



## Five Lessons Learned During Landing Page Optimization

The average conversion rate on a search, pay per click landing page is only 3.9% according to MarketingSherpa (MarketingSherpa's Landing Page Handbook). That's a lot of wasted money on clicks not generating any revenue! See how our first test resulted in a 34% increase in EPC (earning per click) and a 41% increase in downloads. For this reason, W3i consistently optimizes landing pages. There are an endless number of factors that can be considered when optimizing landing pages. Some of the highest impact elements include: headline, value proposition, and the call to action. The goal of optimizing landing pages is to increase conversion rates and overall revenue. To learn more about one of W3i's successful landing page optimizations, continue reading below!

### Landing Page Optimization

"A landing page is any page on a website where traffic is sent specifically to prompt a certain action or result," according to Copyblogger, LLC (copyblogger.com). The action that W3i is interested in, like so many other companies, is the download of a software product. The big question in optimization is often, "Where to begin?" This depends in part on the current conversion rate, the length of time the page has been active, user's perception of standard/safe page layouts, and trends in the space, etc. The specific focus in these tests was on conversion rate.

One of the largest factors in EZ Videos eroding conversion rate was the age of the current page. When an outdated or stale creative is a major factor, a radical redesign may be the best way to kick off the process. For the EZ Videos landing page, this was definitely the case. A radical redesign was required and the resulting effect proved to be extremely successful.

After the initial phase of optimization and testing was completed, phase two involved more traditional techniques of isolating specific variables. Read on for the detailed steps taken to produce double digit increases!

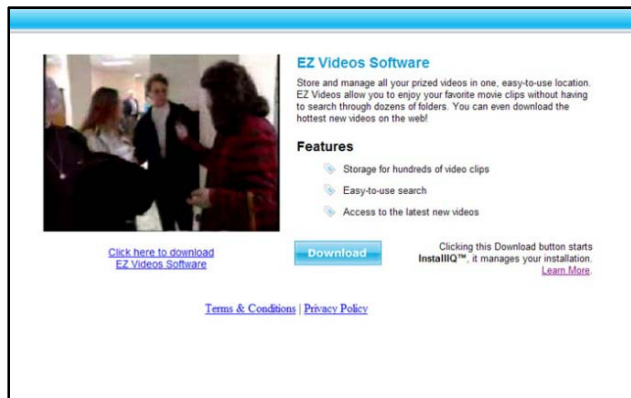
### EZ Videos

EZ Videos is an application that allows users to search and store videos. They can use the built-in search to find listings they have already entered. The application also enables access to the latest new videos on the web. In this instance, the landing page is also the download page. A download is a difficult conversion-action to begin with. In order to increase downloads and revenue, this creative needed a serious revamp.

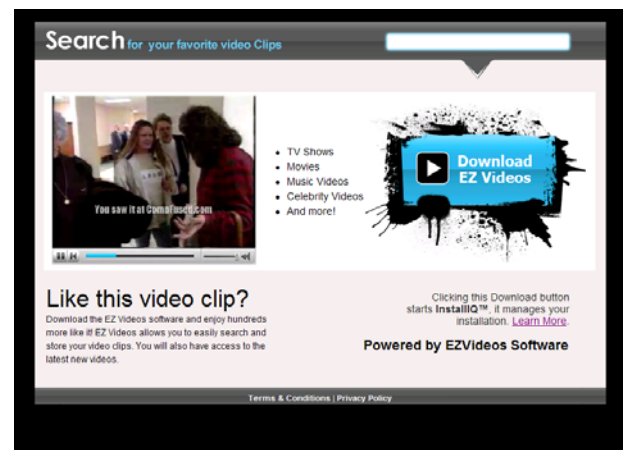
A radical redesign is exactly what it sounds like. Designers completely rework the creative, incorporating very few (if any) elements from the original design. Several landing page ideas were developed for the EZ Videos product which led to two new designs ultimately being tested.

- Control
- Test Version 1
- Test Version 2

**Control:** The original page



**Test Version 1:** Notice the catchy headline, "Like this video clip?" The value proposition focused on here is the benefit of searching for and accessing tons of similar video clips.



