
8 WORLD CLASS LANDING PAGES

WITH AN OVER 50% CONVERSION RATE

— Includes 55 Actionable Tips So You Can Achieve Similar Results —

8 LANDING PAGES CONVERTING AT MORE THAN 50%!

By Jon Mehlman

Jon is a Senior Inbound Marketing Consultant at HubSpot. He helps customers of all shapes and sizes generate more visits, leads, and customers by focusing on achieving their marketing goals.

Over the past two years, he has helped his clients develop their inbound strategies around blogging, content creation, keyword strategies, and email, but he's most passionate about conversion rate optimization (CRO); the art and science of increasing conversion rates.

Some of the CRO Jon focuses on includes increasing:

- Blog subscribers
- Call-to-action clicks
- Landing page and form submissions
- Email clicks



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CONVERSIONS INCREASE WHEN YOU SOLVE FOR YOUR CUSTOMERS

Traditional Advertising vs. Inbound Marketing

My wife has been in advertising her entire career and she'll be the first to acknowledge that established companies are still very reliant on traditional advertising to generate customers. They are slow and fearful to embrace new technologies. One of the main challenges her clients face is capturing leads that convert to sales, as well as measuring the return on investment of TV, radio, print, and billboard campaigns. Where are all those ad dollars going?

Companies want an online presence, they know they need to be there, they often just don't know how to get the most from the medium. Just having a company URL is not enough.

Fortunately, more companies are beginning to see the huge opportunities that online marketing can have on their lead gen goals, and more important, their bottom line. They are learning how to drive traffic to their websites, incite consumers to stay engaged, fill out data, make purchases and return again and again.

The Inbound Marketing Challenge

In fact, I've challenged her to a bet that if given the same budget, I would be able to generate more customers using HubSpot's inbound methodology, than her traditional marketing methods.

How, you may ask -

I'd create some killer content that's aligned with my customers personas and buyer's journey, and then tie the content to the corresponding landing pages. This is what I call "contextual content." Contextual content refers to creating the right content, for the right person, at the right time in the sales process. As the adage goes, "it's not about the quantity, it's about the quality."

Visitors would come to the landing page, fill out the form, download the content, and either become a customer, or get added to a lead nurturing campaign for sales people to follow up.

Leave em Feeling Good For Taking Action!

The best landing pages, are the ones that leave no doubt in your visitors mind that they've come to the right place, and are downloading the right content. The content will be educational, help them get answers to questions or provide a solution that's going to save them time and/or money.

To help you get started creating your own "world class landing pages," I've included eight examples of HubSpot customers who designed landing pages that have at least a 50% conversion rate. There are 55 tips to illustrate the various conversion elements that are attributing to their success, as well as commentary and additional tips to test and increase conversion rates even more.

Before we continue, let's develop some ground work for what a landing page is, why they're so important, and then do the same for conversions, as well as A/B testing.

CHAPTER 1

AN OVERVIEW OF LANDING PAGES, CONVERSION RATES, AND A/B TESTING

WHAT IS A LANDING PAGE?

A landing page is your foundation, and one of the most important elements of a well designed inbound strategy. Think of your landing page as a destination. It's where a visitor on your site lands because they were attracted to your content, want to sign up for your webinar, or maybe want to engage with a sales person. A landing page has a form on it. Your goal is to design such a compelling and enticing landing page that your visitor willingly fills out the form and provides you with their contact information, in exchange for your content (Guide, Ebook, Webinar, Case Study, etc...). Your new lead is eager to reap the information benefits after this personal transaction.

WHY ARE LANDING PAGES IMPORTANT?

The reason why landing pages are so important is because they are one of the best and most immediate ways to get a visitor to convert to a lead. When a visitor fills out a form on your landing page they are giving you personal access. The information you get allows you to know this customer in great detail and helps you understand if this person is truly a good lead, or still needs to be nurtured.

WHAT DOES A CONVERSION LOOK LIKE?

There are many stages of conversion. Anything from a stranger (someone who's never been to your site before) becoming a subscriber to your blog, to an existing customer who is converting to a repeat customer, or anything in between.

A typical conversion might look something like this.

1. **Stranger** goes to Google and performs a search
2. **Stranger** clicks on a link to your blog article and becomes a **visitor**
3. **Visitor** reads your blog article
4. **Visitor** clicks on the call-to-action button at the bottom of blog article
5. **Visitor** is redirected to your landing page
6. **Visitor** completes the form on your landing page and downloads content
(**Conversion**)
7. **Visitor** becomes a new **lead** (or reconverts again as an existing lead)
8. **Lead** is redirected to Thank You Page (Opportunity to bring your lead closer to a sale, or upsell/cross-sell)
9. **Lead** continues nurturing process until she becomes a **customer** or opts-out
10. **Customer** is “delightfully” nurtured into a happy and loyal brand promoter, and perhaps a repeat customer

Therefore, when someone visits your landing page, **your goal is to provide reassurance, credibility and trust, that meets and exceeds their expectations, so that they will provide you with their personal contact information in exchange for your content.**

WHAT IS A GOOD CONVERSION RATE?

On average, landing pages generate a [5-15% conversion rate](#). The good news is that if you take the time to test and analyze your landing pages, you can often significantly optimize the amount of your conversions and leads. One other important point is that a good conversion rate isn't so much about an absolute number or rate. A good conversion is more about **“always be testing.”** A key take away here is that even these eight customer examples, that all have at least a 50% conversion rate, should be continually tested and optimized because they can all be increased further. Just keep in mind the point of diminishing returns.

WHAT IS AN A/B TEST?

Think about an A/B test as changing just one variable on your landing page to see which results in a higher conversion rate. For example, you can test the copy of your subject line, the color of your call-to-action button, or the fields on your form. The important thing is that you only change one element at a time so that you can measure exactly what attributed to the change.

Anybody can test a landing page, but in order to do so properly, you'll want to determine the validity of the data to ensure that you have a high level of [statistical significance](#) as well as an acceptable confidence rate. The take away here is that the higher the frequency of visitors to your landing page, the quicker you'll be able to test new ideas because you will be able to determine if your confidence rate is acceptable.

WHAT SHOULD YOU TEST TO INCREASE YOUR CONVERSION RATES?

There **ARE** so many variables to consider when designing a new landing page. The important thing is just to publish it. Once published, you can begin testing specific variables or hypothesis, and start tracking all of your leads who are downloading your content from your landing page, and where they are in the buying process.

To help you develop your own hypothesis, I've selected 8 world class landing pages, from current HubSpot customers, to illustrate how you can test and optimize your landing page conversions. I consider these "world class" because **every one of these landing pages has at least a 50% conversion rate!**

Since there are so many variables you can test, you can bucket them based on the six criteria I've described below.

