there visual match?** If the traffic is arriving at the landing page from display, social, email or other visually-oriented sources, ensure a tight visual match between the ad and the landing page.

- **Do you use directional cues?** The landing page needs to literally show the visitor what you want them to do. What’s the action you want people to take on the page? Directional cues are design elements that point the user towards the desired action. Don’t be afraid to make it very visually obvious — use cues such as arrows or fingers pointing to the call to action. Even a photo of a model with her/his body angled toward the call to action can be an implied directional cue.

- **Is the page focused and simple?** It’s easy to clutter up a web page. Much harder to pare it down and keep it focused. But clarity leads to focus, and focus leads to conversion. Stay on point—both the content and the visuals need to be clear, simple and focused. Strip away anything that detracts from conversion like unnecessary navigation or links that take visitors away from the page.
Landing Page Design

**Is the important stuff above the fold?** Instantly when arriving on the page, is it clear what action the visitor can take? Are call to action, offer conversion point and main value all located above the fold?

**Is the call to action positive?** Users don’t want to ‘submit’. Don’t make your call to action a command, make it something they want to do. Make it about the promise of your conversion. For example, use “Get started” instead of “Submit”. Or “Download tips to boost performance” instead of “Download”.

**Is the copy scannable?** Copy-heavy pages are dense. Dense looks like work, and work doesn’t convert. Use bullets and keep them short. Use subheads and short copy blocks. Vary your sentence length. Make sure your copy looks easy to scan and easy to read. Based on a quick scan off the page, will the visitor get the point?

**Is the experience device specific?** Visitors expect a great experience regardless of the device they arrive on—desktop, tablet, phablet or smart phone. Use responsive landing page design to automatically adjust the page to the visitor’s screen size, or create device-specific versions of the pages.

**Is the page trustworthy?** Use trust assurances to indicate to the visitor that you are worthy of having their trust. Include social proof such as customer testimonials, customer & partner logos, community ratings, or social plugins for Twitter & Facebook. Also, make sure the page includes a privacy statement, or link to a privacy policy, and any third-party verification that’s applicable, such as TRUSTe, Verisign, etc.

**Is the value clear?** Don’t assume the visitor is going to automatically want what you’ve got to offer. Remember to merchandize & pitch it. Emphasize the value of the offer and use a strong value proposition with features, benefits and offer details, when applicable.

**Is the barrier to conversion low?** A big, long, complicated form or registration process feels like work to the visitor. Create the appearance of a low hurdle to conversion. Break up long forms into multi-step experiences, using a simple 1 or 2 field form as the first step. For longer registrations, set visitor expectations by giving progress bars and/or written & visual indicators of what to expect.

**Does the page make the user feel good?** This is subjective, but important. Is it visually appealing? Does it make sense? Is it awesome? Don’t underestimate the power of the landing page brand impression—visitors are likely to land & leave if the page isn’t appealing. Often the landing page is the first impression a visitor has of your company—make it a great one.
# Landing Page Design

**Assess your pages:** Score 0 for each “not so good”, 1 point for each “So-so” and 2 points for each “Great”.

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Not so good</th>
<th>So-so</th>
<th>Great!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message match between ad &amp; page</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Motivation match</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visual match</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Directional cues</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Focused, simple page design</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prioritized content above the fold</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Positive, value-driven call to action</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scannable, easily read copy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Device-specific page and/or responsive design</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trust elements used</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clear value</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived low barrier to conversion/expectations set for conversion steps</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall good impression (yes, it’s subjective)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL SCORE:** 0

**How did you score?**

- **0**: Time to revamp the page
- **13**: Room for improvement
- **26**: Sounds like an awesome page!
Landing Page Design

5. How to increase landing page match

Good for: Increasing the relevancy of your landing pages, and meeting visitor expectations. Critical when bounce rates are high, or conversion rates are below average.

When an ad (or link or email) and landing page use very similar text, words and calls to action, they have strong message match. Message match is the degree of match between the ad promise (“Click here, get that”) and the landing page payoff.

Strong message match helps lower bounce rate and increase conversion rates. Usually a high bounce rate indicates poor message match.

