

NOW APPEARING!

**INVIGORATING
INSTRUCTION!**

**MUST BE SEEN
TO BE BELIEVED**

**SIMPLY
STUPENDOUS!!**



**NOT TO BE MISSED
THIS IS A
ONCE IN A
LIFETIME CHANCE**

⌘ ⌘ ⌘ ⌘ ⌘ ⌘ ⌘ ⌘

**ALIAS
"BREAD BOY"**

❧ **JON POWELL** ❧

Working Session:

Landing Page Optimization

Presented By

Jon Powell

NexAfter



LANDING PAGE:

\ 'lan-din\ 'pāj\

The designated web page you want people to land on after clicking an ad, an email, or some other web link.

LANDING PAGE:

The landing page has three goals:

- ✓ *Convince a visitor to act on the offer*
- ✓ *Gather their information*
- ✓ *Redirect them to a destination page*

*Give me your top idea
for improving this
page...**in one minute***

BUILD A WINNING BUSINESS

10 entrepreneurs share lessons they've learned building a business, what inspires them, and how they come up with their best ideas.

What's in the ebook?

This book features 10 entrepreneurs representing a wide range of industries such as apparel, consumer goods, educational technology, and more. Some of these founders share their early stage experiences building their companies. Others are running established businesses and reflect on their successes and failures. The interviews in this 24 page ebook are packed with inspiring advice and thought-provoking insights for people who are interested in launching and building their own ventures.

Get your FREE copy of *Build a Winning Business* -- just complete the form to download the ebook.



Get your ebook

24 pages (30 min. read)

Name

Email

[Get the ebook](#)

We'll also send you a free subscription to Stanford Business, a bi-monthly email featuring insights from Stanford's global community of experts and leaders.

FEATURING INSIGHTS FROM:



Kenneth Klopp

Cofounder
The North Face



Gina Bianchini

Founder
Mightybell



Tristan Walker

Founder
Walker & Company



Eric Baker

Founder
Stubhub



Andy Dunn

Founding CEO
Bonobos

Hard?
Because... we need a
framework



What are the problems?

QUANTITATIVE

What's happening?
Where?
How much?

QUALITATIVE

What should happen?
Why something happened?

The key to making
A GREAT PAGE IS
to make it properly
CONVERSATIONAL

People react to
WEBPAGES
in the same way they react to
PEOPLE





Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

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- A bullet everywhere!

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- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out

What [prospects] say

"I love this offer so much. It's

get is worth

Happy Customer

First name

Last name

Email

Yes No

☐ ☐ Qualifying question 1

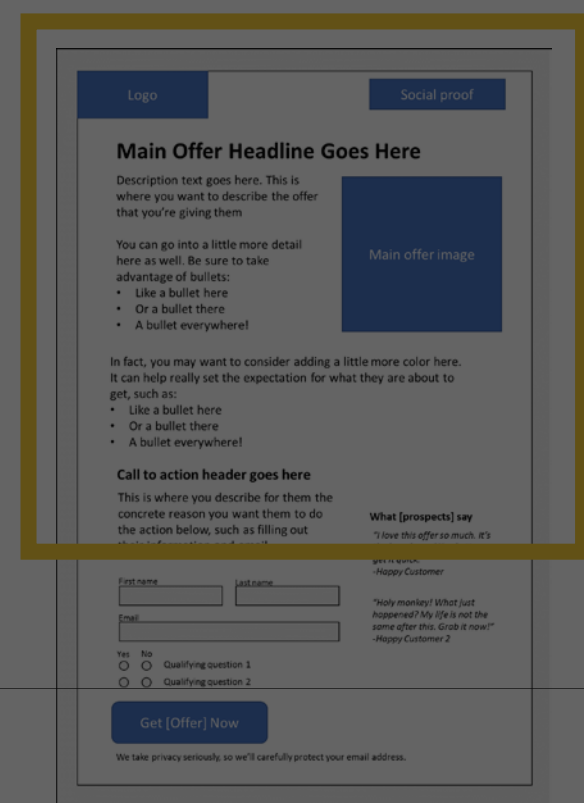
☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"

Happy Customer 2



1

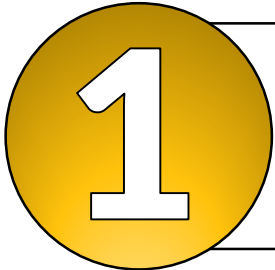
The Layout

Pages with single column, linear layout generally perform better than multi-column layouts.

From This

To This

 **7.7%**
In Emails



The Layout

Pages with single column, linear layout generally perform better than multi-column layouts.

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out

What [prospects] say

"I love this offer so much. It's

get it now!"

-Happy Customer

First name

Last name

Email

Yes

No

☐ Qualifying question 1

☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"

-Happy Customer 2

1

The Layout

Pages with single column, linear layout generally perform better than multi-column layouts.

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

2

Background Image (if any)

Pages with a background image that MATCHES THE AD help to increase continuity.

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out

What [prospects] say
"I love this offer so much. It's

First name

Last name

Email

Yes

No

Qualifying question 1

Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

gets in touch:
-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"
-Happy Customer 2

From This

To This

 **3.9%**
In Emails

2

Background Image (if any)

Pages with a background image that MATCHES THE AD help to increase continuity.

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out

What [prospects] say
"I love this offer so much. It's

First name Last name

Email

Yes No

☐ Qualifying question 1

☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

get it now!

-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"

