

Super Landing Page Optimization Formulas

PassiveCircle

by Ritesh Desale

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Letter from the author -

First of all, I would like to thank you for purchasing Super Landing Page Optimization (LPO) Formula. This is the most significant step you've taken to increase your landing pages' conversion and reap more benefits/profits from your existing traffic.

In this e-book you're going to learn 7 deadly mistakes of landing page design and how to avoid them and 10 super LPO formulas that will boost your landing pages' conversion by almost double.

This eBook consists of two chapters. The first chapter covers all the basics related to LPO, the second chapter describes 7 deadly mistakes people do while designing landing pages and how you can avoid them. Third chapter has all 10 LPO formulas organized in a precise way.

After finishing reading this eBook, I am confident that you will know all the secret formulas that will boost your landing pages' conversion by almost double. All you need to do is understand each formula properly, it's importance in the conversion process and how to implement it on your website.

Remember don't try to skip or underestimate the small things in this process. Because most of the times small things always make huge differences. Always keep in mind, *"Highly successful people do the simple things that others are unwilling to do".*

Author - Super Landing Page Optimization Formulas

Ritesh Desale

Chapter 1

Setting The Stage

What, exactly is a landing page?

A landing page is the first web page on your website that internet users 'land' on when they are directed to your website from any online source. Basically, it's the next page an internet user will see after clicking on a link related to your business. This link could be a Facebook ad, a Google search, a link on twitter and so on.

In the realm of marketing and conversion, it's preferable to refer to a landing page as being a standalone web page distinct from your main website that has been designed with a single focused objective in mind.

The main reason for a landing page having a single focused objective is to limit the options available to your visitors, helping to guide them toward your intended conversion goal.

Why are landing pages important?

Your landing page is where you capture your leads or sell your products. Therefore designing an outstanding landing page experience is critical to effectively converting a higher percentage of your visitors into leads or sales.

Landing pages are a great way to direct your visitors to the most relevant web page on your website for them. This increases the likelihood that they will convert on that page.

Why should you use landing pages?

The short answer is because they help increase your conversion rates. Targeted promotion or product specific landing pages are focused on a single objective and are designed to match the intent of the ad or marketing collateral your visitors clicked to reach your page.

When should you use a landing page?

You can use landing pages in the following scenarios:

1. As destinations in your pay-per-click ads.

Create a different landing for each ad you are creating also for each keyword that you are targeting. This will help you to easily test, track and see how each landing page performs.

2. To create anticipation about a product launch.

If you in the process of launching a product, then landing pages are a great way to promote a “coming soon” teaser – even if the product isn’t finished yet.

3. To segment your offers.

Every person is different. Every person has a different set of choices and preferences. No single offer will appeal to everyone. Some people prefer to read while others prefer to watch a video. Landing pages can help you direct visitors exactly where you want.

4. To segment your audience.

As your offers, not every visitor should be directed to a single generic landing page. Attract different groups with pages tailored specifically to them and their needs.

Types of landing pages.

There are usually six types of landing pages. But only two of them are widely used. They are:

- **Click-Through Landing Pages**
- **Lead-Gen Landing Pages**

Click-Through landing page:

Click-through landing pages has a goal of persuading the visitor to click through to another page. Typically used on e-commerce sites, they describe a product or offer in sufficient detail, in order to “warm up” a visitor to the point where they are closer to making a purchasing decision.

All too often traffic is directed at the shopping cart or registration pages. Failure to adequately inform your visitors about your product or offering before visiting these pages will lead to poor conversion. An ad typically won’t provide sufficient information for someone to make a purchasing decision; this is where the click-through page comes in.

Now that your visitor has been educated about the value of your product, it’s ok to send them to your shopping cart or registration page. Conversions will be much higher, as they have been “warmed up” by the details you provided on your click-through landing page.

Following is the example of a click-through landing page.

Healthe Slim

YOU CAN LOSE WEIGHT EFFECTIVELY

AS SEEN ON: NBC CNN abc BBC



#1 TRICK TO TURN YOUR METABOLISM BACK INTO A "CALORIE-BURNING MACHINE!"

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam...

- LOSE WEIGHT FASTER
- BOOST YOUR METABOLISM
- CLINICALLY PROVEN

TRY IT FREE TODAY

"Lorem ipsum dolor sit amet, consectetur adipisicing elit sed do eiusmod tempor incid idunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis.

- Emily Smith

★★★★★

"Lorem ipsum dolor sit amet, consectetur adipisicing elit sed do eiusmod tempor incid idunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis.

- Sarah Williams

★★★★★

BURN EXCESS FAT & CALORIES



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TRY IT FREE TODAY

COMPLETELY NATURAL

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TRY IT FREE TODAY



© Copyright 2013. All Rights Reserved. Designed by: semanticip.com

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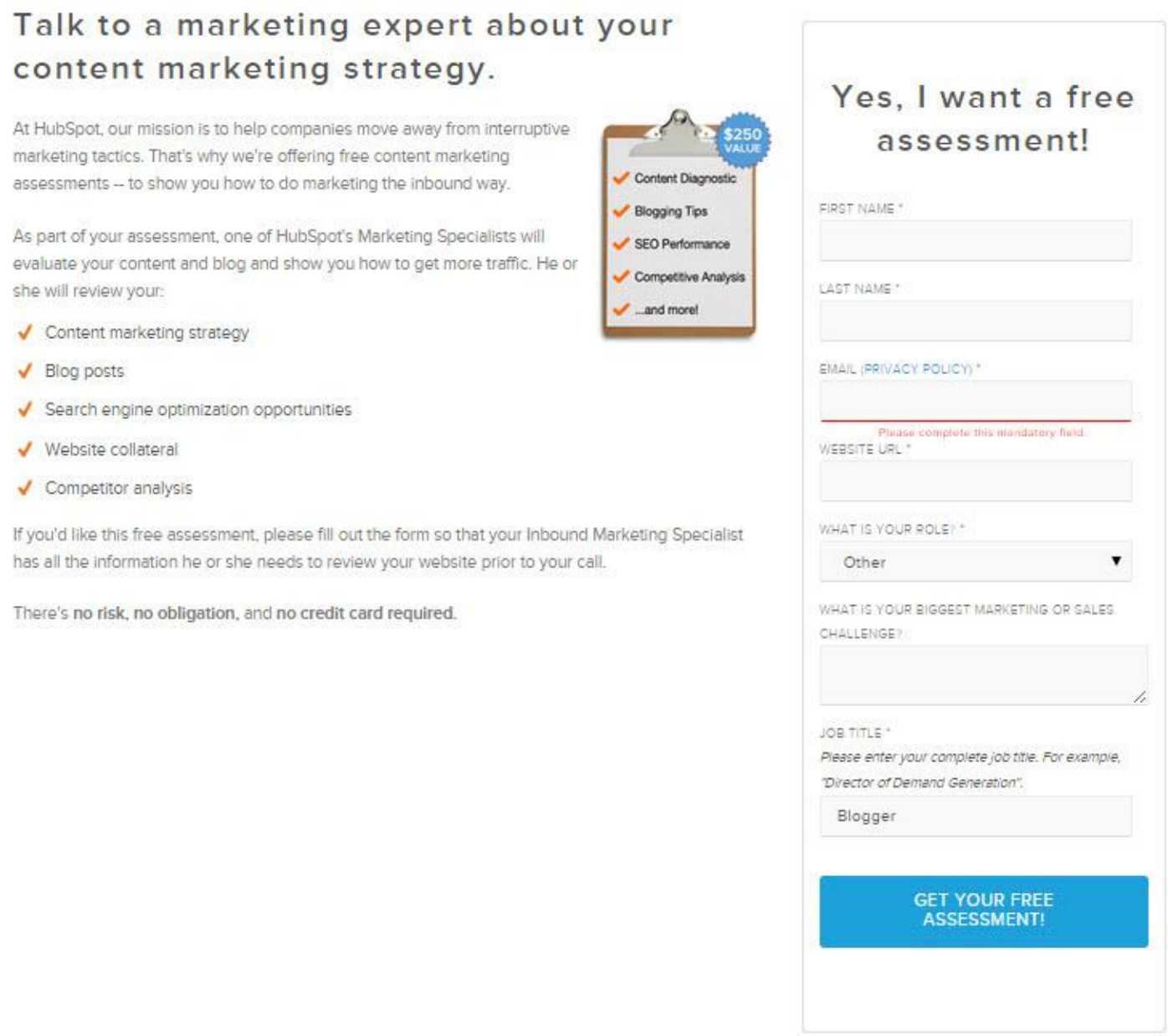
Lead-Gen Landing Pages:

