

Which Elements Should You Test When You Have Poor Landing Page Conversions?

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Let's jump to the first element.

1. Website Speed

- Let's explore 3 potential causes that lead to high loading times. Then you can devise a strategy to find your optimal mix of elements that allow faster loading of your website along with maximum conversions.
- **Cheap Hosting Service** – Web hosting companies allow a large number of websites in their shared cheap hosting packages leading to slower server response times.
 - The cheap options (with a good reputation) are good for you only when you're starting out. Once your website gets popular, you're leaving money on the table if you're frugally choosing your host.

Note: Spilling more money on a host does not always equate to higher site speed. Juan was paying as much as 1000\$/month on hosting. But Google's server network still loaded faster and led to more conversions.

- **Using fancy slider and Javascript effects** – You don't need to use those automatic image sliders or rotating banners.
 - You can use [OctaGate SiteTimer](#) to check how every element on your website is affecting the load time of your website. Then you can compress the Javascript flab and debug it using this tutorial.
- **Heavy or many number of images** – More images equates to more requests on each page load. And so there will be more round trips between your host and the visitor's browser.
 - Remember the goal of images is to reinforce the message you want to speak through the landing page copy. So stay away from pasting irrelevant photos on it.
 - A great technique you can start with for decreasing your image load time is creating CSS sprites by merging all your small background images into one. Either hire a CSS guy or if you're a technical ninja, you can get started with a tool like compass.
 - For a detailed analysis of your website, you can use [pingdom website speed test](#).
 - It is a great tool to test your website speed and get recommendations for fixing higher load times.
 - Here are some more tips for [improving your website load speed](#).

2. Landing Page Headline

- So how difficult can writing a 10-15 word headline get? And what are the possible mistakes you can commit? Let's look at 4 examples.
 - 1. Your headline is unclear and lacks a value proposition:** If you're not communicating your product's value, visitors won't wait long before hitting the back button.

2. **You aren't maintaining scent:** Meaning there is a mismatch between your PPC ad and the landing page headline.

- We like to see a continuation of conversation after clicking on an advertisement.
- So if your landing page does not facilitate that conversation, you'll lose your visitor's trust. They'll feel like they made a wrong click choice.

3. **You don't communicate your product's value in your audience's language:** Look at the following landing page targeting struggling retailers.

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RETAIL REVIVAL
21 RESCUE REMEDIES FOR SURVIVING TURBULENT TIMES

New Book Reveals Rescue Remedies for Retailers

21 Strategies for Surviving Turbulent Times

“ This book provides a fabulous checklist of easy-to-implement ideas peppered with real-world examples and put into context by one of Australia's most talented marketers ”

Jamie Hayes, Managing Director, Healthy Inspirations Weight Loss Centres

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- It's not tempting enough to get good number of clicks on the CTA. How about this headline for the landing page?

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- This second version increased the response rate by 307%.

4. Your headlines lay waste as nobody notices them – The size of your headline text should be big enough to grab the attention of your visitors.

- You can also try using title case, centre your headlines, put quotation marks and use a contrasting color to improve your headline and page’s readability.
- You need to spend some extra time on writing a powerful headline. It can increase your on-page time and decrease the bounce rate.
- Further if you’re running ads, you’ll also see an increase in your quality score on Google AdWords and lower your CPC.
- **Tools to test your headlines** – First tool is Content Marketing Institute’s [Emotional Value Analyzer](#). Here is how you can use it:
 1. The Emotional Marketing Headline Analyzer performs an analysis of your headline once you input your title.
 2. Then it gives you an EMV score. More than 50% is an exceptional score as the tool points out.
- Second tool is [CoSchedule’s Headline Analyzer](#). This is how you can get started:
 1. You just need to plug in your headline and click on the “Analyze Now” button to get started.
 2. You’ll soon be presented with a score along with a grade for the variety of words used in your headline.

Note: Both the above tools were created to test blog post titles. But they’ll also serve your purpose of gauging your headline’s attractiveness.

