Landing Page Testing & Optimization

Using a Proven Testing Method for Increasing Website Conversion Rates

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About Us

Our Company

- BLR® is a leading compliance information company. We help organizations comply with federal and state legal rules and requirements related to employment (DOL), safety (OSHA) and environmental (EPA) compliance. Employers know that they can count on BLR's industry-leading compliance and training solutions to keep them out of legal trouble, avoid fines, and save money.

Our Marketing Team

- BLR's marketing team is comprised of true multi-channel direct marketers driving sales of subscriptions for both online and print products, paid webinars, and one-shot products through paid and organic SEM, email marketing, direct mail, telemarketing, multiple forms of content marketing, and most recently social media efforts.

Landing Pages for Publishers

Know what you are measuring and understand how you will profit from your results

4 Simple Landing Page Mistakes To Avoid

1. Not Testing Your Landing Pages

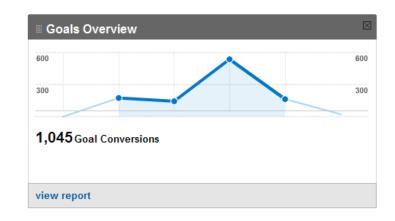42% of marketers have tried A/B tests and only 20.5% have multi-variate tests - MarketingSherpa

68.2% of marketers saw an increase in conversion when they altered their landing page depending on offers and search terms - MarketingSherpa

4 Simple Landing Page Mistakes To Avoid

2. Not Tracking Your Landing Pages

Conversion Matters – Measure It!

Landing Page Conversion Goals:
Purchases
Trial Registrations
Email Opt-Ins
Whitepaper Downloads

Other Key Performance Indicators:
Bounce Rate
Time on Site

4 Simple Landing Page Mistakes To Avoid

3. Not Knowing the Value of a Conversion

Lifetime Value (LTV)
The net present value of the cash flows attribute to the relationship with a customer.

Return on Ad Spend (ROAS)
ROAS is simply dollars sold divided by dollars spent.

Return on Investment (ROI)
The formula for ROI is (Revenue – Spend) divided by spend.

4 Simple Landing Page Mistakes To Avoid

4. Not Customizing Your Landing Pages

Benefits of Traffic Segmentation and Custom Landing Pages

Message Match
By setting up each traffic source with its own landing page, you'll get a much stronger message-match.

Targeted Testing
Different traffic sources bring different types of buyers who are in different stages of their buying processes.

Landing Page Testing Roadmap

- **Start with an A/B Design Test**
  - Start Simple with two drastically different designs
  - Choose a page on your website with enough traffic so that you can read results quickly.
  - Run test until you have a defined winner.
  - Then roll-out the winning panel to all of the traffic .
  - Review website for similar landing pages decide whether or not you need to test or if you can just implement the winning test panels there as well.

Landing Page Testing Roadmap (continued)

- **Now Optimize Your Landing Page**
  - Test the following:
    - # of Fields in Your Registration Form
    - Remove Navigation / Reduce Friction
    - Headlines
    - Call To Actions / Button Color & Design
    - Body Copy
    - Graphics
    - Confidence Elements (i.e. privacy policy, testimonials, BBB logo, etc.)

- **Now Try a Multi-Variate Test**

Multi-Variate vs. A/B Test

- **A/B Testing – Multi-Step Online Page Flow**
  - Multiple steps in a shopping cart
  - Multiple steps in a lead conversion process
  - Multiple steps in an application process

Correct Usage	Incorrect Usage
• Revolutionary testing – "big ideas"	• Evolutionary testing - small changes
• Major layout changes and redesigns	• Test > 1 change – e.g. price & color
• To answer simple questions	• When insight on **why** something won or **what** really matters is important
• Testing funnels/process	

Multi-Variate vs. A/B Test

- **Multi-Variate – Testing Variables on One Page**
  - Multiple Headlines
  - Multiple Images
  - Multiple Call-To-Actions
  - Long vs. Short Copy
  - Reduced Form Fields

Correct Usage

- Test multiple variations of elements simultaneously to:
  - Finds optimal based on conversions
  - Learn the relative influence
- Enables true hypothesis testing:
  - Test a wide range of ideas and quickly get answers

Incorrect Usage

- Testing small changes
- Need for immediate answers:
  - Requires planning
- Funnel/process testing

Multi-Variate vs. A/B Test - Pros & Cons

Multi-Variate

Pros
- Encourages innovative thinking:
  - Test don't guess
- Uses existing layouts
- Mitigates risk of seasonality
- Economical - only a single page/URL
- SEO & CMS friendly

