

# Quick Win Clinic (Part I): The 5 easiest changes to make to your landing pages right now

## ABSTRACT

In this Web clinic transcript, Dr. Flint McGlaughlin and fellow presenters from the MECLABS team discuss how to employ customer logic to optimize your landing pages and provide the five easiest changes you can make to improve conversion right now.



# Quick Win Clinic (Part I)

## The 5 easiest changes to make to your landing pages right now



*[Note: This document is a transcript of a live Web clinic, “Quick Win Clinic (Part I): The 5 easiest changes to make to your landing pages right now,” that originally aired on April 25, 2012. A [full video replay](#) is also available.]*

### Presenters

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**Dr. Flint McGlaughlin:** Alright. Good afternoon. Here we are again. It is yet another web clinic. I keep looking back over all of these years and it’s hard to believe that we’ve done so many of these. Today, we’re talking about a quick win, how to achieve that in a short period of time. The five easiest changes to make to your landing pages right now. We’ve done about 10,000 path tests and experiments. We’ve recorded and analyzed, I think about five million phone calls. From all of that research, we’re continually learning, refining our understanding, trying to get a deeper grasp of why it is that people say yes to a given offer.

The problem is during all of this research we have marketers everywhere around the world who are tasked with deadlines. They have got to get results, they have to get them now, and even if they achieve them within a day or two they’re being asked to achieve more. And, so there is this sort of frantic desire to keep moving the needle that pushes and pulls at marketers worldwide. The goal of this clinic is to help you find, to help you discover the fastest possible way to get a change. To find a lift that could make a significant difference. From it, and actually underscoring the whole thing is a series of critical principles. With the grasp of those principles, you can use this over and over again throughout your career.

I am going to remind you that you can use hash tag Web Clinic to talk about this clinic as everything unfolds. I’ll be joined today by Brian Carroll. Brian’s probably one of the leading experts in the world, in fact I know he is, when it comes to lead generation optimization. His book, “*Lead Generation for the Complex Sale*,” is the best seller of all time in that category. I am impressed with his depth of knowledge and I learn from him regularly. Brian is flown in from our Minnesota offices and he’s with us here in Florida today and so we took the advantage to get him on here to help us as we talk about some of the pages that you’ve submitted.

**Dr. Flint McGlaughlin:** Bear this in mind. We’re not just going to be learning, but we’re going to be applying these learnings live to the pages you, the audience, submitted to us in advance of today’s session. Also, Zuzia is with us and Zuzia is a

Research Manager who has worked on a number of our most important projects. She's an expert in optimization. She'll be working throughout the narrowcast to the broadcast with us as we look at various pages and try to improve the performance.

This is critical and a bit different than some of our other sessions and the reason is that we're building up towards the Optimization Summit in Denver. I don't know the dates. Does anybody on my staff want to remind me of the dates? It's going to be all about optimization. I'm not going to give you a commercial for it, but we are going to be teaching there and in the process we're going to teach part two of this web clinic, we're going to show you how you can take this and apply it, and many people are going to be coming and joining us around the world where we'll be taking their pages. We'll be teaming them up with analysts and scientists from our laboratory and helping them understand how to make this come alive for them in their daily activities.

## Experiment: Background and design



**Experiment ID:** *Saxo Bank Forex Trading*

**Source:** Optimization Summit Attendee, Michael Aagaard,  
*Online-TekstForfatter.dk*

### Research Notes:

**Background:** Denmark-based Saxo Bank sells access to a foreign exchange trading platform.

**Goal:** To get visitors to sign up for a free trial

**Primary Research Question:** Which landing page will have the highest free trial sign-up rate?

**Test Design:** A/B split test

**Dr. Flint McGlaughlin:** So, let me get started as always with a case study. This is an interesting study because it was submitted to us by one of our own students. Someone who has gone through our training, gone back and applied it in their own environment and I want to thank Michael Aagaard for submitting this. When anyone submits one of these particular case studies, it goes through our validity checks and the MECLABS analyst makes certain that we have accurate data. And then if it's a solid study, sometimes we can include that in our database or use it to teach you. And, Michael, you did a fine job of taking these principles and applying them. He works with Denmark based Saxo Bank.

## Optimization Summit 2012

Michael  
Aagaard



Meet Michael Aagaard at Optimization Summit 2012 in Denver.

You can attend his *30 Ideas in 30 Minutes* session with Adam Lapp (Associate Director, Optimization and Strategy).

[MECLABS.com/OptimizationSummit](http://MECLABS.com/OptimizationSummit)

Michael actually is going to be one of the speakers at the summit. He's going to be teaching and working with Adam Lapp. You've seen Adam on many of these calls, as he talks about what he's learned and what he's applied in his own work there for the bank. And, I think the name of that session will be "30 Ideas in 30 Minutes".

## Call for student work

If you, like Michael, have any tests you would like to share with the MarketingExperiments team, email us at:

[Editor@MarketingExperiments.com](mailto:Editor@MarketingExperiments.com)

**Dr. Flint McGlaughlin:** And, yet one more slide, which is unusual for us, but we were inspired by Michael's case study, and if you have a case study that you think would be interesting to share with our audience, or that you'd like us to examine, feel free to submit it to that address, [editor@marketingexperiments.com](mailto:editor@marketingexperiments.com). We'll review it and see if it's possible to include it in some of our upcoming work. We're always looking for solid case studies. At the heart of everything we do is a desire to help build a community of marketers who are inspiring each other and who are teaching each other as we all work to get better at getting yes's.

# Experiment: Control

Control

ForexTrading.com
LOGIN | SHARE

TRADING TERMS
TRADING PLATFORMS
TOOLS
EDUCATION
ACCOUNT
ABOUT US
HELP

FOREX SPOT & FORWARDS | SPREADS | MARGINS | ROLLOVERS | FORWARD OUTRIGHTS

ForexTrading.com offers leveraged trading in up to 30 of the world's most liquid currency pairs.

**Why trade Forex with ForexTrading.com?**

- Tight spreads. ForexTrading.com's EURUSD spread may go as low as 0.8 pips under normal market conditions. We are very competitive on all the pairs we offer.
- Open an account with as little as \$2,000 or equivalent.
- No commissions. You just pay the spread and carrying costs on your trades. There are no additional commissions.
- No minimum ticket fees. You only pay the spread and carrying costs on small trades.
- Leverage the funds in your account up to 200 times.
- Deep liquidity. ForexTrading.com is powered by Saxo Bank, the award-winning global bank renowned for aggregating liquidity from the world's leading forex dealers.

**Free Trial Account**  
Simply submit your details below to get a no risk, no obligation 21-day free trial.

Name \*

Phone \*

Country (of residence) \*

Please select

Email \*

Email will be verified

Postcode/ZIP

Language \*

English

[TRIAL ACCOUNT](#)

By clicking Trial Account, I agree to the [Terms of Use](#) and agree that ForexTrading.com Bank A/S or anyone in the Saxo Bank Group may contact me via phone or e-mail with information on products and services and to assist me in using any of the Saxo Bank Group offerings.

**Why trade Forex?**

- It's equally easy to trade in both rising and falling markets, so profits can be made whichever the market direction.
- They are leveraged instruments, also known as they trade on margin, meaning you can open trades in sizes multiple times larger than the funds you have in your account.
- Open all hours. The forex market is open all day from Monday morning Sydney time to Friday night New York time.

**Risk Warning**  
Trading in leveraged instruments such as foreign exchange, also called margin trading, carries a high level of risk to your capital with the possibility of losing more than your initial investment and may not be suitable for all investors. Ensure you fully understand the risks involved and seek independent advice if necessary. [Please read the full risk warning.](#)

LIVE CHAT

Can I help you?

[Chat now](#)

**Example ForexTrading.com spreads**  
Select your forex pair(s) of interest and desired base currency trade size from the drop-down menus below to get the latest sample spreads on the ForexTrading.com account.

See the [Notes on Sample Spreads](#) for more information.

Currency Pairs	Amount
G10	500,000
CURRENCY PAIR	SPREAD
AUDUSD 500,000	5.9
AUDJPY 500,000	7.9
EURCHF 500,000	10.2
EURGBP 500,000	4.9
EURJPY 500,000	8
EURNOK 500,000	57
EURSEK 500,000	74
EURUSD 500,000	4.2
GBPCHF 500,000	13
GBPJPY 500,000	11
GBPUSD 500,000	5.3
NZDUSD 500,000	5.1
USDCAD 500,000	6.4

**Dr. Flint McGlaughlin:** That leads me to the case study itself. You're looking at the control. This control was submitted again by Michael Elgaard, and this is the page that he originally had to improve.

# Experiment: Treatment

Treatment

ForexTrading.com
LOGIN ▼ SHARE +

TRADING TERMS
TRADING PLATFORMS
TOOLS
EDUCATION
ACCOUNT
ABOUT US
HELP

## Get your free, no risk, no obligation \$100,000 Forex Trading Demo Account

Forextrading.com is powered by Saxo Bank's award-winning platform. Get a free 21-day trial account with \$100,000 simulation funding and experience the impact of leveraged trading with the world's most liquid currency pairs.

With the full live version you can open an account with as little as \$2,000 and leverage the funds on your account up to 200 times. Forextrading.com is very competitive on all pairs. Our EURUSD spread may go as low 0.8 pips under normal market conditions. There are no additional commissions. You just pay the spread and carrying costs on your trades.

Try Forextrading.com with no risk and no obligation for 21 days.

Free, no-risk 21-day trial account

- \$100,000 simulation funding
- No download or installation required
- Real-time free Forex and CFD quotes
- Full trading functionality, one-click trading
- Easy to use interface. Drag-and-drop workspace

Name \*

Email \*

Email will be verified

Phone \*

Postcode/ZIP

Country (of residence) \*

Please select ▼

Language \*

English ▼

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ForexTrading.com sample spreads

CURRENCY PAIR	SPREAD
AUDUSD 500,000	5.9
AUDJPY 500,000	7.9
EURCHF 500,000	10.2
EURGBP 500,000	4.9
EURJPY 500,000	8
EURNOK 500,000	57
EURSEK 500,000	74
EURUSD 500,000	4.2
GBPCHE	13

Winner of 6 Euromoney FX Awards 2011

**Dr. Flint McLaughlin:** So, there is the page control and here is the treatment. Now, I think it's interesting that if you look at the two, they don't seem, at least on the surface, to be dramatically different. There is control. There is the treatment. And, sure, you can note certain changes.

# Experiment: Side-by-side

Control

Treatment

**Dr. Flint McLaughlin:** In fact, if you look at them side by side, you might see some in particular. But, what was the differential in terms of performance? Was the treatment better than the control and, if so, by how much? I will not keep you waiting.

## Experiment: Results

**99.4% Increase in conversion**  
*The new page design improved the conversion rate by 99.4%*

Version	CR	Relative Difference	Confidence Interval
Control	2.00%*	-	-
Treatment	3.99%*	99.4%	99%

**What You Need to Understand:** By making a few simple changes to the page, the treatment was able to achieve a 99.4% higher conversion rate.

\* Conversion rates have been anonymized to protect Saxo Bank.

**Dr. Flint McGlaughlin:** I have a data set. Here it is, with a 99% confidence interval, validated by our own science team, Michael and his treatment outperformed the control by 99.4%. Now, that is a dramatic increase, and it leads to a question.

## How different are these pages?

Control

Treatment

**Dr. Flint McGlaughlin:** How different really are these pages? What were the primary changes? Are they simple enough that you and I can take them and apply them in our own websites? How can we glean the most from this experiment and from others like it?

# How different are these pages?

**Control**

**Treatment**

**Control Page:** Features a laptop image, a list of 7 reasons to try the electronic edition, and subscription options. The layout is somewhat cluttered with multiple columns of text.

**Treatment Page:** Features a laptop image, a list of 7 reasons to try the electronic edition, and subscription options. The layout is cleaner and more focused, with a prominent '541% IN CONVERSION' callout.

**541% IN CONVERSION**

**Dr. Flint McLaughlin:** Look at this other set of pages. Here's the New York Times. Look at the control. Look at the treatment. Notice how similar they are and then look at the difference. A 541% increase in conversion. The point I'd like to make is at least when it comes to the page itself, perhaps not the thought sequence but the page itself, the change is very easy, very simple, and yet the results are dramatic.

# How different are these pages?

**Control**

**Treatment**

**Control Page:** Features a laptop image, a list of benefits, and a 'Try RegOnline' button. The layout is somewhat cluttered with multiple columns of text.

**Treatment Page:** Features a laptop image, a list of benefits, and a 'Get Free Access' button. The layout is cleaner and more focused, with a prominent '548% IN CONVERSION' callout.

