



Landing Page Toolkit

Your step-by-step guide to making advanced, high-performing landing pages.



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Introduction

Any web page that you purposely send traffic to is a 'landing page'. Whether it's a PPC ad, an email, or a QR code that prompts someone to click on an offer, the page where that person lands after they click has enormous potential to influence them. The best landing pages hold a visitor's attention and guide them towards a next step – and that's not something that just any web page can do.

The one thing that differentiates great landing pages from the rest is specificity. The best landing pages are targeted, specific and contextually relevant. They are designed to match the ad that will drive traffic to it, and to address any hesitations or concerns that someone might have about your product or service. They make it easier for interested visitors to convert into a lead or sale.

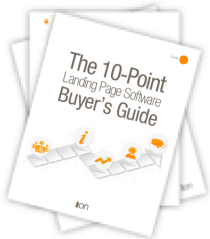
Landing pages come in many shapes and forms. There are two main types of landing pages: those within your website and those outside of your website. Pages that are part of your website are typically meant for browsing while those that are outside of your website are conversion-focused. Your website has to speak to anyone who might be interested in your products or services, and it has to explain who you are to people who might know nothing about you. Your website has to appeal to the 'lowest common denominator' – customers, prospects, investors, media and employees. Think of your site pages as "generalists" –they have to appeal to anyone and everyone who may land on them.

In contrast, landing pages designed outside of the structure of your main site are specific to the traffic source a visitor arrives from. Landing pages outside of your main website have the potential for much higher ROI than those within your website, because they can be incredibly targeted and dedicated to driving a visitor directly into your conversion funnel. Since they are free from your site structure, they can be extremely specific and relevant to a particular traffic source. To get the best ROI possible from any source of paid or campaign traffic, it's important to have a dedicated landing page. This workbook is focused on creating landing pages that live outside of the structure of your main website.

When landing pages live outside of your site they can become more than just a page, they can become *an experience*. Not all landing experiences need to be composed of a single page, nor should they. So even though we may simply say "landing page" throughout this workbook, don't think that you should limit your landing experience structure to a single page.

There are three common categories of landing experiences with their own unique advantages and characteristics.

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Types of landing experiences			
Experience	Characteristics	When to use	Flow example
Landing page	A single page with messaging plus an offer. Usually includes form on initial page.	When visitor intent and audience segmentation are pre-determined, basic landing pages can fit the bill. Because they are single pages, reporting is limited to pass/fail. As such, little is learned from those who abandon before converting.	
Conversion path	2-5 segmentation options or choices on the initial page. Users then go to a segment-specific offer page or an additional sub-segmentation page.	Ideally suited to sorting out respondents from vague sources of traffic and rapidly moving them closer to conversion. Enable segment-specific messaging that maximizes conversion potential. Highly valuable in assessing the relative value of sources of traffic because segmentation data is gathered on 40-80% of all respondents (even those who do not convert).	
Microsite	Specific deep dive drilling down into a particular topic. Usually includes microsite-specific navigation. Can have conversion as its goal although it's also well suited for educational purposes.	Topic-specific subject with deep information. 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.	

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So, how do you create the best landing experiences?

Landing pages are completely under your control. You get to pick where you send traffic and you get to determine what the page should say and how it should look. By creating better landing pages you have the ability to increase your conversion rates and marketing ROI.

This workbook was designed to show you how by taking you step-by-step through the strategic planning process. It will help you set goals, think through customer segments, define your offers and measure results. Whether you're B2B or B2C, this strategy will help you build better landing pages. It's designed to be a workbook, so gather your team, print it out and write all over it!

Getting started

The first thing to do is to asses what you have and what you need – both strategy-wise and people-wise.

1. Gather your team

One of the best ways to avoid a production bottleneck is to clearly define who is going to do what, or if you'll need to outsource part of the process in advance. It's better to realize that you might need to contract with a third-party designer now rather than a couple days before your launch date. We've separated six main responsibilities that go into creating landing pages and provided a general description for each. This doesn't mean that you need six people to make a great landing page by any means– some overlap in responsibilities is expected. While you're going through this list, it's also a good idea to think about your approval process and who will be responsible for providing final approval before any page is taken live.

