101 Landing Page Optimization Tips

Do you have abandonment issues because your landing page bounce rate is literally through the roof?

Wasting precious time and money on ineffective PPC campaigns?

Tired of your boss complaining about how the industry average conversion rate is double what "you" achieved last month?

Don't know how to fix the problem?

Never fear. With our authoritative collection of 101 Landing Page Optimization tips, we'll have you testing, reporting, increasing ROI, and unbouncing your e-marketing campaigns before you can say *"Screw this, I'm off to become a postman... at least their delivery rate can get close to 100%".*

The Fundamentals

Sticking to the fundamentals can take you from having a terrible landing page to having one that people find hard to poke holes in. Apply them vigorously and at all times, then enhance your campaigns by digging into the other areas we discuss later on.

1. **Send people to a relevant and targeted page**
    Your homepage is a mish-mash of goal oriented communication - and usually for good reason. With that in mind, resist the urge to send people there as it's better targeted at the curious explorer type rather than the person clicking through from a banner or AdWords link. Think one goal, one message, one action. And hence one page - generally a new one - a landing page.

2. **Provide a consistent experience**
    From ad through landing page and onto the destination site, design, messaging and tone should be consistent with the expectations of the user at the time they clicked the link/banner. Your upstream ad is the source, and using a river analogy, you should be drinking from the same stream at the end of the journey as you were at the start.

3. **"Don't Bore Us... Get to the Chorus" (Roxette)**
    The title of this tip comes from the Great Hits album by Swedish pop duo Roxette. As one of the masters of bubblegum pop, they knew how to highlight the most important element of each song - the chorus.

    No one likes a babbler, and we only put up with it for the most part because it's our friend that's chewing on our ear.

    When dealing with online prospects, you need to get right to the point with no muss and no fuss.

    The astute among you will recognize that in providing an analogy prior to my point, I am essentially countering my own argument to a degree. But on closer examination, what this shows is that sometimes you have to provide some editorial or instructional introduction to your subject.

    If this is the case, like Roxette, just make sure the juicy bits stand out significantly.

4. **Focus the visitors attention with a clear and concise headline.**
    Imagine yourself walking in a busy downtown street. You glance at the newspaper vending machine to see the big black headline. If it captures your attention, you might stop, bend over and read it for a while. If it's really good, you might fish a dollar out of your pocket and actually pay for it.

Conversely, if it's just a big page of small type with no visible purpose, you wouldn't even break your stride.

Make the headline clear, easily noticeable, and in a relevant position on the page.

5. **Enable sharing on your viral landing pages**
If your goal is to create buzz with a landing page - such as a flash game or humor piece, ensure that it is easily sharable with the common social networks.

The most obvious choice for social media buzz creation is Twitter. This micro-blogging platform has become the social sharing tool du jour and can help to spread your message quickly and in an exponential fashion if what you are doing is tweetworthy.

The key to it's success lies in the fact that it's not 100% altruistic. Sharing content on Digg or Reddit can help establish you as an authority if you have a long term goal to become recognized in the community. However, sharing via Twitter adds the content into your own personal timeline which extends your online persona by showing content that represents your personality and beliefs.

It's reminiscent of the psychology surrounding ones CD, vinyl or book collection, where you gain pleasure from the reaction of others to your taste.

6. **User Segmentation**
If you have multiple user types, create a landing page for each segment and drive traffic via separate sources. This will enable you to measure your most effective market segmentation. If your landing page has extended logic or geo-targeting capabilities you may be able to create a single page with changing content based on visitor. If this is the case, ensure your tracking can handle these complexities.

7. **Remove the clutter**
Remember that ad campaign that had a single button proclaiming "Don't click me"? Nobody could resist that.

Not only was it tempting, but it didn't have any competing information.

As you create your landing page, step back from time to time, look at it from a distance and see how many things are vying for your attention.

Refine your landing page until the answer is 1.

Observe - Remove - Repeat

8. **Remove the navigation**
Similarly, don't give people a full-scale website experience. You paid to get them here, so keep 'em focused and on track. If they really want to know your favorite

color or look you up on Google maps, they can go to your website in their own time. Each navigation option you provide dilutes their attention.

9. **Keep reading to a minimum**
Ensure visitors get a chance to read your most important copy. If it's buried amongst 5 paragraphs of text, it'll be missed.

