

# Landing Page & Conversion Basics

By Chris Butterworth



# 5 Common CRO Myths

- #1 – CRO is Only About Testing Buttons, Colours & Wording
- #2 – Best Practices are Universal
- #3 – Expect Big Changes
- #4 – CRO Comes from Gut Feelings
- #5 – CRO is a Once Off

STOP!!!

Setup Events & Goals



# The Very Basics

# SEO Quote

Website URL

Your website URL is required so we can check competition and provide an accurate quote.

Next

Maybe we should try changing this?

## The Most Innovative SEO Company

Dejan SEO is an Australian search marketing company with worldwide recognition for [marketing excellence](#) and [innovation](#). We specialise in technical and strategic search engine optimisation solutions designed to drive traffic and sales to local business, e-Commerce and corporate websites. With unmatched research capabilities our team delivers business intelligence which goes beyond standard data sets. Strategic advice we provide is geared towards maximum impact and speed, delivering quick return on investment.

### Search Engine Optimisation (SEO)

SEO is an effective way to drive qualified traffic and sales to your business. Our consultants observe [Google's latest guidelines](#) and offer solutions designed for quick ROI and long-term results.

### Paid Search

Managing [Pay-Per-Click advertising](#) campaigns can be time-consuming and tricky for novices and even well-seasoned [Google AdWords](#) users. Our Google certified PPC account managers are experienced with many platforms and know how to achieve optimal ROI.

### Content Marketing

[Content Marketing](#) is all about improving what users read and see on your website and social media pages. It's an excellent tool for branding and improving your site's authority in the eyes of Google and your customers.

### Conversion Optimisation

[Conversion rate optimisation \(CRO\)](#) is a strategy best suited for businesses that are having trouble with customer acquisition despite having reasonable traffic to their website. We have CRO specialists who can analyse exactly what can be improved to boost sales and leads.

We've worked with



# A/B Testing

We can show 50% of users one version and the other 50% the other.

**SEO Quote**

Your website URL is required so we can check competition and provide an accurate quote.

Next

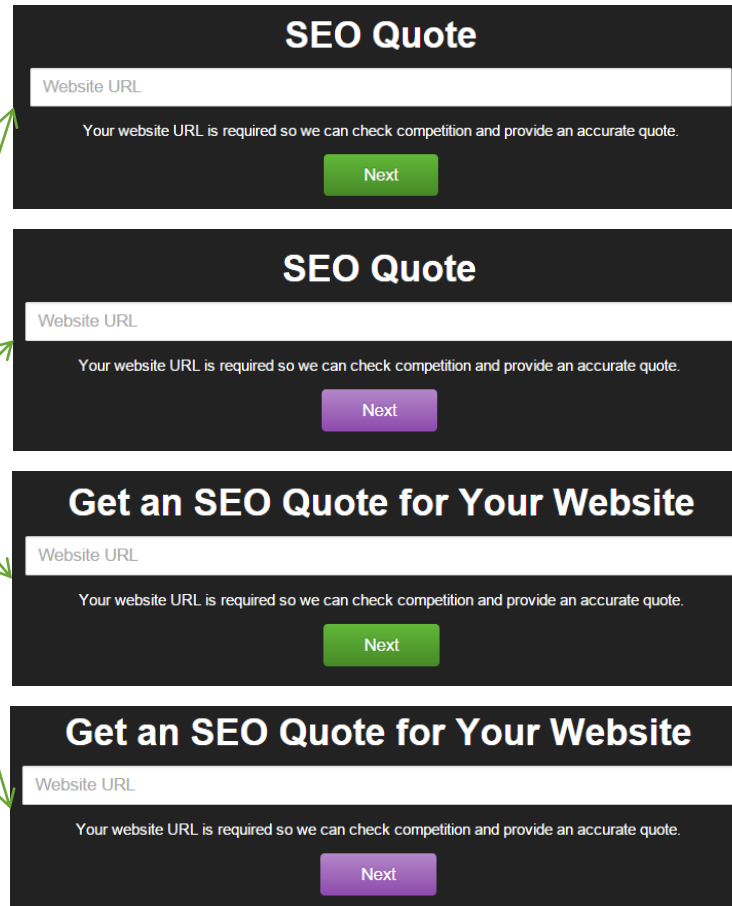
**SEO Quote**

Your website URL is required so we can check competition and provide an accurate quote.

Next

# Multivariate Testing

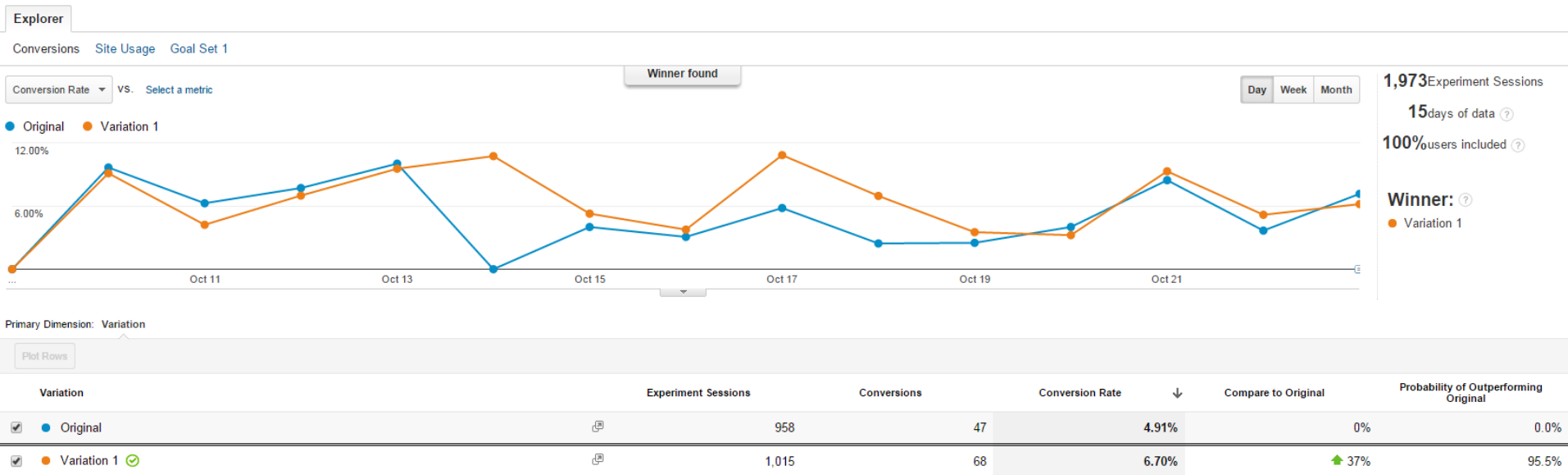
Or show multiple versions to a set percentage of visitors.





