



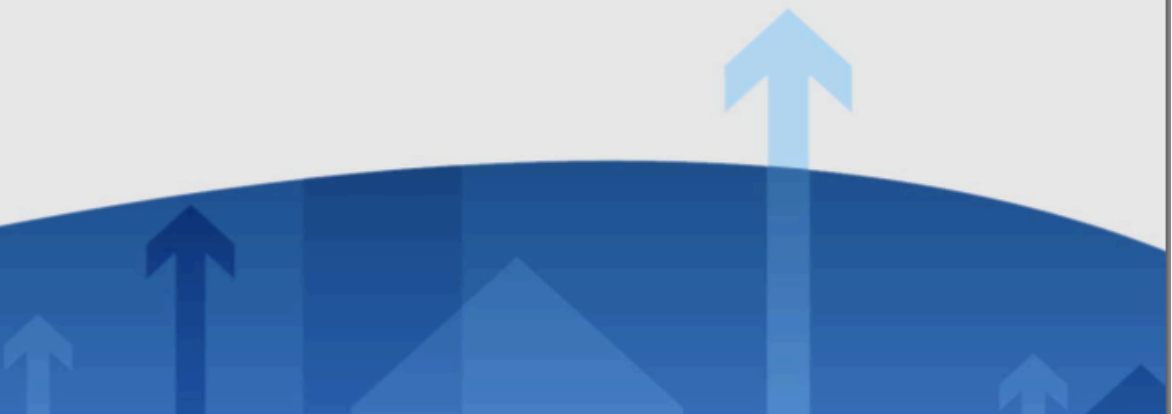
Calls to Action and Landing Page Best Practices (CV101)

Professor: **Jeanne Hopkins, MECLABS, Marketing Experiments**



Calls to Action and Landing Page Best Practices (CV101)

Inbound Marketing University
June 18 | Presented by Jeanne Hopkins



CALLS TO ACTION AND LANDING PAGE BEST PRACTICES



About MarketingExperiments

We conduct experiments to optimize marketing communications

- ▶ MarketingExperiments is a member of the MECLABS Group, along with MarketingSherpa, and with InTouch.
- ▶ As one of the first research groups on the Internet, MarketingExperiments has pioneered extensive breakthroughs (and has multiple pending patents) in the field of marketing communication.
- ▶ Key findings are featured in the *MarketingExperiments Journal* and in the MarketingExperiments Live Web Briefings.
- ▶ In addition, the MarketingExperiments team has contributed more than \$10 million dollars of research for free access at their web site: www.MarketingExperiments.com
- ▶ The organization generates revenue in two ways:
 1. **Professional Certification Courses** such as Landing Page Optimization, Email Messaging Optimization, and The Fundamentals of Online Testing
 2. **Research Partnerships**



Calls to Action

INTRODUCTION



Calls to Action

- Can your Landing Page “close”?

- Do you want the Landing Page visitor to...
 - Pick up the phone and call you?
 - Sign up for a free webinar, download?
 - Go to another page for more info?
 - Just click?



Calls to Action

- Instead of a button, why not a link?
 - Buy a (fill in the blank) and never (fill in the blank) again!
 - See (examples of why you should click here)...
 - Find out how (we've helped others....)
 - What are the leading indicators that (fill in the blank here)...



Calls to Action

- [Which \(fill in the blank\) is right for your business?](#)
- Call today and find out what our competitors don't want you to know.
- Listen to an excerpt of [\(our webinar, pod-cast, information\).](#)
- Call now for a free 10-minute consultation
- Take our [\(Marketing Best Practices Quiz\).](#)



Calls to Action

- What's the first thing you should do if your laptop crashes?
- What factor should I consider before choosing an ESP?
- How do we start?
- Buy Now!
- Download "Top 10 B2B Mistakes Marketers Make"



LANDING PAGE BEST PRACTICES *QUESTIONS*



How many of you have redesigned your home page within the last 12 months?



How many tests have you run in the last 6 months?



What is the most difficult aspect of Landing Page Optimization for your company?

