

# The fine art of the landing page

Or how I learned to stop worrying and love webdev as a sales person.

# Delightfully borrowed content

Most of the content was delightfully borrowed from a blog by Oli Gardner on Moz.com. Mr. Gardner runs Unbounce, the leading company for landing page design. Here's the link:

<http://moz.com/blog/most-entertaining-guide-to-landing-page-optimization>

OR

<http://bit.ly/1naZrlf>

IT'S DANGEROUS TO GO ALONE! TAKE THIS.



Instapage  
Unbounce  
LeadPages



Google Analytics  
(experiments)  
Optimizely



Crazy Egg  
Kissmetrics



# Why are landing pages important?

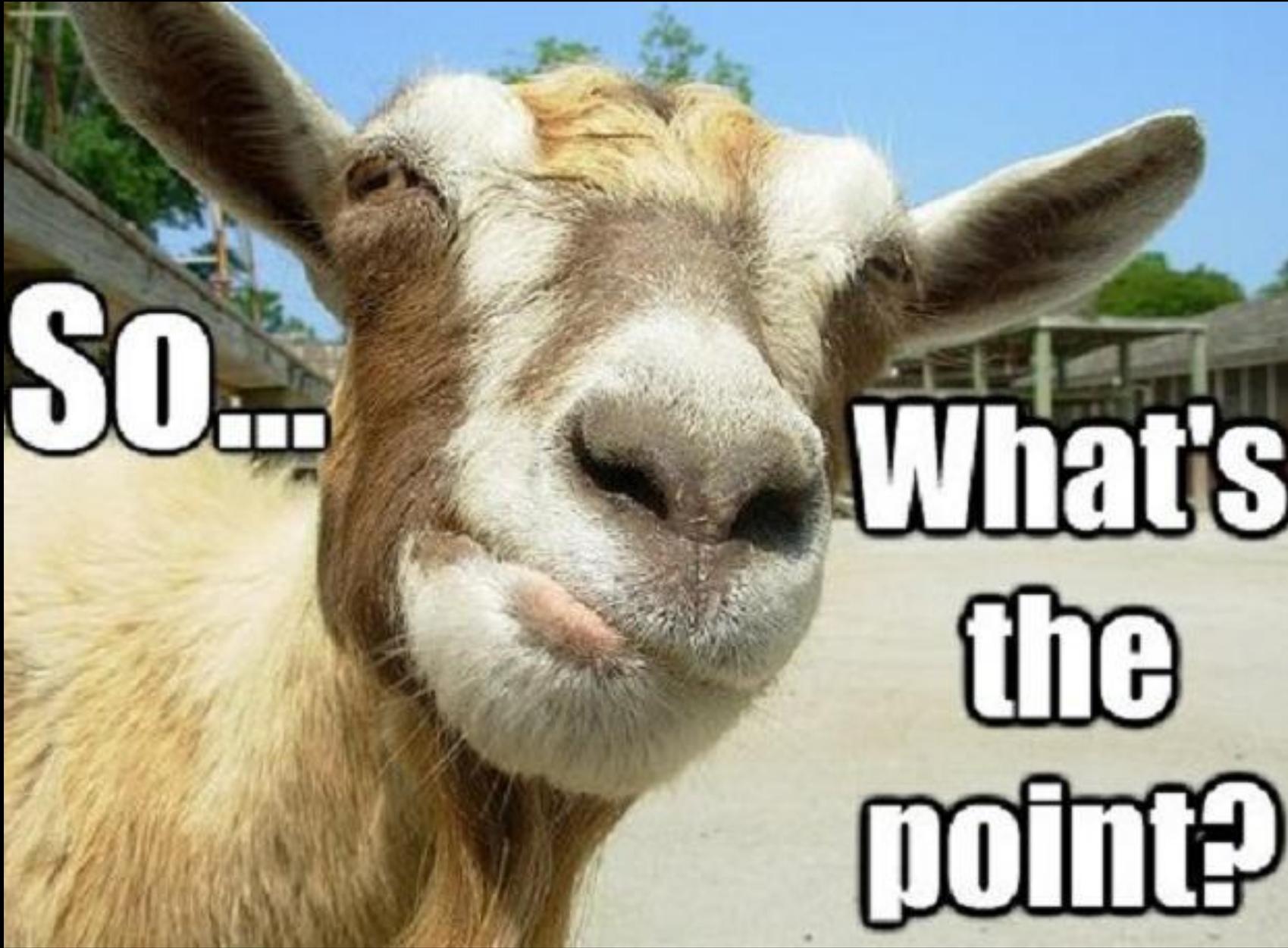
Attention is fleeting

Homepages suck

A/B testing is awesome

Landing pages solve all problems ever

They are passive sales – worth getting right



# What's the point?

## Conversion

Attention can be managed? Yes, three basic steps:

1. Capturing attention (the ad, SEM)
2. Maintaining attention (landing page)
3. Focusing attention (oh, landing page again)

Good: potential user or customer shows up, clicks on a call to action

Bad: potential customer shows up, doesn't know or doesn't care and leaves

# What will we be covering today?

- Volume 1: Key concepts
  - Attention Ratio
  - Conversion Coupling
  - Conversion Momentum
  - Context of Use
  - Friction
  - Form design
- ~~Volume 2: Writing good copy~~
  - ~~Headlines~~
  - ~~CTA~~
  - ~~Design – Directional Cues~~
  - ~~Design – Contrasting Colors~~
  - ~~Design – White Space~~
- ~~Volume 3: Interactive Examples~~

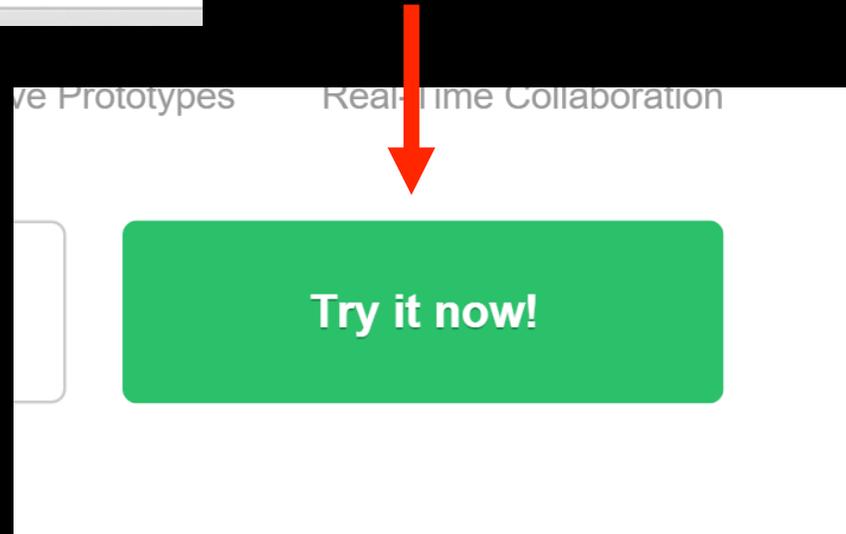
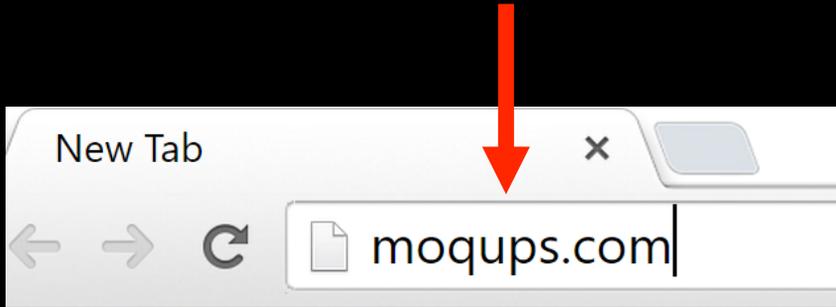
Sketching  
out your  
own  
landing  
page.

