

“ And now, with the second edition of the Landing Page Handbook, MarketingSherpa delivers an up-to-the-minute understanding of what’s new, what’s changed and what really works. ”

Nick Osborne, Publisher
www.excessvoice.com

Second Edition - New & Completely Revised

Landing Page

Handbook

How to Raise Conversions —
Data & Design Guidelines

Note: This is an authorized excerpt from the full 273-page Landing Page Handbook.
To download the entire Guide, go to: <http://www.SherpaStore.com> or call 877-895-1717

Introduction to Revised Second Edition

What a huge change the past few years have seen! When we began researching the first edition of MarketingSherpa's Landing Page Handbook in the fall of 2004, we found next to nothing out there. In fact, if you plugged the term "Landing Page" into a search engine, a tiny handful of mentions appeared. Now type "Landing Page" into a search engine and you'll get more than 36 million references.

Agencies and consultants have sprung up specializing in landing page design and testing; Web content management systems have been developed to enable easier landing page creation and testing, and a landing page speaker is present at every industry convention. This growth has been exacerbated by Google's announcement late last year that landing page relevance would affect pay-per-click ad rankings.

Yet, after reviewing the enormous amount of information out there on landing pages, I was disappointed by how little of it expanded in any way on the first edition of this Guidebook. Everyone seems to repeat the same factoids and best practices.

That's great on one hand – as you'll see from the results of our new research study included in this Guide, a startlingly low number of marketers are actually applying best practices to their landing pages. So, the more everyone in the landing page universe can get the word out to improve things, the better.

However, it's time for renewed research into improving landing page results. So, in this greatly revised and expanded edition you'll find a wealth of NEW information on landing pages for:

- Blogs
- Organic search traffic (especially for business-to-business Web sites)
- Ecommerce sites
- Email campaign landing pages (including mobile phone clicks)
- Copy, graphics and layout

We've also updated our practical chapter on Testing Landing Pages (including multivariable, A/B and eyetracking testing tips), as well as added an all-new

section on how to conduct a “Black Ops” landing page campaign ... quickly and cheaply making landing pages on the fly when your own Web or IT department can’t build or test them for you.

Naturally, we’ve also added and updated the numbers (great for comparing your landing page conversion results to those of your peers) – as well as published never-before-seen data on “Bail Patterns” where you’ll see precisely when typical consumers leave a landing page instead of converting. Turns out, the oft-mentioned “seven-second” rule is misleading.

Last but not least, we have included loads of fresh creative samples from real-life landing pages that you can use as inspiration when creating your own landing pages. Nothing’s worse than staring at a blank computer screen while trying to come up with something new ... or explaining your ideas to a designer who can’t “see” what you’re talking about. These real-life samples should help.

Enjoy, and may your landing page results continuously improve until our next edition!

A handwritten signature in black ink that reads "Anne Holland". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

Anne Holland
Founder, MarketingSherpa

New Research Highlights:

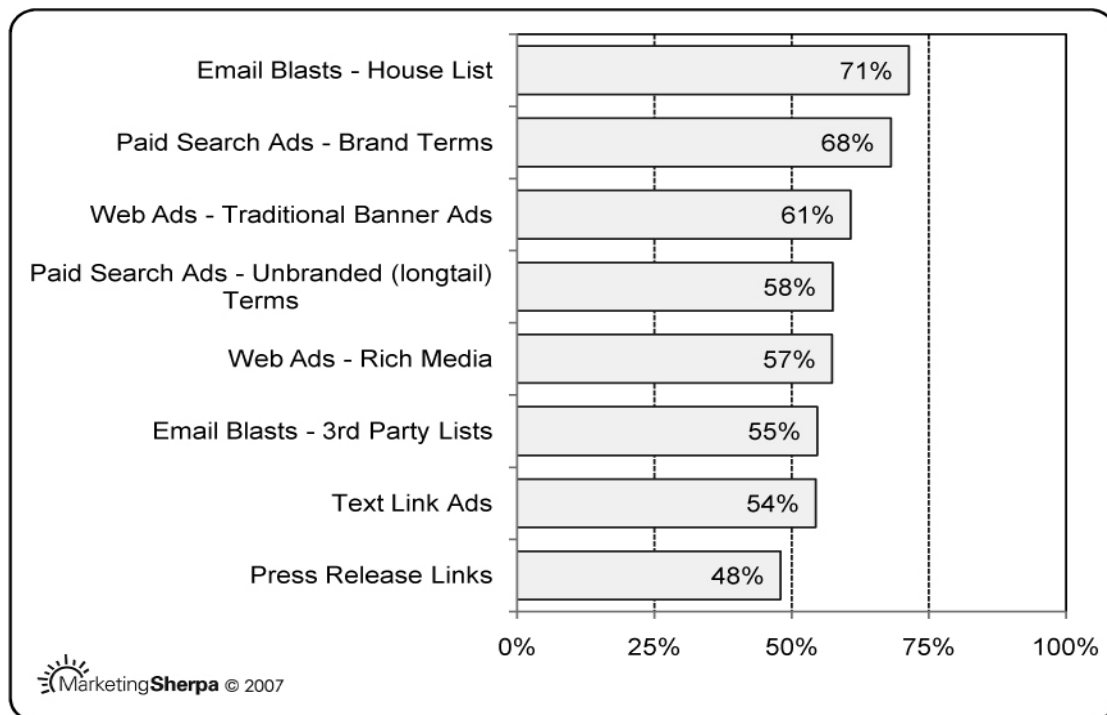
What's a Landing Page and Why Does It Matter?

A landing page is where people “land” when they click on an ad banner, search engine result or email link, or when they visit a special promotional URL that they heard about on TV, radio, or other offline media.

Very few perfect landing pages exist. Most of the samples in this report aren't perfect, although they represent the current cream of the crop.

The perfect few are usually the result of extensive testing. And when we talk to the marketers behind them, invariably they say: “But I have a few more tests I'd like to run to see if I can improve conversions a bit more. . .”