1. Limited resources in IT
2. Marketing dept. doesn't have time
3. Lack of analytics
4. Knowing what to test



LANDING PAGE OPTIMIZATION

DEFINITION OF CONVERSION



Conversion Sequence

$$C = 4m + 3v + 2(i-f) - 2a^{\circ}$$

Wherein:

“C” = Probability of conversion.

“m” = Motivation of user (when).

“v” = Clarity of the value proposition (why).

“i” = Incentive to take action.

“f” = Friction elements of process.

“a” = Anxiety about entering information.



Conversion Sequence

$$C = 4m + 3v + 2(i-f) - 2a^{\circ}$$

Approach to Landing Page Optimization:

During this course, our primary focus will be on understanding each of the elements of website conversion using the Conversion Sequence and applying these principles through landing page optimization.

In each session, we will focus on one or more of the conversion sequence elements and how to apply them in real-world optimization situations. Then, we will see an example of how to approach and organize a landing page optimization effort from beginning to end.

CALLS TO ACTION AND LANDING PAGE BEST PRACTICES



First we need a precise definition of Conversion:

Conversion is the process of successfully achieving the primary objective of a specific page or website.

Conversion Rate is the primary measure of conversion and is computed as:

$$CR\% = (\#Successes / \#Actions) * 100$$

The **Conversion Sequence** is used to structure your approach to profitably maximizing Conversion Rate through Optimization.

$$C = 4m + 3v + 2(i-f) - 2a^{\circ}$$



LANDING PAGE OPTIMIZATION *CASE STUDIES*

CALLS TO ACTION AND LANDING PAGE BEST PRACTICES



MarketingExperiments Case Study: **New York Times**

Background:

- The New York Times came to us with a subscription product that they were having difficulty marketing called the “Electronic Edition.” They had been marketing the product for more than 2 years, conversion was under 0.5% and growth in subscriptions had plateaued. Despite a healthy marketing budget, multiple channels of traffic, and significant promotional offers the rate of new subscriptions was stagnant. Our initial impression after reviewing the website and the product was that it might be a “product” problem rather than an “optimization” problem but the only way to be certain was through a series of tests.

Objective: To grow the number of subscriptions.

CALLS TO ACTION AND LANDING PAGE BEST PRACTICES



Original

expect the world®

The New York Times

electronic edition

An exact digital replica of the printed paper.



Get all the news you need to stay well-informed with The New York Times Electronic Edition.

It's not a web site, but a digital reproduction of America's premier newspaper! Every article, color photograph and advertisement is automatically delivered to your computer each morning. It's there for you to read offline, anytime.

Experience the Electronic Edition today.

- Click on the 'Buy Now' button to get started. You'll be taken to a purchase options page.
- Choose today's issue or a subscription option.
- In order to view The Times electronically, you'll be asked to register to download the free NewsStand reader software.

[Buy Now!](#) [Learn More](#) [FREE Sample](#)

POWERED BY
NEWSSTAND

7 Great reasons to try the electronic edition

- 1. Portable.**
No need to be online - read The Times anytime, anywhere!
- 2. Easy to read.**
Zoom in to articles, pictures and graphs to maximize your easy, comfortable reading.
- 3. Convenient.**
You can auto-schedule your electronic delivery and have the newspaper waiting for you!
- 4. Efficient.**
Keyword searches - gives you the power to research any topic, person or event instantly.
- 5. Compact.**
Store past issues on your computer. Fast, neat and highly compact means to retain information for quick reference later.
- 6. Organized.**
Jump to article continuations with a single click. Makes your reading experience effortless.
- 7. Expect the World.**
All the local, national and international news from the winner of 90 Pulitzer Prizes, far more than any other newspaper.

CALLS TO ACTION AND LANDING PAGE BEST PRACTICES



The original EE landing page is where we started testing. On the left is the original design. On the right is an optimized design which focuses on how the offer is displayed. By including the offer price on the landing page (which also removed one page in the order process), switching from standard buttons to radio buttons, and weighting the call-to-action more effectively, we were able to improve conversion.