# Measurement

Analytics > Reporting > Behaviour > Experiments



# We Can Test Everything!

- Location on the page
- Width
- Box Colour
- Social Proof
- Call to Action Copy
- Different Versions Based on User Behaviour
- Change Messaging on Different Types of Pages

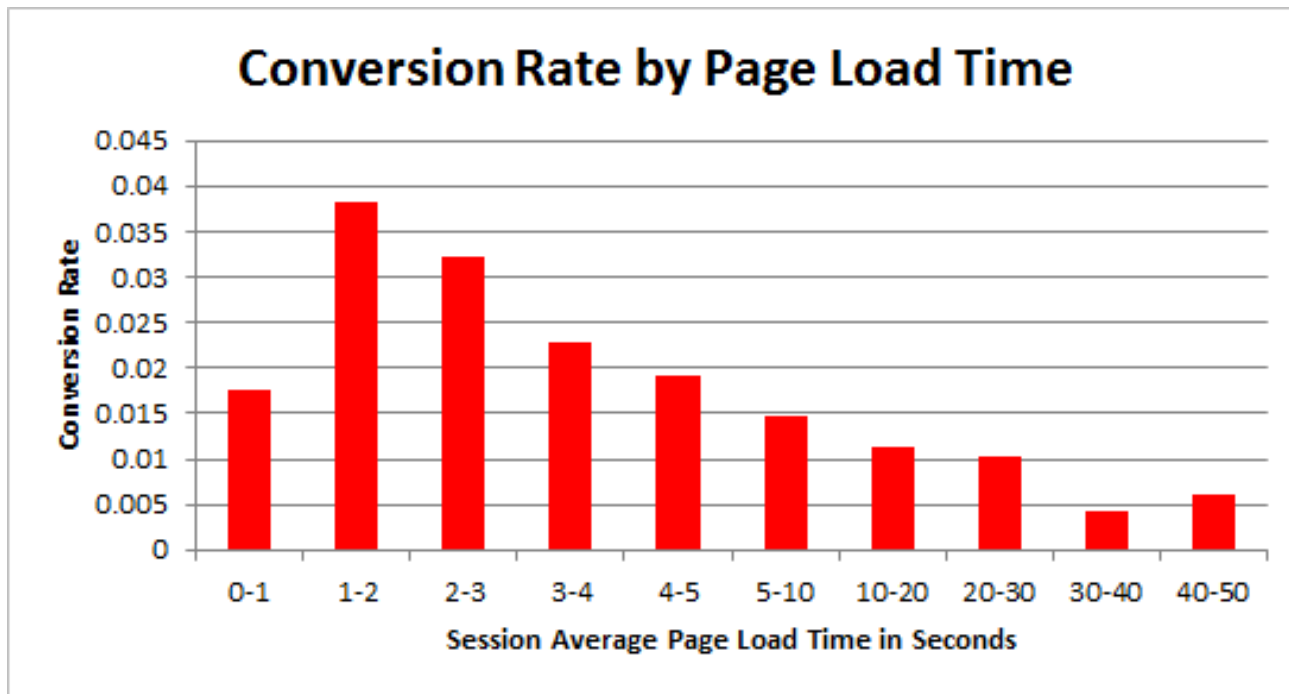


<http://www.slideshare.net/randfish/big-picture-cro>

# Some Fundamentals

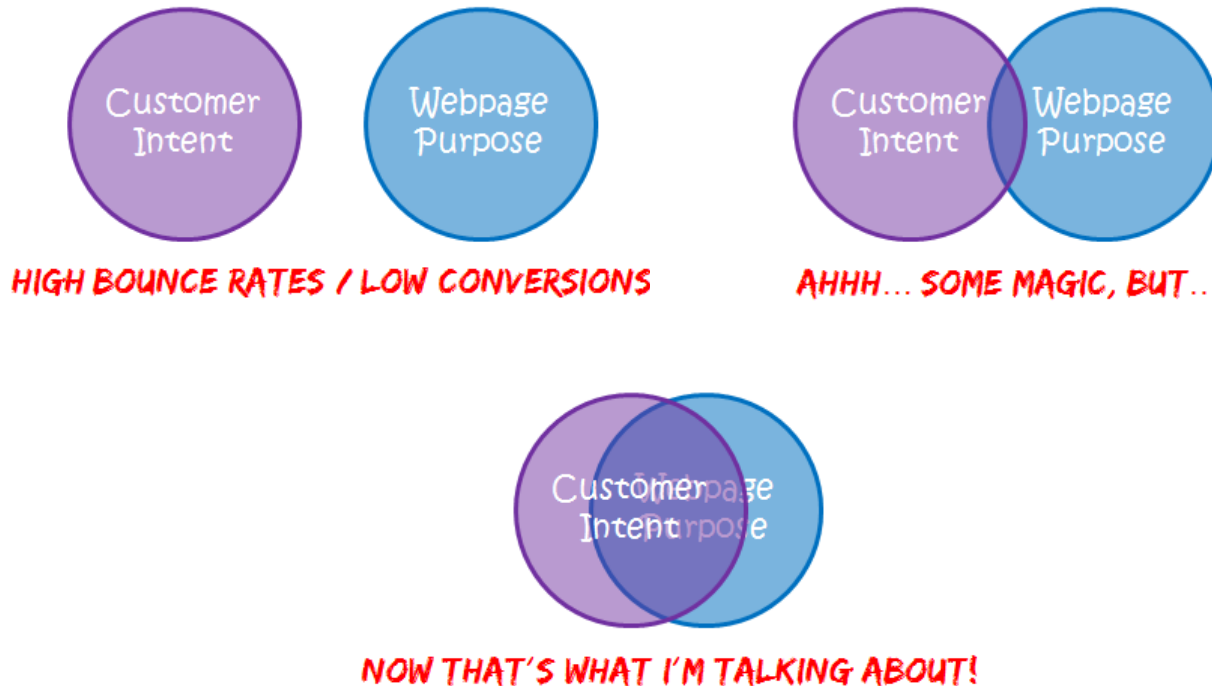
# #1 – Make Pages Load Fast

Tag management supplier TagMan ran a test in partnership with glasses e-tailer Glasses Direct to study page speed and conversion behaviour.



