

# A/B Testing WORKSHOP

INTERMEDIATE.



**We will be starting at 1:02 pm ET.**

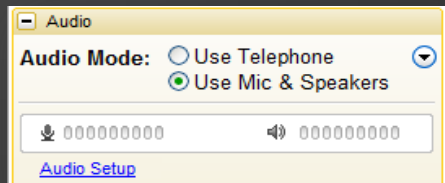
Use the Chat Pane in GoToTraining  
to Ask Questions!

1

Have attended the Landing Page, CTA and Email Class

2

Have one of the items mentioned above to test.





**Sarah Bedrick**

@sbedrick

#HubSpotting

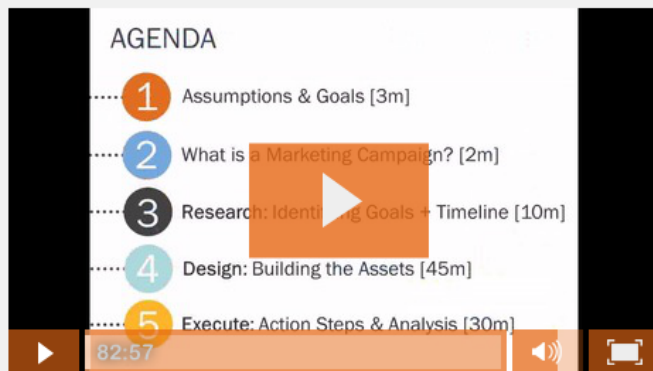
# A/B TESTING ARCHIVE PAGE

## HubSpot A/B Testing Workshop

[Go Back to HubSpot](#)

### Watch the Class

Length: 81:59 | Airdate: 4/03/13



Want to attend this workshop again? [See upcoming times.](#)

Want to review your work?

[Participate in Open Office Hours](#)

### Class Presentation Deck

- [Download the presentation](#)

### Class Resources

- [Download the eBook](#)
- [Download the Workbook](#)
- [Download your A/B Testing PDF](#)

### Additional Links

[How to A/B test Calls-to-action in HubSpot](#)

[How to A/B test landing pages](#)

[How to A/B test emails](#)

[A/B Test Calculator](#)

[A/B Testing in Action: 3 Real-Life Marketing Experiments](#)

[Answers to 19 Most Frequently Asked Questions about A/B Testing](#)

### Need software help?



[Find answers to your technical questions](#)

### Post to the forums.



[Ask questions to the HubSpot community](#)

### Have a question?



[Ask Professor Bedrick](#)

[@Sbedrick | LinkedIn](#)

# ARCHIVE PAGES ACCESSIBLE IN HUBSPOT PORTAL

HubSpot

Dashboard Content Contacts Reports Marketplace Academy

Rachel Goodman

Academy Home

HubSpot Training

Forums

Ideas

Marketing Library

Visits & Leads This month compared to last month

Wow! Keep doing what you're doing, because it's working. Capitalize on the traffic with new CTAs.

## Register for HubSpot Training

HubSpot Training Classes

0/13

- 1. Goal Planning & Strategy
- 2. Landing Pages
- 3. Calls to Action
- 4. Keywords
- 5. Blogging
- 6. Email
- 7. Social Media
- 8. Page Performance
- 9. Content Management System
- 10. Contacts & Lists
- 11. Sources & Competitors
- 12. Prospects
- 13. Intro to Workflows

### Goal Planning & Strategy: not complete

Get ready for your first set of HubSpot training classes by attending this Goal Planning & Strategy class. You'll learn how to set goals for your marketing and communicate these goals to your HubSpot consultant and account manager. You'll also find out how we'll be working together to achieve those goals using specific buyer personas and marketing campaigns. Buyer personas and campaign marketing is at the core of the HubSpot method, and will help you earn more of the right kind of visits, leads, and customers.

See available times I've completed this

Can't make this class? Check out the [archive](#).

Name	Visits	Submissions	Conversion Rate

Forms

## TODAY'S GOAL:

To learn how to conduct proper A/B tests, and set up a first test.



# AGENDA

- 1 Assumptions & Goals
- 2 Why run an A/B test [10 min]
- 3 How to run a proper A/B test in marketing [5 min]
- 4 Workshop – Work through the first A/B test [50 min]
- 5 Class tasks and resources [10 min]

# 1 ASSUMPTIONS & GOALS.

# ASUMMMPTIONS & GOALS

- 1 You've attended our HubSpot Training Classes
- 2 You understand your marketing assets, resources & goals
- 3 You can spend time each week reviewing your A/B tests

## 2 WHY RUN AN A/B TEST.


# WHAT IS AN A/B TEST?

**A/B testing is a method of testing** through which marketing variables are compared to each other to identify the one that brings a better response rate.

**A/B testing is a method of testing** through which marketing variables are compared to each other to identify the one that brings a better response rate.

A

Get a Free Beverage



Free Beverage of your choice!

- Fast
- Tasty
- Thirst-quenching

Fill out the form to get your free drink now!

Download Your Free Copy!

First Name \*

Last Name \*

Email ([privacy policy](#)) \*

Phone \*


Company \*

Website \*

**A/B testing is a method of testing** through which marketing variables are compared to each other to identify the one that brings a better response rate.

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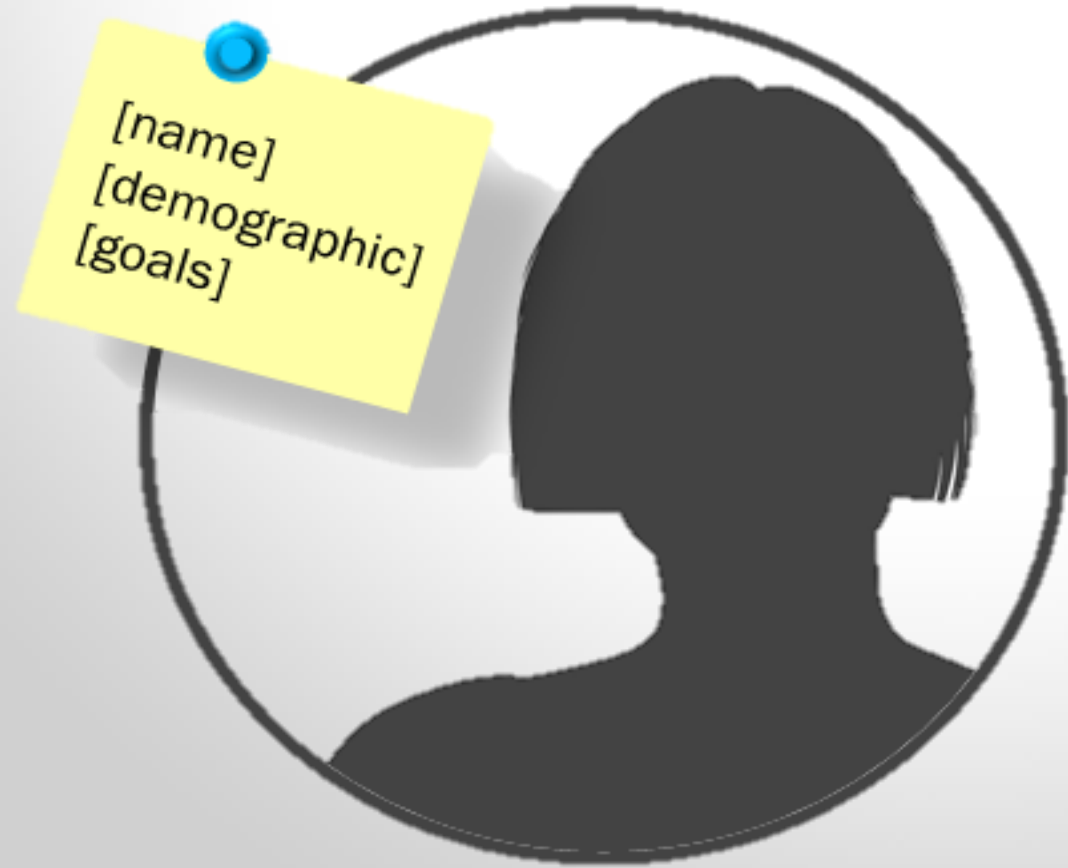
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EASY WAY TO  
IMPROVE METRICS.





