

Avoiding the Seven Deadly Sins of Landing Page Design

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Penn State University

Capital One

IBM

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Before we get started:

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- To ask a question – use the Question and Answer feature on the right
- This webinar is being recorded – it will be available in our online resource center **April 20**
- If you subscribed to our mailing list you will receive an email notification when the recording has been posted
- We're giving away 25 autographed copies of Tim's best selling book “Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions”

Winners will be notified via email

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About Listrak

Your Email Service Partner



The presenter



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tim@sitetuners.com

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Overview

- Landing Page Optimization Basics
- The 7 Deadly Sins of Landing Page Design

Landing Page Optimization Basics

Your Baby Is Ugly



Your landing pages have fundamental problems

Why should you care?



- You have neglected the landing pages
- Your conversion rate is too low
- This is costing you a lot of money



The economics of conversion: Fix the landing page to lower costs

$$\text{CPA} = \frac{\text{CPC}}{\text{CR}}$$

CPC - Cost per click
CR - Conversion rate
CPA - Cost per acquisition

Profit impact is disproportionate.

BEFORE

Cost - \$1.00
Value - \$1.25
Profit - \$0.25

A **20% increase** in conversion rate...

AFTER

Cost - \$1.00
Value - \$1.50 (\$1.25 x 120%)
Profit - \$0.50

...will **DOUBLE** your profits!

Question: What is a Camel?



Answer: A Horse Designed by Committee

Who should design your site?





None of the above...



Your website serves too many masters.
It should be focused only on conversion.

Case Study - RealAge



- **Conversion action:** Completion of free test registration
- **Test Size:** 552,960 unique "recipes"

 **The RealAge Test**

Calendar Age	Difference	My RealAge
?	?	?

THREE Steps

1. Test Questions

Privacy and Personalization

2. Results

3. My Plan



What's YOUR RealAge?

Your RealAge is the biological age of your body, based on how well you've maintained it. **Are you as young as you can be?** Complete the patented, one-of-a-kind RealAge test today!

As you answer the questions, watch your RealAge grow younger...or older! When you finish the test, you'll get a personalized RealAge plan, developed by MDs and PhDs!

Privacy and Personalization

What is your e-mail address?
We will not share your address or send you e-mail without your permission.

To maintain your [privacy](#), we use your e-mail address to identify you.

What is your password?
If you don't have a password, make one up.

[If you don't remember your password, go here.](#) A password will save your data at RealAge.

Would you like us to remember your password for next time?


Yes No

If you check Yes, you won't have to tell us who you are next time. If you are using a public computer, check No to maintain your privacy.



Continue

[Switch to secure sockets \(SSL\).](#)


Before

 **The RealAge Test**

As seen on:

Free Test



Your RealAge is the "biological" age of your body, based on how well you've maintained it.

Privacy and Personalization

E-mail
We will not share your address or send you e-mail without your permission.

Password
If you don't have a password, make one up.







Remember password

Yes No

Submit

[Submit](#)

[Switch to secure sockets \(SSL\).](#)

After

Case Study - Results

- 40% lift in conversion rate
- \$3,285,000 annual profit improvement

Case Study – Uniblue Registry Booster



- **Conversion Action:** Free software download
- **Extensive previous page testing by client**
- **Test Size:** 3,110,400 unique “recipes”



Free System Scan

How many .exe related Errors does your Computer have?

You no longer need to guess... this Free System Scan will give you a complete diagnosis and deep scan of your registry for Errors and Conflicts.

94%

94% of computers have corrupt, unused, and possibly harmful files"

Free System Scan

Start FREE System Scan

[Click Here to Start Free System Scan](#)



Recent Awards



"This easy-to-use tool lets you remove faulty Registry entries that slow down your computer"

What is Registry Booster?

Registry Booster is the safest and most trusted solution to clean and optimise your system, free it from registry errors and fragmented entries. Through Advanced Error Detection Technology, Registry Booster automatically identifies missing, corrupt, or invalid items in your Windows registry and dramatically enhances performance and general stability.



[\[+\] click to enlarge](#)

How will Registry Booster fix .EXE related Errors?