**548% IN CONVERSION**

**Dr. Flint McLaughlin:** Here's another. Look at this, two pages. There is some difference. You can see a color difference, but really look. How much different is the copy or the design? It's not that dramatic. It wouldn't be that hard to make this change, but it's a 548% increase.

## How different are these pages?

Control

Treatment

No  
Difference

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**Dr. Flint McLaughlin:** Look at these pages. Dramatic difference! Control is remarkably different than the treatment. But, in the experiment, there was no difference in the performance. Now, you know that we advocate radical re-designs. You know that we believe it's good to change the page and challenge its very category. But, today is about something different. Today is about learning to get a dramatic difference with a simple change and an easy change. And, we've tried to identify five of the most important changes you can make. And, so what we're going to do is we're going to look at each of these five kinds of change and then we're going to look at pages you've submitted for each of these and learn from them.

## What you need to understand

### **Key Principles**

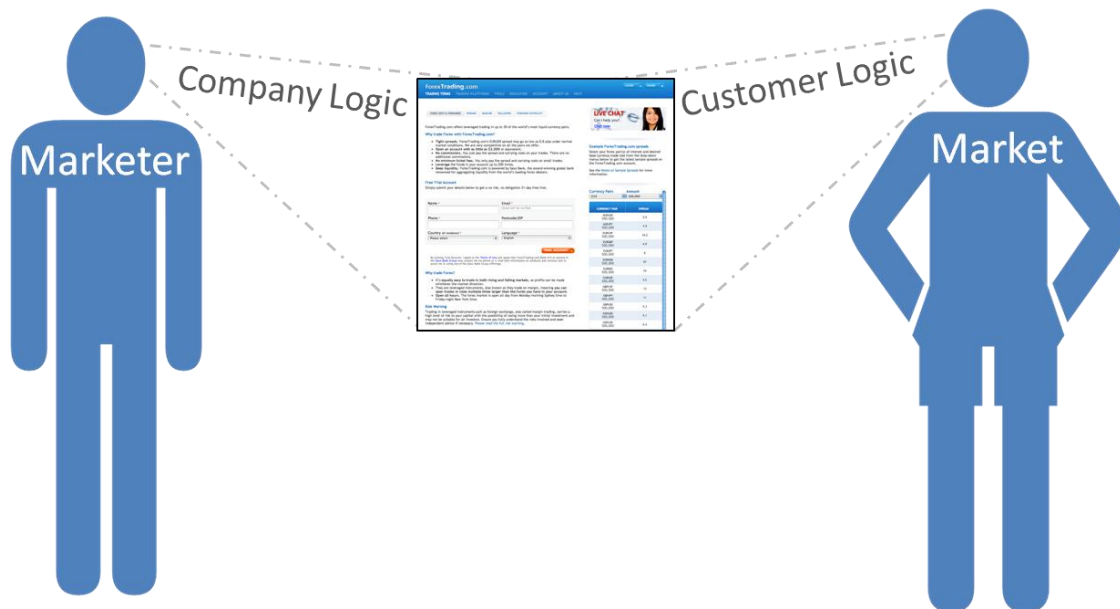
- 1. It is not the magnitude of change on the “page” that impacts conversion; it is the magnitude of change in the “mind” of the prospect.**
- 2. Marketers must learn to see their webpages through the eyes of the customers. Too often we employ company logic rather than customer logic.**

**Dr. Flint McGlaughlin:** So, I begin with the first, and here’s a principle that you may want to make a note of. It’s not the magnitude of the change on the page that impacts conversion. It’s the magnitude of the change in the mind. Now, listen to that again. Think about the difference. Sometimes, in fact, sometimes a minor change on the page can have a major impact on the mind. What we’re really after is the thought sequence. People don’t buy from people. Sorry, I think they buy from people. Paul had that wrong. People don’t buy from websites. People buy from people. And, in fact, you don’t optimize websites. You optimize thought sequences. Do you know what caught me Paul? You have a smiley face. There are different cameras looking at me and there are two facing me. They look like big guns. And, the one on the left has a post-it sticky note with a smiley face on it.

**Paul Cheney:** That's the one you're supposed to look in.

**Dr. Flint McGlaughlin:** So, that's apparently the one I’m supposed to look through when I look into your eyes and cry soulfully. It’s in front of me and I was looking at that smiley face. People don’t buy from smiley faces. So, anyway, let’s keep going. So, the second point is this. Marketers must learn to see their web pages through the eyes of the customer.

## Customer Logic vs. Company Logic



**Dr. Flint McGlaughlin:** Too often, we employ company logic rather than customer logic. What we do makes perfect sense to us. But it doesn't make sense to the customer. I think this point, this particular principle is one of the most important problems I have seen. I have watched companies spend millions of dollars hiring consultants, doing studies and coming up with this coherent way to tame the beast.

Often, it's because they've had 14 acquisitions. Now, they have all of these companies with different messages, different voices, different product offerings and they have to do something about that. And in doing that, they're looking for a way to communicate coherently how all of the pieces fit. So, they come up with just the right language, just the right design, just the right navigation and everybody in the company is satisfied. The only problem is the customer is clueless. We have to think differently. In fact, it's not so much a matter of seeing better. It's about seeing with a whole different set of eyes. The customer's rather than ours.

# What you need to understand

## **Key Principles**

1. It is not the magnitude of change on the “page” that impacts conversion; it is the magnitude of change in the “mind” of the prospect.
2. Marketers must learn to see their webpages through the eyes of the customers. Too often we employ company logic rather than customer logic.
3. **When we employ customer logic, we discover simple changes that can have a large impact on the conversion rate of a landing page.**

**Dr. Flint McGlaughlin:** Now, that’s leading up to a third point, and then we’re going to start to drill down across these five principles. We haven’t gotten there yet. Five changes you can make. But, these are sort of important principles to lead us up to those five. When we employ customer logic, we discover simple changes that can have a major impact on the conversion rate.



*Today, we are going to examine five simple landing page changes that can have dramatic impact on the customer’s mind.*

**Dr. Flint McGlaughlin:** So, let’s learn about them. And, to do that, I want to begin right now. We’re going to examine five simple landing page changes that have a dramatic impact on the customer’s thinking process, on the thought sequence, and we’ll begin with the first one, headlines, perhaps the easiest change.

### **Change #1: Headlines – From hype to conversation**

**Dr. Flint McGlaughlin:** In our Sherpa research and studies, we found that this is the first, most common and most impactful change that companies make in their optimization efforts. But, the key here is not just changing the headline. It’s transforming it, so that it’s based on a whole different approach. You move it from hype to conversation. We’ll talk more about that in just a moment, but let me just say this right at the start. The goal of the headline is not to simply get someone’s attention, too much agency talk, too much emphasis on stopping the eyes. Stopping my eyes are not good enough. Stopping my

eyes is not good enough. You have to stop my eyes and then direct them. You have to capture my attention and then convert it into interest. You must move from attention getting to interest building. If you don't take a headline and stop me so that I see it and then move from that, in the headline, to an interest building component that wants me to look or draws me into the copy beneath, then you're missing the point of the headline. I see a lot of headlines that get your attention. They just don't do anything afterwards, and that's the problem.

## CHANGE #1

Headlines – From hype to conversation (example)

Control

From this ...

The screenshot shows the ForexTrading.com website. A box labeled "Control" highlights the headline: "ForexTrading.com offers leveraged trading in up to 30 of the world's most liquid currency pairs." Below this, a list of bullet points is shown. A dashed arrow points from the "Control" box to a callout box on the right. The callout box contains the revised headline: "ForexTrading.com offers leveraged trading in up to 30 of the world's most liquid currency pairs. Why trade Forex with ForexTrading.com?" followed by a bullet point: "Tight spreads. ForexTrading.com's EURUSD spread may go as low as 0.2 pips under normal market conditions. We are very competitive on all the pairs we offer."

**Dr. Flint McLaughlin:** Let's look at an example of a control from our experiments, and you can see the headline. "Why trade Forex with ForexTrading.com?" My answer to that typically is Exactly, Hit my green arrow and be gone. But, that's the control.

# CHANGE #1

Headlines – From hype to conversation (example)

ForexTrading.com

**Get your free, no risk, no obligation \$100,000 Forex Trading Demo Account**

Forextrading.com is powered by Saxo Bank's award-winning platform. Get a free 21-day trial account with \$100,000 simulation funding and experience the impact of leveraged trading with the world's most liquid currency pairs.

Forextrading.com is very competitive on all pairs. Our \$100,000 virtual trial goes live 24/7 on your desktop or mobile phone. There are no additional commissions. You just pay the spread and carrying costs on your trade.

Try Forextrading.com with no risk and no obligation for 21 days.

Free, no-risk 21-day trial account:

- \$100,000 simulation funding
- No download or installation required
- Real-time free Forex and CFD quotes
- Full trading functionality, one-click trading
- 24/7 on-site assistance, drag-and-drop workspace

ForexTrading.com simple search

Currency Pair	Account
USD	\$100,000

CURRENCY PAIR	SPREAD
AUDUSD	3.9
EURUSD	3.9
GBPUSD	10.1
EURGBP	4.9
EURJPY	8
EURCHF	9.7
EURCAD	7.6
EURNZD	4.2
EURAUD	11

Winner of 6 Euromoney FX Awards 2011

... to this

ForexTrading.com

TRADING TERMS TRADING PLATFORMS TOOLS EDUCATION ACCOUNT ABOUT US

**Get your free, no risk, no obligation \$100,000 Forex Trading Demo Account**

Forextrading.com is powered by Saxo Bank's award-winning platform. Get a free 21-day trial account with \$100,000 simulation funding and experience the impact of leveraged trading with the world's most liquid currency pairs.

**99%**  
IN CONVERSION

Treatment

**Dr. Flint McLaughlin:** Let's look at the treatment. "Get your free, no risk, no obligation \$100,000 forex trading demo account." There is a big difference in what these two headlines are doing and there's a big difference in the results. There's a 99% improvement in conversion. Think about that, and the difference, and let's look at something else.

# CHANGE #1

Headlines – From hype to conversation (example)

Headline asks a question that can't be answered by readers.

From this ...

activeNETWORK

Home See & Try Pricing Resources Hotel Sourcing Try RegOnline

**Why do 10,000 Event Planners Choose RegOnline?**

"I reduced my costs by 50%"

"Increased attendance by 25%"

"RegOnline delivered 50% ROI"

"Cut my workload in HALF"

**Try It Free Today**  
Isn't it time you discovered how the industry's best event registration software can make your life easier?  
[Try It Free Today](#)

It's the easiest – yet most robust – event planning software around. Try it yourself with your own event in just minutes.

To access the RegOnline event software enter your

First name  Last name

Organization  Email address

Select  your currency  for your event fees, your  phone number  for account support, and an estimated number of annual event registrations:

**Try RegOnline**

When you click "Try RegOnline" you'll be asked to create a new account to share your contacts and products.  
\*Registration cost and other information is not available in Active Network. See our [Privacy Policy](#).

RegOnline enables you to improve efficiency, increase attendance, register and engage, and easily measure results.

**NATIONAL GEOGRAPHIC** Ocean Blue

Event Registration

Event Statistics

Event	Registrations by Company
Event 1	Company A: 10, Company B: 5, Company C: 2

**Only 3 Days Left! Save Your Seat Now**

You are invited

Email Invitations

Attendance Report List for Web Annual Conference #1000000

Report Date: Friday, April 26, 2010

Event Name: Local Area Meet 1000000

**Dr. Flint McGlaughlin:** Here, we see a headline that asks a question that can't even be answered by readers. "Why do 10,000 event planners choose RegOnline?" Now, they meant something here. They were trying to say, I think, marketer, they were trying to say that so many people use us, you can trust us. But, that's far too much unsupervised thinking. You're counting on the reader to make too much meaning when they're in a hurry, trying to find a solution, and they're not going to stop and read your headline like its poetry. So, we have to make it better.

## CHANGE #1

*Headlines – From hype to conversation (example)*

Headline clearly communicates the overall benefit of the product.

... to this

The screenshot shows the RegOnline website homepage. The main headline is "Let Your Events Manage Themselves" in green. Below it is a paragraph: "RegOnline's leading event management software lets you easily create online registration forms and event websites to take care of the tedious, time consuming tasks so you don't have to." To the right is a "Set Up Your Free Access" form with fields for first name, last name, organization, email address, currency, phone number, and estimated number of annual event registrants. A "SIGN UP FOR FREE" button is prominent. Below the main content are sections for "TAKE THE TOUR" (listing "GET 20% more attendees" and "Manage events in"), "GET more attendees" (with "Event Websites" and a screenshot of a National Geographic event website), and "Build relationships". A large blue arrow points up to a "90% IN CONVERSION" badge.

