LANDING PAGE:

\\'lan-diŋ\\'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.

Build a Winning Business
10 Entrepreneurs Share Their Secrets

GSB.STANFORD.EDU/INSIGHTS

Interviews by
Erika Brown Ekiel

Stanford Business

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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	QUALITATIVE
What's happening? Where? How much?	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!

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

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

Main offer image

1 The Layout

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

From This

To This

↑ **7.7%**
In Emails

① The Layout
Pages with single column, linear layout generally perform better than multi-column layouts.

Logo

Social proof

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Main offer image

① The Layout

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Logo

Social proof

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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.

From This

To This

![green up arrow] **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

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

③ Headline

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

From This

To This

9.2%

↑

In Emails

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

③ Headline

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

Social proof

Logo

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

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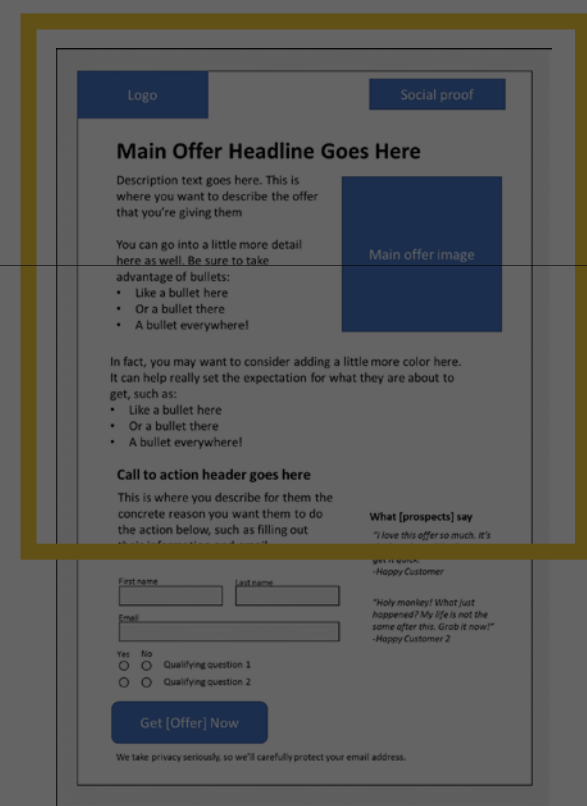
- Like a bullet here
- Or a bullet there
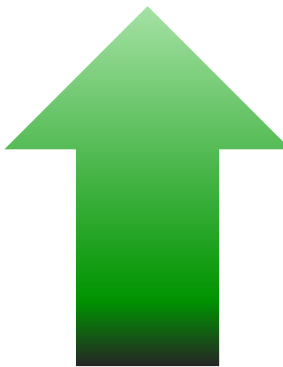- A bullet everywhere!

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.

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

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

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

6 Main image or video

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

From This

To This
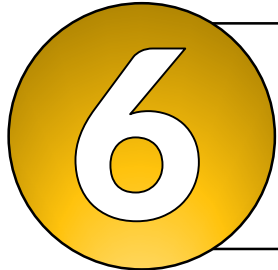
⬆ **10.2%**
In Emails

⑥ 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

6 **Main image or video**
Email acquisition and donation pages that lead with video underperform those that don't.

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

6 Main image or video

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

- 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

First name

Last name

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

Email

Yes   No

○   ○   Qualifying question 1

○   ○   Qualifying question 2

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

7 **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

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-Happy Customer 2

Logo | Social proof

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- 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!

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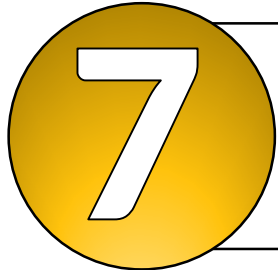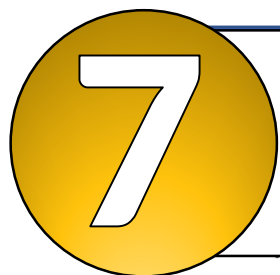
7 In-line supporting content
Our testing thus far has shown that supporting content in the primary eye-path distracts.

- Or a bullet there
- A bullet everywhere!

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-Happy Customer

First name

Last name

Email

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

Yes	No
○	○	Qualifying question 1
○	○	Qualifying question 2

8 **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

8 **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!"
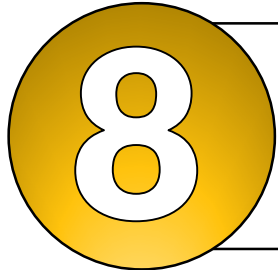*-Happy Customer 2*

8 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.
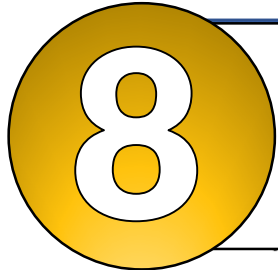
What [prospects] say

"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

⑨ 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

9 **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.

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."
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-Happy Customer 2

First name

Last name

Email

Yes   No
○   ○   Qualifying question 1

○   ○   Qualifying question 2

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

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- A bullet everywhere!