For strong message match, repeat your offer in the page headline by using supporting imagery or reiterating the ad text in your body copy. This lends landing page relevancy which can boost your quality score, but more importantly it re-affirms to the visitor who just clicked your message that they are in the right place, and you are going to provide what they expect. Message match is important for great user experience, creating the right brand impression, lowering bounce rate and increasing conversion rates. It’s a win-win-win-win. Consider:

**Are you delivering on your promises?** If you promised something in your ad copy, such as a free whitepaper or a discount, make sure your landing page clearly directs your visitors on how they can get the promised item.

**If you are using an image in your ad, is the same image used again on the landing page?** Visual consistency helps
Landing Page Design

establish familiarity and, ultimately, trust.

**Does your landing page copy mirror the exact words and phrases used in your ad and your keywords?** Don’t assume a visitor will make a contextual link between ad copy and landing page copy. For example, if your ad copy offers a ‘free trial’, your landing page copy shouldn’t refer to it as a ‘free demo’. If you call it a trial in the ad, call it a trial on the landing page. Message match should be direct, obvious and literal.

<table>
<thead>
<tr>
<th>Ad</th>
<th>Location/Vehicle</th>
<th>Landing Page Fulfills Ad Promise</th>
<th>Landing Page Uses Same Terminology as Ad</th>
<th>Match Between Ad &amp; Page is Literal and Obvious</th>
<th>Visual Match Between Ad &amp; Page is Readily Apparent</th>
<th>Total Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Best data recovery solution. Limited time free trial offer. Click here to try now.”</td>
<td>Paid search, data recovery ad group</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>n/a</td>
<td>9</td>
</tr>
<tr>
<td>“Secure data recovery solution. 30-Day trial Start for free.”</td>
<td>Paid search, data recovery ad group</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>7</td>
</tr>
</tbody>
</table>

Once you have completed this, you can assess how well you are doing overall with message match and create a plan to increase the message match on the ads & landing pages where you feel there is the biggest mismatch or greatest opportunity for improvement.
Landing Page Design

6. How to use conversion paths to improve results

Good for: Understanding audience segments, motivation & need and providing a more relevant experience.

Humans click your ads and land on your pages. Seems obvious, but in our haste to put up a landing page with the perfect layout & offer, we often forget to think about the human behind the click.

Often marketers think they know their audiences inside and out. And they do—from a demographic or psychographic perspective. But context is important too and can help uncover additional insights into audience segments.

Consider, for example, someone who goes to a search engine and searches for “data recovery”. We know that user is interested in data recovery. We know very little else about them:

- Are they searching for their personal home computer? Or on behalf of their company?
- Are they from a small company or a large enterprise?
- Did they just lose data, and are urgently looking for a recovery option, or are they looking for a data recovery solution to prevent data loss in the future?
- Are they an office manager, an IT director or a CIO?
- Are they researching or ready to buy?
- Are they looking for product information to help make a purchase decision, or educational information to learn about a topic?

Who knows? We don’t have the answer to any of these questions based on a search like “data recovery”.

Without knowing anything about this person, we can do one of three things:

A. Make a page that tries to cover all the bases—offering up content & choices & page navigation for many of these options. This page will appear cluttered and will appeal to very few visitors, because of the lack of clarity and number of choices on the page competing for attention.

B. Make a page that is specific to one of those needs/roles/company sizes. This page will have a high bounce rate, as it will appeal to just one potential segment.

C. Make a conversion path that allows visitors to bucket themselves into a segment. From this, you will learn an incredible amount about the audience, and the visitors themselves will have a much more relevant and specific experience, thereby increasing conversions within your highly desirable segments.
To uncover all your segmentation options, brainstorm and identify all of the following for each primary or strategically important campaign or traffic source:

- Roles
- Consideration or buying stage
- Need
- Task or job
- Company size or type
- Industry
- Lifestyle
- Gender
- Age
Landing Page Testing

7. How to choose between A/B and MVT testing

*Good for: Selecting the right test method for your marketing.*

Both A/B and multivariate testing work well for increasing conversion rates on landing pages. It’s important to select the right kind of test, and situational factors determine which testing approach is right for you.

**A/B testing**

When you test an entire landing experience against at least one other landing experience, you’re A/B testing. A/B/n is a way of noting that the test includes more than two alternatives, like A/B/C/D for a test that includes 4 landing experiences in a test group.