Chart #1: % of Marketers Implementing Landing Pages by Tactic



Base: Total n=3204

Source: MarketingSherpa, Landing Page Survey, September 2007

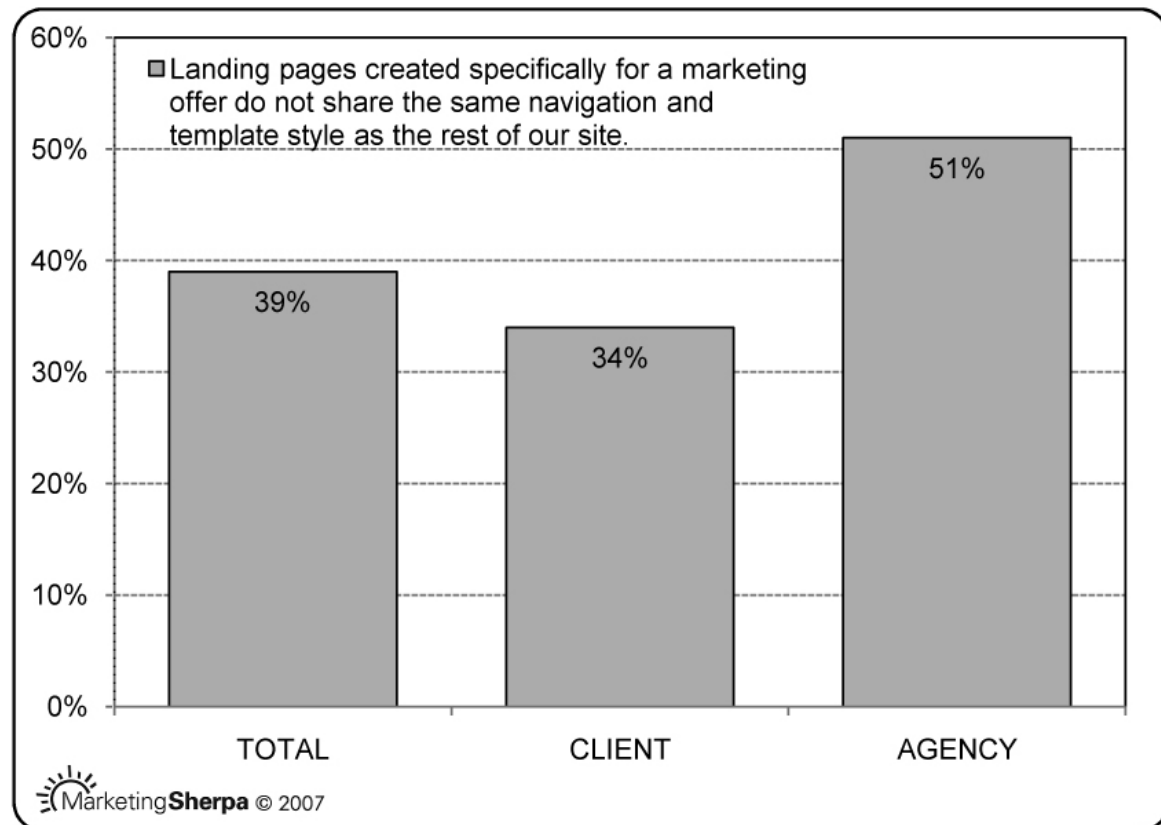
Methodology: 4,213 surveys were collected from in house marketers (n=3,120) and agency marketers (n=1,093) who are actively involved with landing pages in some capacity. They were recruited from MarketingSherpa and MarketingExperiments reader lists between September 6 and September 18, 2007.

Unfortunately, most marketers don't have the time or budget for extensive landing page testing. They have a campaign launching soon, and a landing page is needed pronto! Often, the landing page is the least considered element of the campaign. Marketers who will fuss over ad creative and fret for hours about media buys will ask the design department to fling something up there to land on.

We suspect some marketers truly believe that if their outbound campaign is good enough, the creative will pre-sell prospects on the offer no matter how lame the landing page is. In other words, many marketers think the outbound campaign is doing the heavy lifting, and the landing page exists simply as a passive collection cup for all the sales or leads generated by the campaign.

The exact opposite is generally true.

Chart #2: % of Marketers Who Customize Landing Page Templates



Base: Total n=3204

Source: MarketingSherpa, Landing Page Survey, September 2007

Methodology: 4,213 surveys were collected from in house marketers (n=3,120) and agency marketers (n=1,093) who are actively involved with landing pages in some capacity. They were recruited from MarketingSherpa and MarketingExperiments reader lists between September 6 and September 18, 2007.

The only thing the outbound campaign did was get prospects to click or type a URL into their browser.

That's a microscopically unimportant decision compared to whatever the landing page asks them to do.

Your ad convinced them to click. It's a split-second, what-the-heck decision.

Your landing page has to convince them to stick around for at least a minute or two and possibly do a bunch of fairly unpleasant stuff:

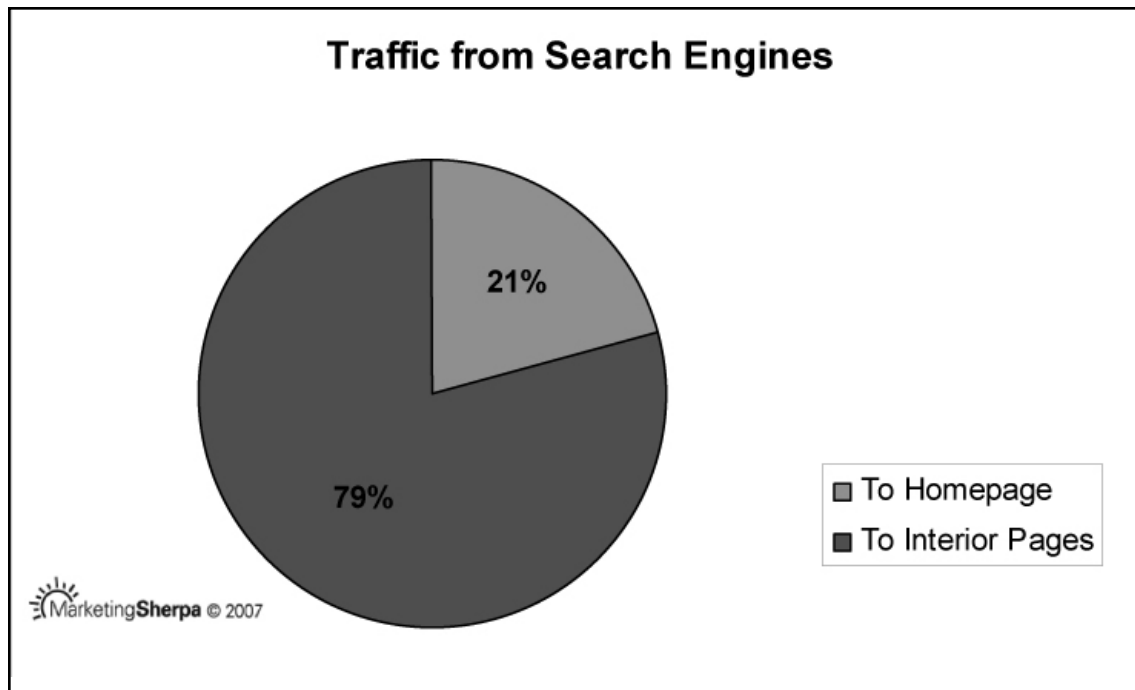
- Do a bunch of reading (90% of the population doesn't much like reading).
- Laboriously type their name and address (only geeks use auto form fill).
- Hand over a phone number so a telemarketer will pester them.
- Give an email and take the risk of being spammed.
- Dig out a credit card and maybe have it stolen by a phisher or fraudster.
- Pay for something.

