Homepage Optimization Applied: Learn how to replicate a 331% lift on your own site

ABSTRACT

In this Web clinic transcript, Daniel Burstein, Director of Editorial Content, MECLABS, and fellow presenters from the MECLABS team present a unique case study in which the team challenged conventional homepage design practices and produced a 331% increase in conversion. The team also held a live optimization session for audience-submitted homepages.

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Homepage Optimization Applied

Learn how to replicate a 331% lift on your own site

[Note: This document is a transcript of a live Web clinic, "Homepage Optimization Applied: Learn how to replicate a 331% lift on your own site," that originally aired on June 29, 2012. A full video replay is also available.]

Daniel Burstein: Thank you for joining us today for this webclinic. If you haven't been on a web clinic before, I want to tell you little bit about what a webclinic is like and if you have, I want to tell you how today's webclinic is going to be different. So, this is a little different than a traditional web one. For one thing, we realize that you are paying us right now and it's a very expensive payment right. This is what we are going to talk about; we talk about optimizing your homepage. This is value exchange going on right? You might have not given us any money or signing check and your credit card number. But right now you are paying us with an hour of your time and for the average brand-side marketer, that hour is very valuable. So it's imperative on us now to deliver more value to you in that hour or at least equal to so you will get your money's worth, your time's worth and this is how we plan on doing it today.

As the title suggests we are going to be optimizing homepages. Okay, we recently had an Optimization Summit 2012 in Denver, where we had quick win clinic with our audience where we got in deep with our audience. We looked at their landing pages and they helped each other out, we helped them out and they got really down and dirty into those pages. So they made changes that can really improve results when they got back to their home offices, so I want to do that with today's web clinic as well. So, if you are watching right now, either pull up your homepage on an extra screen. It would be even better print out your homepage. We want to help you to get as tactical as possible on this. We are going to suggest you make notes on your homepage to give you ideas to test. This will also be great for the marketer who is just starting out in testing and optimization. You don't have many testing ideas and perhaps even better for the marketer who is already done a lot of homepage test who just doesn't know what to test next.

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Selena Blue
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Beth Caudell
John Tackett

Additional Contributor
Aimee Thompson

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So one way we are going to do that is by talking to some experts here. We have got Jon Powell and Adam Lapp with us and I am going to introduce them in just a second. We also want to hear what you have learned. Not all of the wisdom comes from this side of the phone. Our audience is extremely experienced sometimes in testing and optimization or just in marketing itself. And they usually have a lot that fellow audience members can learn from and then we can learn from too. So, by using #webclinic on Twitter, you can talk to each other, you can share your experiences with us. We want to hear what you think. We are going to offer some optimization tips and testing ideas with these homepages, you might have some ideas as well and you can also ask your questions.

Daniel Burstein: When you ask your questions we have an entire team here to help answer them, we have Beth Caudell on GoToWebinar with Q & A listening to all the questions and she is going to be sending them here to us. We also have John Tackett listening. We have got Luke Thorpe over there managing all the audio and video and making sure everything works well and I also want to introduce you to the team that's here in the studio right now. I am Daniel Burstein, I'm the Director of Editorial Content for MECLABS. So you probably know us predominantly from our marketingexperiments.com website. We also publish content on marketingsherpa.com and B2Bleadblog.com, which is another other great free marketing resource to help you do your job better.

I have with me Mr. Adam Lapp who if you have been a web clinic before you are quite familiar with. He is essentially in charge of all of our optimization here at MECLABS. He is going to be optimizing your homepages in just a moment and also Jon Powell, a Senior Manager of Research and Strategy.

Background and Test Design

Experiment ID: *MTCA Microsite Test*
Location: MarketingExperiments Research Library
Test Protocol Number: TP1560

Research Notes:

Background: Migraine Treatment Centers of America offers an innovative long-term migraine treatment solution to people suffering from migraines.

Goal: To increase leads from the website

Primary Research Question: Which value exchange strategy will result in a higher conversion rate?

Approach: A/b multifactor split

Daniel Burstein: I am going to call Jon up right now because we are going to talk about a case study that John's team conducted, so you want to talk, tell us about this case study.

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Jon Powell: Sure, thanks Dan. So what we want to talk about today is a homepage. It was for a group of, actually a migraine treatment center, they are a site. And they actually offer some innovative long-term stuff, migraine solutions and particularly advanced migraine solutions for the consumers out there that need that help. Our goal in particular was to increase leads for the site, so not just a particular type but all leads in general. One of our primary research questions was to discover which value exchange strategy will actually result on this higher conversion rate and we resorted to an A/B multifactor split test.

Experiment: Control

- The control homepage casts a broad net and attempts to capture all lead types with a single message and CTA.