A/B testing is great for testing very different things against each other, such as a microsite against a landing page. Or a single-page form against a 3-step form. A/B testing is also good for campaigns that have a relatively low volume of traffic.

**Multivariate Testing (MVT)**

When you test many combinations of elements within a single page — for example, many combinations of different headlines & images — you are multivariate testing.

MVT is great for testing combinations of variables within a single page. MVT is also great for a relatively high volume of traffic.
Landing Page Testing

*Use this simple chart to help you decide when to use A/B and when to use MVT.*

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Then use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Testing two very different types of experiences against each other (landing page versus conversion path)</td>
<td>A/B</td>
</tr>
<tr>
<td>Testing significantly different design elements</td>
<td>A/B</td>
</tr>
<tr>
<td>Testing different page layouts</td>
<td>A/B</td>
</tr>
<tr>
<td>Testing different registration flows (i.e. 1-step versus 3-step)</td>
<td>A/B</td>
</tr>
<tr>
<td>Testing different content variations within a single page</td>
<td>MVT</td>
</tr>
<tr>
<td>Need to know the conversion influence of each individual test element</td>
<td>MVT</td>
</tr>
<tr>
<td>Lower traffic (use online test duration calculator to help determine)</td>
<td>A/B</td>
</tr>
<tr>
<td>Higher traffic (use online test duration calculator to help determine)</td>
<td>MVT</td>
</tr>
</tbody>
</table>
8. How to decide what to test

Good for: Evaluating your options of what to test, and making a sound decision.

Once you know where you need to test, sometimes it can be a challenge to narrow down what exactly you’re going to test. Consider these options to narrow down your choices and settle on what to test.

**Design**

With a design test, the content of the page stays largely the same, but the design elements change. Use a design test if you have strong message match, content and value proposition, but suspect the layout of the control page isn’t conversion-focused enough. Examples of a design test include:

- Page layout
- Form length or form style
- Images & icons
- Visual emphasis or directional cues

**Content**

If your design is conversion focused, and your message match is strong, you may want to alter the content on your page.

- Improve the value proposition and reason to convert
- Break the copy into more scannable chunks, varying sentence length, using bullets for emphasis
- Try more, or less, page copy
- Try accordions or tabbed content so visitors can click the content that is most interesting to them
- Remove some words—use an icon or image to represent some part of your message
Landing Page Testing

**Offer**
Are you trying to convince visitors to convert for something that isn’t that worthwhile? Asking them to sign up for a free trial, but not telling them why? Offering a whitepaper to someone who searched “download software”?

- Change your offer to be more valuable or relevant to the target
- Sell it more—show the visitor what they get if they convert
- Ensure the value of what they are converting for is concordant with what you are asking them to do to convert

**Relevancy**
With a relevancy test, you will focus on increasing how relevant the page is to the ad. Use a relevancy test when you feel the overall conversion-focus and design aspects of the page are strong, but the ad & page aren’t message matched strongly enough. A relevancy test is a good place to start if your bounce rate is high (indicating the page isn’t providing what the visitor expected).

- Increase message match by echoing the ad copy on the landing page
- Increase the visual match by mirroring imagery in the ad or email on the landing page
- Personalizing the page by displaying the keywords or visitor’s name on the page can also lead to an increase in perceived relevancy

**Experience**
An experience test is a good idea when you feel like you need a fresh start or need to try something very different.

- Test a microsite against a landing page
- Test a conversion path against a landing page
- Test a conversion path against a microsite
- Test two conversion paths against each other, with very different 1st page segmentation choices
- And on and on!
Landing Page Testing

9. How to document your landing page test

Good for: Each and every landing page test you run. Test documentation is just as important as the test itself.

Documenting your tests ensures your testing approach is sound, you learn from each test wave and have a record of test hypotheses and results. With a test plan document, everything is in one place. For multiple brands, or regions, you might have a handful of categorized files rather than one file. Think of this cumulative document as your testing story, building over time, learning from each chapter.

The test plan document includes:

- **Who?** Identify the target audience and their behavior or context learning to the page(s).
- **Where?** List the traffic source(s) where you are running the test.
- **Why?** Describe your hypothesis for why you are running the test.
- **What?** Describe the test in plain language. The test plan also includes screen shots or wireframes of the test.
- **When?** When is the test going to launch, how long do you anticipate it will run and to what level of statistical confidence are you testing?