**Dr. Flint McGlaughlin:** Here's a different headline. "Let Your Events Manage Themselves," critical text underneath it, and the result, a 90% increase in conversion. Use your headline not just to capture their attention, but point with your headline. It must always point to the paragraph beneath. The goal of the headline is to get someone into a conversation, and that conversation begins when they start reading the paragraph beneath. By the way, it doesn't begin when you hit them with a twirling, whirling flash presentation at the top of the page. Dancing bears, talking turtles, smiling faces are not necessarily a conversation. They are just a bit of entertainment at the top of the page and typically they're poor entertainment. I don't mean to be harsh, but I have seen so many pages improved when you move from a headline to a paragraph that said something.

# CHANGE #1

Headlines – From hype to conversation

## Live Optimization

**Channel:**

PPC

**Target Audience:**

HR managers and  
decision makers

**Link:**

[bit.ly/LoyaltyWorks](http://bit.ly/LoyaltyWorks)

The screenshot shows the Loyaltyworks website. At the top left is the Loyaltyworks logo. To the right are social media share buttons for LinkedIn, Twitter, Facebook, and Google+, along with a search icon and a Like button. The main content area is divided into two columns. The left column features a 'Free Demo Signup' form with fields for First name, Last name, Company, Email, and Phone, and a 'Submit' button. Below the form are 'Follow Us' social media icons for Facebook, Twitter, and LinkedIn, and an 'Incentive News Blog' section with two article teasers. The right column has a yellow header for 'Employee Recognition Programs' with a sub-headline 'Motivate, engage and reward your employees with an employee recognition program from Loyaltyworks'. Below this is a photograph of a smiling woman and a block of text describing the company's experience. A list of features follows, including peer-to-peer recognition, on-the-spot rewards, suggestion awards, associate referrals, birthday and anniversary acknowledgements, trainings and surveys, and performance management reports. At the bottom of the right column is a call-to-action with an arrow icon: 'To learn how an employee recognition program can help build your company's recognition culture, sign up for a complimentary demo'. The footer contains the copyright notice '© Copyright 2012' and logos for various industry associations.

**Dr. Flint McGlaughlin:** All of that in mind, I'm going to look at a page submitted. This was submitted by Vesna and the channel is paid search, the audience, their HR managers and decision makers. And, the goal here is to get them to sign up for the free demonstration. Keeping that in mind, I went to one of our analysts, Brian J. Carroll. Now, Brian, what's your real title? Come on up. This is Brian J. Carroll, everyone.

**Brian J. Carroll:** Hey Flint, I'm an Executive Director of Revenue Optimization here.

**Dr. Flint McGlaughlin:** Okay, Executive Director, which means he's really high up. He's actually, you know, on the executive council of the whole organization, but today you're just an analyst dude.

**Brian J. Carroll:** I'm just an analyst.

**Dr. Flint McGlaughlin:** So, take away this page and tell us some things you might do to make it work.

**Brian J. Carroll:** Well, the first thing I would do is I'd look at the headline, and right now you have seven seconds to capture my attention and I'm coming from a pay-per-click ad so I'm not sure what the PPC said, but I'm coming there and I see that you presented for me a free demo sign-up. I'm asking for what. What's the benefit for it? So, I'm looking for meaning here in the seven seconds and as I'm looking, I'm looking at the employee recognition programs and trying to figure out the meaning. And, what I'm seeing here on the page is that I have to read into the text. And then at the bottom there, there is an arrow, and that arrow is telling me to learn about employee recognition program. "Help build your

company's recognition culture." "Sign up for a complementary demo." The problem is that it doesn't follow the eye path. I would change the headline to put the benefit of what the product is. "Download a demo for improving your employee recognition program." The other thing that you can change is, looking at the button. There are a lot of things that we could change on this page.

**Dr. Flint McGlaughlin:** I know.

**Brian J. Carroll:** Right now, we're just talking about the headline., but it doesn't clearly connect with the product.

**Dr. Flint McGlaughlin:** Absolutely not. And, the button, to Brian's point, is one of the worst buttons of all time. SUBMIT! Which has not...I mean, a button can only be one of three things, value-positive, value-neutral or value-negative. It's value-positive when it promises you something in exchange. It's value-neutral when it just tells you what to do, like click. But, when it tells you to submit, it's value-negative. You've heard me say this before, but it's like fall on your knees before the lords of marketing and admit we've won. You can't resist this offer.

That's not the right wording for a button and, to Brian's point also, we're looking at a page that's not designed in a vertical flow, in a proper thought sequence. The real headline, the only readable headline, is at the bottom of the page. So, the one up on the right in red and yellow doesn't exist. Yellow on white is a horrific color combination that doesn't capture the eyes. It becomes difficult to read and, what you have in that big box to the right looks like it might be an ad for something else.

It's designed like a giant banner ad. You need to move that form down to the bottom of the page. You need to capture less fields so it has less friction. You need a headline at the top, a sub-header, a paragraph of text that explains the power of this demo and then the key benefits or evidentials underneath that in the form of bullets, and not as many as you have there, less than that, and more powerful wording, and then a simple call to action with the form as short as possible and a great button that promises something in exchange, like "Get instant access now" or "Get your free demo now."

That kind of vertical flow, with the emphasis on the right pieces and the driver of value will produce...I mean, literally you could double the response rate to a form like this, which is promising.

**Brian J. Carroll:** I can't help myself. There are a couple of things I'd like to delete right out of there. I'd delete right now the "Follow us" on social media. You're also asking at the top of the page, and then there is an incentive news blog. There really isn't a connection between the content that's being offered on that page.

**Dr. Flint McGlaughlin:** That's absolutely right!

**Brian J. Carroll:** And, so those are things that encourage whoever submitted this to remove and test.

**Dr. Flint McGlaughlin:** Thank you.

**Brian J. Carroll:** Thank you.

**Dr. Flint McLaughlin:** I appreciate it.

**Brian J. Carroll:** Yes.

**Dr. Flint McLaughlin:** I think Brian's actually leaving. We can pretend he's in the studio. I'm probably not supposed to tell you this, but now he's running the tech meetings. He's got two of them back to back. We stole him for this and he's off! But, that's alright because I like Zuzia much better, and she's coming next. Thank you again Brian for your time and I look forward to connecting with you later my friend.

**Brian J. Carroll:** Thank you

**Dr. Flint McLaughlin:** Alright. So, let's keep going and let's talk about the second change. By the way, someone came. And, you'll notice when Brian was talking, I was looking over here at the screens. It's because I'm watching all of your feedback and there was a great question about Forex. Was that moving from conversation to hype as opposed to hype from conversation? I don't even see your name and I don't see your question anymore because there are so many questions coming in however, we'll answer that. Ask us again. Paul, get the number or name, and an email address, and let's answer it when we have more time directly for this person.

**Change #2: Copy – From marketer value to customer value**

**Dr. Flint McLaughlin:** Alright, number two, copy from marketer value to customer value. We're talking about the emphasis of that copy. How do you do that?

**CHANGE #2**

*Copy – From marketer value to customer value (example)*

Control

From this ...

ForexTrading.com offers leveraged trading in up to 30 of the world's most liquid currency pairs.

**Why trade Forex with ForexTrading.com?**

- **Tight spreads.** ForexTrading.com's EURUSD spread may go as low as 0.8 pips under normal market conditions. We are very competitive on all the pairs we offer.
- **Open an account with as little as \$2,000** or equivalent.
- **No commissions.** You just pay the spread and carrying costs on your trades. There are no additional commissions.
- **No minimum ticket fees.** You only pay the spread and carrying costs on small trades.
- **Leverage the funds in your account up to 200 times.**
- **Deep liquidity.** ForexTrading.com is powered by Saxo Bank, the award-winning global bank renowned for aggregating liquidity from the world's leading forex dealers.

**Free Trial Account**  
Simply submit your details below to get a no risk, no obligation 21-day free trial.

The free demo account offer is buried underneath company-centric copy.

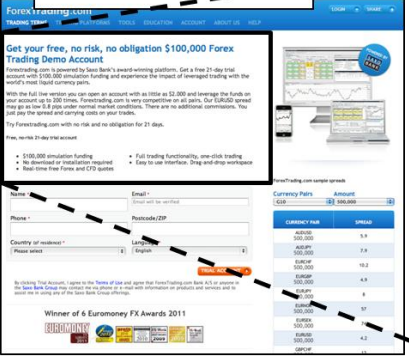
**Dr. Flint McGlaughlin:** And, let me help you by moving to an example again. Here is the control. Notice the notion. The free demo account offer is buried beneath all of this company-centric copy.

## CHANGE #2

Copy – From marketer value to customer value (example)

Treatment

... to this



Get your free, no risk, no obligation \$100,000 Forex Trading Demo Account


Forextrading.com is powered by Saxo Bank's award-winning platform. Get a free 21-day trial account with \$100,000 simulation funding and experience the impact of leveraged trading with the world's most liquid currency pairs.

With the full live version you can open an account with as little as \$2,000 and leverage the funds on your account up to 200 times. Forextrading.com is very competitive on all pairs. Our EURUSD spread may go as low 0.8 pips under normal market conditions. There are no additional commissions. You just pay the spread and carrying costs on your trades.

Try Forextrading.com with no risk and no obligation for 21 days.

**Free, no-risk 21-day trial account**

- \$100,000 simulation funding
- No download or installation required
- Real-time free Forex and CFD quotes
- Full trading functionality, one-click trading
- Easy to use interface. Drag-and-drop workspace



The free demo account with simulation funding is highlighted at the beginning of the copy and is the main offer on the page.

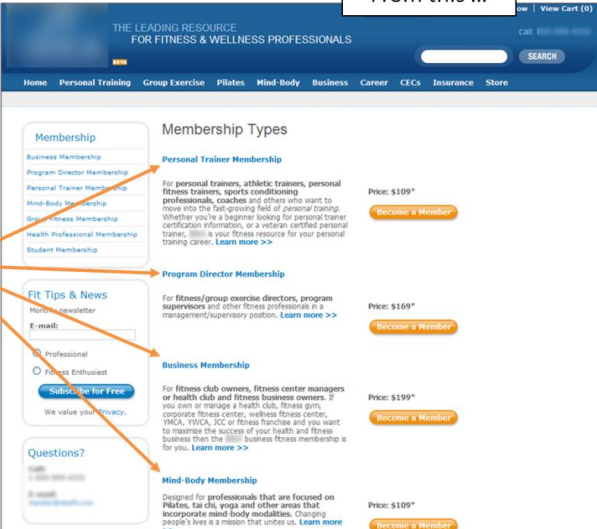
**Dr. Flint McGlaughlin:** Look at the difference. Now, the free demo account is at the top. It's being emphasized. It's at the beginning. It's the main offer on the page. And, of course the result is that 99% increase in conversion.

## CHANGE #2

Copy – From marketer value to customer value (example)

Value in copy is segmented by company arbitrated categories.

From this ...



**Dr. Flint McGlaughlin:** Here's another example. The value in this copy is segmented by arbitrated categories. I'm talking about arbitrary choices. The company has picked one after another, organized it in a way that's not familiar with the customer and you've got to move through this sort of company orientation instead of through a simple easy to understand customer orientation.

## CHANGE #2

*Copy – From marketer value to customer value (example)*

Value in copy is focused around overall benefits of insurance.

... to this

The screenshot shows a website for fitness professionals. The header includes navigation links like 'My Account', 'Join Now', and 'View Cart (1)'. The main content area features a headline: 'Members have Trusted [blurred] for over 26 years in providing up-to-date content along with easy access to high-quality insurance'. Below this, it lists several membership benefits: 'Access to low cost insurance', 'award-winning publications', 'Access to our extensive library with the very latest research', 'Discounts on [blurred] conferences', and 'Easy access to CEC's'. A table titled 'Here are our most popular memberships:' compares four membership types: Group Fitness, Mind-Body, Business, and Personal Trainer. The table lists various benefits and their availability for each membership type. At the bottom of the table, a callout box displays a large blue arrow pointing up, followed by '81%' and 'IN CONVERSION'. The footer of the table mentions 'Other memberships are Program'.