1. **Personalization** – The more your visitors feel like your landing page is talking directly to them, the greater your chances for conversion.
2. **High Anxiety** – Most online visitors are untrusting and skeptical. That's just human nature. That's way it's critical to align expectations. Once on your landing page the form, testimonials, company logos, and security badges are all important elements to reduce friction.
3. **Copy That Sucks** – Sucks you in that is. Remember that old adage, "You only get one chance to make a good first impression?" Well that rings very true here.

4. **And Action!** – Include copy in your headline, body copy and CTA that compels them to take action. Play to their emotions.
5. **Visual Affirmations** – There's more than just images to consider when you design your landing page and CTA buttons. Video, page sections, bullets, white space, contrasting colors, and directional queues are all great elements to increase your conversions.
6. **Clear and compelling CTA** – Short but sweet, with a touch of flair and curiosity. For example, "Subscribe to receive killer optimization tips - Over 200 other people already have."

To get started, pick an existing landing page and test just one element. To help you decide, think about what element would attract the highest quality lead. What I mean is, think about conversions that will help your sales team close more business, faster.

And don't be afraid to go with your gut. Don't overcomplicate things. There is no right or wrong here. Flint McGlaughlin, Managing Director and CEO of MECLABS, said it best when he stated, ["There are not expert marketers; there are only experienced marketers and expert testers."](#)

If it's visual inspiration you need, or just some proven techniques and best practices, please take a look at these 55 easy to apply and actionable conversion tips from 8 world class landing pages. Many, if not all of these tips are directly applicable to your landing pages. Use them to increase your own conversions.

HOW TO USE THIS GUIDE

- The *Truth in Numbers* section contains actual metrics from live landing pages.
- The *Why So Many Conversions* section are my high-level opinions as to why each landing page is so successful.
- Comments with orange boxes are intended to highlight best practices and reinforce positive conversion strategies.

Comments with
orange boxes

- Comments with blue boxes provide some ideas to optimize your landing pages for conversion by performing a/b tests.

Comments with
blue boxes

- The information icons peppered throughout this guide provide additional color to help you think about how to use these examples to increase your conversions.



CHAPTER 2

EXAMPLES FROM 8 WORLD CLASS LANDING PAGES CONVERTING AT +50%

1

GRATITUDE + FREE GIVEAWAY = LOTS OF CONVERSIONS: Just Add Ice Orchids

Truth In Numbers

- Landing Page Age: 1 month
- Views: 328
- Submissions: 287
- Submission Rate: 87.5%
- New Contacts Rate: 24.1%

Why So Many Conversions

- Just Add Ice Orchids (JAIO) did a great job of reducing friction and increasing the level of trust.
- This offer really does a great job of tugging at your emotional heart-strings.
- Great example of using segmentation to market to social media and Facebook users.

just add ice
ORCHIDS®



To thank you for helping us reach 30,000 Facebook Likes, Just Add Ice Orchids is giving away 30 FREE orchids!

10 lucky winners will be able to choose two orchid-loving friends to receive their very own free orchid!

Simply fill out the form for your chance to win:

Contest ends Wednesday, June 19 at 3 PM. Winners will be notified via email. Winners and subsidiary winners must be 18 years or older and a resident of the United States of America.

Grown & supplied by Green Circle Growers, one of the largest greenhouse operations in the Midwest, Just Add Ice Orchids® are breathtaking décor for any home or work space. Just Add Ice Orchids are grown in an environmentally friendly fashion, using highly efficient growing techniques, water conservation and a sustainable heat source.

The Just Add Ice Orchids brand is committed to introducing new ideas to the market place, continuously striving to best serve consumers and the environment.



Fill Out the Form to Enter!

First name *

Last name *

Email address *

Street Address *

City *

State *

Zip Code *

Submit

Copyright © 2013 Just Add Ice Orchids, All Rights Reserved | 51051 US Hwy. 20, Oberlin, OH 44074-9637

Orchid Care Forum | Watering Phalaenopsis Orchids

1

just add ice
ORCHIDS®



“Celebrating” and “Thank You” are two words that everyone loves to hear. They emote happy feelings, help develop rapport, and reduce friction

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First name *

Last name *

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Street Address *

City *

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Zip Code *

Submit

2

People gravitate towards numbers. And in this context, 30,000 adds credibility and social proof that if so many other people are “members,” than you should be too.



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Submit

3

Free giveaways convert very well, especially if you're giving away the very product or service that people come to your web site to learn more about and purchase.



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Zip Code *

Submit



Genius marketing here. JAIO created 30 raving fans, and 20 of them likely aren't even customers yet.

4

But wait! If you win, not only can you tell your friends, but you get to give orchids to two of them!



Great job of establishing and building customer loyalty!



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5

JAIO clearly targeted social media, and specifically Facebook, with this offer.



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Submit

6

Creating a sense of urgency using a limited time offer is another well documented strategy that increases conversions.

i A specific window of time often generates action and spikes sales. No one likes to miss a good deal!



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First name *

Last name *

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City *

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Submit



7

Can't help but notice how this form stands out because it's colored **light blue**. It immediately draws my attention and my eye path goes to the form.

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Submit



8

Great example of using contrasting colors. The **light blue** form surrounding the **plum** colored call-to-action really makes the button pop.

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Submit

9

If you haven't done an A/B test before, this is a great place to start.

You should use anything other than "Submit."

 Try "Enter to Win," for example



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10

Since winners must be "15 years or older," JAIO could have asked for **birth date** on form.



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Last name *

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City *

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Zip Code *

Submit



If you're a JAIO fan, wouldn't you like to receive an email on your birthday offering you a special orchid discount in honor of your special day?

11

Create a **sense of urgency** by adding a notification like, "**Hurry, offer ends June 19th**"



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Submit

12

Adding social media share buttons may increase visits and conversions. People on Facebook are most likely fans of social media in general, and are probably more inclined to share via Facebook, as well as other social media channels.