- **What happened?** When the test concludes at statistical significance, document the results and any learnings or inferences.

Example test plan

**A/B Test Plan**

- **Who?** Active women age 25-40 looking for performance gear.
- **What?** A/B Test - A) Lightbox form page vs. B) Having the form directly on the landing page.
- **Where?** Pay-per-click/content network traffic for Google and Bing.
- **When?** Will run until 95% statistical significance is reached.
- **Why?** Hypothesis is that a form on page will increase conversions.
Landing Page Testing

10. How to select the right statistical confidence for your tests

*Good for: Test beginners who are confused about statistical confidence.*

When running a landing page test, you will select the level of statistical confidence to use for determining test outcomes. It is used to indicate the reliability of the test results, and your testing platform will allow you to set your level of statistical confidence, somewhere between 80-99% (where 99% is most reliable). Use this chart to determine what confidence level is right for you.

<table>
<thead>
<tr>
<th>if...</th>
<th>Then use...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your conversion is an ecommerce transaction</td>
<td>95% or 99%</td>
</tr>
<tr>
<td>You want to cycle through the test as quickly as possible and declare a winner</td>
<td>80%</td>
</tr>
<tr>
<td>You are using A/B testing, and A is very different from B (likely that the conversion results for each will be very different from each other)</td>
<td>80% or 85%</td>
</tr>
<tr>
<td>You want to be highly confident in the accuracy of your test results, regardless of how long it takes to achieve statistical confidence</td>
<td>95% or 99%</td>
</tr>
<tr>
<td>Your test versions are very similar to each other, and are likely to have similar conversion rates</td>
<td>90% or 95%</td>
</tr>
<tr>
<td>You are only able to send a small amount of traffic to the test</td>
<td>80% or 85%</td>
</tr>
<tr>
<td>You will be able to send a high volume of traffic to the test</td>
<td>95% or 99%</td>
</tr>
</tbody>
</table>
# Landing Page Management

## 11. How to evaluate your landing page maturity

*Good for: Identifying your organizational landing page strengths and areas for improvement.*

<table>
<thead>
<tr>
<th><strong>How are pages created, launched and managed?</strong></th>
<th>1: IT manages</th>
<th>2: Combination of IT and marketing and/or agency outsourced</th>
<th>3: Marketing manages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How are turnaround times for new pages and edits to existing pages?</strong></td>
<td>Unsatisfactory</td>
<td>Satisfactory</td>
<td>At or exceeds expectations</td>
</tr>
<tr>
<td><strong>Where are campaign landing pages managed?</strong></td>
<td>Completely ad-hoc, varies significantly depending on program, market, etc.</td>
<td>In several systems (CMS, local markets, agencies, marketing automation, etc)</td>
<td>In a single environment that meets most, or all, of our landing page needs</td>
</tr>
<tr>
<td><strong>What's is the overall process like to make a new page?</strong></td>
<td>Unsatisfactory</td>
<td>Satisfactory</td>
<td>At or exceeds expectations</td>
</tr>
<tr>
<td><strong>How varied are the pages you create?</strong></td>
<td>Single layout</td>
<td>Several layouts, many page options</td>
<td>Full creative flexibility for single and multi-page experiences</td>
</tr>
<tr>
<td><strong>How many landing pages do you use?</strong></td>
<td>Handful of landing pages</td>
<td>Unique landing pages for some campaigns</td>
<td>Unique landing pages for most, or all, campaigns</td>
</tr>
<tr>
<td><strong>How personalized are your pages?</strong></td>
<td>Not at all</td>
<td>Somewhat</td>
<td>Very</td>
</tr>
<tr>
<td><strong>Do your pages use responsive design or mobile-specific versions?</strong></td>
<td>No</td>
<td>Somewhat</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>What percentage of your landing pages are being tested?</strong></td>
<td>None</td>
<td>0-50%</td>
<td>50-100%</td>
</tr>
<tr>
<td><strong>How often do you launch new tests?</strong></td>
<td>Never</td>
<td>Every 3-6 months</td>
<td>Every 1-3 months</td>
</tr>
<tr>
<td><strong>How is your visibility into test results?</strong></td>
<td>Unsatisfactory</td>
<td>Satisfactory</td>
<td>At or exceeds expectations</td>
</tr>
<tr>
<td><strong>How satisfied are you with the landing page conversion rate?</strong></td>
<td>Unsatisfactory</td>
<td>Satisfactory</td>
<td>At or exceeds expectations</td>
</tr>
<tr>
<td><strong>How satisfied are you with your landing page testing?</strong></td>
<td>Unsatisfactory</td>
<td>Satisfactory</td>
<td>At or exceeds expectations</td>
</tr>
<tr>
<td><strong>How satisfied are you with the available data on your landing pages?</strong></td>
<td>Unsatisfactory</td>
<td>Satisfactory</td>
<td>At or exceeds expectations</td>
</tr>
<tr>
<td><strong>How frequently do you access your landing page data/reporting?</strong></td>
<td>Rarely</td>
<td>Monthly</td>
<td>Weekly or Daily</td>
</tr>
</tbody>
</table>