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-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

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

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

---

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

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.

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.

Logo   Social proof

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!"
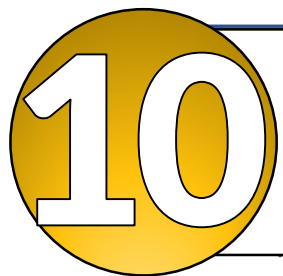-Happy Customer 2

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.

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!

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.

What [prospects] say

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

First name

Last name

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

Email

Yes   No
○   ○   Qualifying question 1

○   ○   Qualifying question 2

Get [Offer] Now

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

(Thumbnail preview, top right)

Logo   Social proof

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!"
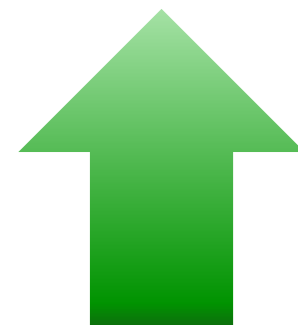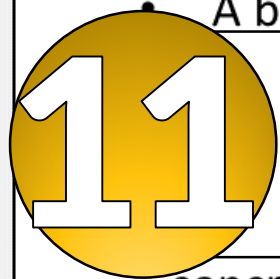-Happy Customer 2

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.

- 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

12 **Supporting Column Content**
As people experience your offer, feature their feedback here to increase future response.

From This

To This

↑ **20%**
In Emails

12 **Supporting Column Content**
As people experience your offer, feature their feedback here to increase future response.

From This

To This

NO DIFFERENCE

Emails Captured

12 **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

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

12 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.

What [prospects] say

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

First name

Last name

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

Email

Yes	No	
○	○	Qualifying question 1
○	○	Qualifying question 2

Get [Offer] Now

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

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
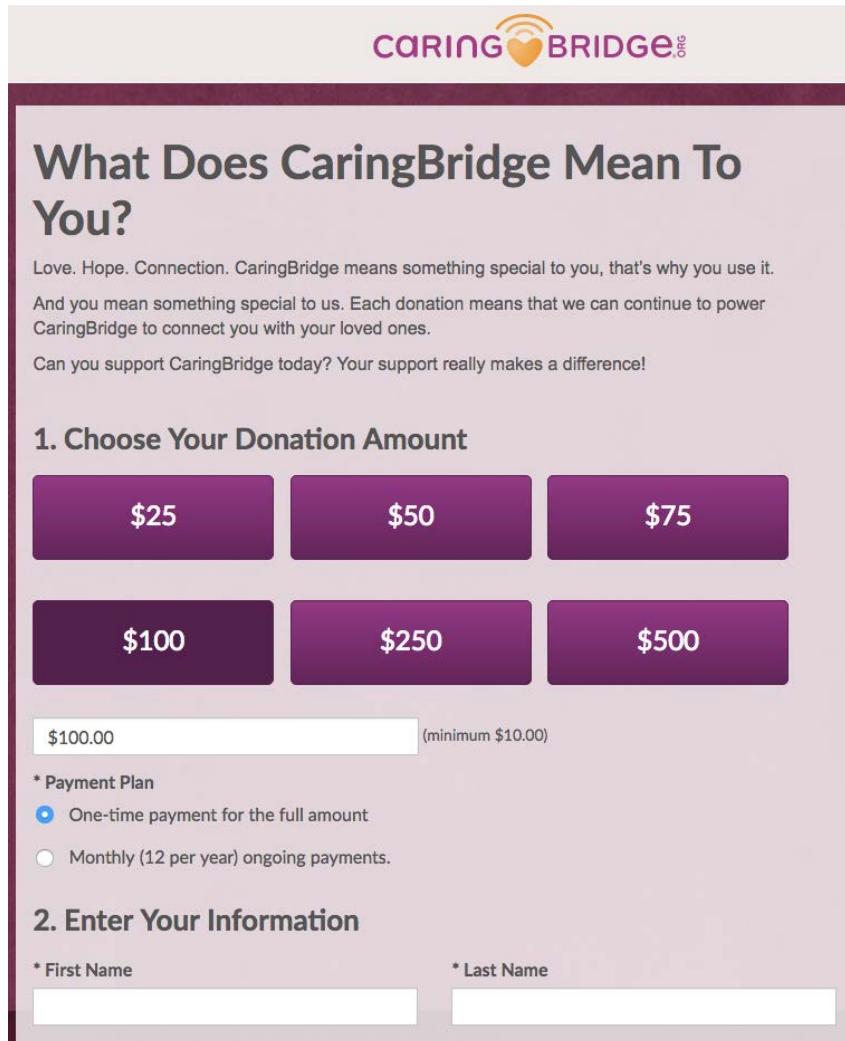
The same may be true for arrays…

- 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.

FREE-STANDING DONATION

From this...

To this...

125.9%
Donations

INSTANT-DONATION

From this...

To this...

34.7%
Donations

16.4%
Average Gift

CAMPAIGN DONATION

From this...

To this...

34.2%
Clicks

43.1%
Donations

Remember our initial challenge?