LEARN WHAT  
SPEAKS TO  
YOUR **BUYER**  
**PERSONAS.**

RELY ON  
**DATA** &  
REMOVE  
**EMOTIONS.**



A close-up photograph of a hand holding several US dollar bills. The bills are fanned out, showing various denominations and serial numbers. The text 'More bang for your buck.' is overlaid on the right side of the image in a large, bold, orange and white font. The background is dark, making the currency and the text stand out.

More bang  
for your buck.

# 3 HOW TO RUN A PROPER A/B TEST IN MARKETING.

# 6 STEPS TO RUNNING AN A/B TEST:

- 1 Select a marketing asset to test.
- 2 Select a metric to improve.
- 3 Decide what to change in a new variation.
- 4 Choose an end date.
- 5 Check back for statistical significance.
- 6 Declare a winner.

1

**SELECT A MARKETING  
ASSET TO TEST**

Choose the marketing asset you want to a/b test:

An orange circle button with white text.

Call-to-  
action

An orange circle button with white text.

Landing  
Page

An orange circle button with white text.

Email

# Decide where to start:






## Calls-to-Action

[Tutorial](#)[hub ID: 33, hubspot.com](#)

All CTAs

All activity

Search...

Status	Preview	Views	Views → clicks	Clicks	Clicks → subs.	Subs.	Updated	
Trial Nurturing   See HubSpot Pricing								Embed code Details
		0	0%	0	0%	0	Apr 2	⚙️
Generate More Leads								Embed code Details
		0	0%	0	0%	0	Apr 2	⚙️
Blog - 15 Business Blogging Mistakes Ebook								SMART CTA
		1 blog post 67 pages Embed code Edit Smart Rules						
		77	1.3%	1	0%	0	Jan 29	⚙️
		3,096	0.5%	14	0%	0	Sep 27, 2012	⚙️
		76.2k	2.1%	1,585	70.8%	1,122	Sep 7, 2012	⚙️
Generate More Visitors								Embed code Details

[Create Call-to-Action](#)[Create Smart Call-to-Action](#)

468 CTAs

19.6m Views

369k Clicks

[Write a Blog Post](#)

Write a new blog post that includes one of your CTAs

[Create a Landing Page](#)

Create a new landing page that includes one of your CTAs

[Send an Email](#)

Send an email with one of your CTAs

[Manage Content Settings](#)

Go beyond the basics to create a system that meets your needs

**2**

**SELECT A METRIC TO  
IMPROVE**

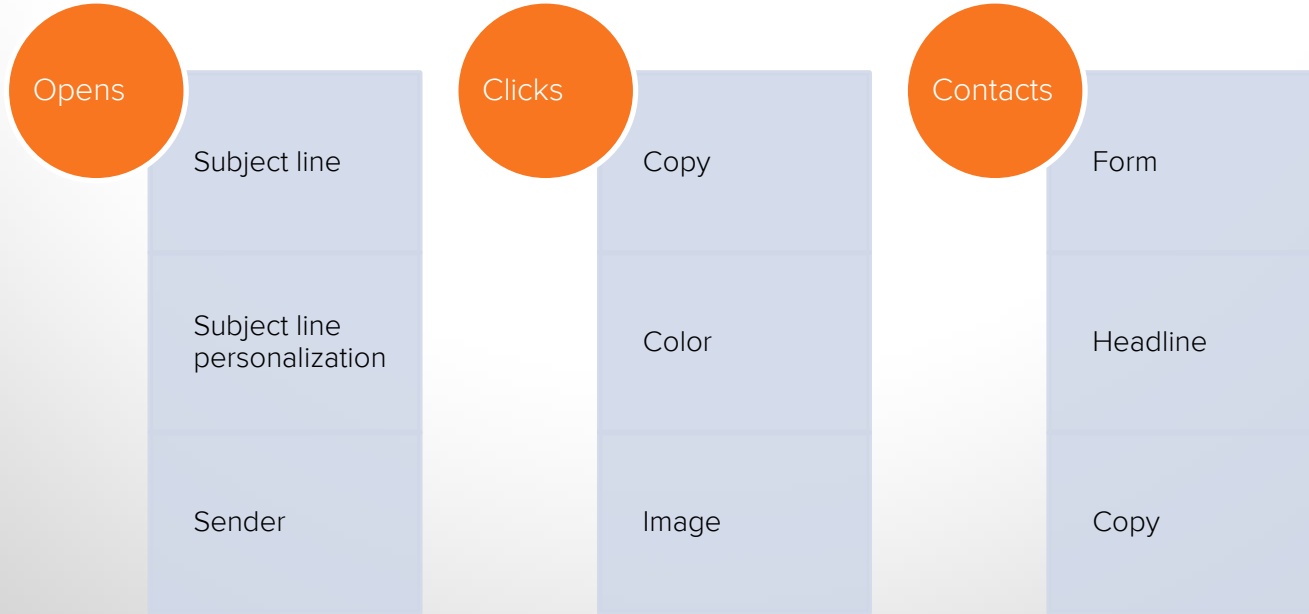
# Which metric to improve?



3

**SELECT ONE THING TO  
CHANGE IN NEW VARIATION**


# Ideas on what to test to improve numbers:



# Determine what the change will look like?

## A

Get a Free Beverage



Free Beverage of your choice!

- Fast
- Tasty
- Thirst-quenching

Fill out the form to get your free drink now!

Download Your Free Copy!

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Email ([privacy policy](#)) \*


Phone \*

Company \*

Website \*

## B

Get a Free Beverage



Free Beverage of your choice!

- Fast
- Tasty
- Thirst-quenching

Fill out the form to get your free drink now!

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Email ([privacy policy](#)) \*

# Determine what the change will look like?

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## B

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Free Beverage of your choice!

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Fill out the form to get your free drink now!

