

Building a Landing Page

Part 1

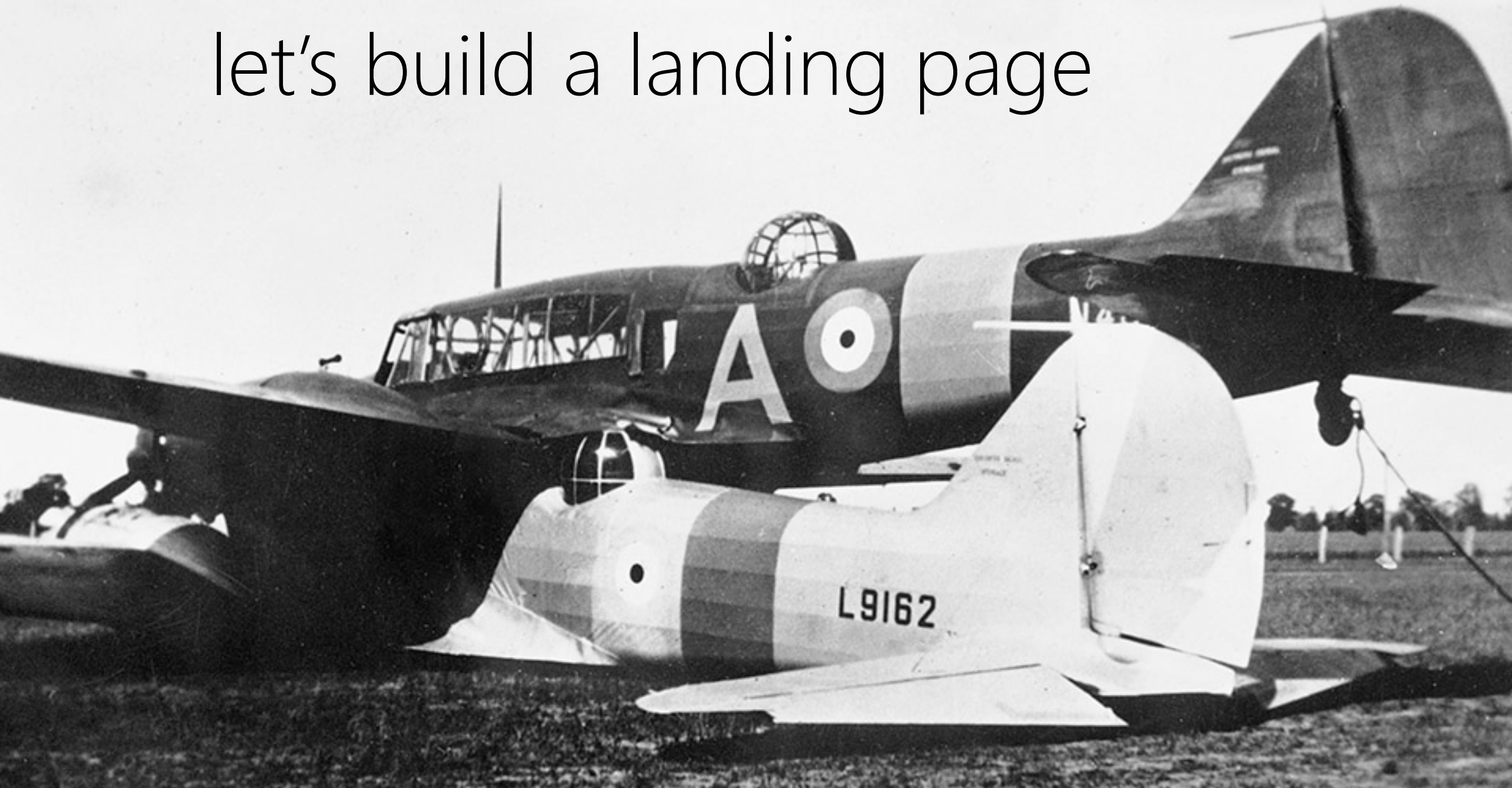
Brian Massey, Managing Partner
Conversion Sciences

4

A faint, semi-transparent image of a Tesla coil is visible in the background. It features two vertical metal rods with spherical terminals at the top, connected by a series of horizontal metal rings. A coiled cable is attached to the right side of the structure.

Exercise: Let's build something.