No wonder average landing page conversions are in the single digits — even for free offers! How do you get visitors over those nasty humps? Well, that's the purpose of this report.

Landing Pages for Organic Search Campaigns

If your site is properly optimized, every page is now a landing page. Check your stats. What percent of your incoming traffic from organic (aka natural) search engines listings goes to your homepage? Chances are the vast majority went to an internal page instead.

continued on next page..

Chart #3: Organic Search Traffic to MarketingSherpa.com 2007

Before we delve into how to turn your secondary pages into better landing pages for conversion purposes, we must note that this doesn't mean your homepage isn't still important. Two types of search-related traffic are still hitting your homepage, and it has to perform to please all of them:

Type #1. Our mothers (and probably yours, too)

When they want to go to a Web site, our mothers type the URL into a major search engine instead of into their browser window. (We suspect they may not know how to use the browser at all.) According to search-engine stats, millions of searches every week are conducted this way. The consumer could have gone direct but didn't. Instead, they click on the first organic listing. Hopefully, it's your homepage.

To help this crowd who certainly already know who you are — they were looking for you, after all, the best homepage is one that serves as a site map with all the most useful links and/or response tools conveniently above the fold. For this reason, homepage design that gives a huge portion of the top and middle screen over to static promotional content (which roughly 80% of B-to-B Web sites from larger companies do) doesn't work well. These users want to find what they are looking for, not admire your latest space ad or tagline.

Type #2. Landing page visitors who want to know more about you

These people are most often brand new to your site and/or who stumbled in via search. The landing page either doesn't answer their key questions completely or it doesn't instill enough trust. Either way, instead of converting there and then, the visitors click on your logo (or other nav device) to surface up to your homepage quickly to check out who you really are.

Web usability expert Steve Krug calls this activity the “up periscope,” like when a submarine underwater pops up a periscope to get its bearings.

To please this crowd, your homepage should have clear trust-building and “what we do/ who we are” elevator pitch content well above the fold. This basic factual information is more important than your latest promotion or a pretty graphic image. It should be concise, buzzword-free, and without acronyms. It should include information such as geography and types of clients served, and specializations.

In addition, consider adding wording and/or hotlinks to your main navigation bar that match the keywords that drive the majority of visitors to your site. Probably a very few keywords are responsible for big lumps of your organic traffic. Once they get to your homepage, you want to give them a hotlink trail to find their way back to the reason they came to your site in the first place. (Some people don't use the back button.)

How do you know if your homepage design is working? Easy. Use Web analytics to do path analysis for these two particular types of visitors. Is your homepage their site exit page? If so, you've got a problem.

Three Ways to Turn Deep Pages Into Landing Pages

Tip #1. Sprinkle on plenty of offers

Example: Software marketers at Mysis EMR added a clickable list of response options to the far right column of every page of the product's search engine optimized microsite site. No matter where people entered the site, a variety of conversion offers were right in front of them. Here's the static right column that appeared on more than 100 optimized pages that received traffic:

continued on next page...

Sample #1: Mysis EMR SEO Microsite Options Page

The screenshot shows the Mysis EMR website. At the top is a navigation bar with links: HOME, WHY EMR?, WHY MISYS EMR?, COMPANY, PRODUCTS, CASE STUDIES, NEWS, CONTACT. Below the navigation is a main banner with three buttons: "Why EMR?", "Why Misys?", and "See a Demo". To the right is a sidebar with sections: "EMR Research" (containing "White Paper" and "ROI Calculator"), "Specialty Specific Clinical Content" (with a "CARDIOLOGY" button), "Evaluate Misys EMR - View a Demo" (with buttons for "See an online demo", "Request a free CD-ROM", "See a live demonstration in your office", and "Contact Your Misys Representative"), and "Misys Clients Speak Out". The main content area below the banner features the text: "Supporting More Practices and More Physicians in More Specialties Than Anyone Else in America" and "When it comes to Electronic Medical Records, experience matters. Misys Healthcare Systems is the leading provider of healthcare information systems and electronic medical records (EMR) to physician organizations. We support more than 18,000 medical practice locations and 92,000 physicians in over 55 specialties, making us the..."

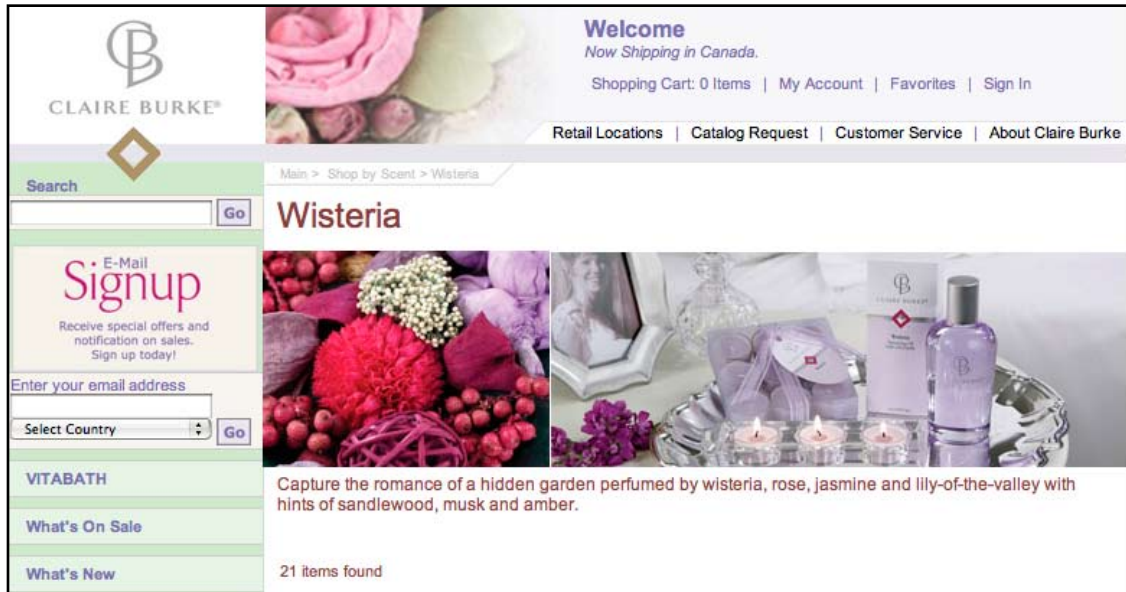
Another example: AbeBooks.com knew that visitors who land on non-product-specific pages are less likely to purchase immediately. So they turned the main conversion activity of these pages into an email opt-in gathering exercise. They sprinkled opt-in offers in every possible nook and cranny.