## **First, think of a business.**

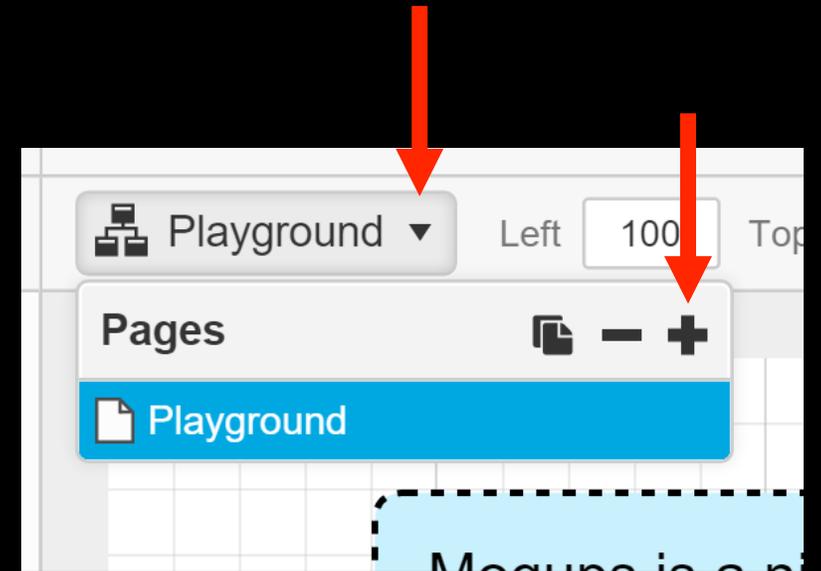
Doesn't really matter what you choose. Made up, already existing, your startup, someone else's startup, a big business, a small business. Whatever.

I will be working on my father's business. He is a bankruptcy lawyer in Southeastern Pennsylvania.

# Moqups



Drag and drop items from the left side bar



# Volume 1

## Key Concepts

# Concept #1: Attention Ratio

# What is attention ratio?

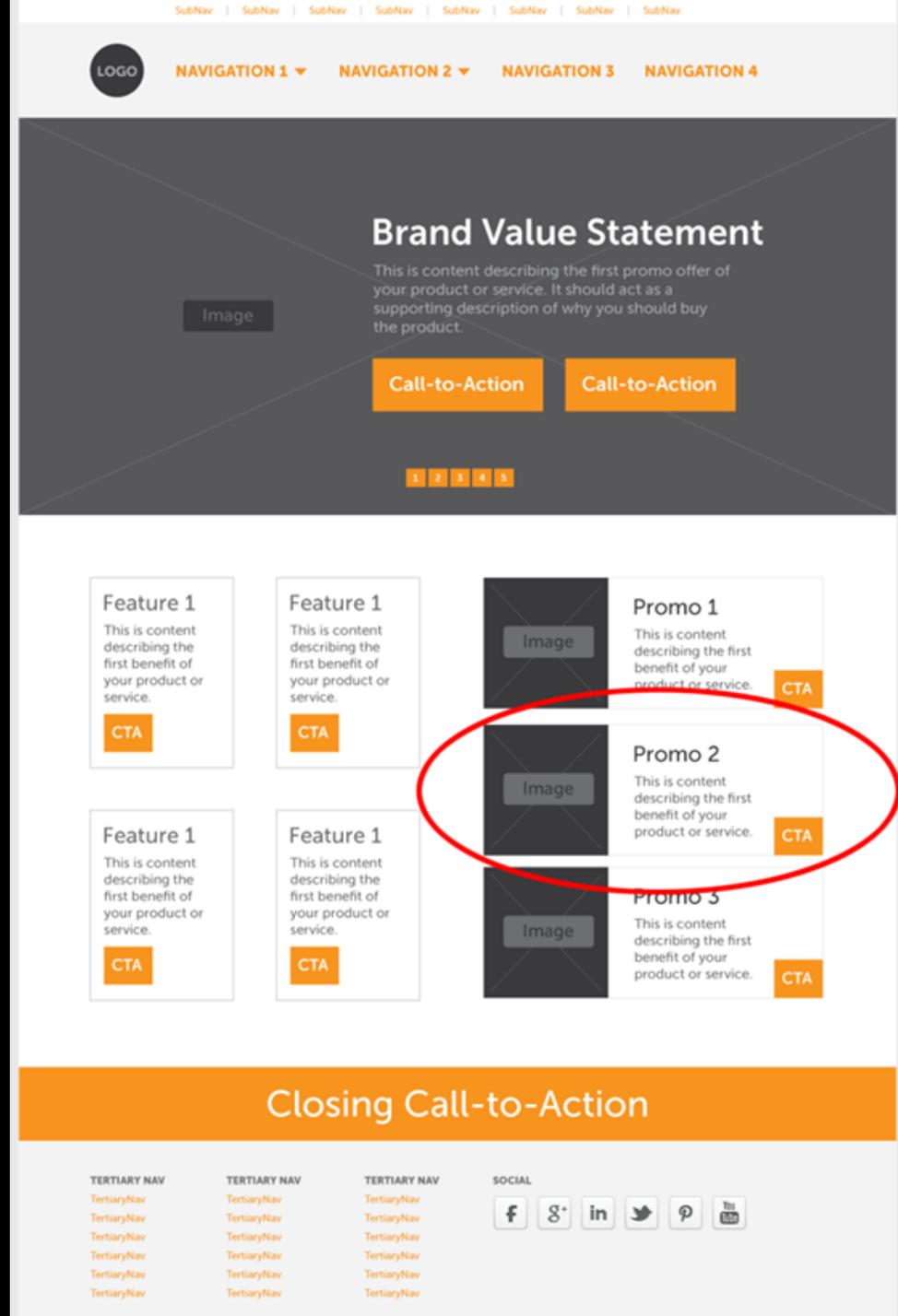
The ratio of interactive elements on a page to the number of campaign conversion goals.

Let's look at two samples:

What's the attention ratio here?

There are actually a total of 56 links, therefore:

The attention ratio is **56:1**



Attention ratio  
here?

1:1!

## Headline that matches what was clicked

A supporting subheader to provide extra information

This is a introductory content that explains your offering in more detail. It should follow on from your headline and explain the benefits of your product or service.

- Your first feature written in the form of a benefit statement.
- Your second feature written in the form of a benefit statement.
- Your third feature written in the form of a benefit statement.

**Call-to-Action**

You can add a customer testimonial for social proof.  
Joe Bloggs, GreatCompany.com

You can add a customer testimonial for social proof.  
Joe Bloggs, GreatCompany.com

Image for Benefit 1

### Benefit 1 Title

This is content describing the first benefit of your product or service. It should act as a supporting description of the benefit statements you wrote above.

Image for Benefit 2

### Benefit 2 Title

This is content describing the first benefit of your product or service. It should act as a supporting description of the benefit statements you wrote above.