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First Name \*

Last Name \*

Email (privacy policy) \*

# Determine what the change will look like?

In this case - black vs blue:

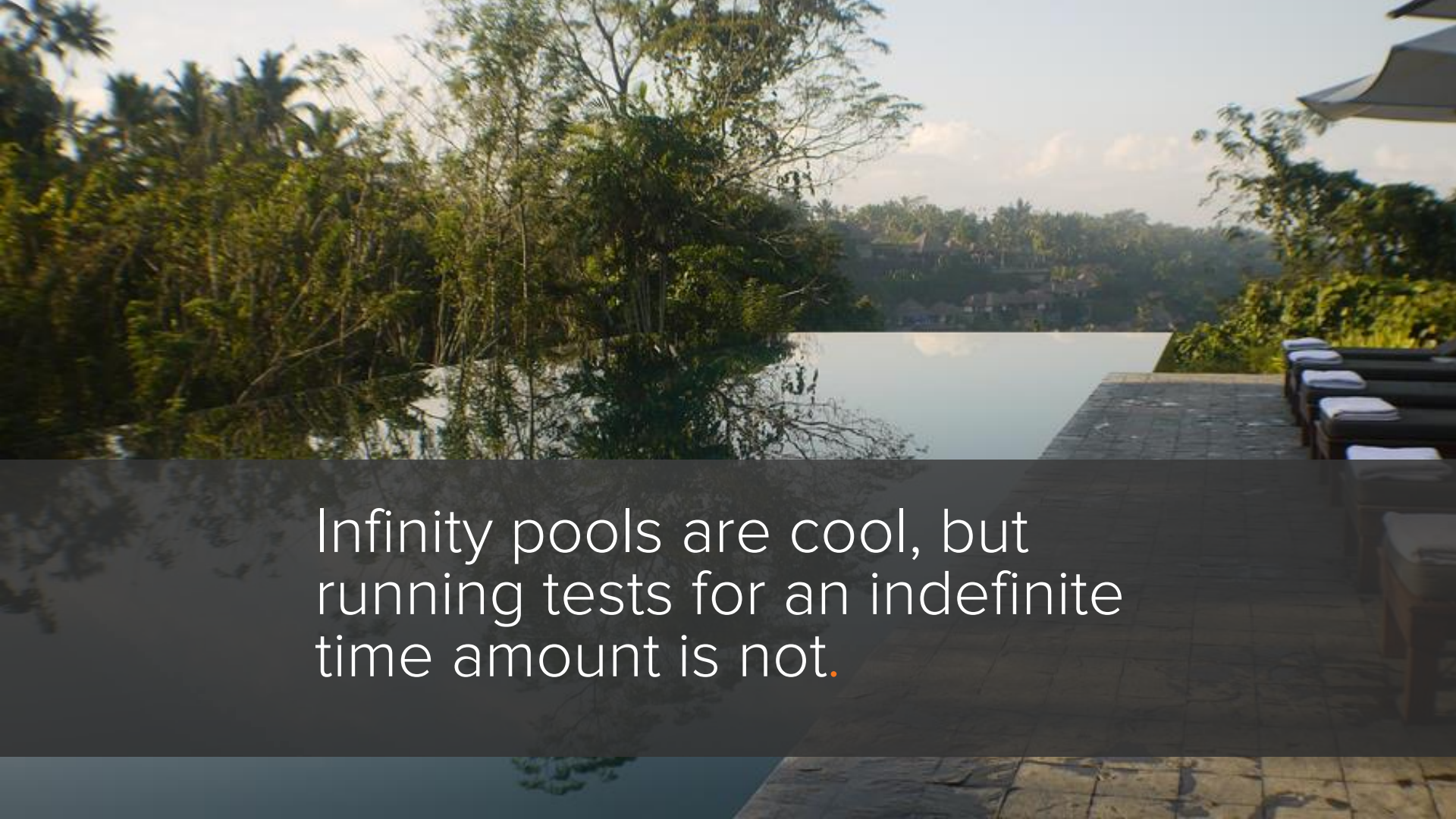
Created on 10/07/11 at 14:30:49 		Variation test group		 1 page	
	<b>Success Story</b>  Download Case Study	247	12.1%	30	0
	<b>Success Story</b>  Download Case Study	231	1.7%	4	0

When whichtestwon.com  
asked marketers which  
landing page variation got  
110% more submissions,  
49% of marketers  
guessed incorrectly.



**4**

**CHOOSE AN END DATE**



Infinity pools are cool, but  
running tests for an indefinite  
time amount is not.


**5**

**CHECK BACK FOR  
STATISTICAL SIGNIFICANCE**

MarketingSherpa wrote:

“In our ROI-driven world of digital marketing, testing without **calculating statistical significance** of the data is not much different than not testing at all.”

To determine if a test is statistically significant, use the **A/B test calculator**. If it is, you're ready to declare a winner. If not, choose a new end date and check back then.



## A/B Testing Calculator

Find out if your A/B test results are statistically significant

	Visits	Conversions
A	10500	430
B	10300	371

Calculate

[Add Row](#)

This result is statistically significant. (95% probability)  
The best choice is Variation A: it converted at 4.1% (13% better than Variation B).

# Find **A/B Test Calculator** Link on Archive Page

## HubSpot A/B Testing Workshop

[Go Back to HubSpot](#)

### Watch the Class

Length: 81:59 | Airdate: 4/03/13

#### AGENDA

- 1 Assumptions & Goals [3m]
- 2 What is a Marketing Campaign? [2m]
- 3 Research: Identify Goals & Timeline [10m]
- 4 Design: Building the Assets [45m]
- 5 Execute: Action Steps & Analysis [30m]

Want to attend this workshop again? See upcoming times.

Want to review your work? [Participate in Open Office Hours](#)

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### Class Resources

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- [Download the Workbook](#)
- [Download your A/B Testing PDF](#)

### Additional Links

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- [How to A/B test landing pages](#)
- [How to A/B test emails](#)
- [A/B Test Calculator](#)
- [A/B Testing in Action: 3 Real-Life Marketing Experiments](#)
- [Answers to 19 Most Frequently Asked Questions about A/B Testing](#)


### Need software help?

[Find answers to your technical questions](#)

### Post to the forums.

[Ask questions to the HubSpot community](#)

### Have a question?



[Ask Professor Bedrick](#)

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**DECLARE A WINNER**

# AFTER SIGNIFICANT DATA POINTS HAVE BEEN REACHED:

A

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Email (privacy policy) \*

Phone \*

Company \*


Website \*

Free Beverage of your choice!

- Fast
- Tasty
- Thirst-quenching

Fill out the form to get your free drink now!

B



Download Your Free Copy!

First Name \*

Last Name \*

Email (privacy policy) \*

Phone \*

Company \*

Website \*

Free Beverage of your choice!

- Fast
- Tasty
- Thirst-quenching

Fill out the form to get your free drink now!

# Record findings in Workbook.



Summarize your takeaways to use in future A/B test(s).

Call to Action takeaways

*Example: Blue calls to action convert better than green ones on product pages.*

1.

2.

3.

4.

5.

6.

7.

8.

9.







10.

11.







12.

**EXAMPLES:**







## Garden Media Group call-to-action A/B test.

2013 Trends Report 		Variation test group		 98 pages		
		10.5k	4.1%	430	54.9	236
		10.3k	3.6%	371	52.3	194








## Great Island Tech call-to-action A/B test.

Beginner's Guide To Inbound 		Variation test group		 19 pages		
		882	2.6%	23	0%	0
		852	4.9%	42	0%	0

## Pawntique call-to-action A/B test.

Created on 10/07/11 at 14:30:49 		Variation test group		 1 page	
	<b>Success Story</b> Download Case Study 	247	12.1%	30	0
	<b>Success Story</b> Download Case Study 	231	1.7%	4	0

## HubSpot call-to-action A/B test.

Created on 04/03/12 at 23:23:56  Variation test group  9 landing pages  9 pages						
		51.1k	1.3%	687	27.1%	186
		51.2k	1%	501	28.7%	144

# SUBMIT YOUR A/B TESTS!

<http://academy.hubspot.com/examples>

HubSpot

Academy


Certifications

Webinars


Customer Examples

## HubSpot Examples - Browse by Category


Browse examples of customers using HubSpot for their inbound marketing and get ideas on how to improve your Inbound Marketing Machine.