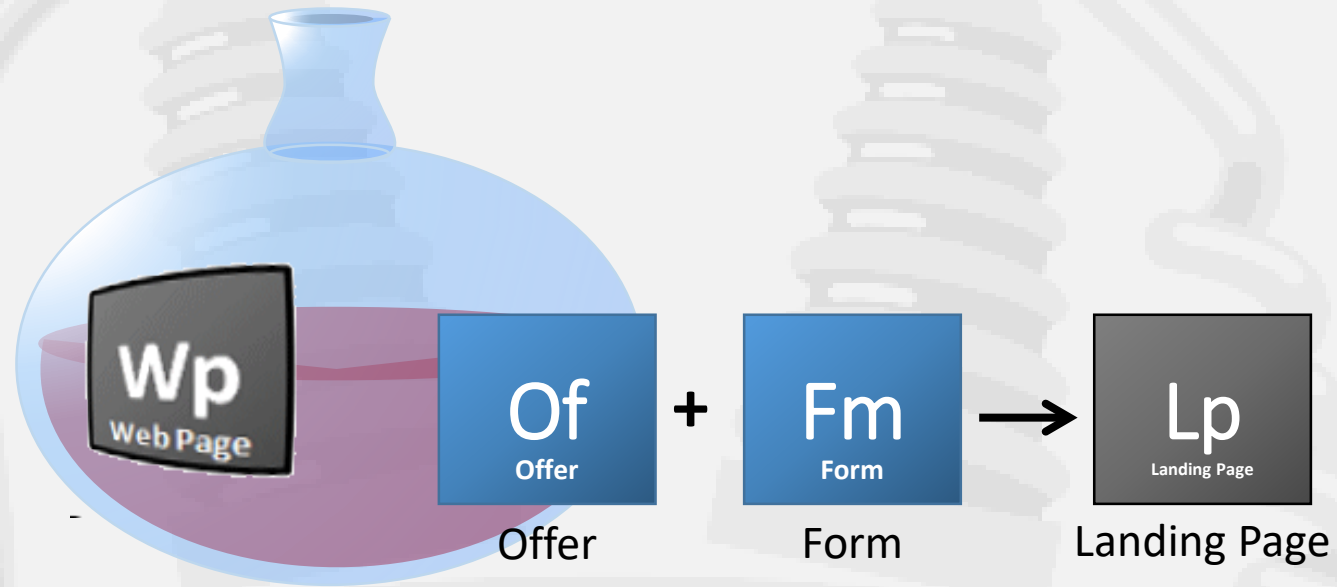
let's build a landing page

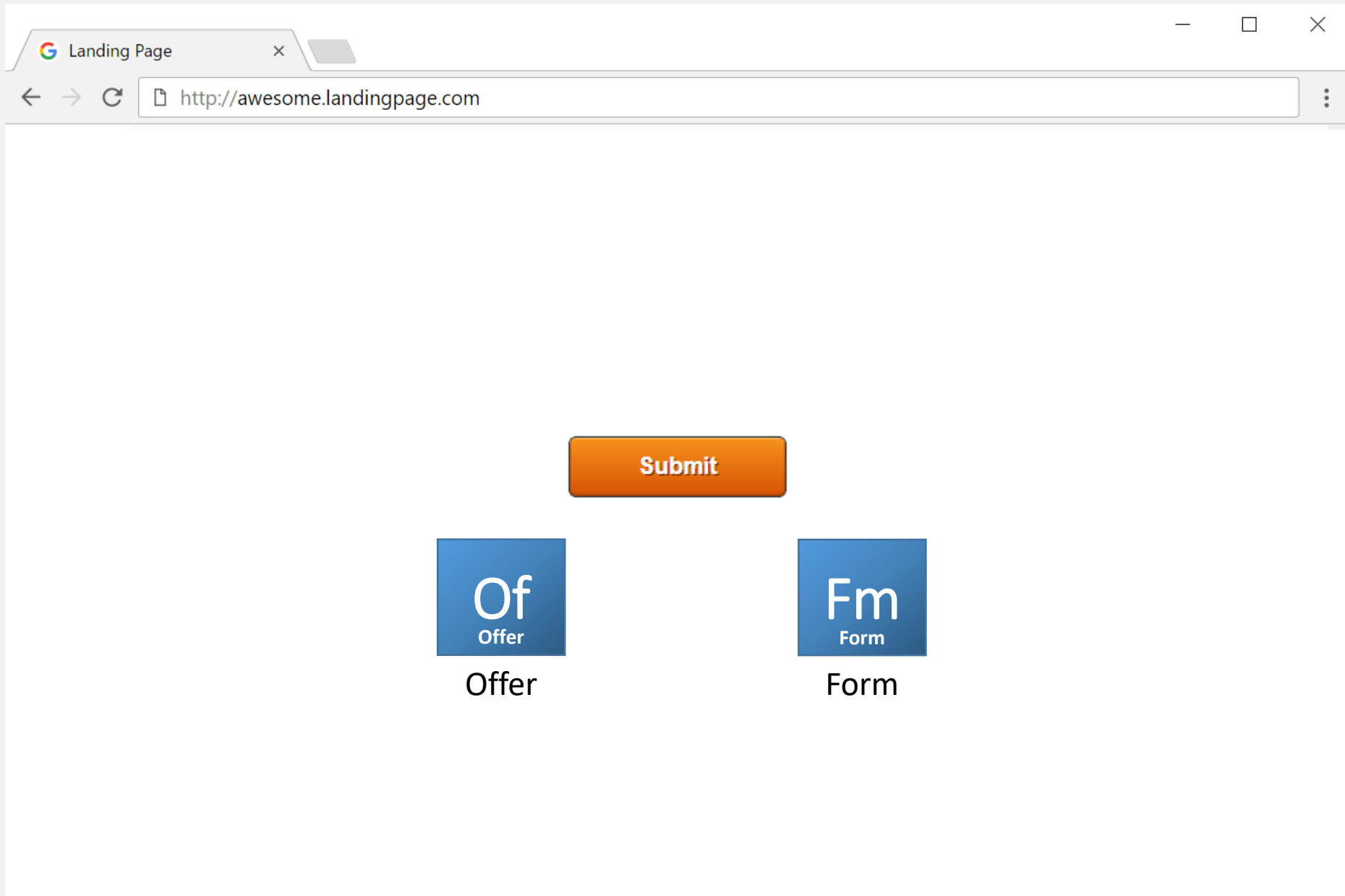


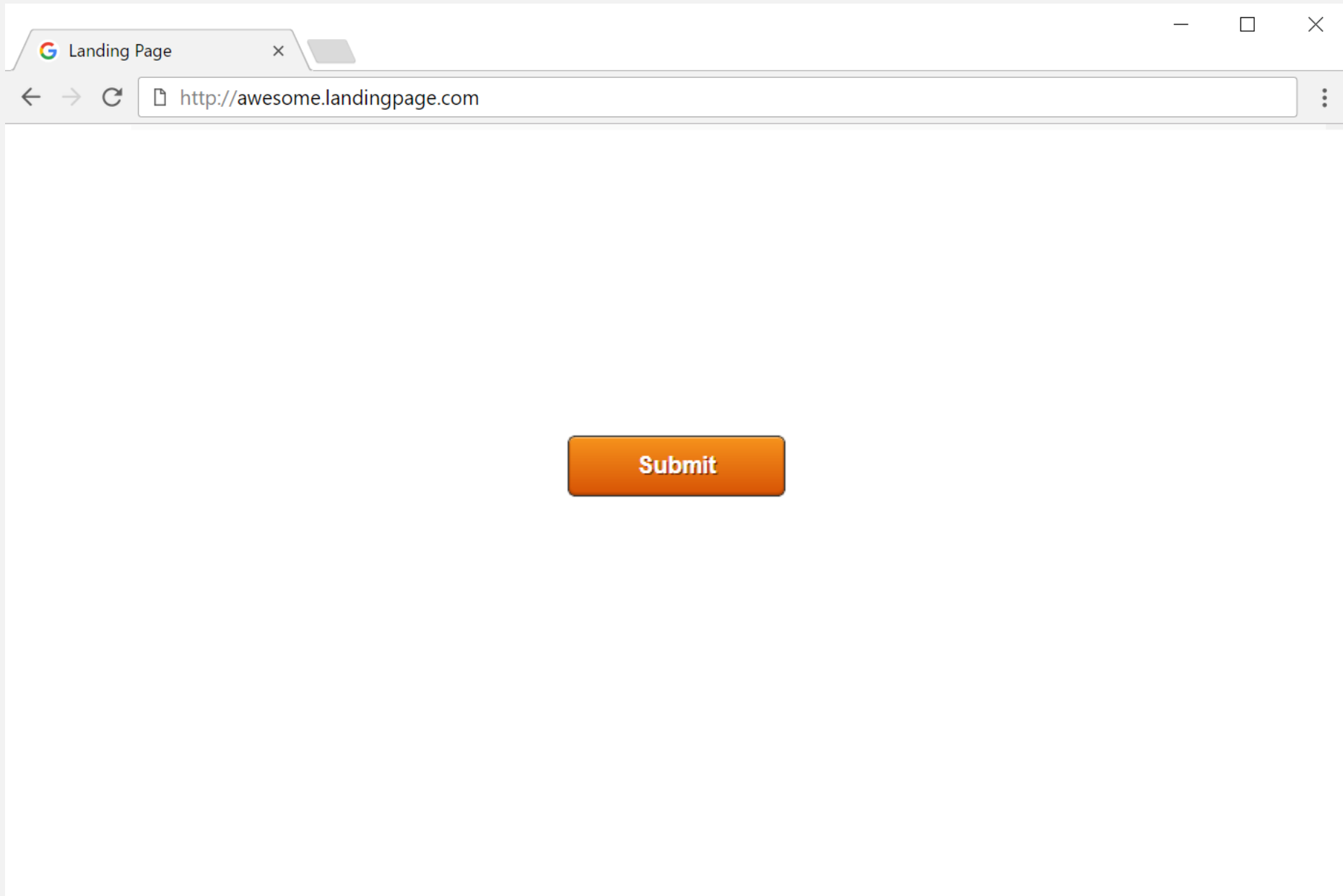


a landing page has two jobs

The Basic Landing Page Reaction







New Kind of Hat

Worn 10 Minutes a Day

Grows Hair

in 30 Days

—or No Cost

No matter how thin your hair may be, this remarkable new scientific invention is absolutely guaranteed to give you a brand new growth of hair in 30 days—or it costs you nothing. Don't send a cent. Just mail coupon below.

By *ALOIS MERKE*

Founder of Famous Merke Institute, Fifth Ave., N. Y.

I HAVE perfected a new invention that I absolutely guarantee will give you a new head of hair in only 30 days—or the trial costs you nothing.

This new invention—the result of an experience gained in treating thousands of cases of baldness—is in the form of a new kind of hat. It is worn on the head just 10 minutes a day. No unnecessary fuss of any kind. Just put the hat on your head. Wear it

**No Risk of
Any Kind**

At the Merke
Institute, Fifth
Avenue, N. Y.,
which I founded,
stage and social
celebrities have



study: what
should we
offer?

ad performance



Ad	Campaign	Ad group	Status ?	+ Impr. ?	+ Interactions ?	+ Interaction rate ?
Total - all account ?				101,477	341	0.34%
Conversion Agency We run over 1500 tests per year put our experience to work for you conversionsciences.com/Agency	Conversion Sciences 1	Agency	Approved	376	4	1.06%
Conversion Agency We run over 1500 tests per year put our experience to work for you conversionsciences.com/Agency (mobile)	Conversion Sciences 1	Agency	Approved	43	0	0.00%
CRO Consulting Increase conversion rate 25%+ in 180 days or less conversionsciences.com/CRO	Conversion Sciences 1	CRO	Approved	5,036	41	0.81%
CRO Consulting	Conversion Sciences 1	CRO	Approved	1,162	11	0.95%

social media ad performance

facebook

Account Overview

Campaigns

Ad Sets

Ads

+ Create Ad

Edit

Duplicate Ads...