Original

expect the world®

The New York Times electronic edition

An exact digital replica of the printed paper.



Get all the news you need to stay well-informed with The New York Times Electronic Edition.

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[Buy Now!](#)
[Learn More](#)
[FREE! Sample](#)

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Experience the Electronic Edition today.

- Choose today's issue or a subscription option.
- In order to view The Times electronically, you'll be asked to register to download the free NewsStand reader software.

Select Your Subscription Option

- Sample today's paper **FREE (one time only)**
- Mon - Fri: INTRO OFFER: 50% OFF first 8 weeks \$12.50**
- Sun only: INTRO OFFER: 50% OFF first 8 weeks \$12.50**
- 7 - day: INTRO OFFER: 50% OFF first 8 weeks \$24.95**

[Confirm My Subscription](#)
[Learn More](#)

POWERED BY NEWSSTAND

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CALLS TO ACTION AND LANDING PAGE BEST PRACTICES



By changing the display of this offer, the customer's decision was simplified, which reduced friction.

Original



The **original form** adds Friction because there are 3 objectives and 3 evenly weighted options.

Experience the Electronic Edition today.

- Click on the 'Buy Now' button to get started. You'll be taken to a purchase options page.
- Choose today's issue or a subscription option.
- In order to view The Times electronically, you'll be asked to register to download the free NewsStand reader software.

[Buy Now!](#) [Learn More](#) [FREE Sample](#)

Optimized



The **simplified design** offers 4 options but has only 1 objective - to Confirm their subscription

Select Your Subscription Option

- Sample today's paper **FREE** (one time only)
- Mon - Fri: INTRO OFFER: 50% OFF** first 8 weeks **\$12.50**
- Sun only: INTRO OFFER: 50% OFF** first 8 weeks **\$12.50**
- 7 - day: INTRO OFFER: 50% OFF** first 8 weeks **\$24.95**

[Confirm My Subscription](#) [Learn More](#)

CALLS TO ACTION AND LANDING PAGE BEST PRACTICES

On the right is an optimized design which focuses on how the offer is displayed.

Original

Optimized

Statistics	Original	Optimized
Unique visits:	3872	3726
Orders	26	43
Conversion	0.80%	1.32%
Increase In Conversion		64%
Increase In Orders		65%

CALLS TO ACTION AND LANDING PAGE BEST PRACTICES



In the second major test we tested the regular paid up-front offer against a 7-day free trial to see if we could convert more customers to paid subscribers. The free trial converted **541%** better than the standard paid up-front offer.

Subscription Path Test: Free Trial vs. Paid Offer

Statistics	Regular Paid Offer	Free Trial
Unique visits:	5000	5000
Paid Orders	24	154
Increase In Orders	541.60%	

Original

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The New York Times
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Experience the Electronic Edition today.

- Choose today's issue or a subscription option.
- In order to view The Times electronically, you'll be asked to register to download the free NewsStand reader software.

Select Your Subscription Option

- 80% OFF INTRO OFFER: 7 days \$24.95 for 8 weeks
- 90% OFF INTRO OFFER: MF \$12.50 for 8 weeks
- 90% OFF INTRO OFFER: Sun only \$12.50 for 8 weeks
- 1 week free trial MF (one time only)

[Confirm My Subscription](#) [Learn More](#)

Not using Windows? Please [click here for Mac/Unix support](#)

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electronic edition
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Get all the news you need to stay well-informed with The New York Times Electronic Edition.

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Experience the Electronic Edition today.

- Choose today's issue or a subscription option.
- In order to view The Times electronically, you'll be asked to register to download the free NewsStand reader software.

Select Your Subscription Option

- Mon - Fri: 7 -Day no cost* FREE trial
- Sat only: 7 -Day no cost* FREE trial
- 7 -Day: 7 -Day no cost* FREE trial

[Confirm My Subscription](#) [Learn More](#)

Not using Windows? Please [click here for Mac/Unix support](#)

* For your convenience your credit card will be billed \$24.95 for 8 weeks for Windows/Friday or Sunday and \$49.95 for 8 weeks at 7 day service. You may cancel at any time within the trial period and you will not be charged.