Lead gen pages are used to capture user data, such as a name and email address. The sole purpose of the page is to collect information that will allow you to market to, and connect with, the prospect at a later date. As such, a lead capture page will contain a form along with a description of what you'll get in return for submitting your personal data.

There are many uses for lead gen landing pages, some example uses and/or items given to the user in exchange for personal data are:

- eBook or whitepaper
- Webinar registration
- Consultation for professional services
- Discount coupon/voucher
- Free trial
- Notification of a future product launch

Following is the example of a lead-gen landing page.



What is landing page optimization (LPO)?

In simplest terms, LPO is a technique of using informed qualitative and quantitative information to make a landing page more conversion friendly.

This technique includes a method called A/B testing in which a new version of a landing page is created. Half of the traffic is sent to the new page and another half to the older one. The page which converts the most is then selected as the main landing page.

LPO is a continuously evolving process. In order to continuously improve your conversion rates, you need continuously redesign and test your landing pages.

Chapter 2

7 Deadly Mistakes Of Landing Page Design

Before we get into the nitty gritty of LPO, I would like you to introduce you to the common mistakes that most of the marketers do while designing landing pages and how you can avoid the same and increase your conversion rate.

Mistake No 1 - Unclear Call-to-Action

The first question your website visitor should be able to answer when he/she lands on your landing is **“What am I supposed to do on this page?”**

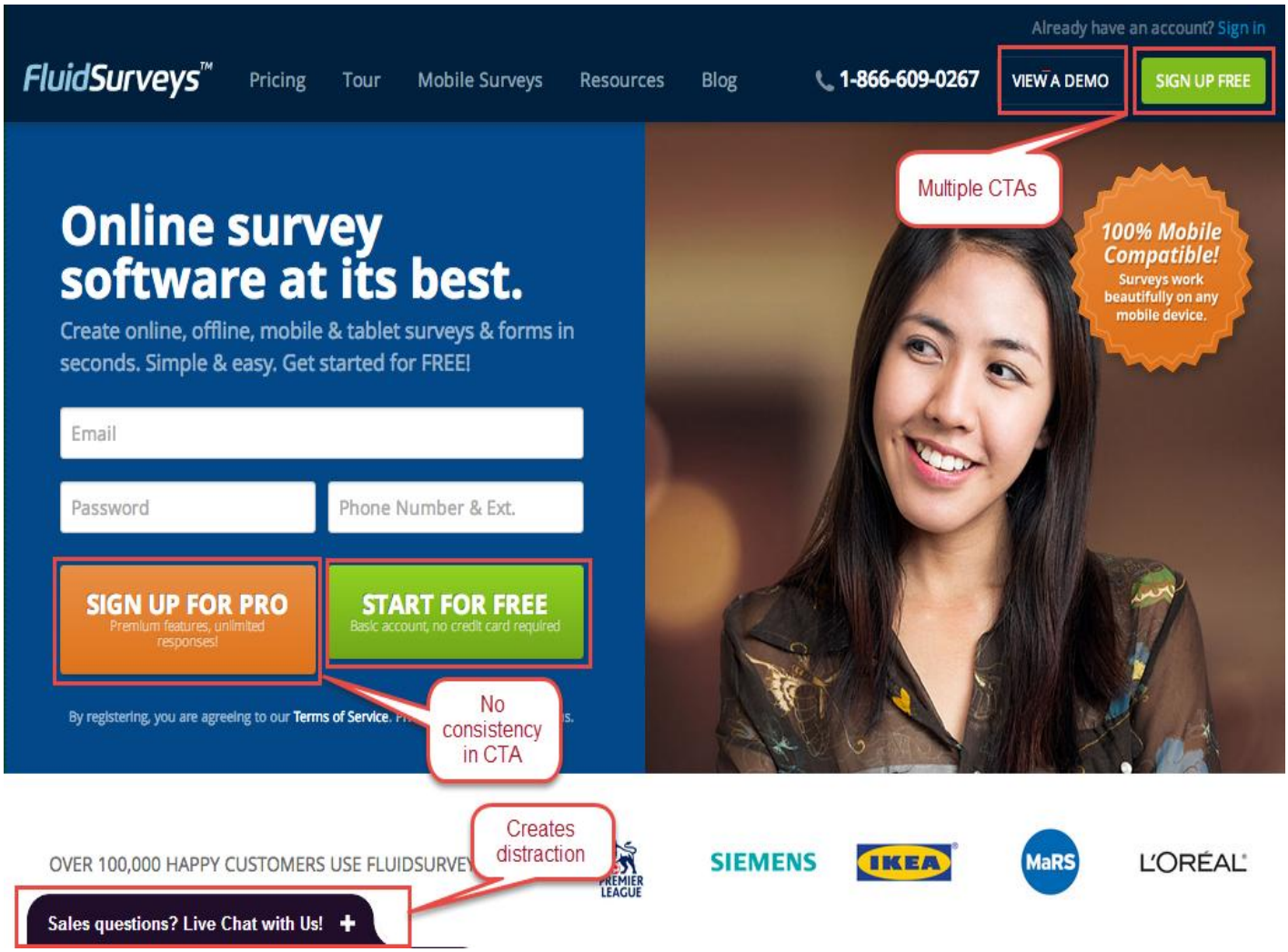
If your landing is not giving visitors clear indication about what next action they should take they’ll get confused and will bounce off from your landing page and your precious leads will be lost within seconds.