Preview








Create Rule

More

Columns: Performance

Breakdown

Export

		Ad Name	Impressions	Cost per Result	Amount Spent	Relevance Score	People Taking Action	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Masterclass with Question Video	3,798	— Per Landing Page ...	\$65.09	4	26	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Masterclass with Trailer Video	1,316	— Per Landing Page ...	\$27.84	3	8	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Post: /ConversionSciences/posts/1015784483179...	4,678	\$0.03 Per 3-Second Vide...	\$35.00	—	1,363	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Post: /ConversionScientist/posts/10154470648470...	8,784	\$1.05 Per Post Engagem...	\$32.59	—	30	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 conversionscientist.com/freeseoreport - Website C...	127,549	\$1.36 Per Link Click	\$24.40	—	19	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Post: /ConversionScientist/posts/10154625123185...	3,121	\$1.98 Per Post Engagem...	\$15.85	—	7	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Post: /ConversionScientist/posts/10154470648470...	697	\$0.23 Per Post Engagem...	\$7.41	—	28	
▶ Results from 33 ads ⓘ Excludes deleted items			189,602 Total	—	\$450.37 Total Spent		1,601 People	

competitors' ads



AD COPIES 1 - 100 (622) [i](#)

<input type="text"/>		Advanced Filters	Sort by Number of keywords - desce...	Export
Renting Out Your House? - A Property Manager Can Help Ad www.allpropertymanagement.com/ Get Up to 5 Free Quotes. Find A Local Certified Property Manager Today! Keywords: 924	Ad www.allpropertymanagement.com/ Save Yourself A Headache. Find A Local Certified Property Manager Today! Keywords: 794	Need to Rent Your House Out? - A Property Manager Can Help Ad www.allpropertymanagement.com/ We're The One-Stop-Shop For Finding The Right Certified Property Manager Today! Keywords: 274	Property Management Directory - Compare and Get The Best Price Ad www.allpropertymanagement.com/ Save Yourself A Headache. Find A Local Certified Property Manager Today! Keywords: 228	
Property Management Companies - Rent Your Property Stress-Free Ad www.allpropertymanagement.com/ Save Yourself A Headache. Find A Local Certified Property Manager Today! Keywords: 224	Local Property Management - Rent Your Property Stress-Free Ad www.allpropertymanagement.com/ The One-Stop-Shop For Finding The Right Certified Property Manager Today! Keywords: 176	Property Management Directory - Rent Your Property Stress-Free Ad www.allpropertymanagement.com/ Save Yourself A Headache. Find A Local Certified Property Manager Today! Keywords: 169	Property Management Companies - Compare and Get The Best Price Ad www.allpropertymanagement.com/ Save Yourself A Headache. Find A Local Certified Property Manager Today! Keywords: 126	
Find Rental Property Managers - Compare and Get The Best Price Ad www.allpropertymanagement.com/ Get 5 Free Quotes From Local Management Firms & Rent Your Property Stress-Free. Keywords: 115	Local Rental Agencies - Compare and Get The Best Price Ad www.allpropertymanagement.com/Rental-Agents The One-Stop-Shop For Finding The Right Certified Property Manager Today! Keywords: 69	Rent Your Property Stress-Free - Property Management Directory Ad www.allpropertymanagement.com/ Save Yourself A Headache. Find A Local Certified Property Manager Today! Keywords: 67	Need to Rent Your House Out? - A Property Manager Can Help Ad www.allpropertymanagement.com/ Save Yourself A Headache. Find A Local Certified Property Manager Today! Keywords: 67	
Ad www.allpropertymanagement.com/	Property Manager Directory - Compare and	Association Manager Directory - Compare	Association Manager Directory - Get Up To 5	

competitors' ads



Sample Media Ads



Days Seen: 57
300 x 250



Days Seen: 57
728 x 90



Days Seen: 24
728 x 90



Days Seen: 57
728 x 90



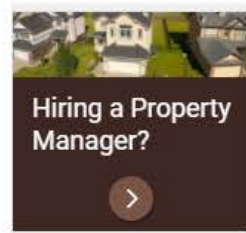
Days Seen: 25
160 x 250

[View all 11 media ads](#)

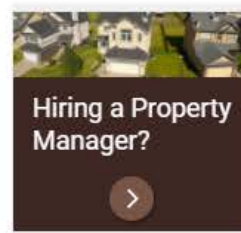
Sample HTML Ads



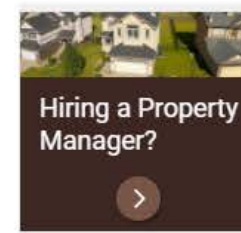
Days Seen: 1
160 x 600



Days Seen: 1
636 x 250



Days Seen: 1
636 x 250



Days Seen: 1
728 x 90



Days Seen: 1
250 x 250

[View all 25 HTML ads](#)

email performance

Subject	Open Rate	Click Rate
14 Persuasive Writing Techniques That Trigger A Response	20.61%	4.95%
10 Copywriting Tips You Think You Know (But You're So Very Wrong)	18.45%	4.87%
20 Landing Page Best Practices to Kickstart Your Conversion Lift	20.08%	4.71%
21 Fascinating Persuasion Techniques for Conversion Optimization	20.00%	4.38%
10 Value Proposition Upgrades That Increased Conversions By At Least 100%	18.55%	4.25%
4 Automated Email Responses With Insanely High Conversion Rates	18.53%	3.84%
The Most Recommended AB Testing Tools By Leading CRO Experts	21.32%	3.53%
4 Business Tagline Examples That Drove Multi-Million Dollar Growth	18.08%	3.20%
5 Proven Methods For Increasing Your Email Open Rate	18.18%	3.04%
Why The Visual Cues On Your Site Are All Wrong (And How To Fix Them)	18.55%	2.98%
How To Persuade People Without Trying: 8 Ways To Be Naturally Influential	14.19%	2.95%
New Posts-The Conversion Scientist-10 Ecommerce Conversion Optimization Lessons from	14.31%	2.95%
Anatomy Of An Optimized Checkout Experience	19.28%	2.94%
4 Types of Useful AB Testing Tools You May Not Realize You Have	15.50%	2.79%
9 Lessons On Home Page Optimization From A Multiple Choice Test	15.81%	2.65%

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Decorview

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Unbelievable Savings and FREE Installation

Take the stress out of shopping for large window fashions



Unbelievable Savings

Save 20% or more on select products.* Plus save up to an additional \$100 off of our most popular automation products during our Fashion in Motion Savings Event. See your designer for details.



Control Your Blinds from Anywhere

Enjoy the ultimate in control and convenience with the smart technology of the Hunter Douglas Platinum App. Raise and lower your shades automatically or with a quick slide of a finger from your phone or tablet.



Perfect Fit, Without The Hassle

No need to stress about measuring - our professional installers will make sure your window coverings fit perfectly - guaranteed.



100% Satisfaction, Guaranteed

Your purchase is covered by our 100% Satisfaction Guarantee and the Hunter Douglas® Lifetime Warranty.

[Start Saving](#)

20% Off Window Treatments
We Bring the Showroom to You.
Free Local Design & Measure!
www.decorview.com

\$100 off Power Shades
Sale on Automated Fashions.
Free Local Design & Measure!
www.decorview.com

HunterDouglas

Decorview

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\$100 off Power Shades
Sale on Automated Fashions.
Free Local Design & Measure!
www.decorview.com

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In Home Manufacturer Discounts

Our Certified Designers can offer you \$100 off *each unit* you purchase.



*Our Certified Designers will give you a quote
on the perfect window treatments for your home.*



Combine Discounts

You already qualify for 20% or more off of select products.* Now, our certified designers are authorized to offer you up to an additional **\$100 off** our most popular automation products.



Limited time only

These discounts are only authorized during our Fashion In Motion Savings Event. **Request your FREE consultation before the event ends.**



Get your in-home quote.

Our designers will help you select the perfect window treatments and **give you a quote** based on your exact measurements.



100% Satisfaction, Guaranteed

Your purchase is covered by our 100% **Satisfaction Guarantee** and the Hunter Douglas® Lifetime Warranty.