NEWSSTAND

CALLS TO ACTION AND LANDING PAGE BEST PRACTICES



How was anxiety reduced in this test that led to a **541%** increase in conversion? In the original offer, there were “paid” offers that listed the prices AND a free trial offer. In the optimized version, all offers were “free trials.” The price of the subscription after the free trial was also de-emphasized. By removing the prepaid options and de-emphasizing the paid nature of the offer, customer anxiety was reduced enough to compel more than 5 times as many customers to complete the subscription process.

Paid offers with pricing and a free offer

Original

Select Your Subscription Option

- 50% OFF INTRO OFFER: 7 days \$24.95 for 8 weeks
- 50% OFF INTRO OFFER: M-F \$12.50 for 8 weeks
- 50% OFF INTRO OFFER: Sun only \$12.50 for 8 weeks
- 1 week free trial M-F (one time only)

[Confirm My Subscription](#) [Learn More](#)

Not using Windows? Please [click here for Mac/Unix support](#).

Free offers with de-emphasized subscription pricing

Optimized

Select Your Subscription Option

- Mon - Fri: 7 - Day** no risk* **FREE** trial.
- Sun only: 7 - Day** no risk* **FREE** trial.
- 7 - day: 7 - Day** no risk* **FREE** trial.

[Confirm My Subscription](#) [Learn More](#)

Not using Windows? Please [click here for Mac/Unix support](#).

* For your convenience your credit card will be billed \$24.95 for 8 weeks for Monday-Friday or Sunday and \$49.95 for 8 weeks of 7 day service. You may cancel at any time within the trial period and you will not be charged.

CALLS TO ACTION AND LANDING PAGE BEST PRACTICES



To further optimize the subscription process we completely redesigned the landing page. The redesigned page converted **47%** better than the prior optimized page design.

Original Page (Old Design) vs. Radical Redesign (Optimized)

Statistics	Old Design	Optimized
Unique visits:	2812	2897
Paid Orders	19	29
Conversion	0.68%	1.00%
Increase In Conversion		47%
Increase In Orders		52%

Original

The New York Times
electronic edition
An exact digital replica of the printed paper.

7 Great reasons to try the electronic edition

- 1. Portable.** No need to be online – read The Times anytime, anywhere!
- 2. Easy to read.** Zoom in to articles, pictures and graphs to maximize your easy, comfortable reading.
- 3. Convenient.** You can auto-schedule your electronic delivery and have the newspaper waiting for you.
- 4. Efficient.** Keyword searches – give you the power to research any topic, person or event instantly.
- 5. Compact.** Save space on your computer. Fast, neat and highly compact means to retain information for quick reference later.
- 6. Organized.** Jump to article continuations with a single click. Maximize your reading experience efficiency.
- 7. Report the World.** All the local, national and international news from the winner of 80 Pulitzer Prizes, far more than any other newspaper.

Get all the news you need to stay well-informed with The New York Times Electronic Edition.

It's not a web site, but a digital reproduction of America's premier newspaper! Every article, color photograph and advertisement is automatically delivered to your computer each morning. It's there for you to read online, anytime.

Experience the Electronic Edition today.

- Choose today's issue or a subscription option.
- In order to view The Times electronically, you'll be asked to register to download the free Newsstand reader software.

Select Your Subscription Option

- 1-Mon. - Fri. 7 - Day no cost* FREE trial
- 1-Mon. - Fri. 7 - Day no cost* FREE trial
- 1 - Day 7 - Day no cost* FREE trial

[Custom My Subscription](#) \$495.00

Not using Windows? Please call 1-800-525-5227

*For your convenience our reader software is available for 3 weeks for Macintosh or 6 weeks for Windows. The software is available for 3 weeks or 6 weeks of 7 day trials. The software is available for the period and you will be charged.

NEWSSTAND

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The New York Times
electronic edition

Free: Try The New York Times Electronic Edition For 7 Days

It's An Exact Digital Replica Of The Printed Paper

It's not a web site, but a digital reproduction of The New York Times – The only newspaper in America to win over 80 Pulitzer Prizes.

