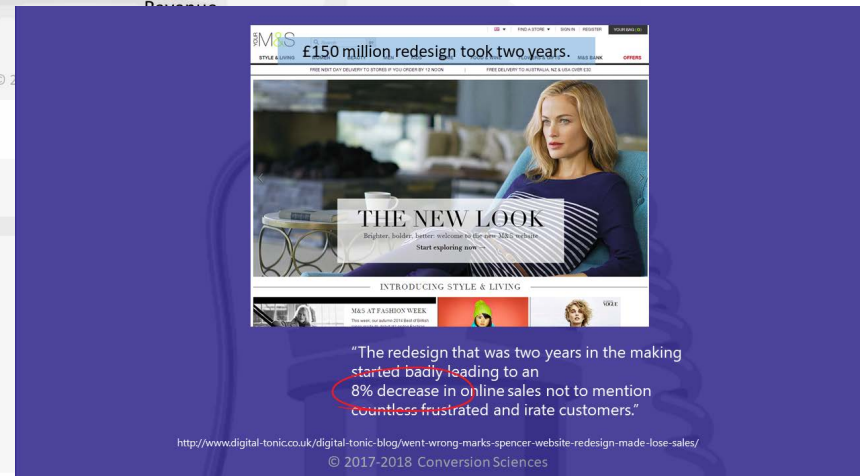
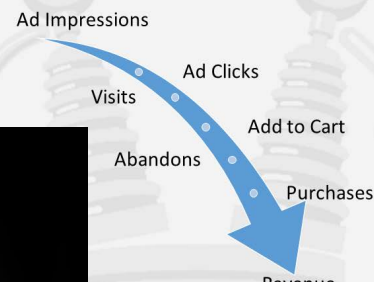


CONVERSION OPTIMIZATION MASTERCLASS

WORKBOOK

Ecommerce Value Chain



CONVERSION OPTIMIZATION MASTERCLASS

Brian Massey | Conversion Scientist™, Conversion Sciences

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INTRODUCTION

THE "LAUNCH AND KNOW" CAMPAIGN DEVELOPMENT PROCESS

For most of our careers as marketers and business managers, we've relied on the "Launch and See" approach to campaign and website development.

We get an idea for a new campaign. We rely on experts to deliver the best copy, design, images and user experience for our campaign. We launch the campaign, and we see what results it delivers.

With conversion optimization we no longer have to rely on "Launch and See"; we can "Launch and Know."

THE COST OF BEHAVIORAL DATA

Behavioral data used to be difficult to collect. Marketers would use surveys, focus groups, taste tests and free trials of products to collect information on customer preferences.

Now, we have the internet, and the cloud and a whole bunch of entrepreneurial companies creating tools to bring down the cost of collecting data.

When data was expensive, we couldn't run tests at every stage of our development process. Now that it is abundant, we are irresponsible if we don't use it whenever a design question arises.

INTRODUCTION

WHAT IS BEHAVIORAL DATA?

When you check Facebook to see how many people like your last post, you're using behavioral data. You're using the behaviors of others to determine what kinds of things you post publicly.

When you choose a film based on the Rotten Tomato's Freshness Score, you're using behavioral data. The same is true with the New York Times Best Seller list and Amazon product reviews.

Behavioral data is any information we can use to predict the way a larger population will behave. Behavioral science, then, is the science of creating and applying behavioral data to specific problems.

WHY BOTHER WITH BEHAVIORAL SCIENCE?

Marketers and business managers who learn to apply behavioral science will make better decisions about how to develop and market products and services. This has some far-ranging advantages.

Outgrow your competition

If you learn the preferences of your marketplace faster than your competition, then you will take market share, command higher prices and advertise more cheaply.

INTRODUCTION

Deal with executive interference

You can use data to support your decisions and campaign choices.

Company executives tend to fill information voids with decisions. For example, when a design firm presents three design alternatives and asks their client to choose the best, they are creating a knowledge void. They are asking non-designers to choose the best design. An executive will step in and choose.

If these designs were tested and some data was provided to indicate which would sell better, any executive worth their salt will prefer to follow the data.

Keep designers and copywriters honest

We ask designers and copywriters to use their expertise to create campaigns that will sell more of what we offer. However, even experts suffer from human biases. They may inadvertently design for themselves and their egos rather than the preferences of boring prospects.

When you put their designs to the test, you can uncover designs that are ill-advised. You begin to push back and ask for data-driven efforts.

You use data to be smarter without doing their job for them.

INTRODUCTION

Justify larger budgets with data

Bottom-line results make it possible to predict ROI. With a firm understanding of the potential payoff of a campaign or website, it becomes easier to get bigger budgets.

Get support for creative ideas

Many creative professionals have learned to deliver what the client wants. For most businesses, this means safe, concise, and to-the-point designs and copy. Creative ideas get discarded early because they would never get the approval of the boss.

What if you could test some of these "crazy" ideas to see if the audience would prefer them? With abundant data, it becomes easy to float a balloon to see if visitors would bite.

This let's you try some of the more creative ideas during development.

Transcend your IT department

One of the most important aspects of abundant data is the ease with which tools can be used. This has freed marketers and business managers from relying on over-taxed IT departments.

For example, if you want to launch a new landing page, you don't need the developers in IT to create a new template for you. You can create in the cloud, using services like Unbounce, or marketing automation systems like Marketo or Hubspot.