	Group Fitness	Mind-Body	Business	Personal Trainer
Who's it for?	Fitness and exercise enthusiasts who seek group fitness and exercise classes	Individuals of all ages, for all levels and other groups of mind-body modalities	Fitness club members, fitness center employees, and fitness business owners	Personal trainers, athletic trainers, sports medicine professionals, coaches
Access to Insurance	✓	✓	✓	✓
Access to the Library	✓	✓	✓	✓
Fitness Journal	✓	✓	✓	✓
Body Mind-Spirit Review	✓	✓	✓	✓
Fit Tips Newsletter	✓	✓	✓	✓
Health Magazine	✓	✓	✓	✓
Easy Access to CEC's	✓	✓	✓	✓
Trainer Success	✓	✓	✓	✓
Fitness Manager	✓	✓	✓	✓
Conference Discounts	\$	\$	\$	\$
Free Online Classifieds	\$	\$	\$	\$
Estimated Value	\$1	\$1	\$1	\$1
Annual Membership Fee	\$	\$	\$	\$

**Dr. Flint McGlaughlin:** Here is the difference. When you look at this one, you can see in particular how we've organized it in a way that makes sense to the customer. What's the result? An 81% increase in conversion. So, the second critical change is about transforming your copy so that it emphasizes the customer's perspective.

Now, listen, that's very important. I'm not just talking about using the customer's name or changing from the first person to the third person. I'm talking about thinking about how what you've written sounds in the ear of the customer and making sure, first of all, that it's clear. Secondly that it's credible. Thirdly, that it has appeal and fourthly that it seems like your particular offer is exclusive. It's something they can't find anywhere else. Keeping all of that in mind, I want to take you to a page.

## CHANGE #2

*Copy – From marketer value to customer value*

### Channels:

SEO and PPC

### Target Audience:

Anyone suffering from plantar fasciitis and looking for relief

### Link:

[bit.ly/KuruShoes](http://bit.ly/KuruShoes)

Live Optimization

**KURU** WOMENS MENS TECHNOLOGY SUSTAINABILITY WHY KURU

### PLANTAR FASCIITIS SHOES

**The Solution: Plantar Fasciitis Shoes**

One big problem for our bodies is the constant pounding caused by the hard, flat, unforgiving surfaces upon which we walk. These flat surfaces, such as concrete, asphalt, tile and more, result in higher impacts on our bodies.

What's even worse is the inside of footwear is flat, too. Poor quality, ill-fitting shoes are one source of pain for those suffering from plantar fasciitis. Our feet were not designed to walk on these hard, flat surfaces. If your feet aren't flat, you need a shoe that is not flat. One big step towards reducing or eliminating the pain is plantar fasciitis shoes.

What if there was a simple, affordable solution that renews your active lifestyle and could fix your pain? Imagine a solution as simple as slipping on a pair of shoes.

KURU shoes are a best-selling active shoe for plantar fasciitis. Our breakthrough KuruSole™ technology miraculously flexes to adapt to your foot with each step. This remarkable technology is why more podiatrists recommend KURU shoes for those suffering from plantar fasciitis.

"I am a pharmacist suffering with plantar fasciitis. I received my 1st pair of Kuru shoes and I will never wear another shoe. I was simply amazed on what it did for my problem. I noticed the difference within a few days and now I go some days without any pain at all. You now have a customer for life!" *Greg L., RPh*

The good news is you don't need to live with this pain. KURU has developed a proven orthotic midsole technology that has literally transformed the lives of thousands suffering from plantar fasciitis. The revolutionary technology custom molds to your feet and supports your foot in all the critical spots. Thousands have found relief by performing stretches morning and evening while wearing KURU throughout the day.

This is why more Doctors recommend KURU shoes to people like you with plantar fasciitis heel pain.

**Shop the Best-Selling Plantar Fasciitis Shoes**

[Womens Plantar Fasciitis Shoes >](#) [Mens Plantar Fasciitis Shoes >](#)

All KURU Shoes come with our revolutionary patent-pending KuruSole™ Technology.

**5 Must Know Tips to Solve Plantar Fasciitis**

email address

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**Dr. Flint McGlaughlin:** This was submitted by Bret. Bret, thank you for your courage and thank you for submitting the page. We're going to do our best to help you and you'll see that the channels here are SEO and paid search. The target audience is someone suffering from this particular condition and someone looking for relief. And, so the question is how do we get a greater response to this particular offer? I'm going to ask Zuzia to come up. Thank you, Zuzia.

So, Zuzia is going to share with us some thoughts about how to improve this. She is a research analyst with our team, who works on many projects like this to try to improve performance. Go ahead.

**Zuzia Soldenhoff-Thorpe:** So, the first thing that comes to my mind actually, I see the solution right away before the actual problem is identified.

**Dr. Flint McGlaughlin:** Yes.

**Zuzia Soldenhoff-Thorpe:** So, people coming from either PPC or are actually searching for that problem, like to identify the problem, tackle it with a solution within the headline. As far as event image, it's not very clear what I'm looking at.

**Dr. Flint McGlaughlin:** Yes.

**Zuzia Soldenhoff-Thorpe:** And what the solution actually is. So, yes, it states the shoes, but then I have an image of an actual foot. So, it might not actually be very appealing to me.

**Dr. Flint McGlaughlin:** Yes.

**Zuzia Soldenhoff-Thorpe:** As far as the layout of the page as well, I would make it more clear. I would also add some credibility, if they are recommended by some podiatric associations.

**Dr. Flint McGlaughlin:** Yes.

**Zuzia Soldenhoff-Thorpe:** Or by doctors.

**Dr. Flint McGlaughlin:** Yes.

**Zuzia Soldenhoff-Thorpe:** Also, how about two columns, having a primary column and a supporting column that would have testimonials there that would have...

**Dr. Flint McGlaughlin:** But, not evenly weighted. Right? One primary column and then?

**Zuzia Soldenhoff-Thorpe:** No. One primary and one supporting column.

**Dr. Flint McGlaughlin:** Yes. Yes.

**Zuzia Soldenhoff-Thorpe:** With some frequently asked questions and customer service contact info.

**Dr. Flint McGlaughlin:** Excellent.

**Dr. Flint McGlaughlin:** Excellent point. I think you're absolutely right, Zuzia. And, I'll tell you something else. You've got two evenly weighted options at the bottom. We've seen over and over again where that hurts your conversion rate. And, you have no real headline. You have two headlines competing. Plantar. That name just dominates the page, and it takes up so much space without saying much and underneath it, the solution, that's not a complete sentence. Form your headline in a sentence. We just ran a test where I formed a headline that wasn't a complete sentence, and we're all laughing in here. Paul Cheney, who I can see is working in the studio, he wrote a headline that was a complete sentence. And, we wanted to test a complete sentence against a series of important points separated by comments.

Again, as in so many research examples I've seen before, the complete sentence won, which being translated means Paul beat my headline and I will never forgive him. But, in the meantime, I think that the headline is wrong and your strong sub-headline, the paragraphs are stretched too far across the page. I don't believe in two equally weighted columns, but a supporting column with strong testimonials, evidence, a clear understanding as to what you want me to do on this page. That business at the bottom looks like a banner ad for somebody else. It's in a box. It's boxes within a box. It is two weighted options. It's next to this email piece. I don't know what you really want me to do here.

It doesn't feel like a place that you would shop. It doesn't feel like a place that you would work to find the product. So, what can you do? What should you do with this page? Now this goes to everyone in the audience. In the first seven seconds, or I would say the first four inches of your page, you've got to answer three questions. Zuzia knows what they are. What are the questions, Zuzia? I'll put you on the spot.

**Zuzia Soldenhoff-Thorpe:** What can I do here?

**Dr. Flint McLaughlin:** Where am I?

**Zuzia Soldenhoff-Thorpe:** Where am I and why should I do it?

**Dr. Flint McLaughlin:** And, why should I do it? She's got it! Where am I, what can I do here and why should I do it? It is not clear, and that will help you. And, Bret, if you'll work some of these thoughts into designs and submit this to us, we'll give you some of our comments on it and see if we can help you get a major win. Zuzia, thank you. I appreciate it.

**Zuzia Soldenhoff-Thorpe:** My pleasure.

**Change #3: Objectives – From multiple focus to single focus**

**Dr. Flint McLaughlin:** Alright, Let's keep going. We're moving onto three. I hope this pace is right for you. Let's learn another key of the objectives. From a multiple focus to a single focus. And, let's look at an example.

**CHANGE #3**

*Objectives – From multiple focus to single focus (example)*

Extra navigation and "live chat" give viewers more reasons to click away from the offer.

From this ...

The screenshot shows the ForexTrading.com website. At the top, there is a navigation menu with links for 'TRADING TERMS', 'TRADING PLATFORMS', 'TOOLS', 'EDUCATION', 'ACCOUNT', 'ABOUT US', and 'HELP'. Below this, there is a secondary navigation menu with links for 'FOREX SPOT & FORWARDS', 'SPREADS', 'MARGIN', 'ROLLOVERS', and 'FORWARD OUTFRIGHTS'. A 'LIVE CHAT' button is prominently displayed on the right side. The main content area features a 'Free Trial Account' form with fields for Name, Email, Phone, Postcode/ZIP, Country, and Language. A table on the right side of the page lists various currency pairs and their corresponding spreads. The table is titled 'Currency Pairs' and 'Amount' (set to 500,000). The table has two columns: 'CURRENCY PAIR' and 'SPREAD'.

CURRENCY PAIR	SPREAD
AUDUSD 500,000	5.9
AUDJPY 500,000	7.9
EURCHF 500,000	10.2
EURGBP 500,000	4.9
EURJPY 500,000	8
EURNOK 500,000	37
EURSEK 500,000	74
EURUSD 500,000	4.2
GBPCHF 500,000	13
GBPJPY 500,000	11
GBPUSD 500,000	5.3
NZDUSD 500,000	5.1
USDCAD 500,000	6.4

**Dr. Flint McLaughlin:** Here we have that same case study and what you can see is that extra navigation and live chat give viewers more reasons to click away from the primary offer. There is too much on the page. There is competition. There are mitigated objectives.

## CHANGE #3

Objectives – From multiple focus to single focus (example)

Extra navigation and “live chat” eliminated

... to this

The screenshot shows the ForexTrading.com website. At the top, there's a navigation bar with links like 'TRADING TERMS', 'TRADING PLATFORMS', 'TOOLS', 'EDUCATION', 'ACCOUNT', 'ABOUT US', and 'HELP'. The main headline reads 'Get your free, no risk, no obligation \$100,000 Forex Trading Demo Account'. Below this, there's a brief description of the platform and a list of benefits for the trial account, such as '\$100,000 simulation funding' and 'Full trading functionality, one-click trading'. A registration form is visible with fields for Name, Email, Phone, Postcode/ZIP, Country, and Language. On the right side, there's a 'POWERED BY SAHO BANK' badge and a 'ForexTrading.com sample spreads' table. At the bottom right, a large blue arrow points upwards with the text '99% IN CONVERSION'. The footer mentions 'Winner of 6 Euromoney FX Awards 2011' and shows several award logos.

CURRENCY PAIR	SPREAD
AUDUSD 500,000	5.9
AUDJPY 500,000	7.9
EURCHF	

Dr. Flint McGlaughlin: In the new design, we get really clear about this and in doing so we see that 99% increase. The objectives have been simplified.

## CHANGE #3

Objectives – From multiple focus to single focus (example)

From this ...

The screenshot shows the Britannica Online website. The main headline is 'Why Try Britannica Online?'. Below this, there are several sections: 'More Comprehensive than Any Other English-language Encyclopedias', 'Trustworthy Results', 'Spend Less Time Searching and More Time Finding', 'Help for Students', 'Get the Answers You Need, the Topics You Care About', and 'What Members Are Saying About Britannica Online'. On the right side, there's a 'Member Benefits' section with a list of features. At the bottom right, there's a 'Take a FREE Trial' button. Four orange arrows point from the 'Take a FREE Trial' button to four different call-to-action buttons: 'try it FREE now', 'Join Now!', 'Take a FREE Trial', and 'Take a FREE Trial'.

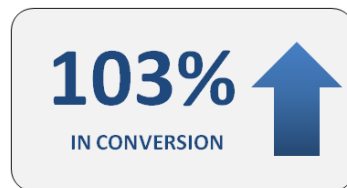
The control presents four competing calls-to-action ...

**Dr. Flint McGlaughlin:** Let's look at this. This is Encyclopedia Britannica and this page has competing calls to action. We can't even tell if they're for the same product or not.

## CHANGE #3

*Objectives – From multiple focus to single focus (example)*

The treatment clearly presents the customer with a single objective.



... to this

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**Dr. Flint McGlaughlin:** Look at the treatment that we created. Look how clear, linear, and simple. Look at the strong headline, the sub-headline, the paragraph and supporting bullets that have evidentials written in credible language that use specifics. Look how the call-to-action is very clear. Look how the button promises an instant reward.