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 – 7.7% increase in emails.
- Exp. #2100 – 23% increase in emails.
- Exp. #1692 - 10.8% increase in email (not isolated)

4 Add social proof.
- Exp. #2193 – 8.4% increase in emails.

2 Use a text-only headline; not a banner image.
- Exp. #2684/2693 – 9.2% increase in emails, 59.8% increase in instant donation
- Exp. #2794 – 11.9% increase in donations.

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

If your incoming traffic already has a relationship with you, you can use shorter copy.
- Exp. #2313 – 26.2% increase emails
- Exp. #1408 – 76.2% increase emails

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%

6 Use a primary image, not a video, if it adds clarity or increases continuity.
- Exp. #6678 – 13.2 decrease emails when video is used.

8 Add a call-to-action header and copy.
- Exp. #6670 – 100% increase emails
- Exp. #4180 – 96.7% increase emails

7 Avoid supporting content in-line with the main content.
- Exp. #6678 – 13.2 decrease emails
- Exp. #3224 – 28.0% decrease emails

9 Use as few form fields as possible.
- Exp. #5847 – 8.9% increase emails
- Exp. #4699 – 48.3% increase 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.

10 Group form fields together to reduce page length.
- Exp. #4376 – 4.1% increase emails

11 Consider adding qualifying questions to increase user's expectaton.
- 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.

13 Add a privacy statement below the submit button.
- Exp. #4354 – 49.7% increase in emails

Mockup text:
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!

MAIN OFFER IMAGE (OPTIONAL)

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
○ ○   Clarifying question 2
○ ○   Clarifying question 1

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 1

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

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23 PROVEN WAYS TO IMPROVE YOUR DONATION PAGES

10 Most new design elements make no difference in conversions.
Exp. #5641, 4367, and 2138 each had no difference in donations.

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. #4903 - 195% increase in donations
Exp. #991 - 25.6% increase in donations

11 Avoid using video to say "Thanks" or communicate your value proposition.
Exp. #5827 - 560% increase in donations.
Exp. #1985 - 342% 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 - 18% decrease in average gift.

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.

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 - 53.1% increase in donations with value prop related image.

13 Utilize headers, write short paragraphs, and bold important phrases.
Exp. #4779 - 46.2% increase in donations.

Avoid links that drive people away from the giving form:
Exp. #1720 - 25.7% decrease in donations.

Avoid countdown clocks to retain traffic.
Exp. #1217 - 19% decrease in revenue.

Supporting images are not required.
Exp. #1947 - No difference 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.

Consider adding it under the donate button as well.
Exp. #1234 and 1053 - 31.3% increase in donations.

7 In-line reviews work with premium offers, but not with general donation appeals.
Exp. #5979 - 26.6% increase in donations when used with a premium offer.
Exp. #3397 - 49% decrease in donations when used with general donation appeal.

Use premium offers that require a specific giving level with caution. They may increase average gift, but they can decrease donor conversion.
Exp. #6145 - 53.8% increase in revenue.
Exp. #5661 - 1.6% decrease in revenue due to lower conversions.
Exp. #4575 - 280% increase in revenue.
Exp. #2347 - 135% increase in donations, and 11.5% increase in average gift.
Exp. #5985 - 30% decrease in donations, and 32.9% 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)

16 When using a gift array, use big buttons. (see array studies)

17 Add headers with numbering and clarity to decision points
+12.5% Don (4638)

8 If using premiums based on giving level, avoid using copy near the gift array that tries to increase their average gift.
Exp. #417 - 22.3% decrease in revenue.
Exp. #772 - 6.1% 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.

Avoid using a "Recent Gifts" next to donation form.
Exp. #283 - 36.1% decrease in revenue.

Eliminate any gift verification or confirmation pages.
Exp. #3711 - 121.5% increase in donations, 19.5% increase in average gift.

18 Avoid adaptive form fields and overly flashy design elements.
Exp. #4911 - No difference in conversion.
Exp. #3552 - 69.7% decrease in donations, and 21.1% 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. #1066 - 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.

Mockup text:
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-in for.

Transition header

This is 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 reiterate 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 bolding and short paragraphs to help them work through it.

Consider giving them slightly more detail as to 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 creating the life-changing content is the hard part, or that getting a message to the most people is the hard part. They should 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)

Make My $50 Gift

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**

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.

"Oh...well I always drink to world peace..."

1 Use a linear layout.
- Exp. #2472 – 7.7% 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 emails, 59.8% 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%

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 expectaton.
- 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.

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

If your incoming traffic already has a relationship with you, you can use shorter copy.
- Exp. #2313 – 26.2% increase emails
- Exp. #1408 – 76.2% increase emails

6 Use a primary image, not a video, if it adds clarity or increases continuity.
- Exp. #6678 – 13.2 decrease emails when video is used.

7 Avoid supporting content in-line with the main content.
- Exp. #6678 – 13.2 decrease emails
- Exp. #3224 – 28.0% decrease 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?

MAIN OFFER IMAGE (OPTIONAL)

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.

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.

What [prospects] say:

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

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