Jon Powell: So let's take a look at the control. I see a lot of these homepages and to their credit, they are trying right. They are trying to kind of apply our rules or things, rules that they have heard, single call-to-action you know headline, image, it actually looks very much like a landing page, but the problem with this was all the people that they were excluding, if you take a closer look at the call to action on the top right, it says "Have a question, ask us". Well I don't know if you have ever been to like a seminar or something but trying to think of a question to ask an expert, that's difficult.

I know I struggle with that personally and imagine the kind of friction that somebody would feel if they want to engage, but the only way they know how to engage is well they have got to think. They have got to do something, and if you look at all the other ways that the page is using to attract them deeper into make an action, it's all the things that the company is excited about. Like their news and their research. And, are you a candidate, because we know where that takes you. It's not the typical things that somebody might be looking for when they are coming to a site like this.

Experiment: Treatment

- The treatment accounts for three major lead types with three evenly weighted columns.

Jon Powell: So we had a hypothesis. "What if we actually put the things that consumers were interested in on these pages?" So we made a treatment. You see maybe a rule that we have broken about evenly weighted things, but for homepages it's slightly different. We have three equally weighted sections, but the one thing that you are going to notice about each section is that it connects with the visitor much differently than the last call to action even the last page does. It focuses on the kind of things that A; the migraine treatment centers of America can offer and B; things that they would offer that the consumer would be interested in.

So take any questionnaire to find out, looking at the different various treatment options, I mean some people have a couple of migraines a month, some people couple of weeks. So knowing what those options are will reduce some anxiety. And then finally there are some people that have already been through all this and they really need a solution.

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Experiment: Side-by-side

Control

Treatment

Jon Powell: So let's take a look side-by-side, single call to action.

Daniel Burstein: Jon, may I interrupt you for just a moment before you get into results.

Jon Powell: Sure.

Daniel Burstein: I see a question I have here from, and I am going to pronounce this wrong, but Kanti Purohit. He asks, "Typically we are advised to optimize each page for single keyword. Does the same rule apply to the homepage?" and I think that really relates to what you are doing here because in this case while we are talking about conversion rate optimization, not SEO per se.

Jon Powell: Right.

Daniel Burstein: We have three different audiences that come into page. And they have three different motivations to come to the page.

Jon Powell: Right.

Daniel Burstein: And so it wouldn't make sense to optimize it strictly in terms of SEO, with just one of those motivations. I also think in terms of conversion rate optimization that wouldn't make sense either.

Jon Powell: Right. I mean think about all the different types of people you have got coming. How could you possibly isolate it to one, unless you are really trying to scare other people off? So homepages are

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difficult in that aspect especially with all the different kinds of traffic coming direct, you have got some coming from referrals even got something coming from organic and then some of you guys are sending PPC traffic to your homepage. So it's going to be difficult to do that.

Experiment: Results

331% Increase in lead rate
The Treatment generated 330.6% more conversions than the Control

Verison	CR	Rel. diff	Stat. Conf
Control	1.6%	-	-
Treatment	**7.0%**	**330.6%**	**99%**

What You Need to Understand: By matching the value proposition and CTA to the thought sequence of the three primary prospect types, the treatment generated a 331% higher conversion rate than the control.

Jon Powell: So let's take a look at some of the results from this case study.

Daniel Burstein: ok.

Jon Powell: Well I wasn't too shocked, but we actually this is a very significant increase.

Daniel Burstein: I would say huge increase.

Jon Powell: 300%. What we discovered was that by creating a homepage that allowed the good things about the migraine treatment centers and the way they connect with a customer and by creating the homepage that reflects that process, all the different things that we have that we know you are interested in, we were able to help them find lead types that they were leaving on the table. And so, now they can begin to nurture some of these people. Some of these people are actually closer to being ready, some are littler farther along, but the point is that now they know who they are and they can begin building that relationship with them.

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What we discovered

☞ *Key Principles*

1. Too often, marketers confuse the objective of a homepage with the objective of a landing page.

2. In most cases, the objective of a homepage should be to get various prospect types on the correct path up the inverted funnel.

Daniel Burstein: Well thanks a lot Jon, Jon you can come back and help optimize some of the homepages in just a minute and thanks to you Kanti for that question on #webclinic on Twitter. So, let's look at some of the fundamental principles we are going to be talking about today when optimizing homepages what we can learn from that. First of all, too often marketers are confusing the objective of a homepage with the objective of the landing page. Right, so in those cases objective of a homepage should be to get those various prospect types and the correct path up the inverted funnel. We can talk about that inverted funnel in just a moment and this is where really landing pages differ from homepages.

So, as Kanti asked about that single keyword, there are some homepages where just have one product, we just have one prospect type, that's it. That's all you have to offer and in that case it may make sense that the homepage and the landing page really they are no different, just a chain of words. But for most products, even like the product we saw before and even though it was only one product right, it wasn't let's say a homepage in ibm.com which spoke at our B2B summit, they have so many different ways to get into IBM with different divisions and products.