**TOTAL SCORE:**

If you are serious about leveraging landing pages for better online marketing results, it’s good to know where you stand so you can decide where you want to go.

In each row, circle the criteria that best describes your organization. Tally your points from each column.

**How did you score?**

<table>
<thead>
<tr>
<th>Score</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Beginner</td>
</tr>
<tr>
<td>30</td>
<td>Intermediate</td>
</tr>
<tr>
<td>45</td>
<td>Expert</td>
</tr>
</tbody>
</table>
Landing Page Management

12. How to determine how many landing pages you really need

*Good for: determining if you have too few, too many, or just the right amount of landing pages to maximize conversion, resources and effort.*

How many landing pages do you have currently? How many do you need to really maximize conversion rates? Determining your landing page ratio can help. You can do this exercise literally, as an inventory & math undertaking, or you can do it figuratively, with some rough mental math. Either way, it’s a good idea to assess how many unique messages you have and how many landing pages are connected to them. The landing page ratio gives you a quick snapshot of how deeply you’re engaging your audiences.

**Start with these two questions:**
*How many different online ads do you have across search, social, display and email?* If you work within just one channel, like social, how many different online ads do you have across the vehicles within that channel?

When counting the number of ads, be as granular as possible. In search marketing, you’d count individual ads as well as groups of tightly clustered keywords. With display advertising, you’d count each different banner and each different set of placement parameters. Essentially, you want both the creative and the context in which the user sees that creative to be taken into consideration. For even the smallest of online marketing programs, this quickly becomes a large number.

*How many different landing pages do you have?* When counting the number of landing pages, count the number of distinct destinations — distinct from a visitor’s point of view — that have their own layout, flow, and message. Minor variations of individual elements in the page, e.g. trying 5 different tweaked headlines, only counts as one page. This isn’t about optimizing one page; this is about determining how many unique pages for unique ads you are running.

Now divide the number of ads by the number of landing pages. This is your Landing Page Ratio.

\[
\frac{\text{# of ads}}{\text{# of landing pages}} = \text{Landing Page Ratio}
\]

For example, if you have 170 ads running, but you only have 5 dis-
Landing Page Management

tinct landing pages, then your Landing Page Ratio = (170 / 5) = 34. For every 34 ads, you have one landing page. Your LPR is 34-to-1.

What should your LPR be? It depends. A 1-to-1 ratio would be a “perfect match” between a Long Tail of online advertising and a Long Tail of landing pages, giving you the maximum specificity for each niche audience and the greatest synergy with each individual ad. But that level of granularity and scale may not be practical, or the best use of resources.

Generally, although it will be different for each company, a 10-to-1 ratio represents “closely matched” ads and landing pages. In contrast, a 100-to-1 ratio probably suggests that your landing pages are too generic, and you may have the opportunity to improve your conversion rate by tightening your pre-click/post-click synergy.

The answer for what’s best for you is to calculate your LPR on a regular basis — it’s an easy enough metric to keep track of, even just on the back of the napkin— and see how it aligns with your conversion rate, return on ad spend, and cost per acquisition metrics. You can experiment with smaller ratios to determine your most effective zone.