**Test Version 2:** In this design, the call to action is more emphasized. Downloading the product is the desired action, so the button is accentuated. Graphic elements as well as rollover animation have been added to make the button stand out more.

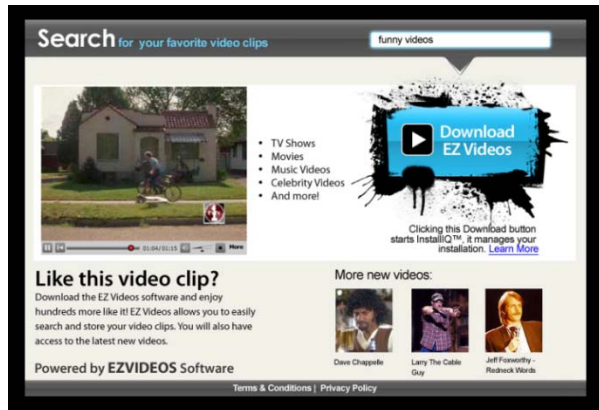
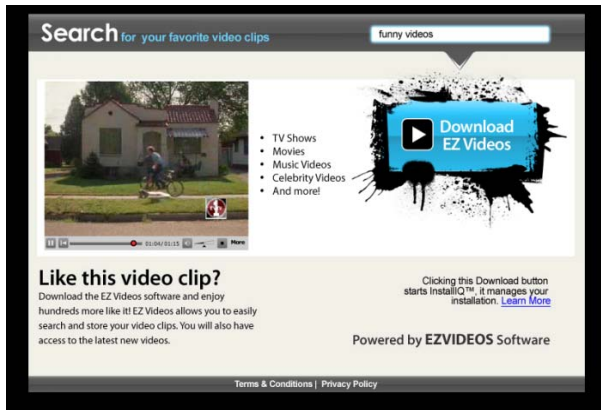
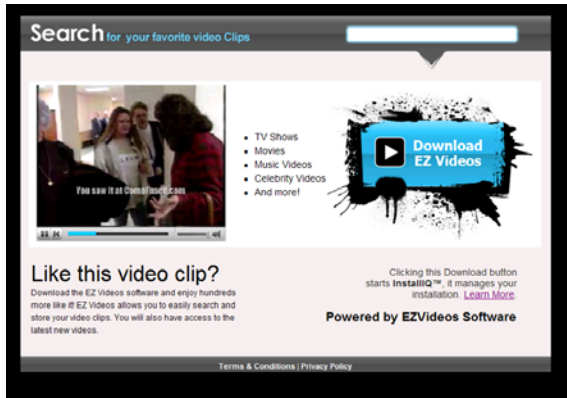
Both test pages saw a lift in performance but Test Version 2 was the clear winner, with a 34% increase in EPC (earning per click) and a 41% increase in downloads. The new designs clearly sparked more of an interest with users. The stronger call to action likely gave Version 2 the bump it needed to outperform Version 1.

## EZ Videos: Phase Two

Does optimization ever really end? But of course not. To further improve conversions on the EZ Videos product, round two of testing was performed on the landing page. The overall design of the new version remained the same but various elements were added and/or altered intended to increase performance further. Essentially, isolating high impact variables and tweaking them to squeeze out every drop of performance. Traffic was distributed equally amongst the three options.

- New control
- Test Version 3
- Test Version 4

## New Control: winner of round 1



**Test Version 3:** Swaps out the video clip (with a potentially more entertaining one) and adds a little flash animation of a user searching for videos to illustrate the benefits even more.

**Test Version 4:** Again swaps out the video clip (same one used in version 3), adds the flash animation, and also introduces thumbnails of other available videos. Benefit of the thumbnails: three more places for the user to take action

This test is currently in process and no results are available at this point. We will let you know the results next month!

## Summary

W3i has had considerable success with testing landing pages and will continue to use this method to increase revenue.

## Lessons Learned

1. Don't let creatives get stale – continuously optimize
2. Emphasize the benefits
3. Make the call to action your strongest element
4. Offer multiple locations for the user to take action
5. Keep users entertained and interested