Cons
- Requires skill and planning
- Technology dependent
- Might require follow-on testing
- Less appropriate for layout testing
- Comfort with statistics
- Higher traffic requirements

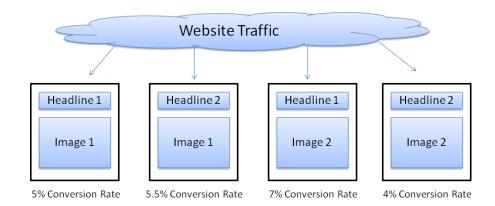Website Traffic

| Headline 1 | Headline 2 | Headline 1 | Headline 2 |
| Image 1 | Image 1 | Image 2 | Image 2 |

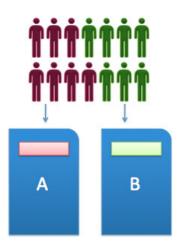5% Conversion Rate   5.5% Conversion Rate   7% Conversion Rate   4% Conversion Rate

A/B Testing

Pros
- Easy – only 1 variable
- Fast set-up
- Quick to execute
- Simple analysis
- Lower traffic
- Ability to split traffic

Cons
- Limited 1 variable
- Limits innovative thinking
- Lack of insight what won / lost
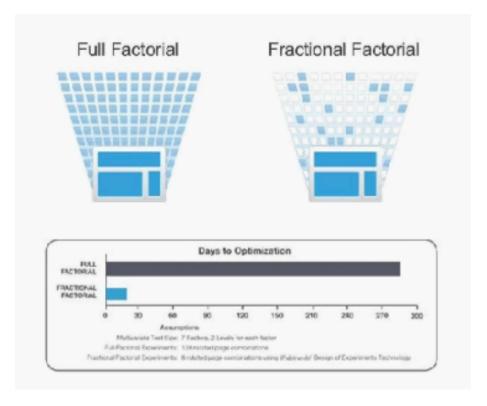- Restrictive
- Design heavy reliance
- Build-out overhead

A   B

Multi-Variate Approaches

Full Factorial

- Tests all combinations
- Requires significant traffic
- Provides full interaction insight

Fractional Factorial

- Tests a sample set by showing significant combinations
- Minimizes traffic requirements
- Provides partial interaction insight
- Faster

NOTE: Google Website Optimizer is using full factorial method, i.e. tests all combinations. There are testing tools which provide fractional factorial method, however I recommend to make yourself aware of potential downsides of using fractional factorial method.

Most Frequently Asked Question Regarding Multi-Variate and Online Testing

What are the costs and what are the benefits of online testing?

- The costs for an experiment are the following:

  a) the license for the software (if needed)
  b) you and your team to brainstorm about a good experiment
  c) the designers and copy writers of the creatives
  d) the web analyst to setup and implement the experiment and
  e) The time of your most analytical marketer to interpret the results

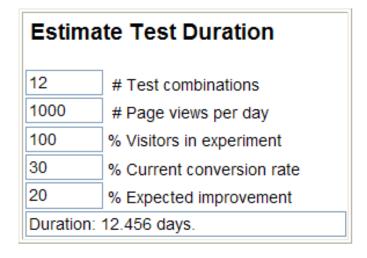- The benefits are:

  a) the conversion improvement times LTV
  b) that you give your ideas and gut feeling a solid, scientific basis to build your business on
  c) not going through the painful process of implementing new features only to remove later when you find out, you loose customers because of these

How long will my experiment run?

The duration of your experiment depends on the amount of traffic your page receives, the complexity of your experiment, and the difference in conversion rates for your combinations.

Less traffic, more complexity, and very similar conversion rates will contribute to a longer duration.

Estimate Test Duration

12	# Test combinations
1000	# Page views per day
100	% Visitors in experiment
30	% Current conversion rate
20	% Expected improvement
Duration: 12.456 days.	

https://www.google.com/analytics/siteopt/siteopt/help/calculator.html

What happens if a visitor deletes his or her cookies?

Visitors, as with all the other web analytics software, are tracked using cookies. When a visitor deletes his or her cookies, he or she will be seen as a new visitor and receive a new treatment in the experiment.

You minimize the risk on this by keeping the time you run the experiment as short as possible.

What is so predictive about online experiments?

The outcomes of a test should not be a lucky guess.

In fact the reason why you start testing your content is because you don't want to build your business on lucky guesses anymore!

If you would repeat the experiment you would like to see the exact same answer on your question: "what is the best page"? And since this can be guaranteed with an 80 to 95% chance, you can predict the future conversion rate.

Not with 100% certainty, but much higher than the average glass onion!