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TIMELESS, SIMPLE, AND TARGETED

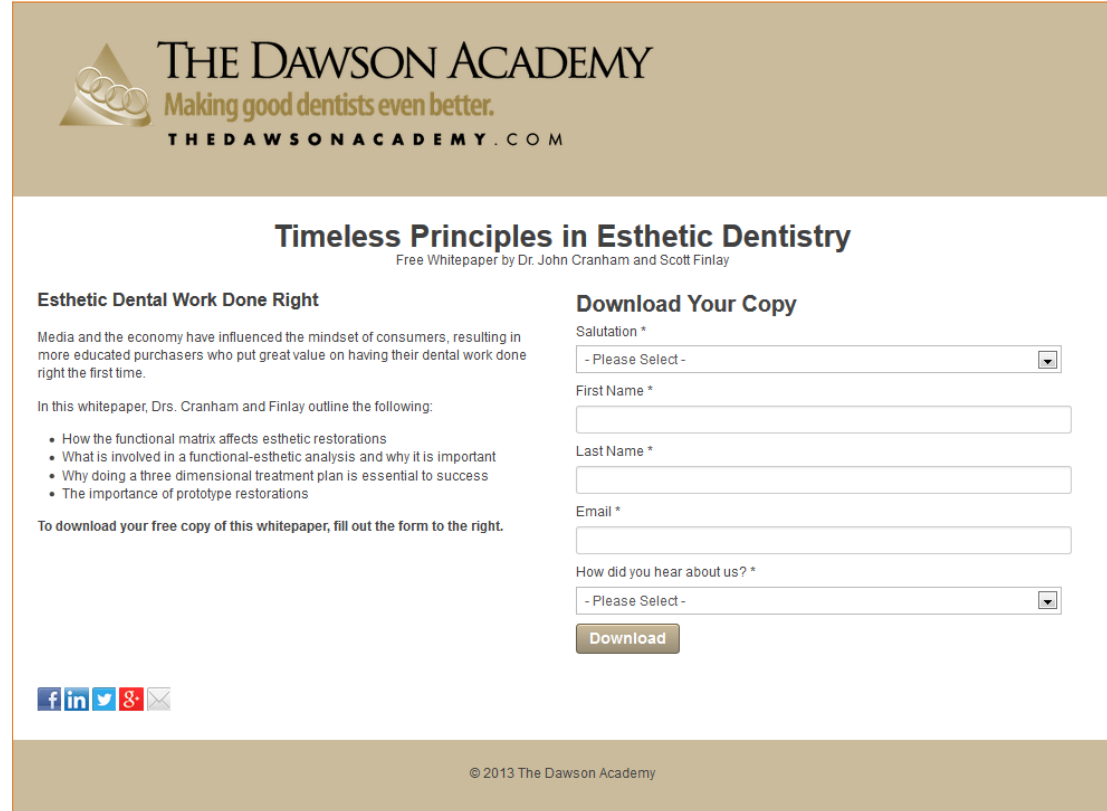
The Dawson Academy

Truth In Numbers

- Landing Page Age : 2 months
- Views: 1,047
- Submissions: 723
- Submission Rate: 69.1%
- New Contacts Rate: 4.1%

Why So Many Conversions

- Design is aligned with dentists “professional” persona
- Time is at a premium. Good job of providing an overview and making it easy and fast to digest the landing page content.
- Good use of white space – “less is more.”



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 Making good dentists even better.
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Timeless Principles in Esthetic Dentistry

Free Whitepaper by Dr. John Cranham and Scott Finlay

Esthetic Dental Work Done Right

Media and the economy have influenced the mindset of consumers, resulting in more educated purchasers who put great value on having their dental work done right the first time.

In this whitepaper, Drs. Cranham and Finlay outline the following:

- How the functional matrix affects esthetic restorations
- What is involved in a functional-esthetic analysis and why it is important
- Why doing a three dimensional treatment plan is essential to success
- The importance of prototype restorations

To download your free copy of this whitepaper, fill out the form to the right.

Download Your Copy

Salutation *

First Name *

Last Name *

Email *

How did you hear about us? *

[f](#) [in](#) [t](#) [g+](#) [✉](#)

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13

Notice that there is no navigation, so no opportunity for visitors to get distracted and click away



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Making good dentists even better.

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14

Great use of thought leadership (Drs. Cranham & Finlay) to establish trust and credibility



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15

In addition to being “easy on the eyes,” these bullets are compelling because they begin with “How,” “What,” and “Why.”

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16

The copy tells the visitor exactly what to do next, “fill out the form to the right.”

Timeless Principles in Esthetic Dentistry

Free Whitepaper by Dr. John Cranham and Scott Finlay

Esthetic Dental Work Done Right

Media and the economy have influenced the mindset of consumers, resulting in more educated purchasers who put great value on having their dental work done right the first time.

In this whitepaper, Drs. Cranham and Finlay outline the following:

- How the functional matrix affects esthetic restorations
- What is involved in a functional-esthetic analysis and why it is important
- Why doing a three dimensional treatment plan is essential to success
- The importance of prototype restorations

To download your free copy of this whitepaper, fill out the form to the right.

Download Your Copy

Salutation *

- Please Select -

First Name *

Last Name *

Email *

How did you hear about us? *

- Please Select -

Download



17

Good use of the Salutation field. Great way to know if lead is a dentist, lab technician, professor, or has some other type of credentials and accreditations. **Better segmentation equals better marketing**



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- Please Select -

First Name *

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How did you hear about us? *

- Please Select -

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18

“How did you hear about us?” may be a good way to measure how effective your offline sources are.



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Traditionally, radio and TV advertising are challenging for most to measure their ROI. Adding a specific media channel to your forms is a good way to tie your marketing campaigns back to revenue and expenses.

19

I recommend adding photos of Drs. Cranham and Finlay to test if their images increase conversions.

i

While you're at it, test their images against a photo of the whitepaper to see which converts better.

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Download Your Copy

Salutation *
- Please Select -

First Name *
[Text Field]

Last Name *
[Text Field]

Email *
[Text Field]

How did you hear about us? *
- Please Select -

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20

Who else is involved in the purchase decision? While a dentist may be the ultimate decision maker, a hygienist or office manager could be a major influencer.



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Salutation *

First Name *

Last Name *

Email *

Role/Job Title *

How Did You Hear About Us? *

Download



Capturing “**Role/Job Title**” information is very valuable during the buying process. In this example, a dentist may be more interested in esthetic restoration technology, while an office manager may be responsible for solving for budget, maintenance contracts, and installation of the equipment.

21

Take advantage of geo-targeting. If you capture address information, you can send emails when classes are being offered in there area, for example.



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Download Your Copy

Salutation *

First Name *

Last Name *

Email *

Role/Job Title *

How Did You Hear About Us? *

State/Region *

Download

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3

ALIGNING COPY WITH IMAGERY blueleaf

Truth In Numbers

- Landing Page Age: 8 months
- Views: 1,774
- Submissions: 1,018
- Submission Rate: 57.4%
- New Contacts Rate: 31.7%

Why So Many Conversions

- No distractions. There are no other links or buttons that would prevent a visitor from converting.
- Great copy!
- Compelling bullets
- Great use of form design to help with segmentation

blueleaf

Whitepaper: How to Turbocharge Your Financial Advisory Referral Program for 2013

Avoid the #1 mistake ALL the so-called experts teach

Referrals are invaluable to growing your advisory business. The guru's claim that getting new clients through referrals is an art that only they can teach. We'll trash that myth and show you growing referrals is a science that anyone can learn.