An exception to this rule would be a page designed to provide a high level of detail (such as a Book page on Amazon), but this is usually best utilized as the deep-linked "product detail" page on the target website and not on a landing page.

10. **Above the fold.**
As much as this statement fills me with much chagrin and shouldn't always be considered in the same way for certain types of web page, it still holds true for the landing page.

Your primary messaging and call to action must be above the fold (the bottom of the screen for the average browser resolution of your target market).

Does it really matter anymore?

To present the counter argument (for completeness), a product detail page such as an Amazon book page, is very well suited to a long page.

There are many things that have reduced the need to focus so much on the fold, 3 of them are:

- **Amazon** - with some of the most important information (user reviews) 2-5 screens down the page people have developed an understanding that not all of the gold is buried close to the surface.
- **MySpace** - when millions of today's youth started creating their own web pages using MySpace, they inherently started to learn and value this long form approach.
- **The Wheel Mouse** - providing a big helping hand along the way was the introduction of an improved interaction mechanism. The scroll wheel on the PC mouse essentially removed the need to use scrollbars. Thankfully Apple have since conceded to this superior interaction method and included it on their mice too.

Repeating your CTA on long pages

If you are obligated to produce a long landing page (perhaps as one of the standard long-form lead capture sites), try to repeat your core message and/or CTA at comfortable intervals throughout. This helps to reinforce your purpose. Note also that different people react to different content, so they may be 2/3 of the way through before they believe what you are saying. If there is a button right

there, you may find them more likely to convert when this matches their time of emotional connection to your message.

11. Congruence
Congruence refers to ensuring that every element on your landing page refers to or supports your core value proposition. Look over your design and copy, if it's not directly supporting your goals ditch it or re-write/re-design it.

12. Experiment with different media types
Video has become so prevalent in the broadband world that it's no longer a barrier for the majority of people. Visitors are also more likely to spend more time on your site engaged in passive activities such as watching a video - it's easier than reading. This extra time can be the difference between someone "hearing" your message and not. With everything, quality is king here, say something important and say it well. If you can't afford to build something with a high production value, then aim for a screencast - a screen view walkthrough of your product or concept. These are intended and expected to be lo-fi and this quality can enhance the realism and authenticity of you and your approach - where the message now resides in what you say and what you show, rather than in the production value of the video.

13. Provide extra value on your confirmation or thank you page
If you are asking your visitors for something on your landing page (such as an email address for lead capture), take it one step further and give them an extra bonus on the thank you page. This could just be something useful such as a link to related content on your site (or elsewhere), or it could be an extra free report/ ebook. Giving something away for free (or for an email address) is good, surprising someone and giving them a bonus is great.

Trust & Security

With the proliferation of spam, pyramid and get-rich-quick schemes, and other bad-news-bears operations, becoming a leader with regard to trust can give your pages an instant leg up. The key to success here is to care. Don't pay lip service to this area as it's more important to people than you may think.

14. **Show a phone number**
    Simply by having a phone number present, it tells people you are legitimate and there are real people at the end of the line. It can also be a good fallback for people who aren't comfortable with online transactions, but who like your offer.

15. **Remove barriers to valuable content**
    If you are giving something away for free, but asking for personal details in exchange, offer something that **really** is for free in advance, such as a small portion of the materials you are providing (chapter 1 etc.). This piques interest and lets people know you are not going to send them something worthless in exchange for their personal details.

16. **Brand consistency**
    If your banner, landing page and destination site don't feel part of the same family you will lose valuable business. The landing page falls right in the middle of the acquisition process and should extend the minimal capabilities of banners/ AdWords into a real sense of brand values - while not providing the complete experience of the destination (or mothership) website.

    Extending the brand messaging
    Ensure that your visual design is the same from banner to landing page. Don't change color palette and typography from one to the other. Repeat the original core message on the landing page for instant recognition and increased confidence that you are in the right place.

17. **Refrain from using gimmicky sales tactics**
    The web is littered with so much crap that waders are the preferred footwear of todays surfer. No matter how much you feel the need to use the BUY NOW, BEST DEAL EVER, LIMITED TIME OFFER type guff that profligates the sad lower end of our industry, just remember one thing... authenticity rules. People are starting to learn to see through the hype and understand when you are telling the truth.