The .exe file can be trying to use files and functions that aren't working properly. This can be a cause of .exe errors. Registry Booster will remove empty registry keys, file associations program shortcuts and more that are left behind after improper installation/un-installation, spyware, viruses and other malware, leaving you a clean and

The Problem

Have you noticed that the longer you have your computer, the slower it runs and the more it crashes? Often this phenomenon is caused by problems in the registry that accrue over time. Installing and uninstalling programs leave behind fragments – stray files, orphaned startup tasks, corrupted drivers. Over time the registry starts to get bogged down and conflicts emerge. Left unchecked, your system will become increasingly unstable, run more slowly and crash more frequently.

The Solution

Registry Booster is the easy answer to registry problems. It conducts deep scans of your registry to check for errors and conflicts, then repairs and optimizes the registry to peak performance and stability. Periodic scans will keep your registry "clean" and will greatly enhance your system's performance and stability.

You'll see immediate increases in speed and decreases in system conflicts.

You may have .exe related errors on your system that can cause crashes or system failures, check it now!

Start FREE System Scan

[Click Here to Start Free System Scan](#)



Before

94%

There is a 94% chance that your computer has registry problems.

Free System Scan

Recent Awards



Rated 5 Cows by Tucows



Free System Scan

How many .exe related Errors does your Computer have?

You no longer need to guess... this Free System Scan will give you a complete diagnosis and deep scan of your registry for Errors and Conflicts.

Instant Scan



The Problem

Have you noticed that the longer you have your computer, the slower it runs and the more it crashes? Often this phenomenon is caused by problems in the registry that accrue over time. Installing and uninstalling programs leave behind fragments – stray files, orphaned startup tasks, corrupted drivers. Over time the registry starts to get bogged down and conflicts emerge. Left unchecked, your system will become increasingly unstable, run more slowly and crash more frequently.

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Registry Booster is the easy answer to registry problems. It conducts deep scans of your registry to check for errors and conflicts, then repairs and optimizes the registry to peak performance and stability. Periodic scans will keep your registry "clean" and will greatly enhance your system's performance and stability. You'll see immediate increases in speed and decreases in system conflicts.

2 minutes can save you months of frustration and crashes.

Instant Scan



After

Results - Uniblue Registry Booster

- 24% increase in conversion
- CR improved from 30.3% to 37.7%
- \$182,000 annual profit improvement

Case Study – EngineReady



- **Conversion Action:** Online form or phone lead
- **Large-scale PPC campaign**
- **Tuning Method:** SiteTuners TuningEngineSM
- **Test Size:** 192 unique “recipes”

Home Site Map Contact

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Decide with Confidence

After

Results - EngineReady

- 51% increase in revenue per visitor
- \$48,000,000 annual revenue increase

The 7 Deadly Sins of Landing Page Design

#1 - Unclear Call-to-action

What are you supposed to do on this page?

Common issues:

- Spend precious time deciding what to do
- Get confused and frustrated



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After

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SUBMIT

#2 – Visual Distractions

Where am I supposed to look?

Common issues:

- Visual assault is extremely annoying
- “Gratuitous graphics” unrelated to product/service
- No clear separation of content and navigation
- Time wasted on looking at the wrong stuff



Linear Angled
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Hottest toys of the year include gas RC cars, electric RC helicopters, RC trucks, RC tanks, RC jets, RC boats, model VEC, and nitro RC cars, that reach speeds over 70 MPH! Electric airsoft guns such as the MP5 are back in stock. The toys and Ride On Cars featured on Trend Times can be found at our toy stores.

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Our Homepage Deals



Gas Scooters



RC Boats



RC Helicopters

QUESTIONS?

Chat live with an online representative.

Jane: Hello

Jane: How may I help you?



Start Chat >

NO THANKS

Electric Scooters
Gas Scooters
Gas Powered Scooters
Gas Powered Skateboards
Motor Cycles

Airsoft Guns
Electric Airsoft Guns
Gas Blow Back Airsoft
Gas Non-Blow Back Airsoft
Jama Airsoft Guns

Toys
Winter Toys
Summer Toys
Science Toys
Model Trucks
Ride On Toys
Outdoor Toys

QUESTIONS?

I'm online. Chat now



Type your question here and click StartChat.

#3 – Too Much Text

Do you really expect me to read all of this?