Look how the anxiety is mitigated with the risk-free seal and look how the image is now working to explain the essence of the value proposition. Most of all, there was a 103% increase in conversion. So essentially those changes in fact, that's exactly what happened, I know. I remember this experiment. The changes doubled revenue. This was the primary gateway and it doubled revenue. Let's keep learning.

## CHANGE #3

*Objectives – From multiple focus to single focus*

### Channels:

Organic search keywords like “Bahamas cruises,” links in emails, site navigation

### Target Audience:

Consumers interested in learning about our Hawaii cruise

### Link:

[bit.ly/HawaiiCruiseLP](http://bit.ly/HawaiiCruiseLP)

Live Optimization

**Dr. Flint McGlaughlin:** I have in front of me change three, yet another page. Okay. And, that page is for a group submitted by Charles Fisher, from Norwegian Cruise Line. We want to think about how to simplify the objectives on this page and improve its performance and so I'm going to ask Zuzia, come right back up here and see if you can help me with this one, Okay?

**Zuzia Soldenhoff-Thorpe:** Alright. So, there are multiple focuses indeed and I'm quite confused. Should I be looking for a vacation or should I be picking destinations? Should I be learning about those different options? Should I be trying to get in touch with a rep? I'm not quite sure what I should be doing here. So I would suggest some kind of better organization and an easy eye path to guide the visitor and give them perhaps a few steps.

First step, choose your destination, length of the vacation, price, etc., etc., with this customer service representative option chat or a number right next to it, visible perhaps in an accordion style or something similar in order to keep them on this page. Also consider the imagery on this page. I think images are very important in this case. I would love to see myself in one of those Hawaiian destinations, so a dark image might not convey the value really. And finally create an easy eye path to guide them through the steps.

**Dr. Flint McGlaughlin:** Excellent. Excellent. Let me just add this for those of you who are trying to learn and, remember, this isn't your page. It's the page of one person on this call, but all of us can learn transferrable principles, and that's the point. If you submitted this page, we select this page trying to

help not just the person who is responsible for its performance, but to actually help everybody in the audience. So, here are some key pieces that all of you can take away.

Number one, we have a strong credibility indicator, best to why itinerary, but it's in the wrong place. First, I have to know where I'm at. It's hard to see that. Now, Norwegian Cruise Line is a very small logo at the top of the page. It's overwhelmed. It's in banner blindness by this massive image with pink letters and no clarity about what I can do here.

You're telling me and you're giving me an important credibility piece, but it doesn't matter until I know what I should do here and why I can do it. And, then when I try to make sense of the page, I come down to two evenly weighted columns and they have nestled within them three calls-to-action. Those calls-to-action create confusion. I have to stop and make meaning. I need to have a sequenced call-to-action with a step-by-step linear approach, without a two-column design, that makes it easy for me to move through this and understand where am I at, what can I do here and why should I do it.

That's when in that third question, that's when that award becomes very important. And, if, when they gave you that award I don't know this is true, Charles, but if they gave you some sort of seal, some sort of visual then I would actually put that visual right on the page next to the essence of the offer or the call-to-action so that they could realize that again right at that moment where they might be still thinking about the offer, they get a chance to see how valuable it is from a third-party credibility indicator. So, all of these things that Zuzia has said and all of these components are essential and we're going to keep going. Thank you again, Zuzia.

**Zuzia Soldenhoff-Thorpe:** Your welcome.

**Dr. Flint McGlaughlin:** We keep asking for Zuzia back and forth up here.

**Zuzia Soldenhoff-Thorpe:** I'm here.

**Dr. Flint McGlaughlin:** But, you have good insights and it's helpful for us!

**Paul Cheney:** We've got an audience question that's pretty good.

**Dr. Flint McGlaughlin:** Alright.

**Paul Cheney:** I'll highlight it on your screen.

**Audience Question: Homepages often have multiple objectives. How do you balance competing needs in this location?**

**Dr. Flint McGlaughlin:** Alright. So, there's an audience question coming in here, highlighted on my screen. "Home pages often have multiple objectives, thoughts on balancing competing needs in this location, where traffic could be coming from many and varied sources?" Yes. First of all, let me recommend and this is Steve. Steve, there is a lecture on the difference between optimizing a homepage and a landing page and for all of the audience interested in that we could provide the link to

that. It's on the [MarketingExperiments.com](http://MarketingExperiments.com) website and it will be much like this, slides and my voice communicating.

Secondly, the homepage is the front door and like the whole goal I think of a homepage is to get people to click on the right link, because almost nothing happens commercial, in terms of the transaction, on the homepage. But, unless you get the right micro-yes on the homepage, you'll never get to the macro-yes. That's the purchase at the end of the transaction process. Even if that's an offline lead generation effort. So, your homepage helps people understand who you are and in particular, your value proposition and then it directs them. And, I judge the success of a homepage by how well it is doing at getting people to the right place or the transaction and pathway they should be following will unfold in an optimized process. There is a lot to be said about that. But, go to that, [study](#), and the [research](#) will help you more with that. Good question!

## Quick Win Clinic Part II at Optimization Summit

### Download the preparation kit for Part II

The Quick Win Clinic Part II will be held at the Optimization Summit. In it, our Research Analysts will **walk you through designing and implementing a test** for a quick win.

Download the preparation kit here:

[MarketingExperiments.com/QuickWinClinic2](http://MarketingExperiments.com/QuickWinClinic2)

**Dr. Flint McGlaughlin:** Now, this slide is not a commercial. Play close attention to this. I asked them to put it here because it was at the end of the deck and I was afraid that some people might miss it. You can download this. It's free. Why am I giving it to you? Because, when we teach part two online and also there are things we're going to be doing at the optimization summit. This is a kit. It's full of useful information that will help you apply what we're talking about today and there is no sales effort that I know of associated with it. I'm hope I'm right, Paul. But, the bottom line is you need the kit to maximize what we're going to be teaching next, and so we want to give you a link to that where you can get it, have it downloaded and be ready for part two of the [Quick Win Clinic](#).

### Change #4: Images – From irrelevant art to relevant message

**Dr. Flint McGlaughlin:** Let me go on to number four, images. Here's the fourth change you can make. You can move from irrelevant art to a relevant message. Very important.

## CHANGE #4

Images – From irrelevant art to relevant message (example)

Only image on the page is dedicated to live chat support.

From this ...

The screenshot shows the ForexTrading.com website. The live chat button is circled in red and contains the text: "LIVE CHAT", "Can I help you?", and "Chat now" with a small image of a woman. An orange arrow points from the text "Only image on the page is dedicated to live chat support." to this button.

ForexTrading.com offers leveraged trading in up to 30 of the world's most liquid currency pairs.

**Why trade Forex with ForexTrading.com?**

- **Tight spreads.** ForexTrading.com's EURUSD spread may go as low as 0.8 pips under normal market conditions. We are very competitive on all the pairs we offer.
- **Open an account with as little as \$2,000** or equivalent.
- **No commissions.** You just pay the spread and carrying costs on your trades. There are no additional commissions.
- **No minimum ticket fees.** You only pay the spread and carrying costs on small trades.
- **Leverage the funds in your account up to 500 times.**
- **Deep liquidity.** ForexTrading.com is powered by Saxo Bank, the award-winning global bank renowned for aggregating liquidity from the world's leading forex dealers.

**Free Trial Account**  
Simply submit your details below to get a no risk, no obligation 21-day free trial.

Name \*  Email \*   
(Email will be verified)

Phone \*  Postcode/ZIP

Country (of residence) \*  Language \*   
Please select

[TRIAL ACCOUNT](#)

By clicking Trial Account, I agree to the [Terms of Use](#) and agree that ForexTrading.com Bank A/S or anyone in the Saxo Bank Group may contact me via phone or e-mail with information on products and services and to assist me in using any of the Saxo Bank Group offerings.

**Why trade Forex?**

- It's equally easy to trade in both rising and falling markets, so profits can be made whichever the market direction.
- They are leveraged instruments, also known as they trade on margin, meaning you can open trades in sizes multiple times larger than the funds you have in your account.
- Open all hours. The forex market is open all day from Monday morning Sydney time to Friday night New York time.

**Risk Warning**  
Trading in leveraged instruments such as foreign exchange, also called margin trading, carries a high level of risk to your capital with the possibility of losing more than your initial investment and may not be suitable for all investors. Ensure you fully understand the risks involved and seek independent advice if necessary. Please read the full risk warning.

**Example ForexTrading.com spreads**  
Select your forex pair(s) of interest and desired base currency trade size from the drop-down menus below to get the latest sample spreads on the ForexTrading.com account.  
See the Notes on Sample Spreads for more information.

CURRENCY PAIR	SPREAD
EURUSD 500,000	5.9
AUDJPY 500,000	7.9
EURCHF 500,000	10.2
EURGBP 500,000	4.9
EURJPY 500,000	8
EURNOK 500,000	57
EURSEK 500,000	74
EURUSD 500,000	4.2
GBPCHF 500,000	13
GBPJPY 500,000	11
GBPUSD 500,000	5.3
NZDUSD 500,000	5.1
USDCAD 500,000	6.4

**Dr. Flint McGlaughlin:** Dr. Flint McGlaughlin: Our websites are chalked full of irrelevant art. I'd love to have had more time to take you through it, not this exercise, Paul. Everywhere I go, I see images that have been grabbed from stock photography and thrown on a page because we think they look good, and they're not doing any of the work they should be doing. In fact, often they're distracting the message. But, let's look at this particular example, which is a pervasive case study example, and you'll see that the only image on the page is dedicated to live chat support. It's the wrong image. It's the wrong image. It's not doing anything to help you communicate your message.

## CHANGE #4

Images – From irrelevant art to relevant message (example)

Image clearly communicates value of the product.

... to this

The screenshot shows the ForexTrading.com website. At the top, there's a navigation bar with links like TRADING TERMS, TRADING PLATFORMS, TOOLS, EDUCATION, ACCOUNT, ABOUT US, and HELP. The main heading is "Get your free, no risk, no obligation \$100,000 Forex Trading Demo Account". Below this, there's a paragraph describing the offer: "Forextrading.com is powered by Saxo Bank's award-winning platform. Get a free 21-day trial account with \$100,000 simulation funding and experience the impact of leveraged trading with the world's most liquid currency pairs." Another paragraph explains the full live version: "With the full live version you can open an account with as little as \$2,000 and leverage the funds on your account up to 200 times. Forextrading.com is very competitive on all pairs. Our EURUSD spread may go as low 0.8 pips under normal market conditions. There are no additional commissions. You just pay the spread and carrying costs on your trades." A third paragraph says "Try Forextrading.com with no risk and no obligation for 21 days." Below this, it says "Free, no-risk 21-day trial account" and lists benefits: "• \$100,000 simulation funding", "• No download or installation required", "• Real-time free Forex and CFD quotes", "• Full trading functionality, one-click trading", and "• Easy to use interface. Drag-and-drop workspace". There's a registration form with fields for Name, Email, Phone, Postcode/ZIP, Country (of residence), and Language. Below the form, it says "By clicking 'Trial Account', I agree to the Terms and Conditions. The Saxo Bank Group may contact me via phone to assist me in using any of the Saxo Bank Group products." There's a badge that says "Winner of 6 Euronews Best in Show 2011". At the bottom, there's a large blue arrow pointing up with the text "99% IN CONVERSION". On the right side, there's a table titled "ForexTrading.com sample spreads" with columns for "Currency Pairs" and "Amount". The table lists various currency pairs and their spreads.

CURRENCY PAIR	SPREAD
AUDUSD 500,000	5.9
AUDJPY 500,000	7.9
EURCHF 500,000	10.2
EURGBP 500,000	4.9
EURJPY 500,000	8
EURNOK 500,000	57
EURSEK 500,000	74
EURUSD 500,000	4.2
GBPCHF	11

**Dr. Flint McGlaughlin:** Look at the new version. Look at what happened on this page. Look how we used the screens of the computer to communicate what the offering was really like. Never attempt to sell something or even provide an incentive where you haven't helped people conceptualize what it looks like. They have to feel it, touch it and taste it in their mind. They have to be able to imagine it. You must help them achieve that internally so you can create a sort of psychological queue that will drive them in the appeal factor towards your purchase. And, so that's what the image is doing here. It's working hard. Its' doing the job it's supposed to do, which brings me to, as you might see, yet another example.

## CHANGE #4

Images – From irrelevant art to relevant message (example)

Control uses a stock image of a customer support representative.