Example

Role	Skills	In-house / Outsourced	Person / Supplier
Strategic planner	Strategic understanding of online marketing, messaging, branding, segmentation and conversion principles	In-house	Sarah

Your chart

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Role	Skills	In-house / Outsourced	Person / Supplier
Strategic planner	Strategic knowledge and appreciation of messaging, branding & segmentation		
Testing designer	Decide test methodology, technology and develop design test plans		
Writer	Teams with designer to create action-oriented, message-matched content		
Designer	Teams with writer to create action-oriented, message-matched content		
Front-end coder	Ability to take content from the designer and writer and turn it into HTML, CSS and Javascript. This can also be completed without code with landing page management software, like LiveBall!		
Programmer	Ability to 'wire up' the pages from the front end coder to database behaviors and results. This is usually not necessary if you are using landing page management software.		
Analyst	Makes practical sense out of the user behavior data and test results applies that back up to the messages and traffic sources		

2. Define your audience

The best landing pages are designed to attract prospects that are similar to your best customers. If you don't already have customer profiles, use this time to find similarities between your best customers. Think about how each of those characteristics relate to your product and service. As your business grows, your customer profile is likely to change so even if you've done this before, it doesn't hurt to go through this exercise again. These characteristics will provide a great basis for messaging and copy guidelines.

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	'Good' customer	'Bad' customer
Characteristics		
Need		
Pain		
Role		

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4. Asses your landing page needs

For each unique marketing **message** that you use, you need a landing page. Messages are more specific than topics or even campaigns. Messages are directly tied to the call-to-actions you use to get people to click on your ads – they are the unique positioning you place on a topic. If you remember the AIDA marketing model of Attention, Interest, Desire, Action — you can think of your message in terms of Attention, Interest & Desire; and your CTA in terms of Action. Below are a couple of examples of the topic-message-CTA hierarchy:

Topic	Message	Call-to-Action (CTA)
Family Get-a-ways	Family fun for everyone. Daily children activities, movies and water sport excursions.	Book now for family fun.
Caribbean Vacation	Experience white sand beaches, gentle breezes and non-stop fun at our all-inclusive resort.	Book now. Lowest rates guaranteed.

Use this space to asses your landing page needs:

Topic	Message	Call-to-Action (CTA)

Use the worksheet below to define your five most common marketing messages. Afterwards, rank your messages by the amount of traffic they receive. For example, in PPC, the ads that get the most clicks would be your highest traffic volume messages. By ranking your messages you can then put the most effort on the landing pages that can do the most good — and that means focusing on the places where you have the most people.

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Traffic volume rank Label (1 through 5)	Topic	Message / Call-to-Action (CTA)

For each unique message defined above, you need a **test** plan. You should always test at least two version of a message. Plan to create two very different landing experiences — **think apple vs. orange** — and then iterate them for each unique message. Don't over-invest your time in crafting the perfect message and page. Landing pages should be disposable so that once you have clear winners from the first round of testing you can retire the losers and create new challengers.

The table below offers two test plan examples:

Control vs. Challenger A

Test phase one Apple vs. Orange	Winner	Test phase two Iterations
(A) Microsite Lead-Gen Short Form	(A) Microsite Lead-Gen Short Form	(C) Microsite Lead-Gen Short Form + 1 Field
(B) Microsite Lead-Gen Long Form		(D) Microsite Lead-Gen Short Form + 2 Fields
		(E) Microsite Lead-Gen Short Form + 3 Fields

Control vs. Challenger A vs. Challenger B

Test phase one Apple vs. Orange	Winner	Test phase two Iterations
(A) Landing Page	(A) Landing Page	(D) Landing Page Rev 1
(B) Microsite		
(C) Control (existing website deep link)		(E) Landing Page Rev 2

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For each of your messages, think about what you'd like to test and decide which test plan you'd like to use. Complete the worksheet below for each message to organize the first phase of your test plan. We've filled out an example to help you get started.

