



Landing Page Testing & Optimization

Using a Proven Testing Method for Increasing
Website Conversion Rates

Presenter:

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Director of Online Media

Business and Legal Resources

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

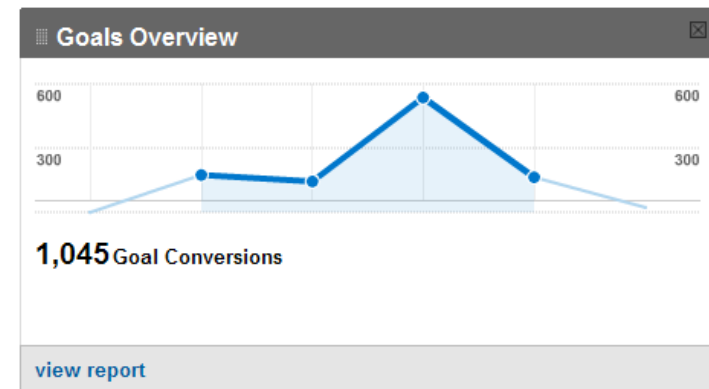
Email Opt-Ins

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

- Revolutionary testing – “big ideas”
- Major layout changes and redesigns
- To answer simple questions
- Testing funnels/process

Incorrect Usage

- Evolutionary testing - small changes
 - Test > 1 change – e.g. price & color
 - When insight on **why** something won or **what** really matters is important
-

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

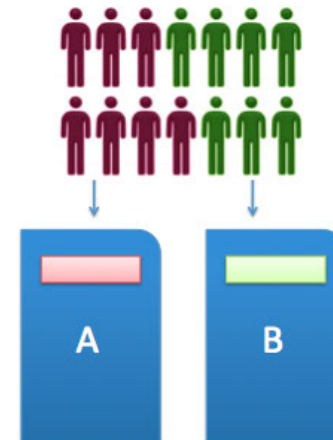
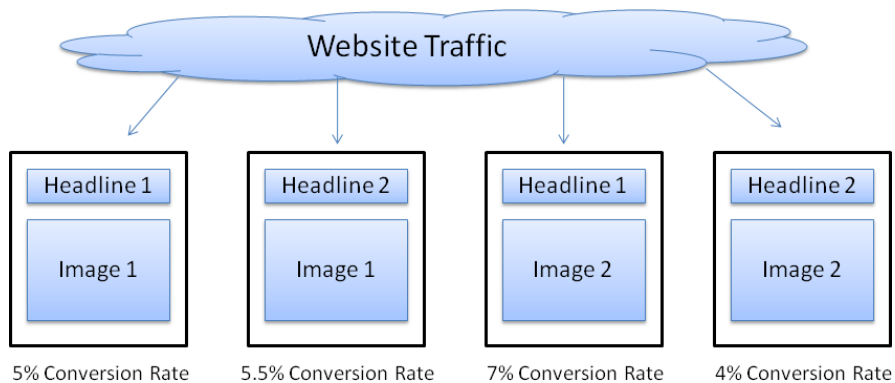
A/B Testing

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



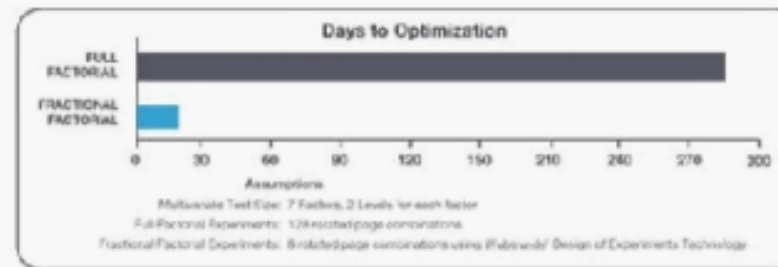
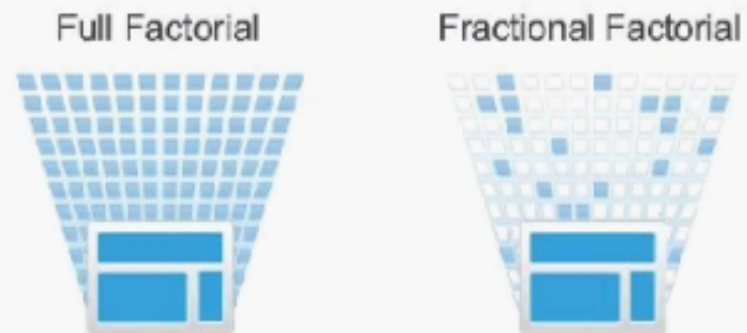
Multi-Variate Approaches

