

Tip Sheet: Building Landing Pages that Convert

Landing Page Optimisation Allows You to Achieve Optimal Results from Your Campaigns

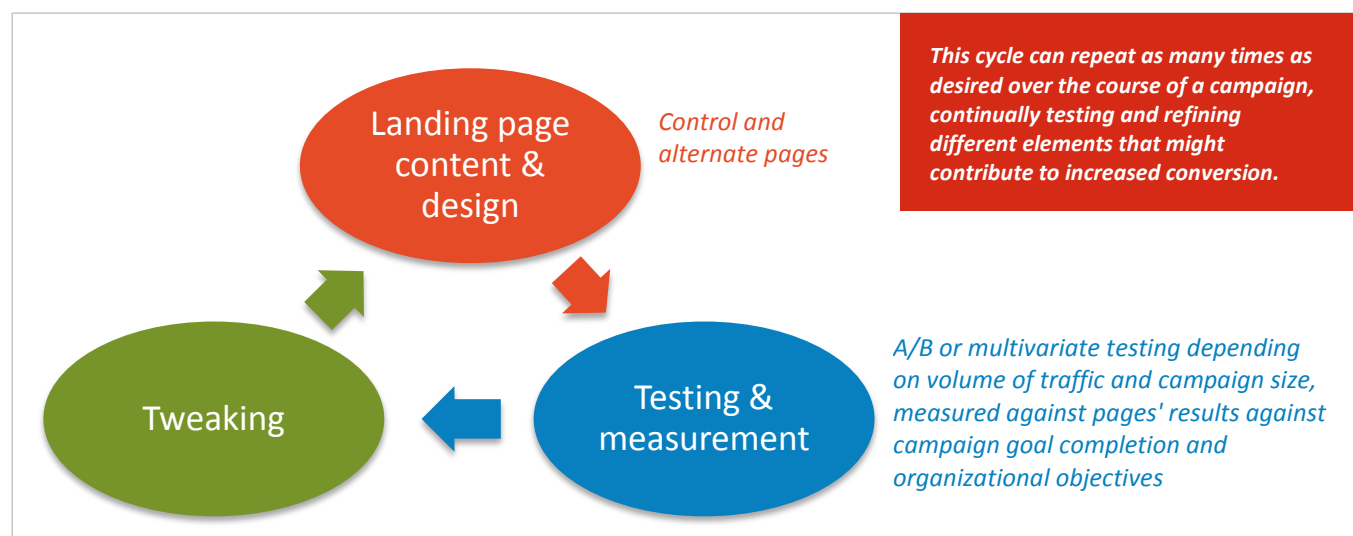
Landing page optimisation is an important part of maximising the success of any digital marketing campaign. The practice closes leaks in your conversion funnel and increases the return on investment of each dollar spent on your campaign by delivering more actions for the same media investment.

The lessons reaped from investing in landing page optimisation often pay for themselves through increased conversions, and provide valuable insights to assist not only in the success of the current campaign, but in the success and design of future campaigns.

- ▶ **Rule of thumb** – A minimum of 5% and up to 20% of a campaign's budget should be spent on content and landing page optimization related to the campaign. Invest this budget throughout the campaign period, and determine the size of the investment based on the relative budget, reach and length of the campaign.

Try it! Measure it! Tweak it! (or 'TIMITI')¹

Landing page optimisation involves three activities:



¹ TIMITI is a term coined by Jim Sterne, author of *Web Metrics: Proven Methods for Measuring Web Site Success*

Landing Page Top Tips

Before you start designing your landing pages, explicitly define the landing page's objective. Ask yourself, what do you want visitors to do? Common campaign objectives might be:

- ▶ Sign up for an email newsletter (often by way of an incentive, like entering a contest)
- ▶ Book a travel deal
- ▶ Click through to operator websites or book online