18. **Popups/pop-unders**
    Do you really need advice about this? Ok, here goes. If you use them, you should hang your head in shame and go wait in line for when your entire customer base leaves you for a company with more integrity. Sure, you may notice a slight improvement in conversion in the short term, but if you're attracting the types of

customer that click on popups either because they are suckers or simply to get the ad out of the way, then they will exhibit the same ADD and bad judgement when they get through to your site.

You may be in a position where you just want to present higher numbers at the weekly meeting a few times to fulfill your contract, but if you are an entrepreneur, stay away. Just remember, if it makes your stomach feel even a little uneasy, it probably doesn't make good business sense. And NEVER EVER use those javascript dialogs that ask whether you *really* want to leave the page.

"Are you sure you want to leave this page?" Press OK to leave, and Cancel to stay. Or is it OK to stay and Cancel to leave?
"How about now?"

!!!! WTF People !!!!

19. **Use verifiable facts**
In an age of comparison shopping and online research, bold claims about your product or service may elicit a modicum of trepidation on the part of the consumer (loving big words right now). So if what you are promising isn't really true don't say it, because you will be caught out. Perhaps by only a few individuals, but if they turn out to be social connectors, then you could quickly find yourself plastered all over the blogosphere with devastating consequences.

20. **Endorsements**
If you have affiliations with famous people, use endorsements to build credibility. I'm pretty sure that Proactiv isn't some miracle cure for acne, but I'm willing to suspend that doubt purely because the celebrities promoting it are placing their credibility on the line.

21. **Don't ask for information you don't really need**
Sure, there are 5 people in your office beating down your door asking for an extra phone number or age or bra size, but if it's not critical to the information or product being requested on your landing page, then don't risk scaring people away. Chances are that extra information will be scantily used anyway.

22. **Terms and Conditions in Layman's Terms**
If you need to have a terms and conditions page or section, try to put the important stuff in layman's terms. Better yet, make it entertaining, by separating it into two segments - t&c for real people with cool jeans, and t&c for lawyers.

23. **Testimonials.**
Testimonials work to create trust on your landing pages. But don't use false or made up ones.

If you make up over enthusiastic statements by caricatures of stereotypical personas, and position them with images grabbed from stock photo sites you will most likely look unauthentic.

Authentic Business Practices Produce Authentic Testimonials
If you have a great product or service and you treat your customers well, great testimonials will either come to you or you'll have established the relationships where you can actually go and ask for one.

Wait for that great personal story that could be the tipping point in making people believe in your landing page message, something that shows you have affected someone's life.

If you don't have one yet, increase the feedback mechanisms on your website to allow your customers to provide the information you need.

Perform AIB Testing on Your Landing Page
To measure the effect testimonials have on your landing page conversion rate, consider running an A-B split test. You could run tests to compare the following things:

- With and without testimonials
- With and without photos
- With short or full quotes
- With few or many testimonials

If you find that less testimonials work better, you could then try using only 1, but test each testimonial in turn to see which people respond best to.

24. Certification and brand logos.
This is a classic technique to garner trust. If you have an association with a company such as Verisign, wear it proudly on your sleeve. However, it's important to use relevant and well known brands in your alignment strategy. Saying you are part of the Viagra sellers alliance probably won't help you convert women into paying customers for a trek in the Andes.

25. Professional design.
Quite simply, the more expensive you look the more people will be likely to believe your story. In this case money talks. You still need the right call to action and landing page copy, but as single folks know, a killer pad with picture perfect interior design and seductive Feng Shui can get you halfway to converting a timid first-base date into a home run.

26. Don't exaggerate!

Following on from the last point, if you oversell yourself in the living room, you may very well attract your guest into the bedroom, only to find she leaves at the sight of the *real* thing.

27. Privacy
Provide links to a privacy statement and or terms and conditions to quell fears of email abuse. A good technique is to write "We'll never sell your email address" beside and email form field.

28. Co-branding
Affiliates drive traffic to your business, often to a landing page. To enhance the Ad Message Momentum using a co-branded landing page can improve your conversion rate.

To clarify, what this does is to provide the customer with some confident that their path isn't being broken. A lot of affiliates will be offering a discount coupon (something they have arranged with you), so they are garnering traffic based on their ability to sell this discount. When someone clicks from their site over to your product landing page they need to know that that offer hasn't been "digitally disregarded".