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

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Job Responsibility:

Job Level:

Company:

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Company Size:

Industry:

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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

HR.BLR.com
ALASKA
User: davidberlin
My Account | Logout

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Access More than 2,500 Job Descriptions

Locate job descriptions in our library of more than 2,500 titles, customize them and save them in your personal job description library. [Take an online tour.](#)

- 1 Select industry
- 2 Choose your job description
- 3 Start free trial

Select an Industry Below to Access Job Descriptions

- Administration (178)
Assistant Director, Assistant Manager, Chief Executive Officer
- Banking (73)
Teller, Teller-Collector, Financial Analyst
- Distribution (62)
Warehouse Clerk, Operations Supervisor
- Engineering (76)
Assistant Engineer, Carpenter, Mechanical Engineer
- Finance (108)
Account Clerk, Business Analyst, Payroll Clerk
- Health Care (157)
Nurse Practitioner, Nurse Practitioner
- Human Resources (64)
Benefits Specialist, Human Resources Manager, Personnel Manager

Plus access more than 2,500 job descriptions in the Job Description Manager.

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User clicks on industry link

HR.BLR.com
ALASKA
User: davidberlin
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Time Savers Job Descriptions Calculators

Job Descriptions

Locate a sample job description by selecting an industry and browsing all relevant titles, or by searching for a specific job title. For a more complete solution, check out our [Job Descriptions Manager](#) which allows you to customize our full selection of job descriptions and save them in a personalized library. [Find out more.](#)

NEW WELLNESS TRAINING LIBRARY
Increase Your bottom line!

Industry: [Microbiologist] Job Title Search: [Go]

Industry	Title
Production/ Maintenance	Aircraft Mechanic
Production/ Maintenance	Assemblant
Production/ Maintenance	Auto Body Service Manager
Production/ Maintenance	Auto Glass Installer
Production/ Maintenance	Body Operator
Production/ Maintenance	Boiler Operator
Production/ Maintenance	Calibrator
Production/ Maintenance	Public Television Operator

User clicks a link to a job description from results page

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Time Savers Job Descriptions Calculators

Job Descriptions

Locate a sample job description by selecting an industry and browsing all relevant titles, or by searching for a specific job title. For a more complete solution, check out our [Job Descriptions Manager](#) which allows you to customize our full selection of job descriptions and save them in a personalized library. [Find out more.](#)

Industry: [Administration] Job Title Search: [Go]

Create Your Profile for FREE and UNLIMITED Access

Email: []
First Name: []
Last Name: []
Job Responsibility: []
Job Level: []
Company: []
Address: []
City: []
State: []
Zip Code: []
Phone: []
Company Size: []
Industry: []
State Library: []

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User fills out form on challenge page and submits

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Set up your account information

Set up your user name and password to get started with your free trial.

Username: []
Password: []
Confirm Password: []

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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



Are you spending too much time writing job descriptions?

Access Over 2,500 Sample Job Descriptions – Online and at Your Fingertips!

- 24/7 access from any computer, anywhere in the world
- View updated, essential salary data for over 2,500 jobs
- Easily customize your job descriptions to include relevant tasks, skills, and physical requirements
- Online storage for easy access and updating
- Create your own personal library of job descriptions
- Print or email PDF versions with the click of a mouse
- Add, edit, delete and reorganize as needed, quickly and easily
- It's like having an extra employee working 24/7 just on your job descriptions!



Create your profile for **FREE** and have **UNLIMITED** access to thousands of job descriptions

Email:

First Name:

Last Name:

Job Responsibility:

Job Level:

Company:

Address:

City:

State:

Zip Code:

Phone: Ext:

Company Size:

Industry:

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Password:

Confirm Password:

Submit

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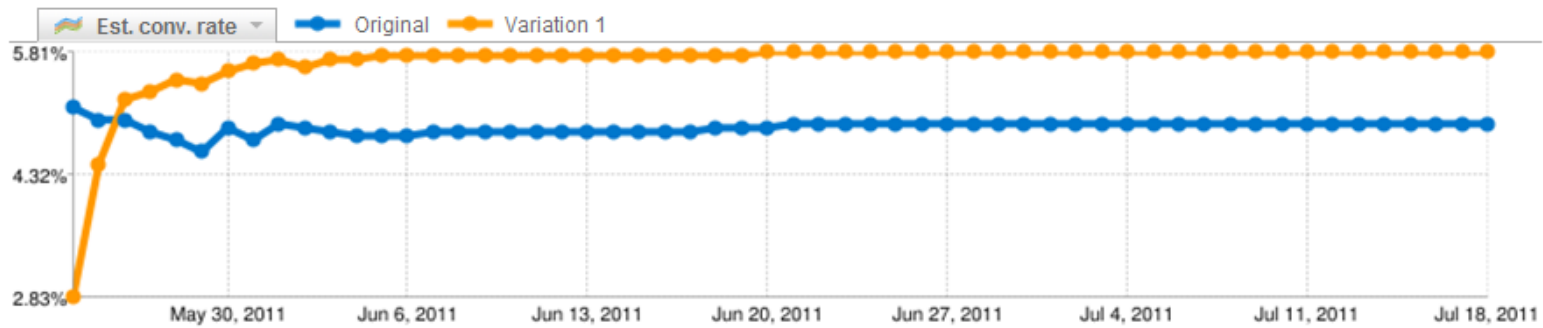
User fills out form on challenge page and submits

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



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

Show rows: 15

Articles As A Landing Page

Capitalizing on Your SEO Efforts With
Multi-Variate Testing

HR News Article Test Control Page

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Topics **News** White Papers Resource Centers State Comparison Charts

News

Category: **Benefits & Leave** (selected), Compensation, Discrimination, Health & Safety, HR Administration, Performance & Termination, Staffing & Training, Unions

Topic: Retirement Savings/401(k), Sick Leave, Social Security/Medicare, Tuition Assistance, USERRA (Military Service), Vacations, Welfare and Pension Reports, **Wellness** (selected), Work/Life

Date Range (optional): From: To: Go (Example: 01/01/2007)

State: **National**

April 12, 2010
Healthcare Reform Update: Grants for Workplace Wellness Programs

The Patient Protection and Affordable Care Act (PPACA) creates a grant program to assist small businesses to provide comprehensive workplace wellness programs. Grants will be awarded to eligible employers to provide their employees with access to new workplace wellness initiatives. The grants will be awarded **beginning in 2011** with \$200 million appropriated for a five-year period. An eligible employer is an employer that:

- Employs fewer than 100 employees who work 25 hours or more per week, *and*
- Did not have a workplace wellness program as of March 23, 2010 (date of PPACA's enactment).

The PPACA requires the Secretary of Health and Human Services to develop program criteria that are based on research and best practices. A comprehensive workplace wellness program must be made available to all employees and include:

- Health awareness initiatives (including health education, preventive screenings, and health risk assessments)
- Efforts to maximize employee engagement (including mechanisms to encourage employee participation)
- Initiatives to change unhealthy behaviors and lifestyle choices (including counseling, seminars, online programs, and self-help materials)
- Supportive environment efforts (including workplace policies to encourage healthy lifestyles, healthy eating, increased physical activity, and improved mental health)

Employers may submit applications that include a proposal for a program that meets the criteria and requirements as described in the PPACA and developed by the Secretary.

For more articles, tools, and guidance on healthcare reform, please see HR.BLR.com's [Healthcare Reform: A Resource Center for Employers](#).

[View more resources on Wellness](#)

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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

<input type="checkbox"/> 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					
<input type="checkbox"/> Combination 2	Enabled	0.38% ± 0.1%	80.3%	41.8%	31 / 8061
<input type="checkbox"/> Combination 6	Enabled	0.38% ± 0.1%	79.9%	40.9%	31 / 8109
<input type="checkbox"/> Combination 4	Enabled	0.37% ± 0.1%	77.2%	35.9%	30 / 8138
<input type="checkbox"/> Combination 3	Enabled	0.35% ± 0.1%	72.3%	28.2%	28 / 8052
<input type="checkbox"/> Combination 9	Enabled	0.33% ± 0.1%	69.0%	23.3%	27 / 8075
<input type="checkbox"/> Combination 7	Enabled	0.33% ± 0.1%	68.9%	23.2%	27 / 8081
<input type="checkbox"/> Combination 5	Enabled	0.33% ± 0.1%	68.9%	23.1%	27 / 8084
<input type="checkbox"/> Combination 1	Enabled	0.32% ± 0.1%	65.4%	18.4%	26 / 8093
<input type="checkbox"/> Combination 10	Enabled	0.31% ± 0.1%	61.4%	13.3%	25 / 8133
<input type="checkbox"/> Combination 8	Enabled	0.30% ± 0.1%	57.9%	9.13%	24 / 8107
<input type="checkbox"/> 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