This whitepaper will show you:

- How to make sense of all the glibberish
- How to avoid the Fatal Flaw of most referral programs
- The Key to growing a large referral base
- 5 simple steps to creating and growing your referral network
- 3 incredible FREE online tools to optimize your success

Read it now:

First Name *

Last Name *

Email *

Company Name

Custodian(s) *

Schwab

Fidelity

Pershing

TD Ameritrade

Follo

NPS

Other

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22

Timely –
Using the year “2013”
let’s people
know it’s
current and
motivates them
to act fast.

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Company Name

Custodian(s) *

Schwab

Fidelity

Pershing

TD Ameritrade

Follo

NFB

Other

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23

“Avoid the #1 mistake ALL the so-called experts teach” is a great example of copy that evokes curiosity



Great job of playing to their emotion.

Wouldn't you want to download to make sure you're not guilty?

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Read it now:

First Name *

Last Name *

Email *

Company Name

Custodian(s) *

- Schwab
- Fidelity
- Pershing
- TD Ameritrade
- Follo
- NFS
- Other

[Get it Now](#)



24

“Why referral marketing failed you and how you can fix it” is an example of great copy that oozes empathy

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Last Name *

Email *

Company Name

Custodian(s) *

- Schwab
- Fidelity
- Pershing
- TD Ameritrade
- Follo
- NFS
- Other

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25

Bullets are so compelling. In fact, each one could be a separate blog article or other piece of content.

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Email *

Company Name

Custodian(s) *

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- Pershing
- TD Ameritrade
- Follo
- NFS
- Other

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26

Nice job of segmentation. It's obviously very valuable for blueleaf to know who their prospects and customers use as a custodian.

The screenshot shows a landing page for a whitepaper titled "Whitepaper: How to Turbocharge Your Financial Advisory Referral Program for 2013" by blueleaf. The page includes a list of key points, a central image of a path leading to "SUCCESS" and "FAILURE" signs, and a registration form. The form fields include First Name, Last Name, Email, Company Name, and a dropdown for Custodian(s) with radio button options for Schwab, Fidelity, Pershing, TD Ameritrade, Follo, NPS, and Other. A "Get it Now" button is at the bottom of the form. Social media icons for LinkedIn, Twitter, and Google+ are located at the bottom left of the page content. The footer contains the copyright notice "© 2013 Blueleaf".

blueleaf

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WHY REFERRAL MARKETING FAILED YOU AND HOW YOU CAN FIX IT

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Read it now:

First Name *

Last Name *

Email *

Company Name

Custodian(s) *

- Schwab
- Fidelity
- Pershing
- TD Ameritrade
- Follo
- NPS
- Other

Get it Now

in | |

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27

“Get it Now” is a great action phrase. This CTA gives your reader an extra queue to complete the conversion process.

i

31.80% of visitors who completed the form were first time leads. That’s a nice added bonus!

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Last Name *

Email *

Company Name

Custodian(s) *

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NPS

Other

Get it Now

[in](#) [t](#) [g+](#)

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28

Don't be afraid to ask! If the "Company Name" field was required, would it reduce conversions?

i

I don't think so, but knowing that a lead was from a "big named account," like Merrill Lynch, would be a good indicator of potential lead value.

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Last Name *

Email *

Company Name

Custodian(s) *

Schwab

Fidelity

Pershing

TD Ameritrade

Follo

NPS

Other

Get it Now

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4

A Picture Says a Thousand Words Cinestyle

Truth In Numbers

- Landing Page Age: 18 weeks
- Views: 47,391
- Submissions: 27,160
- Submission Rate: 57.3%
- New Contacts Rate: 36.6%

Why So Many Conversions

- Good use of using “audience speak” - language that your persona relates to
- Imagery that shows expected results
- Everyone likes a “Free” offer and this one tells you exactly what you’re getting

The screenshot shows the Technicolor website's landing page for the Cinestyle profile. At the top left is the Technicolor logo, a rainbow-colored bar. Below it is the heading "Download Free Canon Profile" with a subtext "Boosts the dynamic range of your Canon EOS DSLR". A section titled "Increase Dynamic Range" features a subheading "So you capture more colors" and two paragraphs of text explaining the profile's benefits. Below this is a comparison of two camera views: "Canon Standard Profile" (high contrast, missing dark areas) and "Technicolor CineStyle Profile" (flat image, retaining detail). A "Download Now" form is on the right, with fields for First Name, Last Name, Email, Street Address, City, State/Region, Country, and Phone Number. It also includes a dropdown menu for "What kind of projects are you primarily editing?" and a text area for "What is your biggest video challenge?". A blue "Submit" button is at the bottom of the form. Social media icons for Facebook, Twitter, and Google+ are at the bottom left. The footer contains the copyright notice "© 2013 Technicolor. All rights reserved."

technicolor

Download Free Canon Profile
Boosts the dynamic range of your Canon EOS DSLR

Increase Dynamic Range

So you capture more colors

The CineStyle Profile allows you to shoot footage with greater detail in both the highlights and shadows of your subject matter. Capture footage the way your eye sees color.

Then in post-production, your footage will be primed for Technicolor Color Assist to create professional projects that look great.

Canon Standard Profile

High contrast, details missing the dark areas, highlights overly bright.

Technicolor CineStyle Profile

Flat image with detail retained in the light and dark areas, which is excellent for color correction.

The Technicolor CineStyle Profile is the best foundation for color correction. Just register for your quick, free download.

Download Now

First Name *

Last Name *

Email *

Street Address

City

State/Region

Country

Phone Number

What kind of projects are you primarily editing?
- Please Select -

What is your biggest video challenge?

Submit

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29

“So you capture more colors” is an example of great copy that answers the “why”.

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City

State/Region

Country

Phone Number

What kind of projects are you primarily editing?

- Please Select -



What is your biggest video challenge?

Submit



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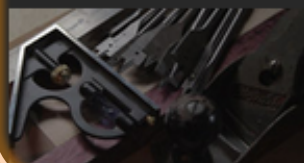
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Last Name *

Email *

Street Address

City

State/Region

Country

Phone Number

What kind of projects are you primarily editing?

- Please Select -

What is your biggest video challenge?

Submit

30

Love the visual images comparing the two profiles side-by-side.