Image for Benefit 3

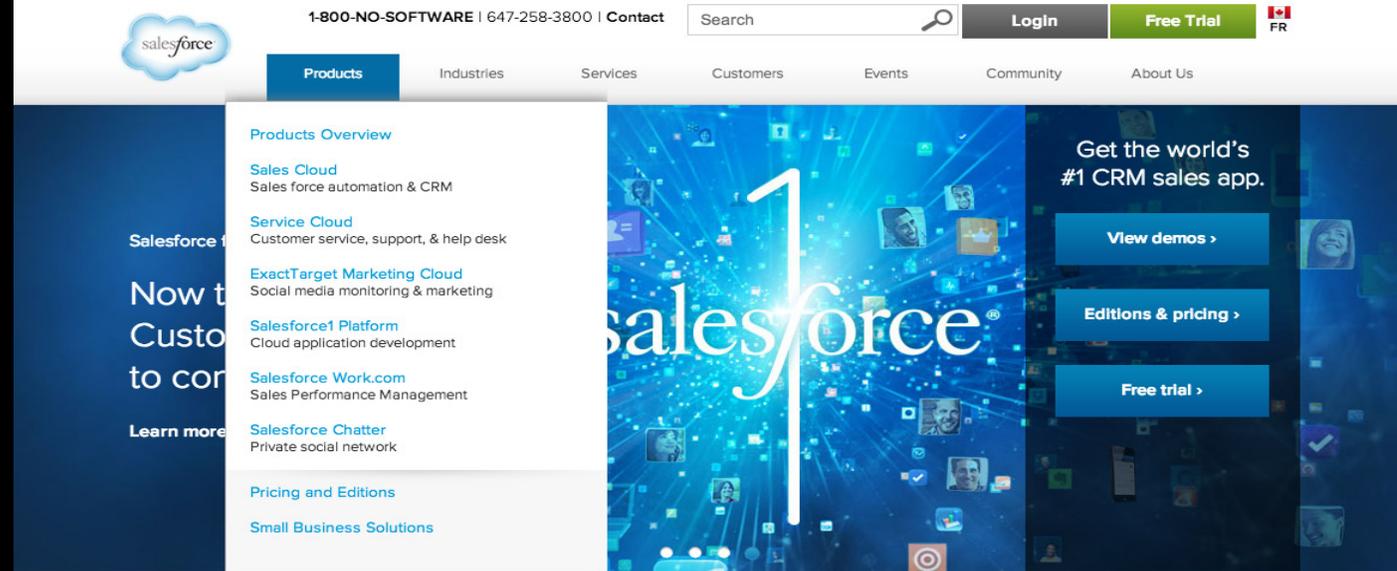
### Benefit 3 Title

This is content describing the first benefit of your product or service. It should act as a supporting description of the benefit statements you wrote above.

Let's do a real world example:  
Salesforce

This is the home page ...

59:1



Sales Service Marketing Platform

salesforce 1 Sales Cloud

GROW SALES FASTER WITH THE WORLD'S #1 SALES APP.

Welcome to Sales Cloud, built on the Salesforce1 Platform. A new world, and a better way to sell. Where field sales sells only on mobile devices. And inside sales is fed nothing less than the best leads. It's sales managers knowing which deals will close. And when. A world where lead and contact information is always fresh and complete. And everyone performs like an "A" player.

Learn more about Sales Cloud >

View demo > Editions & pricing > Guided tour >

Sales Cloud is now available with built-in data and performance tools to make every sales rep an "A" player. Learn about Sales Performance Accelerator >

17

But search in  
google for  
Salesforce ...

1:1



## Grow faster with the world's #1 CRM app.

Nobody can help you connect with customers like Salesforce. On average, companies using Salesforce see:

- +27% increase in sales revenues
- +32% increase in lead conversion
- +34% increase in customer satisfaction
- +56% faster deployment

Watch a demo—see how Salesforce can help your business soar.

Sign up once and watch any of our free demos.

Please fill out all fields.

[Watch it in action >](#)



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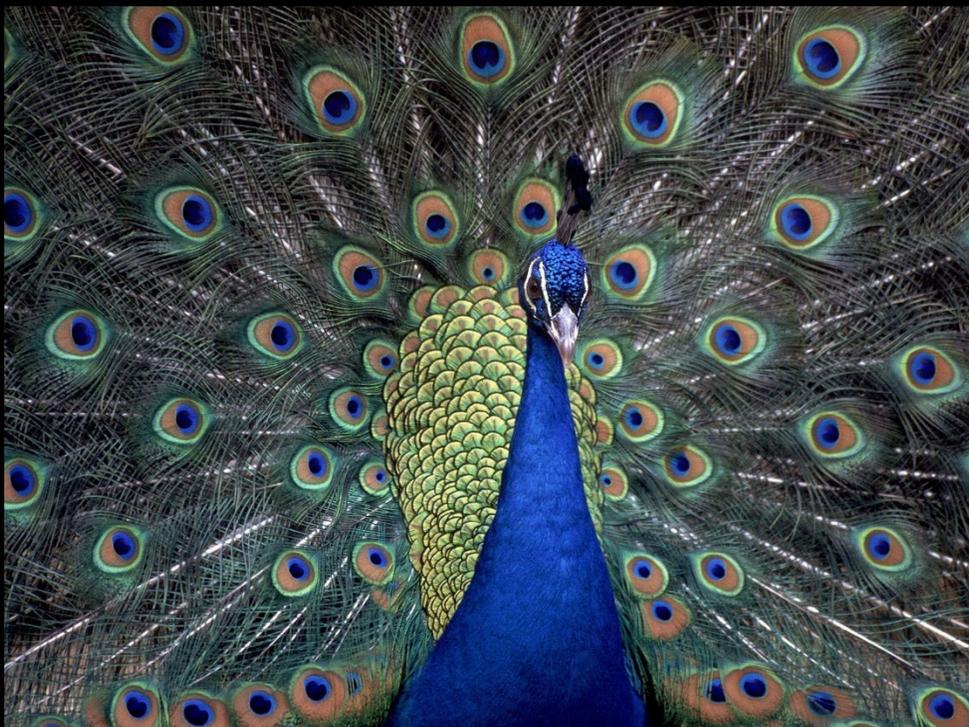
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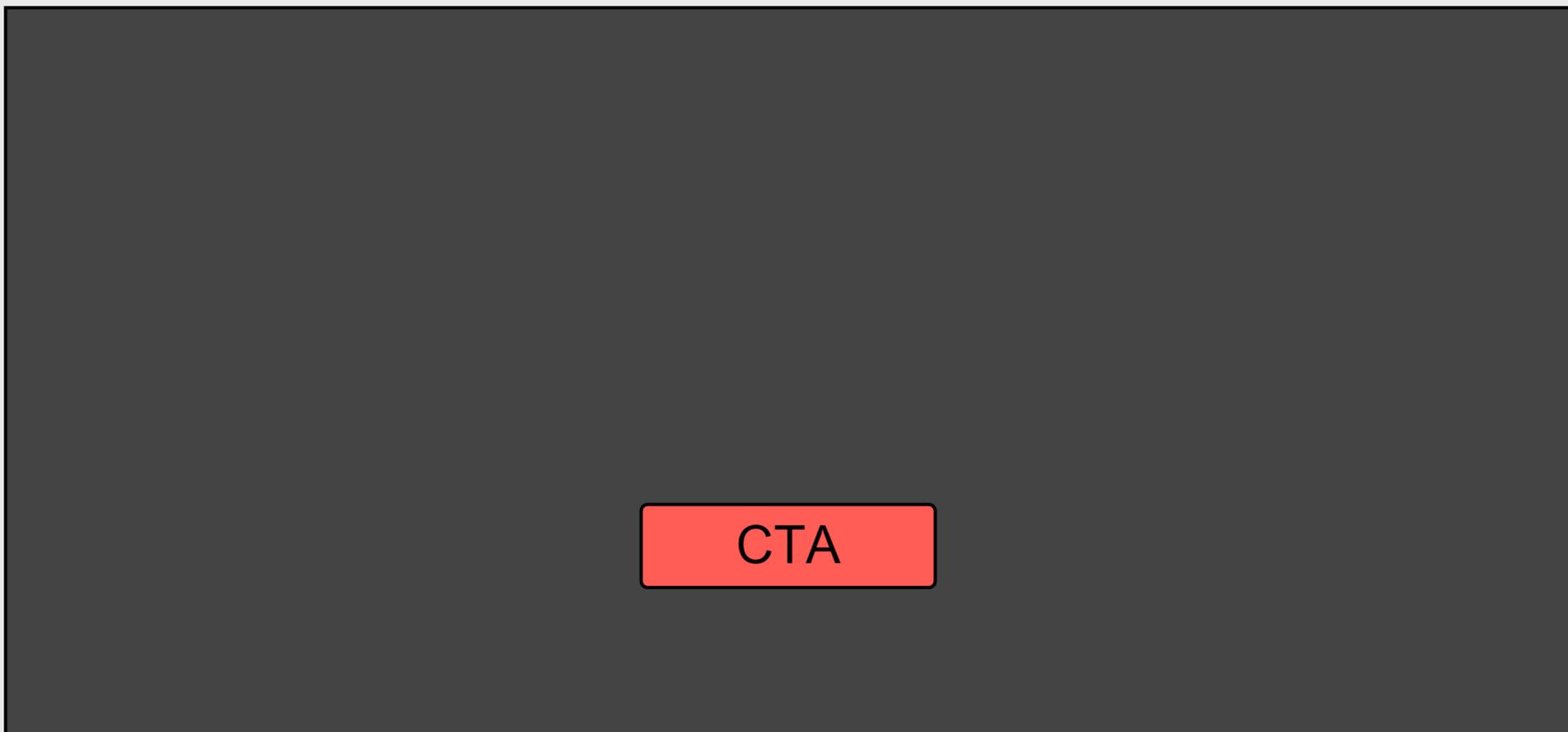
# One last example (non web)