Giving visitors a clear call to action means you should provide your visitors only one action to take on your landing page. Don’t flood your landing page with multiple actions, this leads to confusion into visitors mind about which action they should take.

A Bad Example:

Let’s track down the problems in the following landing page.

Continued on the next page…



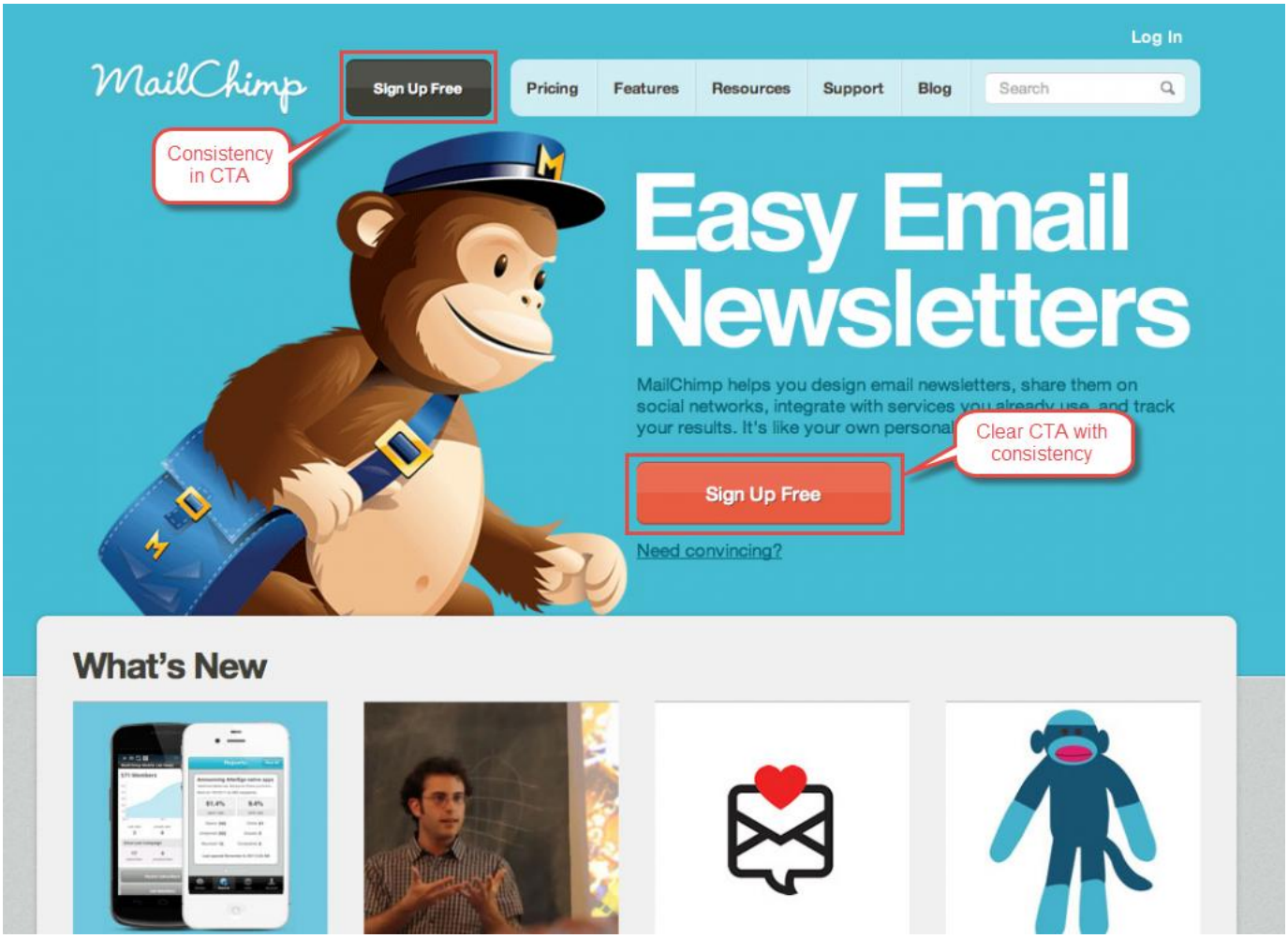
First this landing page has multiple call-to-actions buttons (“View a demo”, “Sign up free”, “Sign up pro”, “Start for free”). Now, with so many CTA’s, visitors will get confused about which CTA to click on. They’ll either click on any button or will just bounce off out of confusion.

Secondly there’s no consistency between call-to-actions (One button states “Sign up free” and other states “Start for free” and again there’s one more button which states “Sign up for pro”). Here visitors will think which CTA should I click on? Should I “Start for free”? Or “Sign up free”?

Finally, there’s one plus (+) button. Instead of signing up visitors might get tempted to click on that link and start a chat, this causes the distraction.

A Good Example:

Now let's have a look at a good landing page. Which has a clear CTA and has consistency in them, no confusion, no distraction and thus converts well. Simple yet powerful at collecting leads.



How to fix Unclear CTA Mistake?

- The CTA should be clear and should draw the eye.
- The placement of the CTA should be above the fold.
- Other distracting links and visuals should be removed.

Mistake No 2 - Visual Distractions

The design of your landing page definitely influences conversion. One most important key to landing page design is clarity. The purpose of your landing page must be clear. The visitor should be focused on taking a simple path that leads to the desired conversion action.

The design of your landing page should be in congruence with your conversion goals. Use colors and images relevant to your conversion goals. Try to use web safe colors and avoid using dark and vibrant colors which lay strain on visitors' eye.