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Savings**

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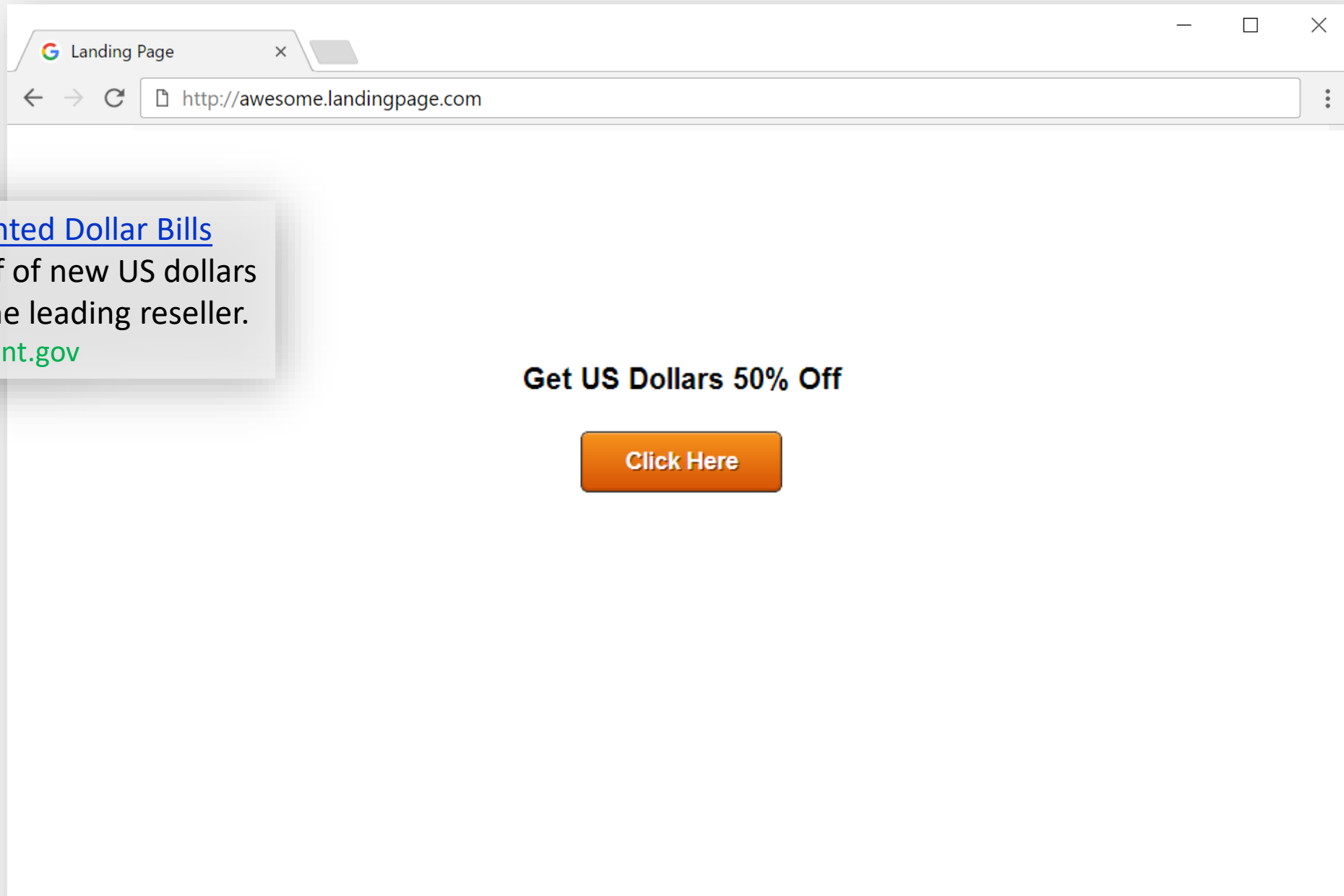
Your purchase is covered by our 100% Satisfaction Guarantee and the Hunter Douglas® Lifetime Warranty.



You must request a consultation before the event ends.

Lock in Your Savings

**40%
Increase
in Leads**



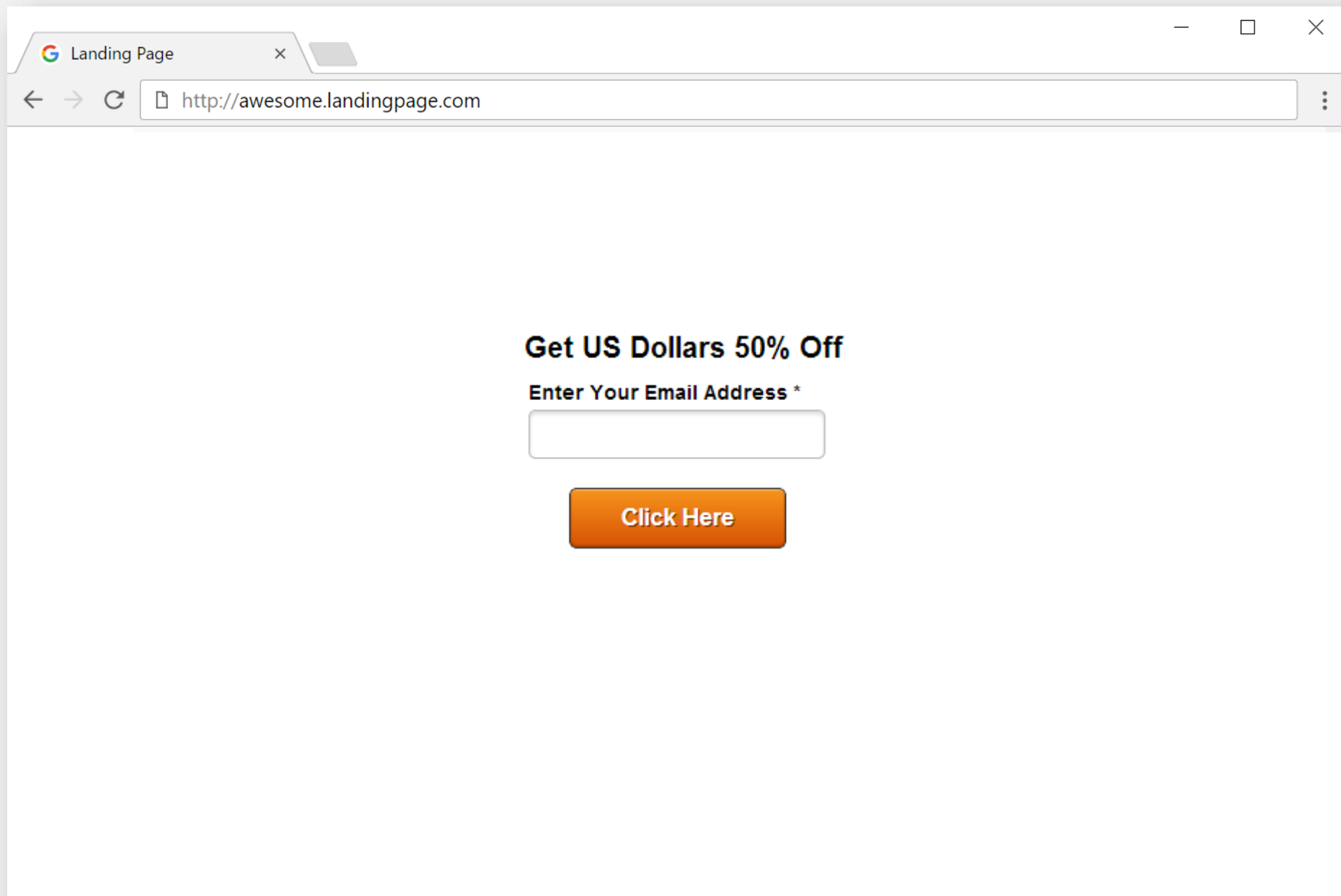
[Discounted Dollar Bills](#)

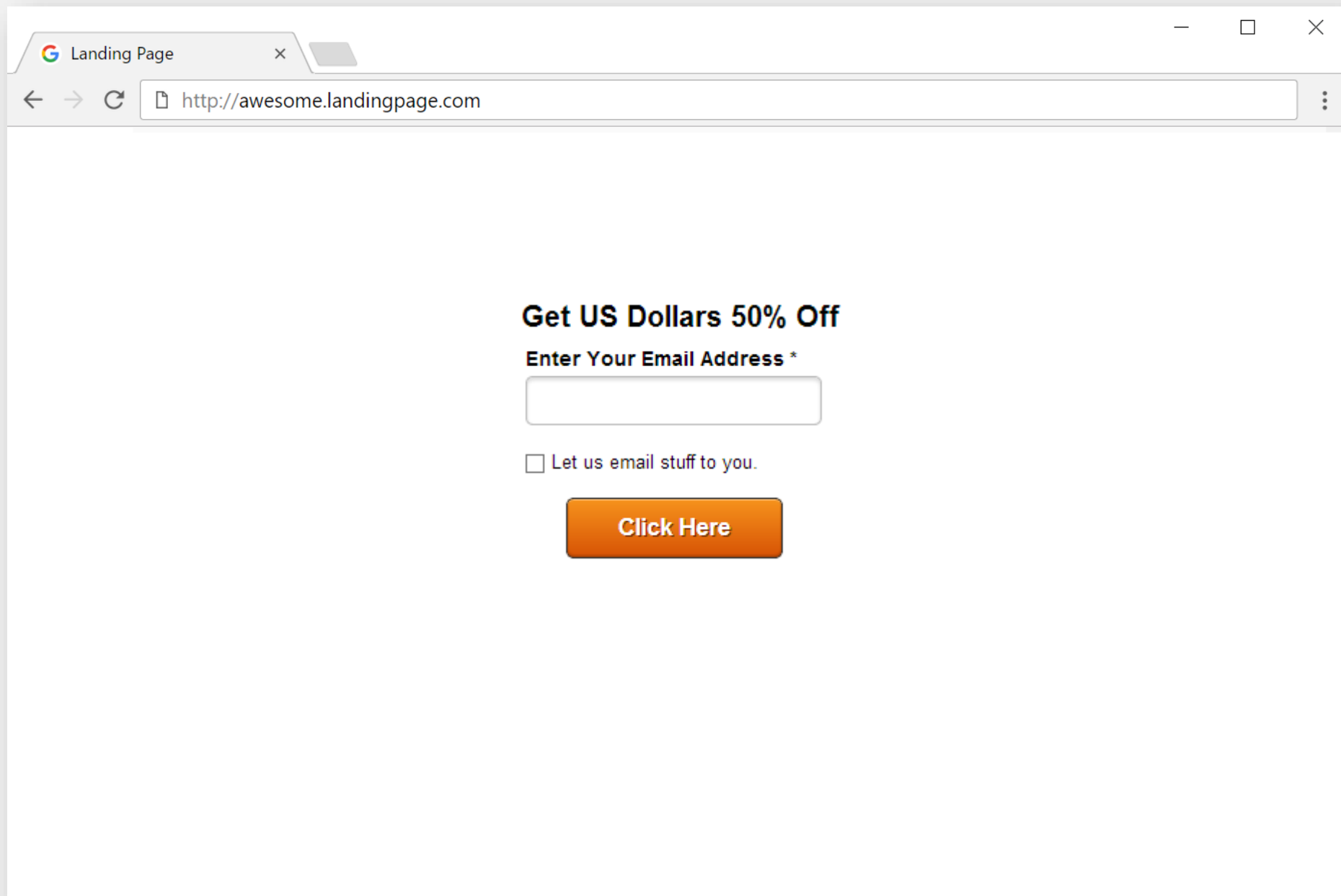
50% off of new US dollars
from the leading reseller.