INTRODUCTION

How high conversion rates affect advertising spend

The effectiveness of your advertising (think display advertising, PPC advertising, and social ads) is measured by Return on Ad Spend (ROAS).

$$\text{ROAS} = \text{Ad Revenue} / \text{Ad Spend}$$

You can increase ROAS by reducing your Ad Spend without reducing Ad Revenue. By definition, this requires an increase in prices or an increase in conversion rate.

You can also increase ROAS by increasing revenue without changing your Ad Spend. Again, you must either increase prices or increase conversion rate.

The higher your ROAS, the cheaper your effective ad costs are. In short, if you have a high conversion rate, you can advertise cheaper than your competition because it costs you less to get customers through advertising.

The most efficient websites can effectively outspend the competition, without spending more on ads.

THE BUSINESS THAT LEARNS THE FASTEST WINS

Today, I'm going to make behavioral data a strong tool in your marketing and business arsenals. With the skills I'm going to teach you, you will make better decisions, make the better, and drive new campaigns with confidence.

SETTING UP YOUR DIGITAL LAB

THE TOOLS YOU SHOULD ALWAYS HAVE AT YOUR FINGERTIPS

These are tools we use every day. You should keep them handy.

Mockup Software

We may not know how to use Photoshop, but we all know how to use presentation software to create images and mockups.

PowerPoint

Keynote

Canva

Spreadsheet Software

Excel

Google Sheets and Google Analytics Add-on

Analytics Database

Google Analytics

Adobe Analytics

Screen Capture Tool

Fireshot Pro Browser Plugin

Office OneNote

Macintosh: Nimbus

Competitor Spy Tools

Ghostery Browser Plugin

Page Load Time Browser Plugin

CHOOSING A CAMPAIGN FOR THE EXERCISES

This is a workshop in which you will develop a conversion strategy for one campaign or website that you work on.

You will leave with an action plan to improve the performance of that page. You will also have topics and tools that you will want to learn when you leave.

You are going to focus on a campaign or web page for the exercises in this campaign. I recommend a landing page or a website that you have some data for.

- Choose a page that you want to improve.
- Choose page with a specific, measurable call to action.
- Choose a page or website for which you have analytics data (visits, conversions). You should have access to the data
- It should be something you can share with the class.

GROUPS EXERCISE

Those that don't have such a campaign should team up with those that do.

FOR THIS WORKSHOP

COLLABORATION TOOL

Slack - I'll provide a link

Masterclass ▾

- Brian Massey

All Threads

Channels

- # digital-lab
- # files-and-resources
- # general

Direct Messages

- ♥ slackbot
- Brian Massey (you)

#files-and-resources

☆ | 👤 5 | 📌 1 | ✎ Add a topic

Tuesday, November 28th

Brian Massey 2:33 PM
AB Testing Guide <http://conversci.com/ABTestPlanner>

👤 Conversion Sciences
A/B Test Planner
The A/B Test Planner from Conversion Sciences documents the setup, execution and results of your A/B Tests.Download

Pinned

Brian Massey 2:34 PM
uploaded and commented on this file ▾

A/B Testing Planner
63 kB Word Template

“ This document provides a guide to the things you need to consider when targeting your A/B tests.

Friday, December 1st

Priten Gandecha 8:17 PM
joined #files-and-resources.

+ Message #files-and-resources

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A/B Testing Planner
Brian Massey Nov 28th at 2:34 PM
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Masterclass Slides
Brian Massey Nov 22nd at 1:47 PM
1- Digital Lab:
1 🗨 Shared in #files-and-resources

Example of an Attention Graph in Youtube.
Brian Massey Nov 17th at 9:31 AM
1 🗨 Shared in #general

Workbook for Conversion Optimization Masterclass
Brian Massey Nov 14th at 1:38 PM
1 🗨 Shared in #files-and-resources

COLLECTING IDEAS

Download your Hypothesis List: <http://conversci.com/HypothesisList>

SOURCES OF QUESTIONS

The sources of potential conversion-increasing questions is significant.

Analytics

- Pages with high bounce rates
- Pages with high Exit %
- Shopping cart abandons
- Low-converting traffic sources (like mobile, social)

COLLECTING IDEAS

SOURCES OF IDEAS

- Your Organization (everyone has an opinion)
- Analytics
- Customer Surveys
- Site Feedback
- Chat Transcripts (What are the most common questions?)
- Talk to Salespeople or Customer Service Reps (What's Missing?)
- Design Articles (www.ConversionSciences.com)
- Competitor's Websites and Campaigns
- Your own intuition and experience

COLLECTING IDEAS

KINDS OF IDEAS

Your hypotheses should fit into one of five categories, or "buckets" as we call them. If a hypothesis seems to fit into more than one, it may not be specific enough.

Messaging and Value Proposition

The value proposition of your campaign or website. This is usually communicated in words and images.

Your value proposition may include:

- Unique selling proposition
- Guarantee or Warrantee
- Return policy
- Brand proposition
- Benefits
- Features
- Proof points
- Target market

KINDS OF IDEAS

Layout and UX

You want your layout and user experience (UX) to make the important information available to the user.