A Bad Example:

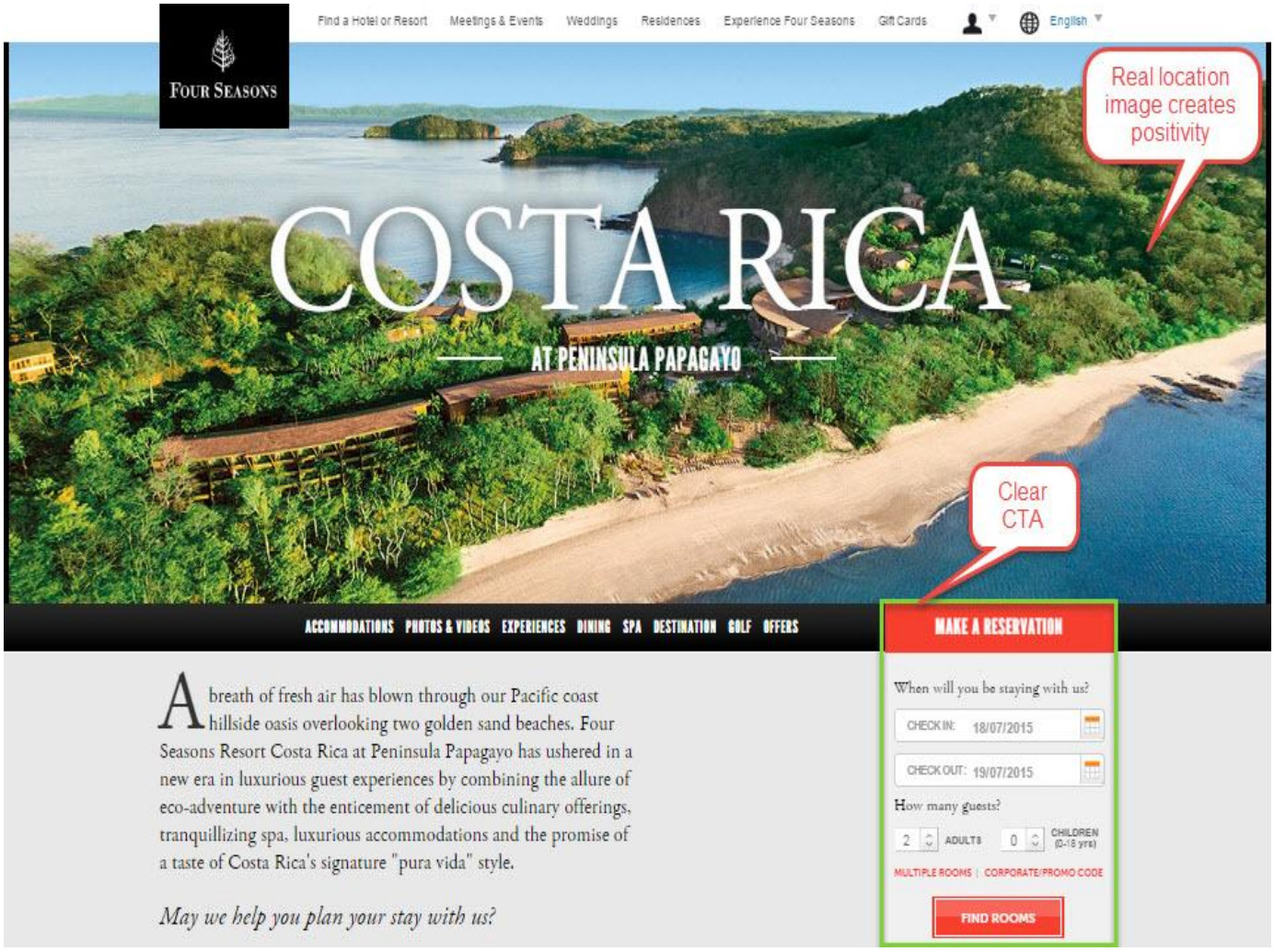


The above landing page has lots of visual distractions. Visitors will run away after landing on this page. They'll not only get confused but also annoyed with the over use of irrelevant visuals which aren't doing anything to solve their problem.

A Good Example:

The following landing page is of a resort. And they've done a wonderful job on their landing page by placing a scroll of their real location images of their resort. These images are the first thing that visitors will view on their landing page.

Images also create positivity into the minds by giving them a clear picture of what they'll experience once they visit the resort. In addition, they've placed a clear CTA which helps in boosting conversions.



How to fix Visual Distraction Mistake?

- Replace generic stock photos with specific relevant images.
- Remove colorful page parts and animation or motion (unless they test better).
- Remove all graphical parts that don't directly support the conversion action.

Mistake No 3 - Using Banner Ads

One biggest mistake I see people making is placing banner ads on their landing pages. It is an invitation to throw away your visitors' attention and transport them to another website.

As banner ads are designed to grab attention they are known for using bright, dramatic colors and provocative headlines. As many banner ads include animation and flashing colors to get noticed this is an invitation to conversion disaster.

How to fix Visual Distraction Mistake?

- If possible avoid using banner ads on your landing pages.
- If your business model is ad centric then try to use banner ads which doesn't distract visitors from conversion goal.

Mistake No 4 - Deviating from Your Promises

A visitor reaches to your site from another website, search engine results, a link in a blog post, banner ad and so on. Regardless of the origin, some kind of expectation had without doubt been set. Does your landing page keep the promise that your upstream traffic sources make?

It's very important to match the visitor's upstream expectation and intent on the landing page to maximize the conversion rate. The way to do this is to align your page with the messaging and promises made upstream and create a clear information scent trail that makes visitors feel they are making progress toward their ultimate goal.

If you're setting different expectations into your visitors' mind and not fulfilling them on your landing pages them its highly likely that visitors' are going to bounce off.

How to fix Deviating from your Promises Mistake?

- Match landing page content to the traffic source messaging and intent.
- Understand your important upstream traffic supplies and their context.
- Provide clear access to secure information or functionality, without strings attached.

Mistake No 5 – Using too Much Text and Links

Most of the research and studies conducted show that people don't read most of the content online instead they scan it. If there's no clear hierarchy or flow to the organization of the text people will get lost into it without getting a clear message that you want them to give them.

More links on the landing page causes distraction, they also tempt visitors into clicking on them. Links pull away visitors from your landing page hence it's better to keep only the most essential links on your landing page.

A Bad Example:

Continued on the next page…



How to fix too Much Text and Links Mistake?

- Use a transparent page title and headings. Use AN “inverted pyramid” writing style, golf stroke the important stuff first.
- Do not write in complete sentences—use short bullet lists whenever attainable.
- Ruthlessly edit and shorten your text.
- Move long text to supporting pages or informational popovers.
- Only add those links that are most necessary.

Mistake Number 6 – Asking too much Information

Most of the marketers ask way too much information from visitors simply because they think that extra information might prove helpful in the future. But they fail to consider the negative impact on asking more information on conversion rates.

Asking more information raises questions into visitors' mind such as -

- Why this website needs so much personal information from me?
- My personal information might get misused?
- What if my email account might get spammed?
- Why should I give them so much personal information?

Such questions create skepticism into visitors' mind which results into the lack of trust. Hence, it's highly important that you ask for only the bare minimum information that you need from your visitors.

And along with it give them justification why you need their information. This creates a sign of trust and builds confidence into your visitors' mind thus, improving conversion rate.

A Bad Example:

The following sign up form is asking way too much information from the visitor without providing them proper information why they need it.

