



THE SMART GUIDE TO **ECOMMERCE**

LANDING PAGES

PRESENTED BY



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INTRODUCTORY

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.

INTERMEDIATE

THIS BOOK

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.

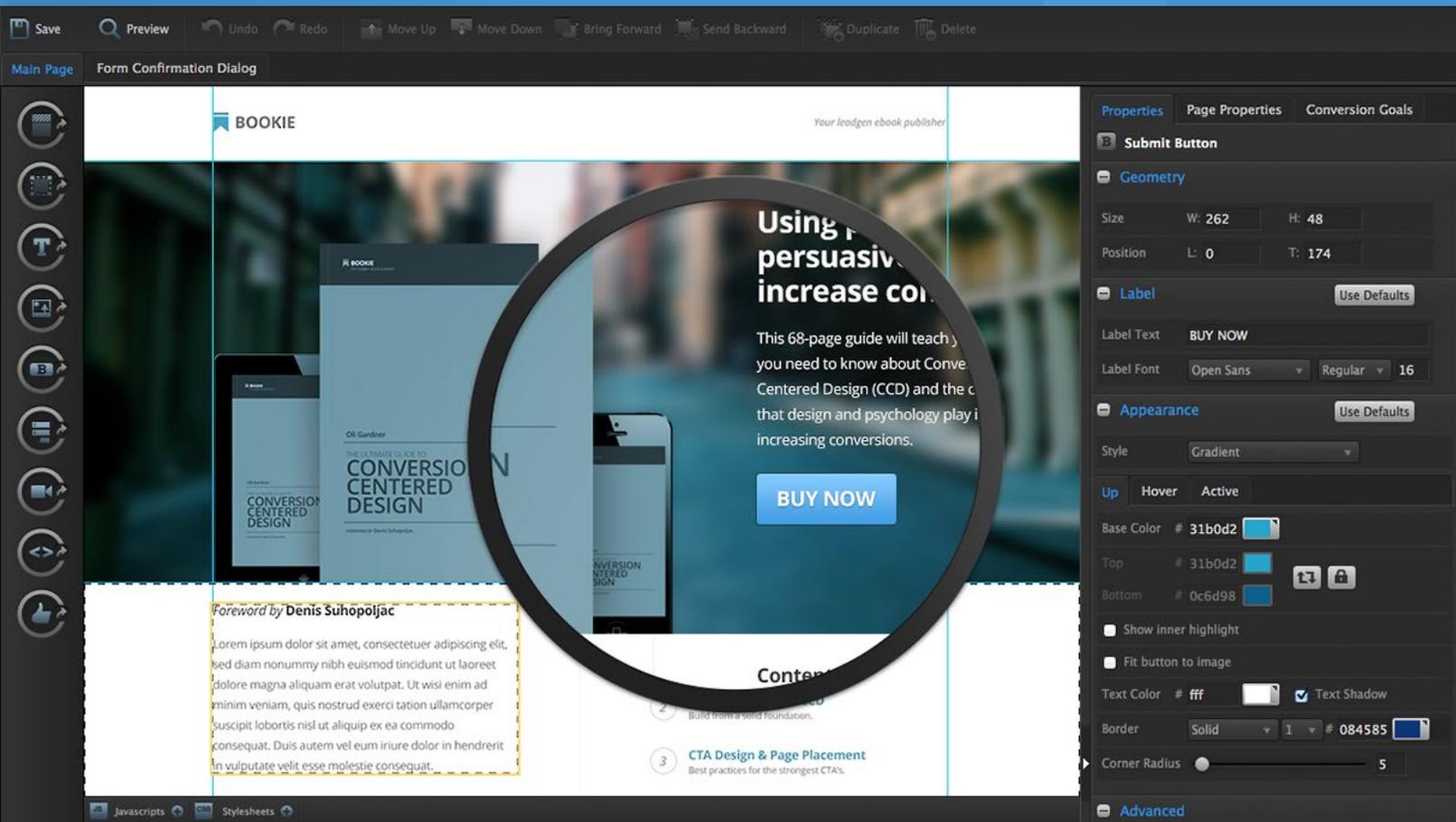
ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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Increase your online sales using landing pages

With Unbounce, ecommerce marketers can create click-through landing pages for their marketing campaigns quickly and easily, without developers.

Unbounce makes it easy to test the tips in this book without ever having to touch code.



Build a high-converting ecommerce landing page

You can try Unbounce for free. The first month is on us.

Author Profile



Oli Gardner

Oli is Co-Founder & Creative Director at Unbounce. A recognized authority on the topic of landing page optimization, he has reviewed over 27,000 landing pages.

He is the author of several ebooks, including “The Ultimate Guide to Conversion Centered Design”, “The Ultimate Guide to Landing Page Optimization”, and his writing on marketing theory has appeared on popular blogs such as MOZ, HubSpot and, of course, the Unbounce blog.

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Introduction

You're a savvy marketer. You have leads. A boatload of leads, hopefully. You spent a great deal of time building your list by running contests, getting blog subscribers, giving away buyer's guides, or gathering contact information in your brick-and-mortar store.

Jump over to your website. What's happening there? Diddly squat. It's not a traffic issue, you have lots of visitors. The problem is that they're not converting, not buying. They read your blog and browse your products, but something is preventing them from pulling out their credit cards.

The solution? Take your leads, warm them to the idea of buying from you in a not-pitchy, non-salesy manner, and send them down your sales funnel.

Take a look at the diagram below. It shows a surprisingly simple system that will result in more conversions (purchases) from your marketing campaigns.



What's the breakthrough here? **Using landing pages that are designed to convert, rather than the usual product page.** Landing pages can be designed precisely to address the needs and desires of your visitors and really engage them to the point where they make a purchase decision.

So what's a landing page? What types of landing page are there? And how do I build one?

Let's get started with some smart marketing...

What is a Landing Page?

In the purest sense, a landing page is any web page that a visitor can arrive at or “land” on.

However, when discussing landing pages within the realm of marketing and advertising, it’s more common to refer to a landing page as being a standalone web page separate from your main website.

These are sometimes referred to as “dedicated” or “promotion specific” landing pages, and they’re what we’ll be discussing throughout this guide. Dedicated landing pages are designed to have your marketing prospects complete a single objective or “conversion goal,” which is the objective of your marketing campaigns.

There are 2 basic types of landing page: Lead Generation (also referred to as Lead Gen or Lead Capture pages) and Click-Through pages.

Lead Generation Landing Pages

Lead gen pages are used to capture user data, such as a name and email address. The sole purpose of the page is to collect information that will allow you to market to and connect with the prospect at a later time. Every lead gen page will contain a form along with a description of what you'll get in return for submitting your personal data.

There are many things you could offer a prospect in exchange for their email. Some common offers are:



1. Contest entry
2. Event registration
3. Consultation for professional services
4. Discount coupon/voucher
5. Customer survey or poll
6. Free trial or estimate
7. Physical gift (via direct mail)
8. A guide (such as a buyer's guide)
9. Notification of a future product launch or arrival
10. Ebook or whitepaper
11. Webinar registration

These are likely some of the ways you have gathered many of your existing leads.

Although lead gen landing pages are critical to building a list of leads, they're not something we'll cover in this ebook. For more information on lead gen pages, check out Unbounce & Hubspot's Smart Guide To Lead Generation.

The image below shows a great example of a solid lead gen landing page.

fasttrak
Quick Home Sale Experts

We Sell Homes. Fast.