-Happy Customer 2

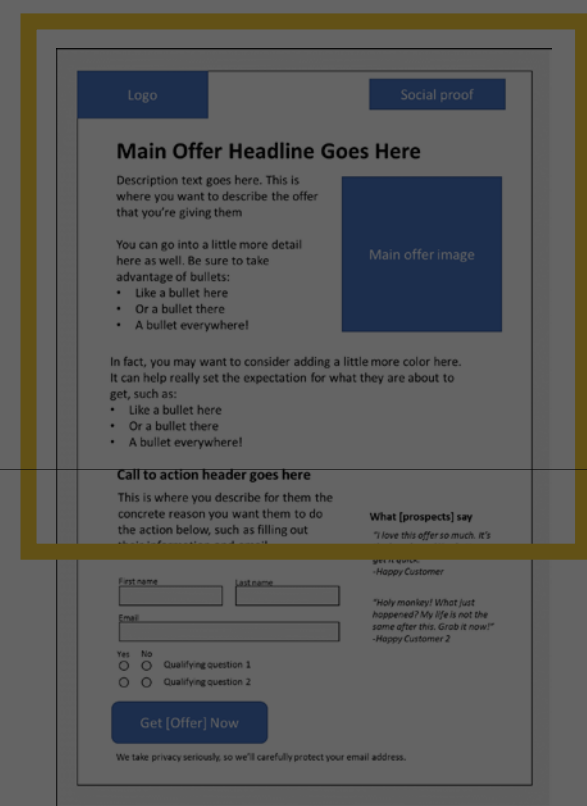
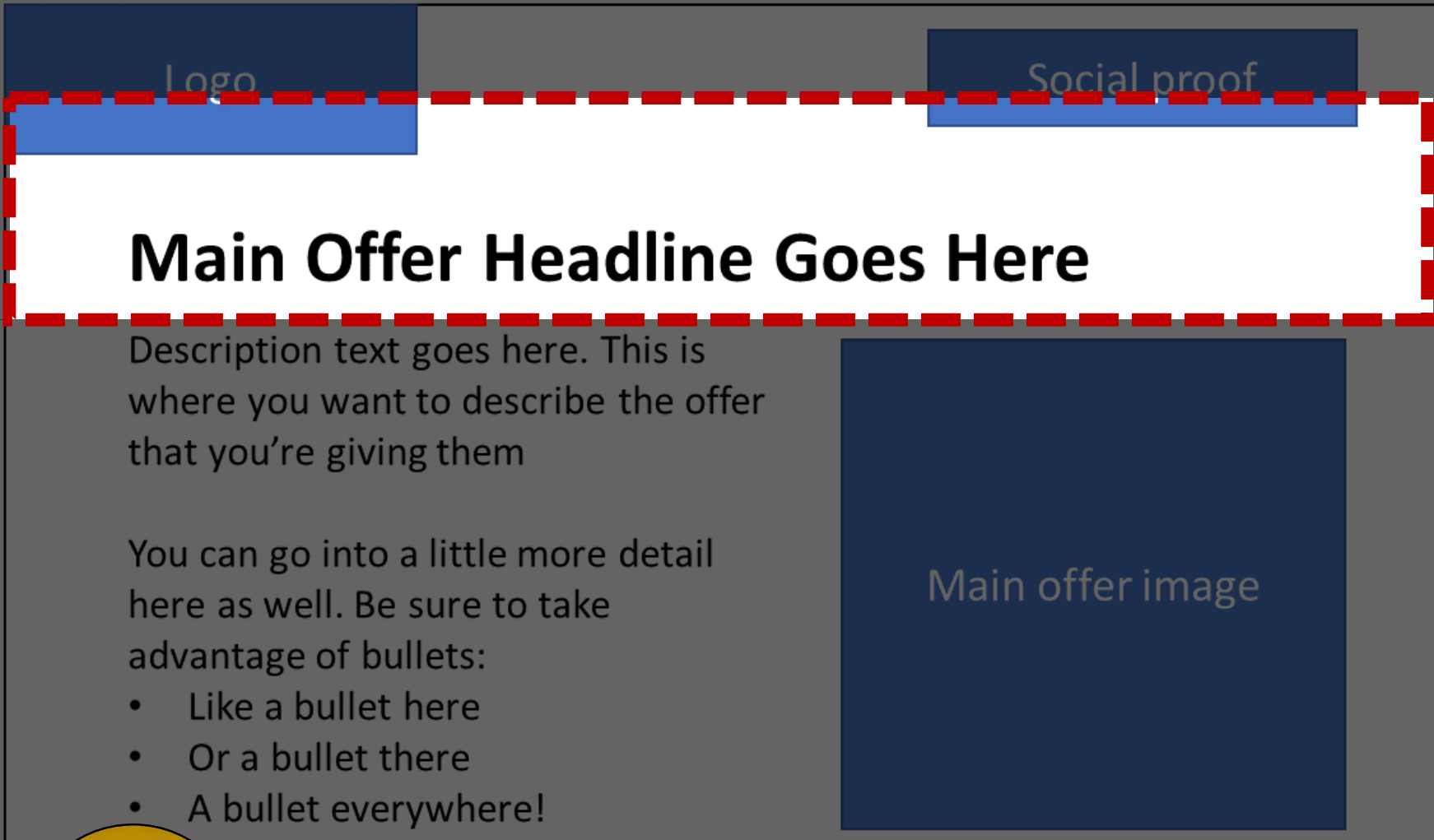
2

Background Image (if any)

Pages with a background image that MATCHES THE AD help to increase continuity.

, such as:

- Like a bullet here




Headline

Pages with a designed headline, or one inside a banner, consistently perform worse.

From This

To This

 **9.2%**
In Emails



Headline

Pages with a designed headline, or one inside a banner, consistently perform worse.

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out

What [prospects] say

"I love this offer so much. It's

gets it wrong!"

-Happy Customer

First name

Last name

Email

Yes

No

☐ Qualifying question 1

☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"

-Happy Customer 2

3

Headline

Pages with a designed headline, or one inside a banner, consistently perform worse.

such as:

- Like a bullet here

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

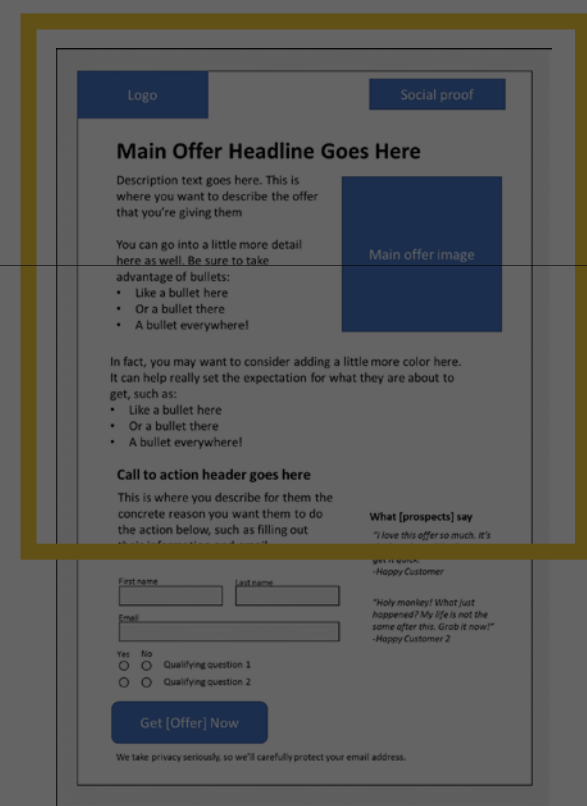
- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

4

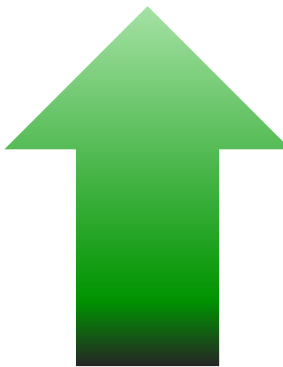
Social proof indicator

Even with free offers, seeing the approval of many others can act as a tipping point for some.



From This

To This



8.4%
In Emails



Social proof indicator

Even with free offers, seeing the approval of many others can act as a tipping point for some.

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

4

Social proof indicator

Even with free offers, seeing the approval of many others can act as a tipping point for some.

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out

What [prospects] say

"I love this offer so much. It's

get is worth

~Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"

~Happy Customer 2

First name

Last name

Email

Yes No

☐ ☐ Qualifying question 1

☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

5

Body copy

Avoid too much copy (talking) and too little copy (talking) unless they already know you.

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here

Main offer image

Logo

Social proof

It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out

What [prospects] say

"I love this offer so much, it's

gets in work."

-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"

-Happy Customer 2

First name

Last name

Email

Yes

No

☐

☐

Qualifying question 1

☐

☐

Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.



Body copy

Avoid too much copy (talking) and too little copy (talking) unless they already know you.

From This

To This



25.6%
In Emails

5

Body copy

Avoid too much copy (talking) and too little copy (talking) unless they already know you.

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out

What [prospects] say

"I love this offer so much. It's

get it now!"

-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"

-Happy Customer 2

First name

Last name

Email

Yes

No

☐

☐

Qualifying question 1

☐

☐

Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

6

Main image or video

Email acquisition and donation pages that lead with video underperform those that don't.

From This

To This



10.2%
In Emails



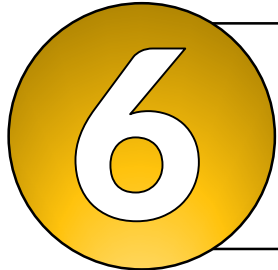
Main image or video

Email acquisition and donation pages that lead with video underperform those that don't.

From This

To This

 **13.2%**
In Emails



Main image or video

Email acquisition and donation pages that lead with video underperform those that don't.

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image



Main image or video

Email acquisition and donation pages that lead with video underperform those that don't.

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there

Main offer image

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes

No

☐ Qualifying question 1

☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

What [prospects] say

"I love this offer so much, it's the bees knees! You better get it quick!"
-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"
-Happy Customer 2

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

What [prospects] say

"I love this offer so much, it's the bees knees! You better get it quick!"
-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"
-Happy Customer 2

First name Last name

Email

Yes ☐ No ☐

☐ Qualifying question 1

☐ Qualifying question 2

[Get \[Offer\] Now](#)

We take privacy seriously, so we'll carefully protect your email address.

- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

☐
☐

Qualifying question 1

☐
☐

Qualifying question 2

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."

-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"

-Happy Customer 2

Logo Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."

-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"

-Happy Customer 2

First name Last name

Email

Yes No

☐ ☐ Qualifying question 1

☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

7

In-line supporting content

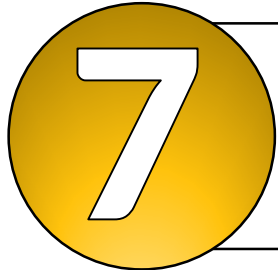
Our testing thus far has shown that supporting content in the primary eye-path distracts.

From This

To This



28%
In Emails



In-line supporting content

Our testing thus far has shown that supporting content in the primary eye-path distracts.

- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

☐
☐

Qualifying question 1

☐
☐

Qualifying question 2

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."

-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"

-Happy Customer 2

Logo Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."
-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"
-Happy Customer 2

First name Last name

Email

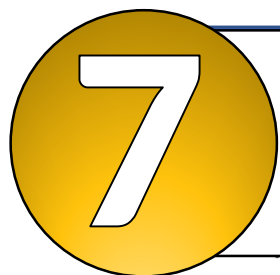
Yes No

☐ ☐ Qualifying question 1

☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.



In-line supporting content

Our testing thus far has shown that supporting content in the primary eye-path distracts.

- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

☐
☐

Qualifying question 1

☐
☐

Qualifying question 2

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."

-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"

-Happy Customer 2



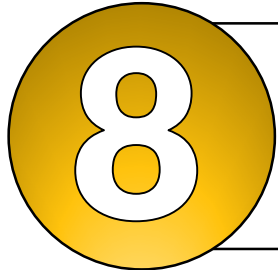
Call to action header and description

Without this information, visitors may get confused as to what exactly you want them to do.

From This

To This

 **100%**
In Emails



Call to action header and description

Without this information, visitors may get confused as to what exactly you want them to do.

- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

☐
☐

Qualifying question 1

☐
☐

Qualifying question 2

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."

-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"

-Happy Customer 2

Logo Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name Last name

Email

Yes No

☐ ☐ Qualifying question 1

☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

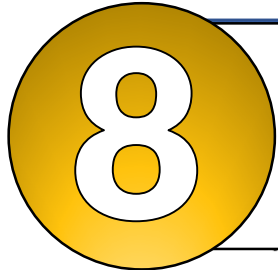
What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."

-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"

-Happy Customer 2



Call to action header and description

Without this information, visitors may get confused as to what exactly you want them to do.

- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

☐
☐

Qualifying question 1

☐
☐

Qualifying question 2

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."

-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"

-Happy Customer 2

Logo
Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

Main offer image

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."
-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"
-Happy Customer 2

First name

Last name

Email

Yes No

☐ ☐ Qualifying question 1

☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.



Required fields for your form

Keep them to a minimum. Every extra field you require will cost you leads.

From This

To This



48%
In Emails



Required fields for your form

Keep them to a minimum. Every extra field you require will cost you leads.

- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

☐
☐

Qualifying question 1

☐
☐

Qualifying question 2

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First name Last name

Email

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☐ ☐ Qualifying question 1

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Last name

Email

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-Happy Customer 2

10

Form fields presentation

In some cases on desktop experiences, stacked fields can make the effort seem more than it is.

From This

To This

 **4.1%**
In Emails

10

Form fields presentation

In some cases on desktop experiences, stacked fields can make the effort seem more than it is.

- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

☐
☐

Qualifying question 1

☐
☐

Qualifying question 2

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First name Last name

Email

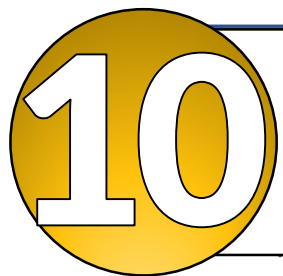
Yes No

☐ ☐ Qualifying question 1

☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.



Form fields presentation

In some cases on desktop experiences, stacked fields can make the effort seem more than it is.

- Or a bullet there
- A bullet everywhere!

11

Qualifying questions

Depending on the offer, qualifying questions can add a sense of credibility and exclusivity.

concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

☐☐

Qualifying question 1

☐☐

Qualifying question 2

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☐ ☐ Qualifying question 2

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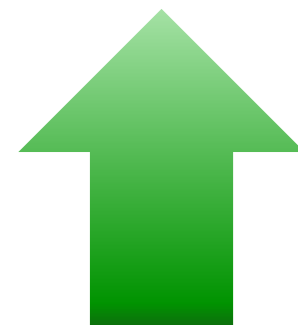


Qualifying questions

Depending on the offer, qualifying questions can add a sense of credibility and exclusivity.

From This

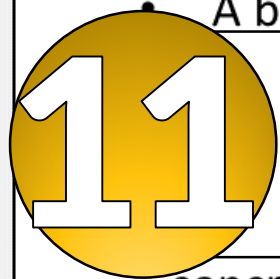
To This



89.3%

In Emails

- Or a bullet there
- A bullet everywhere!



Qualifying questions

Depending on the offer, qualifying questions can add a sense of credibility and exclusivity.

concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

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☐☐

Qualifying question 1

☐☐

Qualifying question 2

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Logo

Social proof

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Last name

Email

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☐☐☐

Qualifying question 1

Qualifying question 2

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First name

Last name

Email

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☐
☐

Qualifying question 1

☐
☐

Qualifying question 2

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First name Last name

Email

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

12

Supporting Column Content

As people experience your offer, feature their feedback here to increase future response.

From This

To This

 **20%**
In Emails



Supporting Column Content

As people experience your offer, feature their feedback here to increase future response.

From This

To This

NO DIFFERENCE

Emails Captured



Supporting Column Content

As people experience your offer, feature their feedback here to increase future response.

- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

☐
☐

Qualifying question 1

☐
☐

Qualifying question 2

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"Holy monkey! What just happened? My life is not the same after this. Grab it now!"

-Happy Customer 2

First name Last name

Email

Yes No

☐ ☐ Qualifying question 1

☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.



Supporting Column Content

As people experience your offer, feature their feedback here to increase future response.

- Or a bullet there
- A bullet everywhere!

13

Call to action button and security

Nothing should be more clear than this button and the implications of pushing it.

concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

☐☐

Qualifying question 1

☐☐

Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

What [prospects] say

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Last name

Email

Yes No

☐

Qualifying question 1

☐

Qualifying question 2

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What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."

-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"

-Happy Customer 2



Call to action button and security

Nothing should be more clear than this button and the implications of pushing it.

From This

To This



214%
In Clicks



Call to action button and security

Nothing should be more clear than this button and the implications of pushing it.

From This

To This



49.7%
In Emails

*What about specific tactics
like gift arrays for donation
pages?*



*Well, how do you
feel about gratuity
that is already
included?*



Suggested tipping amounts, however, can be very helpful...

- When you have people from other cultures visiting ours and are used to “service compris” (service included)
- Or when they are visiting and unfamiliar with the appropriate amounts according to the local culture



The same may be true for arrays...