<https://econsultancy.com/blog/10936-site-speed-case-studies-tips-and-tools-for-improving-your-conversion-rate>

# #2 - Align Visitor Intent & Page Purpose



<http://www.kaushik.net/avinash/tips-for-improving-high-bounce-low-conversion-web-pages/>




# #3 - Match Your Messages

## Kitewing



Kitewing the handheld wing sail for use on snow, ice or ground, visit our webpage and shop.

1,487 people like Kitewing Sports.



The screenshot shows the Kitewing website homepage. At the top, there is a dark blue header with the 'XW KITEWING' logo in white and blue. Below the header is a navigation menu with links for Home, About, Store, Models, Parts, Media, Blog, Team, and Contact. The main content area features a large image of a person in a red and white racing suit and helmet, holding a green and white handheld wing sail on a snowy field. To the right of the image, the text reads 'Introducing KITEWING Hand Held Wing'. Below this, there are two buttons: 'Learn More >' and 'Browse Store >'. At the bottom of the page, there is a footer with a secondary navigation menu including Home, About, Store, Models, Parts, Culture, Team, FAQ, Press, Contact, and Kitewing on Facebook. A copyright notice at the very bottom reads '© OY Kitewing Sports AB 2012. All rights reserved.'

<http://conversionxl.com/give-your-advertising-roi-a-serious-boost-by-maintaining-scent/#>.



# #3 - Match Your Messages

(1) Remarketing Display Ad



(2) Website



**Highrise**  
Simple CRM for Small Business

"All our customers, tasks and conversations are in Highrise. We couldn't run our shop without Highrise."  
— Mark, Owner of Filled Cupcakes

- ✓ Save and organize notes and email conversations for up to 30,000 customers and contacts.
- ✓ Keep track of proposals and deals. Share status with your company, department, or team.
- ✓ Never forget to follow-up. Get a text message or email so you never forget to make the call.

Start using Highrise today

See Highrise Plans and Pricing

Risk-free 30-day trial. Cancel anytime.

<http://conversionxl.com/give-your-advertising-roi-a-serious-boost-by-maintaining-scent/#>.

# #4 – Poor Design Negatively Impacts Everything

The screenshot displays the HavenWorks.com website interface, which is highly cluttered and difficult to navigate. At the top, there are multiple navigation bars: a blue bar with 'HavenWorks.com', 'A-Z', 'Search', 'News by Date', 'NewsStand', 'Global', and 'US'; a green bar with 'A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z +2008 Election'; and a white bar with 'HavenWorks.com', 'Tuesday, 30 November 2010', 'CALENDAR', 'TV Online Television', 'News', 'Bill Movers Journal', 'FRONTLINE: NewsWar', 'NOW! Exposé', and 'USA'. Below these are search boxes and a 'GO' button. The main content area is divided into several sections: 'Democratic News:' with a row of 20 small portraits, 'Republican News:' with a row of 20 small portraits, and a central article titled 'Two Santa Clauses or How The Republican Party Has Conned America for Thirty Years.' The article text is partially visible, mentioning 'John McCain', 'Government', 'Money', 'Accounting', 'Arizona', 'Despite McCain's Comments, Senate GOP Not Offering Detailed Budget.', and 'On Thursday, House Republicans did wind up offering the frame of an alternative budget -- but then they were widely panned for not releasing a more detailed alternative to the Democratic proposals.' To the right of the article are several vertical navigation menus: 'U.S.A.', 'WORLD', 'INTELLIGENCE', 'IRAQ NEWS', 'War Crimes', 'Law/Legal', 'Criminal', 'Torture', 'Poll: Most want inquiry into anti-terror tactics.', 'Torture', 'Criminal', 'Dick Cheney', 'War', 'Crimes', 'Military', 'Government', 'Intelligence', 'Terrorism', 'Detainee', 'OPINION', 'Hartmann MP3s/TV', 'Greenwald, Radio/MP3s', 'Blogs!; ABlog TV Blog', 'Weblog', 'DEM 2010 TV', 'OBAMA TV', 'WHITE HOUSE TV', 'News' Media Politics', 'Jay Rosen and Glenn Greenwald discuss journalism and media', 'PBS.org/movers', 'U.S.A.', 'Politics', 'John McCain', 'Government', 'Money', 'Accounting', 'Arizona', 'Despite McCain's Comments, Senate GOP Not Offering Detailed Budget.', 'On Thursday, House Republicans did wind up offering the frame of an alternative budget -- but then they were widely panned for not releasing a more detailed alternative to the Democratic proposals.' 'That's what made an exchange Sunday with [Arizona Republican Senator] Sen.', 'WORLD', 'Terrorism', 'Pakistani', 'Police', 'Military', 'Political', 'Religious', 'History', 'Soviet', 'Afghanistan', 'India', 'Insurgent Threat Shifts in Pakistan: Assault on Police Academy Indicates Risk Has Moved Beyond Tribal Areas', 'The brazen occupation of a Pakistani police academy Monday by heavily armed gunmen near the eastern mega-city of Lahore [Pakistan] was the latest indication that Islamist terrorism, once confined to Pakistan's northwest', 'INTELLIGENCE', 'IRAQ NEWS', 'War Crimes', 'Law/Legal', 'Poll: Most want inquiry into anti-terror tactics.', 'Even as Americans struggle with two wars and an economy in tatters, a USA TODAY/Gallup Poll finds majorities in favor of investigating some of the thorniest unfinished business from the'