Maintain Ad Message Momentum
The best way to maintain momentum is:

- Include the affiliates logo on the landing page alongside your own, showing that you have an established relationship.
- Repeat the offer specific to that affiliate, showing that clicking through to your landing page didn't cause the promise to be forgotten.

This is how providing co-branding opportunities with partners and affiliates can create a greater sense of trust and confidence.

Landing Page SEO

For short term marketing campaigns, SEO isn't a factor, but for longer terms projects, especially lead-generation or ebook sales, it's a critical aspect of your business model.

29. **Your Website Has More Landing Pages Than You Think**
Whether you think you've ever created a landing page before, you need to recognize that landing pages are not just standalone campaign-based entities.

    As the search economy grows, every deep-linked product detail page on your site is essentially a landing page.

    With this in mind, take a look over your site and re-apply the tips in this eBook to those pages to help improve your conversions and revenue from your long tail of content.

30. **Care About SEO**
For pages that will be live for any extended period of time, ensure content and code is fully SEO optimized for maximum value. What does that mean? Well, most importantly it means simply giving a sh*t. That's the tip here. Realize the importance of SEO. Read on for more specific tips.

31. **Text Headlines**
Consider the impact of using a text headline for your primary messaging/statement. Placing it into an H1 will give you some bonus points. Yes, you sacrifice some visual quality, but there are ways around that with flash replacement etc. Pick your priority and make your decision.

32. **Time to Market vs SEO**
Choose between speed of delivery (big background image) and individual image optimization (cutting the page into separate HTML elements) where you can add appropriate alt tags and links to images as required.

33. **Pure optimized HTML**
Single landing pages are actually perfect candidates for coding according to Google's desired formatting as you're not hampered by the overwhelming structure of a full website (assuming this is a standalone landing page and not an internal one).

34. **Think like a searcher**
When writing the copy for the main headline(s) and introductory paragraph, think about what people are searching for in relation to your offering. For example, if you are selling colored cell phones and the seasons hot color is purple, your primary message might be "The number 1 source of cool mobile phones in a

variety of colors", which could be changed to "Your number 1 source for purple cell phones", which latches onto a core keyword phrase.

35. Reduced PPC costs
The closer the content on your landing page can match the copy and link title from your AdWords campaigns, the more relevancy (and Quality Score) Google attributes to your intentions which results in a lower cost for your chosen PPC keywords.

Before Creating a Landing Page you should KNOW:

For architects or designers and developers responsible for creating a landing page, the following information should be known to facilitate the creation of a page that addresses real needs. A marketing or campaign manager should be providing this type of information.

36. Business Objectives
The business objective of the campaign and in particular the page. What problem are we trying to solve?

37. Know Your Audience
Understand the goals and motivations of the users who will be arriving at your landing page. What are the main questions that a potential visitor will have? Knowing this will allow you to design an experience that answers these questions in priory sequence on the page.

38. Visitor Action
The desired action of the visitor (primary CTA).

39. Entry Points
All campaign entry points and existing collateral materials to maintain a consistent brand experience and design. If your landing page doesn't match the aesthetic of the banner ad then people will often rightfully assume they are in the wrong place and leave.

40. Technical limitations of your target audience
Are they iPhone users? Are they business people with laptops that view everything at 1024px wide still? Or are they designers with big 24" iMacs?

41. Creative brief
Ideally there will be a well defined concept that ties business and user goals together into a simple and implementable idea. This will help you to design something that doesn't stray from the core goals of the campaign.

42. Domain name availability.
This will normally have been checked and purchased by someone in IT, but it's a good idea to verify that this is the case. Strongly branded domain names can place a heavy influence on design direction, and having to patch something at the last minute because "That Guy in IT" forgot to get the domain is going to effect your time to market.

Before Designing a Landing Page you should DO:

Preparation is always nice but not always practical. Here are a few tips that can ease your planning process and ensure you start heading down a path of recursive good behavior.

43. **DON'T repeat errors of the past**
    Sounds simple, but unless you make the effort to track and record problems in old campaigns you will never learn from them. Put a big poster on the wall with your Top 10 things to avoid doing.

44. **DO repeat your successes**
    Likewise, if something has worked in the past, repeat it in your new campaigns. This can become your own personal best practices list.

