

Starting with the Basics:

Landing Page Optimization

Presented by:
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DISCLAIMER!

All site mentioned in this presentation are selected at random. I have not worked with, do not endorse, or am in any way a part of these campaigns.



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The Parts of a Landing Page

Visual Interest

NEW SoundDock®
Series II digital music system



Relevant Content

Small size. Proven performance. Sleek design.
Our classic system for your iPod®. Now updated with new styling and more features.

- Liven up your kitchen, bedroom or living room with quality Bose® sound
- Auxiliary input lets you play an additional sound source
- Remote operates SoundDock system functions and iPod® playlist navigation

\$299 Payments as low as \$24.92 per month ▶

BUY NOW Gloss Black

[Learn more about this product ▶](#)



Be the first to know. Sign up for email updates.

Call to Action

Navigation

[View all SoundDock® systems](#) | [More Bose® products](#) | [Pricing & availability outside the US](#) | [Contact us](#)



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Call to Action

- Do NOT build a landing page without this!



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Call to Action

- Do NOT build a landing page without this!
- Keep forms as short as possible



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Call to Action

- Do NOT build a landing page without this!
- Keep forms as short as possible
- Always above the fold



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- Refinance in as little as 7 days
- Refinance up to 100% of Home Value
- Loans Available in all Texas Counties
- Refinance one day after home purchase
- Texas Mortgage Banker
- Valid Approvals and Dependable Good Faith Estimates
- Fixed Rates with Interest Only Pay Options for 15 Years
- Refinance While in Chapter 13 Bankruptcy

Home Refinance? Home Purchase? Home Equity?

★ WE CAN HELP! ★

Interest Only Loan Options	Finance Closing Costs
10 - 15 - 20 - 30 - 40 Year Fixed Rates	Consolidate Debt
Conventional, FHA, VA Loans	Refinance with Late Pays and Collections on Your Credit

Free Loan Inquiry

Loan Purpose?

Estimated Home Value/Purchase Amount:

Desired Loan Amount:

First Name:

Last Name:

Address:

City/State/Zip:

Home Phone:

Work Phone:

Cell Phone:

Email Address:

Best Time to Call?

How Did you Hear About TexasLending.com?

Please send me additional information? Yes No

Comments:

SUBMIT INQUIRY

Restrictions Apply

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Take advantage of low refinance rates for home loans up to \$3 million.*

Interest rates change daily. Call for our low rates.

Call now. No obligation.
1.866.225.3164

Call for immediate assistance or fill out the form
below for us to call you back.

All Fields
Required

Home value : \$

Mortgage balance : \$

Full name :

Primary phone :
(Include area code)

Secondary phone :
(Optional)

Zip code :

Email address :

SUBMIT



Refinance today

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Relevant Content

- Think: What are you advertising?



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Relevant Content

- Think: What are you advertising?
- Keyword targeted copy and headline



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Relevant Content

- Think: What are you advertising?
- Keyword targeted copy and headline
- Don't use the homepage in ads unless you have ONE product



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lined raincoat woman

[KW Research](#) | [AW Sandbox](#) | [Traffic E](#)

Search

[Advanced Search](#)

L.L.Bean

GUARANTEED. You Have Our Word.®

[Log In](#) [My Account](#)



Shopping Bag
0 items

Web [+ Show options...](#)

Search

GO

[Quickshop multiple items](#)

[L.L.Bean® Visa® Card](#) [Gift Cards](#) [800-441-5713](#)

[Men's](#) [Women's](#) [Kids'](#) [Footwear](#) [Outdoor Gear - Hunt/Fish](#) [Luggage](#) [Home](#) [Sale](#)

[L.L.Bean Womens Raincoats](#)

[www.LLBean.com](#) Shop Our **Women's** Outerwe

[L.L.Bean](#) > [Women's](#) > [Outerwear](#) > [Jackets & Coats](#)

What's New

- New Arrivals
- Top Rated & Under \$30
- Shop by Outfit
- Mix & Match Layers
- New Pant Fits
- Activewear

Shirts

Pants & Shorts

Outerwear

▸ [Jackets & Coats](#)

- [Vests](#)
- [Pants](#)
- [Outerwear Accessories](#)

Sweaters

Footwear

Swimwear



[Rain & Wind](#) Showing 4 of 25

[View all](#)



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What's New

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Shirts

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Outerwear

- [Jackets & Coats](#)
- Vests
- Pants
- Outerwear Accessories

Sweaters

Footwear



Add items below to compare [\(details\)](#)

[View all](#) | [1](#) [2](#) [3](#) | [Next](#)

▸ **Rain & Wind**

- [Fleece](#)
- [Casual](#)
- [Insulated](#)

