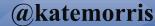
Starting with the Basics:

Landing Page Optimization

Presented by: Kate Morris

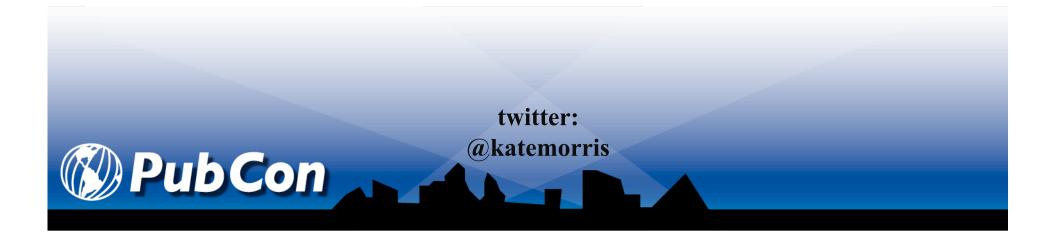
twitter:





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.

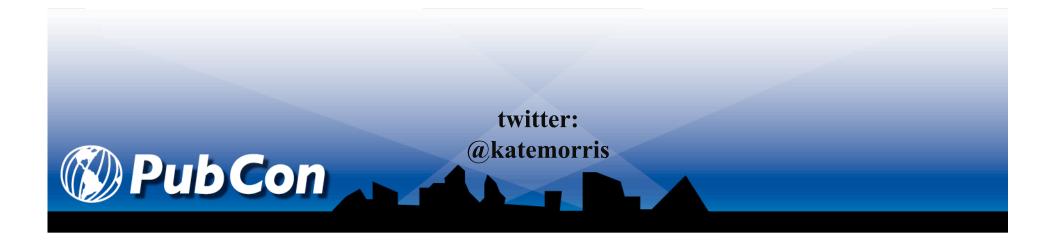


The Parts of a Landing Page



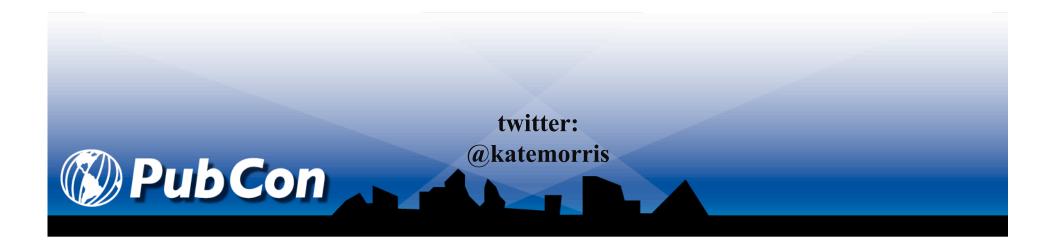
Call to Action

 Do NOT build a landing page without this!



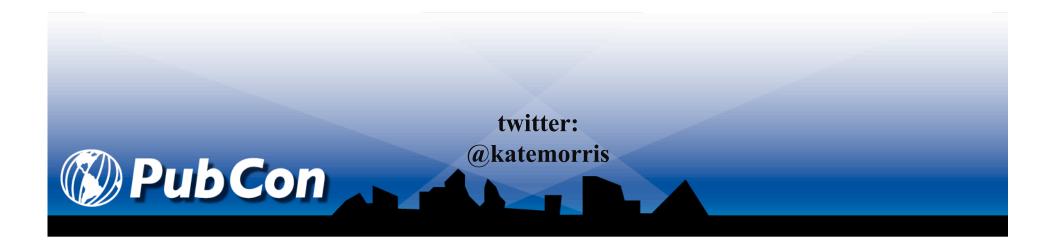
Call to Action

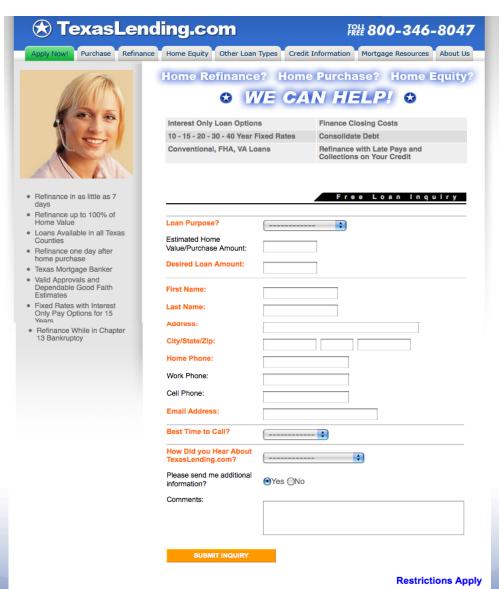
- Do NOT build a landing page without this!
- Keep forms as short as possible