Optimize Free Trials and Online Subscription Paths

Drive Email Sign-ups, Leads, and Sales

Optimize Free Trials and Online Subscription Paths

Safety.BLR Free Trial Registration Path Test

Test Objective:
Testing control path of step 2 form placed first vs. 2 paths of having a step1 request (email capture) placed first to determine which path is most valuable to BLR. (combination of value of # of Safety.BLR leads and Safety Daily email subs)

Traffic: Safety.BLR Free Trial Paid Search Campaign

Optimize Free Trials and Online Subscription Paths

Safety.BLR Free Trial Registration Path Test

Control Panel	Test Panel

Optimize Free Trials and Online Subscription Paths

Safety.BLR Free Trial Registration Path Test

Test Result:
Test path converted a high percentage of email registration and free trial registrations from our paid search campaign traffic.

Control path converted a much higher number of immediate paid orders at Time of sign-up.

Determining the winner:
Calculated front end conversions via GWO with backend conversions.

Winning Panel: Control Path

In reviewing the test even though the test path was converting more email subs and trials the control paths far more immediate orders provide a greater return than the LTV of the email addresses

Optimize Free Trials and Online Subscription Paths

HR.BLR Job Descriptions PPC Free Trial Registration Path Test

Test Objective:
Test decreasing the number of steps a user takes through our current control registration path for Job Descriptions keyword traffic through Google paid search.

Traffic: HR.BLR Free Trial Paid Search Campaign

Optimize Free Trials and Online Subscription Paths

HR.BLR Job Descriptions PPC Free Trial Registration Path Test

Control Path

User clicks on industry link

User clicks a link to a job description from results page

User fills out form on challenge page and submits

Conversion Goal Page (Step 2 completed)

Optimize Free Trials and Online Subscription Paths

HR.BLR Job Descriptions PPC Free Trial Registration Path Test

Test Path

User fills out form on challenge page and submits

Conversion Goal Page (Step 2 completed)

Optimize Free Trials and Online Subscription Paths

HR.BLR Job Descriptions PPC Free Trial Registration Path Test

Test Winner - Test Path

	Original	Variation 1

Est. conv. rate

Variations (2)

Download: PDF | XML | CSV | TSV | Print

Disable | All Combinations (2) ▼ | **Key:** ■ Winner ■ Inconclusive ■ Loser ?

	Variation	Status ?	Est. conv. rate ?			Chance to Beat Orig. ?	Observed Improvement ?	Conv./Visitors ?
☐	Original	Enabled	**4.92% ± 0.4%**	–	+	—	—	224 / 4551
No high-confidence winner found. Learn more								
☐	Variation 1	Enabled	**5.81% ± 0.5%**	–	+	96.9%	18.0%	256 / 4406

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Articles As A Landing Page

Capitalizing on Your SEO Efforts With Multi-Variate Testing
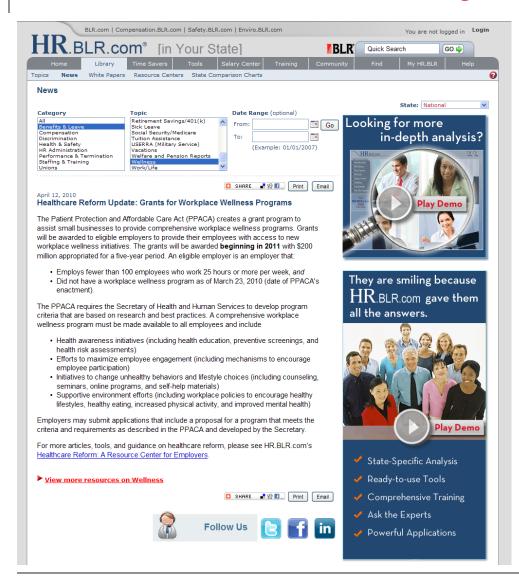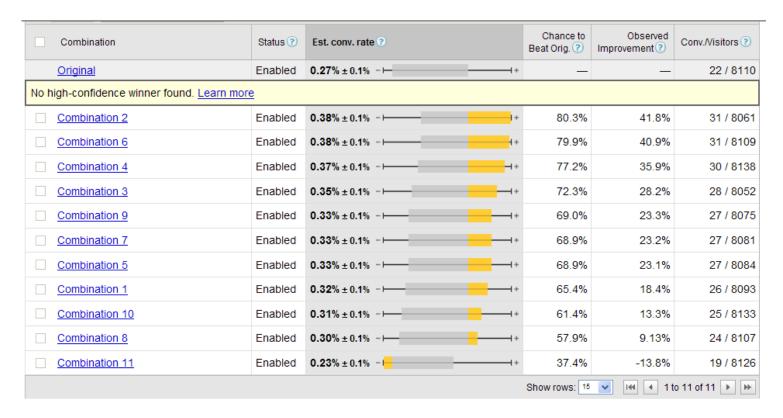
HR News Article Test Control Page

80% of traffic was from organic search.