Messages (defined above)	Control URL (existing page)	Challenger A (description)	Challenger B (optional)
Family Vacation	www.bookingengine.com	Landing Page — one-page warmer + booking engine	Conversion Path — 2-segment warmer: long stay v. short stay + booking engine

Messages (defined above)	Control URL (existing page)	Challenger A (description)	Challenger B (optional)

As you continue through the rest of the workbook, we recommend that you go through the remaining exercise for just one message at a time. As the strategy questions become more involved, it can be easier to focus on creating just one landing experience instead of five.

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Setting Objectives

Before we move any further with our landing page, it's important to set reasonable and specific goals.

5. Establishing specific, reasonable goals

Reasonable expectations for landing page testing vary depending on the type conversion. There are three main conversion types:

- a. **Transactional conversions** are those where the goal of your landing page is an immediate sale. Since so many things can effect a transactional conversion such as pricing or deals, you should expected smaller changes. A reasonable conversion lift expectation is anywhere from 15 -100%.

- b. **Lead generation conversions** can experience larger lifts in conversion rates from testing. This is because marketers have complete control over these landing pages and it's less likely that there will be dependencies or complexities. A reasonable conversion lift expectation is anywhere from 50 -600%.
- c. **Social conversions** are much softer than the other two conversion types. The goal of your landing page is to get qualified people to socially engage with your organization. This works best for long sales-cycles, high-ticket, or complex offerings. It's important to track the long-term effectiveness of these conversions for 6-24 months.

The next two worksheets will help you plan for and track your objectives for each message and landing page. Try to estimate your organization's relative value and brand awareness for each message and use that to help predict your performance. For example, in PPC you would expect to perform much better on branded keywords than on vague, categorical ones. The higher your organization's perceived value, the better you can expect to perform.

Complete the table below to set objectives by message. Remember, a message is a unique spin on a topic. It's what you said to create **interest**. And your CTA (call to action) is the specific statement you are using to compel **action**. You need to consider both as a unit when evaluating your expected performance.

For example, if you have a resort that's branded as a couple's destination, but does allow children, you'd expect to perform better on a romance message and worse on a family vacation message.

Message / CTA	Expected performance	Target engagement %	Type of conversion	Target conversion %
Romance / Four nights for the price of three	Strongest	80%	Transactional	4.5%
Family / Kids stay free	Weak	50%	Transactional	1.5%

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Message / CTA	Expected performance (Choose One: Strongest / Strong / Neutral / Weak / Weakest)	Target engagement % (Choose One: 40% / 50% / 60% / 70% / 80%)	Type of conversion (Transactional / Lead Gen / Social)	Target conversion %

Identifying traffic sources

The way that people find you will influence what they expect to see on your landing page. It's important to identify which traffic sources help you generate the best new customers and which traffic sources would work best with your messages.

6. Getting prospects to your page

How did your best customers find you? Earlier, we went through the characteristics of your best customers, but it's also important to know how they found you. Right now, you probably receive traffic to your website and landing pages from several different sources. Use the worksheet below to list all of the traffic sources you are currently using and then rank them in terms of lead or sale quality and quantity.

Traffic source	What works	Quality	Quantity
Email marketing (in-house list)	White papers	best inbound source	1/3

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Traffic source	What works	Quality	Quantity

Creative requirements vary widely by source media and context

Visitors from different traffic sources have different needs and focus levels. With your site, you have to expect to receive traffic from all sorts of different sources. With a landing page, you can direct specific traffic, and tailor your page to the needs of visitors from a particular traffic source. For instance, someone who clicks on a PPC ad is more likely to be on a mission to find an answer, than someone who ends up at your page from a social media link. The visitor from the social media link is more likely to be browsing or doing casual research.

The table below summarizes types of traffic and types of landing experiences that most closely match the needs of that traffic.