31

Notice there are 10 fields on this form. Yet another example of how a long firm doesn't necessarily have a negative impact on conversions.

technicolor

Download Free Canon Profile

Boosts the dynamic range of your Canon EOS DSLR

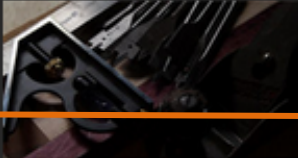
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Last Name *

Email *

Street Address

City

State/Region

Country

Phone Number

What kind of projects are you primarily editing?

- Please Select -

What is your biggest video challenge?

Submit

f t g+

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Studies have shown that **white text** on a black background doesn't convert as well, but in this case, it's important to note that the design is part of Cinestyle's brand and consistent throughout their entire site.

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Download Now

First Name *

Last Name *

Email *

Street Address

City

State/Region

Country

Phone Number

What kind of projects are you primarily editing?

- Please Select -



What is your biggest video challenge?

Submit



33

Clearly a great offer for photography enthusiasts which is why the “What kind of projects are you primarily editing?” field could have been required without negatively impacting conversions.



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Increase Dynamic Range

So you capture more colors

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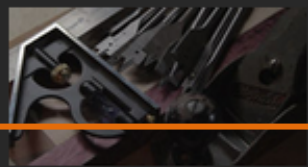
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First Name *

Last Name *

Email *

Street Address

City

State/Region

Country

Phone Number

What kind of projects are you primarily editing?

What is your biggest video challenge?

Submit

34

If you're like most companies that segment your sales territories geographically, make **City, State/Region** and **Country** fields required if you want to forward leads to a specific salesperson.

Conversely, you can utilize country field to disqualify leads if you're not marketing to certain countries.



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First Name *

Last Name *

Email *

Street Address

City

State/Region

Country

Phone Number

What kind of projects are you primarily editing?

- Please Select -



What is your biggest video challenge?

Submit



35

Use anything other than “Submit” for your CTA. In this case, I might try testing something like “Download Your Free Profile”



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Increase Dynamic Range

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State/Region

Country

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What kind of projects are you primarily editing?

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What is your biggest video challenge?

Submit



5

ATTRACTING THEIR TARGET AUDIENCE WITH EMOTION

The Cornell Lab of Ornithology

Truth In Numbers


- Landing Page Age: 7 months
- Views: 1,932
- Submissions: 1,103
- Submission Rate: 57.1%
- New Contacts Rate: 18.2%

Why So Many Conversions

- They know their target audience - teachers of grades K- 12
- Imagery of kids converts well
- Mission statement at bottom adds trust and credibility

The **Cornell** Lab of Ornithology


BirdSleuth K-12



Free Download: Investigating Evidence - A comprehensive guide to student inquiry!

Investigating Evidence will guide you as you propel your students through the process of developing and producing their own scientific inquiry. Nothing motivates a student more than the ability to pursue their own questions and having the right support to do so. In this module, you will learn tricks and tips on the following for your students:

- Advancing science process skills
- Developing and pursuing an intriguing scientific question
- Collecting and analyzing data
- Presenting findings



BirdSleuth's Mission is to create innovative K-12 resources that build science skills while inspiring young people to connect to local habitats, explore biodiversity, and engage in citizen science projects.

First Name *

Last Name *

Email *

State (Please Select) *

- Please Select -

Type of Educator

Choose One

Street Address

Address line 2

City

Postal Code

Country

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36

“Free” converts. It’s a fact! It grabs your attention and increases conversion.

Free Download: Investigating Evidence - A comprehensive guide to student inquiry!

Investigating Evidence will guide you as you propel your students through the process of developing and producing their own scientific inquiry. Nothing motivates a student more than the ability to pursue their own questions and having the right support to do so. In this module, you will learn tricks and tips on the following for your students:

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First Name *

Last Name *

Email *

State (Please Select) *

- Please Select -

Type of Educator

Choose One

Street Address

Address line 2

City

Postal Code

Country

37

Masterful photo of kids all looking at something with great interest. Kids convert almost as well as babies, puppies, and kittens 😊

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First Name *

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State (Please Select) *
- Please Select -

Type of Educator
Choose One

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Free Download: Investigating Evidence - A comprehensive guide to student inquiry!

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- Advancing science process skills
- Developing and pursuing an intriguing scientific question
- Collecting and analyzing data
- Presenting findings



BirdSleuth's Mission is to create innovative K-12 resources that build science skills while inspiring young people to connect to local habitats, explore biodiversity, and engage in citizen science projects.

First Name *

Last Name *

Email *

State (Please Select) *

- Please Select -

Type of Educator

Choose One

Street Address

Address line 2

City

Postal Code

Country

Download

38

The “grass-roots” like mission statement adds a feeling of credibility, community and harmony.

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First Name *

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Email *

State (Please Select) *
- Please Select -

Type of Educator
Choose One

Street Address

Address line 2

City

Postal Code

Country

[Download](#)

BirdSleuth's Mission is to create innovative K-12 resources that build science skills while inspiring young people to connect to local habitats, explore biodiversity, and engage in citizen science projects.

39

“Type of Educator”
is a great
segmentation
element. Just wish it
was required.

40

Try adding a final sentence, below the bullets, reiterating and encouraging the reader to complete the form on the right. If you do, you're likely to see an increase in conversions

Free Download: Investigating Evidence - A comprehensive guide to student inquiry!

Investigating Evidence will guide you as you propel your students through the process of developing and producing their own scientific inquiry. Nothing motivates a student more than the ability to pursue their own questions and having the right support to do so. In this module, you will learn tricks and tips on the following for your students:

- Advancing science process skills
- Developing and pursuing an intriguing scientific question
- Collecting and analyzing data
- Presenting findings



To download your free guide, please complete the form on the right.

BirdSleuth's Mission is to create innovative K-12 resources that build science skills while inspiring young people to connect to local habitats, explore biodiversity, and engage in citizen science projects.

To download your free copy of this whitepaper, fill out the form to the right.

First Name *

Last Name *

Email *

State (Please Select) *
- Please Select -

Type of Educator
Choose One

Street Address

Address Line 2

City

Postal Code

Country

6

USING WEBINARS FOR LEAD GENERATION

digitalrelevance

Truth In Numbers

- Landing Page Age: 1 month
- Views: 1,053
- Submissions: 594
- Submission Rate: 56.4%
- New Contacts Rate: 16.4%

Why So Many Conversions

- Relevant subject matter to target audience
- Aaron's bio and photo provides a great example of establishing credibility, authority, and thought leadership
- Including contact information at bottom builds trust and transparency

digitalrelevance™

Re-Thinking SEO: The Earned Media & Inbound Marketing Evolution »

Register Now: Tuesday May 21st @12:30pm EDT

GoToWebinar™ Tuesday May 21st @12:30pm EDT [Register Now](#)

What you need to know to succeed today.