Can the user easily locate the important information on each page of your site?:

- Color
- Placement
- Font
- White space
- Juxtaposition
- Negative space
- Highlights

COLLECTING IDEAS

KINDS OF IDEAS

Credibility and Authority

The design of your site is the first way to communicate credibility. Your brand also communicates credibility and authority.

Time in business

Number of products sold

Awards

Association Logos

Consumer Group Ratings (BBB)

Analyst reports

Other

COLLECTING IDEAS

KINDS OF IDEAS

Social Proof

Social proof can take many forms, and answers the question, "What have others experienced with this product?"

Testimonials

Ratings and reviews

Media Outlets that have covered you

Customer logos

Other

COLLECTING IDEAS

KINDS OF IDEAS

Security and Risk Reversal

Is my information safe if I enter it into this website?

COLLECTING IDEAS

EXERCISE: CRITIQUES

ANALYTICS

Analytics is the Magic 8 Ball for our website. When we have a question about our visitors' behavior, we can almost always find an answer or a clue in our analytics database.

Almost every website has analytics setup on their site. However, marketers often don't look at the data in there. It's time for that to change.

Do you have a login for your analytics database?

Yes

No

If you answered "No" it's time to call or email someone. Now. You'll need the information.

YOUR BUSINESS CYCLES

- Campaign length
- Calendar Variations (week, month, quarter)
- Seasonality (year over year)
- Length of Sales Cycle
- Gaps
- Trending

EXERCISE: BUSINESS CYCLES

Look at one full year of Sessions data in analytics. Describe your cycles:

| | | | | | |
|-----------------|-----------|--------|------|--------|------|
| Weekends: | Higher | Lower | Same | | |
| Monthly peaks: | Beginning | Mid | End | None | |
| Seasonal Peaks: | Spring | Summer | Fall | Winter | None |

Holiday Peaks: _____

Unexpected Troughs or Peaks in Data: _____

Year over Year trend? _____

Any Surprises? _____

EXERCISE: THE MATH OF CONVERSION

Calculate the value of a Conversion

It is not as important that we calculate the exact value of a conversion, but that we are able to calculate it consistently.

What are you converting a visitor into?

Contact

Prospect or Lead

Caller

Buyer

Subscriber

Online Store / Ecommerce

Average Order Value (AOV) is the most common measure of the value of a conversion. When a visitor buys, we would expect them to spend the AOV.

For businesses that sell goods with a variety of profit margins, Average Order Profit (AOP) would be a more accurate measure.

If your analytics is setup properly you can easily find the average order value for your visitors.

Considered Purchase / Long Sales Cycles Lead Generation

Average length of a sales cycle: _____ days / weeks / months

Web **Revenue** going back one sales cycle: \$ _____

Web **Leads** generated over one sales cycle: _____

Value of a Web Lead

$V = \text{Revenue} / \text{Leads} = \$ \text{_____}$

Subscriptions / SaaS

For subscription revenue, we calculate an average lifetime value (LTV).

$$\text{Subscribers CR} = \text{Subscribers} / \text{Traffic} = \text{_____} \%$$

Free Trial Conversion Rate

Many subscription models have a free trial. Here's how to calculate:

How many of your visitors sign up for a Trial (**Trial CR**)? _____% Tryers

How many of your trial signups turn into Buyers (**Buyer CR**)? _____% Buyers

$$\text{Tryers} = \text{Trial CR} * \text{Traffic} = \text{_____} \text{ Prospects}$$

$$\text{Buyers} = \text{Buyer CR} * \text{Tryers} = \text{_____} \text{ Sales}$$

$$\text{Average Subscription Length of Buyer Recurring} = \text{_____} \text{ months}$$

$$\text{Average Monthly Revenue (AMRR)} \text{ _____ per subscriber}$$

$$\text{Lifetime Value (LTV)} = \text{Buyers} * \text{Length} * \text{AMRR} = \$ \text{_____}$$

Publication Sites

Publication sites use content to draw visitors. For those that sell advertising, the final conversion happens on at the advertisers' websites and stores. Advertisers are paying for **impressions** and **clicks**.

Value of a Visit

In general, engagement metrics are used to measure the success of publication sites. The more pages a visitor visits and the longer a visitor is on the site, the more ad impressions they are likely to see.

We can calculate the value of a visit based on the price advertisers are willing to pay for impressions.

Lookup in analytics:

Pages per visit: _____ pageviews

Average price advertisers are paying you: \$ _____ (CPM)

Value of a visit = Pageviews / 1000 * CMP = \$ _____

Value of a Click

If your advertisers will pay you by the action (CPA) you can use this value as your lead value.

CPA: \$ _____ per click

Brochure Sites

Brochure sites are generally for sales support. They aren't built for conversion.

If you add lead generation to the site, see [Considered Purchase / Long Sales Cycle](#) above.

ANALYTICS

Total Revenue: \$_____

Revenue per Transaction (AOV): \$_____/_____ = \$_____

Revenue per Visit: \$_____/_____ = \$_____

Revenue per Ad Click: \$_____/_____ = \$_____

Revenue per Trial: \$_____/_____ = \$_____

Revenue per Close: \$_____/_____ = \$_____

Revenue per Lead: \$_____/_____ = \$_____

Revenue per Impression: \$_____/_____ = \$_____

MOBILE VISITORS

One of the most important trends impacting you right now is the growth of visitors coming to your site using smartphones.

For many businesses, it makes more sense to focus on this channel first because the potential is large.