When determining your landing page ratio, you can do some rough mental math to get to a figure, or create a simple spreadsheet to tally things up.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Vehicle</th>
<th>Approx Number of Unique Ads</th>
<th>Approx Number of Unique Landing Pages</th>
<th>Landing Page Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid Search</td>
<td>Yahoo</td>
<td>24</td>
<td>2</td>
<td>12:1</td>
</tr>
<tr>
<td></td>
<td>Google</td>
<td>30</td>
<td>3</td>
<td>10:1</td>
</tr>
<tr>
<td></td>
<td>Google ad network</td>
<td>30</td>
<td>3</td>
<td>10:1</td>
</tr>
<tr>
<td>Email Nurture</td>
<td>House</td>
<td>12</td>
<td>12</td>
<td>1:1</td>
</tr>
</tbody>
</table>

When viewed in table format, even a 10:1 ratio can feel inherently mismatched. It’s unlikely that 10 ads would be so similar that a single landing page would be tightly matched to all of them. Strive to increase message match by driving down your landing page ratio as low as is practical.
Landing Page Management

13. How to go beyond landing pages

Good for: Making amazing, highly targeted user experiences that lift conversions.

Landing pages are often synonymous with a flat, uninspired single page format with a headline, sub-headline, bullets, image and call to action/form. Ho-hum, so boring, so ineffective.

With user expectations for great experiences increasing at the speed of light, and the pressure on marketers to improve campaign performance mounting, a routine landing page will rarely deliver the kind of conversion results an organization needs in order to achieve high campaign ROI. Here are some ways to go beyond basic landing pages to drive higher conversions by serving up targeted, specific, relevant landing experiences that engage your audience.

**Keyword insertion.** For paid search landing pages, incorporate the visitor’s search query in the page content to increase relevancy and make an immediate match between their natural language expression and your content. Keyword insertion can be done in a landing page platform, or with custom script you have written for your pages.

**Personalization.** For in-house email campaigns, incorporate the visitor’s name (“Welcome back, Anna”), or content that is more targeted to them based on data you have available. The familiarity can signal that they are important to you, you know their needs, and have something of interest to them.

**Behavioral personalization.** If you have data on visitors’ behaviors, such as things they clicked on your pages in previous visits, dynamically alter the content on the page to appeal to those interests or previous behaviors. For example, if a visitor clicked on a button for “Family friendly vacations” in a visit, on their subsequent visit, the page can feature an image of a family having a great time on vacation.

**Dayparting.** Do you have one audience segment likely to visit during the work day, and another likely to land in the wee hours of the night? Do you have offers that you’d like to feature during one part of the day, but not another? Consider day-parting, where different experiences, content or offers are served up at various
Landing Page Management

times of the day to appeal to the likely audience arriving during that time, or feature time-sensitive content and offers to create a sense of urgency.

Geolocation. If you have locations, or regional differences in audiences, consider automatically sensing the visitor’s location and serving up localized content, vernacular or imagery on your pages.

Segmentation. Conversion paths signal to visitors that you ‘get’ them and have something specific for them. Allow visitors to segment themselves into buckets based on need, role, industry, gender or age demographic, then serve up relevant content targeted to them. The experience will feel more personalized, and the specificity of the content boosts your odds of conversion.

Microsites. Microsites can be a great way to serve up a very conversion focused experience while allowing visitors to explore offer & topic specific content. A microsite can educate the audience, help address questions and drive a visitor further down in your consideration/buying funnel. Keep a call to action, form or ‘buy now’ button on each microsite page to maintain a strong emphasis on conversion.

Interactive content. Increase your opportunities for visitor engagement on a standard landing page by adding interactive content elements. Small tabbed content elements within a page, rotating images, and accordions can help you bring a conversion-focused page alive, streamline content presentation and allow visitors who want more information to interact with the content. Also consider video, social elements (allow visitors to follow you on Twitter on the page, or Like you on Facebook) and interactive calculators.

App-like interactive experiences. Visitors love web experiences that give them instant feedback, or feel like “create your own story” adventures. Offer interactive calculators, wizards, configurators, assessments and quizzes that provide personalized scores, tips or content at the end. Visitors will be highly motivated to interact with your app-like experiences. For conversion, put a registration form in front of the experience, at the end (before you reveal results), or even smack-dab in the middle.
ion interactive helps modern marketers produce engaging, interactive content that stands out while generating leads and revenue. Rapidly deploy stunning user experiences across your content marketing, social marketing, email marketing and advertising campaigns using our scalable, agile interactive content platform.

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