Call to Action

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





twitter:







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

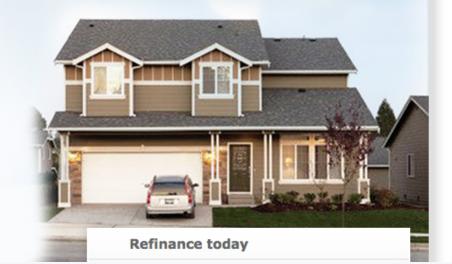
Interest rates change daily. Call for our low rates.

Call now. No obligation. **1.866.225.3164**

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

All Fields Required

Home value : \$	Please Estimate	
Mortgage balance : \$	Please Estimate	
Full name :		
Primary phone : (Include area code)		
Secondary phone : (Optional)		
Zip code :		
Email address:		
	SUBMIT	



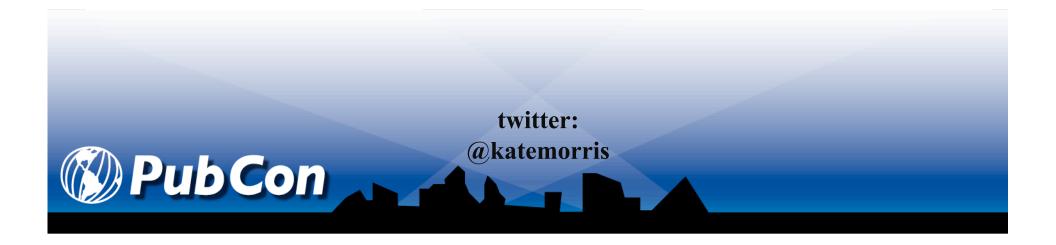
twitter:

@katemorris



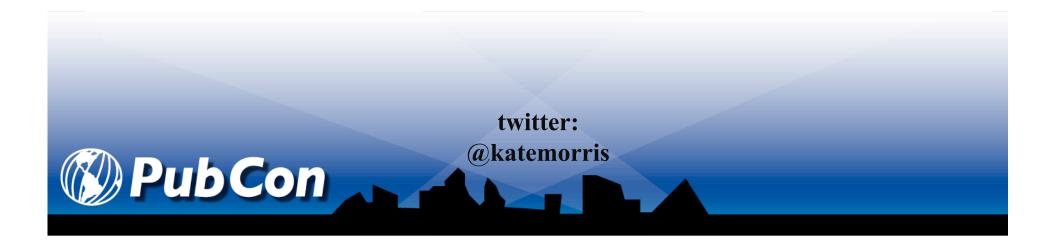
Relevant Content

Think: What are you advertising?



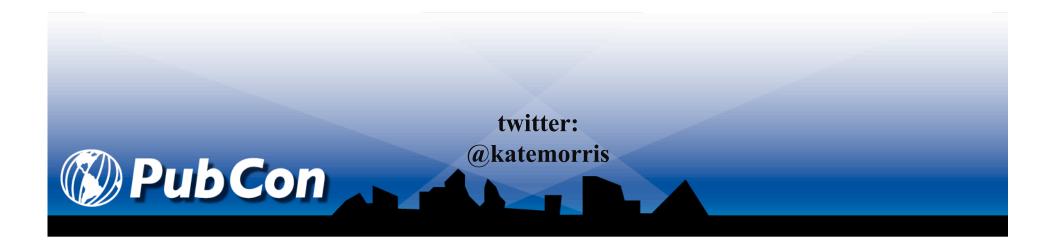
Relevant Content

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



Relevant Content

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





lined raincoat woman KW Research | AW Sandbox | Traffic E

Search Advanced Search

.L.Bean

Search item # or keyword

GUARANTEED. You Have Our Word.0

Quickshop multiple items

Log In My Account



Sale

Web Show options... L.L.Bean Womens Raincoats

www.LLBean.com Shop Our Women's Outerwe

Men's Women's

L.L.Bean® Visa® Card Gift Cards

800-441-5713

Footwear Outdoor Gear - Hunt/Fish Luggage Home

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



A Classic Style Now Even More Comfortable

O Quilted Riding Jacket



Rain & Wind Showing 4 of 25









View all

twitter:

akatemorris





Sweaters

Outerwear

Accessories

Footwear

Insulated







twitter:

@katemorris

Page Length

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



twitter:

akatemorris

Page Length

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



twitter:

akatemorris

Page Length

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

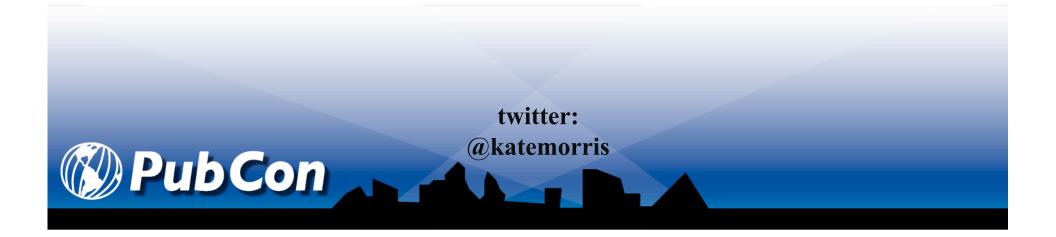


twitter:

@katemorris

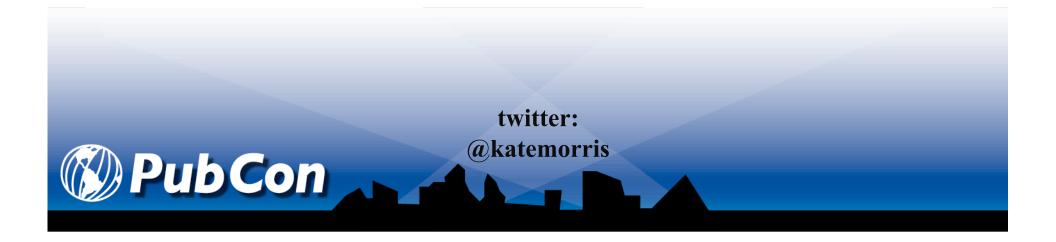
Visual Interest

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



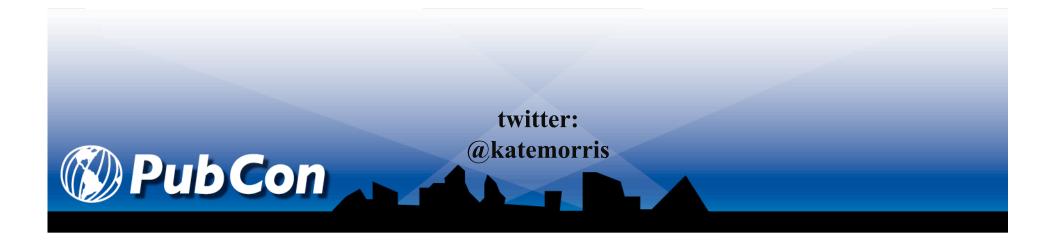
Visual Interest

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



Visual Interest

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



"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.



GEICO



twitter:

@katemorris



Insurance

Mutual Funds

State Farm Bank®



Search StateFarm.com

En Español | Account Login | Register

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

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.