Every article, color photograph and advertisement is automatically delivered to your computer. That content can be stored and you can search and manage through the paper with ease.

To help you evaluate this new version of The Times, we are offering a **7-Day Trial**. And if you decide to continue receiving the Electronic Edition, we will reward you with a savings of up to 50% off the print edition.

Top 5 Reasons To Start Your Free Trial Now

- 1. It is searchable.** You can search by topic, person, event, or keyword to identify the information you want in just seconds.
- 2. It is easy to read.** You can zoom, highlight, copy and paste, clip or email an article.
- 3. It can be archived.** You can create your own archive of articles for future reference and research.
- 4. It is portable.** You can read it at work, at home or on the road – anytime, anywhere.
- 5. It is convenient.** You can auto-schedule your electronic delivery and have the newspaper waiting for you.

Start Your 7-Day Free Trial

STEP 1 - Select your delivery preference

- 1-Mon. - Fri. 7 - Day Trial. If you decide to continue, save 50% at just \$24.95 every eight weeks.
- 1-Mon. - Fri. 7 - Day Trial. If you decide to continue, save 50% at just \$24.95 for eight weeks.
- 1 - Day 7 - Day Trial. If you decide to continue, save 50% at just \$49.95 for eight weeks.

[Continue To Free Trial](#) [Learn More](#)

Not using Windows? Click on the link below.

7-Day Trial Times

This is a risk-free trial allowing you to read the complete New York Times Electronic Edition. You get access anytime during your trial and you will not be billed.

NEWSSTAND

CALLS TO ACTION AND LANDING PAGE BEST PRACTICES



Offer copy is extremely important and needs to be continually tested. MarketingExperiments analysts thought that the original copy used to present the offer could be improved to help convey the value proposition more clearly. Here are the test results.

Test Results

Statistics	Original Offer Copy	New Offer Copy
Unique visits:	8620	8759
Paid Orders	136	155
Conversion	1.58%	1.77%
Increase In Conversion	12%	
Increase In Orders	14%	

Start Your 7 Day Free Trial

Original Copy

STEP 1: Select your delivery preference

- Mon - Fri 7 Days Free or continue at \$24.95 for eight weeks at a savings of 50%.
- Sun Only 7 Days Free or continue at \$24.95 for eight weeks at a savings of 50%.
- 7 - Day 7 Days Free or continue at \$49.95 for eight weeks at a savings of 50%.

STEP 2: Tell us where to send your download instructions

Your Email Address

Continue To Free Trial

Start Your 7 Day Free Trial

New Copy

STEP 1: Select your delivery preference

- Mon - Fri 7 Days Risk Free then continue at just \$24.95 for 8 weeks (50% savings)
- Sun Only 7 Days Risk Free then continue at just \$24.95 for 8 weeks (50% savings)
- 7 - Day 7 Days Risk Free then continue at just \$49.95 for 8 weeks (50% savings)

STEP 2: Tell us where to send your download instructions

Your Email Address

Continue To Free Trial

CALLS TO ACTION AND LANDING PAGE BEST PRACTICES



Prior research had shown that with subscription based paid products, long copy usually produced a higher conversion than standard short copy. We tested this approach with the Electronic Edition and found the following.

Test Results

Statistics	Standard Copy	Long Copy
Unique visits:	2478	2348
Paid Orders	36	65
Conversion	1.45%	2.73%
Increase In Conversion		88%
Increase In Orders		80%

Long Copy

The screenshot shows a landing page for 'The New York Times electronic edition'. It includes a headline 'Free: Try The New York Times Electronic Edition For 7 Days', a 'Dear Reader' salutation, and a detailed description of the digital edition's features. A list of benefits is provided, followed by a 'Start Your 7 Day Free Trial' section with a form for selecting delivery preferences and a 'Continue To Free Trial' button.