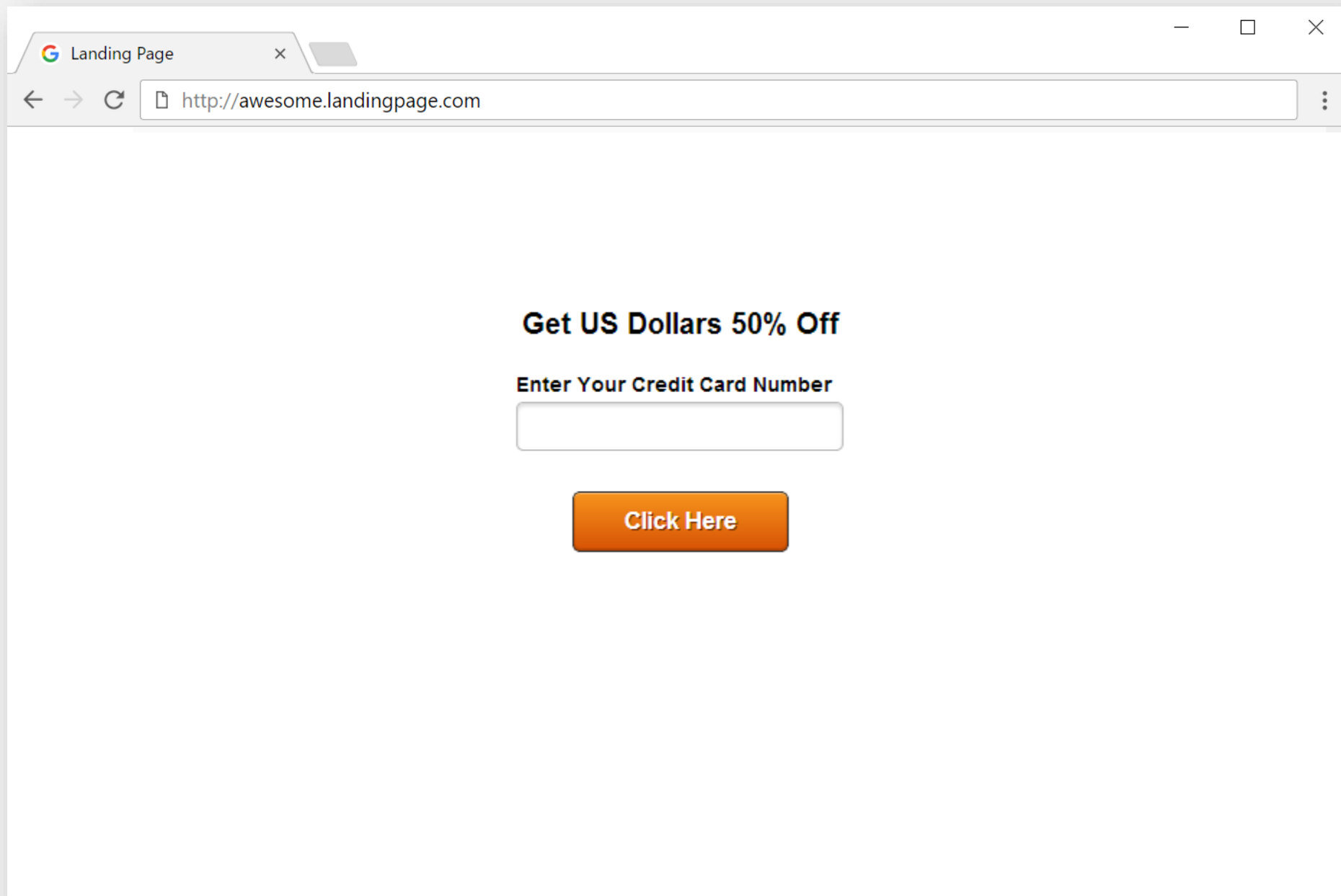
www.mint.gov

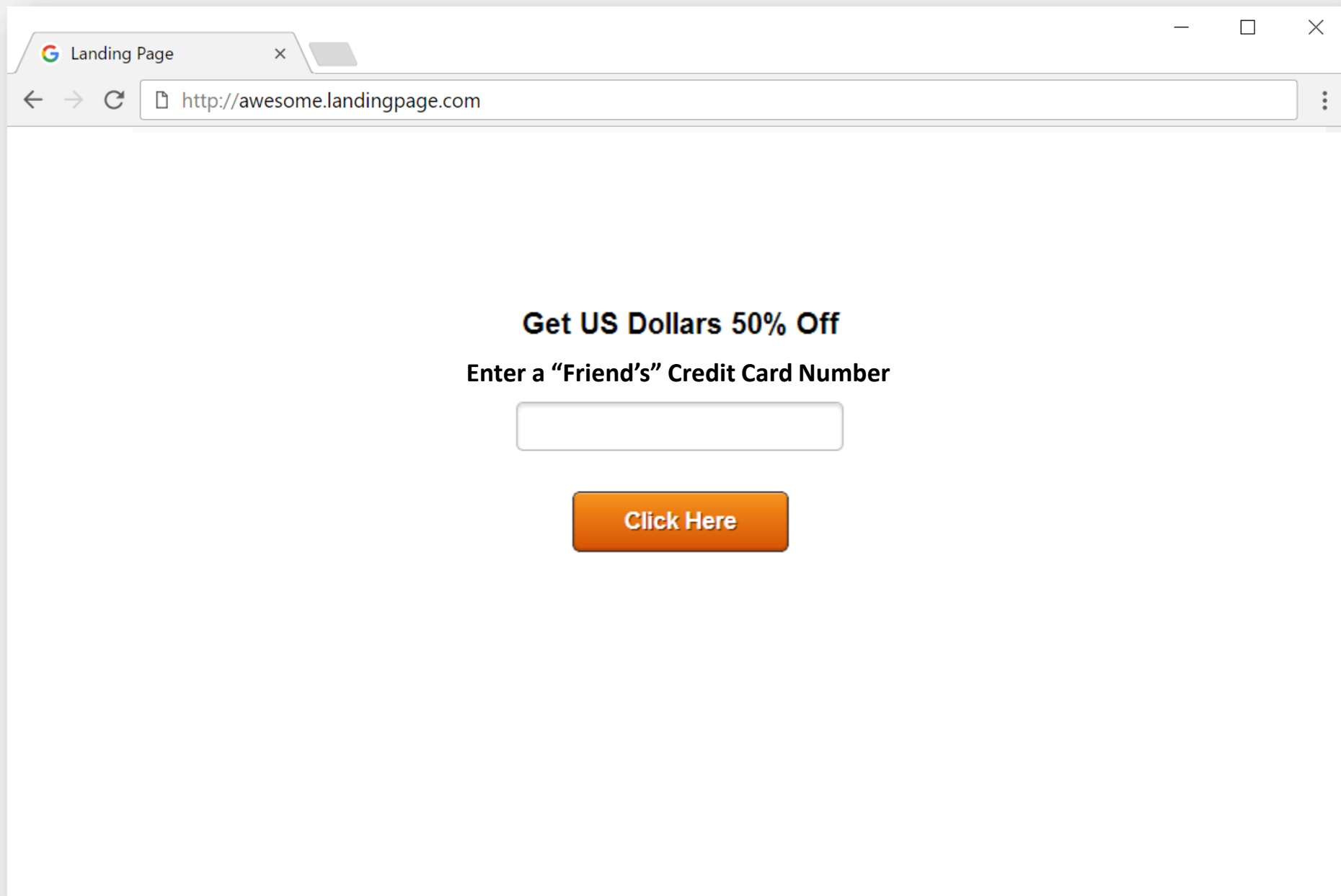
Get US Dollars 50% Off

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customer research

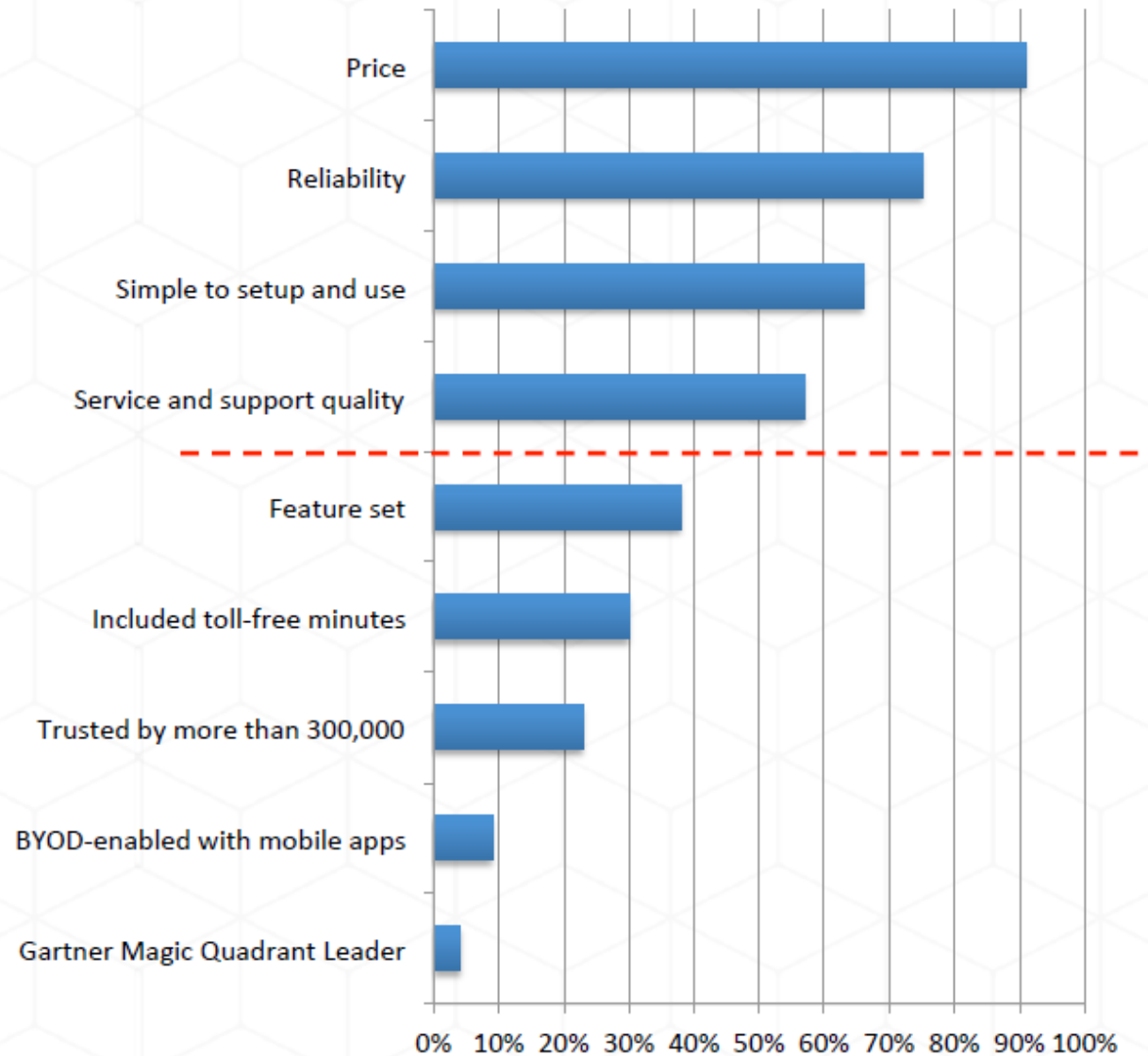




How to turn research into actionable ideas.

What hypotheses
come to mind given
this data?

Focus Group Primary Concerns



What Hypotheses Come From Your Personas

SMB LEAD GENERATION
INFLUENCER

JORDAN



MARKETING DIRECTOR

FARRAH



ENTERPRISE
MARKETING MANAGER

EWEN



ECOMMERCE
BUSINESS OWNER

BLAIR



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You can trust us.

- Genuine US dollar bills.
- New, still in circulation.
- Another 900 billion available soon.

Quantity

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City

State *

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Security Code

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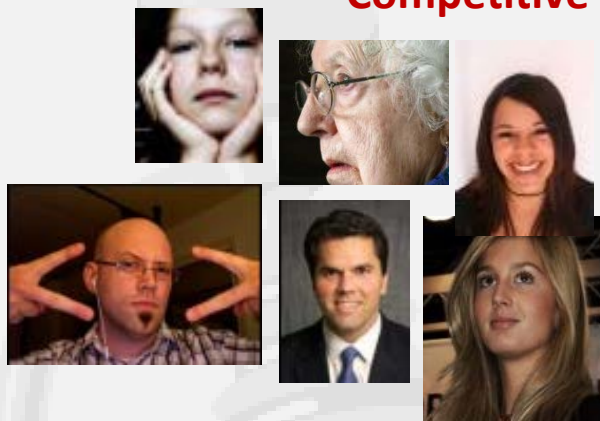
The background features a faint, stylized illustration of two Star Trek communicators. They are positioned vertically, one on the left and one on the right, with their coiled cords extending downwards. The entire scene is set against a solid dark blue background.