Common issues:

- No much text in paragraph style
- No clear hierarchy or flow
- Inappropriate level of detail for a landing page




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Grand Canyon Train Tours



Canyon Tours offers over 180 tours and activities at the Grand Canyon. Tours by bus, airplane, helicopter, train, raft, Jeep, SUV, van, and more. Tours from Las Vegas, Williams, Flagstaff, Sedona, Phoenix, Tucson, and Los Angeles.

See the Grand Canyon aboard the Grand Canyon Train.

CanyonTours.us offers a variety of options for visiting the Grand Canyon by train:

Train Only -- Ride the train from Williams to the Grand Canyon and back - depart Williams in the morning and return to Williams in the afternoon. Choose the class of service - coach, club, first class, observation car, or luxury parlor car.

Overnight Package -- Enjoy a special overnight package that includes hotel and meals as well as the train. Choose from one night in Williams, two nights in Williams, one night in Williams and one night at the Grand Canyon, or two nights in Williams and one night at the Grand Canyon.

Classes of Service:

Five classes of service are available - Coach, Club Car, First Class Cars, Observation Car, and Luxury Parlor Car. Be sure to pick the class of service that you will most enjoy!

General Information:

The Grand Canyon Railway train departs Williams, Arizona every morning. We suggest you arrive early for breakfast at Max & Thelma's Restaurant and so you will have time to look around the beautiful old depot and see the gunfight show that takes a half hour before boarding time.

It's a relaxing 2 hour 15 minute train ride to the Grand Canyon. You'll enjoy the scenery, the information provided by your passenger services attendant, and the on-train entertainment (fiddlers, guitarists, and gunfighters provide some of the entertainment you may see in your car).

When the train arrives, we suggest that you walk straight to the rim of the Grand Canyon for an unbelievable sight. It's an amazing sight. Then take the shuttle bus that goes along the rim and ride to one of the last scenic overlooks. Work your way back to the train depot stopping at as many of the overlooks as you choose. There are different sights to see at each stop.

Be sure to be back at the depot in time to board the train for the return to Williams as there is often only one train each day. There's even more entertainment on the return trip. The day ends when the train reaches Williams.

Each train engine and each train car has been painstakingly restored to its original state by a staff of mechanics who see their work as more a labor of love than a job. On the train, your crew is no less enthusiastic. Each is bursting with local and Grand Canyon folklore and history, as well as Grand Canyon Railway knowledge. Strolling musicians catch you up with what was hot way back when. And there's even fun recreations of an old fashioned shoot out and a train robbery.

How to Find the Tours and Activities that Interest Yo

Your Reservations Cart

Your Reservations Cart is empty

Search for a tour / activity

Keyword: Search

Most Popular Tours & Tickets

- [Grand Canyon Train from Williams - Outferry One-Night Package - March 15 thru October 14](#)
- [Grand Canyon Train from Williams - Outferry Plus Two-Night Package - March 15 thru October 14](#)
- [Grand Canyon Train from Williams - Canyon Two-Night Package - March 15 thru October 14](#)
- [Grand Canyon Train from Williams - Canyon Three-Night Package - March 15 thru October 14](#)
- [Grand Canyon Train from Williams - Roundtrip Ticket](#)
- [Grand Canyon Train from Williams - One Way Ticket](#)
- [Grand Canyon Train from Grand Canyon to Williams - One Way Ticket](#)
- [Grand Canyon Train Tour from Sedona](#)
- [Grand Canyon Freedom Tour from Flagstaff](#)
- [Grand Canyon Drive Fly & Float SUV Tour from Las Vegas](#)
- [Grand Canyon South Rim Bus Tour from Las Vegas](#)
- [Grand Canyon West Rim SUV Tour from Las Vegas](#)
- [Grand Canyon Freedom Tour from Sedona](#)
- [Los Angeles to Las Vegas & Grand Canyon - 3 days & 2 nights](#)
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Storage Appliance offering full NAS and iSCSI (IP/SAN) functionality, Virtualization, Data Mirroring, Local and Remote Replication for Disaster Recovery and more



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IPDATA Storage Appliance Hardware Platforms

IPDATA Appliance Models w/Integrated Storage

Model: S150 (4TB Raw Capacity)

Model: S1500 (4TB Raw Capacity)



Model: S2500 (8TB Raw Capacity)

Model: S3500 (16TB Raw Capacity)



Appliance Configurations: IPDATA integrated storage hardware platforms offers the most flexible and cost-effective foundation for network based storage in the industry.