	Unbranded SEM/PPC ₁	Display 3rd party ₂	Branded SEM/PPC ₃	Email 3rd party ₄	Display intrasite ₄
Visitor Intent	Wandering	Impulse	Determined	Considered	Interested
Prospect Temp	Coollest	Cooler	Cool	Warm	Warmer
Landing Page Length	Shortest	Shorter	Short	Short	Longer
Landing Page Mission	Quickly make it clear they belong	Quickly make it clear they belong	Form a Connection	Extend the Story	Extend the Ad
Tolerance	None	Little	Some	Little	More
Place in Funnel	Rim	Rim	Top 1/3	Top 1/3	Top 2/3

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1. *Unbranded SEM/PPC: Search Engine Marketing/Pay-Per-Click keywords not specific to your organization*
2. *Display 3rd Party: Advertising running on third-party websites (not your own website).*
3. *Branded SEM/PPC: Search Engine Marketing/Pay-Per-Click keywords specific to your organization. Your brand name(s).*
4. *Email 3rd Party: Links, sponsorships or ads running in third-party emails or your own email to a purchased/non-house list.*
5. *Display Intrasite: Advertising or cross-promotion running on your own website.*
6. *Email House: Links, sponsorships or ads running in your own email to your home-grown list.*

7. Traffic source matching

Thinking back to the messages you defined earlier, it's time to match each message with the traffic source that seems the most likely to respond and identify to each message. Use the table below to plan where you'd like to run your message and how that traffic source selection might affect the landing page experience. If you're not sure what type of landing experience to use, review the three general types of landing page experiences discussed in the first section of this workbook. You also may want to consider testing a message with different traffic sources.

We've provided a couple of example rows to get you started.

Message / CTA	Source of traffic	Type of landing	Landing experience
Romantic Vacation / Free Water Sports	Unbranded SEM/PPC	Conversion Path	2-Segments — by length of stay
Family Vacation / Kids eat Free	Email House List	Landing Page	Land & jump — book now

Message / CTA	Source of traffic	Type of landing	Landing experience

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Segmenting customers

Segmentation is a way for you to provide your visitors with a more targeted landing page experience while also learning more about them. You want to connect your greatest strengths to the needs of your best prospects. As you go through the first exercise in this section, try not to think about the mechanics until you've defined what you can do to encourage your best prospects to step out from the crowd.

8. Defining relevant segmentation

In order for segmentation to work, it has to first be beneficial to the visitor. Your visitor has to get the sense that by selecting one of your segmentation choices they are going to get something more specific to them and therefore valuable.

The next two exercises will help you flesh out two- and three-choice landing pages. Segmentation requires a multi-page experience and is most often associated with conversion paths. This is still a good exercise to complete for each message even if you were planning on using a simple one-page landing experience. It's impossible to predict whether a simple landing page (no choices), a two-choice segmentation page or a three-choice segmentation page will work best for conversions. You will likely see significant variance in results between sources of traffic and messages, so be sure to test segmentation everywhere.

You'll notice in the first chart that there is grading section for each segment. As we mentioned earlier, good segmentation design gets people into qualitative groups that are strategically better or worse for your organization. Grading is just a quantification of that relative quality. Like the grading scale you mapped out earlier, make sure that your grading is consistent if you use the same segmentation options on other pages. Grading starts with the simple question: which segment is more valuable to your organization?

Not everyone will identify with your segmentation categories, and that's okay. Whenever you use segmentation, you can also provide 'bail out' link that gives those who don't belong to one of your carefully designed segments a place to click. Once you have segmentation data under your belt you'll be able to move your spend towards the vehicles that give you the highest score and away from the vehicles that deliver the highest percentage of bailouts.

We've provided a couple of example segmentation rows to help you complete this worksheet. You'll also notice that there is a space for your message-matched, segment-specific asset. Segmentation doesn't work if you can't provide a targeted, specific experience and asset based on the segmentation question. Don't get disappointed if you don't have the right asset for a segmentation you'd like to use, this is one of the best ways to come up with new content ideas!