- In most cases, arrays that don't make a difference or actually lose to a 'choose your own' amount **are typically with campaign-based/free-standing donation pages.**
- The majority of visitors on these pages **are more likely to have a primed knowledge of/or relationship with** the organization.
 - In this case, an array could be interpreted as **mistrust, a new level of what's acceptable**, or even **unnecessary difficulty**, resulting in either a "scale-back" effect, a "lower-bar" effect, or a "default-distraction" effect

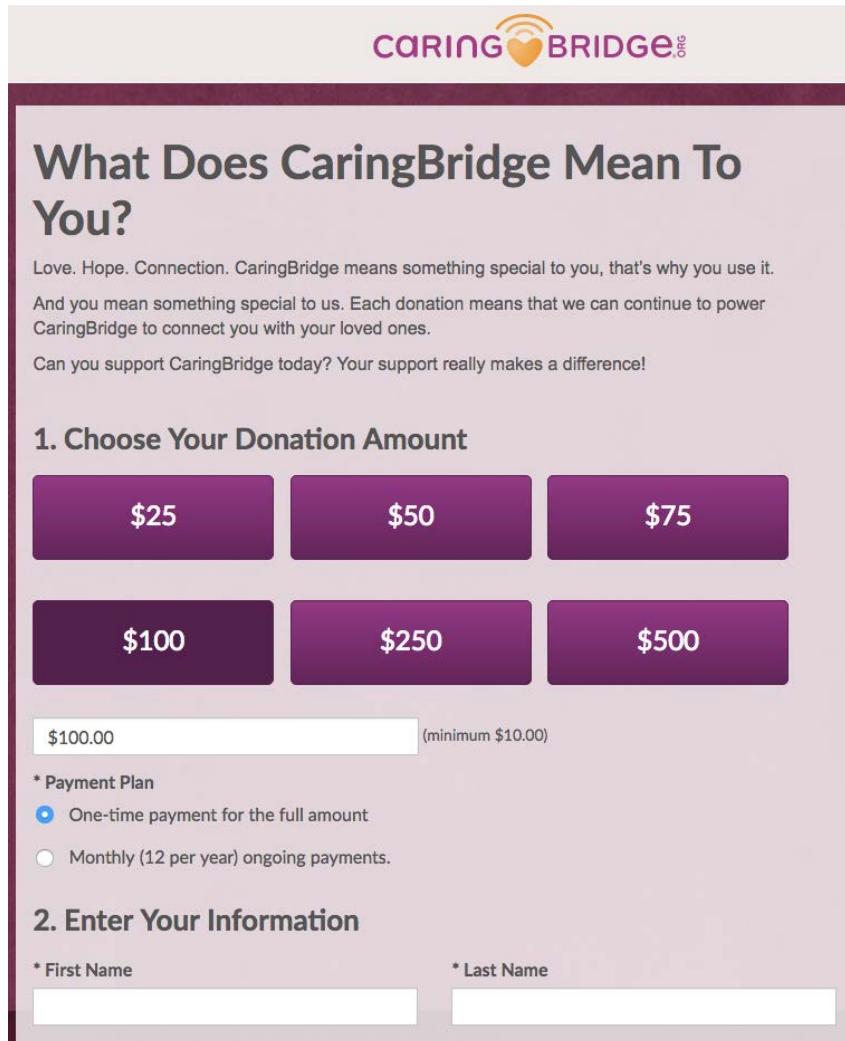


The same may be true for arrays...

- On **instant-donation pages** however, (ones presented directly after some sort of free offer), data so far suggests that an array produces more of a desirable result (i.e. more new donors total) compared to a choose your own option.



From this...



CARING BRIDGE .org

What Does CaringBridge Mean To You?

Love. Hope. Connection. CaringBridge means something special to you, that's why you use it. And you mean something special to us. Each donation means that we can continue to power CaringBridge to connect you with your loved ones. Can you support CaringBridge today? Your support really makes a difference!

1. Choose Your Donation Amount

\$25 **\$50** **\$75**

\$100 **\$250** **\$500**

\$100.00 (minimum \$10.00)

* Payment Plan

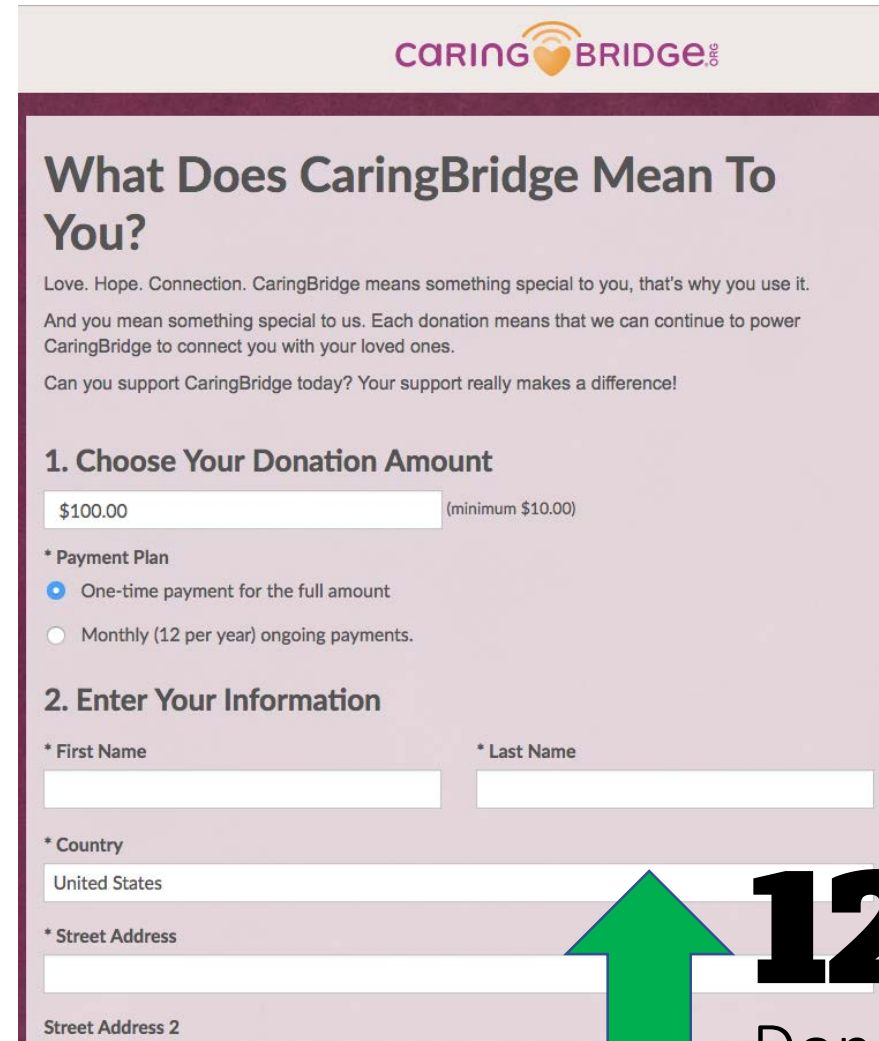
- ☒ One-time payment for the full amount
- ☐ Monthly (12 per year) ongoing payments.

2. Enter Your Information

* First Name

* Last Name

To this...



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1. Choose Your Donation Amount

\$100.00 (minimum \$10.00)

* Payment Plan

- ☒ One-time payment for the full amount
- ☐ Monthly (12 per year) ongoing payments.