**Dr. Flint McGlaughlin:** Now, here is something we do all of the time. This is sort of a clip art. You buy an image like this, smiling girl, attractive woman on the page. I guess this means that she's the person you're going to talk to when you call, because she's wearing a headset. I'm not sure what that means. It might be a dispatcher from the Sherriff's department to come serve you since you can't pay your mortgage debt. But, let's assume it's the smiling customer service rep that you're going to talk to on the other side. Is that the best image? Is it doing the job it should do?

## CHANGE #4

Images – From irrelevant art to relevant message (example)

Image of a recognizable company founder



**Dr. Flint McGlaughlin:** Well, we tested that and instead of using that image we used this image and we blurred this to protect the individual. Clearly, and I think he wouldn't mind me saying this, he's not as attractive as the girl, but by putting his face on here we see a 35% increase. Why? He's the founder of the organization. The image has meaning. It connects with the people. We tell you he's the founder of the organization. And, there is something about the way his smile and face communicates that gave people a sense of trust, I think, and we saw conversion go up.

So, make every image work. Listen to me. An image should either communicate your value proposition, A. B, it should direct eyes through the eye path, or C, evoke a certain tone. But, in the name of C, that third option, we commit a lot of sin, because we think the image is somehow setting a mood, and what it's really doing is making the page pleasing to us. But, it's not doing a thing to improve the conversion rate, and so it's hurting us.

## CHANGE #4

*Images – From irrelevant art to relevant message*

### Channel:

Promotional email sent to marketers on various publishers' lists

### Target Audience:

Online marketing managers for B2C retailers

### Link:

[bit.ly/BrontoCarts](http://bit.ly/BrontoCarts)

Live Optimization

Driving Revenue | Email, Mobile, Social.

### Solve Your Abandoned Cart Problem

All online retailers experience shopping cart abandonment. In fact, with rates averaging between 60-70%, marketers know that the majority of shoppers who start the checkout process will leave before completing it.

Those departing shoppers represent a significant amount of revenue. To recapture as much of that revenue as possible, you need to be aware of reasons for abandonment and the top strategies for bringing those shoppers back.

For this white paper, we examined the carting experience and follow-up email strategies of 100 retailers. You'll discover:

- Top reasons shoppers abandon online purchases
- Analysis of post-abandonment email strategies
- Recommendations for maximizing conversions

Download the white paper: "From Abandon to Conversion: Why Shoppers Abandon Carts and What Merchants Can Do About It."

**Download white paper** \*Required

First Name: \*

Last Name: \*

Job Title: \*

Company: \*

Website: \*

Phone: \*

Email Address: \*

Country: \*

State: \*

Approximately how many emails do you send on an annual basis?  
Select One:

Are you considering changing your current email marketing solution?  
Select One:

Does your website have a shopping cart?  
Select One: \*

Please send me Bronto's Tips & Tricks monthly newsletter.

**Get White Paper**

We do not sell or share your contact information. See our privacy policy.

**Dr. Flint McGlaughlin:** Keep all of that in mind and let's look at another example. Before I look at this example, audience, I need to get feedback from you. I do this often. I pay attention. My people are watching. Is this working for you today? Are you learning? Do you like the pace? Is this helpful? I'm watching for your feedback right now. I walked over to the screens and someone said that page is awful. Dave, you're cruel! I see a lot of encouraging words. Let me keep watching. We're going to move to four and we're going to go to five, but I want to just make certain that everybody is getting a good sense. Good. Alright.

Let's take a look at this page and let's ask ourselves how we can improve it. And, yes, you're right. It is a horrible form and I need the audience to help me. So, audience, I'm going to stop you for a second. Thank you for your gracious words, but I want you to take this page and I'm going to watch you. Using the Q&A feature, let's help optimize this page for Carol. She wants to know what page elements we would test first and advice on copy improvements. And, she has used this with less fields in the past. So, what can we do to help her? We'll talk about that. I'm reading notes that she submitted with the page. I'm going to ask the audience to give me their thoughts. Here's what they say: Too many fields. New headline. Less copy. The length of the form. A better headline. Shorten the form. It's way too long. Put the form lower. A better headline. A better image. Why would I fill this out? It's a boring headline. Too much text.

Your thoughts are coming in, and Carol, we have one of the world's largest and most sophisticated focus groups on right now, looking at your page. And, we can analyze all of their suggestions, but there is a pattern. And, the reason I'm reading that isn't just to pass time. It's like everybody zeros in on the fact that the headline isn't strong enough and the form is intimidating. I don't know what you've done in prior tests, but I'd be willing to look at the test data to see how valid it was, to make certain that whatever conclusions you drew were accurate conclusions.

But, I would tell you that while there are no expert marketers, in fact there are only experienced marketers and expert testers, the reality is, from all of my experience, shortening that field, in fact shortening that form, even if you have to capture the field, all of those fields by doing it in two parts, get name, email address and basic information on the front part, then on the second part you get the rest of the information. You qualify and score them based on who completed the front only, and then who completed the second page only, or together, and then you go back and anyone who didn't complete the second page, you now have their email address and you send them a note, invite them back to complete the process, capture more leads. I've done it over, and over, and over again. There's a way to make that form far more powerful.

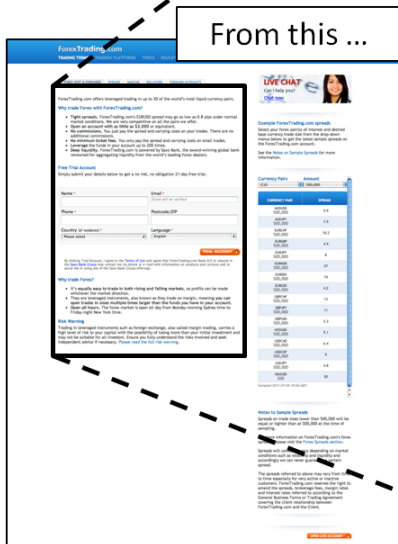
**Dr. Flint McGlaughlin:** But, look at it right now. Carol, if you kept the same number of form fields, you could still shorten it. There's too much space between the form fields. They're all the same length. There's no layout. I could take that same form and make it look 30% shorter just by rearranging the way the fields appear. Over to the other comments, the headline could be strengthened. There's not enough value promise. The opening paragraph is too long. It should have bold font in it to open the eye path. I'd break it into two lines. I'd get bullet points closer up so they don't have to read that much text before they get the power. I'd strengthen the image.

I would bring the form down below the text and I'd put testimonials all down the right side and increase the credibility indicators for the whole piece. But, in fact, by achieving a better headline, a better sub-headline, shorter paragraphs, clearer eye path, less impact in terms of friction on the fields, I think you could get a lift. And, I'd love, by the way, to help you with that. Send us a re-design and we'll comment on that. Send us the data sets and we'll look at what you've done so far. The goal here is to help you any way we can, and we appreciate you submitting the form.

**Change #5: Trust – From anxiety to credibility**

**Dr. Flint McLaughlin:** This brings me to trust, moving then from anxiety to credibility. This is the fifth point. And, again, by the way, if you're an experienced MECLABS student who has been through our certification programs, you might be saying today, well, you know, these are things I've heard before. That's probably true. And, you know how many times on these clinics we hit you with something new and perhaps a tilt for your thinking, might even be revolutionary because the discoveries often surprise us. Just remember that the goal of today is a quick win clinic. We're trying to help the most people across our audience, find something practical they can do right now that might help them get a quick improvement, that will impact their work and the performance of the pages, and maybe even their career. So, that brings me to this critical piece, trust, moving from anxiety to credibility.

**CHANGE #5**  
Trust – From anxiety to credibility (example)



From this ...

ForexTrading.com offers leveraged trading in up to 30 of the world's most liquid currency pairs.

**Why trade Forex with ForexTrading.com?**

- **Tight spreads.** ForexTrading.com's EURUSD spread may go as low as 0.8 pips under normal market conditions. We are very competitive on all the pairs we offer.
- **Open an account with as little as \$2,000** or equivalent.
- **No commissions.** You just pay the spread and carrying costs on your trades. There are no additional commissions.
- **No minimum ticket fees.** You only pay the spread and carrying costs on small trades.
- **Leverage the funds in your account up to 200 times.**
- **Deep liquidity.** ForexTrading.com is powered by Saxo Bank, the award-winning global bank renowned for aggregating liquidity from the world's leading forex dealers.

**Free Trial Account**  
Simply submit your details below to get a no risk, no obligation 21-day free trial.

Name \*

Email \*   
Email will be verified

Phone \*

Postcode/ZIP

Country (of residence) \*

Language \*

**TRIAL ACCOUNT** →

By clicking Trial Account, I agree to the [Terms of Use](#) and agree that ForexTrading.com Bank A/S or anyone in the [Saxo Bank Group](#) may contact me via phone or e-mail with information on products and services and to assist me in using any of the Saxo Bank Group offerings.

**Why trade Forex?**

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- They are leveraged instruments, also known as they trade on margin, meaning you can open trades in sizes multiple times larger than the funds you have in your account.
- Open all hours. The forex market is open all day from Monday morning Sydney time to Friday night New York time.

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Trading in leveraged instruments such as foreign exchange, also called margin trading, carries a high level of risk to your capital with the possibility of losing more than your initial investment and may not be suitable for all investors. Ensure you fully understand the risks involved and seek independent advice if necessary. [Please read the full risk warning.](#)

**Dr. Flint McLaughlin:** So, take a look at this page.

# CHANGE #5

Trust – From anxiety to credibility (example)

... to this

**Get your free, no risk, no obligation \$100,000 Forex Trading Demo Account**

Forextrading.com is powered by Saxo Bank's award-winning platform. Get a free 21-day trial account with \$100,000 simulation funding and experience the impact of leveraged trading with the world's most liquid currency pairs.

With the full live version you can open an account with as little as \$2,000 and leverage the funds on your account up to 200 times. Forextrading.com is very competitive on all pairs. Our EURUSD spread may go as low as 0.8 pips under normal market conditions. There are no additional commissions. You just pay the spread and carrying costs on your trades.

Try Forextrading.com with no risk and no obligation for 21 days.

- \$100,000 simulation funding
- No download or installation required
- Real time live Forex and CFD quotes

Free, no-risk 21-day trial account

**Winner of 6 Euromoney FX Awards 2011**

**99%**  
IN CONVERSION

**Dr. Flint McGlaughlin:** Notice that in the new page we've added all of those critical third-party credibility indicators right near the call to action. You saw the results before, but we've emphasized no risk, no obligation. We've emphasized the free demo account and we've brought credibility indicators right up near the bottom. What does that do for us? Well, it's clear what it does for us. It increases the sense of trust. Frankly, when you're trying to fix anxiety, you must over-correct, and it's an attempt to over-correct the anxiety. Anxiety can't be corrected like friction. Anxiety is an irrational state, and so to fix it you don't offer a rational solution. You must over-correct it with great intensity. This is what we've done. You know that all of these factors have helped to contribute to virtually a doubling of the response. When I say we, I don't know why I say we. I've been saying we for so long and, Daniel Aagaard, right?

**Paul Cheney:** Michael.

**Dr. Flint McGlaughlin:** Michael Aagaard. Michael, forgive me. I'm used to this being my case study and I say we did this and we did that. That's ridiculous! Michael did all of this! He took our class and did it himself, and I'm over here taking the credit from him. What a moron! So, forgive me, friend. You did all of this and you did the right thing, and you got a result. And, I've got to remember that next time. But, any of the other students who would like submit case studies that I can take credit for, just let us know and apparently we'll do that.

## CHANGE #5

Trust – From anxiety to credibility (example)

Credibility is communicated in bottom right corner, out of the main eye-path.

From this ...

The screenshot shows the my1voice website with the following layout:

- Header:** my1voice logo, tagline "one number. one system.", and contact info "Sales Chat or call 1-866-358-6366".
- Main Content:** A woman on a phone, followed by a blue box titled "800 Number" with text "Just like 1 800 numbers toll free numbers are no charge to your callers." and a list of benefits.
- Bottom Section:** Three columns: "my1voice includes:" (listing features like toll free number, voicemail, etc.), "Pricing" (plans starting for as little as \$10/Month), and "Free Trial" (Free Trial available for 30 most popular plans!).
- Bottom Right:** A testimonial from Chris Biber Founder, SearchingWorks, and a "2008 INTERNET TELEPHONY PRODUCT OF THE YEAR" award badge. This section is circled in red.

**Dr. Flint McLaughlin:** Alright. So, let me take you to another example, one you haven't seen before here. This is an example of dealing with this credibility issue, and you'll notice that over here credibility is communicated, but it's in the bottom right, out of the eye path, in the wrong place. What can we do to fix the problem?