Blog Examples




Landing Page Examples




Call to Action (CTA) Examples




Thank You Page Examples



Lead Nurturing Workflow Examples



Email Examples



Buyer Persona Examples

# 4 WORKSHOP – WORK THROUGH FIRST A/B TEST

# NOTES ON A/B TESTING IN HUBSPOT

- 1 CTAs
- 2 Landing Pages
- 3 Email



**CTAs**

# Create **A/B test** directly from CTA dashboard.

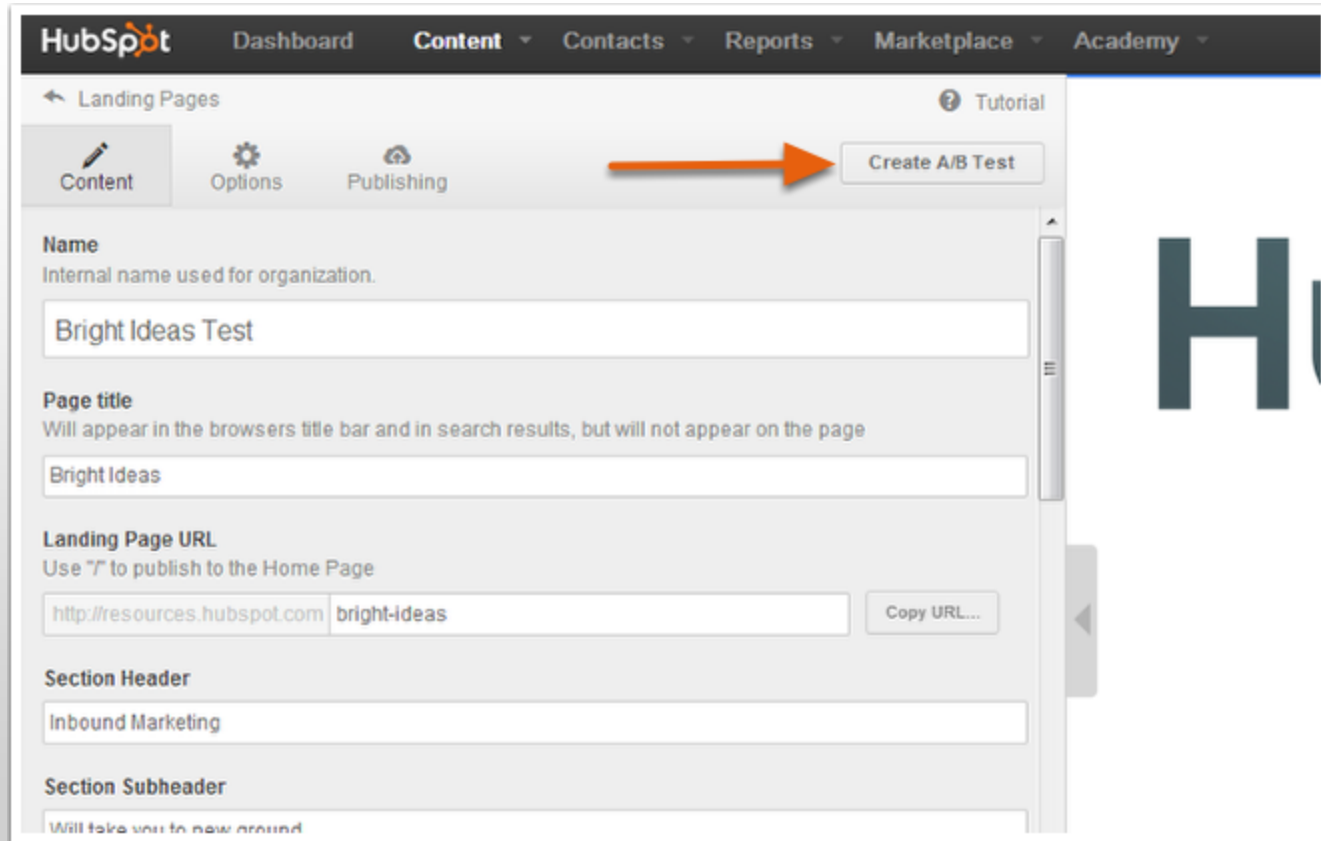
The screenshot shows the HubSpot interface with the 'Calls-to-Action' dashboard. The top navigation bar includes 'HubSpot', 'Dashboard', 'Content', 'Contacts', 'Reports', 'Marketplace', and 'Academy'. Below the navigation bar, the 'Calls-to-Action' section has a 'Tutorial' link. Two filters are present: 'All CTAs' and 'All activity'. A table lists the CTAs with columns for Status, Preview, Views, Views → clicks, Clicks, Clicks → subs., Subs., and Updated. The 'April #InboundLearning CTA' is highlighted, and its settings menu is open, showing options: Edit, Clone to new CTA, Create a test variation (highlighted with an orange arrow), and Remove.

Status	Preview	Views	Views → clicks	Clicks	Clicks → subs.	Subs.	Updated
Active		147	42.2%	62	0%	0	Mar 26
Active		150	4%	6	50%	3	Mar 26



## LANDING PAGES

# Create **A/B test** directly from landing page.



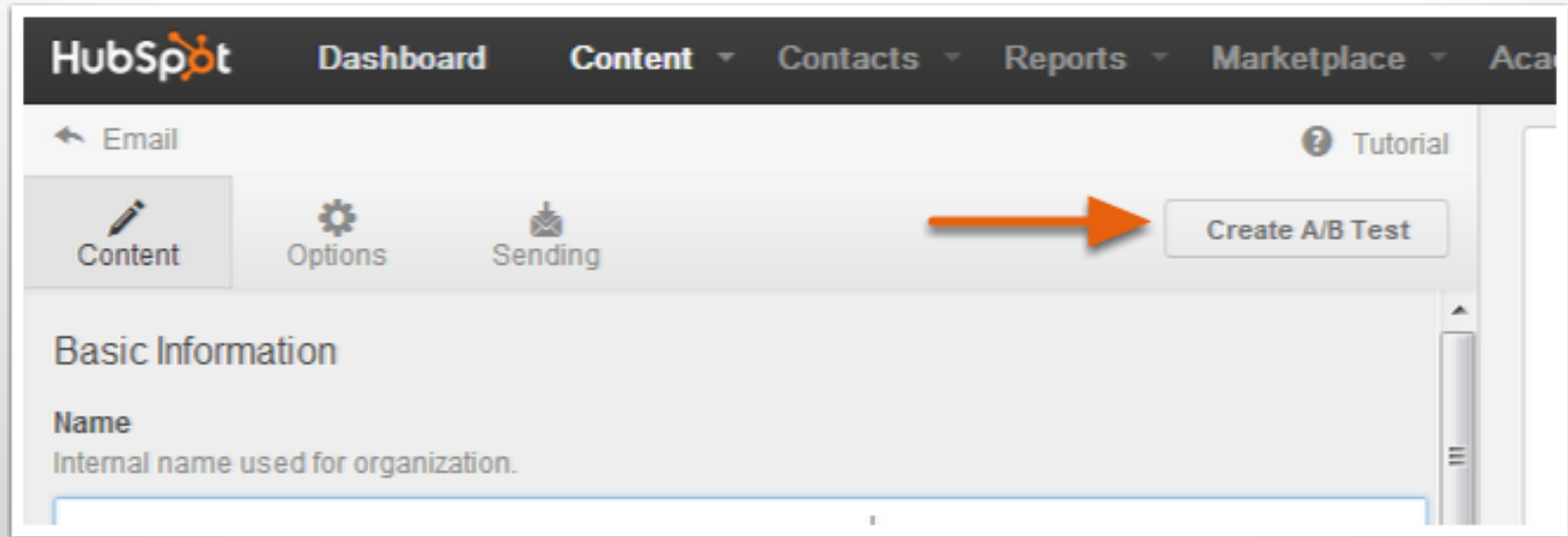
The screenshot displays the HubSpot interface for creating a landing page. The top navigation bar includes links for Dashboard, Content, Contacts, Reports, Marketplace, and Academy. Below this, the 'Landing Pages' section is active, showing tabs for Content, Options, and Publishing. An orange arrow points to the 'Create A/B Test' button. The form fields are as follows:

- Name:** Internal name used for organization. Field contains 'Bright Ideas Test'.
- Page title:** Will appear in the browser's title bar and in search results, but will not appear on the page. Field contains 'Bright Ideas'.
- Landing Page URL:** Use '/' to publish to the Home Page. Field contains 'http://resources.hubspot.com/bright-ideas'. A 'Copy URL...' button is next to it.
- Section Header:** Field contains 'Inbound Marketing'.
- Section Subheader:** Field contains 'Will take you to new ground'.

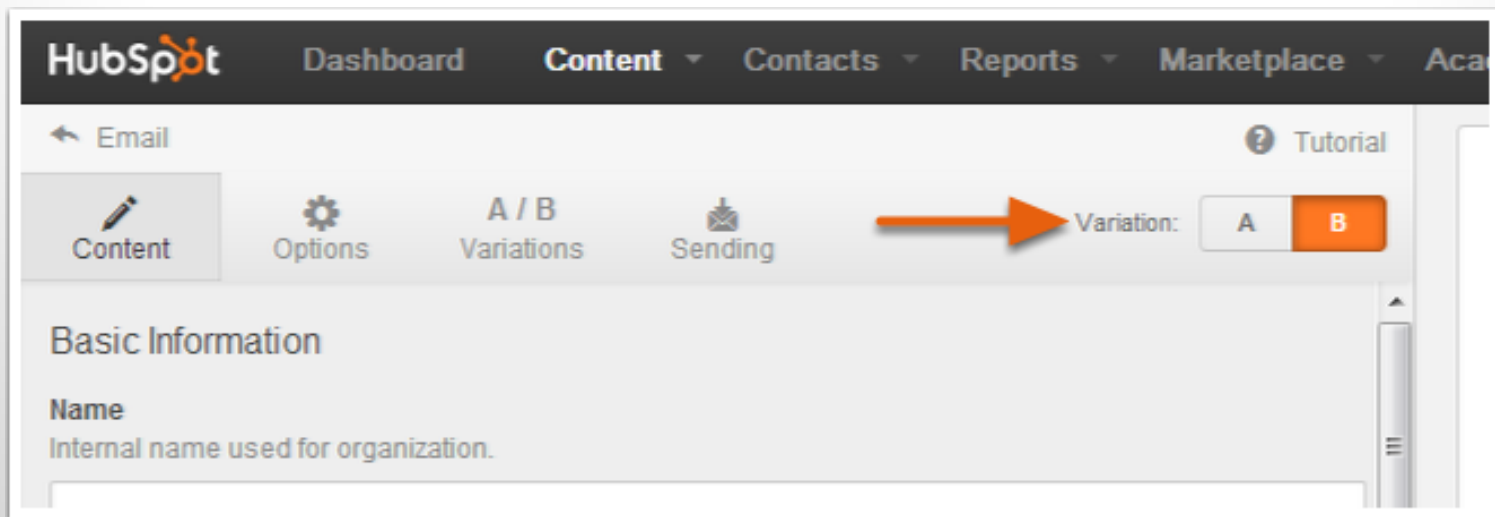


**EMAIL**

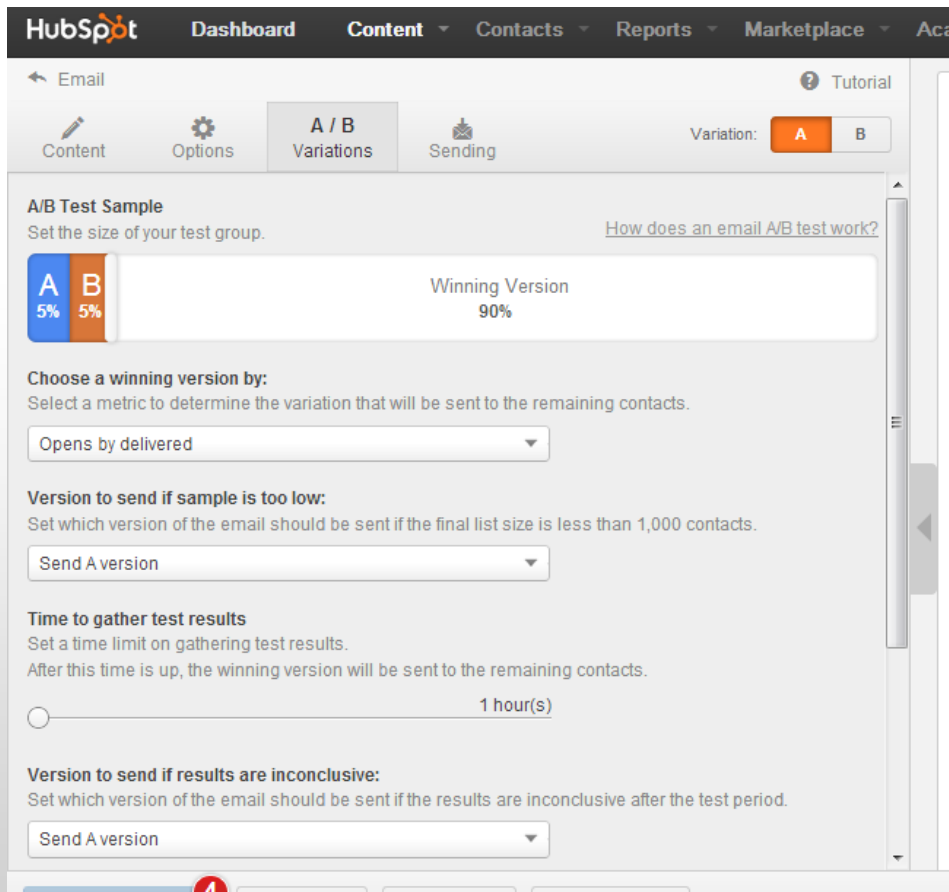
# Create **A/B test** directly from new email.



# Create **A/B test** directly from new email.



# Fine-tune the A/B test details.



The image shows the HubSpot A/B Test configuration interface. At the top, there is a navigation bar with the HubSpot logo and links to Dashboard, Content, Contacts, Reports, Marketplace, and Account. Below this is a sub-header with 'Email' and a 'Tutorial' link. The main content area has tabs for 'Content', 'Options', 'A / B Variations' (which is selected), and 'Sending'. A 'Variation:' selector shows 'A' and 'B' with 'A' highlighted in orange. The 'A/B Test Sample' section includes a description 'Set the size of your test group.' and a link 'How does an email A/B test work?'. It features a visual representation of the test sample with two columns: 'A' with a 5% allocation and 'B' with a 5% allocation. To the right of this, it indicates the 'Winning Version' is '90%'. Below this, the 'Choose a winning version by:' section prompts the user to 'Select a metric to determine the variation that will be sent to the remaining contacts.' and has a dropdown menu currently set to 'Opens by delivered'. The 'Version to send if sample is too low:' section prompts the user to 'Set which version of the email should be sent if the final list size is less than 1,000 contacts.' and has a dropdown menu set to 'Send A version'. The 'Time to gather test results' section prompts the user to 'Set a time limit on gathering test results. After this time is up, the winning version will be sent to the remaining contacts.' and has a slider set to '1 hour(s)'. Finally, the 'Version to send if results are inconclusive:' section prompts the user to 'Set which version of the email should be sent if the results are inconclusive after the test period.' and has a dropdown menu set to 'Send A version'.