This homepage is just one product, and so they had different prospect types that were coming and in that sense, the goal is to get them as quickly as possible to a page that ties deeply into their motivations.

Daniel Burstein: Because what you are trying to do is essentially move them up the inverted sales funnel. If you are not familiar with the inverted sales funnel analogy, we have got an exclusive we are about to share from Dr. Flint McGlaughlin, the Managing Director of MECLABS and he is going to talk about the inverted funnel and then we are going to come back and talk about how that inverted funnel applies to your homepage.

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The Inverted Funnel

1. The funnel is often presented as one potentially useful analogy for marketing. It is in fact, **the primary analogy**. All marketing should influence a decision.

2. The funnel analogy distorts reality. People are not falling into your funnel, they are falling out. The funnel must be inverted.

3. People don't travel down the center of the funnel. People are climbing up the sides.

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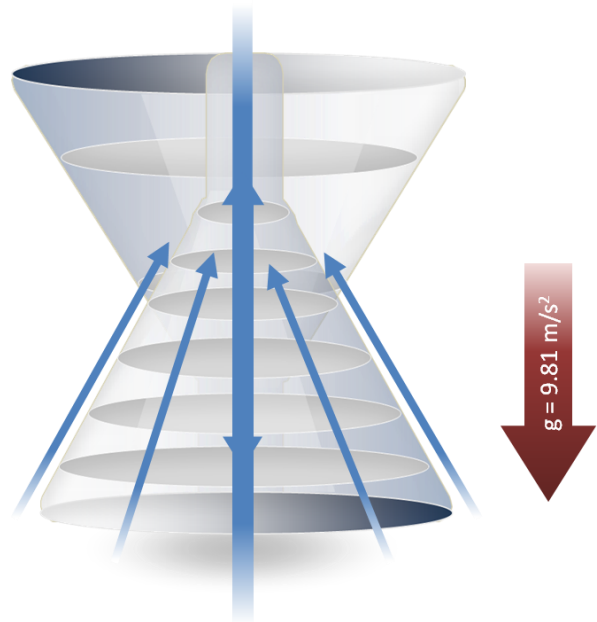
Dr. Flint McGlaughlin: The goal of the marketer is to move the prospect up the funnel, not down it. Some of you have heard this before. Certainly you heard this yesterday, but bear with me because there are so many people here that need to see this, okay. This is how we are often portrayed, with the funnel but it's wrong in several ways. All marketing should influence a decision; this is not a simple analogy, this is the most important analogy that we can use to understand marketing, because it forces us to think about marketing as a process by which we influence decision. It does not matter if you have a viral download that has five million downloads itself, if that doesn't influence the decision of those who do the downloading. It does not matter if you have the most amazing commercial or the headline that commands attention until attention is converted into interest, it's of little value to you.

All marketing should influence a decision, but that's an easy part, here is the worst part. The funnel is just up, messed up, gravity is not working for you, gravity is working against you. People are not falling in your funnel, people are falling out of your funnel and before you sort of start to try to represent in your mind what's really going on in the marketplace, you have to invert that funnel. You have to realize that everything is conspiring to drag people out the organic resistance in the marketplace. Noise, competitive messaging, distraction, confusion, all of those elements are dragging people out of your funnel as you sit here. And it leads to a third piece. People aren't coming up the center; they are actually climbing up the sides of your funnel in different paths. Every prospect type represents a different path on your site. Every product type represents a different path on your site and you got to discern what those paths are. I feel sorry for you, ING guys. You have seen this way too often so feel free to go to sleep okay.