EXERCISE: YOUR MOBILE TRENDS

Go to your analytics database.

Open your "Mobile" or "Device" report.

Set dates to six or twelve months, whichever is longer.

| What to Check | Visits or Sessions _____ months ago | % of total traffic | Visits or Sessions Last month | % of total traffic | Difference |
|---------------|--|--------------------|----------------------------------|--------------------|------------|
| Desktop | | | | | |
| Tablet | | | | | |
| Mobile | | | | | |

FUNDING YOUR CONVERSION OPTIMIZATION PROGRAM

How to measure your potential upside from higher conversion rate.

Your monthly **Traffic**: _____ Sessions / Visits

The **Value** of a Conversion : \$ _____

Number of monthly **Conversions**: _____ Sales / Leads / Subscribers

Calculate the Following:

Your **Conversion Rate** (CR)

$$\text{CR} = \text{Conversions} / \text{Traffic} = \text{_____}\%$$

Your annual Web **Revenue** (R)

$$\text{R} = \text{Conversions} * \text{Value} * 12 \text{ months} = \$ \text{_____}$$

The additional annual revenue from a 10% increase in Conversion Rate

$$\text{CR} \times 1.1 = \text{_____} = \text{CR2}$$

$$\text{Traffic} * \text{CR2} * \text{Value} * 12 \text{ months} = \text{_____} = \text{R2}$$

$$\text{R2} - \text{R} = \$ \text{_____} = \text{Annual Upside}$$

$$\text{Recommended CRO budget} = \text{_____}\% \text{ of Annual Upside}$$

$$\text{Budget} = \% * \text{Annual Upside} = \$ \text{_____}$$

FUNDING YOUR CONVERSION OPTIMIZATION PROGRAM

PRE-LAUNCH OPTIMIZATION VS. POST-LAUNCH OPTIMIZATION

There are two kinds of optimization. Traditionally, the CRO industry has focused on post-launch optimization, in which an existing website or campaign is optimized through AB testing.

Tools for post-launch optimization:

- Analytics
- A/B Testing Software
- Heatmap and Mouse Tracking
- Session Recording
- On-site Surveys

Pre-launch optimization is made possible by new tools that are used in the design process to collect data and inform decisions.

Today, marketers and business managers have more options for optimizing campaigns than ever before.

Pre-launch optimization includes testing assumptions during the design process so that when you launch your campaign it goes out the door with a high conversion rate.

FUNDING YOUR CONVERSION OPTIMIZATION PROGRAM

PRE-LAUNCH OPTIMIZATION VS. POST-LAUNCH OPTIMIZATION

Tools for pre-launch optimization

- Online Surveys
- Online Focus Groups
- User Testing
- Eye tracking

The best conversion optimization programs make effective use of both pre- and post-optimization tactics.

THE RULES OF BEHAVIORAL SCIENCE - THAT YOU ALREADY KNOW

We use behavioral data to predict the future. Some data is better at predicting the future than others. Here are the guidelines of data that you'll find somewhat intuitive.

SAMPLE SIZE AND POPULATION SIZE

The larger the sample size, the more accurate the data. Sample size should be larger than 100, but can also be expressed as a percentage of the total population.

A/B testing is designed to create a statistically significant sample size, that is, a sample size that is large enough to predict the behavior of the entire population.

BLINDNESS

When participants don't know they are being tested, the data is more reliable.

When participants are randomly selected, and not selected by testers the data is more reliable.

When both the participants and the testers are blind, we call it a double-blind study.

SELF-REPORTED DATA VS. BEHAVIORAL DATA

When you are collecting data on the behavior of participants, the data you get is more reliable than when you ask them why they behaved a certain way.

THE RULES OF BEHAVIORAL SCIENCE - THAT YOU ALREADY KNOW

PROSPECTS VS. PRETENDERS

When your participants are actual prospects or customers, you will get more reliable data than if you are asking people to pretend they are your prospects and customers.

QUANTITATIVE VS. QUALITATIVE

Quantitative data can be used to statistically predict future behavior. Example: website analytics.

Qualitative data will give you richer data about motivations and feelings. Example: focus groups.

RECENT DATA

The more recent the data, the more reliable it will be. Unless seasonality is an issue.

DATA OVER TIME

The longer you collect data, the more reliable it is. Because seasonality is always an issue.

THE RULES OF BEHAVIORAL SCIENCE - THAT YOU ALREADY KNOW

EXERCISE: RATE THE FOLLOWING DATA SET

The Survey

You sent a survey to 1000 current customers asking them about their experience buying from your website. 79 of them responded.

Participants are Blind

Testers are Blind

Sample Size $n=1000$ is large

It's Behavioral Data

It's Quantitative Data

It's recent

It's collected over time

Total: _____

THE RULES OF BEHAVIORAL SCIENCE - THAT YOU ALREADY KNOW

EXERCISE: RATE THE FOLLOWING DATA SET

The User Test

You asked 10 participants to use your new signup process and answer some questions about the experience.

Participants are Blind

Testers are Blind

Sample Size $n=10$ is large

It's Behavioral Data

It's Quantitative Data

It's recent

It's collected over time

Total: _____

THE RULES OF BEHAVIORAL SCIENCE - THAT YOU ALREADY KNOW

EXERCISE: RATE THE FOLLOWING DATA SET

The Focus Group

You invited 12 people to spend a day with you looking at your website, at competitor sites and sharing their personal experiences with you.