HubSpot Dashboard Content Contacts Reports Marketplace Account

Email Tutorial

Content Options **A / B Variations** Sending Variation: **A** B

**A/B Test Sample**  
Set the size of your test group. [How does an email A/B test work?](#)

**A** **B**  
5% 5%

Winning Version  
90%

**Choose a winning version by:**  
Select a metric to determine the variation that will be sent to the remaining contacts.

Opens by delivered

**Version to send if sample is too low:**  
Set which version of the email should be sent if the final list size is less than 1,000 contacts.

Send A version

**Time to gather test results**  
Set a time limit on gathering test results.  
After this time is up, the winning version will be sent to the remaining contacts.

1 hour(s)

**Version to send if results are inconclusive:**  
Set which version of the email should be sent if the results are inconclusive after the test period.

Send A version

# Total send must be **1,000 contacts** for A/B Test.

The screenshot shows the HubSpot interface for setting up an A/B test. The top navigation bar includes 'HubSpot', 'Dashboard', 'Content', 'Contacts', 'Reports', 'Marketplace', and 'Account'. Below this, the 'Email' section is active, with tabs for 'Content', 'Options', 'A / B Variations', and 'Sending'. The 'A / B Variations' tab is selected, and the 'Variation' dropdown is set to 'A'.

**A/B Test Sample**  
Set the size of your test group. [How does an email A/B test work?](#)

Version	Percentage	Winning Version
A	5%	90%
B	5%	

**Choose a winning version by:**  
Select a metric to determine the variation that will be sent to the remaining contacts.

**Version to send if sample is too low:**  
Set which version of the email should be sent if the final list size is less than 1,000 contacts.

**Time to gather test results**  
Set a time limit on gathering test results.  
After this time is up, the winning version will be sent to the remaining contacts.

**Version to send if results are inconclusive:**  
Set which version of the email should be sent if the results are inconclusive after the test period.

# Less than 1,000 contacts? Split it 50/50.

The screenshot shows the HubSpot interface for configuring an A/B test for an email campaign. The top navigation bar includes links for Dashboard, Content, Contacts, Reports, Marketplace, and Account. The main header shows 'Email' and a 'Tutorial' link. Below this, there are tabs for 'Content', 'Options', 'A / B Variations' (which is active), and 'Sending'. A 'Variation' selector shows 'A' and 'B' with 'A' selected.

**A/B Test Sample**  
Set the size of your test group. [How does an email A/B test work?](#)

The test is configured with a 50/50 split between Variation A (blue) and Variation B (orange).

There is no minimum send list size, metric or test timeframe for a full-split A/B test.

**Choose a winning version by:**  
Select a metric to determine the variation that will be sent to the remaining contacts.

The dropdown menu is set to 'Opens by delivered'.

**Version to send if sample is too low:**  
Set which version of the email should be sent if the final list size is less than 1,000 contacts.

The dropdown menu is set to 'Send A version'.

**Time to gather test results**  
Set a time limit on gathering test results.  
After this time is up, the winning version will be sent to the remaining contacts.

The time limit is set to 1 hour(s).

**Version to send if results are inconclusive:**  
Set which version of the email should be sent if the results are inconclusive after the test period.

The dropdown menu is set to 'Send A version'.

# OPEN WORKBOOKS:

[http://cdn2.hubspot.net/hub/137828/file-24285895-  
pdf/ebooks/ab\\_testing\\_workbook\\_for\\_customers.pdf](http://cdn2.hubspot.net/hub/137828/file-24285895-pdf/ebooks/ab_testing_workbook_for_customers.pdf)

# 5 CLASS TASKS & RESOURCES

# SIGN UP FOR WORKSHOP OPEN OFFICE HOURS



- Let us review your work!
- 1<sup>st</sup> and 3<sup>rd</sup> Tuesday of every month from 3-4pm ET
- Join here: [academy.hubspot.com/workshop-office-hours](https://academy.hubspot.com/workshop-office-hours)

# NEXT STEPS:

- 1 Let A/B test run.
- 2 Declare a winner.
- 3 Log findings for future benefits & knowledge.

# CLASS RESOURCES:

- 1 [How to A/B test Calls-to-action in HubSpot](#)
- 2 [How to A/B test landing pages](#)
- 3 [How to A/B test emails](#)
- 4 [A/B Testing in Action: 3 Real-Life Marketing Experiments](#)
- 5 [Answers to 19 Most Frequently Asked Questions about A/B Testing](#)

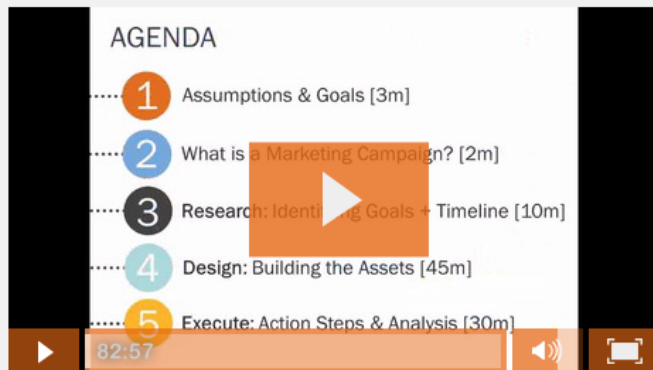
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[A/B Testing in Action: 3 Real-Life Marketing Experiments](#)

[Answers to 19 Most Frequently Asked Questions about A/B Testing](#)

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[Find answers to your technical questions](#)

### Post to the forums.



[Ask questions to the HubSpot community](#)

### Have a question?



[Ask Professor Bedrick](#)

[@Sbedrick | LinkedIn](#)

# QUESTIONS?



THANK YOU.

# SUBMIT YOUR A/B TESTS!

<http://academy.hubspot.com/examples>

HubSpot

Academy


Certifications

Webinars


Customer Examples

## HubSpot Examples - Browse by Category


Browse examples of customers using HubSpot for their inbound marketing and get ideas on how to improve your Inbound Marketing Machine.




Blog Examples



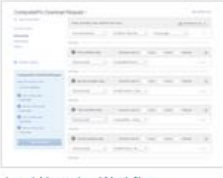
Landing Page Examples




Call to Action (CTA) Examples




Thank You Page Examples



Lead Nurturing Workflow Examples



Email Examples



Buyer Persona Examples



**HAVE LESS COMPETITION**



## WEBSITE PAGES

Service/Product  
Related

- Relevant to business and sales goals.
- Accessible through navigation.



## BLOG

Educational

- Relevant to business and sales goals.
- Accessible through navigation.