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Message / CTA	Grade action	Segments	Message-matched, segment-specific asset
Romantic Vacation / Free Water Sports	Grade UP	Longer Stay	Offer: 5th Night Free
	Grade DOWN	Shorter Stay	Offer: \$100 Air Credit
Family Vacation / Kids Eat Free	Grade UP	Multiple Rooms — Older Kid(s)	Offer: Kids stay 1/2 Price
	Grade DOWN	Single Room — Younger Kid(s)	Offer: 5th Night Free

Message / CTA	Grade action	Segments	Message-matched, segment-specific asset

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9. Externalizing your segmentation

Now that you defined your segments and the assets that best appeal to those segments, it's time to sort out how to present them to your respondents. It's important to word your copy in a way that will resonate with your visitors. So if *you* say "enterprise" but *they* tend to just say "large", let their lingo guide your copy. Your mission here is to minimize friction or questions about where they fit and encourage honest, intuitive behaviors. Most people behave honestly when it's in their best interest to do so.

For example, if your call-to-action is a 'free white paper' and your segments are large hospitals and small hospitals, your segmentation positioning might be 'white paper for smaller hospitals' versus 'white paper for larger hospitals'. This will make your respondents want your offering even more because it's specific to them. While your users get a more specific piece, you get the information you need about the visitor.

The worksheet below starts with your calls to action and moves to segmentation positioning. Work your way through it and you'll have a great road map for your creative team.

Message / CTA	Segment externalization
Free White Paper	White Paper for Smaller Hospitals
	White Paper for Larger Hospitals
FREE Trial Software	Free Trial for Accounting Firms
	Free Trial for Tax Professionals
	Free Trial for Corporate Finance

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Message / CTA	Segment externalization

Defining offers

The next step is to develop a specific and immediate promise that will motivate visitors to take the next step.

10. Making segment-specific offers

For an offer to work it needs to have two things: value to you and value to the respondent. Clicks tell you a lot about your visitors, so your offer should be designed to tell you something of value about those people who click on it. For instance, you could offer a white paper that only someone who is very low in your lead funnel would be interested in. Likewise, value to the visitor must be clear and proportional to the effort required to fulfill the offer. Your offer has to desired. The more specific an offer becomes, the higher its value to the respondent – and this means higher conversion rates.

Use the worksheet below to brainstorm potential offers matched to your previously defined segments and assets. Fulfillment assets can be things like coupons, discount codes, white papers, webinars, gift with purchase, etc.

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Call-to-Action copy	Your segment	Offer copy	Fulfillment
Free HIPAA Compliance White Paper	Small Hospitals	Get White Paper for Smaller Hospitals	HIPAA Compliance for Small to Mid-Size Hospitals
	Large Hospitals	Get White Paper for Larger Hospitals	HIPAA Compliance for Large Hospitals
	Not a Hospital	Learn More about HIPAA Compliance	None (link to HIPAA www)

Call-to-Action copy	Your segment	Offer copy	Fulfillment

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11. Equalizing the level of visitor effort

You should now you have your highest-value stuff matched to your most valuable prospects. Conversion is all about earning your prospect's trust so that they believe the reward is worth the risk and effort necessary to get it. Successful landing experiences create the perception of fair exchange — that what you're asking for is fair given what you're offering.

Use the following worksheet to evaluate the value propositions of your potential offers. Your gain needs to be equal to or greater than your pain for each fulfillment.

Offer	Value (higher score = more value)				Effort (higher score = more work)				Ratio
	Exclusivity How special is it? [1-5]	Immediacy How soon do I get it? [1-5]	Usability How easy is it for me to use it? [1-5]	Total Gain	Intrusion How much private data is required? [1-5]	Time How long does it take? [1-5]	Delivery How much work is it to get it? [1-5]	Total Pain	Gain/Pain

This is a way to visualize reducing friction. The offers with the highest value:effort ratios are the ones that have the best chance of generating the best results. If a value:effort ratio is less than one, you should think about how you can lower either the pain, the time or delivery for your visitor. Low friction landing experiences segment, qualify and convert far more respondents than high-friction ones. When the perceived value of your offer exceeds your friction, everyone wins.