Participants are Blind

Testers are Blind

Sample Size $n=12$ is large

It's Behavioral Data

It's Quantitative Data

It's recent

It's collected over time

Total: _____

THE RULES OF BEHAVIORAL SCIENCE - THAT YOU ALREADY KNOW

EXERCISE: RATE THE FOLLOWING DATA SET

Analytics

Your website gets 20,000 visitors each month. Your analysis tells you that your home page has a high bounce rate and the site has a low conversion rate.

Participants are Blind

Testers are Blind

Sample Size $n=$ _____ is large

It's Behavioral Data

It's Quantitative Data

It's recent

It's collected over time

Total: _____

THE RULES OF BEHAVIORAL SCIENCE - THAT YOU ALREADY KNOW

EXERCISE: RATE THE FOLLOWING DATA SET

The A/B Test

You run an AB test on one of your PPC landing pages to see if long-form copy is helpful. The results show that longer copy increased conversion rates by 15% with a 95% confidence.

Participants are Blind

Testers are Blind

Sample Size $n=$ _____ is large

It's Behavioral Data

It's Quantitative Data

It's recent

It's collected over time

Total: _____

THE RULES OF BEHAVIORAL SCIENCE - THAT YOU ALREADY KNOW

EXERCISE: RATE THE FOLLOWING DATA SET

The Copywriter

Your copywriter reviews all of your market research and interviews your sales people. She then completes the copy for a key landing page.

Participants are Blind

Testers are Blind

Sample Size $n=$ _____ is large

It's Behavioral Data

It's Quantitative Data

It's recent

It's collected over time

Total: _____

THE RULES OF BEHAVIORAL SCIENCE - THAT YOU ALREADY KNOW

YOUR CONVERSION OPTIMIZATION STRATEGY

The strategies you choose for your conversion optimization campaigns is driven by two factors.

Transaction Volume - The more conversions you have, the faster you will be able to achieve a large enough sample size to predict the future.

Average Order Value - The higher your average sale, or average lifetime value (LTV), the faster you will get a return on your conversion investment. When our private universities get a 10% increase in enrollment, it means millions of dollars over four years. When a book seller see a 10% increase in \$20 book sales, payback will take longer.

Conversion Strategies

Low-traffic strategies rely on pre-launch optimization techniques more and on A/B testing less.

High-traffic strategies have the luxury of higher transactions for A/B testing. This doesn't mean that pre-launch optimization isn't an important part of a high-traffic conversion strategy.

| Transactions | AOV | Less than \$50 | More than \$50 |
|-----------------------|-----|--|---|
| Less than 200 / month | | Low traffic strategy | Low traffic strategy with some AB testing |
| More than 200 / month | | High traffic strategy with some AB testing | Full press with AB Testing |

THE HIGH-CONVERTING LANDING PAGE

CREATE YOUR LANDING PAGE

A Landing page has two jobs:

- Keep the promise made by an ad, email, search, affiliate, or link.
- Get the visitor to take an action that will move my business forward.

Anything that does not support these two goals doesn't belong on a landing page.

To develop a high-converting landing page, we must start with a blank canvas.

THE HIGH-CONVERTING LANDING PAGE

HOSTING

High-performing landing pages should not be built on the corporate website template. Navigation and default links are distractions for visitors to your landing page.

Alternatives for hosting landing pages include:

- Landing page services such as Unbounce
- A blank page on your corporate CMS
- Marketing Automation systems, such as Eloqua, Marketo, and Pardot.

Where will you host the landing page?

THE HIGH-CONVERTING LANDING PAGE

OFFER

What will you offer your visitors to this page? Here are some examples:

Free eBook, whitepaper, webinar, free consultation, free trial of software.

THE HIGH-CONVERTING LANDING PAGE

EXERCISE: WHAT OFFERS WORK BEST?

Review PPC and Email data to determine what offers readers are interested in.

Details

Describe the offer in detail, keeping in mind the desires of your visitors. **Examples:** Table of contents, number of pages, specs of product, length of consultation, qualifications of webinar presenter, what visitors will learn if they subscribe, length of trial.

THE HIGH-CONVERTING LANDING PAGE

EXERCISE: WHAT OFFERS WORK BEST?

Traffic Sources

Where will the traffic for this landing page come from?

Ad

Email

Site Link

Affiliates

SEO

Social Media

Other

THE HIGH-CONVERTING LANDING PAGE

EXERCISE: WHAT OFFERS WORK BEST?

Promise

What is the promise made by the ad, link, email, that is bringing traffic to this page?

Headline

Compose five headlines that keep the promise of the ad:

THE HIGH-CONVERTING LANDING PAGE

IMAGES AND VIDEO

Show them the product. Visuals accelerate your value proposition quickly and you give them the importance of your copy.

What visuals will you use to show the visitor the product or services?

Detailed pictures of the product

Stock photos of smiling people

Diagrams

3D rendering of report, white paper, eBook or other digital offer

Screen captures

Presenter headshot

Customers and/or employees

Chart or graph

Video

Something creative and relevant

THE HIGH-CONVERTING LANDING PAGE

IMAGES AND VIDEO

Describe the Image

THE HIGH-CONVERTING LANDING PAGE

FORM

What information do you need to collect in your form?