Right column was dedicated to demo of online subscription.

Problem: Traffic was high but conversions for the section of the website were low.
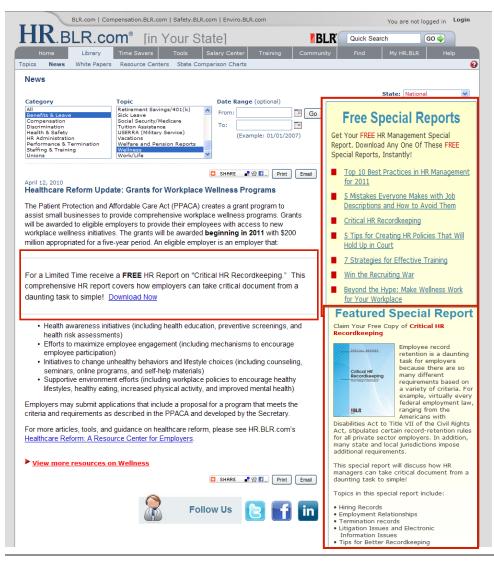
Hypothesis: The engagement at entrance wasn't strong enough from article read to demo to purchase of the subscription.

HR News Article Test – Panel Combinations

	Combination	Status	Est. conv. rate		Chance to Beat Orig.	Observed Improvement	Conv./Visitors
	Original	Enabled	0.27% ± 0.1%		—	—	22 / 8110
No high-confidence winner found. Learn more
☐	Combination 2	Enabled	0.38% ± 0.1%		80.3%	41.8%	31 / 8061
☐	Combination 6	Enabled	0.38% ± 0.1%		79.9%	40.9%	31 / 8109
☐	Combination 4	Enabled	0.37% ± 0.1%		77.2%	35.9%	30 / 8138
☐	Combination 3	Enabled	0.35% ± 0.1%		72.3%	28.2%	28 / 8052
☐	Combination 9	Enabled	0.33% ± 0.1%		69.0%	23.3%	27 / 8075
☐	Combination 7	Enabled	0.33% ± 0.1%		68.9%	23.2%	27 / 8081
☐	Combination 5	Enabled	0.33% ± 0.1%		68.9%	23.1%	27 / 8084
☐	Combination 1	Enabled	0.32% ± 0.1%		65.4%	18.4%	26 / 8093
☐	Combination 10	Enabled	0.31% ± 0.1%		61.4%	13.3%	25 / 8133
☐	Combination 8	Enabled	0.30% ± 0.1%		57.9%	9.13%	24 / 8107
☐	Combination 11	Enabled	0.23% ± 0.1%		37.4%	-13.8%	19 / 8126

Show rows: 15 |◄◄ ◄ 1 to 11 of 11 ► ►►|

After running the test for almost two months the front end of the report wasn't showing a high confidence winning panel. However, the backend was showing a definitive winner.

HR News Article Winning Test Panel Page

- Replaced Online Subscription Demo ads from the control with Free Whitepaper offers

- Also incorporate an interrupter free report download text ad into the template of the article pages.

- LTV and the volume of email sign-ups we were getting from this panel made this the test winner

A / B Test Registration Page Layouts

Quick Results Can Provide Quick Wins

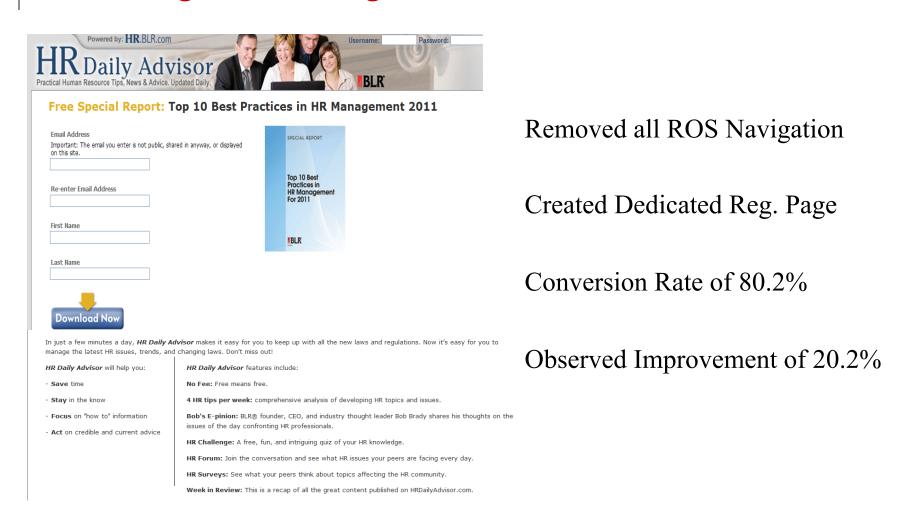# Email Registration Page A/B Test – Clear The Clutter