Continued on the next page…



How to Fix Asking too much Information Mistake?

- Ask only for information that is absolutely required.
- Collect additional information at a later date as trust is established.
- Shorten labels and unclutter form layout.
- Justify, why you need this information.

Mistake No 7 - Lack of Credibility

As an online marketer credibility is the one of the most important factor which makes people buy from you. Yet many marketers ignore this factor and lose valuable leads.

As your website's visitors don't know you personally. It's the design of your website and things that you place on your landing builds your website's credibility into visitors' mind. For e.g. you'll be more comfortable with buying from Amazon than any other e-commerce website that was started in the last week. This is because you trust Amazon more.

You can improve the credibility of your website by using implementing following techniques.

- Your landing page design should look professional
- The content on the page should be neat and clear
- There should be clarity in your message
- Offer guarantees on your products
- Write a privacy policy and provide its link
- Use security symbols
- Provide social proof
- Display testimonials

Chapter 3

Starting LPO

Now, as we've already set the stage, it's time to begin with LPO. The following formulas that you're going to get will definitely help you to optimize your landing pages and almost double your conversion rate.

So, why wait? Let's begin with LPO.

LPO Formula No 1 – Define a clear USP:

Your USP (Unique Selling Proposition) also known as the value proposition, is what sets your product or business apart from others. Your landing page needs to communicate this point immediately and obviously.

Your landing page's USP, along with an image (see below) is what grabs the attention of a visitor. You have approximately 5 seconds to convince them the page (and your business) is worth looking into, and communicating the value of that investigation is how you do it.

The USP can be broken down into 4-page elements, which collectively communicate your offering throughout the landing page:

A. The main headline
B. The supporting subhead
C. The reinforcement statement
D. The closing argument

1A. The main headline

Your headline is the very first thing that people will see and read. It's critical that it very clearly describes what a visitor will get from the page (its goal) and that the message match is strong enough to show the visitor that they are in the right place.

1B. The supporting headline

Your headline can only say so much if you want to keep it succinct and easily digestible. The best way to keep your headline short and sweet is to add a supporting headline.

This can be used in two different ways:

1. As a direct extension of the headline, where it follows the primary headline in such a way that it's like finishing a sentence.
2. To extend the message by applying an additional persuasive message to support the primary one.

1C. The reinforcement statement

People will scan your page when they are reading it. This makes it critical that any titles you use – such as your main headline and feature/benefits titles – throughout your page stand out to a reader.

There is another page title that you can use to drive home the purpose of your page. This is the reinforcement statement. It sits about halfway down your page and serves to add a mid-experience message that you want to communicate to your visitors. Essentially it's like a second headline.

1D. The closing argument

As your landing page comes to a close, you have one final chance to communicate the benefit of your offering. Similar to the reinforcement statement, it backs up your main value proposition. For a click-through page, it should be coupled with a repeat of your call-to-action.

LPO Formula No 2 – Message match:

Message match is an essential part of why landing pages can be so successful. Message match is the ability of your landing page to reinforce the messaging presented on the link that was clicked to reach the page.

Most visitors are impatient and will leave your page within a few seconds of arrival if you don't reinforce their intent with a matching headline and purpose (quickly and clearly).

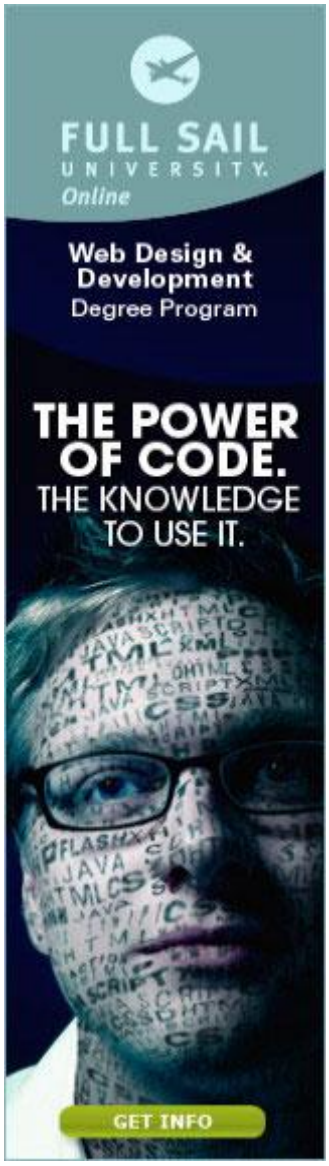
This example shows a comparison of good and bad message match on a landing page used for a pay-per-click campaign:

	Call-to-action message	Landing page headline
Bad message match	Get 50% off on a HP dv6 Laptop	Welcome to Mike's computer store
Good message match	Get 50% off on a HP dv6 Laptop	Get 50% off on a HP dv6 Laptop at Mike's computer store

By ensuring a strong message match, you are letting the visitor know that they made a "good click". A weak message match will result in a higher bounce rate and thus a drop in conversion rate.

Following is an example of a strong message match:

AD



Landing Page



Maximizing conversion scent:

Conversion scent, or information scent, is another way of describing the connection between your source ad and your landing page. The scent begins when the ad is seen, and is maintained or ended when the visitor sees your landing page (depending on how strong your message match is).

Following is an example of a strong conversion scent:



LPO Formula No 3 – Use bullet-point lists instead of paragraphs:

People on the internet scan, they don't read. If you want your visitors to convert you need to make sure that whatever important things you are presenting them, it must be in a scan-able form.

Every successful landing page uses bullet points. Bullets make text easier to read. Bullets make your page more uniform and presentable. Keep bullet points short and snappy. Keep each bullet point narrow and on a single line to keep the text more readable.

Use Graphical bullets over plain circles or lines e.g. Ticks or arrows. Keep the graphics in line with the color and theme of your LP. Only include your biggest, most important features selling points and benefits in your bullets.