Developing copy

So now you know the type of landing experience you want to create for your messages, the assets you'll offer, the traffic sources you'll use and whether or not you're going to use segmentation, it's time to start writing copy! Let your offer and everything that you've outlined about your ideal customers guide your messaging and tone.

The best landing page copy not only hones your brand message and the reasons why a visitor should take action, but it also has these five characteristics:

a. **Message match**

The landing page headline and imagery should tie into the call-to-action that earned the click. Your landing page should match the ad that sends it traffic. Phrases, headlines, and images used in the ad should also be used in the landing page. Message match helps reassure visitors that they are in the right place and builds their trust.

b. **Well positioned segmentation**

Segmentation choices should be in the best interest of the prospect. Is your prospect getting a more specific experience by choosing a segment or is the segmentation really only helping you collect data?

c. **Emotionally persuasive**

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The copy should appeal emotionally enough to captivate and engage respondents. Does your copy propel someone to want to take action, now?

d. **Effort**

The effort required of the respondent should be proportional to the nature of the offer. Don't make a prospect click through a conversion path for a mediocre, unspecific white paper. Similarly, don't present a 10 field form for a short top ten tips list.

e. **Specific**

Your copy should speak in specifics: give numbers, examples, exact and precise promises that are related things you said in your ad and in your segmentation. Is the content as specific as it can be to the target and segment?

12. Evaluate your creative

Use the table below to evaluate the initial creative portion of your landing experiences. Your goal is to get high scores. This grading is subjective, but try to evaluate your page from the vantage point of your best prospects.

LP	Message match [1-5]	Segmentation positioning [1-5]	Emotionally persuasive [1-5]	Effort required [1-5]	Content specificity [1-5]	Total score

If your total score is over 22 points, then you're in great shape! If you fall in the 20-21 range, good effort! However if you find yourself in the 17-19 range you may want to brainstorm about how you can improve the areas where you scored lowest. If you find yourself scoring under 16, it's definitely time to really focus on changing your copy and maybe even your offers.

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Converting visitors

As soon as someone comes to your landing page, your experience should move their interest into a meaningful (and measurable) action step or conversion.

13. Warming to conversion

Regardless of which type of conversion you're looking for, you need to warm respondents prior to asking for anything. Think of a landing page as a first date; you need to become comfortable with someone before leaning in for a kiss. Making promises and keeping them click-over-click builds trust. Repeating the trust cycle before you ask for conversion greatly increases your chances of success.

Think through the different clicks someone makes through your landing experience starting with your initial ad. Each click is prompted by a promise, but was it kept? The chart below shows examples to help you complete your own.

Trust cycles (clicks)	Promise made	Promise kept
1	'Download FREE HIPAA Compliance White Paper' in the ad	Get Your FREE White Paper
2	Which FREE white paper would you like?	HIPAA Compliance for Smaller Hospitals HIPAA Compliance for Larger Hospitals
3	HIPAA Compliance for Smaller Hospitals -or- HIPAA Compliance for Large Hospitals	White paper offer page with promotional copy about the white paper and the value it has through the lens of the chosen segment.
4	Fill out the form to get the white paper via email	White paper delivered via email upon form submission
5	Learn more about ACME Software & HIPAA (extension of white paper delivery email)	Link to solution page connecting the ACME Software offering to HIPAA compliance

Plan the promises you can make and keep using the worksheet below.

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Trust cycles (clicks)	Promise made	Promise kept

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Testing will help you determine how many trust cycles you can complete to optimize your conversion rate. Test with one cycle, then add another, and another. When adding a trust cycle lowers your conversion rate, you've found your limit. Once you know the optimal number, you can work to optimize your individual promises and raise your conversion more.