**PERSPECTIVE:**  
Consumer/  
Prospect

A photograph of a professional networking event. In the foreground, a man in a dark suit and glasses is shaking hands with a woman in a bright pink top. To their left, a man in a plaid shirt is smiling. In the background, other people are visible, including a man with a laptop and another with sunglasses on his head. The setting is a bright room with large windows. A dark semi-transparent banner is overlaid on the bottom half of the image, containing white and orange text.

Search engines crawl your  
pages looking for **keywords!**



Search engines have less  
than a second to figure out  
what your page is about.



Doesn't “search volume”  
matter, too?

NOPE.

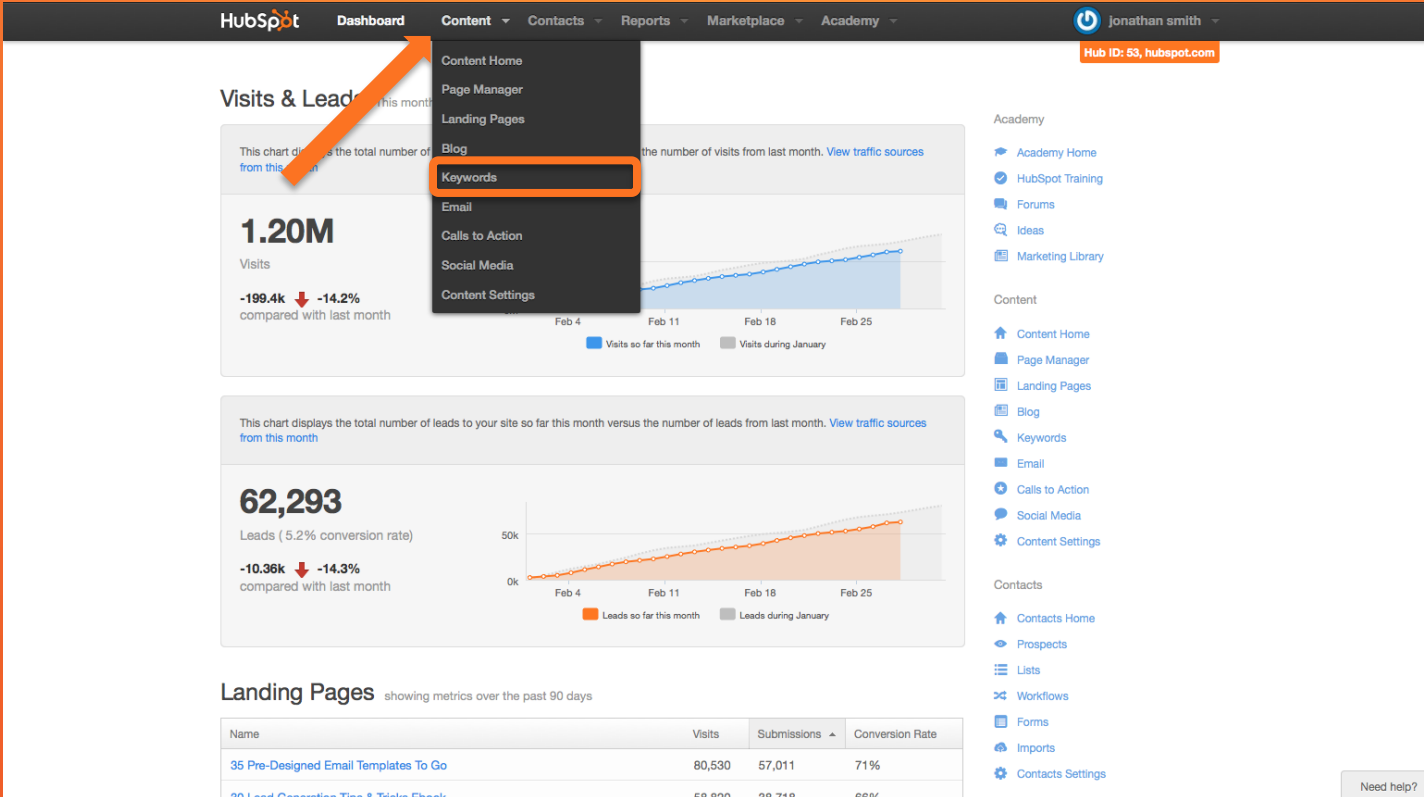
**IT ALL COMES  
BACK TO BUYER  
PERSONAS.**

**TAKE AWAY SLIDE  
VERSION ONE.**

# TAKE AWAY SLIDE VERSION TWO.

- 1 Have less competition
- 2 Easier to rank and get traffic
- 3 More relevant to your business
- 4 Drive better quality **traffic** leading to higher conversion rates

# Select “Keywords” from navigation.



The screenshot shows the HubSpot dashboard interface. The top navigation bar includes 'HubSpot', 'Dashboard', 'Content', 'Contacts', 'Reports', 'Marketplace', and 'Academy'. The 'Content' dropdown menu is open, showing options like 'Content Home', 'Page Manager', 'Landing Pages', 'Blog', 'Keywords' (highlighted with an orange box), 'Email', 'Calls to Action', 'Social Media', and 'Content Settings'. An orange arrow points from the 'Visits & Leads' section to the 'Keywords' menu item.

**Visits & Leads** This month

This chart displays the total number of visits to your site so far this month versus the number of visits from last month. [View traffic sources from this month](#)

**1.20M**  
Visits

-199.4k ↓ -14.2% compared with last month

Feb 4 Feb 11 Feb 18 Feb 25

Visits so far this month Visits during January

This chart displays the total number of leads to your site so far this month versus the number of leads from last month. [View traffic sources from this month](#)

**62,293**  
Leads ( 5.2% conversion rate)

-10.36k ↓ -14.3% compared with last month

Feb 4 Feb 11 Feb 18 Feb 25

Leads so far this month Leads during January

**Landing Pages** showing metrics over the past 90 days

Name	Visits	Submissions	Conversion Rate
<a href="#">35 Pre-Designed Email Templates To Go</a>	80,530	57,011	71%
<a href="#">30 Lead Generation Tips &amp; Tricks Ebook</a>	58,820	38,718	66%

Academy

- Academy Home
- HubSpot Training
- Forums
- Ideas
- Marketing Library

Content


- Content Home
- Page Manager
- Landing Pages
- Blog
- Keywords
- Email
- Calls to Action
- Social Media
- Content Settings

Contacts

- Contacts Home
- Prospects
- Lists
- Workflows
- Forms
- Imports
- Contacts Settings

Need help?

# Sign In to HubSpot.

 Marketing Grader Marketplace Academy

Try HubSpot software: Demo **Sign In**

Home Software Pricing Case Studies Partners About Us Blog

## Create marketing people love.

All the software you need to do inbound marketing.



### Watch the Video

Founders Brian Halligan and Dharmesh Shah explain HubSpot and inbound marketing.

