New Research for 2008: Increase Your Landing Page Conversions

January 15, 2008

Tim McAtee  
Senior Analyst  
MarketingSherpa

William Rice  
Web Marketing Association
Practical Facts Not Opinion: MarketingSherpa Methodology

MarketingSherpa research is gathered from five sources:

1. Surveys of 4,213 marketers
2. Surveys of 25,000+ consumers
3. Lab tests and partnered research
4. “Best of” research from 650+ third party organizations
5. Sherpa Case Studies – 800+

© 2000-2006 MarketingSherpa, Inc. You may distribute this presentation providing it is not altered in any way. Thank you.
# Landing Page Tests That Work Best

<table>
<thead>
<tr>
<th>Tests Conducted</th>
<th>Better</th>
<th>Holding steady</th>
<th>Worse</th>
</tr>
</thead>
<tbody>
<tr>
<td>PPC Search Dynamic Changes</td>
<td>68.2%</td>
<td>12.0%</td>
<td>9.2%</td>
</tr>
<tr>
<td>Registration forms tweaked</td>
<td>62.9%</td>
<td>14.3%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Creative elements tested</td>
<td>61.0%</td>
<td>14.1%</td>
<td>11.0%</td>
</tr>
<tr>
<td>SEO-landings optimized</td>
<td>60.1%</td>
<td>13.6%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Mobile email clicks optimized?</td>
<td>56.2%</td>
<td>12.8%</td>
<td>7.9%</td>
</tr>
<tr>
<td>None of the above</td>
<td>20.9%</td>
<td>12.4%</td>
<td>20.2%</td>
</tr>
</tbody>
</table>


© 2000-2006 MarketingSherpa, Inc. You may distribute this presentation providing it is not altered in any way. Thank you.
#1. Dynamic Search Copy

Research Drawn From:

Fender® Standard Stratocaster Electric Guitar
The Fender Standard Stratocaster Electric Guitar is the guitar of choice for millions of players worldwide. With its classic single-cutaway alder body, 21-fret maple neck with...  
**Price:** $399.99 - $434.99  
*Item Ships Free!*

List Price: $571.41 - $621.41
Rating: ★★★★★
#2. Registration Form Tests

Research Drawn From:


© 2000-2006 MarketingSherpa, Inc. You may distribute this presentation providing it is not altered in any way. Thank you.
22%!
#3: Creative Elements

Creative Rule of Thumb: Make eyeflow easier.
Eyeflow and Columns

Research Drawn From:

© 2000-2006 MarketingSherpa, Inc. You may distribute this presentation providing it is not altered in any way. Thank you.
Eyeflow and Typeface

Hello and welcome to my lovely headline, which might impress you tremendously except for the fact that it's centered, so no one can read it.

Can you read this typeface? Sure, but only because it's blown up in PowerPoint. The average person over 40 won't have an easy time in the real world. Yet it's still one of the most popular font/size combinations online – Verdana 10pt.

Oh and by the way, if your type is colored anything but black (and blue for hotlinks) people will have a harder time reading it. This is a Verdana 12, bigger than that used on most sites, in a dark gray. Very popular in the blog world.

Why do art directors love white type on a black background so much? Is it because they don't read words on the page so they don't expect anyone else to either? Unfortunately, conversions require more than hip-looking graphics. Ok, sometimes hip graphics work.
Eyeflow and Buttons
#4. Organic Search Landings Optimized

**Traffic from Search Engines**

- To Homepage: 21%
- To Interior Pages: 79%

© 2000-2008 MarketingSherpa, Inc. You may distribute this presentation providing it is not altered in any way. Thank you.
Example SEO Campaign

Symmetricom Wins $3.4 Million in Funding for Chip Scale Atomic Clock

Microsystems Technology Office (MTO) of Defense Advanced Research Projects Agency (DARPA) awards funding to develop ultra-miniature atomic clock.