Where do you click here?



What about here?



# Concept #2: Conversion Coupling

# What is Conversion Coupling?

The bond that exists between the source of a click and the landing experience.

Two types:

1. **Message match:** Matching the copy of your ad to the headline of your landing page.
2. **Design match:** Matching the design of your display ad to the design on your landing page.

# What is Message Match?

Message match is the idea of matching the pre-click message to the post-click message on your landing page, with the goal of making people think they made a "good click".

The messaging on the page reinforces the reason for their click – reducing and removing confusion.

# Let's look at the good and bad

## **Project Management Software Without Deadlines**

[getitdone.com/whenever](https://getitdone.com/whenever)

Remove the fear of deadlines from your projects, and start delivering as late as you want to. Deadlines are dead.

Potential landing headline 1:

**Get More Projects Done With  
Less Management**

Very bad

Potential landing headline 2:

**Project Management  
Software Without Deadlines**

Much better

# Don't forget about sub-headlines

## Project Management Software Without Deadlines

[getitdone.com/whenever](http://getitdone.com/whenever)

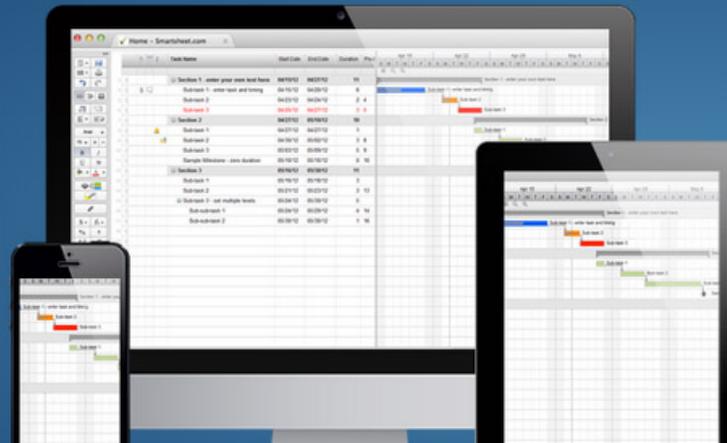
Remove the fear of deadlines from your projects, and start delivering as late as you want to. Deadlines are dead.

## Project Management Software Without Deadlines

Deadlines are dead. Choose procrastination instead.

How about some real examples . . .

**Simple Project Management**  
[www.smartsheet.com/](http://www.smartsheet.com/)  
The Easiest & Most Complete Project Management Tool Today. Try It Free!



**Simple Project Management**  
A powerful Project Management and Collaboration tool all in a simple spreadsheet.

**Try Smartsheet For Free!**

Instant Sign Up. Enter A Valid Email:

Enter your email address

**Yes! Create My Account.**

# GOOD MESSAGE MATCH!



**Easy To Use.** Nothing new to learn & you can get started in minutes. Import existing projects or use one of our templates to get up and running.



**Collaborate Online.** Tasks, calendars, files, and discussions all accessible from any device by anyone you add to your project.



**Manage Any Project.** From individuals to enterprises, Smartsheet is used to manage thousands of different kinds of projects and work at any scale.

*"The easiest & most complete Project Management tool on the market!"*



— D. O'Leary, Box

**Trusted by Millions Worldwide**



## DIY Custom Apps for Improving Team Productivity.

You're minutes away from your next project management, document sharing, or CRM solution.



Sign up for a **FREE 30-day trial**

- ✓ No cost.
- ✓ No obligation.
- ✓ No worries.

**Project Mgmt Software - QuickBase.Intuit.com**

**Ad** quickbase.intuit.com/

Be Instantly... Intuit QuickE

# BAD MESSAGE MATCH!

### Easy database applications

More than 400,000 database applications built using a library of over 200+ ready-to-use templates.



**Online Project Management**

Quickly and easily improve your team's productivity

1 2 3 | [All applications >](#)

### Add-Ons when you want them

Partners can develop applications for you or integrate QuickBase with your other technologies.



Looking for a way to extend QuickBase functionality further?

Integrate your apps with other business solutions

[All Add-Ons >](#)

### Built for teams

More than half of the Fortune 100 use a QuickBase database application to solve their diverse business challenges.



Cost savings of \$100-200k managing SOX compliance

1 2 3 | [All customers >](#)

### Resources

- [Take a tour](#)
- [Attend a webinar](#)
- [Contact Us](#)
- [Plans and pricing](#)
- [QuickBase Articles](#)

[More Resources >](#)

# Let's look at the ad again . . .

**Project Mgmt Software - QuickBase.Intuit.com**  
**Ad** quickbase.intuit.com/ ▼  
Be Instantly Productive With 200+ Customizable Templates. Try free!  
Intuit QuickBase has 273 followers on Google+

- Why shorten management to mgmt?
- Why have both QuickBase and Intuit?
- Good rule of thumb: message before brand.
  - Don't need brand overload
  - How many times is brand mentioned in this ad?
  - How many times is their USP? What is their USP?

# What is Design Match?

One of the easiest techniques to master. Take the design on your display (banner) ad and repeat it on your landing page.

## \$6 Small Business Account

rbcroyalbank.com



Make every dollar count.  
See how many ways  
RBC can help your  
business save money.



RBC Royal Bank



## Small Business™ Account

Make every dollar count.



No minimum balance. Plenty of ways to save.

Whether you're starting up, growing fast or have been open for years, get more value for your money with the \$6 Small Business™ Account<sup>(1)</sup>. It's made for businesses that demand more from their banking and provides exceptional value and flexibility.

### Benefits of a \$6 Small Business Account

- No minimum balance**  
Do what you want with every dollar and enjoy great savings with no minimum balance required.
- Save over 35%<sup>^</sup> on transaction fees**  
When you bank at RBC Royal Bank ATMs, online or use mobile banking.

- A flexible account for your changing business needs**  
Benefit from built-in discounts when you make more than 10 transactions a month.

- Includes transactions**  
Your \$6 monthly fee can cover up to 7 transactions. [You only pay for what you use](#)

### Other Ways to Apply

-  [Chat Live](#)
-  [1-866-826-0871](#)
-  [Apply Online](#)

### Compare for Yourself

Use our easy account selector to see what you would pay.

[Learn More](#) 

Side ad

Legal help for tough financial times.

[hvmlaw.com/financialhelp](http://hvmlaw.com/financialhelp)

Attorneys help with tight finances.

Get a professional consultation.

Top ad

Legal help for tough financial times. - Attorneys help with tight finances.

[hvmlaw.com/financialhelp](http://hvmlaw.com/financialhelp)

Get a professional consultation.