<http://web.archive.org/web/20030331080338/http://www.havenworks.com/>

# #4 – Poor Design Negatively Impacts Everything

Topic of Credibility Comment	Incidence
Design Look	46.1%
Information Design/Structure	28.5%
Information Focus	25.1%
Company Motive	15.5%
Usefulness of Information	14.8%
Accuracy of Information	14.3%
Name Recognition & Reputation	14.1%
Advertising	13.8%
Bias of Information	11.6%
Tone of the Writing	9.0%
Identity of Site Sponsor	8.8%
Functionality of Site	8.6%
Customer Service	6.4%
Past Experience with Site	4.6%
Information Clarity	3.7%
Performance on a Test	3.6%
Readability	3.6%
Affiliations	3.4%

<http://htlab.psy.unipd.it/uploads/Pdf/lectures/captology/p1-fogg.pdf>

# #5 – Reduce Unnecessary Steps

**KitchenKrafts**  
FOR HOLIDAY & HOME CRAFTING IDEAS

800.238.5389

Are You A Returning Customer? Email:  Password:

**Enter Your Billing & Shipping Information**

Your Billing Information:  
\* Required

Enter the billing information for your order below. The billing address must be the address where your credit card statement is mailed.

Email Address\*

First Name\*

Last Name\*

Company

Address\*

Please remember, we must have a house number and street name for delivery.

Address 2

City\*

State\*

Postal Code/Zip Code\*

Country\*

For shipping information on orders to non-US addresses (USA Only)

Daytime Phone\*

Please include Area Code

What are you interested in? To select more than one option, hold the control button as you click

Cake Decorating  
Candy-making  
Baking  
Canning  
Entertaining & Collecting

How did you hear about us?

Enter Catalog Source Code (optional)  
Ordering from a Kitchen Krafts catalog? If so, please enter the Customer Code and Mailing Code from the back cover of your catalog.

Customer Code:

Mailing Code:

Enter Promotional Code (optional)  
Did you receive a special offer or discount not reflected above? If so, please input your Special Offer Code below.  
Want to receive discount codes? Become an email subscriber today!  
Want to receive discount codes? Become an email subscriber today!

Special Offer Code:

**Review Your Order**

Description	Qty	Unit Price	Line Total
Item# SP5453 Bestive Cake Pan	1	\$36.00	\$36.00
Item total:			\$36.00
Shipping & Processing:			\$8.85
Shipping Options: <input type="text"/>			
Receive your package in 3-5 Business Days! Choose Premium Ground!			
NOTE: Next day, 3-day and 3-day orders must be placed by 2p CT for shipment that same day (M-F).			
Tax:		\$0.00	
<b>ORDER TOTAL:</b>			<b>\$44.85</b>

NOTE: Shipping charges for orders to non-US addresses will not be reflected during check out. You will be contacted via e-mail prior to shipment regarding shipping charges. L&S01000

Enter Your Payment Information

**PAYMENT with GIFT CARD:** To redeem a Kitchen Krafts gift card, please enter the gift card number in the comments box below. You are still required to enter valid credit card information. Your balance due will be reduced by the gift card amount upon order review.

Card Type\*:

Credit Card number\*:

Name on card\*:

Expiration Date\*:

CVV\*:

Comments: (Limit 100 characters)

Gift Message:

Create an Account (Optional)  
You'll enjoy quicker checkout, online tracking and be able to check your order history by simply providing a password so we can create an account for you.

Password:  Confirm Password:  Password Hint:

[http://www.ue.com/articles/three\\_hund\\_million\\_button/](http://www.ue.com/articles/three_hund_million_button/)

# #6 – Make Your Core Purpose Obvious

**teamr** *Organize. Communicate. Succeed.*

HOME | PRODUCT OVERVIEW | LICENSING | FAQ | ABOUT | LOGIN

Combine everything you need for your business  
**or group in one place**

Get started for free today!  
**SIGN UP**

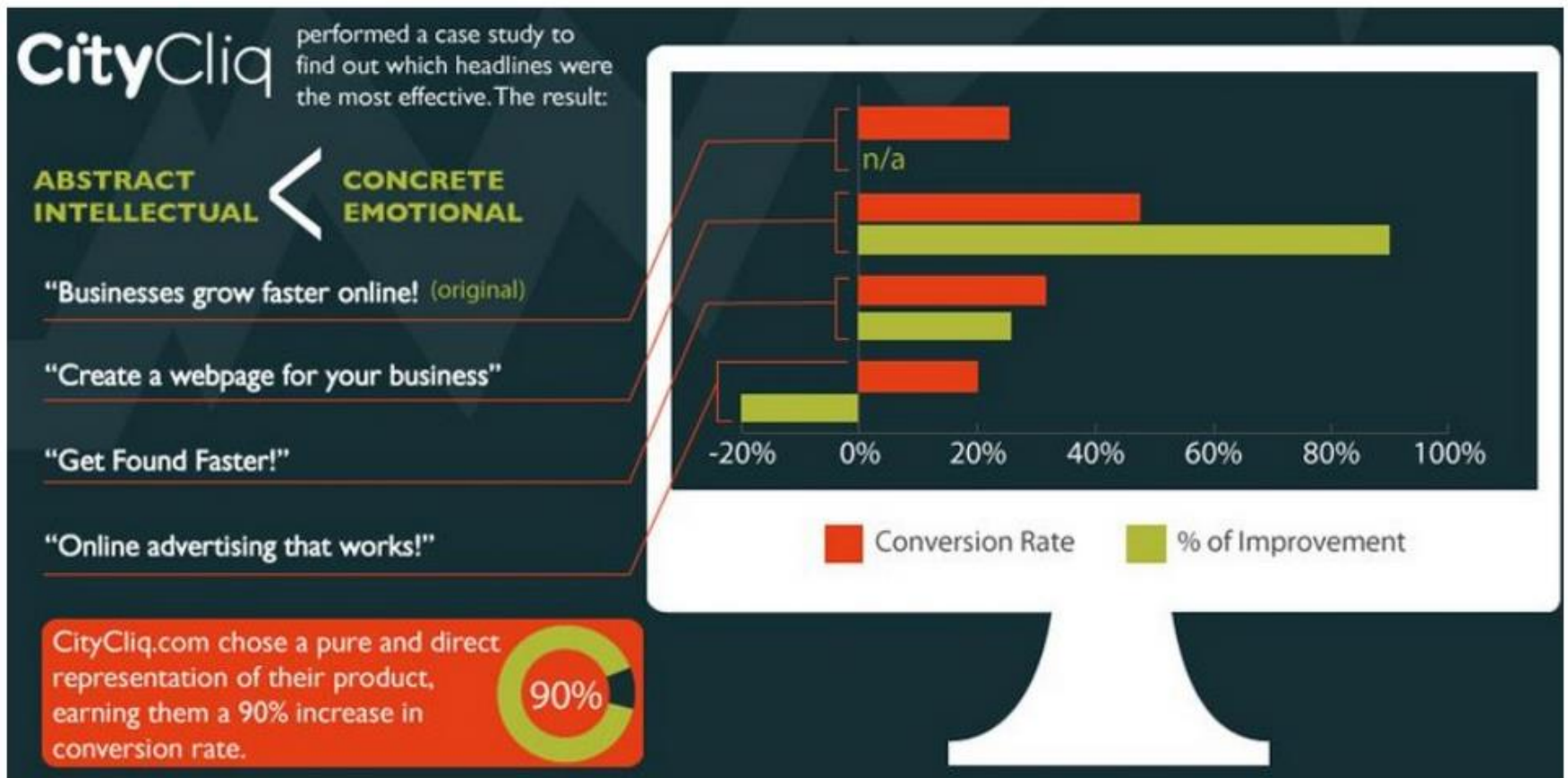
**Marketing + Operations = Simplicity!**

