

# How to Make a Killer Landing Page

Critical Best Practices for Converting  
Organic & Paid Traffic

Lucy Orloski



# LUCY ORLOSKI

@elleyo

---

from **maine**; former  
**hubspotter!**

# AGENDA

## 1 Critical Elements of a Successful Landing Page

- Why Do They Matter?
- Guiding Goals
- 3 Golden Rules
- Creative Experimentation
- Thank-You Pages

## 2 Landing Pages for Paid Traffic

- Why Do Paid Landing Pages Matter?
- Elements of a Successful Paid Landing Page
- Nurturing Paid Leads

# 1 Critical Elements of a Successful Landing Page





Landing pages are fishing nets that capture the ocean of traffic sitting on your website.



They're a marketer's  
primary tool to turn site  
traffic into valuable,  
contactable leads.





Landing pages get someone to do something you want them to do.

*...Fill out a form, download something, create an account, call a number...*



# Guiding Goals

- 1 Conversion
- 2 Clarity
- 3 Friction Reduction




# Three Golden Rules



# 3 Golden Rules


1 Tell visitors exactly what you're offering



*“This eBook has 17 pages of charts and graphs, step-by-step instructions for determining your ROI, and a full set of worksheets you can use at your next planning meeting.”*

# 3 Golden Rules

- 1 Tell visitors exactly what you're offering
- 2 Tell them why they can't live without it




*“This eBook gives you all the tools you need to overcome internal opposition and get the buy-in you need to purchase enterprise security software.”*



## 3 Golden Rules

- 1 Tell visitors exactly what you're offering
- 2 Tell them why they can't live without it
- 3 Tell them what they need to do to get it



*“Just fill out the form at right and we'll send you a copy of your eBook!”*

# Landing Page Example



[Home](#) / [Login](#)

## Free 12-page Guide to Pre-call Planning



12-page full-color guide complete with data, insights, definitions, charts, tips, and links to additional resources.



## Free Guide to Pre-call Planning - Insights for Your Sales Team

Pre-call planning is increasingly vital in today's conversation economy. Learn how to increase your sales team's return on time spent in front of customers with this complimentary guide that discusses:

- Why effective pre-call planning is more than just research
- The benefits of pre-call planning
- Elements of the most successful pre-call plans
- Why pre-call planning is important to more than just your sales reps inside your sales organization

Nearly 3 out of 4 top-quintile sales professionals say they use pre-call planning better than their lower-performing peers. Find out what they are doing so well and how your team can benefit.

## Download Now!

First & Last Name \*

Job Title \*

Company \*

Company Email (needed to receive the white paper) \*

Company Sales Team Size (Employees) \*

Telephone \*

☐ I'd like to subscribe to The Sales Performance Suite Blog

Download Now

Tells you exactly what you'll get

Tells you what you need to do to get it

Tells you why you can't live without it

**OVER  
30%**



This eBook is a **50-page guide** for web designers on how to optimize their code and designs for better web performance.

It includes **pictures, charts, code snippets, and links to free tools** to help you do it all!



## A Designer's Guide to Web Performance

The Ultimate Web Designer's How-To Guide to Making Your Website & Web App Faster.

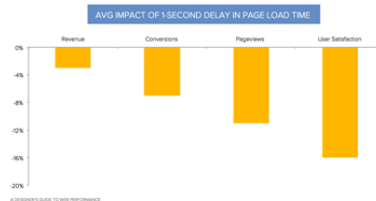
This eBook gives any web designer the **how-to steps, tools, and best practices** needed to design and build faster websites and web apps -- and provide the best experience possible for your users. You'll learn:

- **Why web performance matters** for designers
- **What causes poor performance** on websites & web apps
- **How to design and build** fast websites & web apps from the start
- **The tools you need** to test and monitor your web performance
- **How to design with performance** as a priority

Just fill out the form on the right to download A Designer's Guide to Web Performance!

Sample content:

A faster website or web app will produce better business results and a better user experience. It will significantly increase visitors, conversions, average order size, and revenue both in the short and long-term. There are endless case studies proving the importance for web performance.



### Download Guide

First name \*

Lucy

Last name \*

Orloski

Email address \*

lucy.orloski+4@yottaa.com

Website URL \*

http://www.yottaa.com

Phone Number

2074165375

Biggest Website Challenge?