The screenshot shows the HR.BLR.com website interface. At the top, there are navigation links for various HR topics like Compensation, Safety, and Enviro. The main content area features a news article titled "Healthcare Reform Update: Grants for Workplace Wellness Programs" dated April 12, 2010. The article text discusses the Patient Protection and Affordable Care Act (PPACA) and its impact on workplace wellness programs. A red box highlights a promotional message: "For a Limited Time receive a FREE HR Report on 'Critical HR Recordkeeping.'" Below this, there is a list of bullet points detailing health awareness initiatives and employee engagement efforts. A sidebar on the right, also highlighted with a red box, contains a "Free Special Reports" section with a list of report titles such as "Top 10 Best Practices in HR Management for 2011" and "5 Mistakes Everyone Makes with Job Descriptions and How to Avoid Them". Below this is a "Featured Special Report" section for "Critical HR Recordkeeping", which includes a small image of the report cover and a brief description of its content.

- 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

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- Job Descriptions
- Forms
- Policies
- Training
- Recruiting
- Wellness

HR Tips by Category

- ADA (16)
- Compensation (43)
- E-pinions (136)
- FLSA/Wages (32)
- Harassment (23)
- Hiring & Recruiting (70)
- HR Management (151)
- HR Policies & Procedures (160)
- Job Descriptions (26)
- Leave Policy/Compliance (42)
- Training (56)

Most Popular HR Tips

07/18/2006 [HR Management](#)
[The 9 Essential Skills of Human Resources Management - How Many Do You Have?](#)

09/13/2006 [HR Management](#)
[The 7 Hidden Reasons Your Employees Leave You](#)

10/27/2006 [E-pinions](#)
["If I'm so good, why don't I get a bigger raise?"](#)

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Prepared for the HR Daily Advisor
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Last Name

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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

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Re-enter Email Address

First Name

Last Name



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- HR Challenge:** A free, fun, and intriguing quiz of your HR knowledge.
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- HR Surveys:** See what your peers think about topics affecting the HR community.
- Week in Review:** This is a recap of all the great content published on HRDailyAdvisor.com.



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

Claim Your Copy of
**Top 10 Best Practices in
HR Management, 2010**



I want my **FREE** Report

Enter Your Email Address



Claim Your Copy of
**Top 10 Best Practices in
HR Management, 2010**



I want my **FREE** Report

Enter Your Email Address

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

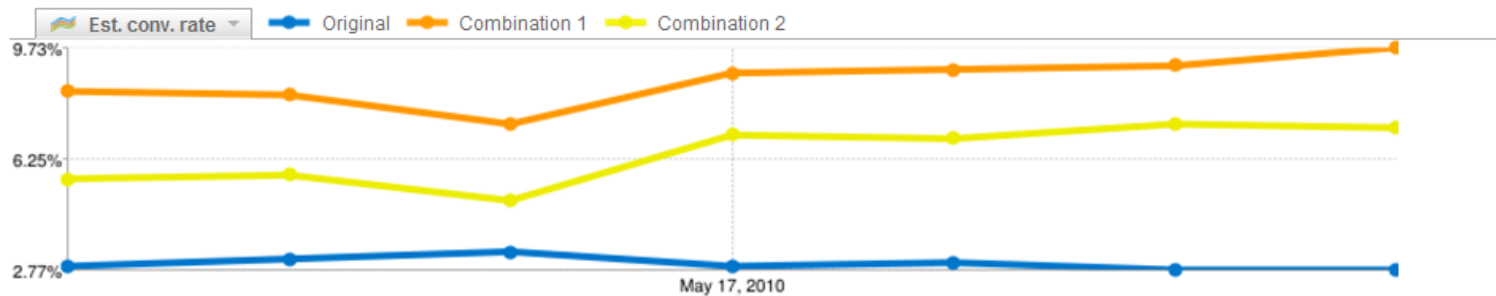
Landing Page as Part of A Sequence

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)



Combinations (3) Page Sections (1) Download: PDF XML CSV TSV | Print

Disable All Combinations (3) Key: Winner Inconclusive Loser

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.
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Questions?



Feel Free To Contact Us:

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