- All four hardware platforms are available with WUOSS, LX or FS Series Software options to provide "out of the box" unified network-attached storage solution with support for both file-system data (NAS) for users and block-storage iSCSI data (IP/SAN) for application servers.
- High reliability through Dual Redundant Hotswap Power Supply and Hotswap System Disk w/RAID support

Integrated Storage Capacity: IPDATA hardware platforms offer 4TB, 8TB and 16TB built-in storage capacity options.

Storage Expansion: Additional storage capacity thru external Direct Storage Array (DAS) Array modules (Requires SAS or Fibre (FC) HBA) or iSCSI IPDATA Storage Appliance.

IPDATA Appliance Head for Modular Storage

Model: SH150 and SH150E



Appliance Configurations: IPDATA modular storage hardware platforms offer the most flexible and scalable foundation for network-based unified NAS and iSCSI storage functionality based on WUOSS, LX or FS Series Software options. IPDATA Storage Head offers Dual Redundant Hotswap PS and Hotswap System Disk w/RAID-1 support.

- SH150: IPDATA Headline Appliance Head: Standalone Unified (NAS + IP/SAN) Storage Gateway
- SH150E: IPDATA HA Appliance Head: Gateway Level High Availability, Dual Head (Cluster up to 8 heads) Failover. Offers Enterprise class Unified (NAS + IP/SAN) Storage

Integrated Storage Capacity: None. Only indexes support for appliance storage operating system.

Storage Expansion: External Storage Module(s) such as a Direct Attach Storage (DAS) Array (Requires SAS or Fibre (FC) HBA) modular or IPDATA G-Series iSCSI storage appliance is required for storage.

IPDATA Unified (NAS + IP/SAN) Storage Appliance Software Platforms

IPDATA-WUOSS Series

Powered by Microsoft Features
Built on Windows Unified Data Storage 2003

Unified Storage Functionality
SAN Connectivity: iSCSI Initiator/Target Journaling File System
NAS Connectivity: Supports all type of NAS Clients

Data High Availability
Gateway Head Failover Mirror Storage Array Synchronous Mirroring

Data Recovery Features
Snapshots: Up to 512, PIT Recovery
Replication: Local and Remote Disaster Recovery
Single Instance Storage Recovery
Indexing Services

Deployment and Management
Multi-Protocol NAS Client Support
SharePoint, WebDav, Printing Services
Enterprise-Class Security
Simplified File Server Resource Manager
iSV Support: Anti Virus, Backup, CDR etc

Appliance Models compare
- Two, Modular (SH150 and SH150 w/SPM Failover Option, SH150E) Platform
- Four, Integrated (S150, S1500, S2500 & S3500) Platforms
- Expansion Option thru thru DAS-Storage Arrays or iSCSI Storage Appliance

IPDATA-LX Series

Powered by IronLX Storage UI Features
Built on Embedded Storage Linux

Unified Storage Functionality
SAN Connectivity: iSCSI Initiator/Target Journaling File System NFS or ReiserFS
NAS Connectivity: Supports all type of NAS Clients

Data High Availability
Gateway Head Failover Mirror Storage Array Synchronous Mirroring

Data Recovery Features
Snapshots: Up to 32, PIT Recovery
Replication: Local and Remote Disaster Recovery

Deployment and Management
Multi-Protocol NAS Client Support
Enterprise-Class Security
Simplified File Server Resource Manager
iSV Support: Anti Virus, Backup thru iSV

Appliance Models compare
- One, Modular (SH150, SH150 w/SPM Failover Option) Platform
- Four, Integrated (S150, S1500, S2500 & S3500) Platforms
- Expansion Option thru thru DAS-Subsystem or iSCSI Storage Appliance

IPDATA-FS Series

Powered by Falconstor Features
Enterprise IP/IT Edition

Unified Storage Functionality
SAN Connectivity: iSCSI Initiator/Target Journaling Linux File System
NAS Connectivity: All type of NAS Clients

Data High Availability
Gateway Head Failover Mirror Storage Failover Sync Mirroring

Data Recovery Features
Snapshots: Up to 512, PIT Recovery
Snapshot Agents: SQL, Exchange, Oracle etc
Replication: Local and Remote Disaster Recovery
CDP: Continuous Data Protection against Site-Level Disaster and Bare Metal Recovery