Primary goal of website is to convert email sign-ups

Had an out of the box registration page

Conversion Rate: 66%

Email Registration Page A/B Test – Clear the Clutter

Removed all ROS Navigation

Created Dedicated Reg. Page

Conversion Rate of 80.2%

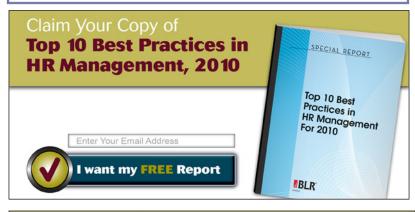Observed Improvement of 20.2%

The Landing Page as Part of a Sequence

Driving Quality Traffic – The Other Part of Landing Page Optimization

Landing Page as Part of A Sequence

Control – Regular Site Navigation and Links to Registration Page

NO Floater Ad

HR Daily Advisor Floater Test

Objective:
- Determine if ...the **addition** of a floater will increase traffic to increase email registrations
- If the floater does increase email registrations, which floater version performs better

Test Period: 3-4 weeks

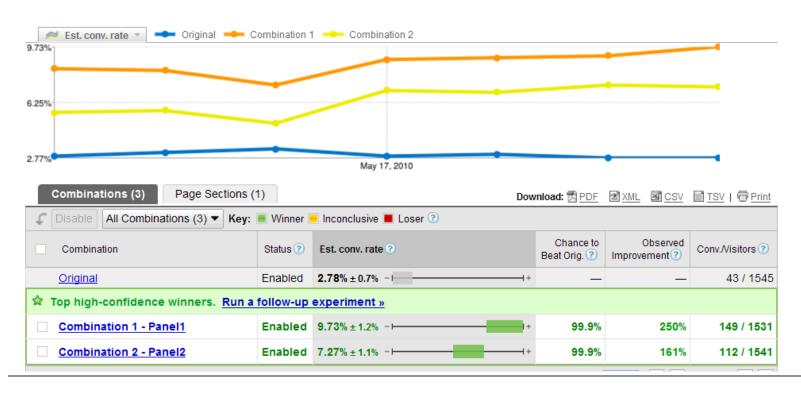**Number of Combinations in Test:**
3 panels
1 control panel and 2 test panels

Landing Page as Part of A Sequence

The Result:

Panel 1 (Image on Right) Test Winner – 9.73% Conversion

- 250% Observed Improvement over Control

- 25% Improvement vs. Panel 2 (Image on Right)

Combination	Status	Est. conv. rate		Chance to Beat Orig.	Observed Improvement	Conv./Visitors
Original	Enabled	2.78% ± 0.7%	–┤□├–+	—	—	43 / 1545
☆ Top high-confidence winners. **Run a follow-up experiment »**						
Combination 1 - Panel1	Enabled	9.73% ± 1.2%	–┤████├–+	99.9%	250%	149 / 1531
Combination 2 - Panel2	Enabled	7.27% ± 1.1%	–┤███├–+	99.9%	161%	112 / 1541

Take-Aways

- Test, Test, Test
- Simple Tests Can Make A Big Difference
- Understand What You Want to Test and Choose the Right Testing Method
- Calculate the Value of Conversion for Your Business
- Optimize the Full Sequence or Path of Conversion
- Customize and Optimize Your Landing Pages By Traffic Source
- Track Both Front and Backend Results

Resources

- Mequoda
- SIPA
- Which Test Won and SubscriptionSiteInsider.com (Anne Holland)
- MarketingSherpa
- Marketing Experiments
- Google Website Optimizer
- Google Analytics
- HBR article in March 2011 "A Step-by-Step Guide to Smart Business Experiments" (reprint #R1103H)
- "Always Be Testing: The Complete Guide to Google Website Optimizer" by Bryan Eisenberg, et al.
- Contact Us—we're happy to talk with you about testing, look at tests, compare ideas, etc. It gives us a window into what other people are doing and suggests things we might want to consider and we believe there is a good exchange of value.

Questions?

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