Standard Copy

The screenshot shows a landing page for 'The New York Times electronic edition'. It includes a headline 'Free: Try The New York Times Electronic Edition For 7 Days', a shorter introduction, a list of benefits, and a 'Start Your 7 Day Free Trial' section with a form for selecting delivery preferences and a 'Continue To Free Trial' button.

CALLS TO ACTION AND LANDING PAGE BEST PRACTICES



Cumulative optimization Gain: 1052%

Original

Optimized

Original

Select Your Subscription Option

- 50% OFF INTRO OFFER: 7 days \$24.95 for 8 weeks
- 50% OFF INTRO OFFER: M-F \$12.50 for 8 weeks
- 50% OFF INTRO OFFER: Sun only \$12.50 for 8 weeks
- 1 week free trial M-F (one time only)

[Confirm My Subscription](#) [Learn More](#)

Not using Windows? Please [click here](#) for Mac/Unix support.

Optimized

Select Your Subscription Option

- Mon - Fri: 7 - Day no risk* FREE trial.
- Sun only: 7 - Day no risk* FREE trial.
- 7 - day: 7 - Day no risk* FREE trial.

[Confirm My Subscription](#) [Learn More](#)

Not using Windows? Please [click here](#) for Mac/Unix support.

* For your convenience your credit card will be billed \$24.95 for 8 weeks for Monday-Friday or Sunday and \$49.95 for 8 weeks of 7 day service. You may cancel at any time within the trial period and you will not be charged.

Original Copy

Start Your 7 Day **Free** Trial

STEP 1: Select your delivery preference

- Mon - Fri 7 Days **Free** or continue at \$24.95 for eight weeks at a savings of 50%.
- Sun Only 7 Days **Free** or continue at \$24.95 for eight weeks at a savings of 50%.
- 7 - Day 7 Days **Free** or continue at \$49.95 for eight weeks at a savings of 50%.

STEP 2: Tell us where to send your download instructions

[Continue To Free Trial](#)

New Copy

Start Your 7 Day **Free** Trial

STEP 1: Select your delivery preference

- Mon - Fri 7 Days **Risk Free** then continue at just \$24.95 for 8 weeks (50% savings)
- Sun Only 7 Days **Risk Free** then continue at just \$24.95 for 8 weeks (50% savings)
- 7 - Day 7 Days **Risk Free** then continue at just \$49.95 for 8 weeks (50% savings)

STEP 2: Tell us where to send your download instructions

[Continue To Free Trial](#)

Standard Copy

Long Copy

... and others

CALLS TO ACTION AND LANDING PAGE BEST PRACTICES



Results from previous live optimizations:



69% Increase In Conversion

CALLS TO ACTION AND LANDING PAGE BEST PRACTICES



Results from previous live optimizations:

Second Nature SNOW MAKING

Home of the **MAKE SNOW** Guarantee

Questions? info@snow-maker.com

snowmakers how it works guarantee pics & vids

Make Real Snow Right in Your Front Yard With a Home Snow Maker!

watch this [short 60 second video](#) to learn how fun and easy snowmaking really is!

Click the link below to get all the details on our simple, easy-to-use home snowmakers!

[Check 'em Out!](#)



Second Nature Home snow-making

Questions and Orders: 801.735.2006

Home New Events pictures ask a question combo combosplus superSnow

With A Home Snow Maker You Can Affordably Enjoy the Snowy Fun of Winter No Matter What the Weather!

- ✓ **Real Snowmaking Right at Home...**
Using the same snow maker technology found at the worlds largest ski resorts just scaled down for home use!
- ✓ **Wintertime Fun for You and Your Family...**
...all winter long even if Mother Nature fails! Bedding, snowball fights, white Christmas mornings... the sky is the limit with a snow maker!
- ✓ **Simple Designs Using Inexpensive Parts...**
Help us keep costs down so your family can afford them! Save at least **\$60** over comparable home snowmakers!