Sample #2: AbeBooks Landing Page With Opt-in Offers

The screenshot shows the AbeBooks.com website. At the top is a navigation bar with links: sign in, your account, new books, and a help icon. Below the navigation is a search bar and a "GO" button. The main content area features a "Rare Book Room" section with a "Special Feature" for "Beatrix: The Original Potter". There are several callouts labeled "Opt-In" pointing to different areas: one pointing to the "The Avid Collector" newsletter sign-up link at the top; another pointing to the "The Avid Collector" newsletter sign-up button in the right sidebar; a third pointing to the "The Avid Collector - NEW Articles" link in the "Collector's Corner" section; and a fourth pointing to the "Rare Book Room" sign-up link. The right sidebar also contains a "Search Books" form with fields for Author, Title, and Publisher, and a "Find Book" button.

One more example: Every single page of the Claire Burke Web site has an email request form; hotlinks for catalog request, retail locations, and customer service, and a search box all well above the fold.

Sample #3: Claire Burke SEM Landing Page With Request Form



Tip #2. Include hotlinks to plenty more directly relevant pages on your site

Chances are good these visitors are in prime “information-seeking mode.” The more highly relevant information you can provide to their search, the more likely they are to stay on your site until they either convert or remember your URL well enough to visit again.

Example: Clickability’s imWARE ran a 90-day test with an online publisher to see if they could get more page views from search visitors who arrived deep into the site. Their tactic: Adding a “Most Popular List” of related articles at the end of every article caused average page views to improve by 30%.

Tip #3. Test

It’s funny to think, but probably 1,000 PPC search landing page tests are conducted for every organic search landing page test. Understandably, marketers feel that if they have to pay per click they may as well make the most of their investment. However, MarketingSherpa data show organic

traffic can convert as well or better than PPC traffic for many sites. If you're not optimizing organic landing pages, you're leaving money on the table. Just because the traffic is "free" doesn't mean you should turn your nose up at it.

Optimizing for Search Engine News-Driven Traffic

Of U.S. Internet users, 39% go to search engine news areas, such as Yahoo! News and Google News. If users are under 36, search news sites may be their primary news source — before all other news media. And if your press release is submitted through traditional wire services such as PR Newswire or BusinessWire, your release will be mingled in with headlines for people who search news for specific topics as though it were "regular" news.

Since word got out about Southwest Airline's 2004 test of hotlinked press releases, which drove millions in tickets sales, more and more marketers have been running optimized press release campaigns in addition to more routine search marketing. What sort of landing page should you use for the hotlinks in a press release?

Key: Even if the purpose of your release is to get your marketing information into the hands of Yahoo! News and Google News, readers who happen to be your end prospects don't know that and think it's a real release. You'll defeat the purpose if you send clicks to a landing page that is overtly marketing or sales-oriented. On the other hand, you'll defeat the purpose if the page you send clicks to is your online PR center for the actual press.

Here's an example of a marketer who invented a way out of this conundrum. Assisted by optimized press release specialists SEO PR, the Marketing Director for Symmetricom created an information-rich landing page that continued the story that the press release had begun with plenty of factual detail.

However, she added a contact form on the left column of the landing page just in case any qualified prospects were among the clickthroughs. They were. This optimized press generated 8 leads — one of which was for an estimated \$200 million order. It also wasn't from one of the "usual suspects" that the sales force was already talking to. It was for a new application that no one knew was being developed. And it was a new lead from an unknown prospect. You can't do better than that.

Sample #4: Symmetricom Press Release and Matching Landing Page

 **Symmetricom Wins \$3.4 Million in Funding for Chip Scale Atomic Clock**

Microsystems Technology Office (MTO) of Defense Advanced Research Projects Agency (DARPA) awards funding to develop ultra-miniature atomic clock.

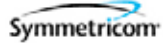
San Jose, CA (PRWeb/Direct) August 23, 2005 -- [Symmetricom, Inc. \(NASDAQ: SYMM\)](#), a worldwide leader in precise [time and frequency products](#) and services, today announced that it has been awarded funding for Phase-III of the Defense Advanced Research Projects Agency (DARPA) Chip Scale [Atomic Clock](#) (CSAC) program. The CSAC development will produce miniature, low power atomic clocks for precision timing applications in hand-held battery-powered instrumentation for use by military personnel.

Under the award, valued at \$3.4 million, [Symmetricom](#) will develop miniature low power [atomic clocks](#) based on its proprietary coherent population trapping (CPT) atomic interrogation technology and microelectromechanical systems (MEMS) fabrication techniques. Symmetricom is teamed with The Charles Stark Draper Laboratory in Cambridge Massachusetts and Sandia National Laboratories in Albuquerque, New Mexico in the CSAC development. The CSAC work leverages Symmetricom's extensive expertise as the world's largest and most diverse producer of [atomic clocks](#).

Tom Steipp, CEO of Symmetricom commented, "I am delighted to acknowledge the accomplishments of our technical team at Symmetricom. They have successfully met the DARPA milestones in Phase I and II and have now been selected to carry the CSAC development to completion. The size and power reductions will be critical elements to moving portable precision timing into the hands of US soldiers."

[Atomic clocks](#) provide enhanced accuracy, stability, and timing precision compared to [quartz-based](#) technologies. However, the size and power consumption of existing [atomic clock](#) technologies exceeds that of [quartz-based](#) clocks by several hundred-fold, which has heretofore prevented the deployment of atomic timing in portable applications. Existing miniature [atomic clocks](#), for example, occupy a volume similar to a deck of playing cards and consume power comparable to a notebook computer. In Phase-II of the DARPA CSAC program, Symmetricom demonstrated a miniature atomic clock, ten times smaller and lower in power than any existing technology. In Phase-III, Symmetricom will further reduce the size and power by an additional tenfold. This work will reduce the size and power of the CSAC to a level comparable to low power quartz clocks while improving accuracy and stability by a factor of 10 to 100. The objectives are to reduce the CSAC to a size comparable to a sugar cube while operating on the power of a AA battery.

Press Release

 **Timing, Test and Measurement Division** Home | [Symmetricom Home](#) | [Download Library](#) | [Site Map](#) | [Contact Us](#)

PRODUCTS Select A Product Line

PRODUCTS **INFORMATION CENTER** **NEWS & EVENTS** **CUSTOMER SUPPORT** **ABOUT US** **COMMUNITY CENTER** [GET A QUOTE](#)

Contact Us
To obtain further information on Symmetricom CSAC technology please fill out the form below.
* Indicates required field.