## CHANGE #5

Trust – From anxiety to credibility (example)

Credibility is communicated near the top of the page, and anxiety is reduced near CTA.

**↑ 29% IN CONVERSION**

... to this

The revised screenshot shows the my1voice website with the following layout:

- Header:** my1voice logo, tagline "one number. one system.", and contact info "Questions? Live Chat or Call 1-866-358-6366".
- Main Content:** A blue box titled "800 Toll Free Number Free for 30 Days with No Contract!" with a list of benefits and a "START YOUR FREE TRIAL" button.
- Bottom Section:** Two columns: "Free 30 Day Trial" (listing features like most popular plan, all features included, etc.) and "Your Free Trial Includes ALL Features:" (listing features like free minutes, unlimited extensions, etc.).
- Bottom Right:** A testimonial from Chris Biber Founder, SearchingWorks, and a "2008 INTERNET TELEPHONY PRODUCT OF THE YEAR" award badge. This section is circled in red.

**Dr. Flint McGlaughlin:** Well, we make an important change. We emphasize credibility right by the call to action. You see that blue seal? And, then we emphasize with a testimonial and the award. We put it in just the right location. We change the feel, and we see a 29% increase. Let's go back and look at those, from this. By the way, look at that image. It's an attractive image, but we removed it. Did we lose anything for that? No. Conversion went up 29%, which brings me to five.

## CHANGE #5

### Channel:

PPC keywords like  
"truck driver jobs"

### Target Audience:

Males, 25-55 with HS  
diploma (or GED)  
unemployed and  
underemployed

### Link:

[bit.ly/PamTrucks](http://bit.ly/PamTrucks)

Live Optimization

CDL Training | Apply Now



**DRIVEN by the BEST**

**Truck Driving Jobs Offering Paid CDL Training**

**Become A Truck Driver With PAM Transport & Earn Up To \$40,000 1st Year**

Are you looking for truck driving jobs that offers paid CDL training? If you want to become a truck driver, consider PAM Transport's truck driver training program. There's no need to pay thousands of dollars to a truck driving school to get a CDL! Get the right truck driver job and start your career with a nationally-recognized trucking company. PAM Transport provides company-sponsored truck driving school for qualified candidates. We're hiring new drivers for entry-level truck driving jobs that require no experience. As a member of the Driver Solutions network, We'll train you for a Class A CDL. You can become a truck driver in less than one month!

Truck driving jobs at PAM Transport give you an opportunity to earn up to \$40,000 a year with a \$1,200 sign-on bonus, comprehensive benefits package and no upfront tuition cost to attend truck driving school. In less than 1 month, you can be on the road with a great driver job and an even better career. Professional truck drivers are in huge demand. Get your trucking career started now. Just complete the online driver application.



**Earn Up To**  
**\$40,000 + \$1,200**  
Your 1st Year Sign-On Bonus

- No Experience Needed
- Earn up to \$40,000/1st year
- No Upfront CDL Training Costs

**APPLY NOW**

**Why PAM Transport?**



-  **Company-Paid CDL Training**
-  **Truck Driver Pay & Sign-On Bonus**
-  **Late Model Company Trucks**

**Dr. Flint McGlaughlin:** Now, by the way, I'm watching my time. I have got several of your submissions. We're going to go through this one and then we're going to review quickly these five points, and then we're just going to do live op, live op, live op, right to the end of the hour. So, we're going to try to take the last few minutes that we have together and cram that with optimization of the pages that you've submitted so we can get the most value for everyone. And, is that a question?

**Paul Cheney:** There's a question, a great question, in the gray box.

**Dr. Flint McGlaughlin:** Okay. It says, "If my goal is to get people to download," I am looking at a question submitted by the audience, "a free trial of a product, is there any room to highlight educational resources via links alongside the free trial form?" Well, I would rather sequence those so that they occurred if someone didn't take the free trial. I'd be careful about giving them a reason to click off the page. I'd use them so that they became sort of a smaller window that popped over, as opposed to taking them off the page. And, I would also embed a link to the free trial on those pages so that if they move they can immediately see that free trial again and go for it.

I think it's worth testing, but I'd be careful. Because what you want to do is give them credibility indicators that don't require them to investigate and research, unless it's a complex offering. Here's the key. If you push the free trial properly, it's already mitigated of all of the risks, and it should be enough for them to be able to at least download it. How long does it take? Thirty seconds? Tell them in 30 seconds they can discover all of the answers. Make the free trial so simple, so attractive that you don't need a lot of surrounding credibility. That should come from the experience of the offer. Now, that's my quick answer without all of the context. Give us more. Write us and we'll do our best to help you.

**Dr. Flint McGlaughlin:** Let me move on to this study that we have right here and ask Zuzia to come on up. As Zuzia is coming up, audience, help me. How would you take what you've been learning today, we've talked about five principles. I'll read them to you. Tell me what you would do. We said the headline, from hype to conversation, the copy, from marketer value to customer value. We said the objectives, from multiple focus to single focus. We said the images, from irrelevant art to relevant messages and, we said the trust, from anxiety to credibility. How would you improve this page?

In manufacturing, flip the sub-head and the headline. That's an interesting point, Shelly. Change driven by the best is something more relatable to the customer. That's also an excellent point, Karen. The sub-head is stronger than the headline. Rebecca noticed the same thing. Terrible first sentence in the first paragraph, says Kirk. I think this is pretty good, says Amber. Amber's being nice to you. She's like the Paula Abdul of American Idol. So Mike, you had a positive comment from a marketer. Show a happy driver with a job. "The images are too distracting," someone said. "Change the color," someone said. "Bolder font for the paragraph," someone said. The numbers are really emphasized without context or support. A lack of credibility said someone. Let me just move to Zuzia and, Zuzia, tell us some things that you might recommend to make this page work better.

**Zuzia Soldenhoff-Thorpe:** Lack of credibility definitely. I can't see any kind of seals, industry recognized seals.

**Dr. Flint McGlaughlin:** Okay.

**Zuzia Soldenhoff-Thorpe:** Both calls-to-action seem to be just hanging in the air. There's nothing right next to them. There's no value really. I would like to know. I've never planned to become a truck driver.

**Dr. Flint McGlaughlin:** Yeah.

**Zuzia Soldenhoff-Thorpe:** but if I was...

**Dr. Flint McGlaughlin:** You don't have a plan to become a truck driver. I am relieved to know that.

**Zuzia Soldenhoff-Thorpe:** but If I was...

**Dr. Flint McGlaughlin:** I am relieved and we definitely need you right here with us.

**Zuzia Soldenhoff-Thorpe:** I would have loved to see the amount of time to become a truck driver, in less than a month, and some more value, some more real value in there. The red font is really...I'm

expecting an error message. And, somebody mentioned already the very vague headline in the banner, driven by the best.

**Dr. Flint McLaughlin:** Yes.

**Zuzia Soldenhoff-Thorpe:** Who are the best?

**Dr. Flint McLaughlin:** Yes.

**Zuzia Soldenhoff-Thorpe:** So, it's all really not clear to me. And, again the eye path, am I looking at those three little images there? So, how about some customer service? I can't see anyone behind the scenes there, so also that credibility. So there is a lot of anxiety. And, I'm not sure if people would take all of the time to read through those two paragraphs, so clear bullet point...

**Dr. Flint McLaughlin:** Yes.

**Zuzia Soldenhoff-Thorpe:** ...values, what can you do here, how can you apply, and that's it.

**Dr. Flint McLaughlin:** What do you think about the buttons?

**Zuzia Soldenhoff-Thorpe:** I would just keep one. Well, the call-to-action is really apply now is...

**Dr. Flint McLaughlin:** Yeah. Yeah.

**Zuzia Soldenhoff-Thorpe:** ...really a too hard sell.

**Dr. Flint McLaughlin:** Yes.

**Zuzia Soldenhoff-Thorpe:** I would really state it differently.

**Dr. Flint McLaughlin:** Yes.

**Zuzia Soldenhoff-Thorpe:** So make it nice and appealing, and tempting, rather than scary, especially driven by the best. What if I'm not the best? So, I would be scared to apply if I'm not the best.

**Dr. Flint McLaughlin:** Very good point. Very good point. Excellent! And, thank you very much, Zuzia! Good comments! I tell you, I don't have a lot to add to that. I think they've nailed it. The only thing I'd say is that those paragraphs are way too long as well. And, that may have been said, but they need to be broken up. It needs to be bullet points. And, you know, before we said it, you said it. And, this is great advice, Mike, from the audience. The sub-headline is much stronger than the main headline. And, you don't need that big image at the top. You can get them right into this with a much more powerful, simple message. If you want to redesign this and send it to us, we might even get Zuzia to look at it and some team members here, and help you. You know, she's always wanted to be a truck driver, so you've got that going for you.

## Summary: Putting it all together

### **Key Principles**

When we employ customer logic, we discover simple changes that can have a large impact on the conversion rate of a landing page.

**CHANGE #1: Headlines** – From hype to conversation

**CHANGE #2: Copy** – From marketer value to customer value

**CHANGE #3: Objectives** – From multiple focus to single focus

**CHANGE #4: Images** – From irrelevant art to relevant message

**CHANGE #5: Trust** – From anxiety to credibility

**Dr. Flint McGlaughlin:** Let me keep going then, because I think we have in front of us those five critical principles, but we have time, in just a moment, to go through some live optimization. We can look at your pages. Let's take the next eight minutes and slam. I'm going to speed up my voice just so that we can cover this in as much detail as we possibly can.

### Landing Page Optimization



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**Dr. Flint McGlaughlin:** So, I'll take us through live op. I see that they have something in front of us to remind you of, coming up June 11th through 14th in Denver. The only word I'll say about this, and I believe enough to say this, is this is so different. It's all scientists and analysts teaching, or it's people like you who have had successes and failures sharing the story, real case studies. No vendor sales from the platform and in fact when you first come we're going to plan together.

The entire audience, we'll break into groups and experiment. We're going to run the experiment live during the summit. By the time the summit is over, we'll have the results in and we'll see how well we did in designing the treatments as an audience and we'll learn about test design, and we'll use the experiment as a teaching tool. And, there's just a lot of stuff with this. But, that's in Denver and I hope perhaps that I can meet you personally there.

## Live Optimization

### Channel:

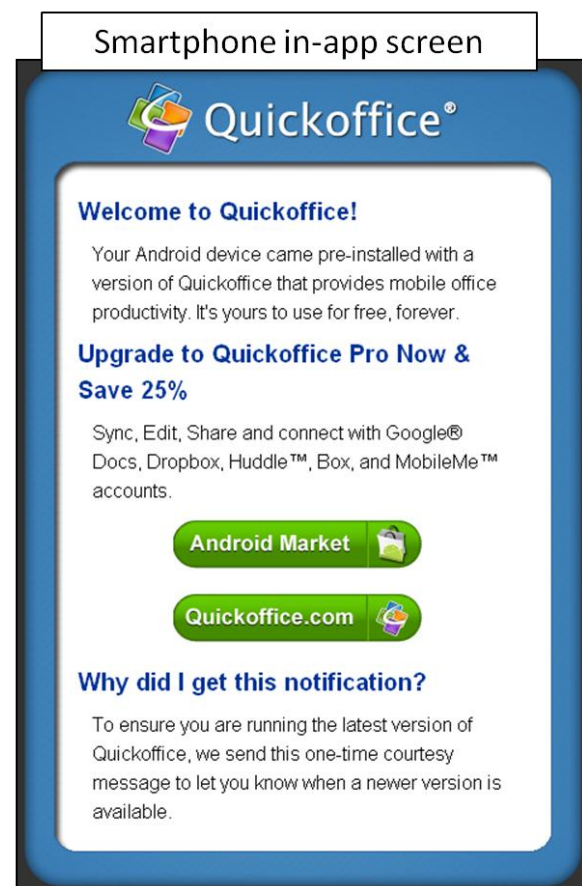
In app "push" message  
when opening our  
android app

### Target Audience:

Mobile business  
people, professionals,  
impulse buyers

### Link:

[bit.ly/QuickOfficePush](http://bit.ly/QuickOfficePush)



**Dr. Flint McGlaughlin:** Let me keep going. Here is a page submitted. It's a smartphone in-app screen. It says Quickoffice and the channel is in-app, push message with opening our Android app. The target audience is mobile business people, professionals, impulse buyers. This was submitted by Jeremy. It's an Android application on a mobile phone. And, this is what pops up the first time they open the app and we want them to upgrade to the paid version. So, let's just look at that audience. I need you thinking. Tell me, how would you get more people to say yes? Remember something. Everything we're doing in

marketing is about aggregating yes's. When you get enough micro yes's, we achieve a macro yes. Micro yes to say reading from the headline to the first paragraph, micro yes to connect to the second headline, micro yes to click on the button, and then a series of micro yes's to submit the upgrade, achieving eventually the macro yes, a sale.