# Legal Help For Tough Financial Times

CTA

# Concept #3: Conversion Momentum

Remove the break in communication that can occur when the click is made. If you're wooing someone in an email or blog post, it makes sense to continue to do so on the landing page.



# The good and the bad

## Email example

"Let me show you how our product/service can help."

"I'm glad you were interested in learning more about {words that were on the link}."

"One of the important things to know about {words in the link} is that it can {establish the benefit}."

"What our solution does is to make {words in link} much easier to do. If you want to take it for a spin, I'll pay the first month for you. And I'm personally available if you fancy a chat about the best way to use it."

"Let me show you how our product/service can help."

"We're the best {what we do} in the world. Sign Up Now."

Side ad

Legal help for tough financial times.

[hvmlaw.com/financialhelp](http://hvmlaw.com/financialhelp)

Attorneys help with tight finances.

Get a professional consultation.

Top ad

Legal help for tough financial times. - Attorneys help with tight finances.

[hvmlaw.com/financialhelp](http://hvmlaw.com/financialhelp)

Get a professional consultation.

# Legal Help For Tough Financial Times

I'm glad you were interested in learning more about how an attorney can help with tight finances.

CTA

# Concept #4: Context of Use

Providing a visual demonstration of how your product or service will be used by a customer.

Best example: Shamwow commercials

# Case study of two landing pages

From Unbounce again – landing page mecca

# Landing Page Templates

The Unbounce landing page builder includes over 50 high-converting, fully-customizable templates in an online drag and drop interface. Customize the layouts and add your marketing copy, images, video, lead capture forms, social widgets and more!

Premium Templates Minimalist Templates Mobile Templates

## Premium Landing Page Templates

Ready to go, right out of the box

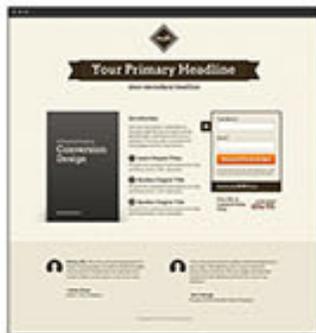
Our premium template sets have a more designed feel to them to let you focus on your marketing. There are several color choices to get you started more quickly.



COLOR OPTIONS Use This

### Denoli

A stylish click-through template for your business or consultancy.



COLOR OPTIONS Use This

### Bookie

Easily insert an ebook image to start collecting leads for your content.



COLOR OPTIONS Use This

### Flow

A click-through template with several color options. The design uses generous white space to make it easy to read.

# Landing Page Templates

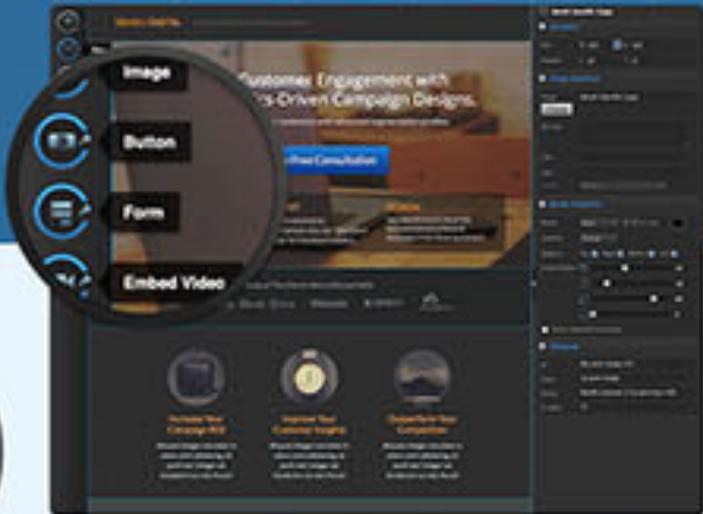
The Unbounce landing page builder includes over 50 high-converting, fully-customizable templates in an online drag and drop interface. Customize the layouts and add your marketing copy, images, video, lead capture forms, social widgets and more!

1

Pick from over 50 templates  
Inside the Unbounce template library

2

Edit and publish your landing page  
Inside the Unbounce template builder



Premium Templates Minimalist Templates Mobile Templates

# Most common questions

In a post experience survey, these were the most common questions:

- How much do the templates cost?
- Where can I download them?
- Can I use them in Wordpress?

Problem: Context of Use missing

# Landing Page Templates

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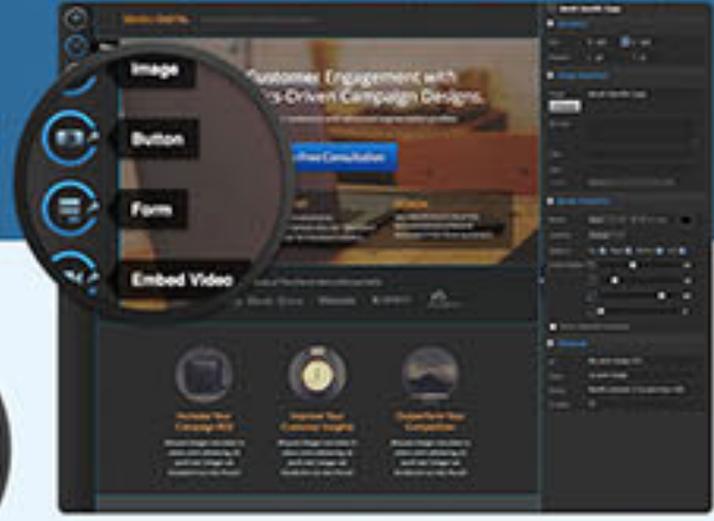
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2

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Inside the Unbounce template builder



Premium Templates Minimalist Templates Mobile Templates

# What was the difference?

## **43% Conversion Lift in New Account Trial Starts**

Additional new trial starts (NTS) per month due to this test – 120

NTS over 12 months – 1,440

Average lifetime value of a customer – \$706

Impact on revenue, based on a year of additional acquired customers:

$$1,440 \times \$706 = \$1,016,640$$

Side ad

Legal help for tough financial times.

[hvmlaw.com/financialhelp](http://hvmlaw.com/financialhelp)

Attorneys help with tight finances.

Get a professional consultation.

Top ad

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CTA

# Concept #5: Friction

Friction is the barrier to entry (effort) that your form presents to your visitors. This primarily pertains to forms. Friction falls into two categories:

1. Perceived Friction
2. Actual Friction

# Perceived Friction

This is the shock factor of suddenly being faced with a long form.

The perception of having to fill out such a long form can be daunting and cause people to change their mind. A solution to this can be to either shorten the form or split your form over more than one page.

# Actual Friction

This is the time and trouble it takes to actually fill in the form.

It can cause pretty serious abandonment issues if it's not considered. Things that can slow down - or cause frustration during - the process of form completion include:

- Too many open-ended questions that people have to think about.
- Dropdown menus that don't include a viable option for the visitor.  
E.g. "What industry is your business in?". Without a viable solution or an "other industry" way out, bring on the frustration.
- Captcha security input fields.

# Fix friction method 1: Ask the data for help

**Are a high percentage of dropdown results the first option in the list?**

Make the answers as short and clearly distinguishable as possible. If people can easily read the option that applies to them without lots of hunting and scrolling, they will be more inclined to select it.

**Are the responses to open-ended questions real answers or are they nonsense ("asdfasdf") designed to get through the form quickly?**

Make the questions more direct and easier to answer. For example . . .

"Tell us about your biggest marketing problem."  
Requires a short story as an answer.

vs.

"What is the biggest barrier to your marketing success?"  
Which could often be answered in a few words like "Not enough traffic."

# Fix friction method 2: Apply balance

**"The prize" is the incentive you offer up in exchange for personal data. Your goal is to balance the prize size with the amount of friction.**

- There are many incentives to give:
  - Digital documents: ebook/whitepaper/report
  - Webinars
  - Newsletters
  - Consultations for professional services
  - Discount coupons
  - Contest entries
  - Free trials
  - Product launch notifications

The rule here is: Don't be greedy.