No industry evolves as quickly as SEO. Today, organizations that implement traditional SEO strategies are seeing diminishing returns as a result of using these outdated tactics. As a marketing leader, you need to understand how SEO has evolved strategically and how to measure the progress of team efforts.

This webinar will show you how to:

- Avoid being screened by the latest search engine updates such as Panda and Penguin
- Understand how Google's Transition Rank affects rankings
- Diversify organic keyword exposure through a portfolio of thousands of keywords
- Optimize for personalized organic search engine results
- Increase online conversion rates and build community through earned media & inbound marketing

Meet Your Host

Aaron Aders
Co-Founder & Market Research Director
digitalrelevance Inc.

Building on more than a decade of Internet marketing experience, Aaron steers the strategy and execution of digital relevance content creation and thought-leadership production. You can catch up with Aaron on his [weekly Inc.com column](#).

digitalrelevance™
8900 Keystone Crossing
Suite 100
Indianapolis, Indiana 46240
Phone: (888) 603-7337
Local: (317) 575-8852

Re-Thinking SEO: The Earned Media & Inbound Marketing Evolution »

41

Notice how digitalrelevance made "Website," "Phone," "Revenue," and "Challenges with Current Strategy" required fields. They're not afraid to ask!

Register Now: Tuesday

May 21st @12:30pm EDT

First Name *

Last Name *

Email *

Role
 - Please Select -

Website *

Phone *

Revenue *
 - Please Select -

Challenges with Current Strategy *

Submit

What you need to know to succeed today.

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Despite making these fields required, digitalrelevance still had a **56.4% conversion rate** and 16.4% of registrants were new leads!

Re-Thinking SEO: The Earned Media & Inbound Marketing Evolution »

Register Now: Tuesday
May 21st @12:30pm EDT

First Name *

Last Name *

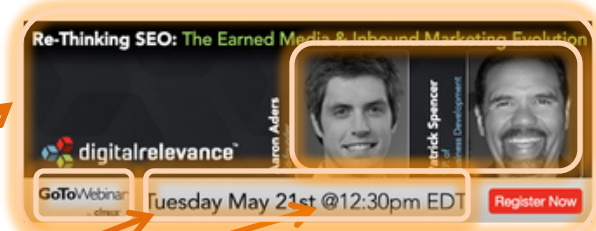
Email *

Role
Please Select

Phone *

Revenue *
Please Select

Challenges with Current Strategy *



What you need to know to succeed today.

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Great example of providing important information in a digestible way.

42

The names and photos of the facilitators, the GoToWebinar logo, and the date and time when the webinar is scheduled adds **trust and credibility** and **reduces friction**

Webinars are great content to determine if a lead is actively considering your products or services because attendees would not **commit** to giving up their time if they weren't genuinely interested.



If you're lucky, approximately 50% of the people that register for your webinar will attend. When salespeople follow up, registrants and actual attendees should be segmented, and marketed to differently

Re-Thinking SEO: The Earned Media & Inbound Marketing Evolution »

Register Now: Tuesday
May 21st @12:30pm EDT

First Name *

Last Name *

Email *

Role
- Please Select -

Website *

Phone *

Revenue *
- Please Select -

Challenges with Current Strategy *



What you need to know to succeed today.

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43

The "Meet Your Host" section is another great example of how you can establish yourself as a **though leader**. Not only does it include a brief bio of Aaron, but there's a link to his weekly Inc.com column.



People who may be skeptical are now thinking, "this guy must be relevant."

Re-Thinking SEO: The Earned Media & Inbound Marketing Evolution »

Register Now: Tuesday
May 21st @12:30pm EDT

First Name *

Last Name *

Email *

Role

- Please Select - 

Website *

Phone *

Revenue *

- Please Select - 

Challenges with Current Strategy *

Submit



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44

digitalrelevance provided their address and phone at the bottom of the landing page which establishes additional trust and credibility, and reduces friction.



What I really like about that is serious leads can immediately pick up a phone and call. **Isn't that the ultimate lead generation goal?**



digitalrelevance™
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Indianapolis, Indiana 46240
Phone: (888) 803-7337
Local: (317) 575-8852

45

This is the highest ranking conversion page with form on the left. Would moving form to the right increase conversions?



Option 3: Would placing form **below** the “Meet Your Host” section increase conversions? (single column)

Re-Thinking SEO: The Earned Media & Inbound Marketing Evolution »



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May 21st @12:30pm EDT

First Name *

Last Name *

Email *

Role

- Please Select -

Website *

Phone *

Revenue *

- Please Select -

Challenges with Current Strategy *

Submit

Re-Thinking SEO: The Earned Media & Inbound Marketing Evolution »

Register Now: Tuesday
May 21st @12:30pm EDT

First Name *

Last Name

Email *

Role

- Please Select -

Website *

Phone *

Revenue *

- Please Select -

When Will You Hire Marketing Services? *

- Please Select -

Challenges with Content Strategy *

Submit



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46

Add field to capture timeline data. For example, when will your visitor be ready to invest in your services?



Is adding timeline, and making it required being too greedy? Would doing so reduce conversions? Don't know. That's why you have to test

7

DON'T BE AFRAID TO ASK Precept Ministries International

Truth In Numbers

- Landing Page Age: 3 months
- Views: 8,930
- Submissions: 4,900
- Submission Rate: 54.9%
- New Contacts Rate: 25.8%

Why So Many Conversions

- Religion is one of the verticals that experiences a higher than average conversion rate
- Beautiful art work in landing page header
- Nice job of setting expectations. The visitors knows what she's going to get if she completes the desired action

The screenshot shows the landing page for 'Feasts of Israel' by Precept Ministries International. At the top left is the Precept Ministries International logo with the tagline 'THE INDUCTIVE BIBLE STUDY PEOPLE'. Below the logo is a navigation bar with links for 'Inductive Bible Study', 'Bible Study Leaders', 'Events', and 'Support Precept'. A social media bar includes icons for Facebook, LinkedIn, Twitter, Google+, Pinterest, and Email. The main header features a large graphic with a menorah and the text 'Feasts of ISRAEL'. Below the header is a call to action: 'Feasts of Israel - A FREE Bible Study Download!'. The page is divided into two columns. The left column contains two sections: 'What does God's Word say about the Feasts of Israel?' with three bullet points, and 'What's included in this Bible Study?' with four bullet points. At the bottom of the left column is a button that says 'Download your FREE copy today >>'. The right column is titled 'Tell Us About Yourself:' and contains several input fields: 'First Name *', 'Last Name *', 'Postal Code *', 'Zip or Country Code', 'Email *', and 'Date of Birth mm/dd/yyyy'. Below these fields is a checkbox for 'Opt-in' and a green 'Download Now!' button. At the bottom of the page is a copyright notice: '© 2013 Precept Ministries International'.