"Within 5 days of initially contacting Fast Track I had received 4 cash offers and was able to take the flat off the market. I would not hesitate to use Fast Track in the future and have already recommended them to friends and family as a refreshing alternative to traditional estate agents."

Bob Finch, London

- Sell Your Home in Days**
We typically sell property in 4 weeks or less and offer a stress free service for home owners needing to sell property fast.
- Sell For 90-100% of Your Home's Value**
Unlike the majority of quick home sale companies we do not require you to accept a huge discount (typically 20%-40%).
- No Sale No Fee**
We will only charge you a small commission once we have sold your property and not a penny until that point.

As seen in

THE INDEPENDENT **Homes & Property** TIMES ONLINE

EXPRESS.co.uk THE SUNDAY TIMES Daily Mail

Get A Valuation & Offer Estimate FREE

If you need to sell your home please fill in the form below and we will give you a free valuation and an estimated price you will receive if sell your property with us.

Name *

Address

Post Code *

Phone Number *

Speed of Sale Required

Valuation & Offer Estimate

Our valuation and estimate is free & without obligation. We take your privacy very seriously - your information is NEVER shared.

fasttrak
Quick Home Sales Agents

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OFT Approved code

Click-Through Landing Pages

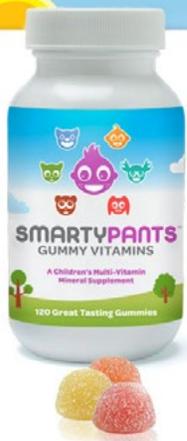
Click-through landing pages have the goal of persuading the visitor to click through to your site's shopping cart or checkout. They're typically used in ecommerce funnels to describe a product in sufficient detail so as to "warm up" the visitor to the point where they're closer to making a purchasing decision. The conversion goal for any ecommerce click-through page would be a click on the "purchase" or "buy now" button.

A click-through page will resemble your product page, with a couple of important differences:

- There should be no global navigation to tie it to your primary website. Limiting the options available to your visitors helps to guide them toward your one intended conversion goal — a purchase.
- Similarly, there should not be any other links on your landing page to distract your visitors and potentially lead them away from your conversion goal.
- Your landing page will match the message of the marketing material that you're distributing, making it more relevant to marketing leads.

Click-through pages represent the final stop in your sales funnel before the purchase transaction begins. After your marketing channels pour people into the funnel and push them down, they'll spend a critical few moments on the click-through page before entering their credit card information in your checkout process.

The image below shows an example of a click-through landing page.



SMARTYPANTS™
Helping Parents Raise Healthy Brains

As Seen On
msnbc

Founded by Parents
All-in-One Kids SmartyPants Gummy
Multi-Vitamins with Omega 3 DHA & Vitamin D

SPECIAL OFFER
SAVE 50%
Click & enter coupon code: **back2school**

Click to Buy!



Tastes great and only 5g of sugar per serving.

That's 80% LESS sugar than in a glass of unsweetened apple juice!

Kids love SmartyPants! (Good for Parents too)

Learn more about SmartyPants

- Eco-friendly non-tuna Omega 3 fish oil with DHA
- Meets 100% of the US RDI of Vitamin D with 13 other key nutrients, including **choline**
- Gluten-free and no High Fructose Corn Syrup or artificial sweeteners, only Organic Cane Sugar
- Made in California with Natural Flavors & Colors
- Get Health, Give Health: Every time you buy SmartyPants, we make a matching 1-to-1 nutrient grant to a child most in need through [our partnership with Vitamin Angels](#)

vitamin angels

Pediatrician-Approved



*"Good nutrition is key to a child's healthy brain development. As a pediatrician, I know how hard it is to get children to eat a well-balanced diet, especially for hard to get nutrients like Omega 3 DHA and Vitamin D that are key to healthy development. **SmartyPants helps parents ensure their children get all the nutrients they need.**"*

Dr. Robert I. Kramer, M.D.
Chairman, Department of Pediatrics
Baylor University Medical Center (retired)

What Parents Are Saying about SmartyPants



Lilli F., Malibu, CA
"Our daughter loves SmartyPants and we love what they do for her! Equally important to our family is the eco-friendly packaging and that SmartyPants donates vitamins to kids in need with every bottle sold."



Josh P., New York, NY
"I am thrilled to finally have an effective all-in-one Omega-3 DHA multi-vitamin free of artificial colors and flavors that my daughter likes!"



Jennifer C., Los Angeles, CA
"I am the type of mom that reads labels. I feel great about my kids taking SmartyPants all-in-one with eco-friendly Omega 3 fish oil and organic sugar. They love the taste too, which really helps!"

What's in SmartyPants

Directions: For children and adults 3 years of age and older: Chew 4 gummies daily.

Supplement Facts		% Daily Value*	
Serving Size: 4 Gummies		Serving Size: 4 Gummies	
Amount Per Serving	% Daily Value	Amount Per Serving	% Daily Value
Calories	20		
Total Carbohydrate	1.2g	2%	2%
Sugar	5.0g	10%	10%
Vitamin A (as palmitate)	1500 IU	45%	20%
Vitamin C (as ascorbic acid)	40 mg	100%	47%
Vitamin D (as cholecalciferol)	400 IU	100%	100%
Vitamin E (as d-alpha-tocopherol)	60 IU	100%	40%
Phosphorus (as phosphate)	500 mg	75%	3%
Vitamin B-6 (as pyridoxine hydrochloride)	1.50 mg	100%	40%
Total Zinc	20 mg	100%	40%
Vitamin B-12 (as methylcobalamin)	47 mcg	1000%	111%
Paracetamol and Iron D-calcium pantothenate	0.00 mg	<1%	<1%
Iron (as potassium acetate)	100 mg	100%	40%
Zinc (as zinc citrate)	4.5 mg	64%	20%
Choline	12 mg	—	1%

Why Smart Marketers Use Landing Pages

Simply put, using landing pages as part of your marketing campaign will increase your conversion rates — that is, they'll generate more sales from the marketing you're already doing.

The most significant benefit landing pages offer over a regular product page is that your landing pages can match the messaging presented from your marketing campaigns.

Most visitors are impatient and will leave your page within a few seconds of arrival if they don't believe they can quickly and easily get what they came for.



What Is Message Match?

Message match is matching the heading of your landing page with the headline of the ad or piece of marketing your visitor clicked. Not very hard, is it?

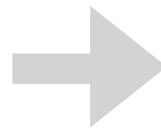
The hard part is to write a compelling headline in the first place. After that, matching the message is dead simple.

The real secret is to use a dedicated and focused landing page for your marketing, so message match is possible. If you point your ad at your website's homepage, you're doing it wrong and your marketing will suffer.

Your homepage's headline is generally used to communicate the unique selling proposition for your brand in general.

MARKETING AUTOMATION

Automate tasks and engagement using HubSpot's marketing software.



A landing page, on the other hand, is designed with a unique campaign or product proposition. To illustrate this, imagine the difference between marketing 1 of 50 products that you sell, versus your overall brand message. Clearly each product needs its own messaging.

This is an incredibly important differentiation, as you are going to have many campaigns, all of which will have different objectives than your homepage does.

A weak message match will result in a poor experience for your visitors, a higher bounce rate and ultimately a drop in sales.

The Impact of Good Message Match

There are two ways having a strong message match will impact your marketing:

1 A Better Visitor Experience

When visitors are instantly reassured that they can get what they came for - because the headline matches the message (or ad) they came from - they are more likely to remain on your page.

Think of it like an elevator pitch.