Geek Cred: Star Trek or Star Wars?

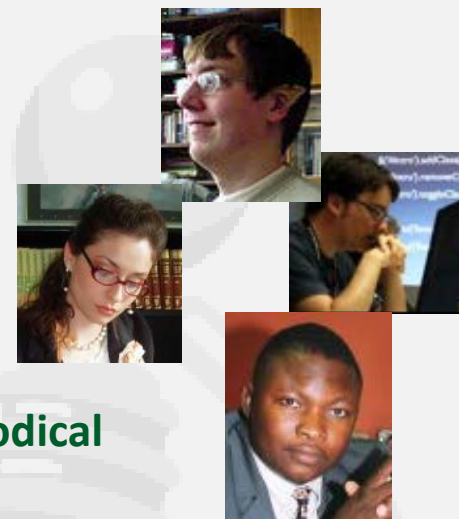
Research Mode

Logical

Competitive

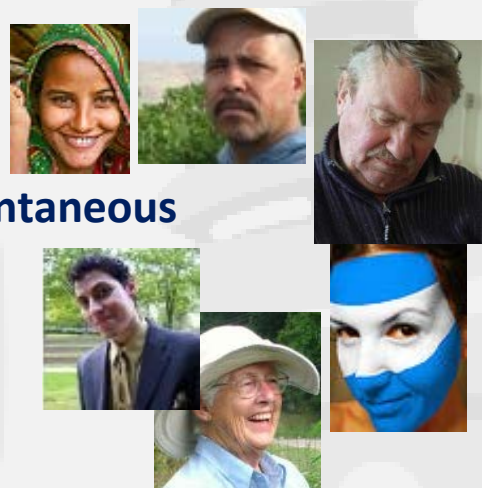


Methodical

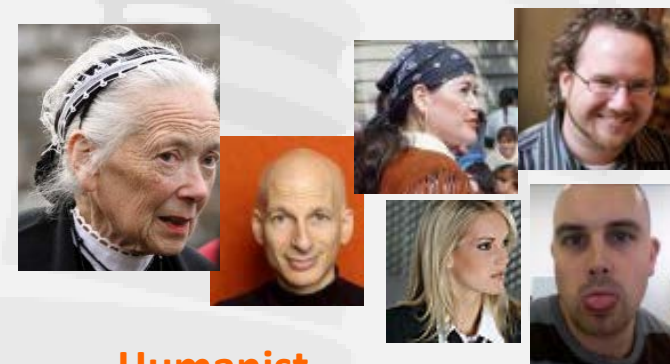


Emotional

Spontaneous



Humanist



Quick Decisions

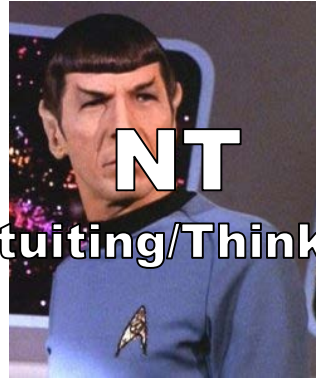
Slow Decisions

Research Mode

Photos courtesy Wikipedia

Audio: Dr. Nick Grant,

Logical



Intuiting/Thinking

Competitive



Sensing/Judging

Methodical

Spontaneous



Sensing/Perceiving

Quick Decisions

Humanist



Intuiting/Feeling

Deliberate Decisions

Emotional

Research Mode

Logical Decisions

Competitive



Methodical



Emotional Decisions

Spontaneous



Humanist



Quick Decisions

Deliberate Decisions

Choosing Headlines that Convert

Double Your Money Instantly

Give us Fifty Cents, We'll give you a Dollar

Save on Half-price Dollars



Get 50% Off Direct from the Mint

50% off US Dollars for a Limited Time

From the Leader in US Dollar Bill Sales.
You can trust us.

