



Think Beyond the Click: **Top Tips to Improve Your Landing Pages**

A Webinar from Kellysearch.com

Today's Hosts

○ Julie Mason ○ Phil Manning ○ Jim Newsome

- General Manager, Kellysearch US
- Over a decade of experience in online marketing
- Launched Kellysearch US



- Marketing Development Manager, Kellysearch US/UK
- Been with Kellysearch since its inception in 2001
- Migrated Kelly's from print directory to online database in UK



- Kellysearch SEO expert
- 11 years experience in building, optimizing and analyzing websites
- Search Engine Marketing and Web Analytics Guru





Today's Agenda

○ **We will discuss:**

- Landing page basics
- Elements of superior landing pages
- Landing page optimization
- Landing page maintenance



Landing Page Basics

○ **What is a landing page?**

- A designated web page a visitor is taken to after clicking on a link or advertisement



Landing Page Basics

○ Purpose

- Key Question: What do you want visitors to do when they arrive on the page?
 - Learn or inquire
 - Give permission
 - Give information/ feedback



Landing Page Basics

○ **Benefits**

- Increase conversion
 - Make prospects' lives (and conversion) easier
- Improve Search Engine Optimization (SEO)
- Gather valuable information on site visitors



Elements of Superior Landing Pages

- **Every landing page element should serve only **three purposes:****
- Give prospects a reason to convert
- Give prospects the ability to convert
- Resolve any concerns prospects may have about converting



Elements of Superior Landing Pages

○ **What to include:**

- Content – relevant, focused, detailed information on product or service
 - All information on one page
 - Most important content “above the fold”
 - Consider multiple pages for multiple audiences



Elements of Superior Landing Pages

○ **What to include:**

- Clear call to action
 - Example: Buttons
 - Button wording matters
- Benefits
 - Easy-to-digest format

Elements of Superior Landing Pages

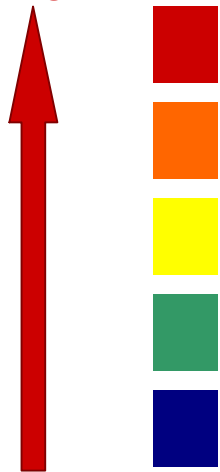
○ What to include:

● Layout and design

- Marketing Sherpa and Enquiro Eyetracking study
- Most important content on left side and in headline

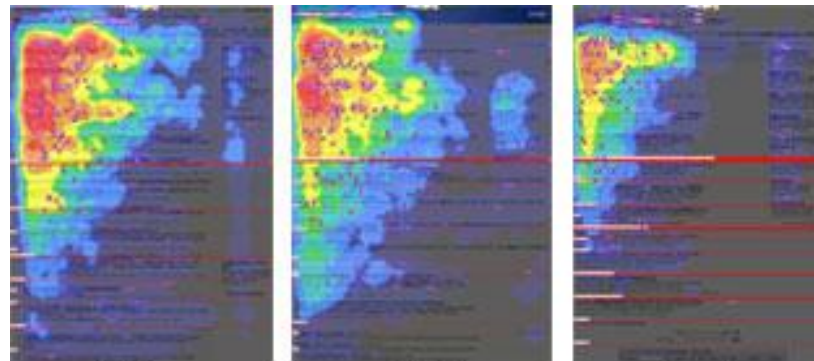
Fixation Length

High



Low

10



Yahoo

MSN

Google

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Everything you need, nothing you don't



Elements of Superior Landing Pages

○ **What to include:**

- Consistency builds trust
 - Look and feel of page should be consistent with other marketing materials
 - Color scheme, font, visuals
 - Ad or link needs to match landing page
 - #1 reason people won't buy from a website: unprofessional look and feel that lacks credibility
 - Trust is crucial when soliciting personal information – use testimonials



Elements of Superior Landing Pages

○ **What to include:**

- **Headline and page title**
 - Include key words/ phrases
- **Logo and value proposition**
 - Top left of screen
- **Testimonials**

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"Turning Web Clicks into Clients: Engaging prospects throughout the buying process." This is the Headline

A "we'll-walk-you-through-it" Webinar from Kellysearch.com.



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In Webinar #1, we clear out your mental attic and get back to basics. We'll identify misconceptions about the web and your place on it. Chief among these: "If you build it (a website, that is), they will come."

OK, sure, but how can you get the best from your website's traffic?

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You've put significant thought, time, money and resources into your website. Now it's payback time.



Elements of Superior Landing Pages

○ **What to leave out:**

- Redundant content
- Distracting information and graphics
 - Ex. Photos that aren't relevant



Landing Page Optimization

○ **Content determines optimization**

- Higher quality content = improved optimization
- Testing Landing Pages
 - Load time – 5 seconds on 56k modem
 - Andy King’s “Web Page Analyzer”
www.websiteoptimization.com/services/analyze
 - Headlines
 - Tell the benefits to the customer



Landing Page Optimization

○ Content determines optimization

- Testing Landing Pages
 - Pricing
 - Odd numbers = lower prices (in the buyer's mind)
 - Call to Action
 - Try different copy
 - Buttons
 - Large, brightly colored buttons tend to have best conversion
 - Example from Kellysearch:

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Landing Page Optimization

○ Google website optimizer

- Plus side:
 - Free online tool
 - Continually test different combinations of site content
- Minus side:
 - It's a complicated tool
 - Need to understand code
 - High levels of online traffic needed
- Best for large business heavily engaged in online activities
- <http://services.google.com/weboptimizer/>



Landing Page Maintenance

○ **Routinely update content**

- Big benefits:
 - Improved organic SEO
 - Ability to track what content generates the best conversion
 - Improved traffic
 - Upwards of 40% increase
- Product and pricing information must be current



Landing Page Maintenance

○ **Keep links current**

- Fix broken links
- Remove broken/outdated links from advertising and search engine listings
 - Software available
 - Xenu's Link Sleuth – Free
 - <http://home.snafu.de/tilman/xenulink.html>
 - Most web design software packages also have this functionality
 - Microsoft Front Page, Adobe Dreamweaver



Highlights and Take-Aways

- Landing pages are key to visitor conversion
- Design pages with elements from today's presentation in mind to get the most leads from your marketing
- Optimize your landing pages and remember to continually test the content and layout
- Maintain peak performance by updating content and links



Thank You for Attending Today's Webinar

Q&A

Attributions:

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Questions/ Comments/ Suggestions

Topic suggestions for future Kellysearch events:

- Guide to web analytics
- The 10 most common mistakes B-2-B companies make with their websites
- Best practice for email marketing
- Tips and tools for search engine optimization

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