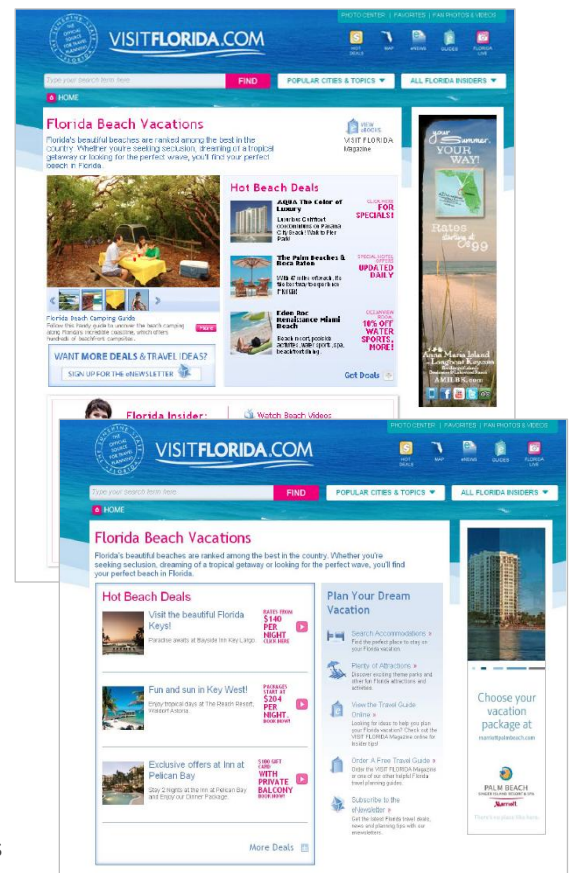
If you have more than one objective, decide **which actions are most important and least important** to the success of the campaign, and let the testing results dictate the winning design.

Key principles behind successful landing pages

1. **Specificity** – Focus on specific, and ideally, quantitative messages instead of vague, qualitative messages. (e.g. 'Win one of five \$1000 Destination prize packs' vs. 'Win an awesome Destination prize pack') As Marketing Experiments notes: "Clarity trumps persuasion." Address these three fundamental questions that any campaign respondent will ask themselves:
 - ▶ Where am I?
 - ▶ What can I do here?
 - ▶ Why should I do it?
2. **Continuity** – Tightly integrate your landing page's content and imagery with the campaign advertising so the experience is familiar and engaging to the visitor. (e.g. If your ads talk about 'Family activities,' use that phrase in your headline and landing page copy. Same goes for photos. If your ads offer a chance to win, make sure your audience sees how to enter as soon as they land on the page.)
3. **Relevant content to your audience** – Write the message and call to action, and choose the images on the page, so they are directly relevant to the campaign respondent's background, interests and travel behaviour. A campaign aimed at young adventure travellers will have different images and copy than a campaign aimed at families or couples. If your campaign is targeting all of these groups, consider creating a landing page for each audience.
4. **Testing & analytics** – Use analytics and, ideally, A/B or multivariate testing to determine the optimal landing page designs and/or copy for meeting your campaign objectives.

WHAT TO TEST:

- ▶ **Placement and size of page elements** – headline size, call to action, content areas, formatting of benefits or accompanying info.
- ▶ **Headline content** – what does it say?
- ▶ **Images** – size, content and placement



A series of A/B tests led to the optimisation of Visit Florida's landing pages from the top example shown above to the bottom one, which produced a considerably higher conversion rate to deals bookings, travel guide orders and operator page visits as well as a lower bounce rate.

- **Forms and buttons/calls to action** – What do they say? How simple are they? Placement and visual cues?
5. **Continual tweaking** – Combine a review of the test results (e.g. bounce rate, goal conversion rates by page) with asking “why?” Roll out the optimal page from your tests, and consider other elements to test and optimise along the course of the campaign to continue to maximise results.