2. Enter Your Information

* First Name

* Last Name

* Country

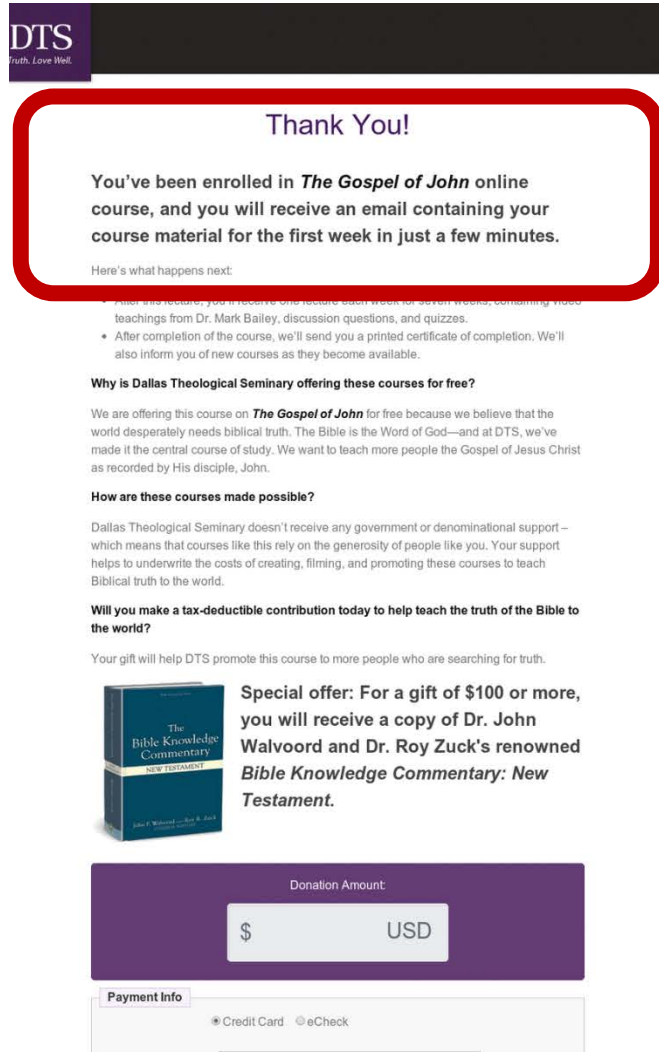
* Street Address

Street Address 2



125.9%
Donations

From this...



DTS
Truth. Love Well.

Thank You!

You've been enrolled in *The Gospel of John* online course, and you will receive an email containing your course material for the first week in just a few minutes.

Here's what happens next:

- After this lecture, you'll receive one lecture each week for seven weeks, containing video teachings from Dr. Mark Bailey, discussion questions, and quizzes.
- After completion of the course, we'll send you a printed certificate of completion. We'll also inform you of new courses as they become available.

Why is Dallas Theological Seminary offering these courses for free?

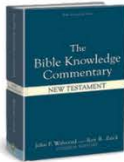
We are offering this course on *The Gospel of John* for free because we believe that the world desperately needs biblical truth. The Bible is the Word of God—and at DTS, we've made it the central course of study. We want to teach more people the Gospel of Jesus Christ as recorded by His disciple, John.

How are these courses made possible?

Dallas Theological Seminary doesn't receive any government or denominational support—which means that courses like this rely on the generosity of people like you. Your support helps to underwrite the costs of creating, filming, and promoting these courses to teach Biblical truth to the world.

Will you make a tax-deductible contribution today to help teach the truth of the Bible to the world?

Your gift will help DTS promote this course to more people who are searching for truth.

 **Special offer: For a gift of \$100 or more, you will receive a copy of Dr. John Walvoord and Dr. Roy Zuck's renowned *Bible Knowledge Commentary: New Testament*.**

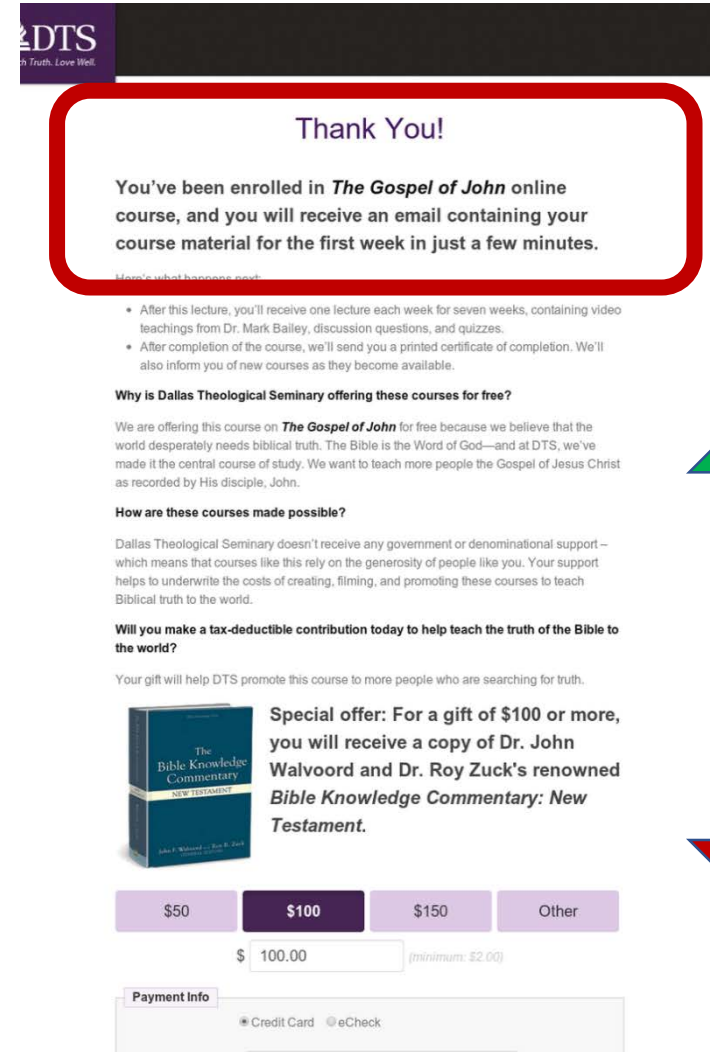
Donation Amount:

\$ USD

Payment Info

☒ Credit Card ☐ eCheck

To this...



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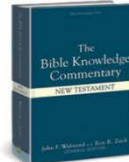
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☐ \$50 ☒ \$100 ☐ \$150 ☐ Other

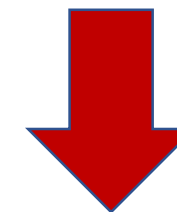
\$ 100.00 (minimum: \$2.00)

Payment Info

☒ Credit Card ☐ eCheck



34.7%
Donations



16.4%
Average Gift

CAMPAIGN DONATION

From this...

Test First Name,

Is there someone in your life who has wandered away from God? Chances are, there is.

A prodigal son or daughter. A wayward friend. A relative that used to follow Jesus, but now is following their own ideas. Watching a loved one stray from God is one of the hardest things for Christians to cope with. What are we to do? What can we do?

Come Home, by James MacDonald, talks about practical things you can do (or avoid doing) to call your prodigal back to faith.

Come Home will be sent to you in thanks for your donation to Harvest Ministries this month. **Will you give a gift of \$35, 45, or more today?** Thank you for playing an important part in this ministry.

Greg



To this...

Test First Name,

Is there someone in your life who has wandered away from God? Chances are, there is.

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Greg



34.2%

Clicks



43.1%

Donations

*Remember our initial
challenge?*

BUILD A WINNING BUSINESS

10 entrepreneurs share lessons they've learned building a business, what inspires them, and how they come up with their best ideas.

What's in the ebook?

This book features 10 entrepreneurs representing a wide range of industries such as apparel, consumer goods, educational technology, and more. Some of these founders share their early stage experiences building their companies. Others are running established businesses and reflect on their successes and failures. The interviews in this 24 page ebook are packed with inspiring advice and thought-provoking insights for people who are interested in launching and building their own ventures.

Get your FREE copy of *Build a Winning Business* -- just complete the form to download the ebook.



Get your ebook 24 pages (30 min. read)

Name

Email

[Get the ebook](#)

We'll also send you a free subscription to Stanford Business, a bi-monthly email featuring insights from Stanford's global community of experts and leaders.

From This...

FEATURING INSIGHTS FROM:



Kenneth Klopp
Cofounder
The North Face



Gina Bianchini
Founder
Mightybell



Tristan Walker
Founder
Walker & Company



Eric Baker
Founder
Stubhub



Andy Dunn
Founding CEO
Bonobos



To This...

