

Landing Page Optimization

What is Landing Page Optimization?

Landing page optimization (LPO) is the process of maximizing conversion rates from online landing pages. Landing pages are the web pages that users encounter after clicking on a link from a search engine, advertisement, email or other online marketing vehicle. Regardless of the link source, the goal of any landing page is to drive a conversion event, whether that event is a click-through, a form submission or the creation of a new lead. By using A/B or multivariate testing and analyzing results, marketers can continuously try new variations of layout, content, images, form lengths and other elements to optimize their landing page conversions.

What Landing Page Optimization is NOT

Landing page optimization is NOT simply creating hundreds of landing pages and hoping that one performs better than the others—rather, it is a continuous process that requires real commitment. Whether you're using A/B or multivariate testing, either method requires statistical significance in order to provide meaningful results, so you should plan on creating multiple pages and exposing them to vast segments of your target audience. By continuously testing various elements against each other to see which combination provides the greatest number of conversions, you can constantly analyze results and refine your pages to achieve maximum conversions.

Landing Page Optimization - Analyst Facts

According to MarketingSherpa, the top three types of landing page tests that work best are:

1. PPC Search Dynamic Changes
2. Registration Forms
3. Creative Elements

"Practical Tips on How to Lift Conversion Response," MarketingSherpa, 2007

"The average conversion rate when companies used their homepage as the destination for an advertisement or link was only 6 percent. However, companies that used targeted landing pages had almost double the conversion rate, with 12 percent of their visitors converting." – "Think Beyond the Click: How to Build Landing Pages that Convert," Search Engine Land, 2007

Which Pages Should I Optimize First?

- Lowest Conversion Landing Pages
- High Bounce Rate Landing Pages
- High Exit Rate Landing Pages
- Lowest Time Spent Landing Pages
- Key Pages (i.e., contact us, top offers)

Glossary Terms

A/B Testing – A method of testing a control sample against other versions in which a single element varies

Conversion – A specific event that represents the goal of the landing page

Conversion Path – A specific online path offered to web visitors after clicking on a landing page

Conversion Rate – The primary success metric for landing pages

Dynamic Site Change – Dynamically changing content, images or other elements according to a user's real-time preference (e.g. search term used)

Landing Page – A web page that a user encounters after clicking on a link from a search engine, advertisement, email or other marketing vehicle

Landing Page Optimization – The process of maximizing conversion rates from online landing pages

Microsite – A small website consisting of a few related pages that is part of a larger website

Multivariate Testing – A method of testing a control sample against other versions in which multiple elements may vary

Pre-Click Marketing – Everything that happens prior to someone getting to a company website. It's the area of marketing that focuses on driving a prospect to an organization's website and can be just as important as the website itself, since without pre-click optimization, the website may never be seen

Post-Click Marketing – Everything that happens once someone clicks on an organization's website, but before they are a known lead. This includes the site itself, but also all landing pages that work to drive conversions for a company

Post-Conversion Marketing – Includes all activities and communications from marketing after a prospect shares their information with a company until they become a customer. This includes email marketing, lead nurturing and lead scoring, all of which are critical for B2B companies to get the most of their pre- and post-click marketing

Segment – A portion of an audience that is targeted to receive a specific marketing campaign

Statistical Significance – In the case of online testing, the probability that an event did not occur by chance

Top Metrics to Measure ROI with Landing Page Optimization

- Click-through rate/ratio
- Page views
- Cost per click
- Conversion rates
- Overall decrease in sales cycle duration for qualified leads

Landing Page Optimization – Basic Techniques

- Determine the conversion events by which you'll measure success.
- Start simple—all you need is two different sets of copy, images or forms to begin A/B testing.
- Build HTML templates to make landing page creation easy to implement.
- Focus on a single call to action.
- Keep content easy to understand by using bullets.

Landing Page Optimization – Adv. Techniques

- Consider all your marketing channels when optimizing your landing pages (website contact form, email, search, etc.)
- Establish landing page optimization as a standard part of your campaigns by incorporating different pages in your automated workflows.
- When testing form length, shorter is not necessarily better—consider what information your company needs from a database perspective.
- While optimization is important in the B2B world, be sure not to over test your pages. Focus on high-impact elements such as calls to action and forms.
- Incorporate dynamic site changes to enhance the targeting and relevancy of your landing pages.

Why do you need Landing Page Optimization?

All online marketers want to maximize their conversion rates, especially on landing pages (arguably the most crucial web page there is). Thanks to the latest web technologies, marketers no longer need to operate in a bubble or guess as to what's working and what's not with their landing pages. By combining the capabilities of solutions for landing page creation, testing and analytics, marketers can easily create multiple landing page experiences for their segments to see what works best—and the proof is in the increased conversion rates.

Top Resources

- Modern B2B Marketing Blog: blog.marketo.com
- MarketingSherpa: www.marketingsherpa.com
- Ion Interactive: www.ioninteractive.com
- Marketing Experiments: www.marketingexperiments.com

Information for this B2B Marketing Cheat Sheet was taken from Marketo and Ion Interactive thought leadership, including:

- *Building Effective Landing Pages* - www.marketo.com/library/building-effective-landing-pages.pdf
- *Landing Page Calculator* - www.marketo.com/b2b-marketing-resources/landing-page-test-calculator.php
- *Beyond the Landing Page: An Introduction to Post-Click Marketing* - www.ioninteractive.com/premium-content/?prem=WPBEYONDLP

The Anatomy of a Landing Page



What makes a great landing page? Depending on your conversion goal for the page (e.g. page view, click-through, form submit, etc.), your landing page should provide users with the most direct path to the conversion event. While you'll find some variations in the types of elements used on landing pages, here is a quick run-through of some basic components.

- **Headline** – Because the headline of your landing page is the first thing users will see, be sure it's relevant to the link from the email, ad, or search term used. (There's nothing worse than having a headline that has nothing to do with the link that brought the user to the page in the first place.) And while you may want to make your headline copy sound "catchy," don't sacrifice clarity to achieve this. Your users have limited attention spans—make sure you use their time wisely.
- **Image** – Often referred to as a "hero shot," the image on a landing page depicts what is being marketed or offered. As with your headline, make sure your image is relevant (e.g. if you're offering a whitepaper, show a graphic of the whitepaper, not a stock photo of a skyscraper).
- **Signs of trust or credibility** – Privacy is of the utmost importance to your prospects and customers. Make it clear on your website that your company is serious about privacy, and people will be more likely to do business with you.
- **Body text** – This section is your opportunity to convince prospects, in a clear and concise way, the reasons why they should engage with you. Once again, relevancy is key, so keep in mind who is coming to your specific landing pages and why they should be interested in what you have to say. Customize the body copy as much as possible by addressing the industry, function, and/or business challenges of your target audience. Also, keep in mind that your landing page has a single goal or call to action, so keep all of your copy on track with that objective in mind.
- **Call to action** – The call to action is what you want the user to do on the landing page, whether that action is "download," "submit," "join today," or "call now" (to name just a few). While the call to action text is most frequently on a button graphic to encourage click-throughs, try to weave the same language into the body text when appropriate, and use hyperlinks that will allow users to respond in this way if they choose.



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