THE HIGH-CONVERTING LANDING PAGE

FOR PURCHASE

Credit Card Information (Name, Address, Billing Address, CVV, Expiration, Type)

Shipping address

Quantity

Options

Other

LEAD INFORMATION

First Name

Last Name

Email Address

Phone Number

THE HIGH-CONVERTING LANDING PAGE

QUALIFYING INFORMATION

Company

Title

Decision Timeframe

Budget

Location (Address, City or ZIP)

Other

THE HIGH-CONVERTING LANDING PAGE

BUTTON CALL TO ACTION

What will the button say other than "Submit"?

THE HIGH-CONVERTING LANDING PAGE

PROOF

Why should the visitor take advantage of this offer? "Proof" points can include number of others who have done this, independent studies, ratings and reviews, testimonials, awards and honors.

THE HIGH-CONVERTING LANDING PAGE

TRUST

How will you build trust with the visitor? You may include:

Guarantee or Warranty:

Seals of Industry Organizations:

Existing Client:

Media Coverage:

Security Logos like Verisign, McAfee:

THE HIGH-CONVERTING LANDING PAGE

TRUST

Business Reputation:

Privacy Policy:

Other:

THE HIGH-CONVERTING LANDING PAGE

POST-DESIGN EVALUATION

Are there any sources of abandonment on the draft of the page?

Navigation to any other page

Social media icons

Secondary offers

Unnecessary choices

Long paragraphs of text

Design elements that look like the end of the page

Unfamiliar interactive elements

Killer form fields like "Mobile Phone", "Social Security Number" or personal questions

Date of removal: _____

THE HIGH-CONVERTING LANDING PAGE

EXERCISE: TEST YOUR MOCKUP

1. Grab a screenshot of your page or ad

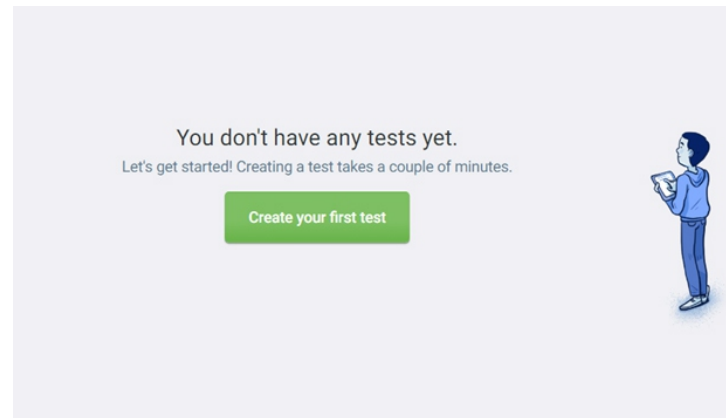
Save it to your computer.

2. Visit UsabilityHub.com and create a free account

THE HIGH-CONVERTING LANDING PAGE






EXERCISE: TEST YOUR MOCKUP

3. Select Create your first test



4. Select the five-second test

What type of test would you like to run?

| | | |
|---|---|----------------------------------|
|  | Five Second Test Measure users' first impressions show more | Create this test |
|  | Question Test Gather quick user feedback show more | Create this test |
|  | Click Test Visualize where users click show more | Create this test |
|  | Preference Test Find out what users prefer show more | Create this test |
|  | Navigation Test See how users navigate show more | Create this test |

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EXERCISE: TEST YOUR MOCKUP

5. Give your test a name

You can leave Project Name blank for now.



New Five Second Test

In a Five Second Test, users get to see your interface for *just five seconds* before being asked the questions you set.

General information

Test name

The name that will appear in your dashboard.

Project name

An optional name for keeping tests organised in the test dashboard.

 × ▼

Test language

Responses ordered from our tester panel will be from testers that understand this language.

 ▼

THE HIGH-CONVERTING LANDING PAGE

EXERCISE: TEST YOUR MOCKUP

6. Compose a Scenario for your test participants

Test content

Instructions

Ask users to look for something specific in your design, or set them a particular task to carry out.

eg. Imagine you're booking a holiday and find this website.

HOW TO WRITE TEST SCENARIOS

The goal of the test instructions is to help the participant pretend to be one of our prospects. For some of your offerings, this will be easier than others.

Your test instructions should create a story that the participant can put themselves into. Remember that you only have a few sentences to do this.

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HOW TO WRITE TEST SCENARIOS

Example Scenario from a 5-second test

You are the owner of a business with 9 employees. You just hired two more employees and your phone system is maxed out. You find this website through a Google search.

Example Scenario a click test

Your car breaks down. You open your insurance company's website to find roadside assistance. On the following webpage click on the roadside assistance link.