Test

Download Guide

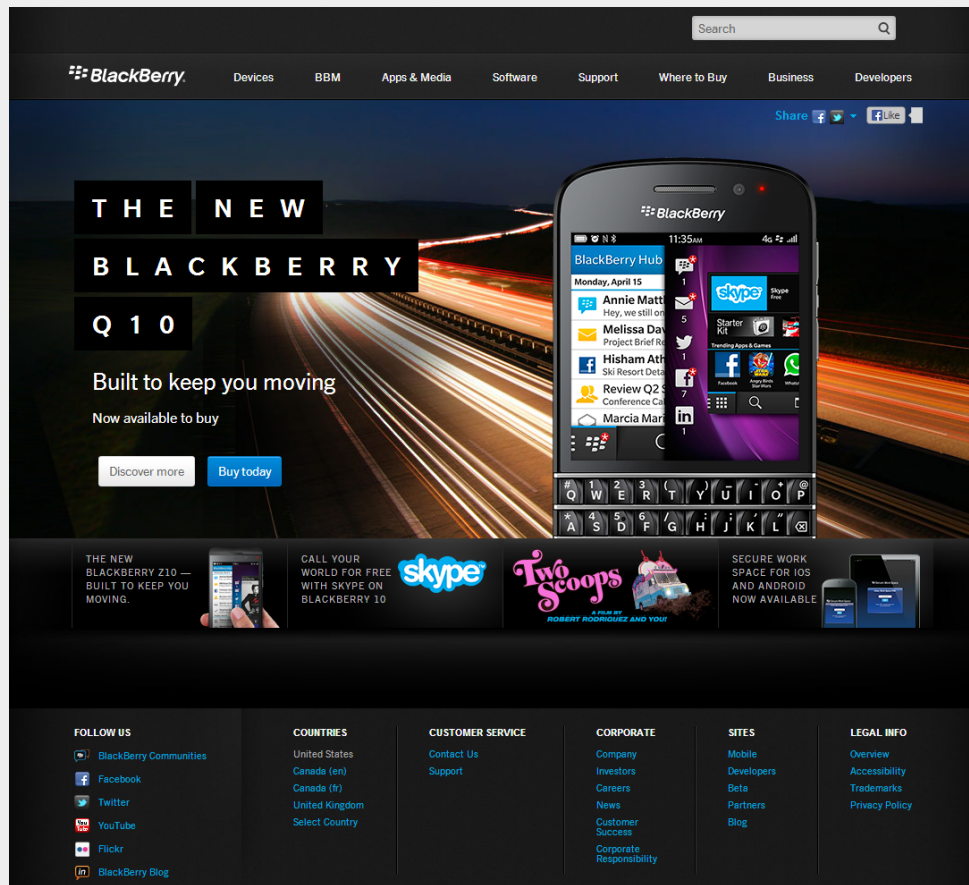
Tells you exactly what you'll get

Tells you why you can't live without it

Tells you what you need to do to get it

49%

# Bad Landing Page Example



# Bad Landing Page Example

**See what 30% more loading space\* looks like**

Rollover to expand >

 **BOSCH**  
Invented for life





[LEARN MORE >>](#)

\*compared to a Bosch dishwasher with two racks



**Think of all the items you'll fit in your new Bosch dishwasher—with 30% more loading area\***

Click the kitchen tools you use most often to see how they'll fit in your new dishwasher.



**Flexible Third Rack**

Expandable wings on our flexible third rack provide extra room for ramekins, measuring cups and extra-large utensils.

**Introducing our new 3rd rack**

Raise it. Lower it. Quick and easy. Our new 3rd rack lets you load your dishwasher the way you want.

[Quiet](#) [Design](#) [Quality](#)

**Find your dishwasher at...**

**YALE**  
APPLIANCE • LIGHTING

[Shop Now >](#)

296 Freeport St.  
Boston, MA 02122  
617.825.9253  
[Get Directions >](#)

# Good & Bad Landing Page Example



 **NAUTILUS**

NEWSLETTER [f](#) [t](#)



## CURL UP WITH NAUTILUS

[SUBSCRIBE HERE](#)

OWN IT FOREVER. FOR \$4 A MONTH.

**WHO WE ARE**

*Nautilus* is a different kind of science magazine. We weave science, culture and philosophy into broad narratives that you will find familiar yet surprising.

**WHY NOW**

Subscribe today and get our inaugural issue in your mailbox. If you're not satisfied, cancel within 60 days and get a full refund. Stay subscribed and you'll get an additional four issues. Either way, the first issue is free.

**WHERE TO FIND US**

You can read us online at [nautil.us](http://nautil.us). Or choose the ultimate *Nautilus* experience: our print quarterly. 192 pages of sumptuous illustration, our best online content, and fresh contributions from the world's best thinkers.

**HOW TO SUBSCRIBE**

It's easy! Click the button below, complete the form, and a *Nautilus* quarterly will ship to you promptly.





Creative Experimentation

# Experimentation Prep

## 1 Tracking URLs



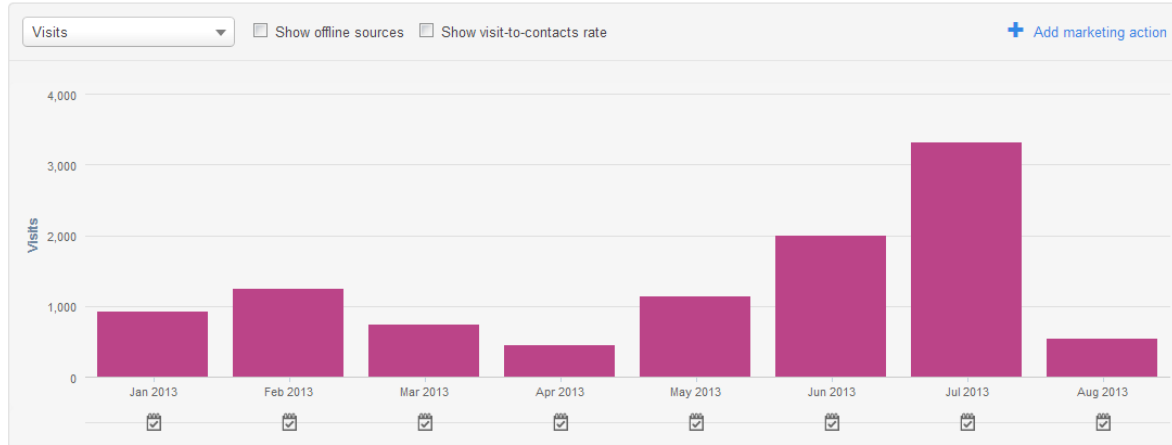
*?utm\_campaign=adplacement-offer-date-creative*

*?utm\_campaign=webpronews-roiguide-082113-a*

# Sources



## Traffic Sources [Other Campaigns](#)

Campaign	Visits	%	Contacts	%	Customers	%
websitemag-071513-mondayecomm...	1,151	40.8%	469	0.0%	0	0.0%
wpn50k-072613-designersguide	517	42.5%	220	0.0%	0	0.0%
wmtdedicated-008113-designersguide	388	44.9%	174	0.0%	0	0.0%
webpronews-10p10s-062813	565	20.5%	116	0.0%	0	0.0%
websitemag-071813-thursdaydesig...	236	31.4%	74	0.0%	0	0.0%
wmt060413-beginnersguide	206	30.6%	63	0.0%	0	0.0%
wmt021913-beginnersguide-ebook	163	38.0%	62	0.0%	0	0.0%
emarketer-062513-topspot-designe...	128	45.3%	58	0.0%	0	0.0%

[Save as report](#)[Export current view as XLS](#)[Reports Home](#)

View all of your saved reports.

[Trends & Suggestions](#)

React to your current trends.


[Tracking URL Builder](#)

Build links to track your marketing campaigns.

# Test Prep

1 Tracking URLs


2 Frequency



*Test as much as you can. If you have limited time & resources, focus testing on problem pages – those with **< 20% conversion rates.***

# Areas for Experimentation

## 1 Positioning / Lead-In CTA



*How you set expectations of what a user will see on a landing page is critical. **If you promise one thing and deliver another – or a visitor perceives that you do – it can seriously hurt your conversion rates.***

# Positioning / Lead-In CTA

[Overview](#) [Features](#) [Pricing](#) [Case Studies](#) [Technology Integrations](#)

Developer Overview

## No user has ever complimented your backend.

If nobody downloads your app, you are out of time and money; but if everyone uses it, your servers will crash. With Kinvey, developers no longer need to choose between up-front investment and robustness.