San Jose, CA (PRWebDirect) August 23, 2005 -- Symmetricom, Inc. (NASDAQ: SYMM), a worldwide leader in precise time and frequency products and services, today announced that it has been awarded funding for Phase-III of the Defense Advanced Research Projects Agency (DARPA) Chip Scale Atomic Clock (CSAC) program. The CSAC development will produce miniature, low power atomic clocks for precision timing applications in hand-held battery-powered instrumentation for use by military personnel.

Under the award, valued at $3.4 million, Symmetricom will develop miniature low power atomic clocks based on its proprietary coherent population trapping (CPT) atomic interrogation technology and microelectromechanical systems (MEMS) fabrication techniques. Symmetricom is teamed with The Charles Stark Draper Laboratory in Cambridge, Massachusetts and Sandia National Laboratories in Albuquerque, New Mexico in the CSAC development. The CSAC work leverages Symmetricom's extensive expertise as the world's largest and most diverse producer of atomic clocks.

Tom Steipp, CEO of Symmetricom commented, "I am delighted to acknowledge the accomplishments of our technical team at Symmetricom. They have successfully met the DARPA milestones in Phase I and II and have now been selected to carry the CSAC development to completion. The size and power reductions will be critical elements to moving portable precision timing into the hands of US soldiers."

Atomic clocks provide enhanced accuracy, stability, and timing precision compared to quartz-based technologies. However, the size and power consumption of existing atomic clock technologies exceeds that of quartz-based clocks by several hundred-fold, which has heretofore prevented the deployment of atomic timing in portable applications. Existing miniature atomic clocks, for example, occupy a volume similar to a deck of playing cards and consume power comparable to a notebook computer. In Phase-II of the DARPA CSAC program, Symmetricom demonstrated a miniature atomic clock, ten times smaller and lower in power than any existing technology. In Phase-III, Symmetricom will further reduce the size and power by an additional tenfold. This work will reduce the size and power of the CSAC to a level comparable to low power quartz clocks while improving accuracy and stability by a factor of 10 to 100. The objectives are to reduce the CSAC to a size comparable to a sugar cube while operating on the power of a AA battery.
Example SEO Landing Page

Research Drawn From:

MarketingSherpa Landing Page Handbook

© 2000-2006 MarketingSherpa, Inc. You may distribute this presentation providing it is not altered in any way. Thank you.
#5. Re-Design for Mobile
Mobile Version

Research Drawn From:

- Men's Success Stories
- Women's Success Stories
- Athletes' Stories
- Celebrities' Stories
- Español Historias de empresarios
- All English Stories A-L
- All Stories English M-Z
- The Secret of Success Explained
If You Can Do Nothing Else…
Budget for Analytics and Testing

44%  Don’t measure LP test results
40%  Only test at launch & leave forever
16%  Don’t share test results w/ agency

Research Drawn From:
© 2000-2006 MarketingSherpa, Inc. You may distribute this presentation providing it is not altered in any way. Thank you.
Scariest Data Point:

18% say
“No One Knows Our Landing Page Results”
Biggest Tip: Measure Landing Pages Based on Final KPIs (Not Interim Clicks)

Alternate LPs Tested August 2007
Results: Winner
MarketingSherpa Second Edition
Landing Page Handbook

Download your copy instantly

(and we’ll Priority Mail you a printed-and-bound copy within 24 hours)

For instant download plus printed copy:
Not all paths to Email Marketing lead to success. It’s all about finding the experienced Sherpa to guide you.

MarketingSherpa’s 3rd Annual Email Summit, Expo & Awards
Save The Date
February 24-26, 2008 - Miami, Florida

Special Offer - Expert Email Marketer’s Package
- Email Certification Course
- Email Summit ‘08
- Landing Page Handbook
$2,987 value for $1,995 – Get the most out of your time while you’re in Miami.

For information and to buy the Email Marketer’s package: http://EmailSummitWMA.MarketingSherpa.com
WMA IAC Awards

- 6th annual Internet Advertising Competition Awards
- Formats include banners, rich media, newsletters, email and LANDING PAGES
- Deadline for entry January 31st
- www.IACAward.org
CONSTRUCTION SOLUTIONS
Building better solutions for the construction industry

The strength to cover your most complex construction risks

The XL Insurance companies offer a broad range of products and significant capacity for the construction industry. The solid coverage options we provide fully prepare us to build better solutions for contractors and builders. Our underwriters focus on construction projects and construction practice, supporting clients with property and excess casualty coverages on a global basis.