↑ **11%**
Emails

Get the new free ebook from Stanford Business

Learn from 10 entrepreneurs who share lessons they've learned building a business, what inspires them, and how they come up with their best ideas.

The interviews in this 24 page ebook are packed with inspiring advice and thought-provoking insights for people who are interested in launching and building their own ventures. Learn valuable startup wisdom from the founders of companies like **The North Face**, **Bonobos**, **StubHub**, and many more.

Get your **FREE** copy of *Build a Winning Business* -- just complete the form to download the ebook.

Your Name *

Your Email *

[Get the ebook now!](#)

We'll also send you a free subscription to Stanford Business, a bi-monthly email featuring insights from Stanford's global community of experts and leaders.



FEATURING INSIGHTS FROM:



Kenneth Klopp
Cofounder
The North Face



Gina Bianchini
Founder
Mightybell



Eric Baker
Founder
Stubhub

*How can I remember all of
this or come up with more
ideas along the same
framework?*



13 PROVEN WAYS TO IMPROVE YOUR NONPROFIT LANDING PAGES

- 1 Use a linear layout.**
 - Exp. #2472 – 77% increase in emails.
 - Exp. #2100 – 23% increase in emails.
 - Exp. #1692 – 10.8% increase in email (not isolated)
- 2 Use a text-only headline; not a banner image.**
 - Exp. #2684/2693 – 9.2% increase in instant donation
 - Exp. #2794 – 11.9% increase in donations.
- 3 If you use a background image, make sure that it matches your advertising.**
 - Exp. #2985 – Random image makes no difference.
 - Exp. #2927 – Random image makes no difference.
 - Exp. #3290 Matching your ad increased emails by 3.9%
- 4 Add social proof.**
 - Exp. #2193 – 8.4% increase in emails.
- 5 Write 2-3 short paragraphs of copy to convey your value proposition**
 - Exp. #5763 – 25.6% increase emails
 - Exp. #153 – 6% increase in emails
 - Exp. #4652 – 80% increase in emails
- 6 Use a primary image, not a video, if it adds clarity or increases continuity.**
 - Exp. #2313 – 26.2% increase emails
 - Exp. #1408 – 76.2% increase emails
- 7 Avoid supporting content in-line with the main content.**
 - Exp. #6678 – 13.2 decrease emails
 - Exp. #3224 – 28.0% decrease emails
- 8 Add a call-to-action header and copy.**
 - Exp. #6670 – 100% increase emails
 - Exp. #4180 – 96.7% increase emails
- 9 Use as few form fields as possible.**
 - Exp. #5847 – 8.9% increase emails
 - Exp. #4699 – 48.3% increase emails
- 10 Group form fields together to reduce page length.**
 - Exp. #4376 – 4.1% increase emails
- 11 Consider adding qualifying questions to increase user's expectation.**
 - Exp. #2086 – Questions on values saw an 89.3% increase emails.
 - Exp. #2918 – Questions on user's desire saw an 8.3% increase in emails.
- 12 For supporting content, use testimonials or endorsements.**
 - Exp. #6331 – 20.1% increase emails
 - Exp. #4405 – 11.2% increase emails
 - Exp. #6441 – No difference between testimonial or endorsement.
- 13 Add a privacy statement below the submit button.**
 - Exp. #4354 – 49.7% increase in emails

LOGO

SOCIAL PROOF

MAIN OFFER HEADLINE GOES HERE

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere?

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

What [prospects] say:

"I love this offer so much. It's the bees knees. You better get it quick!"
- Happy Customer 1

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"
- Happy Customer 2

First Name Last Name

Email

Yes No

☐ ☐ Clarifying question 2

☐ ☐ Clarifying question 1

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

23 PROVEN WAYS TO IMPROVE YOUR DONATION PAGES

- 1 If possible, add the donor's name to the headline.**
 - Exp. #3935 – 502% increase in donations.
- 2 No Https? It may not be hurting you.**
 - Exp. #3451 – Made no difference in donations.
- 3 Eliminate the navigation. Simplify your header.**
 - Exp. #4003 – 195% increase in donations
 - Exp. #991 – 25.6% increase in donations
- 4 Avoid "Donate" buttons in your header.**
 - Exp. #2107 – 28.2% decrease in donations
 - 34.1% decrease in average gift.
 - Exp. #1547 – 8% decrease in average gift.
- 5 Background images should focus on value prop, not seasons or generics.**
 - Exp. #2904 – Seasonal background made no difference.
 - Exp. #2569 – 19.8% increase in donations with a mission related image.
 - Exp. #2013 – 53.3% increase in donations with value prop related image
- 6 Avoid links that drive people away from the giving form.**
 - Exp. #1720 – 25.7% decrease in donations.
- 7 In-line reviews work with premium offers, but not with general donation appeals.**
 - Exp. #6179 – 26.6% increase in donations when used with a premium offer.
 - Exp. #3397 – 49% decrease in donations when used with general donation appeal.
- 8 If using premiums based on giving level, avoid using copy near the gift array that tries to increase their average gift.**
 - Exp. #447 – 22.3% decrease in revenue.
 - Exp. #772 – 6.3% decrease in revenue.
 - Exp. #780 – 1.9% decrease in revenue.
- 9 3rd party endorsements next to the form don't have a major effect on conversions.**
 - Exp. #1526 – No difference in donations.
- 10 Most new design elements make no difference in conversions.**
 - Exp. #5641, 4367, and 2138 each had no difference in conversion.
- 11 Avoid using video to say "Thanks" or communicate your value proposition.**
 - Exp. #5827 – 560% increase in donations.
 - Exp. #1985 – 342% increase in donations.
- 12 For Instant Donation pages, focus your copy on the next step and avoid excessive value prop.**
 - Exp. #5595 – 82.2% increase in donations.
 - Exp. #2041 – 22.6% increase in donations, and a 12.3% decrease in average gift.
- 13 Utilize headers, write short paragraphs, and bold important phrases.**
 - Exp. #4779 – 46.2% increase in donations.
- 14 Reinforce your call-to-action before the donation form.**
 - Exp. #4269 – 49% increase in donations, and a 63% increase in average gift.
- 15 For donation pages with mostly new donors, use a gift array with a low starting gift amount. (see array studies)**
 - Exp. #1234 and 1053 – 31.3% increase in donations.
- 16 When using a gift array, use big buttons. (see array studies)**
 - Exp. #1234 and 1053 – 31.3% increase in donations.
- 17 Add headers with numbering and clarity to decision points**
 - +12.5% Don (46.38)
- 18 Avoid adaptive form fields and overly flashy design elements.**
 - Exp. #4911 – No difference in conversion.
 - Exp. #3552 – 69.7% decrease in donations, and 21% increase in average gift.
- 19 Add an optional phone number field, but do not require it.**
 - Exp. #6086 – Optional phone field made no difference in conversion.
 - Exp. #2112 – Required phone field decrease donations by 42.6% and average gift by 14%.
- 20 Group form fields to reduce the page length.**
 - Exp. #1007 – 39.4% increase in donations.
- 21 Personalize and pre-populate form fields.**
 - Exp. #7066 – 29.5% increase in donations.
- 22 Box out credit card fields and add a padlock graphic to communicate security.**
 - Exp. #5991 – 14.4% increase in donations.
 - Exp. #5755 – 9.5% increase in donations.
- 23 Place 3rd party credibility indicators in closest proximity to payment information.**
 - Exp. #4990 – 22% increase in donations and a 17% increase in average gift.

Logo

Thank you, [name], for [action just taken]

This copy should focus on the immediate next steps one should expect and/or take to claim and experience the offer they just opted for.

Transition header

This is a transition copy that helps the person understand how the offer is provided to them for free. Ultimately, this is an opportunity to tell a very brief version of your story to them, and relate how the offer they just accepted is part of that story.