First Name: *

Last Name: *

E-mail: *

Company: *

Address: *

City: *

State/Province: *

Zip: *

Country: *

Work Phone:

Fax:

Comments:

The Chip-Scale Atomic Clock

Our armed forces depend on precise time for reliable and secure communications, positioning, and navigation. For over 30 years, Symmetricom has been supplying modular and ruggedized atomic clock solutions that have met our military's mobile needs. However, with the increased power of information and communication, there is an emerging need for more portable, battery-powered instruments. Since 2002, in collaboration with the Defense Advanced Research Projects Agency (DARPA), Symmetricom has been developing a Chip-Scale Atomic Clock (CSAC) one-hundred times smaller and lower power than any existing atomic clock technology. Symmetricom is proud to support the extension of precise timing through what is regarded as the "last mile" of the military communications network. These advances in atomic clock technology will increase the safety, security, and capability of each and every foot soldier.

In the commercial marketplace, the low cost and high performance timing signals provided by CSAC will enable a new generation of high-bandwidth devices for accurate and secure communications, positioning, and timing. Applications include secure portable communications, personal navigation, robotics, online gaming, and more.

For further technical information about Symmetricom CSAC technology, please [click here](#).

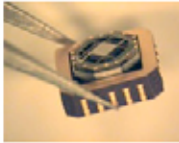
For information regarding the pricing and availability of Symmetricom CSAC technology, prototype evaluation, or to join our mailing list, please contact: info@symm.com

The DARPA CSAC Program

The DARPA Chip-Scale Atomic Clock (CSAC) program began with a workshop at the National Institute of Standards and Technology (NIST) in March 2001. Following the workshop, DARPA initiated a competitive call for proposals to demonstrate the feasibility of a CSAC. Symmetricom, leading a development team which includes The Charles Stark Draper Laboratory and Sandia National Laboratories, was awarded a Phase I contract, in May 2002, to investigate, theoretically and experimentally, the feasibility of very small ("chip scale") atomic clocks.

In 2002 and 2003, the Symmetricom-led team published a series of papers and filed several patent applications on the fundamental physics and technology of chip-scale atomic clocks. In late 2003, the team completed the Phase-I DARPA milestones and demonstrated a laboratory-scale atomic clock, based on CSAC components, which exceeded DARPA's ultimate performance objectives by nearly an order of magnitude.

In January 2004, Symmetricom advanced to Phase-II of the DARPA contract, to develop prototype chip-scale physics packages and low-power clock electronics. The principal goal of the Phase II program was to develop an operational laboratory prototype with compliant short-term frequency stability. In April 2005, Symmetricom demonstrated a 10 cc, 200 mW Miniature Atomic Clock (MAC) which surpassed DARPA's stability objectives (see, [The World's Smallest Atomic Clock](#), below).



Landing Page

Table of Contents

Table of Contents	1
Introduction to Second Edition	9
Introduction to Original Edition	11
Sample I.1: MarketingSherpa’s “Mistakes” Landing Page	13
Chapter 1: New 2007 Landing Page Study Data	15
<i>What’s a Landing Page and Why Does It Matter?</i>	15
What’s Not a Landing Page?	16
<i>Typical Landing Page Conversion Rates Are Fairly Low</i>	16
Table 1.1: Conversion Rate Averages for Search and Email Landing Pages.....	17
Chart 1.2: Have Your Average Landing Page Conversions Improved Over the Past Year?.....	19
<i>Six Steps of the Conversion Process: How a Visitor Experiences Your Landing Page</i>	20
<i>The Bad News About Tracking the Bail Process</i>	23
<i>MarketingSherpa’s New Landing Page Observational Study & Real-Life Marketer Survey</i>	25
Chart 1.4: % of Marketers Sending Clickers to Homepage vs. Landing Page	25
Chart 1.5: Where Do Promotional Link Clickers Go?	26
Chart 1.6: % of Marketers Implementing Landing Pages by Tactic	27
Chart 1.7: Number of Landing Pages Currently in Use	28
Chart 1.8: What Prompts the Creation of a Landing Page?	29
<i>Getting to the Landing Page</i>	29
Consistency = Conversion	29
Consistencia.....	30
Chart 1.9: % of Marketers Sending Clickers to Wrong Language Landing Pages	31
<i>Always Use Readable URLs, Except in Most Cases (Huh?)</i>	32
Chart 1.10: Types of Landing Page URLs Used in Offline Advertising.....	32
<i>Someone Clicked! Now What? Landing Page Design!</i>	34
Cut the Clutter.....	34
Chart 1.11: Marketing Goals for Landing Pages.....	34
Chart 1.12: % of Marketers Who Customize Landing Page Templates	35
Simplicity Defined — Buttons	36
Chart 1.13: Use of Unhelpful Buttons on Online Forms	36
Pare Your Navigation	36
Chart 1.14: Who Knows Which Pages Get Heavy Organic Search Traffic?.....	37
Give Options Without Overwhelming	37
Chart 1.15: Single vs. Multiple Offers on Landing Pages	38
Copy Length and Need for Scrolling.....	38
Chart 1.16: Global Broadband Penetration.....	39
Chart 1.17: Distribution of Absolute Scroll Reach	40
On the Page: Text & Graphics.....	40
Chart 1.18: Distribution of Number of Columns Used in Page Design	41
Chart 1.19: Frustrations of Agencies Providing Landing Pages to Clients	42
Are You Your Affiliate, or Are They You?.....	43
Chart 1.20: Creative Input for Affiliate Marketer	43
Graphic Elements.....	44
Chart 1.21: Clickable Offer-Related Landing Page Graphics.....	45
Placement of call-to-action buttons	45
Registration forms and mail opt-in requests	45
Chart 1.22: Tactics for Email Opt-In and Registration/Lead Generation Forms	46
What works.....	46
Chart 1.23: Real-Life Marketing Tactics to Improve Conversion Rates	47
Chapter 2: Landing Page Design, Layout & Copy Fundamentals	49
<i>Overview: The Six Steps of Landing Page Design</i>	49
<i>Prospect Research Details</i>	53
1. Prospect Type Comparison & Conversion Chart	53
Chart 2.1: Sample Conversion Path by Prospect Type.....	54
2. Persona/Profile development	55
<i>Next Step: Landing Page Layout and Graphic Design Guidelines</i>	57