45. **Competitive analysis**
    Check out what your competitors are doing. These can serve 2 purposes; if you need inspiration it can give you some ideas, or if you are trying to innovate and differentiate, you will be in a position to zag away from the competition.

Before you push the "Go Live" Button

It's tempting to be impatient and "get it out the door" as soon as you can, but it pays to take a few deep breaths and do some final checks and balances before you publish your landing pages.

46. Have a checklist
This is a tip in itself, and the next few items will explain some of the tasks you should perform as part of this checklist. If you can establish a checklist and incorporate it into your process, you will soon start to develop good habits that produce better, more effective landing pages.

47. The 5-second rule
Do some simple usability and page goal testing using people in your office (or friends & family). A good rule of thumb is to follow the 5-second rule. Sit your subject in front of a computer screen and show them the page for 5 seconds. Then hide it and ask them what the purpose of the page was. If they are unclear, you may need to re-address the communication of the primary message and call to action.

48. Many sets of eyes
Print your landing page out and pin it to the wall so that people can see it and open discussion about your design. Often, an objective set of eyeballs will spot simple things that can help you refine the page before you push it live. This is also a good way to increase collaboration and you'll be surprised at some of the skills or insights your co-workers can provide.

49. QA
Some companies have this built into their process, others are too small and rely on the owner/creator to do everything. Even in large companies, small marketing campaigns often get the short end of the stick and don't have a dedicated person for quality assurance. To be viewed as professional you cannot afford to have any typos or errors on your landing pages. With such a short time to convince a visitor that you have something of value, even minor slip ups can cost you a sale. Make sure it looks good in all major web browsers - sadly this still needs to include IE 6 most of the time. Fortunately, most landing pages are relatively simple, but don't forget to check.

At Campaign End

Diligent attention to the success or failure of your campaigns will help you learn and grow as an internet marketer. Try to study what you've done after it's finished.

50. Postmortem
After each landing page campaign, hold a postmortem session to collectively analyze and agree on what worked and what didn't. This can then be fed back into your best practices lists.

51. Evergreen campaigns
If you don't **need** to take it down, don't. You can gain trickle traffic and SEO value by leaving a page in place, even if you are not directly sending traffic to it. And if you decide to reactivate the campaign in the future, having a live page that Google has been aware of for 6-12 months is a major benefit. If the campaign was time sensitive, consider a quick change to make it more generic in order to let you leave it up.

Testing, Testing, Testing

Many a marketing department relies solely on gut instinct and personal opinion. Be prepared to throw that out the window and start achieving **real** insight into what works and what doesn't.

52. **AIB Test to validate your decisions.**
    This allows you to perform simple comparative campaign studies, allowing you to produce alternate designs and messaging and see which performs the best. Having a testing infrastructure in place is critical to being able to measure your success.

53. **Test the primary graphical image(s) or photography.**
    Most campaigns are intended for a specific segment or user demographic. As such, it's a good idea to try different images that provide varied emotional responses. The smiling happy old fly-fisherman may well evoke a happy retirement, but some people can be thrown off by generic stock imagery.

54. **Primary message**
    Write multiple variations on your main message and run tests on each. Also try varying the size, color and position.

55. **Call to action**
    We go into more depth regarding CTAs later, but for testing purposes, you'll want to try varying the message in your main CTA. Ensure it's an accurate description of what the user will get when they act on it to avoid trust and annoyance issues.

56. **Button color**
    There are many viewpoints out there regarding button color. Some say that Red is the best color to use as it evokes such strong emotional reactions, however it's also a negative "stop" type color, so be sure to test it with others like Green for "go" and Blue as a familiar web standard link/action color.

57. **Form threshold**
    For lead capture and other form usage, you will want to minimize the amount of fields that visitors are required to complete. However, if you have a particularly strong need for data, try running an AIBICIDIE test with varying amounts of information gathering. This way you can make an informed decision about what abandonment rate is acceptable when weighed against the extra data produced.

58. **Refine constantly**
    If you have new ideas, test them, immediately! The more information you glean the better your landing pages will become. Don't stop at the first AIB test. Brainstorm areas of the page that should be tested and throw up 2,3,4,5 different versions.

59. **Multivariate testing (MVT)**
    AIB's big brother is a much more complicated affair that requires a modicum of business intelligence and mathematical skill. Generally you would engage a 3rd party company to handle this level of testing. It involves testing for changes in multiple variables at one time with a focus on scientific interpretation of results.