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The Inverted Funnel
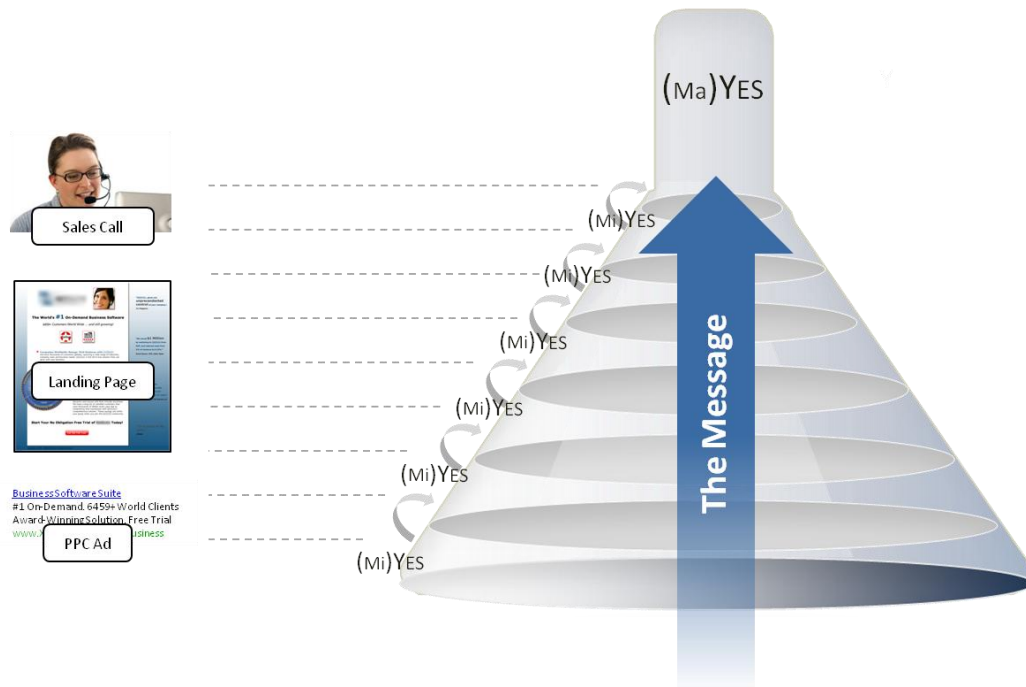
Dr. Flint McGlaughlin: They are traveling up the sides and as they travel up the sides, they are doing so in a series of micro-yes's that lead to a macro-yes. We are so, so too focused on that big yes at the top not understanding that we got to get every single tiny micro-yes, in order and right and if you were in marketing your job is to understand that thought sequence, those micro yes's that lead to the macro-yes, you have got to start by mapping them.

I wouldn't even think about web design as web design, I think about it as a thought map. Your website should be the embodiment of a thought map that maps the micro-yes's to the ultimate macro-yes, and then determine how best to portray that in web form. And so, before you ever start a redesign you have got to map this and you see that one series of micro-yes is going up. There will be another on the other side going up for say a different prospect type and as you discern you might have three paths, you might have 300 paths. Hopefully you have five, six or seven so you can get your brain wrapped around the concept easily, but in big companies there are many.

Dr. Flint McGlaughlin: The bottom line is, understanding way back in the search engine for instance. The micro-yes's, there is not just one in a paid search ad, there will be three to five micro yes's on the ad and the goal of the ad is not to sell your product. The goal of the ad is to sell a click, and the competitor in the search engine is not your company's competitor. It's the other ads and the ad has its own value proposition and you have to discern that. You have to discern that so that you can get them to the landing page and once they get on the landing page, there are probably 20 micro- yes's, at least seven to ten that you have to move them through and if you don't move them through those chain of micro-yes's or if you get a single no. You will lose them.

This is why the overall conversion percentage is so tragically low when you look at most companies. Here it goes on, even if there is lead capture and nurturing or inside sales, there is a series of micro yeses. Once you start to think about this, marketer our job is to understand how to get people to say yes. Now I want to say some very important later when I talk about value proposition is to make more sense. The real job, the job that brings honor to your profession is understanding how to get the right people to say yes.

Dr. Flint McGlaughlin: The problem with marketing is either we don't have a value proposition so we are surviving on pockets of ignorance. People choose us only because they haven't discovered there is a better solution. That's a bad way to live or we are talking to the wrong person because we are talking to everyone and we are hammering them all with the same message and we can't help the right person find the right solution because we are trying to say too much to too many. When you start to talk to the right person and you give them the right message, one of the greatest services you can perform is marketing.

You will help people find what they truly need and it's embedded in understanding those micro yeses. That's our business and it gets more complex because you literally got to go at each one of these yeses and determine whether or not you have what you need there to get them over the transition we will talk about that but let's keep going.

What we discovered

👉 *Key Principles*

1. Too often, marketers confuse the objective of a homepage with the objective of a landing page.

2. In most cases, the objective of a homepage should be to get various prospect types on the correct path up the inverted funnel.

3. One way to accomplish this objective is by shifting our homepage approach to a directory page.

Daniel Burstein: That was Dr. Flint McGlaughlin teaching during the Optimization Summit 2012, which we had just two weeks ago in Denver. And so, if you were there, it was a nice review for you and if you weren't, you got to get a little bit of a taste of some of the teaching and training. So, I have got with me

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now Adam Lapp and Jon Powell. Adam was at that quick win clinic and in just a few moments, we are going to get some of the homepages you submitted.

We saw Adam Lapp working with John Tackett while John was selecting these homepages in order to ensure that we have a wide variety of different homepages. So we have got a great mix today of B2B pages, consumer pages, big companies and small companies. We are also going to talk about some of the inbound keywords and ad words that they are using. But first, let's tie into that inverted funnel. So, we are trying to push essential customers up that inverted funnel one when we have to do that is to shift our homepage approach. Make it more of a directory approach or even as we called it, a channel. So Jon, why don't you go back to that case study for just a moment to show a positive example of how you did that.