14. Capturing information with forms

For lead-generation, there are probably only three fields you absolutely have to have: first name, last name and email address. Once you have that information, it's enough to follow up with either through a nurture program or other outreach initiatives to then collect more information along the way over subsequent interactions. Always ask yourself: if your conversion decreases with each additional field, do you really want to make that trade? Your landing page isn't an interview for marriage; you're just getting to know each other. Being greedy for information can very easily end up reducing your conversion rate.

Use the worksheet below to plan your form testing. Begin by launching a simple three-field form. Then, add a field and launch again — note the difference in conversion rate. Keep adding fields and re-testing. You decide where the balance is between data collected and conversions lost.

Field	Data name	Conversion
1	First name, Last name, Email address	Baseline conversion = ____%
2	+ Address	Conversion rate = ____%
3	+ Time Frame	Conversion rate = ____%
4	+ New field =	Conversion rate = ____%
5		Conversion rate = ____%
6		Conversion rate = ____%
7		Conversion rate = ____%
8		Conversion rate = ____%
9		Conversion rate = ____%
10		Conversion rate = ____%

15. Value buttons

The form button is overlooked way too often and it can make a huge difference in your conversion rate. There are two kinds of button labels: value-focused and effort-focused. Most buttons are effort-focused and have a negative effect on conversion — the act of clicking on that button. Use the chart below to help guide the gain-focused labels on your form buttons.

Compare these gain and pain buttons to get a better understanding of what to use and what to avoid:

Value buttons	Effort buttons
Get White Paper	Submit
Download Now	Continue
Watch Video	Next
Start Free Trial	Payment

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List the button call to actions you use and if any of them sound painful, create a new 'value' version.

Your buttons	Value version

Measuring results

Now that you've completed all of the worksheets, it's time for whoever was designated as the front-coder and programmer in the roles chart to make your page a reality. As soon as your page is live, you'll start collect invaluable data about your page's performance. We'll walk you through the most important metrics for figuring out what's working and what isn't so you can understand who is converting, who isn't, and why.

Consider these points when evaluating your conversion rate:

- There are no hard and fast ranges that apply to conversion norms, but the global average is between 3-4%. You should always compare and interpret your conversion rates against a control (whatever you were doing before you created your new landing pages). Your perspective on conversion success will be relative to that control.
- Be careful to consider environmental factors when comparing periods. It's best to live in the here and now — always comparing to a live, parallel control. Comparing period over period can be misleading, because there are many other variables impacting your landing pages. This is especially important if your service or product is in high demand during seasonal times.
- If you're seeing a low conversion rate following a high segmentation rate, you attracted the right people and earned their interest, but the segmentation is the issue. Take a look at the transition from your segmentation page to your offer page.
- Your offer presentation might also be the reason for a low conversion rate—especially your form and form button. Ensure that the effort you're asking for is proportional to your offer. Check on the tips in the next section about interpreting your offer's effectiveness.

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Interpreting your offer's effectiveness

Your offer is what drives a prospect to act on your page. You'll know very quickly whether or not it's working, but there are certain metrics that will help you understand why it is or isn't working. We've listed red flag metrics related to your offer and notes on how to start troubleshooting in the chart below.

Metric	Reasons	Notes
Low Click-Through Rate	Poorly targeted media buy	Not offer related
	Weak offer	A strong call-to-action can compensate for a weak offer
	Weak call-to-action	A weak call-to-action can undermine a strong offer
High Landing-Page Abandonment (bounce rate)	Call-to-action mismatch	The landing page message must strongly connect to the ad's call-to-action
	Weak offer	Sometimes when there's a strong CTA masking a weak offer — the bluff gets called on the landing page
	Too much too soon	When the landing page tries to do too much there's a perception of disproportional effort required to move on — too much to read, too many choices, etc.
High Offer-Page Abandonment	Gain/Pain imbalance	If there is too much perceived pain for the perceived gain, you'll get a lot of people to your form page, but far too many will abandon — this can also result from a lack of trust and/or credibility
High Mid-Form Abandonment	Bad question(s)	When you get too personal or ask a question that requires a difficult or too-thoughtful answer, you'll see mid-form abandonment — this is another case of gain/pain imbalance

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What's next?