We eliminate your risk by reducing backend development time from **weeks** to hours, allowing you to prototype faster and with less effort. No servers to spin up and manage, no "API spaghetti" to detangle, no tedious backend code (e.g., database, user / file management) to write. And you never have to pay us unless your app is successful.

Major companies like Johnson & Johnson and startups like Fetchnotes build apps on our platform because uptime, security and scale are never challenges with our fully managed cloud backend. Spend your nights iterating on your UX, not worrying about server maintenance or downtime.

**Dig Deeper**

-  [Features](#)
-  [Pricing](#)
-  [Case Studies](#)
-  [Technology Integrations](#)

[Sign Up for Kinvey](#)

[Overview](#) [Features](#) [Pricing](#) [Case Studies](#) [Technology Integrations](#)

Developer Overview





## No user has ever complimented your backend.


If nobody downloads your app, you are out of time and money; but if everyone uses it, your servers will crash. With Kinvey, developers no longer need to choose between up-front investment and robustness.

We eliminate your risk by reducing backend development time from **weeks** to hours, allowing you to prototype faster and with less effort. No servers to spin up and manage, no "API spaghetti" to detangle, no tedious backend code (e.g., database, user / file management) to write. And you never have to pay us unless your app is successful.

Major companies like Johnson & Johnson and startups like Fetchnotes build apps on our platform because uptime, security and scale are never challenges with our fully managed cloud backend. Spend your nights iterating on your UX, not worrying about server maintenance or downtime.

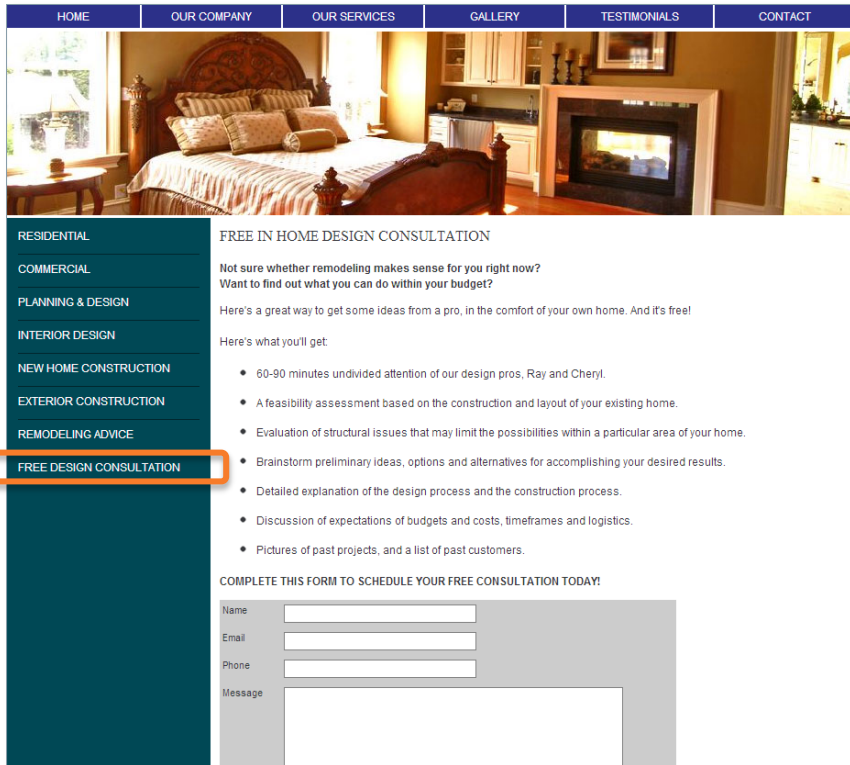
**Dig Deeper**

-  [Features](#)
-  [Pricing](#)
-  [Case Studies](#)
-  [Technology Integrations](#)

[Start Building with Kinvey](#)  **6%**



# Positioning / Lead-In CTA



The screenshot shows a website layout with a navigation bar at the top containing links: HOME, OUR COMPANY, OUR SERVICES, GALLERY, TESTIMONIALS, and CONTACT. Below the navigation bar is a large image of a bedroom and a fireplace. On the left side, there is a vertical menu with the following items: RESIDENTIAL, COMMERCIAL, PLANNING & DESIGN, INTERIOR DESIGN, NEW HOME CONSTRUCTION, EXTERIOR CONSTRUCTION, REMODELING ADVICE, and FREE DESIGN CONSULTATION. The 'FREE DESIGN CONSULTATION' item is highlighted with an orange box. To the right of the menu, the text reads: 'FREE IN HOME DESIGN CONSULTATION', 'Not sure whether remodeling makes sense for you right now? Want to find out what you can do within your budget?', 'Here's a great way to get some ideas from a pro, in the comfort of your own home. And it's free!', 'Here's what you'll get', and a list of bullet points: '60-90 minutes undivided attention of our design pros, Ray and Cheryl.', 'A feasibility assessment based on the construction and layout of your existing home.', 'Evaluation of structural issues that may limit the possibilities within a particular area of your home.', 'Brainstorm preliminary ideas, options and alternatives for accomplishing your desired results.', 'Detailed explanation of the design process and the construction process.', 'Discussion of expectations of budgets and costs, timeframes and logistics.', and 'Pictures of past projects, and a list of past customers.' Below the list, the text reads: 'COMPLETE THIS FORM TO SCHEDULE YOUR FREE CONSULTATION TODAY!'. At the bottom, there is a form with fields for Name, Email, Phone, and Message.

HOME OUR COMPANY OUR SERVICES GALLERY TESTIMONIALS CONTACT

RESIDENTIAL  
COMMERCIAL  
PLANNING & DESIGN  
INTERIOR DESIGN  
NEW HOME CONSTRUCTION  
EXTERIOR CONSTRUCTION  
REMODELING ADVICE  
**FREE DESIGN CONSULTATION**

**FREE IN HOME DESIGN CONSULTATION**

Not sure whether remodeling makes sense for you right now?  
Want to find out what you can do within your budget?

Here's a great way to get some ideas from a pro, in the comfort of your own home. And it's free!