The Goal of a Homepage

Treatment: "Directory Page" Approach

Jon Powell: Right. If you take a look there, as you can see there is really no opportunity to connect for certain prospect types when you look at that page. If you go back to the treatment actually to the next slide, what we have got there is simply we are giving more focus. We are giving more focus to things that matter and the way in which we did this is we actually had a three-column layout so that visitors could easily just quickly browse through the different kind of options that would appeal and connect with them. They could also go into the details of that if they decided to do so.

Daniel Burstein: Okay and so when we look at this page its right along with a question we just received from Suzette. She asks, *"So you just said that the page should be equally weighted because you are trying to capture a greater number of customer types then right?"* that's the exact quote from Suzette and if I look at that this page, she is correct. It does look very equally weighted, what are your thoughts about that Adam?

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Adam Lapp: Absolutely. So it involves understanding your customer and that's why it's pivotal that you do data analysis, forensic analysis, customer profile analysis and everything that you can do in order to fully understand who is coming to your website. You want to know what their motivations are and how big those different population size segments are. So in total, there might be 100 different segments that you could optimize for, but obviously you would only want to choose the top two or three. And so, when we talk about a homepage being equally weighted, there are different ways to think about how certain things are being equally weighted.

First, let's look at and think about the size, shape color and location of these three equally weighted options. Also, if you think about the weighted options as perceived in the minds of the visitor, although these three call-to-actions are in fact the same size, shape, and color, the significant difference among them overall that winds up weighting them differently is how they are perceived by the visitor's psychology. And so, a visitor will look at the page and they see these three equally weighted options with different psychologically perceived objectives. The difference in the perception of the objective will allow them to easily fit themselves into one choice out of the three equal choices being offered on this homepage. So please, I would like to empathize that this instance is not to be confused with how we typically discuss equally weighted calls-to-action.

Jon Powell: Right. I mean to kind of add to that too you may think about the movies that you guys watch. You could be watching a movie that could be about a lot of things but you are going to focus on the thing that you connect with. There is got to be something in it that you connect with, a character maybe, that's sympathetic what not, but you are going to connect with that thing and that's what you are going to remember. So in the same psychological sense that's what we are talking about even though there is a lot going on.

Daniel Burstein: I think, Jon you used an analogy before, I am not a big twilight fan, so I don't remember exactly, wasn't it a reference to team Jacob and team Edward?

Jon Powell: Yeah. The vampire team and the wolf team. And there is probably team Bella out there too, but it's the same thing. They took a big risk and it paid off because they were able to identify those groups and intensify their need and desire to buy parallel.

Adam Lapp: And another easy example too is we have a research partner that you know sells mortgages and in our email sense, we have two equally weighted buttons same size, color and everything, but one says "refinance" and one says "new mortgages," and so if you get that email you know exactly who you are. So there is no big decision or confusion point there.

Daniel Burstein: Let's get to one more question about this case study and we will dot in some of the live ops. Sandra asks, "*How does this website measure conversion rate?*" and I think it was questions asked or leads that they were measuring for?

Jon Powell: It was total, it was the total lead. So we were collecting the same exact amount of information on every single person that hit a button. A "submit" button and its just what the "submit button or that call-to-action button was associated with was slightly different. And so what we have

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done in the back end is we have assigned values to each of those because we are, we know inherently that the value of each of those leads are going to be different because there might be different points of the customer buy process, but we have made those notes, we collected the same amount of information and so conversion rate includes everybody.

Adam Lapp: At different magnitudes of motivation, so one maybe ready to you know, get treatment today.

Jon Powell: Right.

Adam Lapp: Or perhaps one may be looking for a more long term treatment situation.

Jon Powell: Right. It's the idea that I am not just looking for the low hanging fruit, I am looking to build a cherry tree that I can pick from later on.

Live Optimization

Daniel Burstein: All right well with that we are going to jump into live optimization. So you have never been on live optimization before just a word of caution okay. It can get a little hairy and dicey. We don't mean to be negative in any way. We know that all these pages were put together by marketers that put hard work into it and many times they simple can't control every element. So, there are certain reasons for that. But really maybe the only reason we can help is by giving marketers what can be considered sometimes a harsh look into the mirror that points out the flaws.

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Daniel Burstein: If hopefully we can all agree on this call that we are okay with that, then we will move forward and see what you guys have. So, the first live optimization here is from American Sentinel and the primary audience is adult learners, age 30 to 55 who are considering going back to school to finish their Bachelor Degree in Technology or Business or to further their education. So Luke, maybe you can pull up that homepage for the audience to see and want to tell us what you thought about this page Adam?