Example:



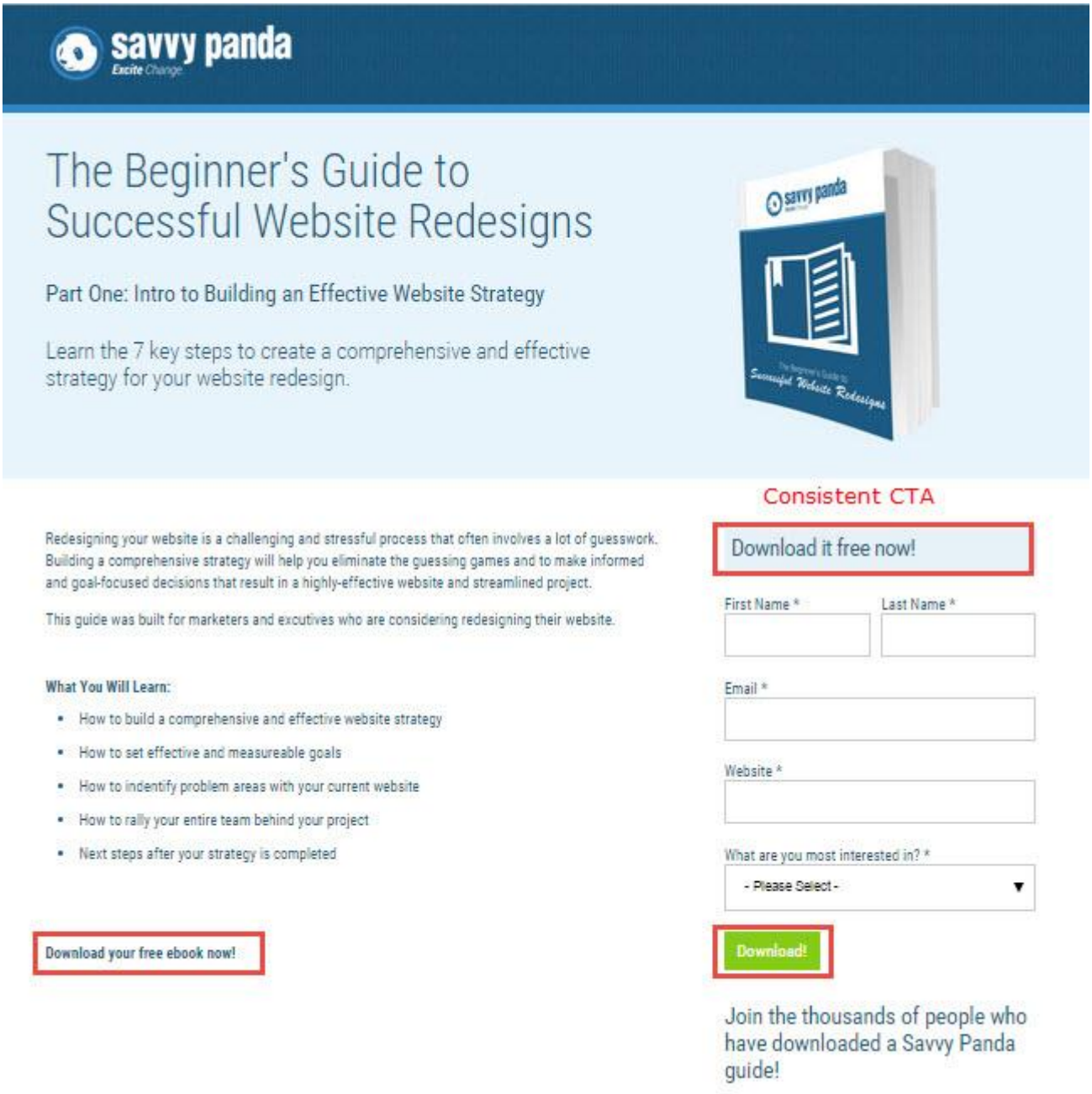
LPO Formula No 4 – Use consistent Call-to-Actions:

Visitors came to your landing page for a reason and you need to continue to give them that extra "push" to flow through that landing page and convert. In order to do this make sure that there is a consistent call to action CTA throughout the landing page.

Give people a clear direction and action to complete. Keep your landing page wording and call to action consistent with your adverts and other offsite content.

Use the same terminology and call to action throughout the page including headlines, body copy, forms and on submit form button. This helps to reduce confusion between users mind.

Following is an example:



LPO Formula No 5 – Image Relevancy:

90% of the information transmitted to the brain is visual, and visuals are processed 60,000x faster in the brain than text. If there's anything these stats teach us, it's that it's always wise to include a relevant image on your landing page. Try to match then that image with the offer.

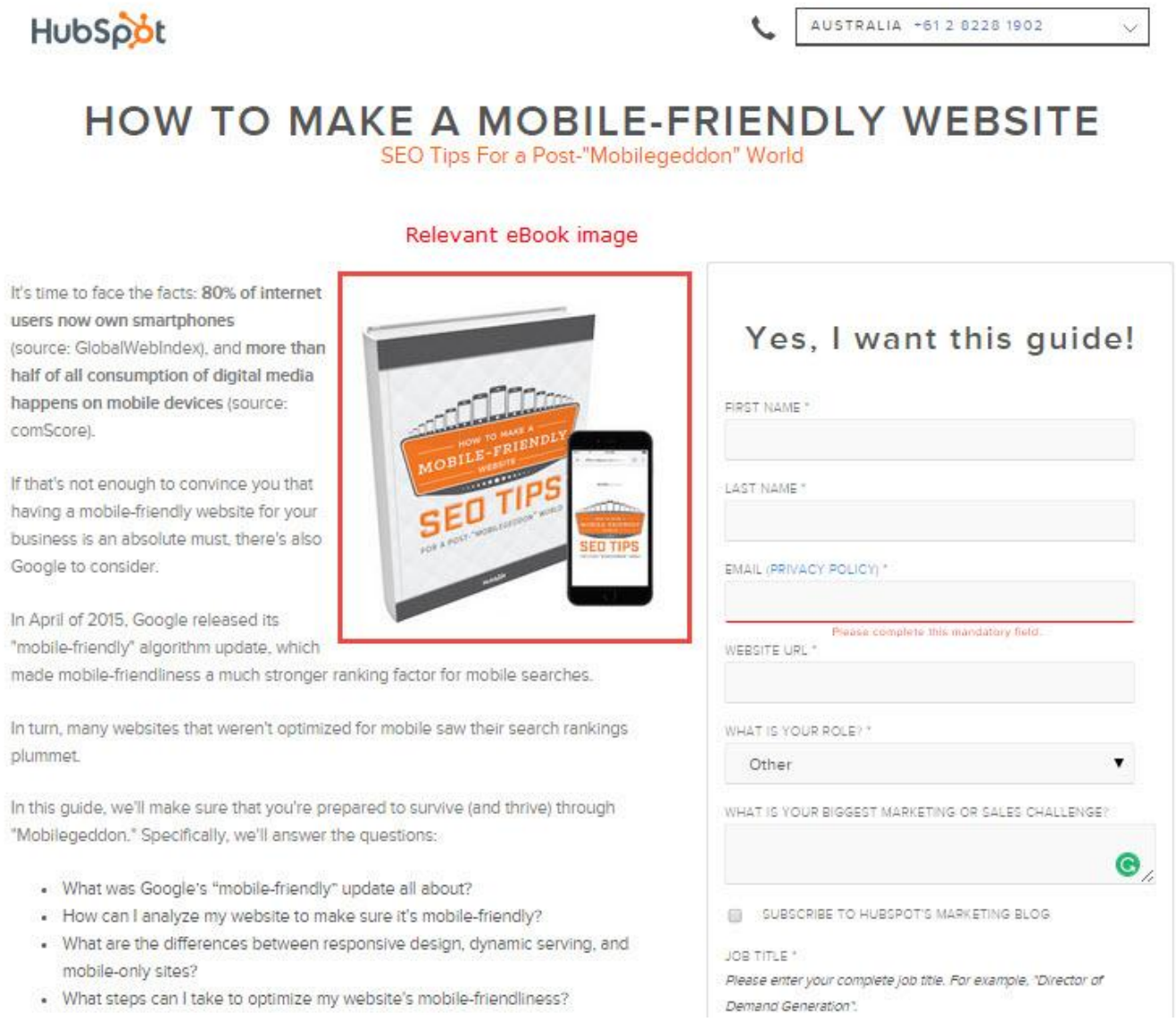
For example, if you're offering an eBook or a webinar, show a cover of the eBook or a screenshot of the webinar's presentation cover slide. This will give your landing page visitors a tangible idea of what they'll receive.