Showing 1-12 of 25

Sort by:



Page Length

- Short Attention Spans
 - Traditionally
 - Test, Test, Test
 - SEOmoz

Page Length

- Short Attention Spans
- Back Button Buzz Kill
 - Give them what they ask for (search query)
 - Nothing Extraneous

Page Length

- Short Attention Spans
- Back Button Buzz Kill
- **Dependent on the Searcher's Intent**
 - Information Seekers
 - Buyers
 - Product/Service

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Visual Interest

- Utilize Whitespace
 - You don't have to fill every open area
 - Think VW and classic print ads



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Visual Interest

- Utilize Whitespace
- Embrace Simplicity
 - Focus on the Product/Service
 - Cross Selling to a Minimum



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Visual Interest

- Utilize Whitespace
- Embrace Simplicity
- **Buttons**
 - Road Map using Pictures



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"GEICO's rates are the best. When I qualified for a discount, I had it immediately.
They are true to their word."

- Susan L.
Bear, DE
Saved over \$500



Do you know how much you could
save by switching to GEICO?

Find out right now.
Tell us your zip code to start.



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Insurance
Auto, Home, Life & More

Mutual Funds
Invest & Plan

State Farm Bank®
Everyday Banking & Loans

[En Español](#) | [Account Login](#) | [Register](#)

POWERED BY
Google

Search StateFarm.com

[Home](#) > [Insurance](#) > [Quotes](#) > Free Online Auto Insurance Rate Quote - State Farm

- Auto**
- Homeowners
- Condo Owners
- Renters
- Life & Annuities
- Health
- Disability
- Long-Term Care
- Business
- Boat
- Other Insurance

- Login
- Register
- Find Agents
- Claims Center
- Service Center
- Learning Center

Get an auto rate quote in just a few minutes.



Get an Auto Rate Quote

ZIP Code/Postal Code

[Retrieve a Saved Quote](#)

The preliminary rate quotes generated by this program are estimates based upon the information you provided and are not a contract, binder, or agreement to extend insurance coverage. Because the rate charged must be in compliance with the Company's rules and rates, rate quotes are subject to revision if different rates are effective at the time of policy issuance.

Buying State Farm® Auto Insurance
Qualifying residents in ALL states except: MA and RI may have the option to purchase after obtaining an online quote. Coverages and their availability may vary by state or province.

To speed up the process, have the following information ready:

- Driver's license, accident, and violation info
- Odometer reading for each vehicle
- Current policy, coverages and deductibles

Helpful Tips

- CA & OR Residents: If you are in a registered domestic partnership or equivalent relationship, select "Married" for the Marital Status questions on the Driver Information page.
- CT, NH, NJ, & VT Residents: If you are in a Civil Union partnership or equivalent relationship, select "Married" for the Marital Status questions on the Driver Information page.
- If you have disabled JavaScript in your browser, please enable it to complete this function.



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Navigation

- The two camps
 - Give them a choice
 - Keep them prisoner
- Test.

Tracking

- Never start a campaign without it.
- Metrics to look at:



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Conversion Rate

- Over time how many leads/sales happen from the traffic you get
- Benchmark versus other campaigns
- Track your entire sales cycle if possible



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Cost Per Conversion

- \$5 product vs \$50,000 product
- Gauges whether you can afford the campaign/page



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Bounce Rate

- Relative to product
- About 30% is awesome!
- 50% Good-Okay
- Over 70% - time to test and revise

Eye/Click Tracking

The screenshot shows the AustinSEM website with eye-tracking data overlaid on various elements. The data is represented by small horizontal bars with percentages, indicating the percentage of users who viewed or clicked on that element.

Website Header:

- AustinSEM AN SEM COMMUNITY, AUSTIN-STYLE: 8.9%

Navigation Menu:

- HOME: 8.9%
- ABOUT: 6.7%
- CALENDAR: 7.8%
- JOB BOARD: 10%
- JOIN US: 5.6%
- FORUMS: 0%

Main Content Area:

- It's time to talk! AustinSEM Forums: 2.2%
- POSTED BY KATE MORRIS ON OCTOBER 24TH, 2008 UNDER: 0% RIZED - 2.2% NTS
- Archives: 0% 2008, 0% er 2008, 0% 08
- Categories: 1.1% 2, 0% (1), 0% rized (3)
- Blogroll: 8.9% O, 8.9% er, 8.9% Kate, 8.9% er World

Footer:

- Thanks Everyone!: 2.2%
- POSTED BY KATE MORRIS ON OCTOBER 3RD, 2008 UNDER: 0% RIZED - 2.2%

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It's all relative! Test!

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