47

"Download your FREE copy today >>" is a good example of using action words combined with directional queues.



Inductive Bible Study / Bible Study Leaders / Events / Support Precept



Feasts of Israel - A FREE Bible Study Download!

What does God's Word say about the Feasts of Israel?

- What are the feasts the nation of Israel celebrated?
- Why did Israel celebrate them?
- Were they optional?
- Do they matter to Christians today?

What's included in this Bible Study?

- Using God's Word as guide, this study provides readers with an overview of the feasts of Israel.
- Discover the importance of each feast and see how each feast points to Jesus!
- Uncover why God Himself initiated the feasts for the nation of Israel.
- Learn the why's or why not's of applying these feasts today!

Tell Us About Yourself:

First Name *

Last Name *

Postal Code *

Zip or Country Code

Email *

Date of Birth mm/dd/yyyy

Yes, I would like to receive e-mail from Precept Ministries International

 Opt-in

[Download Now!](#)

[Download your FREE copy today >>](#)

48

Precept is located in Chatanooga, TN, and organizes events all over the country. Capturing Postal Code enables them to take advantage of marketing their events to very specific geographic areas.



[Inductive Bible Study](#) / [Bible Study Leaders](#) / [Events](#) / [Support Precept](#)



Feasts of Israel - A FREE Bible Study Download!

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Tell Us About Yourself:

First Name *

Last Name *

Postal Code *

Zip or Country Code

Date of Birth mm/dd/yyyy

Yes, I would like to receive e-mail from Precept Ministries International

Opt-in

[Download Now!](#)

49

Precept should have removed the main navigation at the top of the landing page to prevent visitors from getting distracted and clicking away.



Remember, your **goal is a conversion** so don't distract them. Bring the navigation back on the thank you page only **AFTER** they've converted as a lead.

The screenshot shows the Precept Ministries International website. At the top left is the logo with the text 'PRECEPT MINISTRIES INTERNATIONAL THE INDUCTIVE BIBLE STUDY PEOPLE'. Below the logo is a navigation bar with links: 'Inductive Bible Study / Bible Study Leaders / Events / Support Precept'. Below the navigation bar are social media icons for Facebook, LinkedIn, Twitter, Google+, Pinterest, and Email. The main banner features a menorah and the text 'Feasts of ISRAEL'. Below the banner is the heading 'Feasts of Israel - A FREE Bible Study Download!'. The page is divided into two columns. The left column contains the text 'What does God's Word say about the Feasts of Israel?' followed by a bulleted list of questions: 'What are the feasts the nation of Israel celebrated?', 'Why did Israel celebrate them?', 'Were they optional?', and 'Do they matter to Christians today?'. Below this is the section 'What's included in this Bible Study?' with a bulleted list: 'Using God's Word as guide, this study provides readers with an overview of the feasts of Israel.', 'Discover the importance of each feast and see how each feast points to Jesus!', 'Uncover why God Himself initiated the feasts for the nation of Israel.', and 'Learn the why's or why not's of applying these feasts today!'. At the bottom of the left column is the text 'Download your FREE copy today >>'. The right column contains the section 'Tell Us About Yourself:' followed by form fields for 'First Name *', 'Last Name *', 'Postal Code *', 'Zip or Country Code', 'Email *', and 'Date of Birth mm/dd/yyyy'. Below these fields is a checkbox for 'Opt-in' and a green button labeled 'Download Now!'. At the bottom of the page is the copyright notice '© 2013 Precept Ministries International'.

50

By completing your form, your new lead have intrinsically opted-in to your emails. So instead of asking them to confirm, Precept should ask visitors to subscribe to their blog

PRECEPT MINISTRIES INTERNATIONAL
THE INDUCTIVE BIBLE STUDY PEOPLE

Inductive Bible Study / Bible Study Leaders / Events / Support Precept

f in t g+ p ✉

Feasts of ISRAEL

Feasts of Israel - A FREE Bible Study Download!

What does God's Word say about the Feasts of Israel?

- What are the feasts the nation of Israel celebrated?
- Why did Israel celebrate them?
- Were they optional?
- Do they matter to Christians today?

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Tell Us About Yourself:

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Last Name *

Postal Code *
Zip or Country Code

Email *

Date of Birth mm/dd/yyyy

Download your FREE copy today >>

Yes, I would like to receive e-mail from Precept Ministries International
 Opt-in

Download Now!

© 2013 Precept Ministries International

8

SETTING EXPECTATIONS

Erickson International

Truth In Numbers

- Landing Page Age: 7 months
- Views: 909
- Submissions: 491
- Submission Rate: 54%
- New Contacts Rate: 3.2%

Why So Many Conversions

- Very clean and simple design
- Compelling subject line
- Subject line ties in very nicely with sub-header and bullets
- Nice example of setting expectations.

The screenshot shows a landing page for Erickson International. At the top, there is a banner with the Erickson International logo and the tagline "Leading since 1980". Below the banner, the main heading is "Download 10 Techniques of Solution Focused Coaching". A sub-heading reads: "Welcome to the start of your coaching journey. We are here for you every step of the way." Below this, there is a paragraph: "This easy to understand document is designed to get you thinking about how solution focused coaching works and the tools we use at Erickson College." To the right of this text are three input fields for "First Name *", "Last Name *", and "Email *", followed by a green "Submit" button. On the left side, there is a list of 10 techniques, with the first one being "1. Creating Powerful Futures." and the last one being "10. Thinking Spaces." A magnifying glass graphic is overlaid on the list, focusing on the words "Solution Focused Coaching". The Erickson International logo is also present next to the list of techniques. At the bottom of the page, there is a copyright notice: "© 2013 Erickson College International".

51

Using numbers in your headline and copy should increase conversions (but test it).



And oddly enough, odd numbers tend to convert better than even numbers.