**Dr. Flint McGlaughlin:** Your job, audience, right now is to help this man Jeremy and his team get more yes's. Let me see what you're suggesting. "Why two buttons?" Good point! "Make the buttons larger for those with fatter fingers." Sarah, I don't know what to say about that. I've never had the fatter finger button advice before. I do know the frustration of trying to hit a button on one of these phones. Interesting point. Very interesting point actually! "Call-to-action on the buttons." "Welcome is not a headline." Then, "benefits of upgrade not really clear." And, "try for 30 days." And, "Why should I upgrade?" And, "make the button text more action oriented."

Okay, I'm listening to the audience and I'm going to drill down on this. We want to continue to do our research in mobile apps. We have a benchmark guide coming out just for the mobile, you know, application and mobile industry, and we are doing a lot of research about mobile and optimization, so let's look at this. Welcome to Quickoffice. I can see why you said that, because this is the first time they've opened the screen. It says, "Your Android device came pre-installed with a version of Quickoffice that provides mobile office productivity. It's yours to use for free forever."

**Zuzia Soldenhoff-Thorpe:** Perfect. I'm taking it. I need an upgrade

**Dr. Flint McGlaughlin:** Yeah, so perfect!

**Zuzia Soldenhoff-Thorpe:** If it is free already what is the use in taking it.

**Dr. Flint McGlaughlin:** So, Zuzia says great. Thank you very much. I have to move on now.

**Zuzia Soldenhoff-Thorpe:** Yeah. Okay. Forever and free gives no reason to take the upgrade

**Dr. Flint McGlaughlin:** And, then it says upgrade to Pro now and save 25%. I want to tell you that at this present moment you've lost all clarity. You just told me it's free, and I know why you did that. You don't want to disappoint me. You don't want it feel like bait and switch. Somebody in the designed by committee that produces a page like this pointed out accurately that we don't want to anger customers now. I mean, was it worthless or does it actually have value? So, you've done something, but then you move immediately to the upgrade and the upgrade is in the same font size as the welcome, and it says to me that this is all about getting you to this point, and then I get to save 25%. On what? I don't see a price! Why in the blankety blank that's...when you see me talk that way, it's because I'm trying to feel how a customer feels.

We're so frustrated with the confusing messages. Aren't you frustrated with...don't you hate when you buy a computer or a phone, and they're popping stuff up in front of you and you can't figure out whether you really need to buy this, and there are upgrades here and upgrades there and you feel like you're being sold every time you turn around. Now, Jeremy, I'm on your side. But, for a moment to optimize, I have to see with the eyes of the customer and the customer is frustrated. He's in a hurry or

she's in a hurry. They don't have time. And, now you promised me to save 25%. Jeremy, it's meaningless. Twenty five percent on what? And, what will Pro do that I can't get with the other one? Are you saying what I thought I just got is no good? And, then it says sync, edit, share and connect. Does that mean I can't do that? It probably is what you're trying to say, but see, if there was a message here, and by the way I'd be questioning whether or not the first time they open you want to ask for the upgrade.

**Dr. Flint McGlaughlin:** But, if that is when you want to ask for the upgrade, you need something here that clearly helps me see the difference and gives me a reason why. Then, look, it says Android market and Quickoffice.com. I don't even know what those buttons mean. I don't know if one of those takes me to an update or it doesn't take me to an update, or an upgrade. I don't even know what do I click if I don't want to get an upgrade. One of the buttons? The top one? The bottom one?

Listen, all of this hinges on a value proposition. Why do people say yes? Because, they perceive that the value outweighs the cost. Here, there is no way to estimate the value and all I see is cost. I don't see savings because it was free to start with. So, saving 25% tells me that there is a cost. And, the question I really have is does the version that comes on my phone have any value at all, or is it totally worthless? And, do I have to go through all of this trouble to figure that out? And, why did I get this notification? It is the same size as the other two messages. And frankly, people aren't even going to read the paragraph. They're going to think that very point.

Why in the world did I get this notification? What a waste of time. Again, Jeremy, I'm saying this to you because I'm taking on the persona of your frustrated, busy customer or prospect. I don't mean to be mean to you, but the two most important words in marketing are these, so friggin what? And, if, I know, that's three words, Paul. But, normally I say so what. But, so what didn't quite carry this, the venom that I need it to carry with it.

Every time you present a message, ask yourself, "So what?" Because, that's how the customer's thinking. "So what?" And, until this overcomes the "so what?" test, it's going to have really bad conversion. Jeremy, we might be able to help you with this. Contact us if you can, but please know that I say all of this in the spirit of trying to make this more effective for you. By the way, audience, is this stuff helping you, what we're just talking about with Jeremy? Let me know. And, let me move on to the next piece, which is right here.

## Live Optimization

### Channel:

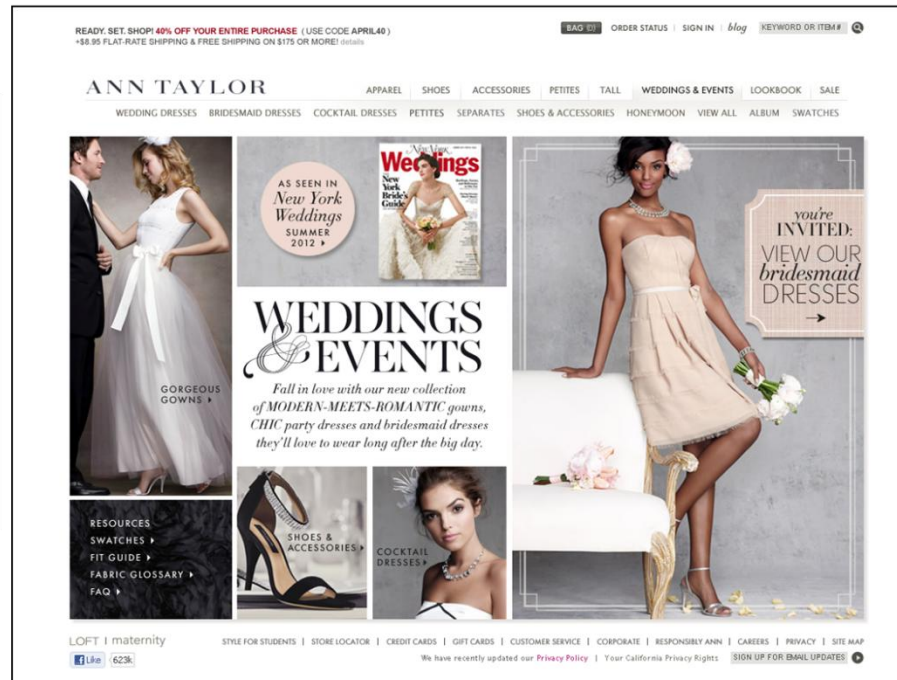
Weddings & Events emails

### Target Audience:

Brides and bridesmaids looking to purchase in next six months

### Link:

[bit.ly/ATaylorLP](http://bit.ly/ATaylorLP)



**Dr. Flint McGlaughlin:** Weddings and events, and this is brides and bridesmaids looking to purchase in the next six months. That's our target audience. And, apparently we want to sell them something, and it looks like we might want to sell them dresses. And, the goal here I guess this is the homepage. Let me see. It's submitted by Stephanie. Audience, what would you do to improve this page? Tell me fast. Tell me fast. "No headline." "It's just a pretty page." Somebody said "It's a pretty page." It is a pretty page, but it's, I would say, just a pretty page. Let's keep going. "No call-to-action." Absolutely! "Where's the call-to-action." Where is the call to action? Simplify.

Okay, let me help you, because in the interest of time I just want to get another one of these, if we can. We've got just enough minutes to keep hammering. There is no headline. There's no reason. I know Ann Taylor is an important brand. That carries some weight. But, for those of us who first come to this site, we don't know why we should buy here, why we should shop here as opposed to some other place, and we don't know why we should choose this quality brand over another quality brand.

Moreover, we don't even know how to use the site. The navigation is lost. It's a magazine ad. The biggest problem with high fashion websites is they look like catalogues or magazine ads. This is a website. It's not a magazine. Beautiful images are important. I'm in the middle of a major optimization project right now with Venus, a brand. And, one of the things that you've got to do is get me navigation that will help me find what I want and tell me what it is about this store or this site that makes it the best place for me to get what I need to make my wedding a success. There is no connection with the bride. There's no empathy. There's no conversation. In practical terms, you need a major column. You need some text. You need a headline. You need a sub-headline. You need to show me some beautiful

images. You need to give me clear navigation. You need to tell me how to use this site to find the perfect dress or dresses, if that's the main product offering. Okay?

## Live Optimization

**Channel:**  
Major display campaign

**Target Audience:**  
IT decision makers

**Link:**  
[bit.ly/MS365LP](http://bit.ly/MS365LP)

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**Dr. Flint McGlaughlin:** Let's move on quickly. I'm looking at another one here. This is Microsoft Office 365, submitted by Tanja. The easiest way is for us to work together. Get the free trial. Nice button. Good. Clear. There is a headline that's somewhat interesting. Anywhere access to a cloud-based email, web conferencing, file sharing and office apps at a low predictable monthly cost. That's not bad wording either. It is also coming to me in the form of a testimonial; it looks like, from Patagonia. Now, find the right plan, learn how it works, and see it in action. Tanja, you probably don't know this, but I am involved with projects at Microsoft and have looked at many things over the last five years, and this is one of the better pages that I have seen. But, I'll tell you where I think you're going to have a problem. It depends on where they're coming from to this page and how much you assume they already know when they get there.

Remember something. Specificity converts. And, if someone who is familiar enough with the product that they understand basically what it is before they get here, then this page will help them to some extent. But candidly, the gray on white in the form of a testimonial underneath the headline doesn't give me enough clarity about precisely what it will do for me. And, you could use a better set of images on the left to explain that. One of those images shows me a screenshot. One says it all works together. It's the right idea. It's just not executed nearly as well as it could be.

I'd make that image much stronger. I think the way you have "or buy" written in small blue letters next to the free trial is a great move. You don't have an evenly weighted option. It's there in case they want it, but you're not confusing me with equally weighted buttons. That's good. I think you'd be okay, though, to have a little more text on this page, a little deeper explanation, a couple of key bullet points with critical features that make it clear. And, I don't think you need to use half the page to explain the free trial or to use the image. You could use that to talk to me a little clearer in a conversation, and the same thing at the bottom. I know there's a lot of white space. I value that and I know Microsoft, by the way Tanja, makes its pages too cluttered many times. But, I think that this might be a case where less was more, but you've got a little. You could use a little less of less and still get more people to say yes. I think that even rhymed, Paul. Would you copyright that?

**Paul:** Yeah.

**Dr. Flint McGlaughlin:** Alright. I'm going to stop right now because I'm starting to feel like I'm at a camp meeting. In the meantime, thank you. I appreciate everyone's attendance. I'd love to get your feedback, because you're leaving. I know they're going to send you a form, but I'm standing right in front of the monitor and tell me if you found today helpful.

Let me tell you why I'm keenly interested, because while we try to pack it with useful, transferrable principles, we didn't bring out, in this one, a remarkable new discovery. This is a Quick Win Clinic. You asked for this. That's why we're doing it. Did you find this helpful today? Tell me. And, I'll read all that you have. And, I appreciate everyone's feedback and I appreciate the fact that we're building a community of marketers who care about what really works. Let's help each other discovery and let's help each other get better. Thank you again! We'll be back in about two weeks.

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- The on-demand replay of [Do You Have the Right Value Proposition?](#), where we taught five simple steps to determine your optimal value proposition
- An invitation to our next Web clinic, where we will discuss proven strategies for [Converting Leads to Sales](#)
- An opportunity to [share your optimization and testing discoveries](#) with your peers at the 2011 Optimization Summit and receive a complimentary ticket to this inaugural event.

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Daniel Burstein  
Director of Editorial Content  
MECLABS Primary Research

Resource #1

**Do You Have the Right Value Proposition?**  
**How to test, measure, and integrate your Value Proposition online**

According to Dr. Flint McGlaughlin, there are five simple steps any marketer can take to identify their optimal value proposition. During this dense, yet very practical, Web clinic, he reviewed two recent experiments aimed at discovering value propositions that increase customer response.

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