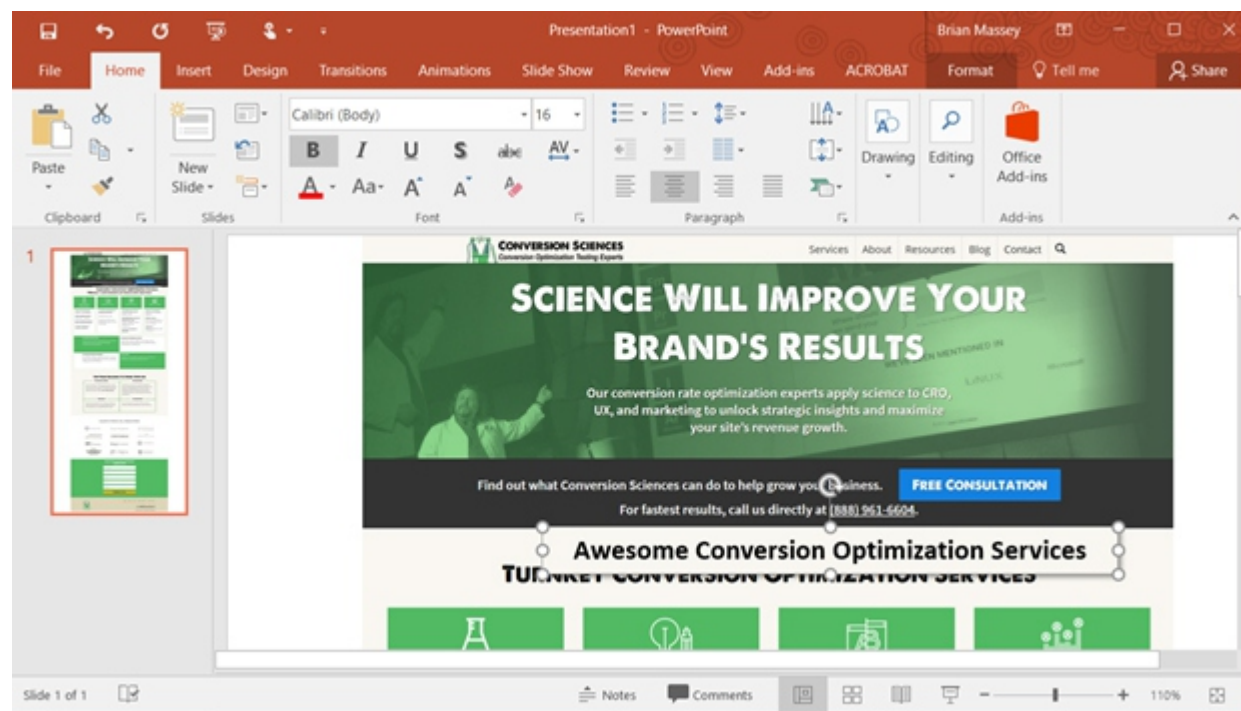
THE HIGH-CONVERTING LANDING PAGE

HOW TO CREATE MOCKUPS EASILY

We create mockups using the simplest design tool that almost every business person knows how to use: PowerPoint.

If you're on a Mac and prefer Keynote, feel free to use that.

If you are handy with Photoshop or another graphic editor, dive in.



THE HIGH-CONVERTING LANDING PAGE

EXERCISE: TEST YOUR MOCKUP (Cont'd)

7. Upload your Screenshot

Design

The mockup, wireframe or design you want to test.

Upload from computer

Screen capture a web page

Choose file

...or drag and drop one here.

File must be either JPEG, PNG or GIF and no larger than 5MB.

8. Enter your questions

Test questions

After viewing your interface for five seconds, testers will be asked to answer these questions.

Question 1

Collect responses with:

Aa Free text



Add question

or

Choose a predefined question...



HOW TO WRITE EFFECTIVE SURVEY QUESTIONS

We want our survey participants to be good at pretending to be our prospects and visitors. We don't want them to pretend to be designers, copywriters or product managers.

Here are some guidelines for you to follow when asking questions.

- Good test questions ask the participant to find something specific. The effectiveness of your webpage is measured by your visitors' ability to find what they are looking for.
- Don't ask them their opinion. This takes them out of the process of using your page and turns them into an analyzer of the page. Few of your visitors will come in this frame of mind.
- Measure their behavior. For example, the click test tells us how long it takes them to click on an answer, and how many participants got it right. We want quantitative data whenever we can get it.
- Ask a qualifying question to identify your most reliable participants. For example, you can ask "Have you ever worked for a big corporation?" or "Have you ever run a small business?"
- Blindfold them. Don't let them know what you are testing. Yet, don't be evasive or coy. We want their trust.

Resource:

[How to ask survey questions of liars and pretenders \(http://marketingland.com/ask-survey-questions-liars-pretenders-219218\)](http://marketingland.com/ask-survey-questions-liars-pretenders-219218)

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HOW TO WRITE EFFECTIVE SURVEY QUESTIONS

Question 2



Could this business help you? What made you decide that?

Collect responses with: Aa Free text



Question 3



Are the services of this business expensive? What made you believe that?

Collect responses with: Aa Free text



9. Preview your test

Edit it as needed.

Add question

or

Choose a predefined question...



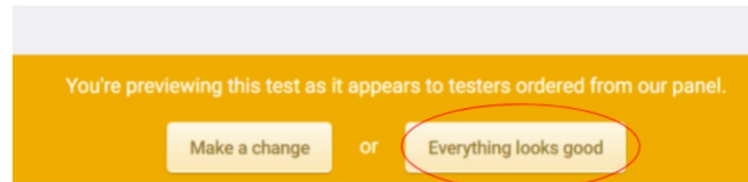
Save and preview

Save and continue

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EXERCISE: TEST YOUR MOCKUP (Cont'd)

10. Edit and then Launch It



11. Recruit some participants

Use your free \$50.