- Teamr helps you organize, communicate, and succeed**  
Good for businesses, teams, groups, clubs, and events
- Save Time - look good while automating the tedious stuff**
- Makes you money - easy payment collection tools for appointments, events, donations, and an online store**
- Easy to use - intuitive interface that supports over 300,000 users worldwide**

Welcome | Who can use it | Benefits | Features | Why Teamr is special | Get Started Now!

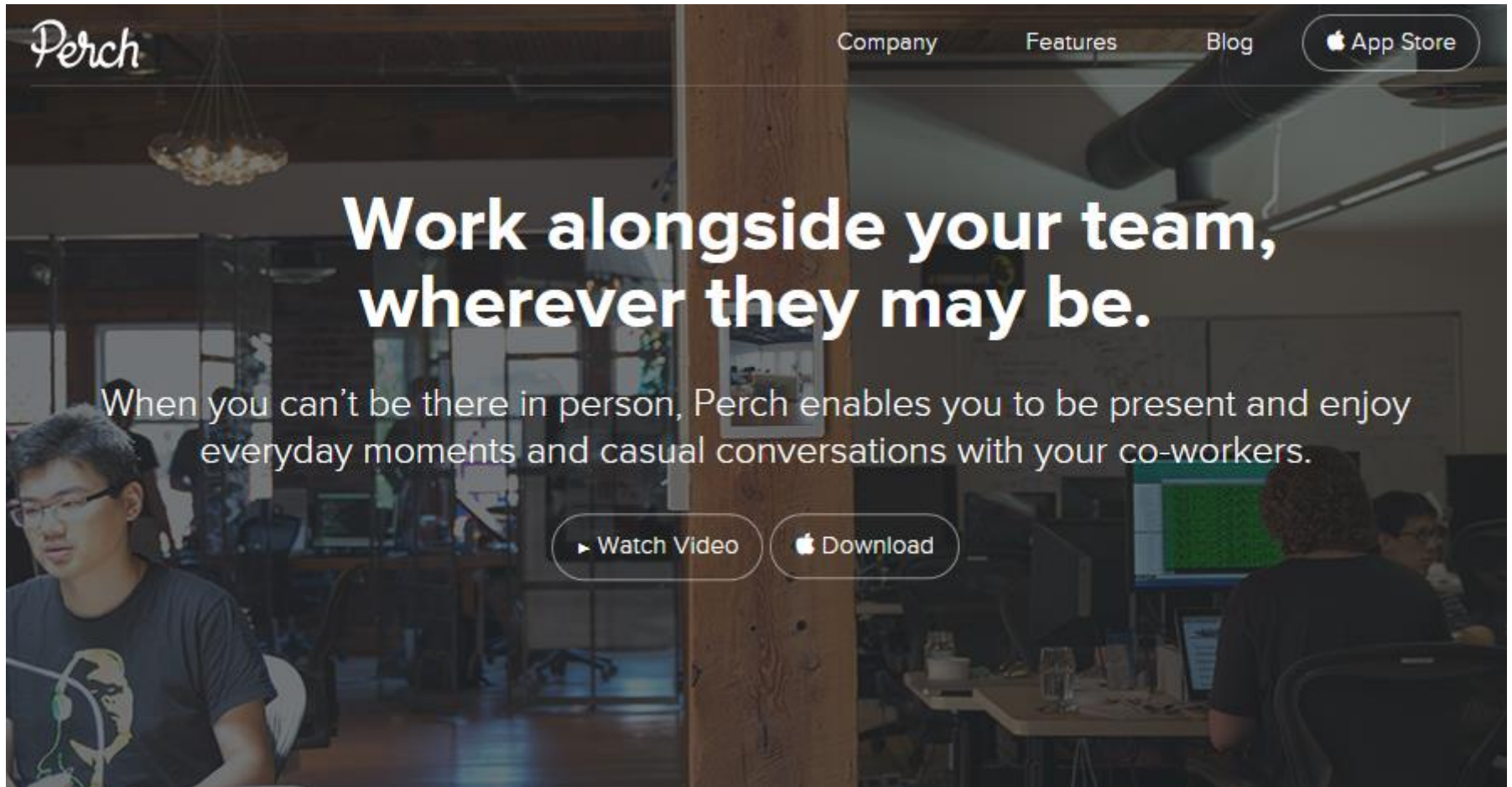
<http://www.teamr.com/>

# #7 – Concrete & Emotional > Abstract & Intellectual



<http://www.zippycart.com/ecommerce-news/infographic-how-sales-messaging-affects-conversion-rates/>

# #7 – Concrete & Emotional > Abstract & Intellectual

A screenshot of the Perch website banner. The background is a dark, slightly blurred office scene with people working at desks. The Perch logo is in the top left corner. Navigation links for 'Company', 'Features', and 'Blog' are in the top right, along with an 'App Store' button. The main headline is 'Work alongside your team, wherever they may be.' Below it is a sub-headline: 'When you can't be there in person, Perch enables you to be present and enjoy everyday moments and casual conversations with your co-workers.' At the bottom are two buttons: 'Watch Video' and 'Download'.