A relevant image plays a really important in navigating visitors to your conversion goal. Images are so important because people are naturally drawn to images. And if the images you are using are highly relevant to your offer then it adds a great value to your offer.

Optimization tips for images:

- Make your image big. Size has power.
- If you can't show your product or service in action, show pictures of people. Research shows that images of other people's faces are compelling.
- Make sure your images look nice. No one likes grainy, blurry, or unprofessional shots.
- Use unique images. Stock photography is dangerous. Use with caution.

Example:



LPO Formula No 6 – Talk to them about them:

Talk to visitors them about them not about you. People are more interested in themselves than you. Use words and phrases that are directed towards your visitors and prospects. People aren't interested in you, they want to know how you can help them.

Use Simple phrases directed towards the visitors not yourself. Use YOU instead of US or WE. Using language directed towards your visitors creates a friendly effect between you and visitors, visitors feel as if they are talking to a friend. Such a friendly connection is more likely to help you to get visitors converted.

Example:

Customers agree, the new temper mattress eases back pain delivers a restful night's sleep	**IS your back keeping you awake all night? Why not try a temper mattress? Lots of people use them to get rid of their back problem.**
	

LPO Formula No 7 – Give quantifiable value:

Providing 3-5 benefits is the second part of your page's USP. Your headline and obvious value proposition grab their attention in less than 5 seconds. They decide to engage further, and it's this short and obvious list of benefits that really sell them on your desired action.

Give the page visitor a little more information about who you are, what they're in for, and what sets your business or product apart from competitors. Describe the benefits of your offer that your prospects will enjoy.

Be specific about the benefits and the value of the offer. Being specific on your landing page is critical, it gives your reader much clearer sense of what they are signing up for. Quantifiable value shows what they stand to gain and how they will benefit as a result.

Vague Benefit	Specific Benefit
"You will lose weight with our free eBook" 	"You'll lose up to 6 pounds in six weeks, with our 7 step eBook" 

LPO Formula No 8 – Remove Distractions:

Any element on landing page that is not taking your visitors to conversion is a distraction. DE clutter your landing page as much as possible to make your message clear.

Few tips to DE clutter your website:

- If you're considering a website redesign or creating a new site, plan for the end goal first. Consider all the ways a customer could land on your page: via a search engine, word of mouth, direct link or social campaign. How easy is it for them to take the action you want them to take?

- If you employ advertising on your site, make sure that it isn't overwhelming your users and preventing them from performing the action you want them to take. After last year's Panda update, Google is starting to keep a closer eye on ad-ridden sites and may give sites with too much advertising a lower quality score and hence, a lower ranking.

- Take the time to thoroughly research keywords and plan out your content strategy around those terms. Make sure to optimize your title, keywords and description – even though Google hasn't paid attention to meta-keywords for some time, that doesn't mean they're useless. Oftentimes, they're used for social descriptions on Facebook and Google+.

- Determine if your site's core purpose is to educate, engage or sell and make that your main focus. It's fine to supplement it with the other two, but if you're not clear on what your site's purpose is, how will your customers interact with it?

Observe the following example below in which de-cluttering page increased conversion by 56%.

Original Page:



DE cluttered Page:



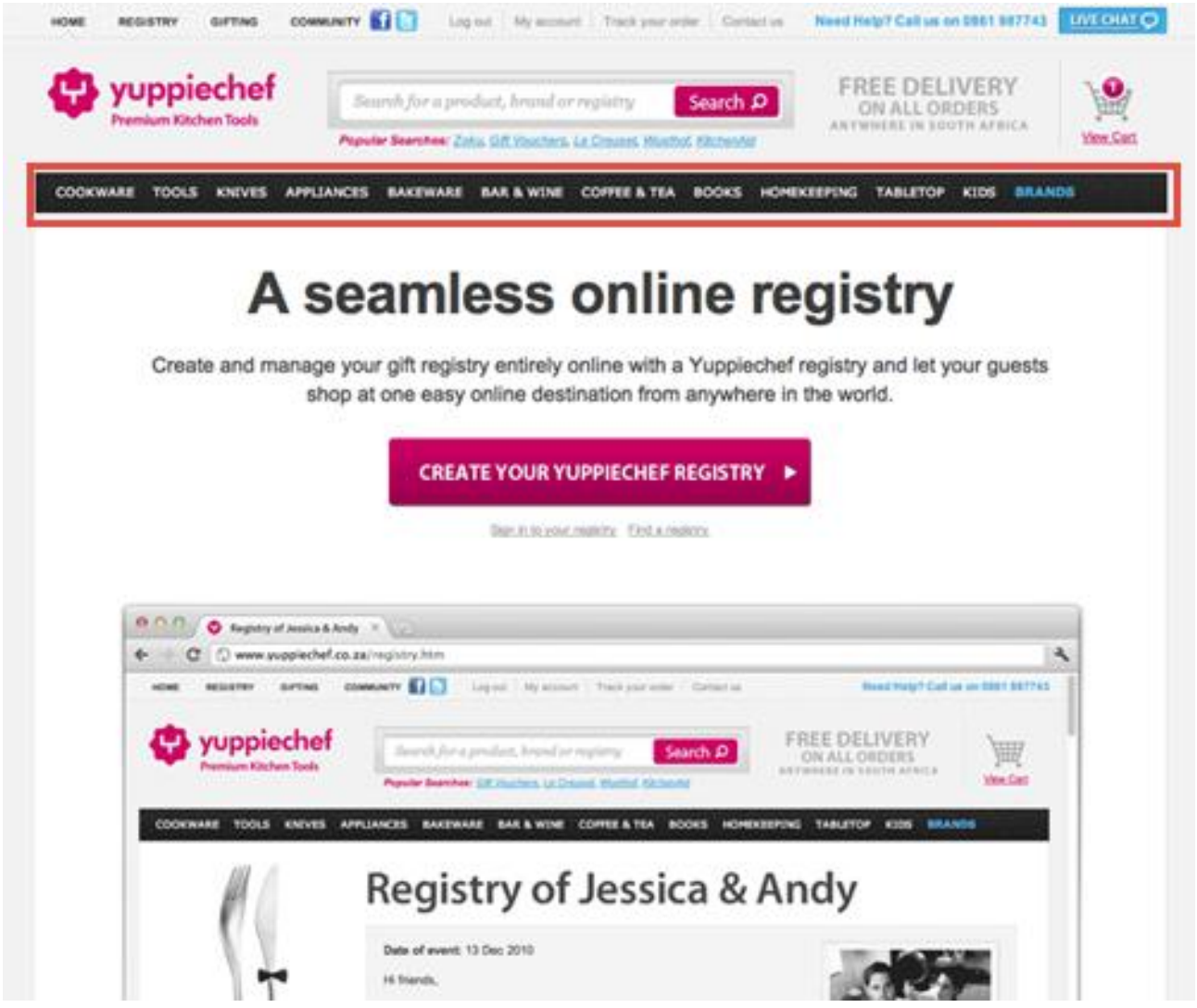
LPO Formula No 9 – Minimize links:

Displaying too many links on your landing page can cause distraction from your goals. Unclicked links cause your visitors to feel that they need to click them (or at least think about clicking them) instead of staying focused on one single achievable goal. Called as *Zeigarnik* Effect.

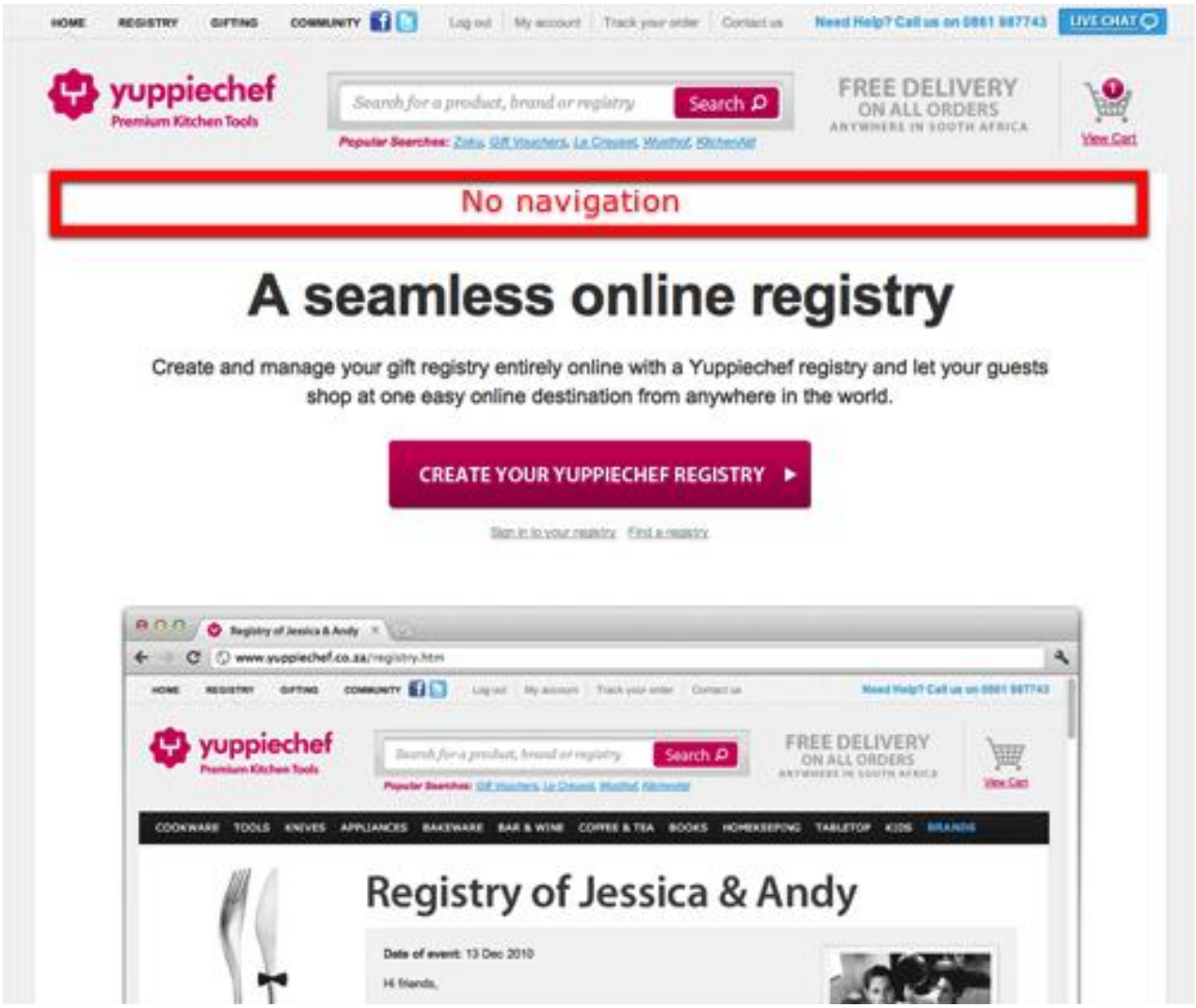
Only use links that lead towards the conversion goal. And try to remove links in the body copy. Remove or reduce top navigational links to bare essentials.

Observe the following example in which removal of the navigation menu increased conversion by 100%.

Original page with Navigational Links:



Original page with without Navigational Links:



Only use links that lead towards the conversion goal. And try to remove links in the body copy. Remove or reduce top navigational links to bare essentials.

Observe the following example in which removal of the navigation menu increased conversion by 100%.

LPO Formula No 10 – Long vs. Short Landing Page

The length of a landing page impacts how well visitors convert, but what's better to increase conversions, a shorter, more concise landing page or a longer, extensive resource rich landing page? The answer to the question is both.

Long landing pages have their advantages and disadvantages, as do short landing pages. It is all dependent on a few factors but is mostly impacted by what resource is actually being featured on the landing page and what goals you're trying to achieve.

The only solution to find which landing page works best for you is testing. The conversion rate depends a lot on your offer and your audience. You will have to test which one works best for your audience. Don't just blindly test. Do your research before removing or adding content.

Usually, short landing pages work well with low-scrutiny offers where there is little commitment and perceived risk related to the conversion goal. Long landing pages, on the other hand, work well with high scrutiny offers where there is a higher level of commitment and perceived risk related to the conversion goal.

Example:
In the following A/B test MarketingExperiments team improved conversion by 220% by using a longer version of landing compared to the shorter one.

control



treatment