 **Home Page Subhead Test**
Created on 12 Aug. 2017 by Just testing in Workshop Examples

[Test Results](#) [Demographics](#) [Edit Test](#) [Recruit Participants](#)

\$50 Try the UsabilityHub Panel
Receive a \$50 discount on your first order from the UsabilityHub Panel! [Claim \\$50 discount](#)

Let's recruit some participants

You can recruit from the UsabilityHub Panel or invite your own audience to participate in this test

UsabilityHub Panel

Recruit from our participant panel

[From \\$2.50 / response](#)

Thousands of participants

Demographic targeting

Get responses in minutes

Quality assured

[Place an order](#)

Your Audience

Recruit participants by sharing a link

[Recruit unlimited participants—free!](#)

Custom branding (paid feature)

Demographic surveying (paid feature)

Post-test redirects (paid feature)

[Set up link](#)

EXERCISE: TEST YOUR MOCKUP

12. Evaluate Results

THE HIGH-CONVERTING LANDING PAGE

THANK YOU EXPERIENCE

Your thank you page is a great place to suggest next steps that help your business. As such a dedicated page may be your most effective.

Onboarding

Begin the process of getting them to use the product.

- Link to create an account

- Link to login

- Links to help documents

Social Sharing

Get them to share their wise decision with their social circles.

- Link to Twitter, Facebook, LinkedIn, Pinterest, Instagram

- Pre-written posts

- Reasons to share

THE HIGH-CONVERTING LANDING PAGE

THANK YOU EXPERIENCE

Feedback

Ask for some feedback on their experience.

Net Promoter Score

Thank-you page Survey: "What almost kept you from buying?"

Upselling

The best time to sell someone something is just after they've bought from you. What else could you sell?

Training

Accessories

Webinar

Report

THE HIGH-CONVERTING LANDING PAGE

THANK YOU PAGE CONTENT

POST-LAUNCH OPTIMIZATION

WRITING HYPOTHESES

To begin collecting data, we want to state our questions as hypotheses. This may mean reducing each question to several more specific ideas.

Exercise: Write your most biggest question about your campaign or page.

Now write this question as a hypothesis:

If I _____

I expect _____

to happen, as measured by:

NOTE: You may have to break your question into several hypotheses.

POST-LAUNCH OPTIMIZATION

WRITING HYPOTHESES

Exercise: Enter 10 Hypotheses into your spreadsheet

RANKING HYPOTHESES

It is important that we work first on the hypotheses most likely to deliver a positive result for our website. To this end, we score each of our hypotheses based on the following criteria:

Proof (1-5)

where

- 1 = no proof
- 2 = evidence from one source
- 3 = evidence from more than one source
- 4 = evidence from statistically significant source
- 5 = evidence from AB split test

Expected Impact (1-5)

where

- 1 = 0% to 1% expected lift
- 2 = 1% to 5% expected lift
- 3 = 5% to 10% expected lift
- 4 = More than 10% expected lift
- 5 = Massive impact potential

RANKING HYPOTHESES

Level of Effort to Test (1-5)

where

- 1 = I can change this easily
- 2 = This requires some design work I can do
- 3 = This requires a designer or copywriter's help
- 4 = This requires some developer time
- 5 = This is requires major redesign and development

Traffic Affected (1-5)

where

- 1 = Less than 10% of traffic
- 2 = Less than 25% of traffic
- 3 = Less than 50% of traffic
- 4 = More than 10% expected lift
- 5 = Massive impact potential

Exercise: Assign values for Proof, Impact, Level of Effort and Traffic for each of your hypotheses.

AB TESTING

We call the Supreme Court of behavioral data.

It is designed to meet all of the requirements of good behavioral data.

- Statistically significant sample size
- Double-blind
- Prospects, not pretenders
- Quantitative
- Over time
- Recent

However, AB testing does require discipline, rigor and creativity.

The main challenge for your AB testing is picking the right thing to test. Fortunately, we've done the work necessary to accomplish that.

EXERCISE: DESIGN YOUR AB TEST

Download your AB Testing Planner

<http://conversci.com/ABTestPlanner>

SIGNOFFS (OPTIONAL)

To help you guide your writer, designer and those reviewing the work, we offer the following creeds:

Copywriter

I promise to write copy that anticipates real objections of your prospects using details, not generalities.

My paragraphs will not be longer than three lines on the page.

I will make frequent use of subheadings, bullets and highlights.

I will choose images that are relevant to my copy and the offer.

I will only talk about the company and its products to build trust or proof.

Signed: _____, Copywriter

SIGNOFFS (OPTIONAL)

Designer

As Designer, I promise to create a visual hierarchy drawing the viewer's eye to the key parts of the landing page using position, white space, font, color, text size and other visual elements.

I will not add anything to the page that does not contribute to the Offer, Form, Proof, or Trust on the page.

I will not add social media icons.

I promise to make any call-to-action buttons in a color different from the page's palette.

Signed: _____, Designer

SIGNOFFS (OPTIONAL)

Project Leader (You)

I promise to get this document approved by those who will review the landing page before showing them the final product.

I will protect the copy from anyone who is not an experienced writer, within reason.

I will protect the design from anyone who is not an experienced designer, within reason.

I will put my reputation on the line knowing that this landing page is highly likely to be successful.

I will measure the results of this effort so that I can learn about my visitors' needs.

Signed: _____, Parent of this Landing Page