Your headline is the foot in the door to pitch your product. If it's a strong match to your ad, your visitor will proceed past your headline and on to the rest of your page content: the elevator pitch itself.

This will lead to higher conversions and, as a result, a higher return on investment (ROI) for your marketing campaigns.

2 Better Paid Marketing Performance

The success of your campaign also leads to lower ad prices and better ad positions. This is because platforms like Google AdWords build a history of your success. With poor message match, there will be a higher bounce rate. This is interpreted as a poor user experience — which you will get dinged for.

Smart marketers are rewarded. A strong message match will improve your quality score, placement and lower your cost-per-click.



An Example of Message Match

Consider the example below. Your ad looks like this:

[Project Management Software Without Deadlines](#)

try.getitdone.com/whenever

Remove the fear of deadlines from your projects, and start delivering as late as you want to. Deadlines are dead.

If this is sent to a homepage, the target headline may look something like this:

**GET MORE PROJECTS DONE
WITH LESS MANAGEMENT**



**BAD MESSAGE
MATCH**

This is a good headline for expressing the brand's value proposition, but it doesn't match the ad at all. **Bad message match.**

The correct headline in this case would be:

PROJECT MANAGEMENT SOFTWARE WITHOUT DEADLINES



**GREAT MESSAGE
MATCH**

Result: This landing page headline matches the headline of the ad perfectly, making it a **great message match**.

A Real-World Example of (Really) Bad Message Match

The image shows a search engine results page on the left and a website homepage on the right. The search results include several links for 'Costa Rica luxury resorts'. The website homepage is for 'Rio Celeste Hideaway Hotel' and features a 'Green Season Special' promotion. A red box highlights the 'Green Season Special' text in the website's promotional banner.

The ad (shown on the left) is sending people to a homepage (shown on the right), which doesn't even have a headline! It should say "Costa Rica Luxury Resort".

A Real-World Example of Good Message Match

marketing automation software

MarcomCentral® Software
www.marcomcentral.com/ ◀
Solution to automate your marketing processes and distribute materials

Close More Deals Fast w/
www.zoho.com/SFA ◀
Zoho CRM - Effective, Online, Free Get Started Now!

Marketing Automation
www.redpoint.net/ ◀
1 (781) 725 0250
Next Generation Marketing Platform. Learn More And Get A Demo Today!

CRM Marketing Automation
www.clearc2.com/ ◀
1 (972) 304 7198
Secure, Nurture & Convert Leads With Campaigns & Email. Free Trial!

Marketing Automation
www.vocus.com/MarketingAutomation ◀
Automate tasks & engagement using Vocus Marketing Software & Services

Inbound Marketing Agency
www.marketstar.com/ ◀
We can help empower your company for marketing automation success.

Email Marketing Works
www.remarkety.com/ ◀
Magneto Marketing Automation Try Remarkety - 30 days free trial

B2B Prospecting
www.clickback.com/ ◀
1 (866) 684 4932
Send Smarter B2B Prospecting Emails Sign Up for a Free Live Demo, Today

VOCUS® Marketing Cloud 1.800.345.5572

Marketing Success Why Vocus Success Stories

Marketing Automation Software

Automate tasks and engagement

The Vocus Marketing Suite includes email triggers based on actions or dates, scheduled social media posts and more. Vocus Software delivers leads, engages customers, and integrates your social, search, email and publicity.

FREE demo of Vocus Software
Please complete the form below.

Want marketing success delivered? Take a demo of the Vocus Marketing Suite now!

1. Your Information

First Name:

Last Name:

Phone:

Business Email:

Your e-mail address will not be shared or rented.

Job Function:

2. Business Information

Organization:

State:

Country:

Organization Type:

Annual Revenue:

*All fields are required. [Click here to view our Privacy Policy.](#)

Get Demo »

120,000+ Vocus users. This is what they are saying.

The primary goal of social media is generating conversation. With Buying Signals, we can immediately connect with prospects and customers.

This landing page (shown on the right) could be better without the navigation distraction, but it does address the search result and it delivers on the promise made by the ad (shown on the left).

If they were to direct visitors from the ad to their homepage, the message match would be much weaker. That’s because they don’t mention marketing automation anywhere on the homepage:



- Social**
Engage prospects, increase fans & followers and turn conversations into leads.
- Search**
Get found and attract customers on search engines.
- Email**
Integrated email campaigns, analytics and ready-to-send templates.
- PR**
Reach new customers with media coverage buzz and advanced PR tools.

Get integrated: Social

Don't spend your time searching for business leads. Vocus does it for you. We monitor millions of conversations and deliver all relevant posts to your Vocus dashboard. Our proprietary technology and Facebook Apps will turn your social media into social marketing.

[EXPLORE THE SOFTWARE](#)



Attention Ratio

As we've learned, sending your marketing campaign traffic to a product page or homepage introduces ways for the reader to explore and wander away from your conversion goal. The average homepage has 20-50 links (leaks!) that your prospects could choose to click on. Count them.

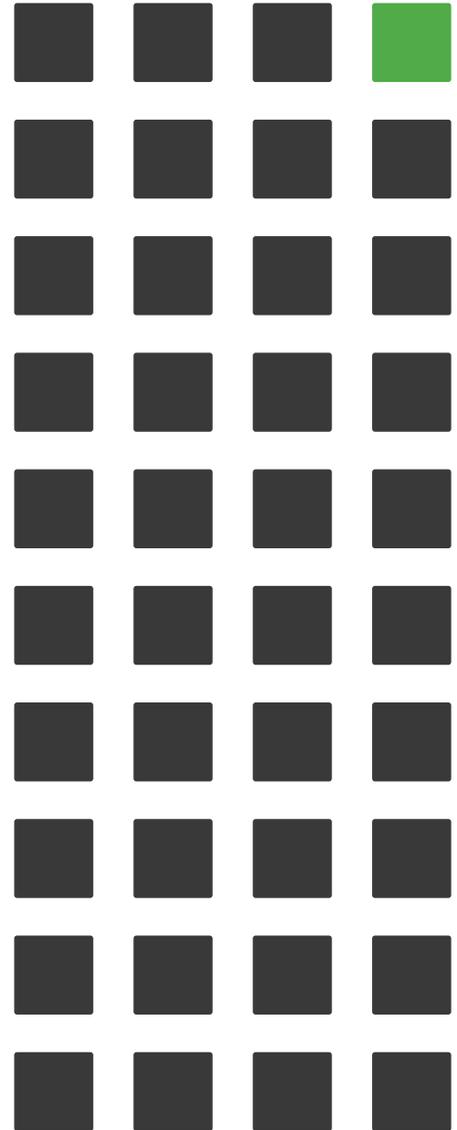
Every active link on your page provides a distraction from your conversion goal/intent. They're like a wound that's bleeding money from your business.

If you have 40 links on your homepage (navigation, features, promos, footer links) then your link to conversion goal ratio is 40:1.

This is something I call "attention ratio".

When used properly, a landing page will have a single conversion goal: the call-to-action.

This presents visitors with an attention ratio of 1:1. Perfect!



The Elements of a Click-Through Landing Page

There are 5 elements that every landing page needs in order to be successful.