Adam Lapp: Absolutely. So the first thing that I see when I arrive on this page is there is nobody to greet me. You can think about it in terms of an actual college that you are going to for the first time. You want to walk into that guidance counselor office and have somebody shake your hand, "How are you, welcome to American Sentinel". In this case I have a write a line which has difficulty question type headline that doesn't provide me a lot of value or reasons to keep reading.

So the first thing I do is you know, have a better headline that at least tells me what I can do on the site or why I should be here. Also, answer what makes American Sentinel so different instead of posing kind of a weird awkward question as the first handshake, that first impression that you are going to give me. So the next thing is I just had no idea what I am supposed to do here, am I supposed to click on a link near the bottom section, am I supposed to start browsing for classes at this point? You know this is another website that could be very similar to the case study that we just looked at in terms of there is going to be people who are ready to enroll today.

Daniel Burstein: Right.

Adam Lapp: Ready to apply today.

Daniel Burstein: Right.

Adam Lapp: People who know exactly what their Major is so they can look at course descriptions today but there is also going to be what I would guess a large portion of your visitor's who are not at that point and so for those people you know you need to have a direct kind of eye path, a direct thought sequence that says "Hey if you are new here, we suggest doing this, this, and this" and in that order and using the elements of the page to guide that thought sequence. You know today you are really letting the visitor try to decide and interpret for themselves where they should go. That's our job. It's not their job, our job is to guide them.

Jon Powell: Right. I mean think about it for a moment. Some of these people are looking to go to school and they are probably concerned about financial aid. I mean especially with tuition costs and that could be their primary concern. So, perhaps having a place on the page that attracts them to that or maybe a tuition calculator that would connect with them on that particular concern, and you could test various number of things that could help the visitor to make sense of everything as well. It says "healthcare programs" and "business programs" and I know what those are, yet having me understand those right away with the addition of perhaps a course browser program that lets the visitor browse degree programs further might be helpful.

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Adam Lapp: And you could probably split your segments here into two very distinct ones.

Jon Powell: Right.

Adam Lapp: Perhaps try a, "Prospective Students" and "Current Students" distinction.

Jon Powell: Right.

Adam Lapp: And for this page I would focus much of the attention on those prospective students.

Jon Powell: Right.

Adam Lapp: For these current students there are different ways of getting in touch with them and getting them to sign up for more classes next semester, whereas for the prospective students, it may very well be your only shot at them. So, I would focus like Jon said, on finding one objective that is appealing to a lot of new prospective students. Whether it's a tuition calculator or virtual campus tour, try and find something with a mass appeal to new prospective students and test it.

Jon Powell: Right yeah.

Adam Lapp: Find something and focus your homepage real estate on it. And the final thing I would say about this homepage involves process of a value proposition. So, if you look at their lead form on this page you can see there a field that says "Want more information", choose a program, fill your name and we will contact you. So this almost seems like it could be sort of a B2B form field where they know there is going to be some kind of salesman calling to get them to enroll. I would optimize form field section to give them a little bit of value for that cost of inputting my information.

So what am I going to get in terms of the "more information", what does that more information mean? A .pdf, am I talking to somebody, is there a video guided tour or is somebody going to walk me through the different courses and objectives? Tell me exactly what am I going to get with that "More information" and just add a little bit more value to what that click is.

Daniel Burstein: I will tell you one thing I like with this page. We often see homepages that have a flash banner with some sort of slide show and it really interrupts the messaging because the messaging keeps putting on to something else and so you can't really draw people in, in that sense. What I really like here is they have even if the headline, might be able to optimized, there the headline stays the same, you get the messaging but they are cycling between what I am guessing are different personas of prospective students.

Adam Lapp: Absolutely.

Daniel Burstein: So that's one thing I came back to that we definitely can suggest they test with their platform.

Adam Lapp: And it's very intuitive because there is no one, two, or three that makes you feel like you have missed something that you have to scroll back to. They know it's just different people scrolling through.

Daniel Burstein: So, we got a question Adam. "*What do you think about the location and size of the social network buttons on this page*?"

Adam Lapp: You know to be honest I didn't notice them at all.

Jon Powell: Right.

Adam Lapp: The location sort of deemphasizes the top right. People usually experience a website from top left to bottom left, in that kind of order. And so, the first thing I see is the logo, the headline and then the "Get started" links and then the contact form. And really the search bar, if that's important to people then you may have to reconsidering your test design if the search bar is important. The social media icons are in a bad location for me to find them. If the goal is social media, then place them more in the eye path.

Daniel Burstein: Given we are talking about process level value proposition, I see marketers do this all time, they just slap these social media icons on their pages without ever designating any real value in following an organization on Twitter or Facebook.

Jon Powell: Right.