    Not all elements that can be tested were created equally; changing the button color and primary message copy could have a greater effect than the choice of background color or photography choice. MVT allows you to see with more accuracy which changes are creating the most beneficial conversion improvements. For more detailed information, I'd recommend a book by Tim Ash - "Landing Page Optimization" that does a great - albeit very technical - job of explaining the purpose and use of multivariate testing.

Corporate Tips

How to get ahead as an internet marketer.

60. Become the landing page expert in your company
If you follow the guidelines presented in this list and can report accurately on your results, you will be seen as the one who improves marketing ROI and you will become the "go to" person.

61. Don't be smug
Assuming that you know everything and that your landing pages are infallible is naive. A humble approach to testing, validation and experimentation is the best way to become a better practitioner. The fact that we are listing 101 tips in here illustrates the complexities involved in such a seemingly simple concept.

Forms on Landing Pages

Nothing strikes fear into the heart of a web visitor more than the dreaded form. Follow these simple landing page form tips to reduce your bounce rate.

62. Remove unnecessary fields.
Every Jack and Jill in your company will want some extra data from your lead capture or subscription forms. It's your job as chief landing page optimizing officer to cut this down to a minimum. The previously mentioned *Form Threshold* level can be more easily determined through testing and verification allowing you to play the political game while keeping your visitors happier. And really, who needs to know a visitors fax number these days???

63. Direct attention to the form.
If you primary goal is to have someone complete a form, then visually direct them to it so *they* know what they are supposed to do. This can be done with the use of background imagery that points an arrow at the form area, or a design that makes it stand out from the rest of the page.

64. Whitespace.
Don't crowd your form, make it inviting, clean and simple by surrounding it with a decent margin of clear space.

65. Use over-sized buttons.
This isn't a full-blown online banking application, it's a one shot deal (which may still be to do with banking). As such, don't be afraid to design big shiny buttons that really stand out. They don't need to be grey and the same height as a standard text field.

66. Make form labels and field text easy to read.
Use a large enough font that anyone can read it easily. Web 2.0 design standards are moving in the direction of form fields and text that are 2-3x the previous norm, so follow suit and make your forms feel friendlier and happier.

67. Why should I fill out the form?
Make the benefits and reward very clear and position them in context with the form so that people are constantly reminded why they are bothering.

Optimizing your Landing Page Call to Action (CTA)

If your visitors don't know what to do, then you are up shit creek without a paddle, a boat or any moist towelettes. Your Call to Action, or CTA is the primary action item for any visitor to your landing page. Examples of a CTA are: purchasing a product, subscribing to a newsletter, calling you on the phone, downloading an ebook or whitepaper, watching a demo or requesting information.

68. Make your CTA(s) clear and unambiguous
If you are offering a free ebook to people who follow through with your CTA, then make the button say "Get your free ebook", and not "go", "submit" or "subscribe".

69. The bait and switch
Related to the previous tip, don't promise one thing and then deliver something else, or even worse nothing at all. To follow the same example, if you are giving away an ebook, and your CTA says "Get your free ebook", don't provide a paypal form on the next screen asking for $2.95 for the product you said would be free, or merely say "thanks for registering" without a link to the product you are offering. Yes, you will have gained a lead, but the customer is now worthless, and will tell others about your unscrupulous tactics.

70. Amazing! Awesome! Kick-Ass!!!!
Resist the temptation to include bloated adjectives. Studies have shown that claims such as "amazing" are likely to make people think you are overselling and trying too hard.

71. Breathing room
Allow the CTA room to breath visually. Expansive use of whitespace will allow your button or statement to stand out on the page. Color choice is important here also; a high contrast between the CTA and it's whitespace will improve it's dominance.

72. Keep it where it can be seen
Don't let it fall below the fold, and if you have a long page, repeat the call to action at the bottom of the page or once in every page length to remind the user and provide them with a mechanism to act regardless of where they are.

73. Personalize the call to action
For example, if the desired action is for the customer to call a phone number, ensure that they don't have to do any extra work. Provide a toll free number, or geo-targeted local codes as required.