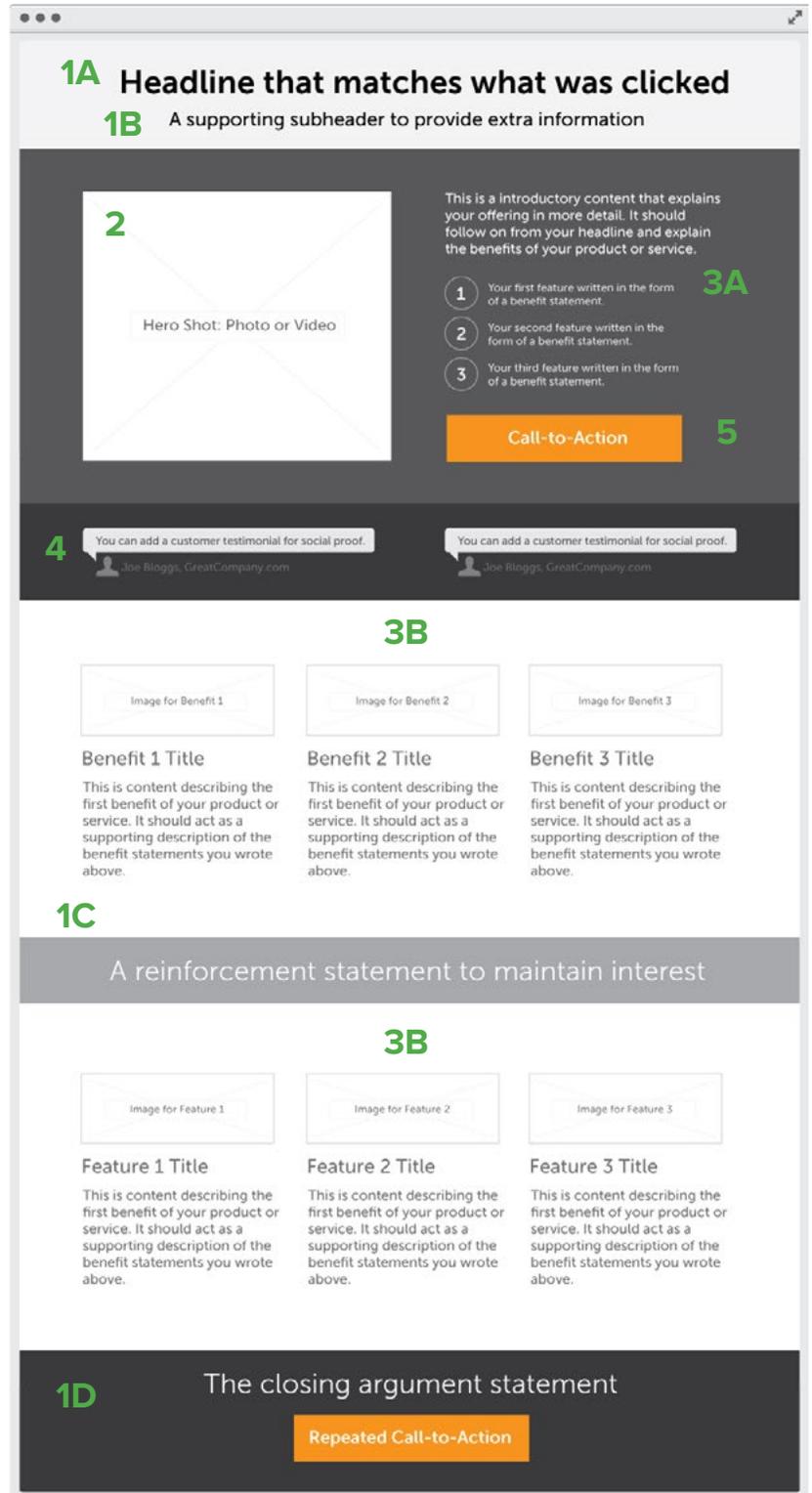
These 5 elements can be broken down even further depending on how complicated your offering is. Here's an example of a click-through landing page built with these 5 essential elements:

- 1** A clearly communicated value proposition (headline)
- 2** A hero shot (your best image or video, ideally showing your product being used)
- 3** A list of benefits of your offering or product
- 4** Social proof
- 5** A single Call-to-Action (your conversion goal)



Sometimes, a product needs to communicate a little more to your visitors in order to convince them to purchase. The diagram to the right shows how the 5 elements can be expanded to include more detail.

Now let's dig into each element a little deeper...



1 The Product's Unique Selling Proposition (USP)

Also known as the value proposition, this is where you present your core description of what the page is about. Your USP is comprised of a collection of statements that you use to explain what your product is and what makes it the perfect choice.

Typically made up of the main headline and subhead, your USP can also be broken down into 4 page elements, which collectively tell the story of your offering throughout the landing page. Simple pages may only need a headline. The more complex the product you're selling, the more of these elements you may choose to use.

- **THE MAIN HEADLINE**
- **THE SUPPORTING SUBHEAD**
- **THE REINFORCEMENT STATEMENT**
- **THE CLOSING ARGUMENT**

The Main Headline

Your headline is the very first thing that people will see and read. As we've discussed, it's critical that it very clearly describes what a visitor will get from the page (its goal) and that the message matches exactly what the visitor clicked on to arrive at your page. It shows the visitor that they're in the right place.

Two effective styles for the headline are:

THE BRAND DEFINITION HEADLINE

**THE LANDING PAGE BUILDER
FOR MARKETERS**

&

THE ACTION DEFINITION HEADLINE

**BUILD, PUBLISH AND A/B TEST
LANDING PAGES WITHOUT I.T.**

The Supporting Headline

Your headline can only say so much if you want to keep it succinct and easily digestible. The best way to keep your headline short and sweet is to add a supporting headline.

Using our headline example, you could combine these to create a complete USP statement:

THE LANDING PAGE BUILDER FOR MARKETERS

Build, Publish and A/B Test Landing Pages Without I.T.

The Reinforcement Statement

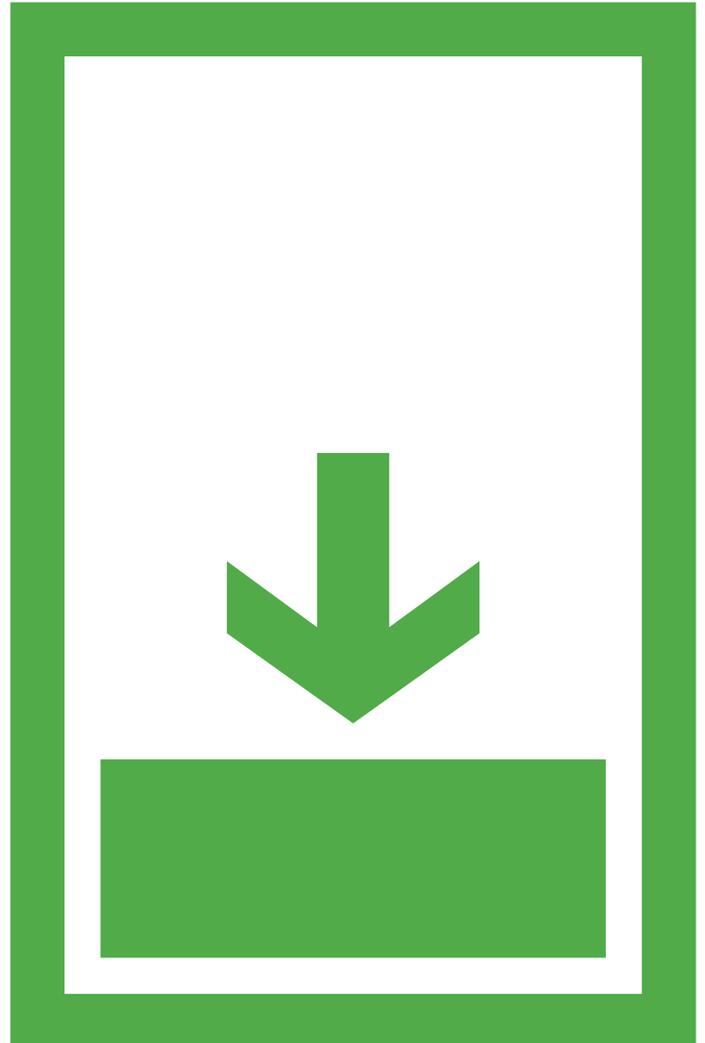
The reinforcement statement is another headline that you can use to drive home the benefit of your product. It sits about halfway down your page, and serves to add a mid-experience message that you want to communicate to your visitors. Essentially, it's like a second headline.