Common elements of effective landing pages

- **Relevant headlines** – Tell them this page does what they came to do.
- **Compelling value proposition** – Support your headline with your value proposition, relevant to your target audience.
- **Simple, uncluttered design** – (i.e. *Don't distract your visitor.*) Minimise navigation and content elements not directly involved in the campaign. If the conversion can happen on the page (like a contest entry), do it on the page, or if you must, use a modal dialog box that pops over the page.
- **Consistency with campaign** – If you said there was family content in the ad, then make sure family content is what they see first.
- **Image relevance** – If the target is family, show family. Ensure the image is engaging and tightly aligned with the campaign message. (NB: Not all successful landing pages use a prominent image. Testing a variety of page layouts and/or images will help uncover whether a prominent image works for your campaign and audience.)
- **Clear and specific calls to action** – Use contrast to draw attention to the action area. Make the copy compelling and actionable, e.g. ‘Subscribe to Enter,’ and place the action area above the fold. Use visual and directional cues to indicate where you want the visitor to go, and use large buttons with contrast. Steer away from a generic call to action, like ‘Submit,’ on your button, and instead tell the user what happens when they click the button, e.g. ‘Subscribe.’
- **Web design principles** – Standard principles in page layout, and the “eye tracking” behavior² of web users, reflect a bias towards top and left content.
- **Lead capture** – Providing a simple, low-barrier incentive for visitors to give you their information means you can maximize the value of your campaign by remarketing to them over the longer term.
- **Video** – Video is a quick and easy way to give visitors a deeper understanding of your product, and can work to reduce hesitancy on purchase or sign-up. Done well, it's a proven tool for lifting landing page conversion rates. Not to mention the fact that it is helpful for boosting organic search engine rankings for your landing page.
- **Testimonials** – User reviews and testimonials are critical to travel-related conversions. Use real names (with links for verification) and/or feed in comments from social channels for optimum credibility.

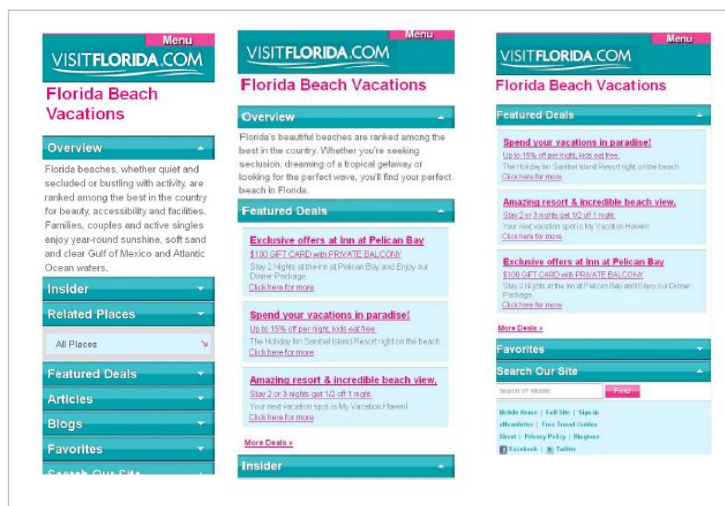


This ski accommodation landing page uses directional cues, a testimonial and clear calls to action. (Source: <http://unbounce.com/landing-page-examples/built-using-unbounce/landing-page-design-showcase/>)

² “Eye Tracking Study: Perception of search and display advertising, Mobile vs. Desktop.” Think Insights with Google. Market Insights, Germany. July 2011. www.thinkwithgoogle.com/insights/uploads/281363.pdf/download/

Other Landing Page Considerations

- ▶ **SEO** – Where possible, incorporate SEO best practices into your landing pages, including campaign-relevant target keywords in your page titles, h1s, body copy, h2s and, alt tags. The primary traffic source of your landing page may be campaign activities, but a boost from free organic search traffic certainly won't hurt.
- ▶ **Mobile** – Nowadays mobile visits frequently make up 15-30% of landing page visits. To avoid losing this significant part of your audience, design your landing pages and forms so they are mobile-friendly.



These three mobile landing pages were the result of continual A/B testing for Visit Florida. The page on the right, with deals higher on the page, and streamlined navigation options, produced the best results.

FURTHER READING

- ▶ **MARKETING EXPERIMENTS – LANDING PAGE OPTIMIZATION RESOURCE LIBRARY (VIDEOS & RESEARCH - TESTING):** <http://www.marketingexperiments.com/landing-page-optimization>
- ▶ **The 8 Questions that Create Perfect Landing Page Copy,** <http://blog.kissmetrics.com/high-impact-landing-copy/>
- ▶ **35 Beautiful Landing Page Design Examples to Drool Over [With Critiques],** <http://unbounce.com/landing-page-examples/built-using-unbounce/beautiful-landing-page-design-examples/>
- ▶ **Your Landing Page Sucks! Here Are 10 Examples that Don't...**, <http://unbounce.com/landing-page-examples/your-landing-page-sucks/>
- ▶ **The Perfect Landing Page. Landing Page Examples and 12 Tips,** <http://www.smartinsights.com/conversion-optimisation/landing-page-optimisation/perfect-landing-page/>