Here's what you'll get

- 60-90 minutes undivided attention of our design pros, Ray and Cheryl.
- A feasibility assessment based on the construction and layout of your existing home.
- Evaluation of structural issues that may limit the possibilities within a particular area of your home.
- Brainstorm preliminary ideas, options and alternatives for accomplishing your desired results.
- Detailed explanation of the design process and the construction process.
- Discussion of expectations of budgets and costs, timeframes and logistics.
- Pictures of past projects, and a list of past customers.

COMPLETE THIS FORM TO SCHEDULE YOUR FREE CONSULTATION TODAY!

Name

Email

Phone

Message

Free Quote



Free Design Consultation




~ 25% CTR

~ 15% LP conversion

# Areas for Experimentation

1 Positioning / Lead-In CTA

2 Navigation



*Best practice is to leave your landing page free of navigation.  
You can test including it, but **when in doubt, go without.***



# Navigation



This eBook is a **50-page guide** for web designers on how to optimize their code and designs for better web performance.

It includes **pictures, charts, code snippets, and links to free tools** to help you do it all!



## A Designer's Guide to Web Performance

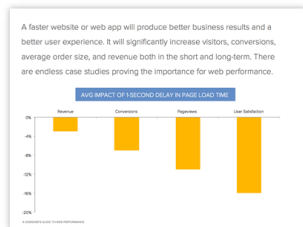
The Ultimate Web Designer's How-To Guide to Making Your Website & Web App Faster.

This eBook gives any web designer the **how-to steps, tools, and best practices** needed to design and build faster websites and web apps -- and provide the best experience possible for your users. You'll learn:

- **Why web performance matters** for designers
- **What causes poor performance** on websites & web apps
- **How to design and build** fast websites & web apps from the start
- **The tools you need** to test and monitor your web performance
- **How to design with performance** as a priority

Just fill out the form on the right to download A Designer's Guide to Web Performance!

Sample content:



### Download Guide

First name \*  
Lucy

Last name \*  
Orloski

Email address \*  
lucy.orloski+4@yottaa.com

Website URL \*  
http://www.yottaa.com

Phone Number  
2074165375

Biggest Website Challenge?  
Test



This eBook is a **50-page guide** for web designers on how to optimize their code and designs for better web performance.

It includes **pictures, charts, code snippets, and links to free tools** to help you do it all!



## A Designer's Guide to Web Performance

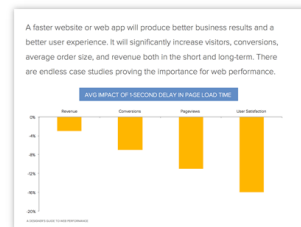
The Ultimate Web Designer's How-To Guide to Making Your Website & Web App Faster.

This eBook gives any web designer the **how-to steps, tools, and best practices** needed to design and build faster websites and web apps -- and provide the best experience possible for your users. You'll learn:

- **Why web performance matters** for designers
- **What causes poor performance** on websites & web apps
- **How to design and build** fast websites & web apps from the start
- **The tools you need** to test and monitor your web performance
- **How to design with performance** as a priority


Just fill out the form on the right to download A Designer's Guide to Web Performance!

Sample content:



# Areas for Experimentation

- 1 Positioning / Lead-In CTA
- 2 Navigation
- 3 Copy



*Copy is critical. It's how you communicate to a visitor what they'll get if they fill out your form – and why they can't live without it. **Experiment with the content of your intro, bullets, and concluding copy. Always err on the side of simplicity & clarity.***

# Copy

Live Chat1-877-767-0154 (US)1-617-896-7802 (Int'l)SupportBlogSignupLogin

yottaa

Google Custom Search

This eBook is a **50-page guide** for web designers on how to optimize their code and designs for better web performance.

It includes **pictures, charts, code snippets, and links to free tools** to help you do it all!

### A Designer's Guide to Web Performance

The Ultimate Web Designer's How-To Guide to Making Your Website & Web App Faster.

This eBook gives any web designer the **how-to steps, tools, and best practices** needed to design and build faster websites and web apps -- and provide the best experience possible for your users. You'll learn:

- **Why web performance matters** for designers
- **What causes poor performance** on websites & web apps
- **How to design and build** fast websites & web apps from the start
- **The tools you need** to test and monitor your web performance
- **How to design with performance** as a priority

**Just fill out the form on the right** to download A Designer's Guide to Web Performance!

Sample content:

A faster website or web app will produce better business results and a better user experience. It will significantly increase visitors, conversions, average order size, and revenue both in the short and long-term. There are endless case studies proving the importance for web performance.

Metric	Impact of 1-second delay
Visitors	-10%
Conversions	-20%
Revenue	-30%
User Satisfaction	-40%

Download Guide

First name \*  
Lucy

Last name \*  
Orloski

Email address \*  
lucy.orloski+4@yottaa.com

Website URL \*  
http://www.yottaa.com

Phone Number  
2074165375

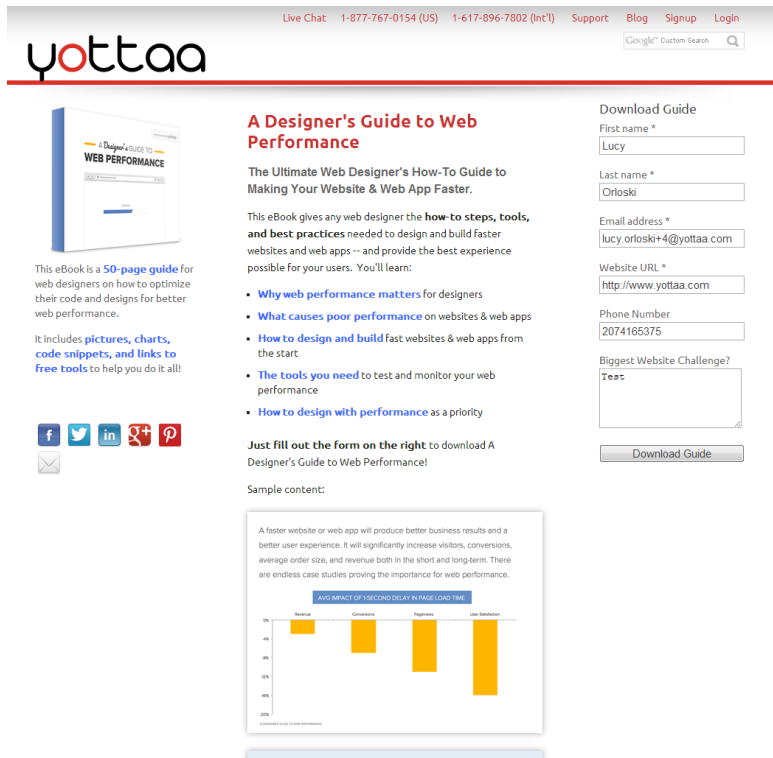
Biggest Website Challenge?  
Test

Download Guide

## Areas for Experimentation

- Headline
- Body Intro
- Bullets
- Conclusion, CTA
- Image Captions
- Content Previews