Use a reinforcement statement to highlight another key benefit of your product or service. It should work hand-in-hand with your main headline to extend your value proposition.

The Closing Argument

As your landing page experience comes to a close, you have one final chance to communicate the benefit of your offering. Similar to the reinforcement statement, your closing argument backs up your main value proposition. For a click-through page, it should be coupled with a repeat of your call-to-action.

It's common practice on long landing pages to repeat your call-to-action in several places. When adding one to the bottom of your page, it should be introduced by a final benefit statement to "close the deal".



2 The Hero Shot

The hero shot is the best photograph or graphical image of your product or service, designed to make it stand out as something worth attaining.

According to [ecommerce blog GetElastic.com](#), video is a very successful way to drive consumers to purchase. Consider the following:

- *52% of consumers say watching product videos makes them more confident in purchase decisions*
- *Shoppers who view product videos are 174% more likely to purchase than visitors that did not*

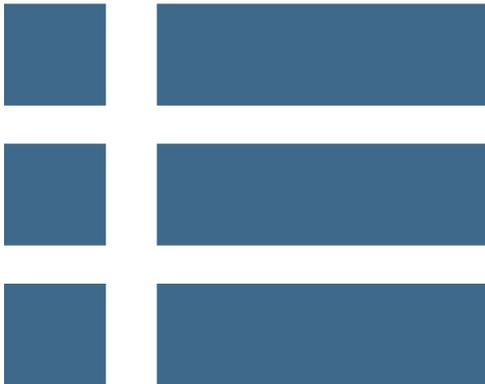
Your hero shot should dominate the page, making it immediately clear what the page is about. Your USP should reinforce the product shot and vice versa.

Visitors are more likely to understand your product or service if you can demonstrate it in action. Seeing it in action can produce the “Aha!” moment that triggers purchasing decisions.

3 Benefit Statements

By now you should have the attention of your visitor. It's here that the benefits of your product/service should be highlighted in plain form.

Your benefit statements should attach directly to the pain felt by people seeking out what you are offering. An example (for a dishwasher) being: "Saves you hours every week", as opposed to a feature such as "Cleans dishes".



3A. Short Form (Bullet Points)

Bullet points should be used in all cases for easy scanning.



3B. Detailed Benefit and Feature Descriptions

Complex products may need more room to explain their benefits. To support your brief benefit statements, you may want to extend the bullet point descriptions into a more detailed overview of their purpose and benefit. A good way to approach this is to expand upon the benefits first, and then if needed, add some feature details below.

The important point to remember here is that you need to communicate the benefit of your offering first. Then, and only then, do you start to add features — which are typically directed towards those who require more detail in order to make a decision.

Benefits describe the problem your product solves; features describe what your product does.

4 Social Proof

Social proof is a powerful persuasive concept. Simply put, it's the use of social signals to illustrate that other people have bought, used and enjoyed your product. Visitors are more likely to purchase if they see that people like them are also buying, and are happy they did.



4 OUT OF 5 STARS

4A. Product Reviews

In ecommerce, the most powerful forms of social proof are sincere product reviews. Your landing page could either pull in the stream of reviews from your main website, or you could simply display honest reviews you feel will most effectively address the objections that visitors to your landing page may have.

[Survey: 90% Of Customers Say Buying Decisions Are Influenced By Online Reviews](#)

4B. Trust Indicators

When purchasing online, a certain trust must be established before a prospect is willing to buy. This trust comes in the form of recognized symbols of security — SSL certification is widely recognized as an extra security layer that encrypts billing information. Additionally, security companies provide badges that can be displayed on your click-through page to reassure your visitors that you're legitimate. (According to a [study by Actual Insights](#), the 3 most effective security badges are McAfee, Verisign and Paypal, by the way.)

Potential buyers need to be confident that your site is secure before putting their credit card information down. Your click-through landing page is the perfect place to build that trust.

Marketing Sherpa performed a [test for ModernCoinMart.com that resulted in a 14% lift in sales](#) by introducing trust indicators.



5 The conversion goal – your call-to-action (CTA)

Your CTA is critical to conversions as it's the target of your page's conversion goal – in other words, it's what you want people to interact with on your landing page.

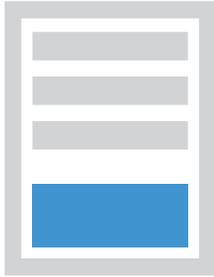
It's the final decision point for your customer prior to a purchase. The design of the button and how you write the copy on the button is a critical part of an effective call-to-action.

[How you design it](#), where you place it and what it says are all important considerations.



Which button do you think will convert better?

You can create a great call-to-action by following three simple principles:



Principle 1 - Button Contrast

Contrasting colors are the best way to make your button stand out from the rest of the page. Choose the color that makes it stand out the best, rather than the color you like the best. At the end of the day, button color is irrelevant. Button contrast is what will make your CTA stand out.



Principle 2 - Clickability

Make it *look* like a button! If it looks flat and unclickable it could be just another design element on the page.



Principle 3 - Call-to-Action Copy

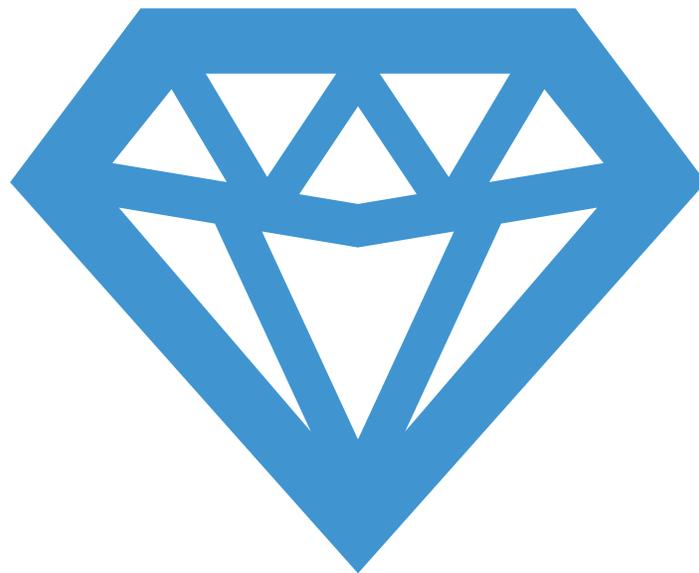
The text on your button is of paramount importance. As a general rule it should describe exactly what will happen when it's clicked. For an ecommerce page selling a single item, some examples would include: "Add to cart", "Buy now" or better would be "Get the [insert product name]". The word "get" has the benefit of describing that you are going to get it, versus indicating that you're only part way through a process.

How to Build a Click-Through Landing Page

Let's use an example. Allow me to set the scene...