# Legal Help For Tough Financial Times

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# Concept #6: Form design

Rockstar form design elements . . .

1. A headline to introduce the reason for the form
2. A description with bullets to highlight the benefit and contents of what you're giving away upon completion
3. The form with descriptive form fields (original label names and questions can capture attention)
4. A Call-To-Action
5. Trust statements or links
6. A closing urgency or context-enhancement statement

## Free Guide: The Top 10 Ways to Manage An Online SaaS Project

In this 7-page guide to SaaS project management, you'll learn the top 10 ways be more efficient when managing your online SaaS business. Including:

- How to integrate with your existing software
- Cross-team workflow for the tech industry
- Managing SaaS project metrics

What's your name?

Business Email Address

[Privacy policy](#)

What is the size of your project team?

I would love a demo of SaaSProject

**Get My Free SaaS  
Project Management  
Guide**

5,000 SaaS businesses love using  
SaaSProject every day

1. A headline to introduce the reason for the form
2. A description with bullets to highlight the benefit and contents of what you're giving away upon completion
3. The form with descriptive form fields
4. A Call-To-Action
5. Trust statements or links
6. A closing urgency or context-enhancement statement

More examples of rockstar forms

## The Easiest, Fastest Way to Get Documents Signed

Trusted by small businesses and  
the world's largest companies

Contracts, NDAs, forms, you name it –  
all signed online in minutes

**1,000 Free**

### Try it Now

Free trial, no obligation

NAME:

EMAIL:

[Create Free Account](#)

On the next screen, you'll be able to...

- See how easy it is to sign a document
- Send 5 documents for free



### Send

Upload document,  
specify signers, click send.



### Sign

Parties sign online, by fax,  
or on a mobile device.



### Archive

Legally binding document  
stored in your secure archive.



- ✓ Impress your customers
- ✓ Save time, money, and paper
- ✓ Secure, legally binding agreements

"sign documents online"

TechCrunch

"elegant, simple"

ReadWriteWeb

"faster, cheaper, and more secure"

GP Solo

ABA General Practice, Solo & Small Firm Division

Second Edition!

# 10 Best Practices For Website Testing, Targeting and Optimization

Featuring 10 techniques used by leading brands to lift website conversion and average order value

To stay competitive in the age of agile commerce, you must test and target your website content in order to deliver more relevant shopping experiences to visitors. But what content should you leverage to produce the strongest results? This eBook reveals the 10 best techniques, culled from countless targeting and testing campaigns.

#### You'll Learn:

- 2 key visitor segments you absolutely must start targeting today
- An effortless but effective way to address shopping cart abandonment
- How to merchandise products quickly and easily
- Simple tricks for ensuring "continuity" that helps website visitors actually convert
- And 6 more ideas that have been proven to boost your site's relevance to visitors, leading to dramatic increases in conversion rate and revenue.

Get the **FREE Top 10 Testing, Targeting and Optimization Best Practices: Second Edition** eBook now, by filling out the simple form at right.



First Name \*

Last Name \*

Company \*

Work Email \*

[Access Now](#)

Forms are your friend, love forms

# Legal Help For Tough Financial Times

I'm glad you were interested in learning more about how an attorney can help with tight finances.

- Only a professional has the expertise to help navigate out of a tough spot.
- Keep your house, your car, and your way of life while stopping creditors from knocking on your door.
- Manage your own finances and your own situation and stop worrying about money.



## Free Legal Consultation With an Expert

Talk with a lawyer about your problems and a path out of financial hardship.

I want a lawyer to contact me.

[Get my free consultation](#)

1,400 people like you get financial assistance every day.

# End of Volume 1

What awesome landing page did you design?

# Next Time?

- ~~Volume 1: Key concepts~~
  - ~~Attention Ratio~~
  - ~~Conversion Coupling~~
  - ~~Conversion Momentum~~
  - ~~Context of Use~~
  - ~~Friction~~
  - ~~Form design~~
- Volume 2: Writing good copy
  - Headlines
  - CTA
  - Design - Directional Cues
  - Design – Contrasting Colors
  - Design – White Space
- Volume 3: Interactive Examples

Volume 2

Writing good copy

The Only Way To Write A Good Headline  
Without Taking Four Years Of Rhetoric

# Headlines: your first task

If you can write a headline interesting and useful enough to hold someone's attention, you've got your foot in the door of conversion

# Copywriter Roberta Rosenberg offers this sage advice

" Your headline has one job and one job only. To get your visitors to continue engaging with your message, increase their desire for what you're offering, and motivate a Call-To-Action click.

That's why when it comes to crafting effective landing page headlines, choose clarity over clever.

Clever calls attention to itself at the expense of the message.

Clarity smooths the way to conversion."



Headlines are close cousins to your  
USP

# Three good headline examples

**The Only Way to [Do Something Desirable] Without [Doing Something Undesirable]**

The Only Way to Turn Off the Lights Without Clapping or Getting Out of Bed

**[Do Something Hard] in [Period of Time] or [Promise]**

Tune Your Piano in 15 Minutes or "Piano Tuner App" Is Free

**[Do Something Desirable] Like [an Expert] Without [Something Expected & Undesirable]**

Learn to Play Chess Like Bobby Fischer - Without Any of the Crazy!

# Construction is important

Write the landing page value proposition as a sequence of 3 headlines split throughout the page, like a classic story arc of beginning, middle, and end.

1. The main headline
2. The reinforcement statement
3. The closing argument

# Example of construction

## **Statement of uniqueness**

Backed up with a supporting statement to establish credibility

## **Expand on the experience**

And explain how you solve a pain point

**Close with urgency to encourage a call-to-action click**

## **The Only Luxury Rainforest Retreat in Costa Rica**

Dedicated to preserving our wild jungle paradise

## **Indulge Your Senses in Our Hot Spring Jungle Spa**

Without the crowds and distractions of the large tourist resorts

**Escape to Costa Rica for a Luxury Experience in One of the World's Last Remaining Rainforests**

# The Only Luxury Rainforest Resort in Costa Rica

Dedicated to preserving our wild jungle paradise

Relax in our eco-friendly 4-star lodge and spa, right on the edge of world famous Manuel Antonio National Park.



- Watch wildlife from the comfort of your own private cabin.
- The closest accommodations to beautiful Manuel Antonio
- Dine at our spectacular ocean view restaurant - Selva Oceano



## Get A Brochure Today

Download our free full-color resort vacation brochure.

First Name \* \*required

Email \* [Privacy policy](#)

Phone Number \*

[Download My Free Brochure Now](#)

*Pura Vida is exactly what it promises, the pure life. Tucked away in a remote part of Costa Rica, you will forget your troubles.*

Robert Constantine, travel editor,  
Central America - TripAdvisor.com



*Listening to howler monkeys swinging and howling in the canopy above while relaxing by the pool is an unforgettable experience.*



Linda Tinsbury, Tropical destinations writer. Expedia.com



### Pure Life Lodge

With 12 secluded cabins, you are guaranteed privacy and a real rainforest experience. Each cabin is designed with an open concept to combine modern luxury with the rugged charm of a jungle hideout.



### Selva Oceano

Dine at our spectacular ocean-view terrace high in the canopy of the surrounding forest. Chef Alonso Escada will prepare award winning local and international cuisine for those with a taste for the exceptional.



### San Isidro Spa

Choose from our comprehensive selection of facials, body treatments and massages that make full use of indigenous ingredients, such as mineral-rich rainforest muds.

## Indulge Your Senses in Our Hot-spring Jungle Spa... Without the crowds and distractions of larger tourist resorts



### Wildlife

Take a one-on-one tour through the jungle with one of our resident



### Rainforest Canopy Tours

Walk in the clouds as you follow the sky trails of our canopy tours



### Beaches

Manuel Antonio is famous for its large stretches of secluded



## Wildlife

Take a one-on-one tour through the jungle with one of our resident naturalists, or relax by the pool and watch and listen as howler monkeys, toucans and the endangered Mono Titi.