- Another tool for testing your landing page’s first impression is the [Five Second Test](#) by UsabilityHub. You can upload your own design and ask people for their opinion on your pitch.

3. Call to action

Look at some more dos and don’ts of the precious CTA button.

1. Your CTA should preferably have an action verb and it should be worded clearly (maybe with a benefit) – It’s just a few words. But the button copy tremendously impacts your conversions.

- Action words like ‘get’, ‘dominate’, ‘see’, ‘try’ and the like build momentum for the reader. And they force you to write from your audience’s perspective.

2. Play around with the color, size and shape of your CTA to ensure that it stands out from the rest of the page – There is no one size, color and shape that fits all situations. Here are tips to shape your button.

- Rectangle shape.

- Have clear boundaries or borders.
- Have white space surrounding them.
- Use a contrasting color.

Your button should look like a button to get more clicks. You can use [ButtonOptimizer.com](https://buttonoptimizer.com) for generating various colored CTA buttons.

3. Place your CTA strategically. And try multiple buttons if you've a long-form landing page – Yes above the fold is a good place to start.

4. Social Proof

- Always display trust signals on your landing page. Because without credibility, your product isn't going to sell.
- On your newsletter subscription landing page, you can show your newsletter subscriber count or social media followers or testimonials from your readers.
- If you're a B2B company, then for your product pages, you can show logos of big brands that have been served by you.
- But all kinds of social proof aren't equally persuading. If you can get an industry expert (read influencer) or a celebrity to vouch for your product/website, it can tremendously boost your sales.
- You can test different types of social proof on your landing page, until you come up with the winner.

5. Landing Page Traffic

- A great strategy to drive relevant traffic is by keeping your audience in mind. Say your two major traffic sources are – Facebook Ads and Google AdWords.
- Now you need to run tests on both the platforms individually. Only then will you find the optimal ad headline, copy, images and CTA that are most appealing to your different market segments.
- Here is an example on how to segment and conduct a smarter analysis of your traffic.
 - **PPC traffic** - What are these people looking for? How often do they convert vs. organic search? What types of images improve the likelihood of their conversion?
 - **Email traffic** - If your email newsletters are generating clickthroughs, analyze this group carefully. Find out what causes the highest bounce rates. Find out if content geared toward email clickthroughs increases conversions.
 - **Organic search traffic** - Organic search traffic can be further subdivided. Traffic segment variance is a study all its own. What search terms led them to the site? Where are they located? Are they accessing your mobile site or your non-mobile site? In a

report from Marketing Sherpa, Marriott Vacations tested their iPhone landing site, and discovered techniques that caused their conversion rate to climb from 5% to 7%.

- A warning sign for ads that are irrelevant and don't appeal to their target audience is low CTR. So look out for it.
- Once you improve your ad quality, next comes the post click experience – your landing page.
- A guy who comes to your website from Google Ads is mostly looking for a direct solution to his specific problem.
- And a guy from Facebook Ads is still looming in the problem discovery phase.
- So you need to design individual landing pages that target your market segment's specific needs.
- However these different versions need not be completely different. Just ensure that the landing page headline, copy and the CTA matches the context as well the overall look and feel of the traffic source.
- And if you've already got considerable traffic on your website, then you can dig up your analytics for audience reports. And use that data for targeting.
- Similarly on Facebook, you can find out [details about your fans](#) using the Facebook Insights tool.

6. Landing Page Design

Here are 2 more specific designing tips.

1. Use explicit directional cues to highlight the CTA – You can use arrows, lines, eye glances and pointing to draw attention of your visitors to a specific element on your landing page.

- The first obvious choice for highlighting on your landing page is your CTA. But you can also focus on your product's USP.
- [Arrows](#) are also a great way to subtly command attention.

2. Don't use a fairly common design template and generic stock photos – How you would feel to arrive on a new website using the same design and a cheesy stock photo that you've seen on at least 10 websites before? You will find it interesting.

- So if you want to carve a unique brand identity, you've got to go the extra mile. And stay away from using the most common design templates. Instead, your aim is to sweep them off their feet so that they buy from you and also remember you.