You're a marketer working for a diamond company called Bright Facet Diamonds. You've spent the past year building your email list, optimizing your PPC and display campaigns and pushing your blog content through Twitter and Facebook.

Christmas is coming up, and you've got a specific diamond necklace you'd like to push through all your marketing channels. Should you put a big picture of the necklace on your homepage and send people to brightfacetdiamonds.com? Of course not! They'll get distracted by the other 50 links on your homepage.



Instead, start by building a single click-through landing page that matches the marketing campaign you're about to launch. To do this, I'll reference the 5 elements I discussed earlier on, using relevant content from our diamond store example.

#	Page Element	Content
1A	Headline	The Limited Edition Blue Sapphire Diamond Necklace
1B	Subhead	A perfect gift for your loved one this holiday season
1D	Closing argument	Create an everlasting moment for your loved one with the perfect diamond choice.
2	Hero shot	A big diamond necklace
3A	Product details	Clarity: Cut: Amazing Color: Colorless Carat weight: 14 Depth: 70.7 % Table %: 74 % Polish: Excellent Symmetry: Good
3A	Company details	Shipping details Return policy
3B	Benefits	Certified It's never been easier to find the perfect diamond. With our interactive diamond finder, you can search by price, color, cut and grading report, to find the perfect diamond for you. Price guarantee We guarantee the best price for our diamonds. If you find a better offer, we will match it and even give you a 5% discount. Free personal diamond expert consultation Our diamond experts are available to answer all of your questions so you are confident you are buying the very best for your loved one.
4A	Social proof	Customer reviews of this diamond Customer testimonials of the company
4B	Trust elements	Accreditation Certificate of origin GIA grading report (popup)
5	Conversion goal	Add to cart

The Limited Edition Blue Sapphire Diamond Necklace

A perfect gift for your loved one this holiday season



Limited Edition Blue Sapphire Diamond Necklace

This is the intro that talks about the beautiful necklace and why it's special and that there are a limited quantity available.

Clarity: Tons	Depth: 70.7
Cut: Amazing	Table %: 74%
Color: Aquamarine	Polish: Excellent
Carat Weight: 14	Symmetry: Good

\$2,999

Return Policy: Full refund within 30 days
 Shipping: Free with United States
 GIA Certificate: [View Certificate](#)

[Add to Cart](#)

More Photos

Certificate of Origin Country

Customer Reviews

★★★★★ This is introductory content that explains your offering in more detail. It should follow on from your headline and explain the benefits of your service. Jill Bloggs, GreatCompany.com

★★★★★ This is introductory content that explains your offering in more detail. It should follow on from your headline and explain the benefits of your service. Jill Bloggs, GreatCompany.com

Reasons to buy Clear Facet Diamonds

- 1 Certified**
Every diamond comes with a GIA certificate of authenticity and origin.
- 2 Price Guarantee**
Every diamond comes with a GIA certificate of authenticity and origin.
- 3 Personal Consultation**
Every diamond comes with a GIA certificate of authenticity and origin.

The Clear Facet customer support was world class. I had a ring resized and back to me in under a week, no charge and no questions asked. Jill Bloggs, GreatCompany.com

Create an everlasting moment for your loved one with the perfect diamond choice.

About Clear Facet Diamonds

This is introductory content that explains your offering in more detail. It should follow on from your headline and explain the benefits of your product or service.

Accreditation Certificate

This is introductory content that explains your offering in more detail. It should follow on from your headline and explain the benefits of your product or service.

Why It's Important to Have One Click-Through Page Per Channel

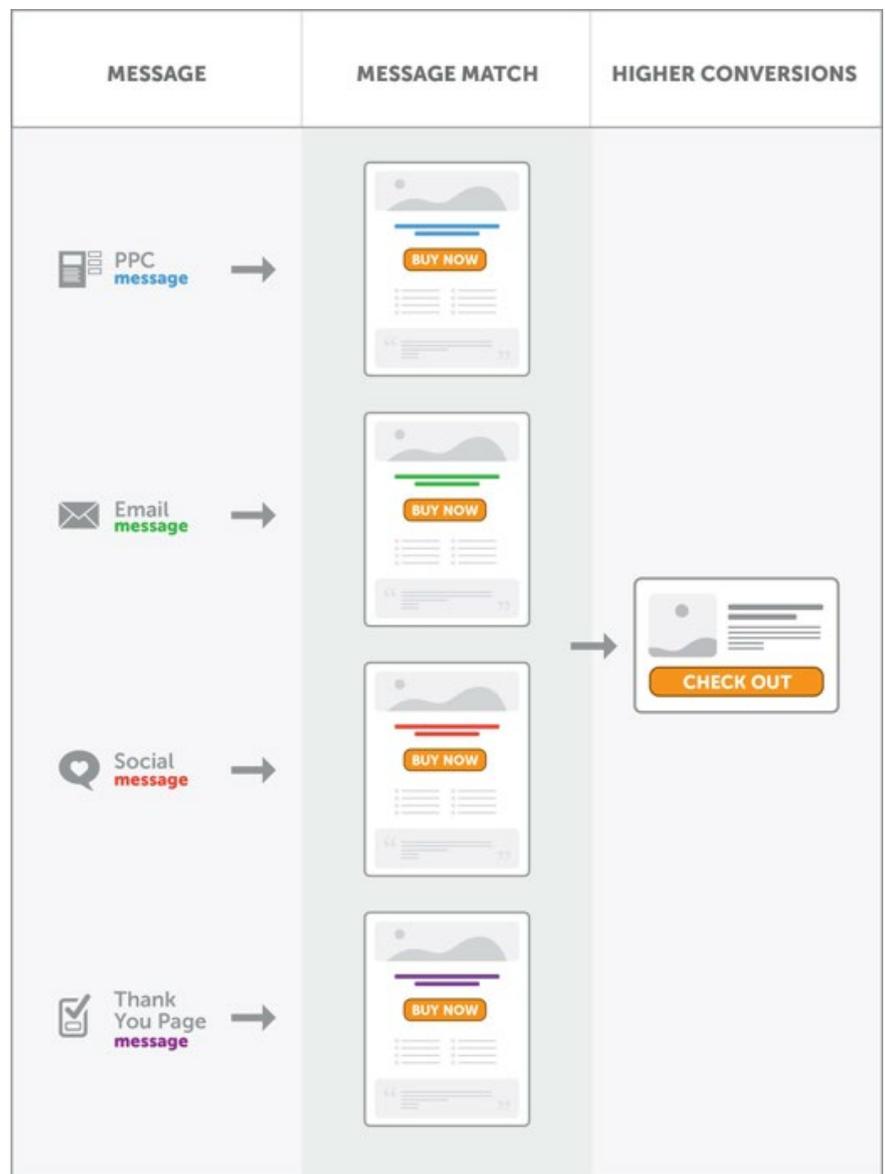
There are two reasons why it's important to create a unique landing page for each marketing channel, both of which can lead to higher conversion rates and more sales.

Having a click-through page per channel allows you to:

1. Create a stronger message match for your promotion:

Your landing page messaging should match the message of the marketing that leads to it. Often, marketing messages differ from channel to channel. For instance, the expectations of subscribers from an email campaign versus searchers that come to your page for the first time from a PPC ad.