Whats New!
Nov 28, 2007
Snowmaking Continued!
Cool temps are here... see some before and after images from our recent season!
"pictures and video"

Customer Quotes

"We live in Rome, GA where we seldom get snow, but during the end of December and January we made an area about 100 feet in length, 30 feet wide and over 2 FEET DEEP!"
Duncan Blankenship
Rome, GA

"We made a lot of SNOW last night. This is the best thing I have ever purchased. I had never heard snow maker - was a NO but we have seen one here in SC but now I can thank to you. All the kids and I had fun throwing snowballs and snowing!"
Jeff Williams
Lexington, SC

SNS Combo Price: **\$179** [Details!](#)

SNS ComboPLUS Price: **\$199** [Details!](#)

SNS SuperSnow Price: **\$239** [Details!](#)

Partners:

Snowmaking Really is Simple And Easy!

A home snow maker combines water supplied by a basic pressure washer with air from a small air compressor to create a special mist. Spray this mist into cold outside air below 38 degrees Fahrenheit and it will fall to the ground as real, white snow!

[PayPal](#)

93% Increase In Total Revenue

CALLS TO ACTION AND LANDING PAGE BEST PRACTICES



Results from previous workshop attendee:

University of NEW ENGLAND
Online Master of Science in Education
Online Certificate of Advanced Graduate Studies

Take Advantage of Concentrations Relevant to Your Classroom. University of New England offers four innovative Master of Science in Education (MSEd) programs completely online in the following concentrations:

- Curriculum & Instruction Strategies** is for those K-12 educators who wish to strengthen their classroom practice. Challenging areas of literacy, inclusion, and educational leadership build skills to implement solutions in and beyond the classroom.
- Literacy (K-12)** is designed for K-12 educators with an interest in reading and writing to ensure student success.
- Educational Leadership** is designed for K-12 educators considering school administration. These courses are matched to the national standards set by the Interstate School Leaders Licensure Consortium (ISLLC).
- Inclusion Education** provides K-12 classroom teachers and administrators with critical theory and practice related to special education inclusion.

The program offers you the opportunity to study, reflect and improve professional practice based on the most recent educational research related to instructional techniques and leadership strategies. The program will build confidence and enhance professional skills.

Programs Designed for Full-Time Professional Teachers

The Master of Science in Education programs are 30 credits, a 15-credit core curriculum and a 15-credit concentration area.

A 30-credit Certificate of Advanced Graduate Study (CAGS) is offered in **Advanced Educational Leadership** to professional educators who are pursuing upper-level school administrator positions.

15-credit Graduate Certificates are offered in **Curriculum & Instruction Strategies, Literacy (K-12), Educational Leadership and Inclusion Education** to educators who already hold a master's degree and are seeking further professional development.

Applications for admission are accepted six times annually. Students in the Masters of Science in Education and CAGS

Desires Required Fields:

- Please choose an interest:
 - Master of Science in Education (MSEd)
 - Certificate of Advanced Graduate Study (CAGS)
 - Graduate Certificate
- First Name:
- Last Name:
- State:
- Home Phone:
- Work Phone:
- Email:
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300% Increase In Conversion

CALLS TO ACTION AND LANDING PAGE BEST PRACTICES



MarketingExperiments Case Study: **SQL Server User Group**

Background:

- At the beginning of the engagement, this company was already one of the largest SQL Server professional user groups in the world. The site is a community and information resource for database professionals that includes articles, forums, code libraries, FAQs and discounts on software, subscriptions, and more.
- But membership growth had stalled.

Objective: To increase the rate of new member growth.

CALLS TO ACTION AND LANDING PAGE BEST PRACTICES



Treatment 1

At **200,450+** members, **BBBOnline** is simply the largest group of database professionals, and lots of great help:

18,009 Articles/Summaries	496 Scripts	...and more...
58,718 Discussion Archives	210 FAQs	

The registration page features a navigation menu on the left with categories like 'Sign In', 'Select your Platform', and 'Select your Resource'. The main content area is titled '2 Create your unique ID Step 2' and includes a search bar at the top. Below the search bar, there are fields for 'First Name', 'Last Name', 'Email', 'Password', and 'Password Again'. A 'Create User ID' button is prominently displayed. To the right, a 'Current FREE Services' list includes 'Daily Newsletter', 'List Server Discussion Lists', 'Get Paid for Content', 'Free Article Archives', 'Weekly Newsletter', 'Monthly Web Chats', 'Discussion Forums', 'Read Weblogs', and 'Discount Bookstore'. A 'BBBOnline RELIABILITY PROGRAM' logo is at the bottom left.