# Copy




## Aim for:

- Clarity
- Brevity
- Articulating value to the visitor

*You have less than 3 seconds to make the value of your offer clear to your visitor. Don't add complexity!*

# Areas for Experimentation

- 1 Positioning / Lead-In CTA
- 2 Navigation
- 3 Copy
- 4 Pictures / Previews



*Pictures & other content previews are among the most direct ways to show users what they'll get from your offer. **Experiments with pictures & content previews are most likely to impact your conversion rates.***

# Pictures / Previews

Kinvey named "Top 10 Cloud-based Tool for Developers" by VentureBeat

kinvey For Developers For Enterprise For Agencies Blog Dev Center Login/Sign-up

## learning how to make an android app?

our ebook will help you get started with android development quickly

Thank you for downloading our Android development eBook! You can [download it here](#). It's also just been emailed to you, in case you want to refer to it later or get it again.

We hope you like it. If you're developing any app, start by signing up for Kinvey's Backend as a Service (at right). It's free. We make setting up a feature-rich backend for your mobile app easy and fast, including data collections, push notifications, integration with Facebook Open Graph, and more.

Thanks!  
The Kinvey Team

Sign up for Kinvey:

Choose a Password

By clicking Sign up, you agree that you have read and understood our [Terms of Use](#) and [Privacy Policy](#)

[get started today](#)

Kinvey named "Top 10 Cloud-based Tool for Developers" by VentureBeat

kinvey For Developers For Enterprise For Agencies Blog Dev Center Login/Sign-up

## learning how to make an android app?

our ebook will help you get started with android development quickly



Thank you for downloading our Android development eBook! You can [download it here](#). It's also just been emailed to you, in case you want to refer to it later or get it again.

We hope you like it. If you're developing any app, start by signing up for Kinvey's Backend as a Service (at right). It's free. We make setting up a feature-rich backend for your mobile app easy and fast, including data collections, push notifications, integration with Facebook Open Graph, and more.

Thanks!  
The Kinvey Team

Sign up for Kinvey:


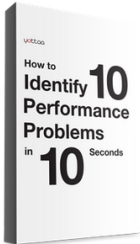
Choose a Password

By clicking Sign up, you agree that you have read and understood our [Terms of Use](#) and [Privacy Policy](#)

[get started today](#)

↑8%!

# Pictures / Previews



## Free Guide: How to Identify 10 Performance Problems in 10 Seconds

This free how-to guide illustrates 10 easy ways to spot common web performance problems. With the right tools it takes only a few seconds to identify performance problems slowing down your site!

**In this 10-step guide, you'll find:**

- How to spot 10 common web performance red flags
- How & when to read a waterfall chart
- Tips on how to find bad assets, network performance issues and other problems slowing down your site

**Fill out the form at right to download the guide and start identifying your performance problems!**

Sample content:

### 7. Errors

Time	URL	Response	Size	Time	URL	Response	Size	Time	URL	Response	Size
10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000
10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000
10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000
10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000
10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000
10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000
10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000
10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000
10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000
10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000	10	http://www.yottaa.com/	200 OK	10000

Now the HTTP status values for anything other than "200 OK". Any time an error occurs it's a matter of seconds since errors can often have ripple effects on performance, aside from the obvious failure indicated for that one asset. Each web page investigation.

[Click here to view an example of a page with several errors](#)

### 8. Ordering Problems

A site's assets should load roughly in the order of importance. That means content like a company logo, and above the fold images should come first – not a header script on a loading page. Anything that's not immediately important to show the visitor is loading ahead of anything that is, order of priority should be adjusted.

[Click here to view an example of a page with ordering problems](#)

Page loading sequence:

1. http://www.yottaa.com/
2. http://www.yottaa.com/
3. http://www.yottaa.com/
4. http://www.yottaa.com/
5. http://www.yottaa.com/
6. http://www.yottaa.com/
7. http://www.yottaa.com/
8. http://www.yottaa.com/
9. http://www.yottaa.com/
10. http://www.yottaa.com/

## Download Guide

First name \*

Lucy

Last name \*

Orloski

Email address \*

lucy.orloski+4@yottaa.com

Website URL \*

http://www.yottaa.com

Phone Number

2074165375

Biggest Website Challenge?


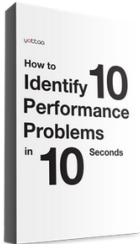
Test

Download Guide

## Areas for Experimentation

- Thumbnail preview
- Content preview
- For video, embed a short “trailer”
- For eBooks or presentations, embed a preview SlideShare

# Pictures / Previews



## Free Guide: How to Identify 10 Performance Problems in 10 Seconds

This free how-to guide illustrates 10 easy ways to spot common web performance problems. With the right tools it takes only a few seconds to identify performance problems slowing down your site!

**In this 10-step guide, you'll find:**

- How to spot 10 common web performance red flags
- How & when to read a waterfall chart
- Tips on how to find bad assets, network performance issues and other problems slowing down your site

**Fill out the form at right to download the guide and start identifying your performance problems!**

Sample content:

### 7. Errors

Time	URL	Response	Status	Size
10.000	http://www.yottaa.com/	200 OK	2048	1024
10.000	http://www.yottaa.com/	200 OK	2048	1024
10.000	http://www.yottaa.com/	200 OK	2048	1024
10.000	http://www.yottaa.com/	200 OK	2048	1024
10.000	http://www.yottaa.com/	200 OK	2048	1024
10.000	http://www.yottaa.com/	200 OK	2048	1024
10.000	http://www.yottaa.com/	200 OK	2048	1024
10.000	http://www.yottaa.com/	200 OK	2048	1024
10.000	http://www.yottaa.com/	200 OK	2048	1024
10.000	http://www.yottaa.com/	200 OK	2048	1024

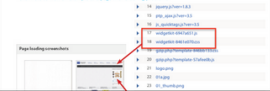
Now the HTTP status values for anything other than "200 OK". Any time an error occurs it's a matter of concern since errors can often have ripple effects on performance, aside from the obvious failure indicated for the error itself. Each row has a link to investigate.