<http://www.zippycart.com/ecommerce-news/infographic-how-sales-messaging-affects-conversion-rates/>

# 544 Conversion Rate Optimization Tips (now 846 and counting)

By [Oli Gardner](#) | [Google+](#) . December 6th, 2009 in [Conversion](#) | [46 comments](#)

**Optimizing your landing pages** or website to perform better is a no-brainer, but if you're short on time or resources then it helps to have a bag full of tricks to kick things off.

The collection of links below brings together over 500 tips on **conversion rate optimization** and landing page improvement.

Naturally, there will be some repetition of the core principles, but it's a good idea to read the perspective of several experts when forming your own opinion.

## **The Art of the Landing Page: 7 Tips For Increasing Conversions**

*Tim Ash*

7 fundamental tactics from one of the industry's established leaders in landing page optimization and testing.

[Read more](#)

## **31 Conversion Optimization Tips – and Counting**

*Chris Goward – Wider Funnel*

**A great quick read** from Chris Goward. If you only have a few minutes to spare this is an excellent way to get your creative and analytical juices flowing.

[Read more](#)

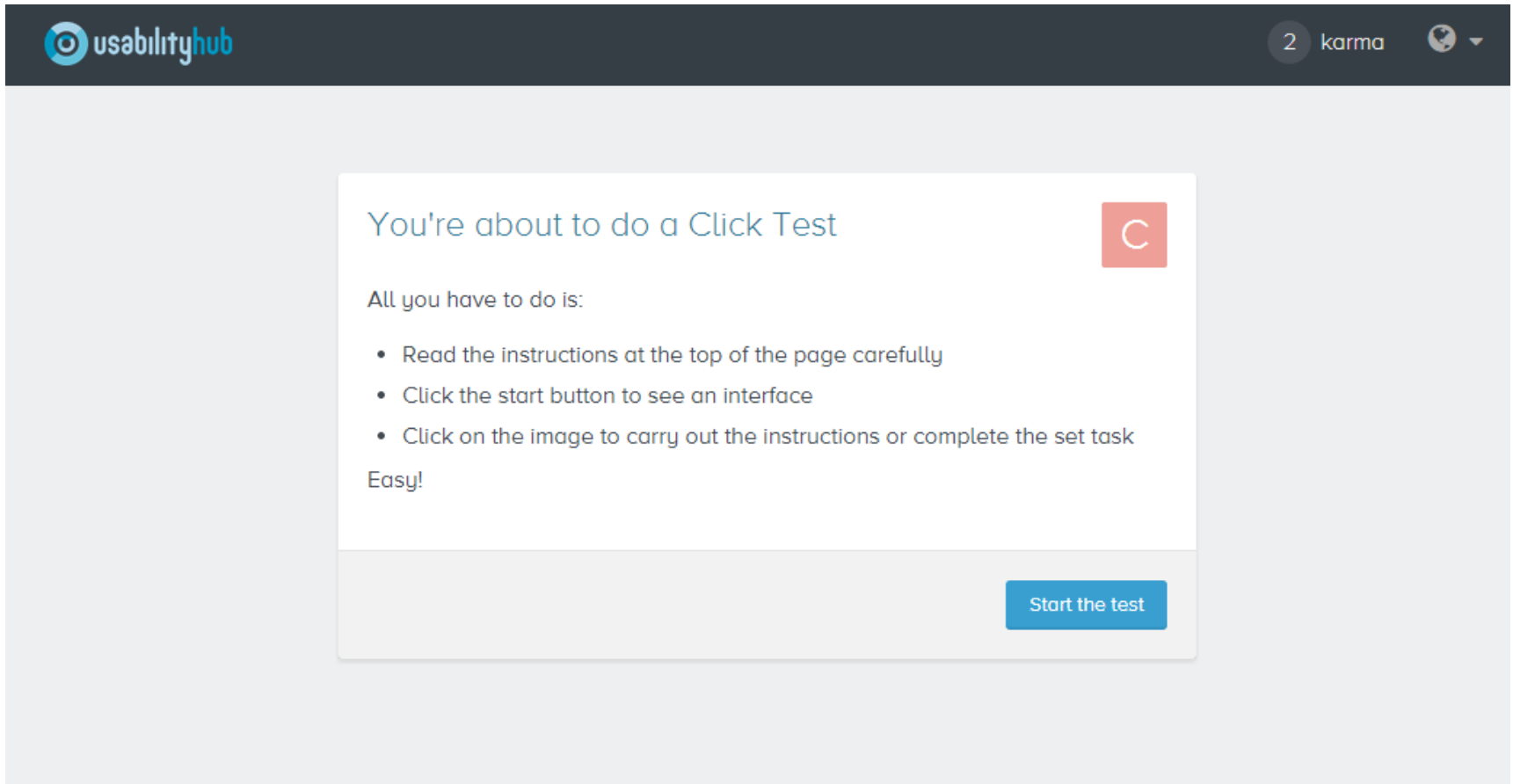


<http://unbounce.com/conversion-rate-optimization/544-conversion-rate-optimization-tips/>



# Tools

# 5 Second Test



The screenshot shows the UsabilityHub interface for a 5 Second Test. At the top left is the UsabilityHub logo. At the top right, there is a user profile icon with the name 'karma' and a globe icon. The main content area is a white card with a red square icon containing a white 'C' in the top right corner. The card contains the following text and elements:

You're about to do a Click Test

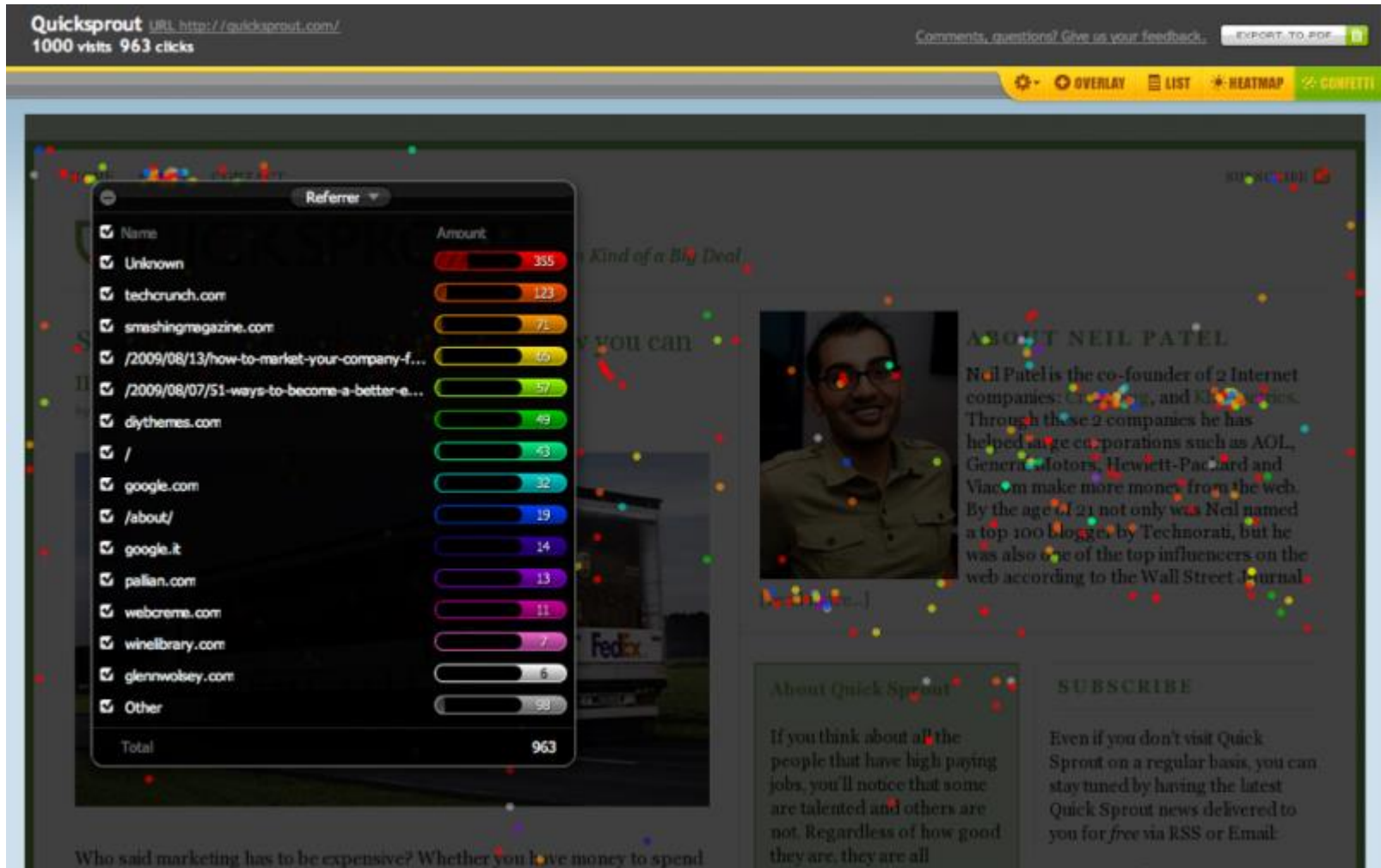
All you have to do is:

- Read the instructions at the top of the page carefully
- Click the start button to see an interface
- Click on the image to carry out the instructions or complete the set task

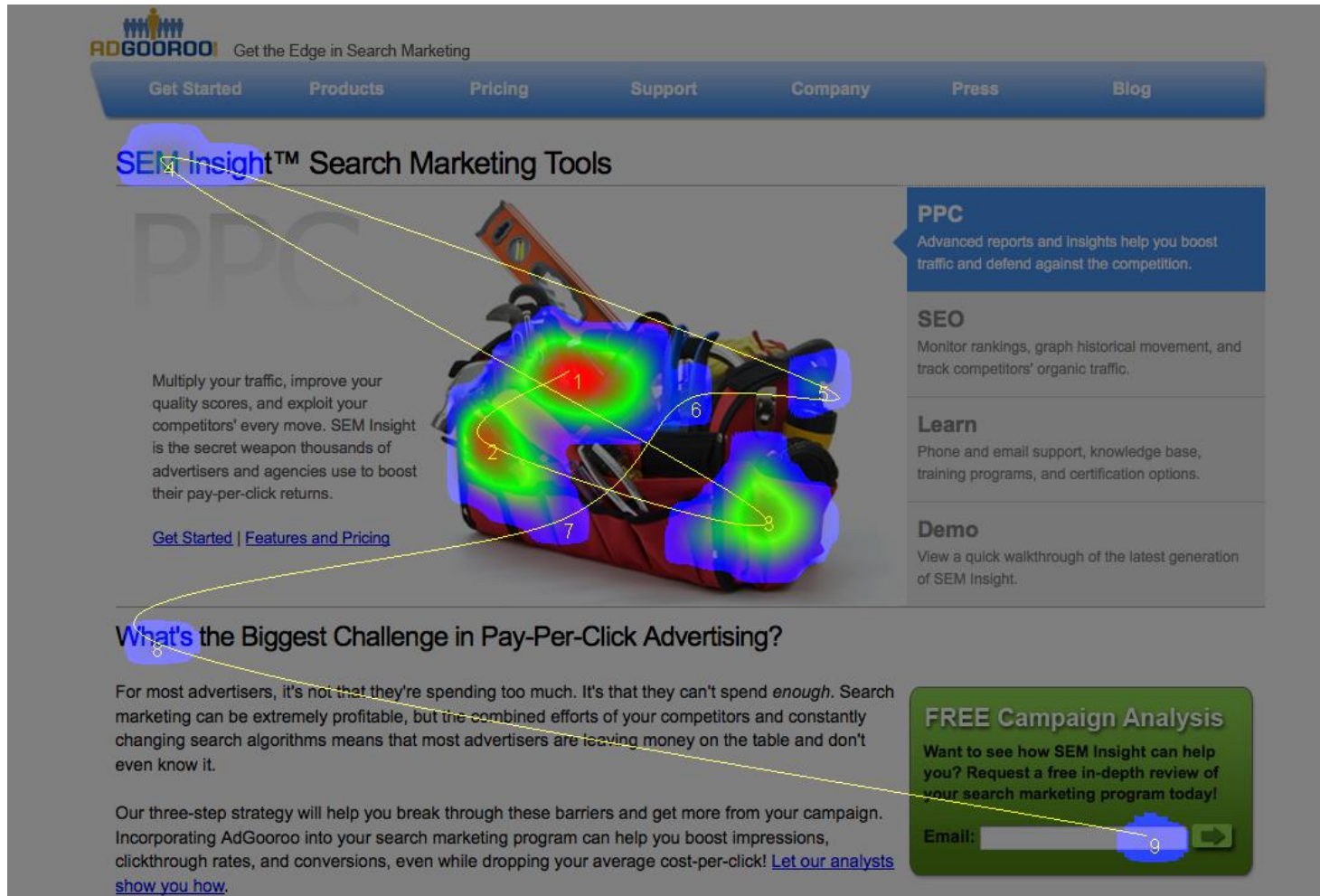
Easy!