Trade in Your Tens for Twenties

- Genuine US dollar bills.
- New, still in circulation.
- Another 900 billion available soon.

Time is Running Out. Half-priced Dollars

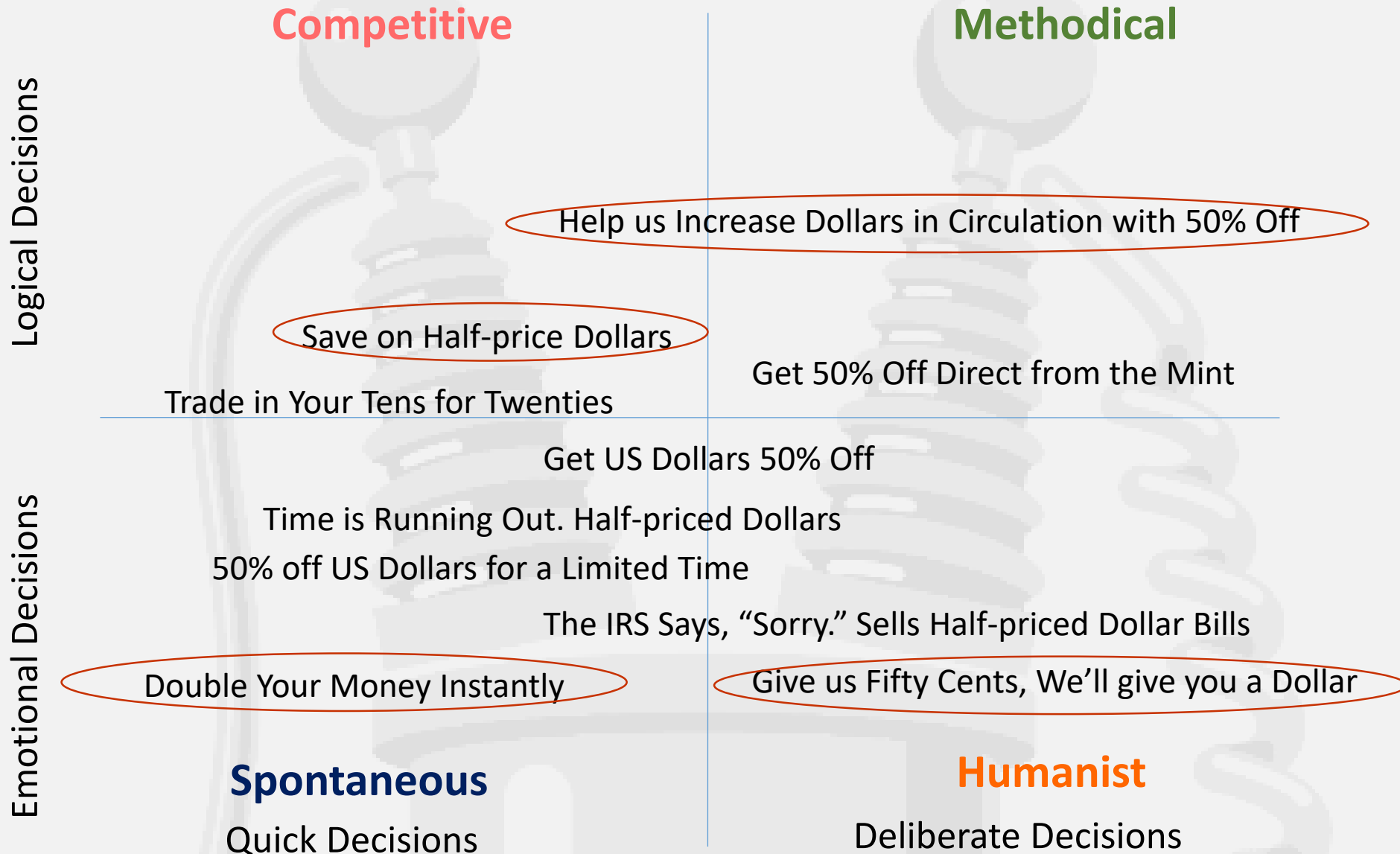
The IRS Says, "Sorry." Sells Half-priced Dollar Bills

[Click Here](#)

Modes of Persuasion



Modes of Persuasion





Exercise: Write Four Headlines

Modes of Persuasion





It works with images, too.

Avoid Stock Images



<http://www.sxc.hu/profile/acerin>



<http://www.sxc.hu/profile/guitargoa>

Business Porn

Avoid Stock Images



<http://www.sxc.hu/profile/acerin>




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Business Porn

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trust and proof

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Get US Dollars 50% Off




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12,982,345,122,004 Sold!





Quantity

Enter Your Credit Card Number

First Name

Last Name

Address





City

State *

Security Code

Expiration Date

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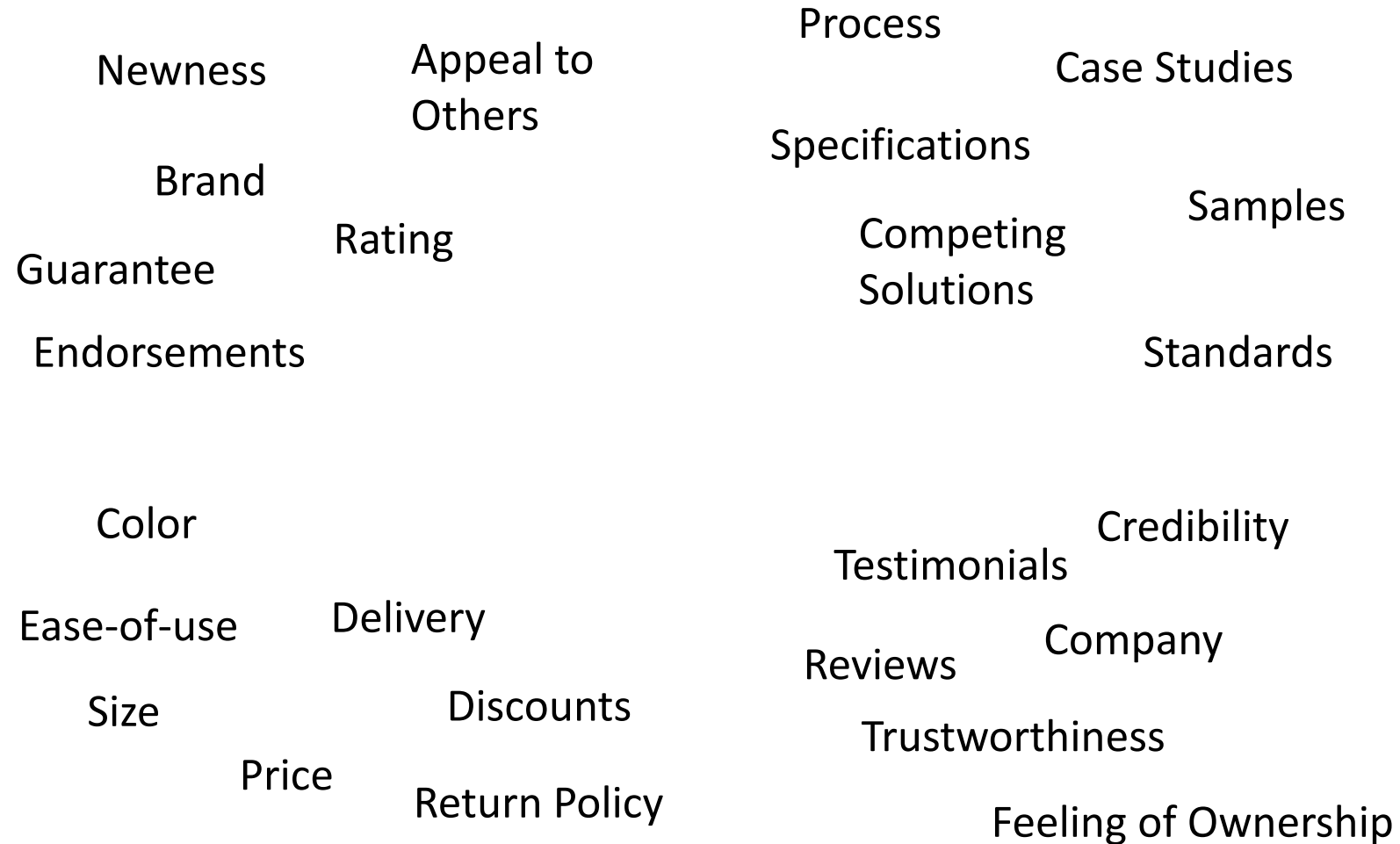


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Build out your Messaging

Points of Resolution



Points of Resolution



Points of Resolution



Points of Resolution



A black and white photograph of a dark, arched tunnel. A person is walking away from the camera towards a bright light source at the end of the tunnel. The light creates a strong beam of light on the cobblestone floor, which reflects the light. The walls of the tunnel are dark and textured. The text "invite the designer in" is overlaid in white at the bottom of the image.

invite the designer in

Mapping Messages onto the Page



Quick Decision Makers:
“Spontaneous” have decided to buy and just need to know where to go.