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.



twitter: (a) katemorris

Navigation

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

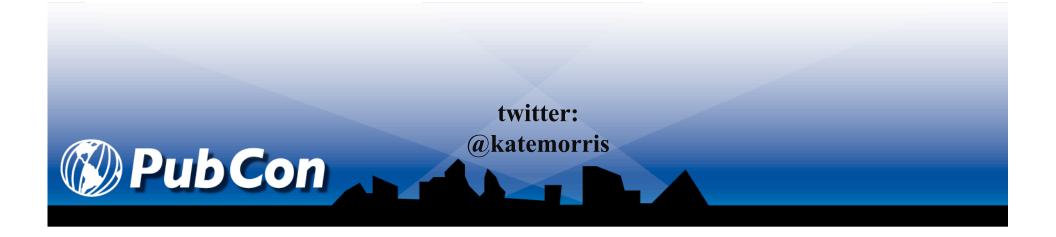


twitter:

akatemorris

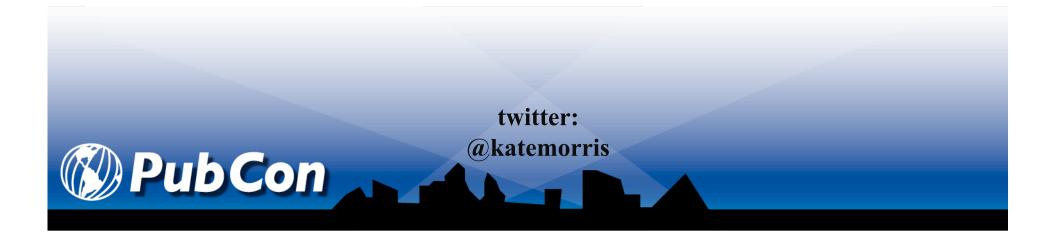
Tracking

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



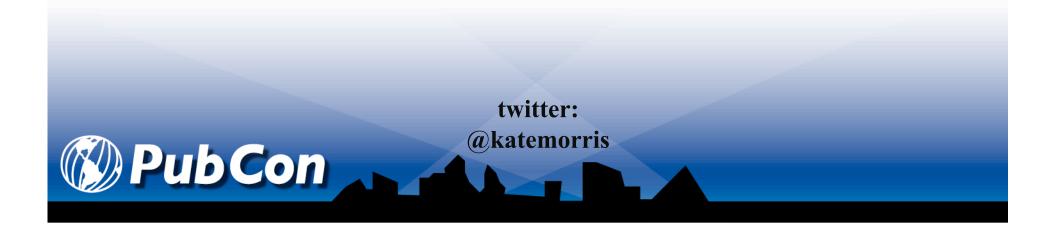
Conversion Rate

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



Cost Per Conversion

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



Bounce Rate

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



Eye/Click Tracking

ALISTIN SEM AN SEM COMMUNITY, AUSTIN-STYLE	
ATTS TIN SE, W AN SEM COMMUNITY, AUSTIN-STYLE	
89%	
HOME AROUT CALENDAR IOR ROARD ION US FORUMS 8.9% 6.7% 7.8% 10% 5.6% 0%	
The state of the s	. 1:
L2-21/me to talk! AustinSEM Forums POSTED BY KATE MORRIS ON OCTOBER 24TH, 2008 UNDER	Archives
I had heard that you all wanted a forum to discuss things (cough Brett cough), ask questions, and	
just chat. Well, we put one up finally. Please oggand get to asking those questions and	o≼er 2008
interacting. If you see any issues, please let me know. You can also talk to @pratt, he's a moderator as well.	<u>0%</u> 08
We are really excited to get all of this going and hope it's as beneficial to you as hoped. Stay tuned	Categories
for an upcoming announcement about the next event. I'll be out at PubCon the second week of	1.1%]2)
November. If you're going to be there let me know, you can heckle me at my sessions. 😃	0% (1)
If anyone ever wants to post something here, just drop me a line, be happy to get you a login.	0%)rized (3)
	039(1200 (0)
2.2% S Everyone! POSTED BY KATE MORRIS ON OCTOBER 3RD, 2008 UNDER 0%RIZED - 2.2%	Blogroll
J 89 (1946)	8.9%
We had a blast night and Third Base was great getting everything set up for us. I gotta say, I was	
very impressed by the food there too. Stay tuned for what we will be doing next month (or later this	8.9% er
month really). If you have ideas/suggestions on place/time/topic please let me knowl	s.9%)Kate
Eugene took some pictures and has graciously of bighem on Facebook for us. Check them out, and	

iwiller.



@katemorris

It's all relative! Test!

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Email: katemorris@gmail.com