[Click here to view an example of a page with several errors](#)

### 8. Ordering Problems

A site's assets should load roughly in the order of importance. That means content like a company logo, and above that full images should come first – not a header script or a tracking script. Anything that's not immediately important to show the visitor is loading ahead of anything that is, order of priority should be adjusted.

[Click here to view an example of a page with ordering problems](#)



### Download Guide

First name \*

Last name \*

Email address \*

Website URL \*

Phone Number

Biggest Website Challenge?


## Preview content should:

- Have substance
- Come directly from your offer – don't promise something you don't deliver!
- Give the user confidence your offer has value




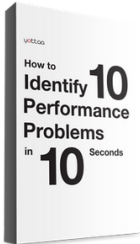
# Areas for Experimentation

- 1 Positioning / Lead-In CTA
- 2 Navigation
- 3 Copy
- 4 Pictures / Previews
- 5 Forms



*Think of your form as a wall you're asking a visitor to jump over. If you ask for more information than the offer is perceived to be worth, conversion will suffer. **Ask only for what you need.***

# Forms



## Free Guide: How to Identify 10 Performance Problems in 10 Seconds

This free how-to guide illustrates 10 easy ways to spot common web performance problems. With the right tools it takes only a few seconds to identify performance problems slowing down your site!

**In this 10-step guide, you'll find:**

- How to spot 10 common web performance red flags
- How & when to read a waterfall chart
- Tips on how to find bad assets, network performance issues and other problems slowing down your site

**Fill out the form at right to download the guide and start identifying your performance problems!**

Sample content:

### 7. Errors

	200/OK	302/Found	400/Invalid request	500/Server error	502/Server error
1. 10 errors	100%	0%	0%	0%	0%
2. 10 errors	100%	0%	0%	0%	0%
3. 10 errors	100%	0%	0%	0%	0%
4. 10 errors	100%	0%	0%	0%	0%
5. 10 errors	100%	0%	0%	0%	0%
6. 10 errors	100%	0%	0%	0%	0%
7. 10 errors	100%	0%	0%	0%	0%
8. 10 errors	100%	0%	0%	0%	0%
9. 10 errors	100%	0%	0%	0%	0%
10. 10 errors	100%	0%	0%	0%	0%

Now the HTTP status values for anything other than "200/OK". Any time an error occurs it's a matter of concern since errors can often have ripple effects on performance, aside from the obvious failure indicated for the user visit. Each row has a link to investigate.


[Click here to view an example of a page with several errors](#)

### 8. Ordering Problems

A site's assets should load roughly in the order of importance. That means content like a company logo, and above the fold images should come first – not a header script or a tracking script. If anything that's not immediately important to show the visitor is loading ahead of anything that is, order of execution should be adjusted.

[Click here to view an example of a page with ordering problems](#)

Page loading sequence



### Download Guide

First name \*

Last name \*

Email address \*

Website URL \*


Phone Number

Biggest Website Challenge?

## Areas for Experimentation


- Form headline
- Number of fields
- Content of fields
- Risk reversal statements (why the info is needed, that you won't sell it, etc.)
- Submit button

# Forms / Submit Button



## learning how to make an android app?

our ebook will get you started with android development quickly



Interested in building your first Android app? Our latest eBook contains everything a developer needs to know to get started building killer Android apps.

"How to Build an App: Android Edition" readers will learn how to:

- Established a minimum viable product (MVP)
- Set up an Android development environment on your computer
- Create a sample app and deploy it to an Android device

### What is Kinvey?

Kinvey makes a fully-featured Backend as a Service solution, offering 3rd party data integrations, multi-platform support, push notifications, and custom business logic on a platform where it's free to get started and you only pay when your app is successful.

Email Address\*


First Name

Company

I am a...


-- Please Select --

We don't sell or spam your email.



## learning how to make an android app?

our ebook will get you started with android development quickly



Interested in building your first Android app? Our latest eBook contains everything a developer needs to know to get started building killer Android apps.

"How to Build an App: Android Edition" readers will learn how to:

- Established a minimum viable product (MVP)
- Set up an Android development environment on your computer
- Create a sample app and deploy it to an Android device

### What is Kinvey?

Kinvey makes a fully-featured Backend as a Service solution, offering 3rd party data integrations, multi-platform support, push notifications, and custom business logic on a platform where it's free to get started and you only pay when your app is successful.

Email Address\*

First Name

Company

I am a...

-- Please Select --

We don't sell or spam your email.

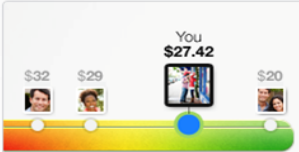
↑ 3.5%

# Areas for Experimentation

- 1 Positioning / Lead-In CTA
- 2 Navigation
- 3 Copy
- 4 Pictures / Previews
- 5 Forms
- 6 Alternative CTAs

*Having another CTA on your landing page can boost overall visitor conversion if the CTA doesn't conflict with the initial landing page offer. **Experiment with an alternative offer that speaks to an earlier- or later-stage visitor.***

# Alternative CTAs / Example



A horizontal bar chart comparing energy costs. It has four points: \$32, \$29, **You \$27.42** (highlighted with a blue dot), and \$20. Each point has a small profile picture icon.

### See Where You Stand


MyEnergy shows how your utility costs compare to similar homes.

☐ Run Your Dishwasher At night...

☒ Install a Hot Water Heater...

### Find Ways to Save

Get an organized checklist of easy steps you can take to save energy & reduce your bills.



A bar chart with four bars of increasing height, followed by a downward-pointing arrow and a gift box icon.

### Get Rewards for Saving

Build up points as you increase your energy efficiency & redeem them for coupons at local businesses!

## MyEnergy Tracks Home Energy Usage & Helps Lower Utility Bills. **It's Free.**

When you create a free MyEnergy account, you can easily:

- See how your utility costs compare to nearby homes
- Reduce energy consumption & lower your utility bills by following simple, easy steps
- Build up points as you save & redeem them for local coupons

It takes just a few seconds to create your account and start saving. Fill out the form at right & you'll be on your way!