Deployment and Management
Multi-Protocol NAS Client Support
Enterprise-Class Security
Simplified File Server Resource Manager
iSV Support: Anti Virus etc

Appliance Models compare
- One, Modular (SH150, SH150 w/SPM Failover Option) Platform
- Four, Integrated (S150, S1500, S2500 & S3500) Platforms
- Expansion Option thru thru DAS-Subsystem or iSCSI Storage Appliance

DAS Storage Array: Attach External RAID (or JBOD Expander) - subsystem to any of IPDATA Appliances

DAS (Direct Attached Storage) Offers enormous storage capacities (16TB per Module, 64TB+) and transfer rates upto 800 MB/s and 33,000 IOPS. Simple, Economical and Easy way to add direct attached storage to your IPDATA Storage Network Appliance. Query Chain upto 3 DAS-JBOD Expanders to a primary DAS-RAID Subsystem for a total of 64 Drives (64TB) per Host Channel (requires SAS or Fibre HBA)



iSCSI Clustered Storage Array: Scalable IP/SAN

Equallogic FS Series is a family of intelligent, iSCSI-based storage arrays, starting with 200 MB/s and 60,000 IOPS and scaling to more than a million IOPS. It comes standard with comprehensive set of features such as virtual volume management, space-efficient snapshots for instant backup and restore, volume cloning for rapid server provisioning, auto-replication, multi-path support, and cluster support for comprehensive disaster recovery.



Virtual Tape Library Appliances Head

Virtual Tape Appliance Head with two 4-Gb Fibre Ch HBA ports for two SCSI or 4-Gb Fibre Interfaces. Requires a DAS Storage Array subsystem for storage to create multiple virtual tape libraries. Advanced VTL manager software for simplified management, monitoring and diagnostics, works with all 3rd Party Tape Backup Software.



Technology Partners



#4 - Lack of Upstream Continuity

**Does your landing page keep the promise
that your traffic sources make?**

Common issues:

- Page title does not match user intent
- No access to the info promised
- Difficult to find ad-related content on page



Google™

Best Digital Camera

Get Expert Reviews of top **Digital**
Cameras from Consumer Reports.
www.ConsumerReports.org

- Title matches search term
- Promise of relevant expert reviews

Top-Rated Digital Cameras



Over 56 digital camera models tested. Which are top-rated?

From tech updates to new trends (optical image stabilization and large LCD monitors), **ConsumerReports.org** gives you test results with all the information you need when buying digital cameras.

- ▶ What type: Point and shoot or SLR?
- ▶ Megapixels and print quality
- ▶ Ease of use
- ▶ Battery life
- ▶ Next-shot delay
- ▶ Optical or digital image stabilization

For our complete digital camera Ratings and Reviews, including our Quick Picks, and how to choose guide

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These days, there are so many decisions to make before you choose to buy a new digital camera... it's hard to choose what's right for your needs. How many megapixels do you really need? What's the difference between digital and optical image stabilization? What are the important features? Find out what's really most important when buying a digital camera with **ConsumerReports.org's** expert "How to choose" advice:

- ▶ Most reliable brands
- ▶ Point-and-shoot vs. SLR
- ▶ Digital zoom vs. optical zoom
- ▶ Manual vs. automatic controls
- ▶ Complete features glossary
- ▶ Click [here](#) to learn more

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- ▶ Most reliable brands
- ▶ Best and worst products
- ▶ Complete specifications from product dimensions to features



Tested Digital Camera Brands

- ▶ Canon
- ▶ Casio
- ▶ Fujifilm
- ▶ Hewlett-Packard
- ▶ Kodak
- ▶ Nikon
- ▶ Olympus
- ▶ Panasonic
- ▶ Pentax
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About Consumer Reports:

We accept no advertising, take no manufacturer samples and we purchase each and every product for all our tests. The result? Trusted, uninfluenced buying advice that can get you the most for your money

Over 56 digital camera models tested.
Which are top-rated?

[Join today!](#)

NO direct access
to promised info.

#5 – Long Forms

Is the information you are asking for *absolutely necessary* to complete the *current transaction*?

Common Issues:

- Unnecessary fields
- Info not needed until later
- Requires supporting info that is not available

Before

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Total amount of unsecured debt must be \$10,000 or more.