Daniel Burstein: If social media is that important then, give a simple line here that adds value, like "get education updates" or "follow us on twitter and be the first to hear about our latest course." That would be much better.

Adam Lapp: Same thing for the newsletter subscription don't just say subscribe to their newsletter.

Jon Powell: Yeah.

Adam Lapp: Don't say what you are going to get, tell me what I am going to get on Facebook special deals updates that kind of thing.

Jon Powell: Right.

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Daniel Burstein: All right. Let's jump to our next homepage what we do, I just want to call some Jon, I think you made history on this webclinic, as I see Melissa Henley tweeted; "This is the only time I have heard web personas compared to team Edward and team Jacob. Awesome". Thanks for that tweet on #webclinic Melissa and here we go.

Jon Powell: Yeah, awesome great.

Daniel Burstein: With that, let's take a look at this next page submitted by Amir. Thank You Amir. The primary audience is anyone responsible or accountable for improving your organization's innovations processes and practices. The primary objective is to drive traffic to the SG navigator product. The seminars line up and the various consulting services and publication offerings and the primary traffic sources are SEO, some of the keywords are stage-gate process, stage-gate, stage-gate model, innovation best practices and innovation, so what are your thoughts now?

Jon Powell: Well I don't know even know what stage-gate is. That's my first thing. When I look at it, I really don't get what it is. I have to look, I have to think and it's too late for me to think in the day. Seriously it appears that the site or the whole company is focused on helping people in their new product innovating process. Why can't you just say that or so in a way that I get it right away? That's the first thing that's missing, I can't really connect with where I am at and that has an effect on what I think that I can do here. Right so let's just imagine for a moment though that you get that right, that you, it makes a lot of sense, we help you do it faster. We help you do it smarter; we help you do it more efficiently. Okay then what are the kinds of things that will track me deeper into the site or actually to connect with you?

Okay, so I am seeing a couple of temps here. On the right I think those are webinars and you know what that could be an effective way but is this most effective way to do it? Probably not because it's difficult to read, you've got the 75% sold out in there and they're trying to bring attention to it, but I can't tell that that's what that is until I think about it. "Subscribe for complimentary resource", is that like a continental breakfast or I mean what is that? I really don't know what that is. Tell me what it is Adam mentioned that it was just in the last one.

Take a look on the left at the two guys in the image. Maybe they are important or maybe not. I have actually run tests where we have put people as heroes on the front. It actually increased conversions, but in this case I have to ask who these two people are? Why are they so important? Are they known in this particular industry and if they are, how can this homepage do a better job of using them to connect with the audience? Again we are just trying to connect with them and drive them up the funnel. So I see some attempts here but the way in which they are being done is making it so I can't see anything. It's almost like banner blindness in a sense.

Daniel Burstein: Yeah looks like on #webclinic on Twitter 3 Sixty Interactive said "I don't understand anything that is being said, innovation process I think" and he is agreeing with you, what about your thoughts on it?

Adam Lapp: Well I was just going to add on a side note we talked about multiple and equally weighted objectives and how you know in some places they work well because of the different types of users, personas, different psychology. This is a great example of how multiple equally weighted objectives does not work. And if you look at this, the book that they are trying to push here, the new innovative process, they have a "Buy now" and a "More". Well I mean you just tell me five words about this book. How many people are really going to decide the "Buy now".

Most people are going to want to go to the "More" button, so multiple, equally weighted objectives and then subscribe for resources, so say subscribe and then the articles. Well I want the articles but you tell me to subscribe. So there is a lot of you know different you know confusing elements of the page that I think if you go to less is more approach simplifying objectives, be clear about what product you are talking about and who you are as a company I think it will be much more effective.

Jon Powell: Yeah one thing that I would recommend is grouping your commitment levels together. So right now you got a low commitment level kind of calls-to-action you know and group those together that could help. If you got a higher commitment or you need to submit a lead form or something, put that together but I think what I am seeing what Adam is talking about is a lot of those same lower commitment things are all kind of blending over each other and I am not sure which one is right for me and that's where its causing me to stop, whereas if it was very clear the commitment level needed to go forward or even to get engaged. If it was very clear, what each one of those were I could at least identify with that. So that might be one way that you could test to help at least get people to the next step whereas right now it's all kind of overlapping.

Daniel Burstein: Well Georgene on Twitter, #webclinic agrees with you both. "I keep staring but I have no idea what this company does, consulting or something I guess". So again stage-gate, we are not

marketing experiments

trying to be harsh but hopefully this is helpful. I am going to be the ["*American Idol*" and "*X-Factor*" celebrity judge] Paula Abdul. I want to be the one that voices something positive in this panel. So one thing I noticed that I thought they actually are a little exclusive. They have little bit of exclusivity there with the star-gate innovation process.