Using these metrics you should be able to pinpoint where to focus your efforts and next testing ideas. The best landing pages are never finished, they are always in flux.

Constantly testing everything is the best way to ensure that your landing page is the best it can be so whether it's trying new offer versions, tweaking layouts, or trying new traffic sources, never stop trying new ideas!

Whenever you have a new challenger in mind, use the 15 steps from this toolkit. They will help you create landing pages that are strategically sound, and ready to take your conversion rates to a whole new level.

Annex

Landing page worksheets

Save these blank worksheets and make copies to use whenever you need a new landing page. Once you've completed these steps, you're ready to take your page live. Refer back to the Measuring Results section in the Landing Page Toolkit to understand where you should focus your next testing efforts!

Define your target audience

	'Good' customer	'Bad' customer
Characteristics		
Need		
Pain		
Role		

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Define your landing page message

Topic	Message	Call-to-Action (CTA)

Establish your goals

Message / CTA	Expected performance (Choose One: Strongest / Strong / Neutral / Weak / Weakest)	Target engagement % (Choose One: 40% / 50% / 60% / 70% / 80%)	Type of conversion (Transactional / Lead Gen / Social)	Target conversion %

Match a traffic source

Message / CTA	Source of traffic	Type of landing	Landing experience

Define relevant segmentation

Message / CTA	Grade action	Segments	Message-matched, segment-specific asset

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Externalize your segmentation

Message / CTA	Segment externalization

Make segment-specific offers

Call-to-Action copy	Your segment	Offer copy	Fulfillment

Evaluate how your page equalizes value & effort

Offer	Value (higher score = more value)				Effort (higher score = more work)				Ratio
	Exclusivity How special is it? [1-5]	Immediacy How soon do I get it? [1-5]	Usability How easy is it for me to use it? [1-5]	Total value	Intrusion How much private data is required? [1-5]	Time How long does it take? [1-5]	Delivery How much work is it to get it? [1-5]	Total Effort	Value / Effort

Evaluate your creative

LP	Message match [1-5]	Segmentation positioning [1-5]	Emotionally persuasive [1-5]	Effort required [1-5]	Content specificity [1-5]	Total score

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Map your trust cycles

Trust cycles (clicks)	Promise made	Promise kept

Capture information with forms

Field	Data name	Conversion
1	First name, Last name, Email address	Baseline conversion = ____%
2		Conversion rate = ____%
3		Conversion rate = ____%
4		Conversion rate = ____%
5		Conversion rate = ____%
6		Conversion rate = ____%
7		Conversion rate = ____%
8		Conversion rate = ____%
9		Conversion rate = ____%
10		Conversion rate = ____%

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The Best Landing Pages Start with You. And LiveBall.

LiveBall is ion's web-based platform that empowers marketers to launch and test advanced landing pages without code or IT. If you're looking to grow your landing page program, check out these resources and find out how LiveBall can help.

Next steps for your landing pages:

If you want to stay up to-date on the latest online marketing trends and best practices, subscribe to the [ion landing page blog](#).

Learn more about how you can improve your online marketing ROI by checking the free [webinars](#), [white papers](#) and [presentations](#) in our library.

Join us for a [Live Demo](#) and see just how easy it is to use LiveBall to create conversion-focused landing pages.

Ready for more effective landing pages? [Let's talk LiveBall!](#)



www.ioninteractive.com

i-on interactive, inc.
200 East Palmetto Park Road, Ste. 107
Boca Raton . Florida . 33432

One Broadway . 14th Floor
Cambridge . Massachusetts . 02142

1 888 466.4332 U.S. & Canada
01 561 394.9484 International
01 561 394.9773 Facsimile

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