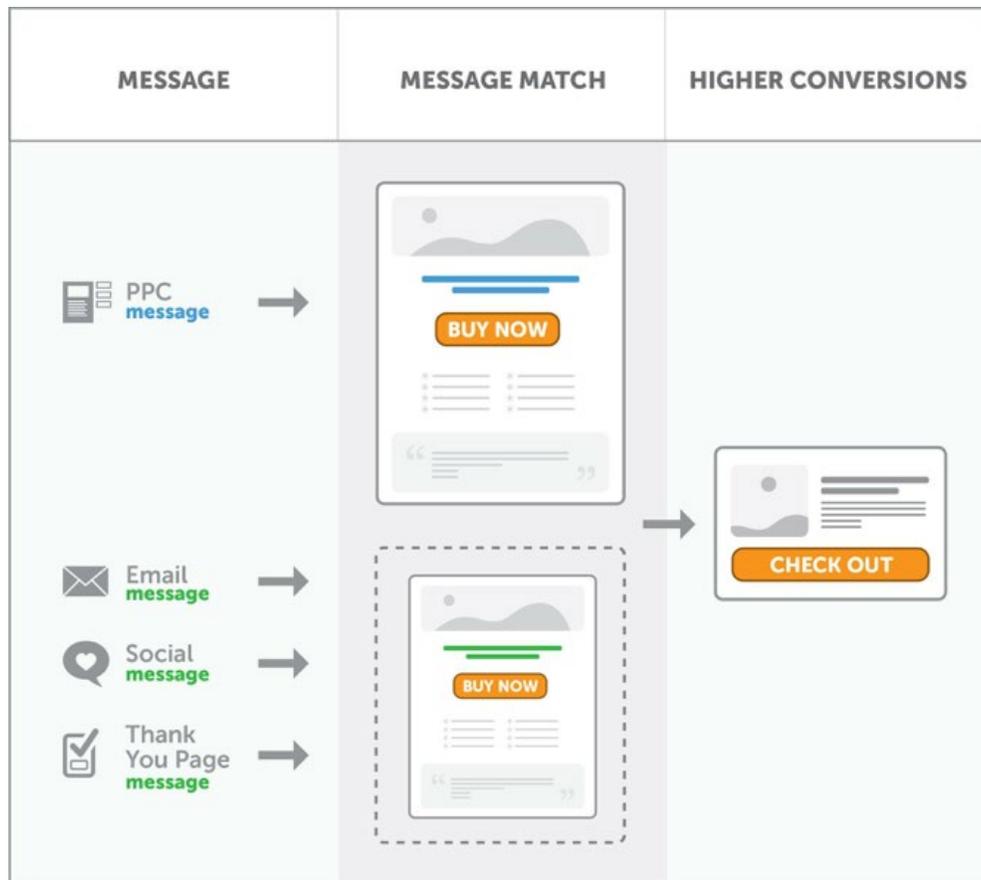
See how the channel source ad headlines match the click-through landing pages in the diagram to the right.



2. Simplify tracking and testing: Segmenting each channel and sending them to a dedicated page allows you to measure them independently. Sending each channel to a dedicated page allows you to track, A/B test and optimize each channel separately for better results.

However, if segmenting your landing pages means you don't have enough traffic in order to run an A/B test (less traffic means testing takes a lot longer), you may choose not to segment fully.

You can see in the diagram below that 3 of the channels are grouped together, implying that all three channels are being sent to a single landing page.



Note that PPC traffic should always be separated to ensure that the conversion rate of the pages are a real indication of your paid campaigns.

Bonus Tip

The thank-you page of your lead gen landing pages is an often overlooked opportunity for creating another marketing channel. People who sign up for your blog updates, enter your contests or fill out a form to download your PDF guide, have already qualified themselves as being interested in your business.

By including a call-to-action on your thank-you page, you can continue to market to this new lead by sending them on to another promotion.

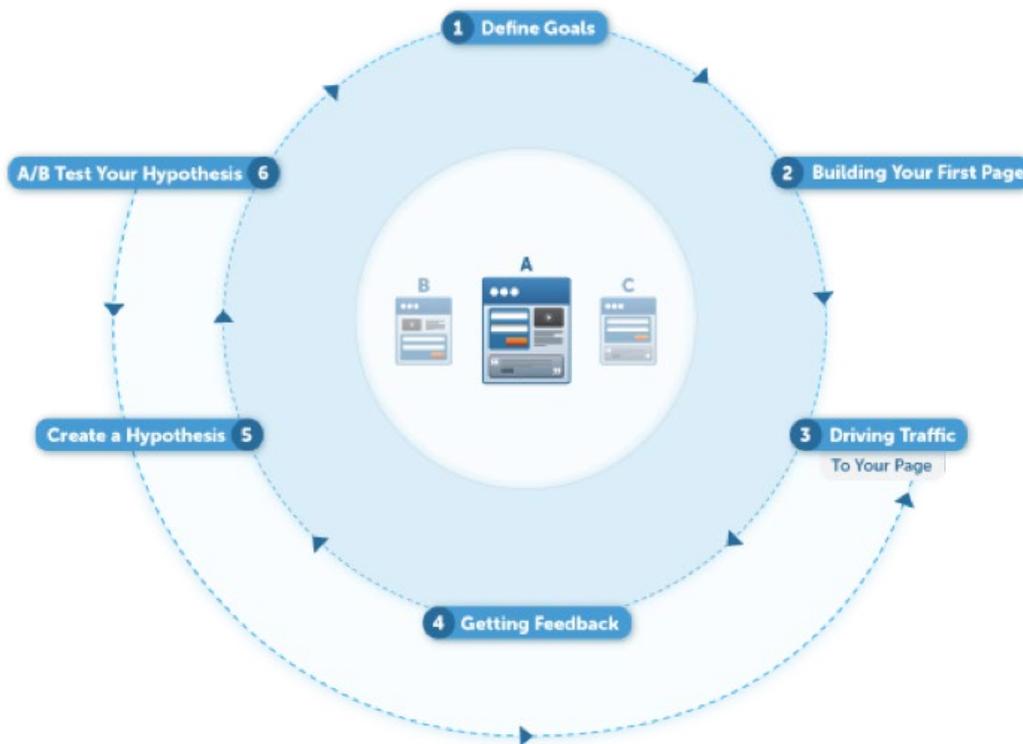


Optimizing your click-through landing pages with A/B testing

The first page you build should be based on the best practices described earlier, namely the 5 essential elements and a strongly matched headline.

Once your page is public and receiving traffic and conversion rate data, you can begin the optimization process. The first step is to gather feedback to guide your A/B tests. It's a good idea to collect feedback both from your visitors and from your colleagues.

Here's how the process looks:



Visitor Feedback

Gathering visitor feedback is one of the most powerful steps in forming a hypothesis and testing new ideas. It doesn't get much better than potential customers telling you how to sell to them.

User feedback is pure gold when deciding what landing page elements to A/B test.

Inline Surveys

Get feedback from your customers at the most important point of the conversion funnel. Adding a tool like [Qualaroo](#) to your landing page allows your prospect to tell you how to improve your marketing messaging.

Live Chat

People have a natural degree of anxiety about finding businesses they trust on the web. There are a variety of methods that companies use on their websites to minimize the anxiety, keeping their prospects in a state of mind where they can be converted. Live chat empowers you to answer questions prospects have, breaking down the psychological barriers to conversion. A live chat tool that's become popular is [Olark](#).