Screen Resolution Stats & Examples.....	58
Figure 2.2: What 300 Pixels Look Like at Varying Resolutions	59
Chart 2.3: Screen Resolution Stats, August 2007	59
Chart 2.4: Browser User Stats, August 2007.....	60
Figure 2.5: Impact of Screen Resolution by Major Browsers – 800 x 600.....	61
Figure 2.6: Impact of Screen Resolution by Major Browsers – 1024 x 768	62
<i>The Fold, Scrolling, and Paging</i>	63
Chart 2.7: Online Bill Paying Services: Required Scrolling Compared	63
Number of Columns	64
Sample 2.8: MarketingSherpa Store Landing Page Before	65
Sample 2.9: MarketingSherpa Store Landing Page After	66
Sample 2.10: Sun Microsystems' Original Homepage.....	67
Sample 2.11: Sun Microsystems' Homepage With Fewer Columns.....	67
Sample 2.12: CareerBuilder Horizontal-Style Response Options (Test Loser)	68
Sample 2.13: CareerBuilder Vertical List-Style Response Options (Test Winner).....	69
Navigation Bars = Mostly Verboten!	69
3 design tips for one-page landing pages.....	71
Design tips for landing pages with links to other pages	72
<i>Color</i>	73
Flash Intros and Navigation, Oh, Please No!.....	73
#1. Reading comprehension	73
#2. Button graphics	74
#3. Branding	74
#4. Eye corraling.....	74
<i>White Space</i>	75
<i>International Design & Graphics</i>	76
<i>Typeface Fonts, Point Size and Text Layout</i>	76
Top 5 Rules to Follow for Easy-to-Read Type.....	76
<i>Commonly Made Online Type Design Mistakes</i>	77
5 Guidelines on Text for Children and Older Readers	79
Table 2.21: Kids' Font Reading Comprehension Online	79
<i>Guidelines on Emphasizing Text for Impact</i>	79
<i>How Many Elements Should Be on a Page?</i>	80
<i>Hero Shots</i>	81
Sample 2.22: The Sales Board Skills Assessment Test.....	82
Sample 2.23: Sales Lead Dogs Landing Page.....	83
Sample 2.24: Landing Page With Hero Shot	84
Hero Shot Placement.....	84
Tips for creating hero shots	84
Sample 2.25: Real People Outperform Stock Footage for Hero Shots	84
Sample 2.26: MarketingExperiments Test Covers	85
Using photos of people	86
Sample 2.27: Happy Customer Photo for Palo Alto Software	86
Does sex sell?	87
<i>Trust Icons & Images</i>	87
Sample 2.28: Test Results for Faux Trust Icons	88
Sample 2.29: Trust Icons That Can Improve Conversion Rates.....	88
Sample 2.30: Kelley Blue Book Trust-Building Tagline.....	89
<i>Pop-Ups on Landing Pages</i>	89
Sample 2.31: BusinessSummaries.com Entry Pop-up.....	89
Sample 2.32: VistaPrint Utility Pop-up.....	90
<i>Audio on Landing Pages</i>	90
<i>Video on Landing Pages</i>	91
Sample 2.33: Digital Media Landing Page With Video Play Button in Middle.....	92
#1. As Seen on TV.....	92
#2. Real-life testimonials	92
#3. Viral campaigns	93
Sample 2.34: Six Degrees Network for Good Video Testimonial.....	94
#4. Video watching is the conversion activity.....	94
<i>Avatars & Video Spokesmodels on Landing Pages</i>	94

Sample 2.35: Flowers Fast Landing Page With Animated Character	95
<i>Load Speed – The Final Graphics Challenge</i>	96
Chart 2.36: Household Broadband Penetration Growth	96
Table 2.37: TimeConnection Rate Download Time	97
Sample 2.38: ClearInk Landing Pages With Loading Video, and Completely Loaded	98
<i>Response Devices on Landing Pages</i>	99
Adding phone numbers to landing pages.....	99
Sample 2.39: Math Made Easy Landing Page	99
Offering live chat on your landing page	100
Sample 2.40: Kevis Marketing Live Chat Request Window Opened on Homepage.....	101
Call me now offers	103
Sample 2.41: Sales Builder Landing Page With Call Me Now Box.....	103
<i>Buttons: Can You See Your Button From Across the Room?</i>	104
Sample 2.42: MarketingExperiments Tested Red Button Art	104
Interactive submission boxes.....	104
Sample 2.43: Insurance.com Landing Page With Submission Box	105
Sample 2.44: Autobytel.com Landing Page With Progress Bar.....	105
Entire page as an involvement device.....	106
Sample 2.45: Classmates.com Interactive Homepage	107
Sample 2.46: The South Beach Diet.com Interactive Homepage.....	107
Sample 2.47: HouseValues.com Interactive Homepage	108
Sample 2.48: Matchmaker.com Interactive Homepage	108
Sample 2.49: Profnet.org Interactive Landing Page	109
Sample 2.50: iunctura Interactive Landing Page	109
Sample 2.51: Frederick’s of Hollywood Interactive Landing Page.....	110
Sample 2.52: Frederick’s of Hollywood Interactive Landing Page, Step Two	111
<i>Registration Forms That Get Higher Conversions: Design Tips</i>	111
Step #1. Number and types of questions.....	112
Sample 2.53: Source Technologies’ Request Info Form, Before & After	113
Step #2. Use proven best practices in form design	114
Sample 2.54: Single Column and Multiple Column Request Forms	115
Step #3. Put some thought behind your submission button	116
Tips on collecting email addresses	116
Table 2.55: Typo Rate of People Completing Registration Forms	117
Sample 2.56: PhoneHog Email Control Pop-Up	117
Tips on collecting telephone numbers	117
Sample 2.57: Tucson Real Estate Landing Page.....	119
Tips on Globalizing Registration Forms	119
Sample 2.58: Infoblox’s Registration Form.....	120
<i>Double Your Qualified Leads: 4 Steps to a New Registration System</i>	120
<i>Copywriting Tips for Landing Pages</i>	124
Chart 2.59: Email Marketers Rate Testing Effectiveness.....	124
Sample 2.60: JumpBox’s Original Landing Page	125
Sample 2.61: JumpBox’s Winning Landing Page	125
Sample 2.62: Eyetracking Heat Map	127
Chart 2.63: Analysis of Gobbledygook in Press Releases	128
Sample 2.64: Palo Alto Software Landing Page Prose	130
<i>Writing for Different Interest Levels</i>	130
Layer 1: The headline.....	130
Layer 2: Summary	131
Layer 3: Major points.....	131
Layer 4: Detailed copy.....	131
Long copy vs. short copy	132
Sample 2.65: Long-Copy Opt-In Form.....	133
Sample 2.66: Email Campaign	134
Sample 2.67: Skype’s Control Page (Test Loser).....	135
Sample 2.68: Skype’s Micro-Short Copy Page (Test Winner)	136
<i>Writing to Multiple Segments</i>	136
Sample 2.69: Leo Schachter Homepage Targeting 7 Personas	137
<i>Copywriting URLs or Domain Names for Landing Pages</i>	137