## Rainforest Canopy Tours

Walk in the clouds as you follow the sky trails of our canopy tours. Come face to face with wildlife that is normally hidden from the eyes of a visitor.



## Beaches

Manuel Antonio is famous for its large stretches of secluded beaches. Get away from the crowds and experience your very own Costa Rican paradise.

Escape to Costa Rica for a Luxury Experience in One of the world's Last Remaining Rainforests

[Reserve My Rainforest Retreat Now](#)

# The only way to get legal help in tough financial times without paying for a lawyer

I'm glad you were interested in learning more about how an attorney can help with tight finances.

- Only a professional has the expertise to help navigate out of a tough spot.
- Keep your house, your car, and your way of life while stopping creditors from knocking on your door.
- Manage your own finances and your own situation and stop worrying about money.



## Free Legal Consultation With an Expert

Talk with a lawyer about your problems and a path out of financial hardship.

I want a lawyer to contact me.

[Get my free consultation](#)

1,400 people like you get financial assistance every day.

## Learn to control your financial headaches



Better results



Less pain



More money

A financial consultation with our experts makes your life better.

[Get my free consultation now](#)

CTA

# Second Task: CTA

Calls to action is extremely important. To click or not to click, that is the question. Here are some important factors of a CTA structure:

1. Description (being explicit about what I'll get)
2. Actionable phrasing
3. Possessives (choosing 'my' vs. 'your')
4. Subtext (supporting information)
5. Urgency (a reason to act now)

# A generic example:

**Description:** "Get My Free SaaS Project Management Guide" - Describes what you'll get by clicking.

**Actionable phrasing:** "Get" - Describes that you will receive something.

**Possessives:** "My" - Personalizes it.

**Subtext:** "A quick 5 minute read with 10 top tips!" - Lends extra benefit to the offer as it's easily digestible.

**Urgency:** "Every day you don't implement these tips you're losing productivity and money" - Connects with the pain of your prospect and how the offer will help them more if they get it now.



Get My Free SaaS Project Management Guide

A quick 5 minute read with 10 top tips!

Every day you don't implement these tips  
you're losing productivity and money

# A bit more about CTA

1. What is my prospect's motivation for clicking this button?
2. What is my prospect going to get, when he/she clicks this button?

Genius takeaway:

**A call-to-action that conveys the value of your offering and its relevance to your prospect will lead to more conversions.**

**Get my free consultation**

1,400 people like you get financial assistance every day.

# Secret CTA Killer: Negativity

## Control:

### Join BettingExpert

**Username:**

**Email:**

**Password:**

I accept the [Terms and Conditions](#)

**Sign up +**



## Treatment:

### Join BettingExpert

**Username:**

**Email:**

**Password:**

I accept the [Terms and Conditions](#)  
*100% privacy - we will never spam you!*

**Sign up +**

*"But I wasn't thinking about spam until you pointed it out! Now I have 'cause to pause' "*



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CREATOR OF BASECAMP AND RUBY ON RAILS



Find resources in batches to save memory



Remove wonky layout hacks in favor of real layouts



Release Alex's subtle color scheme



Integrate with phone conferencing service

**Removing the word "Gimmicks" resulted in a 25% lift in conversions!**



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# Directional Cues

# Design – Directional Cues

You would be amazed at how visual cues in design can help a landing page.

- Design is all about attention.
  - Your ad captures attention
  - Your headline maintains attention
  - Your page design focuses attention

Your goal with design is to draw attention to the most important element(s) on the page.



**wholesale**  
**appliances**

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Independently written by Keith Woodbridge, Retail IT Professional (formally IT Director Clinton Cards)

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I'm glad you were interested in learning more about how an attorney can help with tight finances.

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## Free Legal Consultation With an Expert

Talk with a lawyer about your problems and a path out of financial hardship.

I want a lawyer to contact me.

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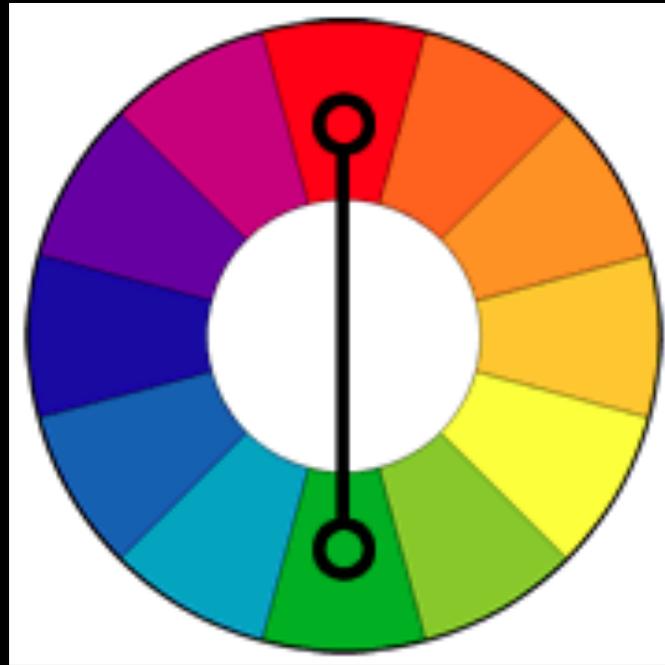
1,400 people like you get financial assistance every day.

Learn to control your financial headaches

# Contrasting Colors

# Design – Contrasting Colors

Look for the dominant hue of your page, and pick its complement for your CTA.





# The 3 Landing Page Mistakes That 98% of Marketers are Making

(And How to Fix Them)

With Oli Gardner from Unbounce

## Let's fix your landing page mistakes!

In less time than it takes to watch an episode of Breaking Bad...

Unbounce Co-Founder Oli Gardner will show you exactly what marketers are doing wrong.



*"I've seen more landing pages than anyone on the planet. Let me show you how it *should* be done." -- Oli Gardner*

And more importantly, you'll learn the 3 **ridiculously simple principles** that will fix your landing pages, and increase your conversion rates.

Date: **Tuesday, February 18th**  
Time: **11:00am PT / 2:00pm ET / 7:00pm GMT**  
Duration: **1 hour**  
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Save My Seat



# The only way to get legal help in tough financial times without paying for a lawyer

I'm glad you were interested in learning more about how an attorney can help with tight finances.

- Only a professional has the expertise to help navigate out of a tough spot.
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## Free Legal Consultation With an Expert

Talk with a lawyer about your problems and a path out of financial hardship.

I want a lawyer to contact me.

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1,400 people like you get financial assistance every day.

White Space

# Design – White Space

Space things out. And because you can use any color you like, not just white.

Calling it white space may not work, call them gaps.

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- **FREE** Mobile Credit Card Reader or
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- Over the Phone
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- ✓ Superior Customer Service
- ✓ 24/7/365 Customer Support
- ✓ Same Day Approval
- ✓ Custom Solutions for Every

Business Type



**Start Here!**

Name (\*)

Business Name (\*)

Phone (\*)

Email (\*)

What state is your business located in?

Select One

Do you currently process credit cards? (\*)

Select One

Comments

Mandatory fields marked with (\*)

**SUBMIT**



MAY 2012 OVERALL PROCESSOR

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MAY 2012 MOBILE PROCESSOR

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No Out of Pocket Expense to Become an **AGENT**



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Mobile Credit Card Processing

# Volume 3: You're Experts Now!

Let's try some examples.