Start the test

# Crazy Egg



# Feng-GUI



**ADGOOROO** Get the Edge in Search Marketing

Get Started Products Pricing Support Company Press Blog

## SEM Insight™ Search Marketing Tools

Multiply your traffic, improve your quality scores, and exploit your competitors' every move. SEM Insight is the secret weapon thousands of advertisers and agencies use to boost their pay-per-click returns.

[Get Started](#) | [Features and Pricing](#)

**PPC**  
Advanced reports and insights help you boost traffic and defend against the competition.

**SEO**  
Monitor rankings, graph historical movement, and track competitors' organic traffic.

**Learn**  
Phone and email support, knowledge base, training programs, and certification options.

**Demo**  
View a quick walkthrough of the latest generation of SEM Insight.

### What's the Biggest Challenge in Pay-Per-Click Advertising?

For most advertisers, it's not that they're spending too much. It's that they can't spend *enough*. Search marketing can be extremely profitable, but the combined efforts of your competitors and constantly changing search algorithms means that most advertisers are leaving money on the table and don't even know it.

Our three-step strategy will help you break through these barriers and get more from your campaign. Incorporating AdGooroo into your search marketing program can help you boost impressions, clickthrough rates, and conversions, even while dropping your average cost-per-click! [Let our analysts show you how.](#)

**FREE Campaign Analysis**  
Want to see how SEM Insight can help you? Request a free in-depth review of your search marketing program today!

Email:

# Unbounce

The image shows the Unbounce website editor interface. At the top, there's a navigation bar with 'unbounce' logo, 'Dashboard', 'Vert Nantes', and 'A'. On the right, there are 'Support', 'Account', and 'Log Out' buttons, along with a 'Logged In as: sgauchet@gmail.com' indicator. Below the navigation bar is a toolbar with various editing tools like Save, Preview, Undo, Redo, Move Up, Move Down, Bring Forward, Send Backward, Duplicate, Delete, JS, CSS, and Meta. The main workspace displays a mobile app landing page template. The page has a dark background with a central smartphone image. Text elements include 'Application Name' with a subtext 'The most awesome app in the universe.', a 'Headline About App', and two paragraphs of introductory text. A 'Video' placeholder is shown on the smartphone screen. To the right of the phone is a 'Download from the ANDROID Market' button. Below the phone, there are two key features listed with checkmarks: 'Number One Key F' and 'Number Two Key F'. A 'Follow us:' section is visible in the top right of the workspace. On the right side, a 'Properties' panel is open, showing settings for 'Page', 'Geometry' (Size: W: 960), 'Background Properties' (Color: #ffffff, Bkg. Image: iphone-bg-light.png), 'Position', 'Tiling' (both), 'Default Text Style' (Text Color: #000, Link Color: #f96b3e), and 'Advanced' (Id: #lp-pom-root, Class: .lp-pom-root).

# Visual Website Optimizer

**Visual Website Optimizer** Paras Chopra Settings

Dashboard | Create Test | Reports | Tools | Help

## Social proof (same text)

http://visualwebsiteoptimizer.com

Resume | Paused

Delete Test | Flush Data | Clone Test

Jun 17 to Jun 27

Summary | Detailed Report | Preview Variations | Heatmaps & Clickmaps | View / Edit Test Details | Code Snippet

**3,516**

Total Visitors

**22**

Conversions

**\$2,759**

Total Sales

**4**

Variations Active

**5**

Goals Tracking

**Goal #4:** Congratulations! Winning variations found for the test. We would like to get this test featured as a Visual Website Optimizer case study, so please get in touch (success@wingify.com) with us.

World's easiest A/B testing tool

21%

8.2%

Microsoft | Amazon | eBay | Google | LinkedIn | Facebook | Twitter | YouTube | Dribbble | SoundCloud | Instagram | Pinterest | Tumblr | DeviantArt | Foursquare | Last.fm | SoundCloud | SoundCloud | SoundCloud

SHOWFOLIO | HEBESHEKO | CO-CERT | TRAVEL | HEBESHEKO | HEBESHEKO | HEBESHEKO

### Summary Table

Variations (visits) ↓	Conversion Rates										Action
	Paid	Signups	Visit to pricing page	Goal #4	Visit to signup page						
<b>Control</b> (894)	\$1.23	8.39%	23.71%	47.32%	4.92%						
<b>Website v1</b> (849)	\$0.81	5.89%	22.50%	46.41%	2.94%						
<b>social proof</b> (863)	\$0.72	6.84%	21.44%	53.07%	2.43%						
<b>Social proof v1</b> (910)	\$0.38	6.37%	21.54%	47.69%	2.64%						

Feedback

# Google Analytics in Real Life

- Landing Page
- Site Search
- Online Checkout



# DEJANSEO

ADVANCED SEARCH ENGINE OPTIMISATION



# Credit

- Some examples for this slideshow were taken from [“Big Picture CRO with Rand Fishkin”](#).