[Talk to Sales](#) or [View All Features](#)

Visits & Leads


This month compared to last 3-month average

884,139

Visits

+22.47% +12%

compared with the last 3 months




37,562

Leads

+12.47% +11.88%

compared with the last 3 months



Content

- Content Home
- Page Manager
- Landing Pages
- Blog
- Keywords
- Email
- Calls to Action
- Social Media

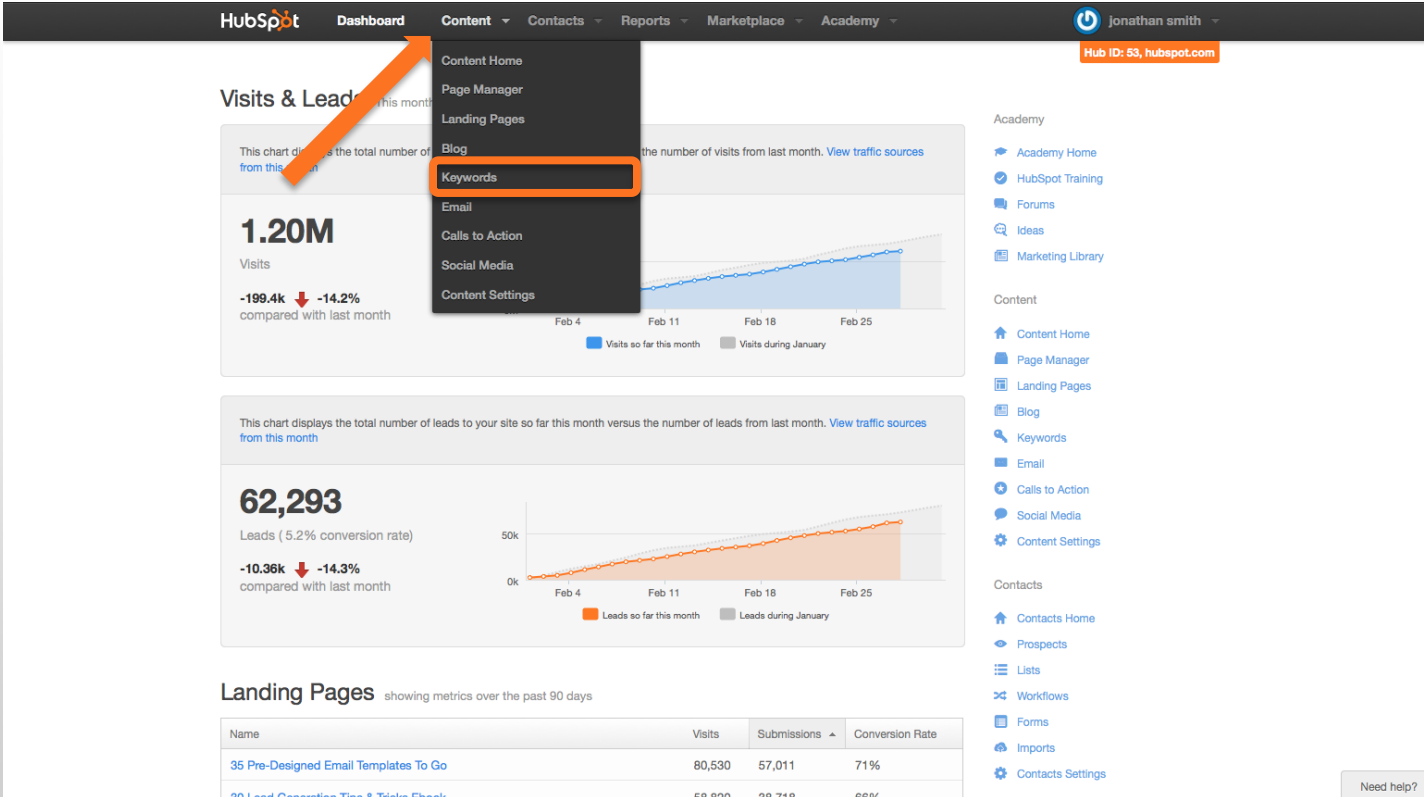
Contacts

- Contacts
- Prospects
- Lists
- Workflows
- Forms
- Imports

Reports

- Reports Home
- Sources

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**Visits & Leads** This month

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**1.20M**  
Visits  
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Need help?

Because I  
care about  
users.

Google

# Best Practices for Keywords



Uncover and understand your ideal buyer/Buyer Person (this is to whom you're targeting keywords)



Focus on long-tail keywords



Optimize content around keywords with a difficulty of less than 50



Optimize blog content and website pages around one keyword



Choose keywords for *users*, not *search engines*.



Use only one long-tail keyword phrase per piece of content (but may naturally introduce variations of this term into page by writing thoroughly)

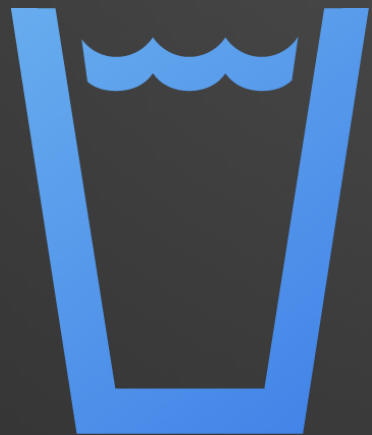


When looking at KW tool, focus only on relevancy and difficulty score



**But remember:**

Regardless of the type of  
content, optimize it for **users**.



**WATER**  
**BREAK.**

# KNOWLEDGE CHECK

- 1 Why should we select keywords based around our ideal customer?
- 2 What should we look at to determine if you can rank for a keyword phrase?
- 3 How can you start ranking for a keyword phrase?

# 4 KEYWORDS TOOL WALKTHROUGH



LIVE  
DEMO.

# 5 CLASS TASKS & RESOURCES

# CLASS TASKS

- 1 Calls to action/ thank you page & inbound marketing [2 min]
- 2 Why CTAs/thank you pages are so important [5 min]
- 3 Creating CTAs & thank you pages w. best practices [25 min]
- 4 Building CTAs and thank you pages in HubSpot [20 min]
- 5 Class tasks and resources [3 min]

# CLASS RESOURCES

- 1 Calls to action/ thank you page & inbound marketing [2 min]
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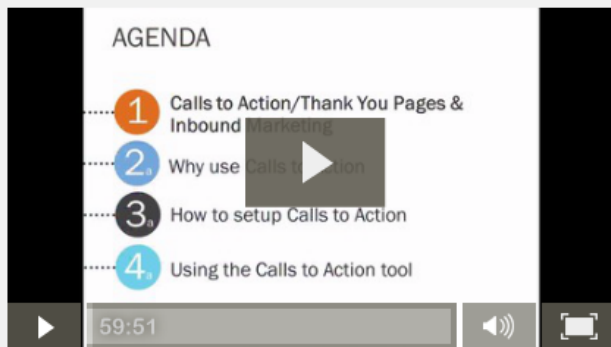
# CALLS TO ACTION TRAINING CLASS ARCHIVE PAGE

## HubSpot's Calls to Action & Thank You Pages Class

[Go Back to HubSpot](#)

### Watch the Class

Length: 59:51 | Airdate: 11/20/12



Want to attend this class again? [See upcoming times.](#)

### Class Presentation Deck

[Download the presentation](#)

#### Class Tasks:

1. Create a thank you page and link it to the correct landing page
2. Design a call to action using HubSpot or a third party tool
3. Use the Call to Action tool or embed code to add your call to action to your website, blog & emails
4. Analyze the calls to action performance & think about testing

#### Class Resources:

- [Thank You page setup tutorial](#)
- [How to Create a Call to Action](#)
- [8 Step Guide to Creating a Call to Action & Report Card](#)
- [Call to Action Placement Checklist](#)
- [BONUS: How to Easily Create Professional-Looking CTAs in PowerPoint \[Tutorial\]](#)

### Need software help?



[Find answers to your technical questions](#)

### Post to the forums.



[Ask questions to the HubSpot community](#)

### Have a question?



[Ask Professor Bedrick](#)

[@sbedrick](#) | [LinkedIn](#)

# QUESTIONS?





# KEYWORDS WORKSHOP

## TODAY'S GOAL:

To create an optimized landing page.



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