Full Name

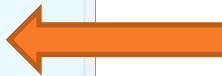
Email

New Password

Create Free Account

Not Quite Ready Yet?  
Download our free Home Energy Self-Evaluation to score your home's energy consumption instead!

Download Self Evaluation



A large orange arrow pointing from the right towards the 'Download Self Evaluation' button.

MyEnergy About Team Careers Terms Contact Blog Follow on Twitter MyEnergy © 2012

Like 373 Tweet

# Alternative CTA Best Practices

## Don't

- Fail to add value beyond the primary offer of the landing page
- Conflict with the primary offer of the landing page (e.g., offering an eBook as an alternative CTA on a landing page for another eBook)

## Do

- Provide visitors with another viable path to walk down
- Clearly differentiate your alternative CTAs from the primary offer of the landing page (e.g., offering a free tips guide as an alternative CTA on a free trial landing page)

# Areas for Experimentation

- 1 Positioning / Lead-In CTA
- 2 Navigation
- 3 Copy
- 4 Pictures / Previews
- 5 Forms
- 6 Alternative CTAs
- 7 Page Load Speed

*Landing pages that load quickly convert more visitors. **Load times should be 3 seconds or less to prevent conversion loss.***

*For a website that takes more than 3 seconds to load,*

**40%**

of visitors will abandon it &

**80%**

will never return.



# Page Load Speed / Resources

## Free Resources

- [A Beginner's Guide to Web Performance](#)
- [A Designer's Guide to Web Performance](#)
- [How to Identify 10 Performance Problems in 10 Seconds](#)
- [How to Prove the ROI of Web Performance](#)

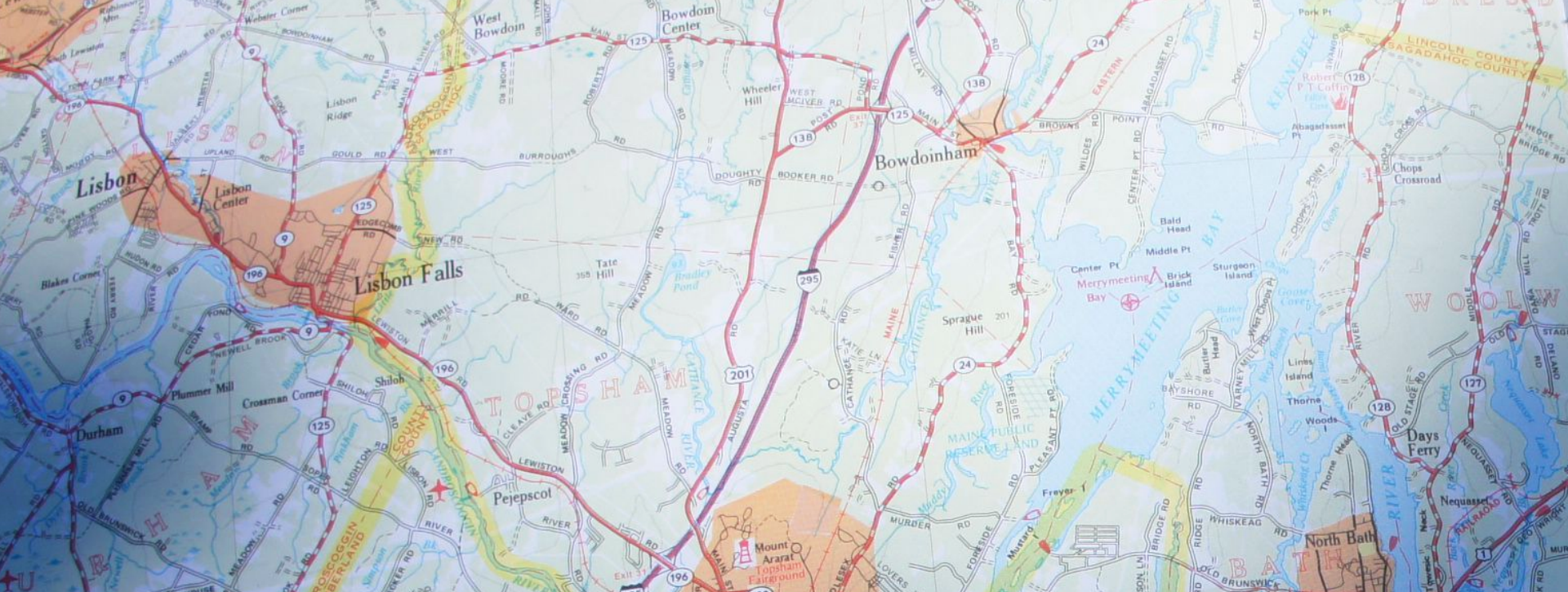
## Free Speed Testing Tools

- [www.websitetest.com](http://www.websitetest.com)
- [www.webpagetest.com](http://www.webpagetest.com)



What Happens Next?






# The Value of Thank You Pages



# Thank-You Pages

## 1 Value



*A good thank you page gives a visitor multiple relevant paths to walk down. If you have lead intelligence software in place, you & your Sales team will **see where the user went next – and have a clearer idea of what's important to them for a stronger sales conversation.***

# Thank You Pages / Example

Yottaa

Why Yottaa Products Monitor Optimizer Solutions Customers Pricing About

Live Chat 1-877-767-0154 (US) 1-617-896-7802 (Int'l) Support Blog Signup Login


Google Custom Search

Here's Your Guide!

[A Designer's Guide to Web Performance](#)

Ready to Start Monitoring Your Site for Performance Problems?

FREE MONITORING ACCOUNT



Get free 24x7 performance monitoring of your website from any browser, device, & location!

CREATE MY FREE ACCOUNT

Thanks!

You can download your guide from the link to the left. We've also sent you an email with a link to the file.

In the meantime, check out these other resources you might find helpful!





Useful Blog Posts






[How Website Order of Execution Impacts User Experience](#)

[How Does Reducing JavaScript Requests & Minifying JavaScript Impact Site Load Time?](#)

[The ROI of Website Performance: A Resources Guide](#)

Related Site Performance eBooks





Google Site Stats  
learn more

# Thank-You Pages

1 Value

2 Best Practices

# Thank You Page Best Practices

## Don't

- Use the same thank-you page for every offer
- Stonewall the user by providing no recommendations on where they should go next

## Do

- Give them the asset they asked for!
- Add navigation back
- Take into account what your visitor just did
- Give your visitor multiple relevant “paths” to walk down
- Use CTAs for later-stage offers



# 2 Landing Pages for Paid Search

The background of the slide features a collection of Euro banknotes and coins scattered across a textured, brownish-orange surface. Visible banknotes include 100 Euro, 20 Euro, 10 Euro, and 5 Euro denominations from various Eurozone countries like Poland, Czech Republic, and Germany. Several Euro coins are also scattered in the center. A semi-transparent blue banner is positioned at the bottom of the image, containing the title text.