The screenshot shows the Erickson International website. At the top, the logo reads "ERICKSON INTERNATIONAL" with the tagline "Leading since 1980". The main headline is "Download 10 Techniques of Solution Focused Coaching". Below the headline, a welcome message says "Welcome to the start of your coaching journey. we are here for you every step of the way." A paragraph of text states: "This easy to understand document is designed to get you thinking about how solution focused coaching works and the tools we use at Erickson College." To the right of this text are three input fields for "First Name *", "Last Name *", and "Email *", followed by a "Submit" button. Below the text, the title "10 Techniques of Solution Focused Coaching" is displayed, with the number "10" in a large, bold font. A magnifying glass graphic is positioned over the text "Solution Focused Coaching". A list of 10 techniques follows:

1. Creating Powerful Futures.
2. Values Exploration
3. Frameworks & Blueprints
4. Creativity Tools
5. Strategy Streamlining Tools
6. Accelerated Learning Technologies
7. Ericksonian Metaphor
8. Strongly Anchored Resources
7. Effective Telephone Use
10. Thinking Spaces

At the bottom of the page, the copyright notice reads "© 2013 Erickson College International".

52

Great copy! Example of words that take the visitor by the hand and leads them to conversion.

- "Welcome"
- "coaching journey"
- "we are here for you"
- "every step of the way"
- "easy to understand"
- "get you thinking"
- "coaching works"

Download 10 Techniques of Solution Focused Coaching

Welcome to the start of your coaching journey. We are here for you every step of the way.

This page to understand document is designed to get you thinking about how solution focused coaching works and the tools we use at Erickson College.

10 Techniques of Solution Focused Coaching



1. Creating Powerful Futures.

2. Values Exploration

3. Frameworks & Blueprints

4. Creativity Tools

5. Strategy Streamlining Tools

6. Accelerated Learning Technologies

7. Ericksonian Metaphor

8. Strongly Anchored Resources

9. Effective Telephone Use

10. Thinking Spaces



First Name *

Last Name *

Email *

Submit

Download 10 Techniques of Solution Focused Coaching

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This easy to understand document is designed to get you thinking about how solution focused coaching works and the tools we use at Erickson College.

First Name *

Last Name *

Email *

Submit

10 Techniques of Solution Focused Coaching



1. Creating Powerful Futures.
2. Values Exploration
3. Frameworks & Blueprints
4. Creativity Tools
5. Strategy Streamlining Tools
6. Accelerated Learning Technologies
7. Ericksonian Metaphor
8. Strongly Anchored Resources
7. Effective Telephone Use
10. Thinking Spaces



53

List of numbers that does a beautiful job of aligning expectations.

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This easy to understand document is designed to get you thinking about how solution focused coaching works and the tools we use at Erickson College.

First Name *

Last Name *

Email *

Submit

10 Techniques of Solution Focused Coaching



1. Creating Powerful Futures.
2. Values Exploration
3. Frameworks & Blueprints
4. Creativity Tools
5. Strategy Streamlining Tools
6. Accelerated Learning Technologies
7. Ericksonian Metaphor
8. Strongly Anchored Resources
7. Effective Telephone Use
10. Thinking Spaces



54

Once again, anything is better than "Submit."

i

How about "Download Your Free Guide Now!"

i

Only 3.2% of submissions are new contacts, which means that almost 97% are existing leads.

i

This is a good indicator to ask for more information on the form. Like the **type of coaching or training they're interested in**.

i

Why? Because the more data points you can gather on your leads, the more targeted your messaging can be, and the better chance you have of converting leads into customers.



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This easy to understand document is designed to get you thinking about how solution focused coaching works and the tools we use at Erickson College.

10 Techniques of Solution Focused Coaching



1. Creating Powerful Futures.
2. Values Exploration
3. Frameworks & Blueprints
4. Creativity Tools
5. Strategy Streamlining Tools
6. Accelerated Learning Technologies
7. Ericksonian Metaphor
8. Strongly Anchored Resources
9. Effective Telephone Use
10. Thinking Spaces



First Name *

Last Name *

Email *

Submit

CHAPTER 3

THE LAST WORD & ADDITIONAL RESOURCES

JUST TEST IT!

Testing is really a ton of fun, especially when you are able to constantly increase your conversion rates and iterate based on what the data is telling you.

But remember, even though every single landing page in this guide is converting over 50%, there's always something you can improve with testing. And, you don't need to have a perfect landing page to see some really high conversion rates. So just publish it and then test it!

If you're interested in learning more on the subject of landing page optimization, I encourage you to check out the following resources:

It's so easy to get overwhelmed, so don't! Just pick one element to test. Do it! Now!

RESOURCES

How to Build Landing Pages that Convert

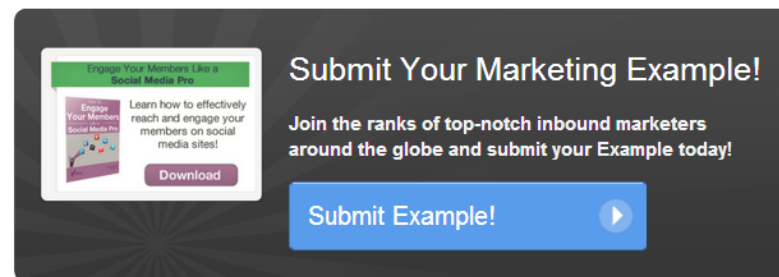
- [How to Use Landing Pages for Business](#) – HubSpot – Introductory guide to get started building landing pages that convert .
- [50 Ways To Seduce Your Web Visitors With Persuasive Landing Pages](#) – KISSmetrics – Stellar illustrations and examples that showcase various elements to help you create killer landing pages
- [How to Establish a 'Control' Landing Page for a New Product or Service](#) – Crazy Egg – Great step-by-step approach and formulas to create landing pages that convert.

How to Optimize for Conversions

- [Conversion Centered Design: Essential Elements of High Converting Landing Pages](#) – Unbounce & HubSpot publication – My favorite conversion guide. Worth reviewing just for the “Jam Study” on page 6.
- [How to Optimize Landing Pages for Conversion](#) – HubSpot - Great resource that takes the “How to Use Landing Pages” and combines it with the “why.” It’s the ultimate guide for marketers want to become conversion ninjas.
- [35 Beautiful Landing Page Design Examples to Drool Over \[With Critiques\]](#) – Unbounce – A beautiful compilation of landing pages, along with expert commentary. (Could have fit just as well in either section).

Start A/B Testing

- [8 Simple Online Copywriting Case Studies with Examples from Real A/B Tests](#) – ContentVerve – Great examples and illustrations of a/b testing at it’s best.
- [25 Ways to Evaluate Conversion Elements for New Testing Ideas](#) – i-on Interactive – Great framework for organizing a strategy around your a/b testing.



The image shows a dark grey banner with a white box on the left containing a book cover titled "Engage Your Members Like a Social Media Pro" with a "Download" button. To the right, the text reads "Submit Your Marketing Example!" followed by "Join the ranks of top-notch inbound marketers around the globe and submit your Example today!" and a large blue button with a white play icon and the text "Submit Example!"