74. Utilize a safety net
Not all customers are immediately comfortable with acting right away and might need some supporting information to ease their worries or answer their questions. If you are asking someone to buy something, a sensible secondary CTA would be

do download a product brochure. This keeps them in your realm of influence (as opposed to leaving to do research elsewhere) and builds confidence. Ensure that the safety net CTA doesn't compete in size and visual dominance - often a simple text link is adequate, beneath the main big action button. If you are asking someone to purchase online, offering a phone number for phone orders may make a potential customer more likely to convert if that's their preferred contact method.

75. **Continuity**

Try to carry your primary call to action throughout the entire acquisition and conversional experience, from banner or AdWords ad, through your landing page and on to the final destination page (if there is one).

76. **Reduce the available options**

If you have only one message and action, you should be able to look at the page and have your eye immediately drawn to the action area. Don't place extraneous offers or navigation on the page that could draw the user into doing something else. In the case where you have several choices (such as 4 cable TV package options), there is still a single goal (choose a package), so ensure that each action area is consistent and they are grouped in an "area" that can be considered the action area.

77. **Be audience appropriate**

If you are selling spa getaways, then don't be aggressive with your tone and language. If you're offering funeral services, don't use !!!!!! at the end of the call to action.

What NOT to do - things that can Piss off Your Customers

We've all had horrible online experiences. Follow these tips to avoid re-creating them.

78. That's way too much for me to read!
To paraphrase Steve Krug (Author of Don't Make Me Think), cut your copy in half and then throw away half of what's left.

79. Don't lie to your customers
To be an effective marketer you simply must deliver on your promises. Treat people well and they'll tell their friends.

80. Don't include a form if you don't need it.
If you can honestly get away without a form, don't be greedy and throw one in there because it would be nice to be able to capture some data, keep it out and reap the benefits of a slimmed down landing page. If you are trying to extend your brand exposure and expertise with a free white paper, consider giving it away without the email capture - but make sure each page is branded with your identity and contact information. If it's worth it's salt people will share it and you'll get more visitors as a result. You'll also get plenty of karma points.

81. Pop Off
I said this earlier and I'll repeat it here. NO POPUPS.

82. Turn down the music
If your page requires sound or music to function; for example, a viral flash campaign or video-centric page, then ensure that you provide the facility to control the volume, including a prominent mute button. If someone is viewing your page during a quiet time or at the office, sudden sounds can be a surefire way to drive cursors to the close button.

83. Don't do lead-gen with the intention to spam
If you are doing lead capture, make it transparent in the terms & conditions or privacy policy how you intend to use their email address. Better yet, provide real opt-in options on the form. Oh, and go read "Permission Marketing" by Seth Godin.

84. Don't use photos you found on the internet
Especially the one that appears first in a generic search of Google images. You'll appear generic and untrustworthy.

85. Assumptions
Don't make assumptions about your visitors knowledge. Put yourself in their shoes and anticipate their questions. Then make sure you answer their core questions

on the page. This will help prevent people going elsewhere to find their answers and potentially finding a better offer.

86. Opt-out

If someone is registering with you for a newsletter or ongoing communication, make it clear that they will be able to easily opt-out at any time. Saying this up front is often the tipping point between someone saying "ok, sure" and "no way".

Reporting, Metrics & Analytics for Landing Pages

Marketing campaigns without metrics and reporting and like a runaway train. Yes, they make you more accountable, but if you're good at what you do - or at least desire to become better, accountability can make you a rock star. Here are some tips to get you started:

87. Use Analytics
If you don't have internal analytics software (Site Catalyst etc.), you can get set up quickly and for free by using Google Analytics, or several inexpensive paid options such as GetClicky.com and HaveAMint.com (works great on an iPhone). By adding simple code snippets to your landing pages you'll be tracking results immediately and can prove/disprove theories (sorry boss, making the logo bigger killed our conversion rate) and start to produce professional reports.

88. Basic metrics
You should ensure you are recording the fundamental performance metrics for each campaign. These are campaign specific, but can include: conversion rate (broad term), bounce/abandonment rate, form completion rate. Store these results so that you have a basis for showing how your refinement process (via AIB testing) is working, and to allow comparative reporting against previous campaigns that had the same goals.

89. Getting granular
Using an analytics or campaign reporting programs such as Google Analytics or Google AdWords can help you determine whether different time/day segments are more successful than others. If you have an increased conversion rate on friday nights and weekends, and little to no success during midweek, you can either focus your efforts purely on the best days, or start AIB testing different messaging on the lower days to see if an altered communication strategy will lift the metrics at those times.