# Concerns Specific to Paid Advertising

# Why Do Paid LPs Matter?

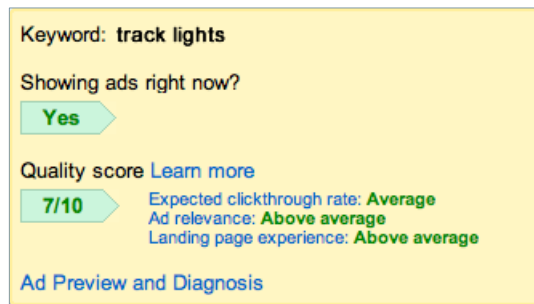
## 1 Bounce Rate



*You paid for traffic to reach your landing page. If it immediately bounces, **you wasted that money.***

# Why Do They Matter?

- 1 Bounce Rate
- 2 Quality Score



Keyword: track lights

Showing ads right now?

Yes

Quality score [Learn more](#)

7/10


Expected clickthrough rate: Average  
Ad relevance: Above average  
Landing page experience: Above average

[Ad Preview and Diagnosis](#)

*If you're running AdWords, landing pages that load quickly and immediately follow through on a user's expectations have **higher Quality Scores**, reducing your **CPC** and lowering your overall cost per conversion.*

# Why Do They Matter?

- 1 Bounce Rate
- 2 Quality Score
- 3 Cost Per Lead



*Regardless of paid channel, **the more visitors you convert on your landing pages, the lower your cost per lead.***




The background of the slide is a collage of various Euro banknotes and coins scattered on a textured, brownish-orange surface. The banknotes include 100 Euro, 20 Euro, 10 Euro, 5 Euro, and 1 Euro. The coins are 1 Euro and 2 Euro. The text "Elements of a Successful Paid LP" is overlaid on a semi-transparent blue banner at the bottom.

# Elements of a Successful Paid LP

# Elements of a Successful Paid LP

## 1 Organic Best Practices




*All best practices for an organic landing page apply to paid landing pages, too. That said, **there are a few areas where extra focus & experimentation can pay off.***



# Elements of a Successful PPC LP


- 1 Organic Best Practices
- 2 PPC: Speaks to Keyword / Ad Group Interest



*If you're buying the keyword "red shoes," both your ad copy & landing page should speak directly to that interest in text and images. **Catering to visitor interest on a PPC landing page results in higher conversion & lower cost per lead.***

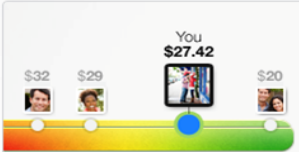
# Elements of a Successful PPC LP

- 1 Organic Best Practices
- 2 PPC: Speaks to Keyword / Ad Group Interest
- 3 Early-stage Alternative CTAs



*Paid leads are generally colder. They are less likely to take you up on a late-stage offer like a trial or immediate purchase. **Including an early-stage CTA like an eBook or tips guide on a paid landing page helps you capture a larger portion of your paid traffic!***

# Alternative CTAs / Example



A horizontal bar chart comparing energy costs. From left to right, there are four bars with values \$32, \$29, \$27.42 (labeled 'You'), and \$20. Each bar has a small profile picture icon above it.

### See Where You Stand


MyEnergy shows how your utility costs compare to similar homes.

☐ Run Your Dishwasher At night...

☒ Install a Hot Water Heater...

### Find Ways to Save

Get an organized checklist of easy steps you can take to save energy & reduce your bills.



A bar chart with four bars of increasing height, followed by a downward-pointing arrow and a gift box icon.

### Get Rewards for Saving

Build up points as you increase your energy efficiency & redeem them for coupons at local businesses!

## MyEnergy Tracks Home Energy Usage & Helps Lower Utility Bills. **It's Free.**

When you create a free MyEnergy account, you can easily:

- See how your utility costs compare to nearby homes
- Reduce energy consumption & lower your utility bills by following simple, easy steps
- Build up points as you save & redeem them for local coupons

It takes just a few seconds to create your account and start saving. Fill out the form at right & you'll be on your way!

Full Name

Email

New Password

Create Free Account

Not Quite Ready Yet?  
Download our free Home Energy Self-Evaluation to score your home's energy consumption instead!


Download Self Evaluation

MyEnergy About Team Careers Terms Contact Blog Follow on Twitter MyEnergy © 2012

Like 373 Tweet

# Elements of a Successful PPC LP

- 1 Organic Best Practices
- 2 PPC: Speaks to Keyword / Ad Group Interest
- 3 Early-stage Alternative CTAs
- 4 Page Load Speed



*Paid traffic has an even shorter attention span than organic traffic, so page load speed is more critical with a paid audience. **Aim for a page load speed of 2 seconds or less!***


The background of the slide is a collage of various Euro banknotes and coins scattered on a textured, brownish-orange surface. The banknotes include 100 Euro, 20 Euro, 10 Euro, and 5 Euro denominations. The coins are mostly 1 Euro and 2 Euro coins. The text "Nurturing Paid Leads" is overlaid on a semi-transparent blue banner at the bottom.

# Nurturing Paid Leads



# Nurturing Paid Leads


## 1 How Should You Nurture Them?



*Paid leads are colder than organic leads. That means you may want to do **more pre-Sales nurturing through email & thank you pages** before you send them to your Sales team.*

# Nurturing Paid Leads

- 1 How Should You Nurture Them?
- 2 How Should Sales Interact with Them?



*Since paid leads are colder, **Sales should be prepped to deliver a more consultative sale. Additionally, Sales should attend to the original lead source & offer and speak to that in their Sales process.***



# Summary

- 1 Make the value of your offer as clear as possible to visitors.
- 2 Experiment with as many page elements as you can to increase clarity and conversion rate.
- 3 Attend to the specific needs of paid leads to minimize your cost per lead.

# QUESTIONS?