Heat Map

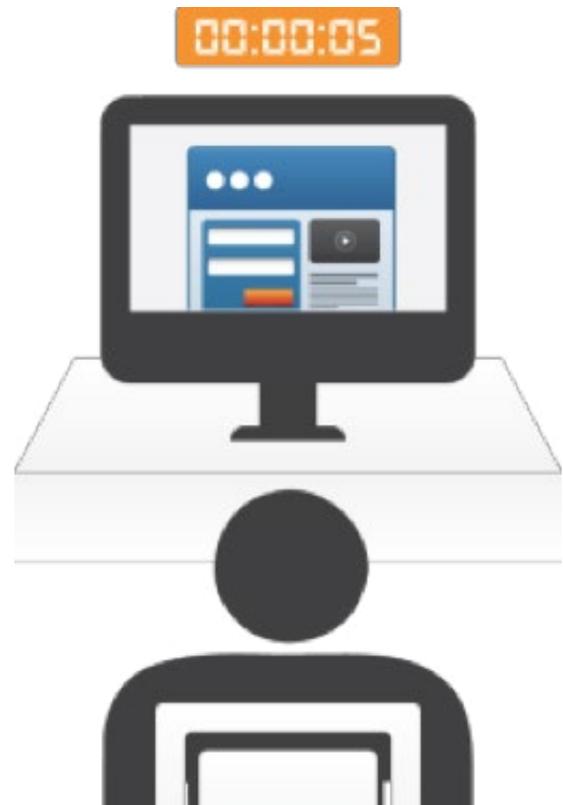
Similar to eye tracking, there is software available (like [Crazy Egg](#)) that presents heat map overlays, showing where people are clicking most. Use this information to manipulate and test copy in the most popular areas to see if you can increase conversions.

Internal Company Feedback

You can also get feedback from others in your company (ideally someone outside of marketing). The most effective way to gather that feedback is by using The 5-Second Test.

The 5-Second Test

The 5-second test will test your headline to see if your value proposition is clear. A prospect should be able to understand your message within the 5 seconds it would take for them to make a decision to stay or leave.



Sit a person in front of a blank computer screen, then show your landing page to them for 5 seconds. Then ask a simple question:

“What was that page about?”

If your headline is clear and concise enough, they’ll be able to describe the product’s benefits without having to read the extra information on the page. If not, revisit the test until your landing page passes the test.

If you want to run this test without your coworkers, you can use a service called [FiveSecondTest.com](https://www.fivesecondtest.com) which lets you put your page in front of random subjects.



Create a Hypothesis

Creating a hypothesis is a simple process that helps to clarify what adjustments you think will increase the conversion rate on your click-through page.

You can use the data from your user feedback and/or internal company feedback to identify an obstacle your visitors may be running into, and then propose a solution for that problem.

Using the diamond store example, a good hypothesis could be:

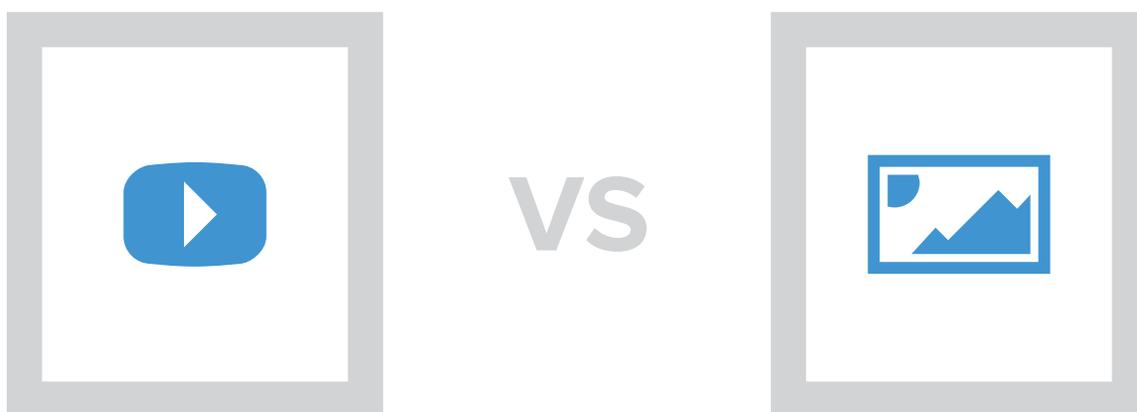
“USING CRAZY EGG, WE CAN SEE THAT VISITORS KEEP TRYING TO CLICK THE MAIN PRODUCT SHOT. THEY EXPECT TO BE ABLE TO SEE MORE DETAIL THAN ONE IMAGE CAN PROVIDE. BY REPLACING THE IMAGE WITH A VIDEO, VISITORS WILL BE ABLE TO BETTER ASSESS THE PRODUCT VISUALLY AND WILL BE MORE LIKELY TO BUY”.

Attaching a hypothesis to your test not only clarifies what’s being tested for yourself and your team, it also provides you with a record that you can refer back to for future tests.

A/B Test Your Hypothesis

Tools like Hubspot and Unbounce allow you to duplicate your original page, make changes to the new variant and run both versions simultaneously, sending half of your traffic to version A and half to version B.

It's important when setting up your B page to only change what's relevant to your hypothesis. In the example we've presented, you'd replace the image with a video, and nothing else.



After creating and publishing the B version of your page in your A/B testing tool of choice, you wait for the results to roll in. But for how long?

The test should run for at least a week to account for different daily behaviors, and to avoid random chance being a factor in your results. There's a more reliable way to know when a test can be stopped and you're able to crown a new champion. It's a metric called "statistical significance".

Statistical significance gauges the volume of conversions and how much better (or worse) your new version is converting than the original. The result is presented as a %. It answers the question, “How certain can I be that the result I’m seeing isn’t just based on chance?”. A test can be considered conclusive when the statistical significance is 95% or higher. A good A/B testing tool will calculate this number for you.

There are a number of page elements you can change on your landing page for an A/B test, and many ways to change them.

The best place to start is with the 5 essential elements.

Conclusion

So, what have we learned?

- 1** Sending your marketing campaign traffic to standalone landing pages will result in higher conversion rates.
- 2** When building a landing page, start with the 5 essential elements.
- 3** Matching your campaign's message from ad/link through to landing page headline will improve your conversion rates.
- 4** Creating separate landing pages for different traffic sources helps to simplify your metrics and make testing easier, while allowing message match for each channel.
- 5** Only start an A/B test once you have established a hypothesis based on feedback and analytics.

Click-through landing pages should be the last touchpoint for your visitors before they enter the transactional portion of your sales funnel.

By creating a contained environment within which you can communicate your product's benefits and context of use, you'll be sending more highly qualified prospects to your shopping cart.

What does that mean? It means more successful campaigns, and ultimately more sales.

Increase your online sales using landing pages

With Unbounce, ecommerce marketers can create click-through landing pages for their marketing campaigns quickly and easily, without developers. Unbounce makes it easy to test the tips in this book without ever having to touch code.



Build a high-converting ecommerce landing page

You can try Unbounce for free. The first month is on us.



Grow Your eCommerce Business

Get a live demo that is customized to help you grow your eCommerce business. Your inbound marketing expert will provide you with actionable advice in addition to an overview of how HubSpot can help you increase traffic, leads and customers.

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All-in-one inbound marketing software.

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MARKETING ANALYTICS

Analyze your web traffic and see which sources are generating the most leads.



SEARCH OPTIMIZATION

Improve your rank in search engines by finding and tracking your most effective keywords.



BLOGGING

Create blog content quickly while getting SEO tips and best practice pointers as you type.



EMAIL

Send personalized, segmented emails based on any information in your contact database.



LEAD MANAGEMENT

Track leads with a complete timeline-view of their interactions with your company



SOCIAL MEDIA

Publish content to your social accounts, then nurture leads based on their social engagement.