90. Be transparent at all times
Compile frequent and regular reports and make them accessible to as many people as your internal bureaucracy will allow. Success can inspire an entire team/company, and failure can elicit useful feedback from people able to spot issues you might have become blind to.

91. Beware the Industry Average
Industry averages are often bandied around to show comparative results for your particular vertical. While somewhat skewed by virtue of the fact that their campaign/goals/timing/budget/product is different to yours, they can play an important role in showing where you stand in the competitive landscape. Particularly if you are above average. In other words, use with discretion.

92. Customer Feedback

If you are gathering consumer feedback via a landing page, collating this serves 2 purposes. Firstly, it gives you great presentation materials for internal meetings. Secondly, you can start to use them on your next campaign as testimonials to boost credibility and trust. Just remember to ask permission before quoting somebody publicly.

93. Eye tracking

If you have some budget available, eye tracking reports can give you valuable insight into where people are looking and help you increase the positioning of key elements.

94. Heat maps

Similar to eye tracking, there is software available that can provide heat map overlays showing where people are clicking most. Use this information to manipulate and test copy in the most popular areas to see if you can increase conversions a touch.

95. Assumed attention hotspots

Other systems can produce a virtual heat map based on assumed attention areas based on graphical contrast and basic design patterns. All of these tools can add to your understanding of landing page behavior.

When to Use a Landing Page

You probably don't have the time, money or resources to use a landing page for every little brain fart or campaign initiative that you come up with, so here are our recommendations for when they are a relevant option.

96. **For every campaign.**
    Ok, so we just said you probably can't do this, but the truth is you should at least *try* to use them all the time. If you've begun to grasp the fundamental purpose of the landing page you'll know that sending visitors to non campaign specific pages such as your homepage is just wasting money. The best way to ensure that you can do it for every campaign? Develop a painless process and some standard templates for the types of campaign you do and be ruthless about reporting on your success. If you can demonstrate that you can A - build them quickly and B - achieve improved ROI via your awesome reporting and testing, you're well on your way to convincing any smart business person.

97. **Multiple inbound traffic sources.**
    If you are expecting traffic from multiple sources (AdWords, banners, affiliates, organic search, Google images), you may want to create separate landing pages for each type of customer.

98. **Special promotions.**
    These typically come in at the last minute and if your website isn't architected to allow for random or short-term event based promotions, you need somewhere to put it. If they are seasonal, you are also making an investment in future work, as you can repurpose the same promotion next year or next month.

99. **The dreaded deploy schedule.**
    Sometimes you just need to get a web page up and live. But you work for a big company that has a rigid deployment schedule. Sometimes they have the flexibility to break the rules, but not always. Well it's thanksgiving and you have to get a critical message out regarding a promotion you're running - and you forgot to update the promotions page on the website. What to do? Build a simple, focussed landing page and ftp the whole shebang to a new folder on the web server, bypassing IT (they'll forgive you when you make reams of cash) and getting the job done. Not ideal, but sometimes you have to think on your feet.

100. **When your Marketing Manager or CEO has one of his/her "brainwaves".**
    We've all been there. Some creative type (I can't be too harsh here as I'm one myself) comes up with a *great* idea that must be dealt with immediately. The simplest way to do this is in a disconnected landing page that can break code conventions, brand guidelines and can be efficiently measured to provide instant feedback on it's ridiculousness. Or maybe perhaps it'll work like a charm in which case you're going to be re-designing the whole site according to the new direction.

And Finally...

101. Overconfidence
If you ever catch yourself doing the DQ (Dairy Queen) "Nailed It!" high-pitched voice, just remember there is another percentage point waiting right around the corner to be squeezed out of your potential customers.

Optimize on...

Wrapping Things Up

We've gone through 101 tips for optimizing your landing pages, so what now? It would be hard to remember all of this advice, and different tips will be relevant at different times. My recommendation would be to print this out and mark the ones that appeal to you or feel relevant to your workflow and process. Or cut up the doc digitally to produce your own greatest hits of landing page optimization tips.

Then use the advice you find useful as a checklist to keep you on track as you build your future campaigns.

I hope you found this of value and welcome your feedback and insight at landingpagetips@unbounce.com.

Cheers
The Unbounce Team