Treatment 2

Join now for access to more than **14,883** articles and summaries, **380** scripts, member discounts, discussion boards and list servers, a daily newsletter, online event calendar, online web chats and **much more**.

The registration page (Treatment 2) features a callout box at the top right with the text: 'Join now for access to more than 14,883 articles and summaries, 380 scripts, member discounts, discussion boards and list servers, a daily newsletter, online event calendar, online web chats and much more.' The registration form includes fields for 'First Name', 'Last Name', 'Email', 'Password', 'Password Again', 'Phone', 'Company', 'Address', 'City', 'State', 'Zip Code', and 'Country'. A 'Birth month' dropdown menu is also present. Below the form, there are sections for 'Quick Notes or Specifications', 'Referred by?', and a 'Register' button. A 'Please note: please confirm your address above.' warning is displayed. The page footer includes contact information: 'Need help? Feel free to call us at 1-877-833-6333 (Toll-Free) or 800-760-6885 (US)'.

Which of these pages generated more subscription signups?



MarketingExperiments Case Study: **Thinking Craft**

Background:

- We worked with a survey marketing company called Thinking Craft on one of their sites ActualMe.com. We tested two separate alternatives for the primary objective. The first was to capture email address-only on our landing page. The second was to capture email address with additional customer information. We also tested the length of the copy (short copy vs. long copy). Below are the test treatment clusters.
 - Short Copy With Email Capture Only (Treatment 1)
 - Short Copy With Full Form (Treatment 2)
 - Long Copy With Email Capture Only (Treatment 3)
 - Long Copy With Full Form (Treatment 4)

Objective: To increase **conversion lead capture**.

CALLS TO ACTION AND LANDING PAGE BEST PRACTICES



Treatment 1

actualme
Discover How You Really Are

The Science Behind How You Think and Communicate

actualme.com has pioneered a new science called Neurogenetics. Neurogenetics is a new field of science that combines cutting-edge genetic research and a new method of personality testing to create a complete personality profile for each individual.

All of our tests take individuals with the world's most tested personality tests and combine them with our own research to create a complete personality profile for each individual. This profile is then used to create a comprehensive report that provides insight into your personality, your communication style, and your relationship with others.

Discover Your Personality

actualme.com gives you a comprehensive review of your communication style, for effective results:

- Further your career. Did the position you have been seeking fit for understanding how you work.
- Enhance your relationships. Understand each other on a deeper level.
- Understand your children. Find out how they are thinking and how you can communicate effectively with them.
- Enhance in school. Understand what study techniques work for you.

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Your actualme profile will deliver a comprehensive review of your own communication style, while learning, at work and while at home.

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Treatment 2

actualme
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Treatment 3

actualme
Discover How You Really Are

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Treatment 4

actualme
Discover How You Really Are

The Science Behind How You Think and Communicate

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- Understand your children. Find out how they are thinking and how you can communicate effectively with them.
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Take Your FREE Assessment

Which of these pages yielded the highest conversion to lead capture?



MarketingExperiments Case Study: [ENCYCLOPÆDIA Britannica](#)

Background:

- We worked with the Encyclopaedia Britannica to increase subscriptions for their online encyclopedia subscription product. The objective of this page is to get visitors to sign up for a free trial of the online product.

Objective: To increase **conversion to trial sign-up**.

CALLS TO ACTION AND LANDING PAGE BEST PRACTICES



Treatment 1

Home :: Browse :: Store :: Subscribe

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Treatment 2

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Which Page results in the greater number of trial sign-ups?



What is the most difficult aspect of Landing Page Optimization for your company?

1. Limited resources in IT
2. Marketing dept. doesn't have time
3. Lack of analytics
4. **Knowing what to test**



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