Personalized Landing Pages (PURLs)	138
Dealing With Delayed Conversions	138
<i>Error Handling for Landing Pages</i>	141
<i>Pop-Ups That Chase People Who Leave the Page</i>	142
Sample 2.70: VistaPrint discount pop-up	143
<i>After they convert – tips for Thank You pages</i>	143
Sample 2.71: Anritsu Thank You Landing Page	144
Sample 2.72: MarketingSherpa's Thank You Landing Page	145
Sample 2.73: WebWord.com Newsletter Thank You Page	146
Warning: Multiple Offers Can Be Dangerous	146
Chapter 3: Advanced Landing Pages: Search, Email, Blogs & More	147
<i>Paid Search Engine Marketing Campaign Landing Pages</i>	147
Sample 3.1: Kayak SEM Marketing Campaign Landing Page	148
Sample 3.2: Musician's Friend Landing Page Matches Keyword	149
<i>Additional SEM PPC Tactics to Test</i>	149
Why You Should Track Delayed Search Campaign Impact: Your Landing Pages May Be Better Than You Think	150
Sample 3.3: Car Toys SEM Landing Page	152
Chart 3.4: Consumers Prefer Sites With Customer Reviews	153
Sample 3.5: PETCO SEM Landing Page With Reviews	154
Macy's Tests Revamping Search Landing Pages	155
Sample 3.6: Macy's SEM Landing Page for Calvin Klein Shoes	156
Warning: Search engine spider traffic is not always a good thing	157
<i>Landing Pages for Organic Search Campaigns</i>	158
Chart 3.7: Organic Search Traffic to MarketingSherpa.com 2007	158
Type #1. Our mothers (and probably yours, too)	158
Type #2. Landing page visitors who want to know more about you	159
<i>Three Ways to Turn Deep Pages Into Landing Pages</i>	159
Sample 3.8: Mysis EMR SEO Microsite Options Page	160
Sample 3.9: AbeBooks Landing Page With Opt-in Offers	160
Sample 3.10: Claire Burke SEM Landing Page With Request Form	161
Sample 3.11: CBS Deep Click Landing Pages	162
Inspirational Story: Print Subscription Marketer Tests Organic Landing Page Revamp	163
Sample 3.12: BLR SEO Landing Page Styles, Old & New	165
<i>Optimizing for Search Engine News-Driven Traffic</i>	166
Sample 3.13: Symmetricom Press Release and Matching Landing Page	167
<i>Press Release</i>	167
<i>Landing Page</i>	167
<i>Email Campaign Landing Pages</i>	168
Sample 3.14: Zacks Postcard-Style Email Campaign Landing Page	169
<i>Email</i>	169
<i>Landing Page</i>	169
<i>Change Your Homepage to Match Major Broadcast Offers to Your House File</i>	170
Sample 3.15: Kiyonna "Denim" Email Broadcast & Matching Homepage	170
Sample 3.16: Kiyonna "Denim" Email Broadcast Landing Page	171
<i>Deeplinking vs. Special Email Landing Pages</i>	171
Sample 3.17: MarketingSherpa Product Pages, 2 Versions	172
<i>How to Get "Better Visits" from Email Newsletter Subscribers</i>	173
Sample 3.18: SmartBrief Newsletter Page With Hotlinks	173
Sample 3.19: Olympus Email Newsletter Landing Page with Question Form	174
Sample 3.20: ServiceWare Outside Email List Landing Page	176
Chart 3.21: Typical Email Broadcast Campaign Lifetime	177
Sample 3.22: Tektronix Interactive Landing Page Replacement	178
Warning: Your Email Landing Pages May Be Blocked by Filters	179
Sample 3.23: MarketingSherpa Email Landing Page Blocked Message	179
Coping With Web Filters	180
<i>Landing Pages to Generate More Email Opt-Ins</i>	181
Sample 3.24: Questia Control Email Opt-in Landing Page	182

Sample 3.25: Questia Winning Email Opt-in Landing Page.....	182
<i>Business-to-Business Offer Landing Pages</i>	183
Chart 3.26: Should Separate Checkbox Be Included to Sign up for Newsletters?	184
Sample 3.27: SEM Campaign Landing Page for the Term "Ethernet"	186
Sample 3.28: IBM Chinese Email Landing Page	187
Chart 3.29: Translated vs. Non-Translated Emails.....	188
<i>Webinar Landing Pages: Inspirational Case Study</i>	189
Sample 3.30: Webinar Registration Landing Pages, Old & New	189
Old Webinar Registration Landing Page	189
<i>White Paper Landing Pages: Inspirational Case Study</i>	193
Sample 3.31: Long Copy White Paper Landing Page	193
Set the White Paper Free	194
Sample 3.32: Third Party MarketingSherpa PDF Download White Paper Email	195
<i>Blogs, Podcasts, and Video</i>	196
Improving Blog Conversions	196
Sample 3.33: Email Subscription Sign-up Form for Blog.....	197
Sample 3.34: Plagiarism Today Blog With Hotlink	199
Sample 3.35: List of Free Applications to Attach to Blog	200
<i>Podcast Landing Pages</i>	202
Sample 3.36: Podcast Download Landing Page	202
Chart 3.37: Fewer than Half of Download Pages Inform Listeners of Podcast Length	203
<i>Direct Response Television Landing Pages</i>	204
Sample 3.38: Netflix Direct Response TV Landing Page	204
Sample 3.39: Finishing Touch Direct Response TV Landing Page	205
Radio Campaign Landing Pages.....	206
1. Pre-landing page entryway	206
2. Customizing landing page per radio station	206
3. Allowing non-coded orders to get through.....	207
4. Adding a radio button to the homepage	207
5. Test duration	207
6. Rest and retry	208
7. Live reads vs. canned ads.....	208
Bonus radio copywriting tip.....	208
<i>Web Ads</i>	209
Sample 3.40: Nivea for Men Banner Ad With Matching Landing Page	210
<i>Mobile Marketing Landing Pages</i>	211
Sample 3.41: Secrets of Success Traditional, Mobile User Homepages.....	212
Sample 3.42: Integrating Mobile & Email.....	213
Chapter 4: How to Test Landing Pages & Improve Results	215
<i>Real-Life Data on Testing Landing Pages</i>	215
Chart 4.1: Landing Page Testers & Non-Testers: Conversion Improvement in a Year	216
Chart 4.2: Which Tests Were Tried Last Year Among Testing Marketers	217
Chart 4.3: % of Marketers Who Think Landing Page Testing Is Worthwhile	218
Table 4.4: Example 1—Airline tickets offer via email campaign to segmented house list.....	219
Table 4.5: Example 2—B-to-B sales lead generation campaign	220
Table 4.6: Example 3—Online publisher.....	220
Table 4.7: Example 4—Ecommerce site prospecting new customers via SEM	221
<i>Before You Start: Top 9 Rules of Conducting a Landing Page Test</i>	221
Chart 4.8: Landing Page Test Daily Conversion Rate	222
Chart 4.9: Concentrated Online Ad Exposures Enhance the Impact on Purchase Intent	224
Chart 4.10: Frequency of Landing Page Tests.....	226
<i>When Is the Best Time for Landing Page Tests?</i>	228
<i>Landing Page Test Calculator: Excel Spreadsheet Included With This Handbook</i>	229
Sample 4.11: Excel Spreadsheet of Landing Page Test Calculator	229
<i>What Should You Test Specifically?</i>	230
Sample 4.12: 21st Century Insurance Test Using Multivariate Technology, Winner & Loser	231
Sample 4.13: Shutterfly Test Using Optimost Multivariate Technology, Winner & Loser	232
<i>Testing Costs, Services, and Technologies</i>	234