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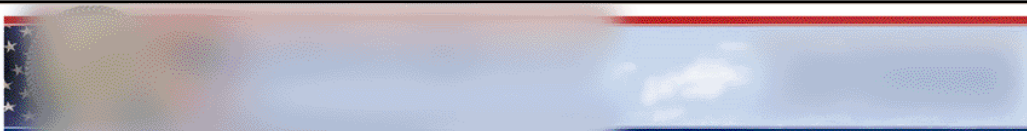
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Decide with Confidence



#6 - Invisible Risk Reducers

Do I feel safe?

Common issues:

- Trust symbols are “below the fold”
- Trust symbols introduced too late in the process



Example - Unhelpful Risk Reducers

The screenshot shows the SMART BARGAINS.COM website. At the top, there's a navigation bar with categories like Bed & Bath, Home & Kitchen, Women's, Men's, Jewelry & Watch, and Shoe. A search bar is present with the text "Search for your bargains". Below the navigation, there are several promotional banners and product listings. One banner features "Oh, happy time! Designer Watches: Save up to 49%" with a watch image. Another banner says "Feast on Something New Modern dinnerware, \$24.99 & up". A third banner advertises "Diamonds: Over 240 Styles". A large "SCROLL LINE" banner is overlaid on the page. Below this, there are three product listings: "Abigail Striped Window Panel Set", "Ninety Stretch Cotton Twill Blazer", and "Urban Chic 300TC Complete 12pc Bed Ensemble". At the bottom, there's a "SMARTshoppers CLUB" section with a "JOIN NOW" button, and a "Want the Inside Scoop?" sign-up form for "The Bargain Alert!". The footer contains various logos like BizRate, VeriSign, NexTag, and Visa, along with copyright information for 2009.



Example - Helpful Risk Reducers

HACKER SAFE
TESTED 27-JUL

Questions?
Visit [Customer Service](#) for caring associates at your service 7am to 1am EST.

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[Sign in / Create Account](#)
[Store Locator](#) | [Shipping](#)

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Watch this!



#7 – Lack of Trust Indicators

Why should I trust you?

Common issues:

- Lack of endorsements (client/media logos)



Example – Trust Indicators

SAN FRANCISCO | LOS ANGELES | NEW YORK

Full Service Experts in Duplication & Replication

SF Video - DVD Replication Experts

- Large volume DVD duplication/replication and packaging
- Custom quote to ensure the best possible price
- Proven capabilities to manage the entire process
- 100% Guarantee against any manufacturers' defects
- Founded in 1990 - over 2400 satisfied clients

Instant Quote

* indicates a required field

Quantity of DVDs *

Name *

Company *

E-mail Address *

Phone *

Packaging *

Comments

Over 2400 satisfied clients ...




Example – Trust Indicators

RealAge The RealAge Test

As seen on:

- TODAY
- GOOD MORNING AMERICA
- 2020
- MSNBC
- FOX NEWS
- CNN
- The New York Times
- earlyshow

 **Free Test**

Your RealAge is the biological age of your body, based on how well you've maintained it.

Privacy and Personalization

E-mail
We will not share your address or send you e-mail without your permission.

Password
If you don't have a password, make one up.

(Forgot password?)

Remember password
If you are using a shared computer, check No for privacy.

Yes No

Submit

[Submit](#)

[Switch to secure sockets \(SSL\).](#)

Overview

- Landing Page Optimization Basics
- The 7 Deadly Sins of Landing Page Design



SiteTuners Summary



Conversion consulting



Full-service landing page tests with guarantee



State-of-the-art self-service testing tool



Contact Info & Additional Resources

tim@sitetuners.com

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twitter.com/tim_ash

www.linkedin.com/in/timash

www.facebook.com/people/Tim-Ash/711922881




SiteTuners.com

LandingPageOptimizationBook.com

LandingPageDirectory.com

Google.com/WebsiteOptimizer

 Powered by the SiteTuners TuningEngineSM

Use the Q&A feature to ask a question

*Reminder – this session is being recorded.
The recorded version will be available in our
online resource center April 20.*



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3 Part Series with Stefan Tornquist from MarketingSherpa

May 6 – email best practices & benchmarks

<https://www1.gotomeeting.com/register/354417984>

May 20 – planning a campaign series

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June 3 – ETM and autoresponders

<https://www1.gotomeeting.com/register/799316793>