- Four examples
- You tell me what's wrong
- We'll try fixing a few

Most Popular Gifts:

SEARCH BY GIFT KEYWORD:

Need help?  
Call: 1-800-404-8711  
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**SHOP BY PRODUCT**

- What's New
- Best Sellers
- Premier Collection
- Holiday Gifts & Flowers
- Everyday Flowers
- Roses
- Cut Flowers
- Balloons
- Plants
- Tropical Flowers
- Corporate Gifts
- Cookie Bouquets
- Mrs Fields Cookies
- Fresh Fruit
- Food Gifts
- Organic Foods
- Gift Baskets
- Gourmet
- Chocolates
- Candy
- For Him
- Spa Gifts
- Canada Gifts
- Candles
- Patriotic
- Monthly Gift
- Create A Bouquet
- Gift Certificates
- Monochromatic Flowers
- International Delivery
- Corsages

**SITE SERVICES**

- Date Reminder Service
- Flower Contest
- Flower & Plant Tips
- Flower Pictures
- Flower Meanings
- Flowers Screen Saver
- Virtual Cards
- Virtual Flowers
- Wedding Flowers
- Home Page Contact Us
- Security & Privacy
- Testimonials
- Gift Certificates

**For International Flower Delivery**  
[Click Here](#)

**Shop By Occasion**

- Anniversary
- Birthday
- Congratulations
- Funeral & Sympathy
- Get Well
- Graduation
- I'm Sorry
- Just Because
- Love & Romance
- New Baby
- Thank You
- Retirement
- Wedding Gifts

**SEASONAL IDEAS**

- Spring Flowers & Gifts
- Summer Flowers & Gifts
- Fall Flowers & Gifts
- Winter Flowers & Gifts



**Today's Most Popular**



[BELATED MOTHERS DAY GIFTS FLOWERS & ROSES](#)



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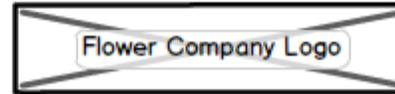
[BELATED MOTHERS DAY GIFTS](#)

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**Next Day Flower Delivery**  
www.flowersonly.com/**NextDayFlorist**  
Birthdays, Get Well, All Occasions  
Order Now For Tomorrows **Delivery!**

Today's Most Popular

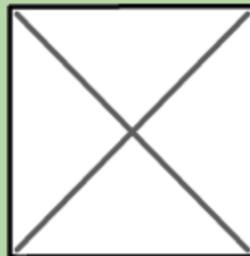




# Next Day Flower Delivery

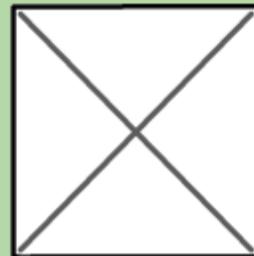
Flower company offers next day flower and gift delivery to any location in Canada and the United States. Guaranteed.

What occasion do you want to send flowers for?



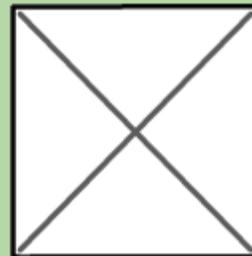
Birthday

Order Now



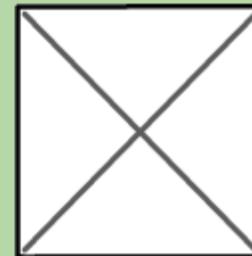
Romantic

Order Now



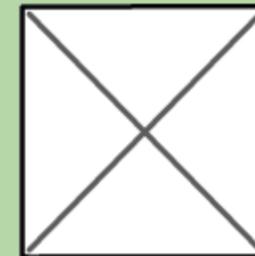
Anniversary

Order Now



Bereavment

Order Now



Graduation

Order Now



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- Audio & MP3
- Gaming, Music & Toys
- Cameras & Camcorders
- GPS & Travel
- Cell Phones
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# The Ultimate Guide to Landing Page Optimization

By Oil Gardner | Google+ in Landing Pages | 14 comments



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The Ultimate **Guide** to **Landing Page Optimization**

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Today marks the start of Landing Page Optimization (LPO) Week, which will ... A free ebook “The Ultimate Guide to Landing Page Optimization” – (58 page PDF) ...

The Ultimate **Guide** to **Landing Page Optimization**

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Get The Ultimate Guide to Landing Page Optimization for FREE and start optimizing your landing pages like the pros.



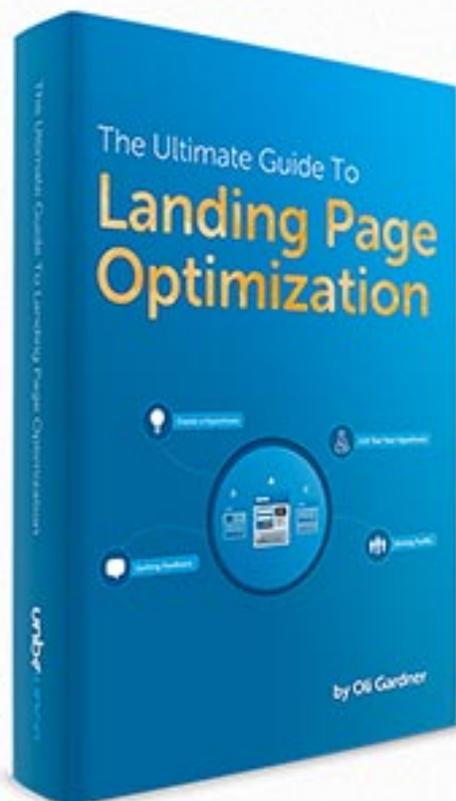
# The Ultimate Guide to Landing Page Optimization

Everything You Need to Know About LPO

## What's in the ebook?

This 58-page guide will teach you everything you need to know about Landing Page Optimization (LPO), including examples, workflow and more:

- 1. What is Landing Page Optimization?**  
Learn what LPO is all about and what you need to construct a high converting landing page
- 2. The Landing Page Optimization Process**  
These 7 steps will show you how to create & optimize a landing page, and a team workflow that really works
- 3. Landing Page Examples**  
Good and bad landing pages are broken down and critiqued for conversion by the author, Oli Gardner
- 4. Convincing Stakeholders**  
Ever had to justify adding optimization into your day-to-day marketing? This section will show you how to show the value of LPO in terms that stakeholders understand



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 Track thousands of keywords and backlink data across major search engines and receive keyword suggestions and recommendations to issues that prevent you from dominating search results.
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 Ron Marcelo  
 Director of Marketing  
 Care.com

# What did we cover today?

- Key concepts
  - Attention Ratio
  - Conversion Coupling
  - Conversion Momentum
  - Context of Use
  - Friction
  - Form design
- Writing good copy
  - Headlines
  - CTA
  - Design - Directional Cues
  - Design – Contrasting Colors
  - Design – White Space
- Examples

You are now ready  
to rock your own  
landing page.

# Appendix

1. As attention ratio goes down, conversion rates go up.
2. The stronger the coupling between ad (or any link really) and the landing page it takes you to, the more likely your visitor will be to understand they are in the right place and stick around as a result.
3. Context is one of the most powerful ways to create an experience that will convert your visitors into customers. Start a conversation before the click and continue it after the click in a personal way.
4. If you need to show an image/photo of your offering, try to show it being used in practice to show context of use.
5. For lead gen landing pages, you can design the form as a standalone unit by ensuring it has 6 elements that tell a complete story around your offering. And form love can be a real thing.
6. The copy on your page is essential to the success of your campaigns, and you should focus the majority of your time on crafting a compelling headline and an actionable CTA that inspires a click.
7. Remove incongruent words from your page. Particularly when placed close to your CTA. Words like "spam", "gimmicks" can be detrimental to your conversion rates.
8. Design is more than the visual treatment of your landing page, it's about creating an experience that focuses attention on the goal of your page.
9. Persuasive design will illuminate your failings as a copywriter, which is a good thing.
10. Always ask for a second conversion on your confirmation pages.
11. It's okay to have multiples CTAs only when the page goal is exactly the same for each.
12. Take a walk through your own ad to landing page experiences and give yourself an honest critique.