Chart 4.14: Analytics Tests & Tech Planned by Heavy Online Advertisers: 2007	234
Table 4.15: Landing Page Testing Types Compared Briefly	235
<i>A/B Split Testing</i>	236
<i>Multivariable (a.k.a. Multivariate) Testing</i>	237
<i>Eyetracking (a.k.a. Visual Effectiveness) Testing</i>	239
<i>Usability Testing</i>	240
<i>Online Surveying Tools</i>	242
Survey: Why didn't you buy?	242
<i>Production & Landing Pages</i>	244
Table 4.16: Obstacles to Optimizing Landing Pages	244
Planning	245
Involving the technical team	245
Chart 4.17: Frustrations of In-House Marketers Around Analysis of Landing Pages	246
<i>Working With Outside Companies</i>	246
Chart 4.18: Frustrations of Agencies in Providing Better Analytics to Clients	247
Get the Ball Rolling.....	248
<i>Budgeting</i>	248
Simple design and implementation.....	248
Landing page strategy, implementation, and testing	248
Repurposing existing content	249
Example: How to hold a landing page contest to test new "outside the box" ideas	249
Sample 4.19: Creative Samples From 10 Landing Page Tests	253
Chapter 5: Useful Resources	263
How to Conduct a "Skunk Works" Landing Page Project	265
Sample 5.1: MarketingSherpa Registration Landing Page	268
Managing a Skunk Works Project.....	271



Download Your Entire Copy Instantly



273 pgs
Published November 2007
ISBN: 978-1-932353-70-9

(Plus, we'll mail you a printed-and-bound copy in 24 hours!)

Newly updated and expanded for 2008, MarketingSherpa's bestselling Landing Page Handbook helps you raise conversions by up to 55% or more for search, email, and ad campaigns for lead generation, ecommerce, and even blogs.

New edition includes:

- Page Design & Copy Instructions
- 54 Stat & Data Charts
- 114 Samples of Landing Pages to Copy
- Help for Search, Email, B-to-B, Ecommerce, Blogs & Lead Generation Conversions

YES!

I want to improve landing page conversions by up to 55%. Send me MarketingSherpa's completely revised Landing Page Handbook which features step-by-step instructions, 54 data charts, and 114 real-life samples. Please email me my PDF instant download, plus ship my bonus printed-and-bound 273 page copy via Priority Mail. I'll pay \$497 plus \$6.80 shipping and handling (\$22 shipping if outside the US). My order is risk-free because it's covered by MarketingSherpa's 100% satisfaction guarantee.

About MarketingSherpa

Praised by The Economist, Harvard Business School's Working Knowledge Site, and Entrepreneur.com, MarketingSherpa is a research firm publishing benchmark data and how-to guidance for marketing professionals.

237,000 marketers read our exclusive Case Study newsletters every week, and thousands attend our annual Summits on email, subscription sales, and b-to-b marketing.

100% SATISFACTION GUARANTEE

MarketingSherpa guarantees your satisfaction. If anything we sell doesn't meet your satisfaction, return it for a 100% hassle-free refund immediately!

MarketingSherpa, Inc.
499 Main Street, Warren, RI, 02885
Phone: 877-895-1717
(if outside the US call 401-247-7655)
Fax: (401) 247-1255

First email my PDF copy to: _____
(we respect your privacy)

Then mail my printed copy to:

Name _____ Title _____

Organization _____

Address _____

City _____ State/Prov _____ Country _____ Zip/Postal _____

Phone (in case of questions) _____

Charge my: MasterCard Visa AMEX

Card# _____ Exp. Date _____

Print Cardholder Name _____

Signature _____

OR Bill Me* Check Enclosed to MarketingSherpa Inc.

* Billing: I understand I will not receive the Guides until payment is received

CODE: ES9418

Fax form to: (401) 247-1255



MarketingSherpa Summit

SELLING ONLINE'S SUBSCRIPTIONS



Museum of Jewish Heritage NYC

May 12-13, 2008

PROVEN TOOLS AND CASE STUDIES TO BOOST YOUR ONLINE SUBSCRIPTION CONVERSIONS AND REVENUES

Join 350 top executives of the paid online content and subscriber services industries at the 8th annual Selling Online Subscription Summit, May 12-13, 2008. For two days you'll hear Case Studies from subscription experts – information that will give you proven tactics on how to improve your online subscriptions. The setting for this year's Summit is the Museum of Jewish Heritage's new Robert M. Morgenthau Wing, located on the waterfront of NY Harbor in Battery Park City. It's a unique venue, one we hope you'll enjoy.



CASE STUDIES AND PANELS

As an attendee, this year's Case Studies and panels will provide you with valuable insight into how to:

- Maximize your conversion rates through landing page strategies and order process optimization
- Analyze the ROI of free trial vs. non free trial
- Create Email copy and offers designed to increase subscriptions
- Optimize lifetime customer value
- Minimize abandonment and cancellation rates
- Determine best cross selling opportunities and testing strategies
- Assess the potential of your existing customers to spread the word
- Evaluate best strategies for search and affiliate marketing

SCHEDULE

MONDAY, MAY 12, 2008

- 7-9am: Attendee Registration and Networking Breakfast
- 9am-12pm: General Sessions
- 12-1:30pm: Networking Lunch
- 1:30-5pm: General Sessions
- 5-7pm: Opening Night Cocktail Reception

TUESDAY, MAY 13, 2008

- 7:30-9am: Networking Breakfast
- 9am-12pm: General Sessions
- 12-1:30pm: Networking Lunch
- 1:30-4pm: General Sessions

TICKET AND SPONSORSHIPS INFORMATION

Tickets are for sale online at <http://SellingOnline08.MarketingSherpa.com>

Group discounts are available by contacting Sharon Hamner, Customer Service Manager at (401) 247-7355 ext. 100 or via email at: sharonh@marketingsherpa.com.