PRODUCTS
Learn more about the coverages we offer and find contacts.

PROPERTY
- Builder’s risk property damage, time element and risk supping coverages
- Earthquake, wind, flood and terrorism capacity
- One year operational risk after completion

| Construction and Erection All Risk/Builders Risk - CASHAR | Americas, Continental Europe & Asia, UAE
| EXCESS CASUALTY |
| Owner controlled and contractor controlled insurance programs
| Lead umbrella and excess liability capabilities
| USA — commercial grade construction projects including hotel and residential exposures

| Homebuilding/Construction | Americas, UK, Ireland
| Homeland/Construction - Bermuda

| Environmental |
| Combined CPL and professional practice policies / project specific policies available

| Contractor’s Pollution Legal Liability (CPL) | UK, Ireland, Continental Europe
| Professional and Pollution Liability - General Contractors (CPL-GC) | North America

View additional products available for the construction industry.

CONTACT US
Email: webinfo.xlconstructions@xlgroupp.com

FINANCIALS
Our fundamental strength — capital and people — is trusted by the world’s leading companies to help them achieve their business objectives. The XL Insurance companies are backed by superior financial strength ratings.

- Financial Reports

RESOURCES
- About XL Insurance
“The goal of this page was to drive registration as well as get visitors to visit the other areas of our site. How’d we do?”
Movie Night Registration

SIS, in conjunction with IBM, invites you to an invitation only showing of “Peel’s Gold” starring Matthew McConaughey and Kate Hudson.

You and one guest will be treated to the movie, popcorn and drink. There will also be give-aways such as tee shirts and one lucky guest will receive a new Apple IPOD. The first 75 to register will be given two tickets, so don’t delay. Once the tickets are gone, no more registrations will be accepted.

Thanks and see you at the movies.

Date: &nbsp;Thursday February 21, 2008
Time: &nbsp;8:30 p.m. (please arrive 15 minutes prior)
Location:
&nbsp;&nbsp;Cinemark Tineltown
&nbsp;&nbsp;4000 Boone Center Drive
&nbsp;&nbsp;Louisville, KY

Name
Company
Title
Address 1
Address 2
City
State
Zip
Email
Phone
Number of guests including you

Register
Find a Doctor

Physician's Last Name: 
Specialty: 
Physician Gender: 
Language: 
Office City: 
Office Zip Code: 

[Find Doctors] [Clear Fields]

Call 877-RES-INFO for Nurse Advice, Doctor Referrals or Class Registration
Monday - Friday 8 am to 8 pm • Weekends 8 am to 4:30 pm

For Your Good Health

“Weather” the Winter
Learn more about the health risks that come with this time of year.

Staph Infections in Schools
Follow these basic measures to prevent the spread of skin infections.

New Health Libraries
Our health libraries give you information on a wide range of topics for both adults and children.
Get FREE updates on new products -- delivered direct to your computer

**Sign up for Product Alert.**

It's simple. Enter your e-mail address and click "sign up" (You'll go to a page where you can choose the categories you want)

**Email:** [Enter e-mail address]  [Sign Up]

(Global Sources will not sell or share your e-mail address)

Or, [register here] and get ALL Global Sources services in addition to Product Alert.

With Product Alert, you'll get:

- Email updates as soon as new products come online
- Full-color pictures and top-line specifications for each product
- Links to complete details for each product and supplier
- Headline updates for related news articles

Already subscribed to Product Alert?

[Login now] to see the latest updates in your product categories. Or, [add categories]
Question from the audience:

- Is there some critical ingredient that supports a consumer's decision to do business with one web company versus another? One site gets 6,000 orders for a product in a year. Another site gets zero orders. What would be the key differences in these two sites?