This is where you make the ask for them to contribute so others can get more resources like this.

Don't forget to utilize brief building and short paragraphs to help them work through it.

Consider giving them slightly more detail on how their donation helps produce content like this, or at least how it helps it get into the hands of others.

You may point out that meeting the challenge content is the hard part, or that getting a message to the most people is the hard part. They also all understand how they are helping.

Yes! I want to [support word] [benefit others experience from organization]!

1. Choose Your Donation Amount

\$25 \$50 \$100 \$250

2. Enter Your Information (It's Secure)

First Name Last Name

Address

City State Zip

Phone

3. Confirm Your Donation

4. Thank You

5. Make My \$50 Gift


6. My Gift is to be used for the [specific cause] or [specific cause]. It's a great choice!

The Research Process




Email Pages

- After examining our library of 700+ published experiments, we've discovered 80+ relevant experiments to help us create an ideal starter template:

- Used only experiments that focused on email acquisition pages
- Used only experiments that isolate elements either of **FORM** or of **SUBSTANCE**




Research | Resources | Events | About Us | Contact Us | Blog



How removing the recommended donation amount increased the perceived value of an offer

276.5% lift



Date Added: April 24, 2017

Research Partner: Every Home for Christ

Element tested: Donation Page Copy, Donation Page Form

Every Home for Christ was offering their book *Look What God is Doing* as a free offer for donors and potential donors to develop a deeper understanding of the impact that their organization was having across the globe.

After someone requested the book, they were shown a Thank You page with a with a follow-up donation ask. In the control version of this page, Every Home for Christ was recommending a \$10 donation. In exchange for this donation, they would send the donor a free copy of *World*.

They had the be keeping d two treatme The second t open field fo

[View the exper](#)

How the addition of Apple conversion

SEARCH THE LIBRARY

Keywords

Targeted Conversion Factor

All Factors

Element Targeted

Donation Page Form

All Elements

Advertising

Email Sender

Email Subject Line

Email Design

Email Copy


Email Call to Action

ID	Type	Template Element	Sub-Category	Diff?	Link
6678	Email Aq	Add Video Placement	Support Column	Yes	https://www.nextafter.com/research/2017/05/how-video-placement-on-an-email-acquisition-page-affects-conversion/
6670	Email Aq	Add CTA Head	CTA	Yes	https://www.nextafter.com/research/2017/05/how-clarity-in-the-call-to-action-increases-conversion-rate/
6393	Email Aq	Add Support Image	Body	Yes	https://www.nextafter.com/research/2017/03/how-a-contextual-image-affects-email-acquisition-rate/
6242	Email Aq	Make two step	Multi-Step	Yes	https://www.nextafter.com/research/2017/03/how-reducing-friction-through-a-two-step-form-increases-email-acquisition-rate/
6331	Email Aq	Add Testimonial	Support Column	Yes	https://www.nextafter.com/research/2017/03/how-third-party-credibility-affects-email-acquisition-rate/
5847	Email Aq	Eliminate Form Fields	Form Fields	Yes	https://www.nextafter.com/research/2017/01/how-reducing-form-field-friction-and-anxiety-affects-conversion-rate/
5763	Email Aq	Long copy (vs short)	Body	Yes	https://www.nextafter.com/research/2016/12/how-the-amount-of-value-proposition-on-a-page-affects-email-acquisition-rate/
4699	Email Aq	Eliminate Form Fields	Form Fields	Yes	https://www.nextafter.com/research/2016/08/how-form-field-friction-affects-email-acquisition/
4405	Email Aq	Add Testimonial	Support Column	Yes	https://www.nextafter.com/research/2016/07/how-third-party-validation-affects-email-acquisition-for-a-free-digital-offer/
4354	Email Aq	Remove Privacy Statemer	CTA	Yes	https://www.nextafter.com/research/2016/06/how-the-presence-of-a-privacy-statement-affects-email-acquisition/
4180	Email Aq	Add Body Copy, New Offe	CTA	Yes	https://www.nextafter.com/research/2016/06/how-instant-gratification-affects-name-acquisition/
3290	Email Aq	Design Continuity	Header/Background	Yes	https://www.nextafter.com/research/2016/03/how-matching-the-visual-congruence-of-the-initial-ad-affects-email-acquisition/
3354	Email Aq	Eliminate Radio Buttons	Body	Yes	https://www.nextafter.com/research/2016/03/how-the-absence-of-radio-buttons-on-a-straw-poll-affects-name-acquisition/
3224	Email Aq	Add Inline Endorsement	Body	Yes	https://www.nextafter.com/research/2016/02/how-a-3rd-party-endorsement-affects-email-acquisition/
2806	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2016/02/how-removing-creative-elements-affects-conversion/
3159	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2016/02/how-creating-a-distraction-affects-email-acquisition/
2794	Email Aq	Eliminate Banner Graphic	Header/Background	Yes	https://www.nextafter.com/research/2016/01/how-removing-graphic-affects-conversion/
2985	Email Aq	Add Background Image	Header/Background	No	https://www.nextafter.com/research/2016/01/confessing-hebrew-scriptures-background-img-vs-no-background-img/
2927	Email Aq	Add Background Image	Header/Background	No	https://www.nextafter.com/research/2016/01/anita-dittman-background-vs-no-background/
2918	Email Aq	Add more copy	Body	Yes	https://www.nextafter.com/research/2016/01/how-increasing-the-content-on-the-page-affects-email-acquisition/
2693	Email Aq	Eliminate Banner Graphic	Header/Background	Yes	https://www.nextafter.com/research/2015/11/how-clarifying-the-value-proposition-affects-donor-conversion-rate/
2684	Email Aq	Eliminate Banner Graphic	Header/Background	Yes	https://www.nextafter.com/research/2015/11/how-clarifying-the-value-proposition-affects-email-acquisition-rate/
2472	Email Aq	Change Page Layout	Layout	Yes	https://www.nextafter.com/research/2015/11/how-a-change-to-the-layout-of-a-landing-page-affects-email-acquisition/
2313	Email Aq	Short copy (vs long)	Body	Yes	https://www.nextafter.com/research/2015/10/how-reducing-friction-for-highly-motivated-traffic-affects-name-conversion/
2193	Email Aq	Add Social Proof (header)	Header/Background	Yes	https://www.nextafter.com/research/2015/10/how-a-single-social-proof-indicator-affects-name-conversion/
2100	Email Aq	Change Page Layout	Layout	Yes	https://www.nextafter.com/research/2015/09/how-the-name-acquisition-design-and-layout-can-affect-email-acquisition/
2086	Email Aq	Add Qualify Q's	Form Fields	Yes	https://www.nextafter.com/research/2015/09/how-qualifying-questions-affects-conversion-rate/
2039	Email Aq	Make two step	Multi-Step	Yes	https://www.nextafter.com/research/2015/09/how-a-two-step-form-affects-cognitive-friction-and-conversion/
1937	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2015/08/how-a-redesign-and-stronger-value-proposition-affects-name-acquisition/
1819	Email Aq	Change Page Layout	Layout	Yes	https://www.nextafter.com/research/2015/08/how-page-layout-can-affect-visitor-motivation/
1692	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2015/07/how-a-radical-landing-page-redesign-affects-name-acquisition-rate-2/
1651	Email Aq	Make two step	Multi-Step	Yes	https://www.nextafter.com/research/2015/07/how-reducing-form-friction-on-email-acquisition-affects-donor-conversion/
1408	Email Aq	Short copy (vs long)	Body	Yes	https://www.nextafter.com/research/2015/06/how-reducing-friction-on-mobile-devices-affects-name-conversion-rate/
1263	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2015/05/how-clarity-of-value-proposition-affects-conversion/
981	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2015/04/how-emphasizing-the-cost-free-over-the-value-of-an-offer-affects-conversion/
967	Email Aq	Make two step	Multi-Step	Yes	https://www.nextafter.com/research/2015/02/how-reducing-friction-affects-full-name-capture/
864	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2015/02/how-a-radical-landing-page-redesign-affects-name-acquisition-rate/
314	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2014/12/increasing-landing-page-congruence-affects-cost-subscriber/
289	Email Aq	Make two step	Multi-Step	Yes	https://www.nextafter.com/research/2014/12/hillsdale-college-layering-sequential-ask-affects-name-conversion/
213	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2014/12/maximizing-imagery-language-follow-ask/
142	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2014/11/how-simplicity-affects-name-acquisition/
153	Email Aq	Long copy (vs short)	Body	No	https://www.nextafter.com/research/2014/11/how-increasing-the-copy-on-the-page-affects-acquisition-rate/
4376	Email Aq	Form Field Arrangement	Form Fields	Yes	https://www.nextafter.com/research/2016/06/how-registration-form-length-affects-email-acquisition-rate/




The Research Process

Donation Pages


After examining our library of 700+ published experiments, we've discovered **141** relevant experiments to help us create an ideal starter template.