“Competitive” are looking for WIIFM, and what makes them better.

Deliberate Decision Makers:
“Methodical” need to know how it works.

“Humanist” want to know how they will FEEL if they buy RingCentral.

Landing Page

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You can trust us.

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- New, still in circulation.
- Another 900 billion available soon.

12,982,345,122,004 Sold!





Quantity

Enter Your Credit Card Number

First Name

Last Name

Address

City

State *

Security Code

Expiration Date

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Quantity

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12,982,345,122,004 Sold!

JAPAN







Quantity

Enter Your Credit Card Number

First Name

Last Name

Address


City

State *

Security Code

Expiration Date

Get Your Discount Dollar Bills




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Get US Dollars 50% Off




From the Leader in US Dollar Bill Sales.
You can trust us.


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- New, still in circulation.
- Another 900 billion available soon.

12,982,345,122,004 Sold!

JAPAN







Quantity

Enter Your Credit Card Number

First Name

Last Name

Address




City

State *

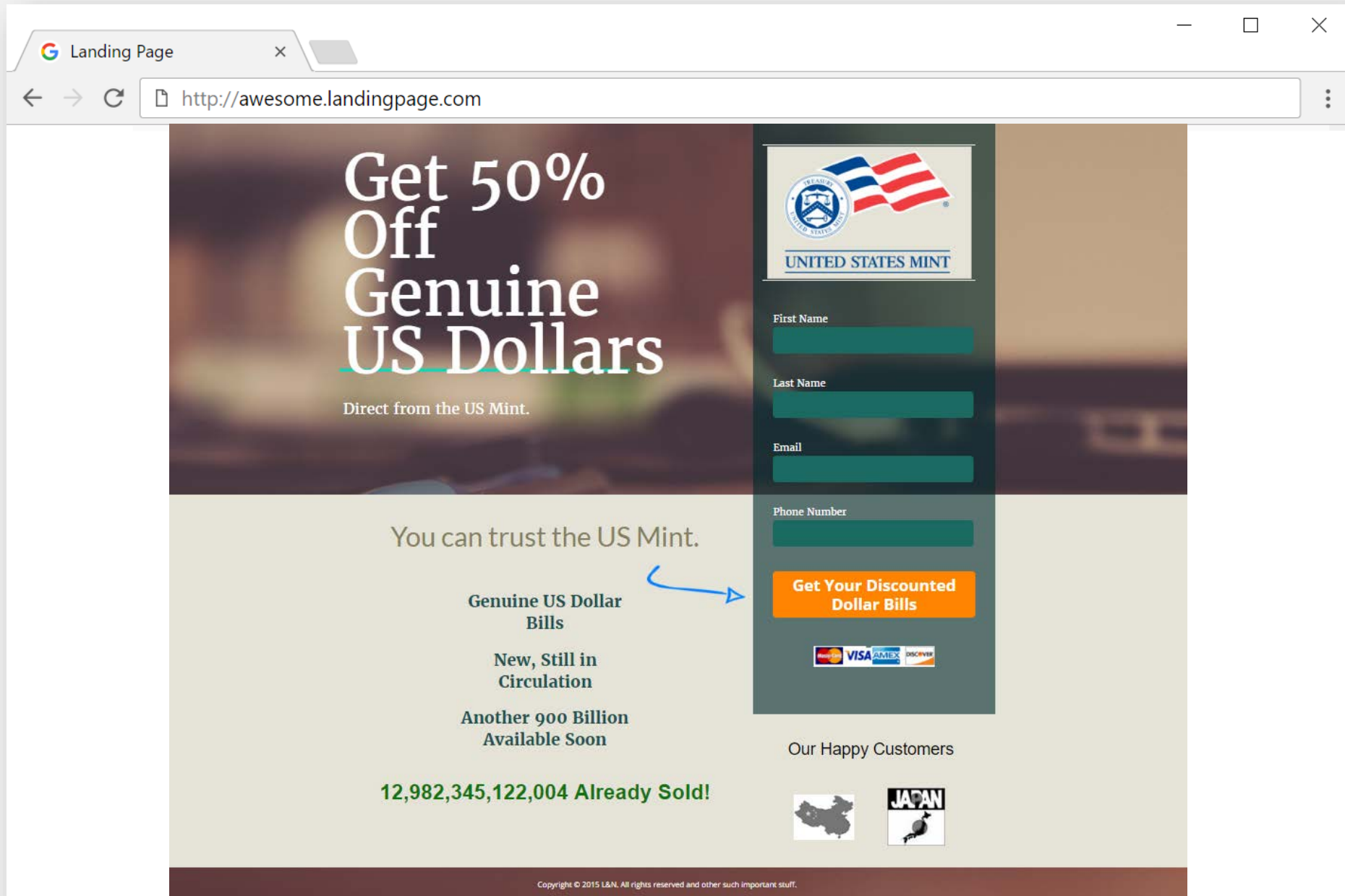
Security Code

Expiration Date

Get Your Discount Dollar Bills




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Landing Page

← → ↻ http://awesome.landingpage.com



Get 50% Off Genuine US Dollars



From the Leader in US Dollar Bill Sales.



You can trust us.

- 1 Genuine US Dollar Bills
- 2 New, still in circulation.
- 3 Another 900 billion available soon.

12,982,345,122,004 Sold!



Purchase Your Discounted Dollar Bills

Quantity

Name on Credit Card





Credit Card

Postal Code

CVV

Expiration Date

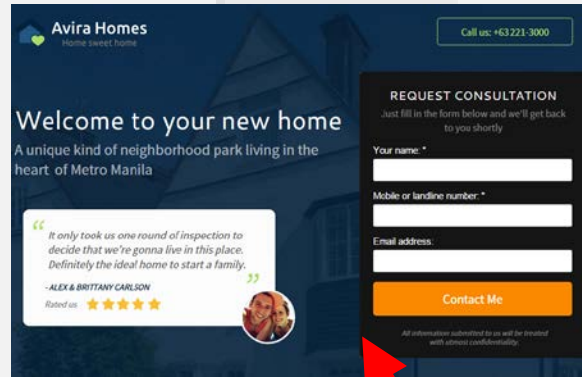
Get Your Discount Dollar Bills



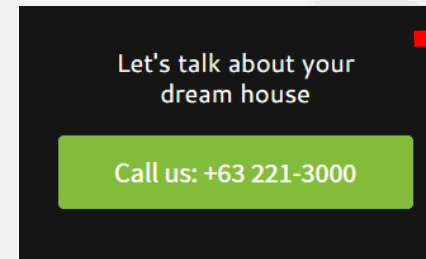
Custom Mobile Experience



Desktop



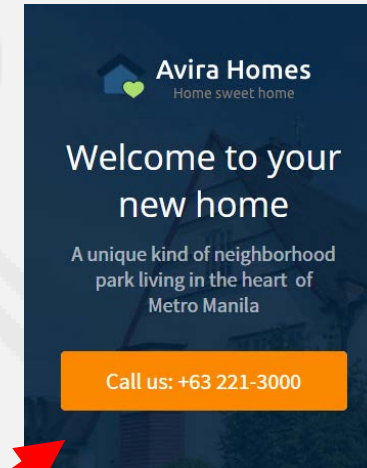
Different Calls to Action



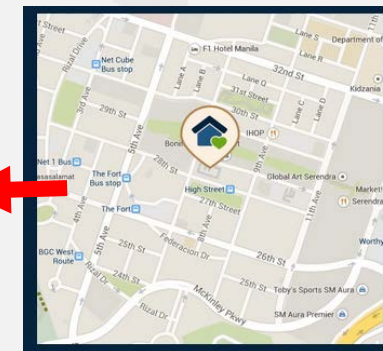
Remove Filler Images



Mobile



Maps Matter



Offers for the Bounce



Layout Your Landing Page



Layout Example



Conversion Optimization Masterclass

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