Research | Resources | Events | About Us | Contact Us | Blog



How removing the recommended donation amount increased the perceived value of an offer



Date Added: April 24, 2017

Research Partner: Every Home for Christ

Element tested: Donation Page Copy, Donation Page Form

Every Home for Christ was offering their book *Look What God is Doing* as a free offer for donors and potential donors to develop a deeper understanding of the impact that their organization was having across the globe.

After someone requested the book, they were shown a Thank You page with a follow-up donation ask. In the control version of this page, Every Home for Christ was recommending a \$10 donation. In exchange for this donation, they would send the donor a free copy of another book titled *The Hour That Changes the World*.

276.5% lift

SEARCH THE LIBRARY

Keywords

Targeted Conversion Factor

All Factors

Element Targeted

Donation Page Form

All Elements

Advertising

Email Sender

Email Subject Line

Email Design

Email Copy

Email Call-to-Action

Donation Page Design

Donation Page Headline

Donation Page Copy

	A	B	C	D	E	F	G	H	I	J
	ID	Type	Template Element	Sub-Category	Exa?	Diff?	Good or Ba	KPI		Link
1										
3	6798	Donation	1 Add Premium	Body Copy	Yes	No		Both		https://www.nextafter.com/research/2017/06/how-removing-a-premium
5	6764	Donation	1 5-Step Donation vs 1	Body Copy	Yes	No		Both		https://www.nextafter.com/research/2017/06/how-a-stepped-approach
15	6145	Donation	1 Add Premium	Body Copy	Yes	Yes	Good	Don		https://www.nextafter.com/research/2017/02/how-adding-a-premium
26	5877	Donation	1 Add Value Copy	Body Copy	Yes	No		Don		https://www.nextafter.com/research/2017/01/how-the-value-propositio
28	5755	Donation	1 Visually Increase Security of CC fields	Form Fields	Yes	Yes	Good	Don		https://www.nextafter.com/research/2016/12/how-visually-increasing-t
30	5661	Donation	1 Add Premium	Body Copy	Yes	Yes	Bad	Don		https://www.nextafter.com/research/2016/11/how-a-premium-offer-af
31	5661	Donation	1 Add Premium	Body Copy	Yes	Yes	Good	AvgG		https://www.nextafter.com/research/2016/11/how-a-premium-offer-af
33	5595	Donation	1 Simplified Copy (bullets, bolding, etc)	Body Copy	Yes	Yes	Really Good	Don		https://www.nextafter.com/research/2016/10/how-simplifying-donatio
39	4779	Donation	1 Headers, copy spacing, bolding	Body Copy	Yes	Yes	Good	Don		https://www.nextafter.com/research/2016/08/how-simplifying-and-reir
41	4596	Donation	1 Headline Personalization	Headline	Yes	No		Don		https://www.nextafter.com/research/2016/08/how-personalizing-the-d
42	4575	Donation	1 Add Premium	Body Copy	Yes	Yes	Good	Don		https://www.nextafter.com/research/2016/07/how-the-addition-of-a-p
43	4575	Donation	1 Add Premium	Body Copy	Yes	Yes	Good	AvgG		https://www.nextafter.com/research/2016/07/how-the-addition-of-a-p
53	3935	Donation	1 Headline Personalization	Headline	Yes	Yes	Good	Don		https://www.nextafter.com/research/2016/05/how-personalization-affe
57	3552	Donation	1 Adaptive Form Fields	Form Fields	Yes	Yes	Really Bad	Don		https://www.nextafter.com/research/2016/04/how-a-more-modern-doi
58	3552	Donation	1 Adaptive Form Fields	Form Fields	Yes	Yes	Good	AvgG		https://www.nextafter.com/research/2016/04/how-a-more-modern-doi
65	2895	Donation	1 Add Inline Premium	Body Copy	Yes	No		Both		https://www.nextafter.com/research/2016/01/how-a-year-end-premier
81	2112	Donation	1 Required Cell Phone	Form Fields	Yes	Yes	Really Bad	Don		https://www.nextafter.com/research/2015/09/how-adding-one-require
82	2112	Donation	1 Required Cell Phone	Form Fields	Yes	Yes	Bad	AvgG		https://www.nextafter.com/research/2015/09/how-adding-one-require
89	2041	Donation	1 Add Next Step Language for Ins Don	Other	Yes	Yes	Good	Don		https://www.nextafter.com/research/2015/09/how-adding-clarity-to-th
90	2041	Donation	1 Add Next Step Language for Ins Don	Other	Yes	Yes	Bad	AvgG		https://www.nextafter.com/research/2015/09/how-adding-clarity-to-th
100	1800	Donation	1 Short Copy (vs long...nearly pure)	Body Copy	Yes	Yes	Good	Don		https://www.nextafter.com/research/2015/08/how-reducing-copy-for-h
106	1720	Donation	1 Inline link to skip instand donation	Extras	Yes	Yes	Bad	Don		https://www.nextafter.com/research/2015/07/how-giving-donors-an-ex
107	1720	Donation	1 Inline link to skip instand donation	Extras	Yes	Yes	Bad	AvgG		https://www.nextafter.com/research/2015/07/how-giving-donors-an-ex
117	1393	Donation	1 The ideal visual template	Multiple	Yes	Yes	Good	Don		https://www.nextafter.com/research/2015/06/how-a-testing-into-a-nev
120	1217	Donation	1 Add Specific countdown clock (to get th	Extras	Yes	Yes	Bad	Don		https://www.nextafter.com/research/2015/04/how-using-a-timer-to-rec
121	1217	Donation	1 Add Specific countdown clock (to get th	Extras	Yes	Yes	Good	AvgG		https://www.nextafter.com/research/2015/04/how-using-a-timer-to-rec
124	991	Donation	1 Eliminate Nav and header graphic	Header	Yes	Yes	Good	Don		https://www.nextafter.com/research/2015/03/how-including-navigatio
125	991	Donation	1 Eliminate Nav and header graphic	Header	Yes	Yes	Good	AvgG		https://www.nextafter.com/research/2015/03/how-including-navigatio
126	909	Donation	1 Almost ideal template (minus gift array	Multiple		Yes	Good	Don		https://www.nextafter.com/research/2015/02/how-a-radical-redesign-a
127	909	Donation	1 Almost ideal template (minus gift array	Multiple		Yes	Bad	AvgG		https://www.nextafter.com/research/2015/02/how-a-radical-redesign-a

Sheet5 Form Email Substance Email Sheet4 Form Donation

*“Oh...well I always
drink to world peace...”*





People react to
WEBPAGES
in the same way
they react to
PEOPLE



The key to
making
A GREAT PAGE IS
to make it
properly
CONVERSATIONAL