There is a circle R and they have something on the call-to-action button too where it seems like there is some exclusivity there where most of us and many of the visitors might not know what it is but there is in their primary traffic sources, some branded keywords such as "stage-gate process", "stage-gate", "stage-gate model", so for that I don't know how as you said Adam we have to determine how big of traffic that is to your site. So that's a very small amount to their site, they should and even if its not, they should do a better job of explaining that you know it seems like process that they only have and with this small amount they should really explain much more.

Adam Lapp: And you see from the keywords people are using it is stage-gate, so there is some you know knowledge about what the product or process is. However you can't make assumptions that people know exactly what it is and why they need it. For instance some they could have heard it, heard the name stage-gate from a friend or colleague but they know nothing about it. So you still have to sell that click rather than just look at the keywords and think "Oh they are branded, I don't need to do much."

Jon Powell: Right.

Daniel Burstein: Before we move on my favorite comment from Christy and thank you, she said I think she is talking about the picture of the two gentlemen there, "They look like dentists".

Jon Powell: Yeah.

Daniel Burstein: I guess that kind of makes sense.

Jon Powell: I could get my teeth cleaned.

marketing**experiments**

Live Optimization

www.marketlabinc.com

Daniel Burstein: So let's move on to the next live-op. Let's see what we have next. We have market lab inc., primary audience is medical professionals that work in a clinical laboratory environment such as phlebotomists, microbiologists and pathologist. The primary objective is to sell products and email, get email newsletter sign up to the primary source of traffic or direct mail catalogues and SEO terms like clinical lab supplies, lab organization and phlebotomy. So Adam, I saw you at the latest company blood donation drive; you must know lot about this.

Adam Lapp: Exactly. Well the first thing you will see is the main reason why you should stay on this site or you know why this company is legitimate place to buy products is located in the header. It's hard to find products for the healthcare professional. Unless you read that header or you know exactly who the company is before you arrive here, you are going to miss that value proposition. So you know when people are searching, when people are buying online, they are probably looking at other websites before they look at yours.

Jon Powell: Right.

Adam Lapp: They are probably looking at link one, link two and then yours is link three or four and then they are all doing five and link six. So they are doing a lot of Window-shopping. So unless your page is sticky enough to grab them and keep them there, then they are going to leave and go to the next person and you know unique and hard to find is something that may have, that may get them to stick, but if located in the header and all the other images and links and everything are going to cause people to have that banner blindness to skip over that header, miss the value proposition and go directly to what I would call is the process level value proposition without even knowing who the company is.

Daniel Burstein: Well something that surprised me about that header too, we talked about being "For the healthcare professional" right. There is very little credibility indicators there, there is a little kimodo seal here you see on the bottom but I would think if you are buying something for a healthcare professional in that field I mean you would want to know what you are getting is sterilized or wherever else it has to go through and there would be some sort of certification or something for that. Yet I mean from this page, you know it could be two dogs in a garage in Bangladesh that are putting this page together because you have no idea where its coming from. So as not being a healthcare professional I hope my healthcare professionals are buying their supplies from sort of certified place where they are sterilized and not from a back alley in Sri Lanka.

Adam Lapp: So a positive what this website does is you know this is the type of you know e-commerce type website with thousands of products publicly.

Jon Powell: Right.

Adam Lapp: So the positive is they do have a very easy to find, easy to see sorted left column. where I can look at that left column first I can see list of best sellers, I could see general types of products from furniture to education to lab ware or I can see what type of product where its chemistry and blood bank. So they are doing a good job of you know putting those categories and links and future destinations that I might want to go to on the page.

Jon Powell: One of the things that you could do to turn that into a test idea is you could do the top categories and list them out in the same way that you have there on the page is the way to attract people in. Also you could do a top ten, top 20 products those seem to work really well and to attract people deeper into the site at least just plainly on curiosity. People want to see what people are buying.

One thing I would be careful of is in the header. I mean it's very clear that you got a lot of discounts, lots of carrot and stick and that's going to work but people are going to build an expectation with that. So going along with Adam's first comment about the unique hard to find focus and it seems like you are really leading with that. That could really hurt you in the long term. You might want to test bouncing that against something that's more of a long term buyer loyalty building message.

Adam Lapp: Yeah so that's the whole you know test value proposition before you test some incentive approach.

Jon Powell: Right.

Adam Lapp: You want people to land on your page and buy from you because you have good value not because you are offering me a huge discount unless the huge discount is the only way to differentiate yourself.

Jon Powell: Right.

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Adam Lapp: So definitely I would test as Jon was saying a more long term value approach than just a quick incentive approach. Maybe a few final things to give you test ideas you know the feature products those are going to work if those are the exact products I happen to be looking for.

Jon Powell: Right.

Adam Lapp: When I arrive on the website, so maybe consider you know leading off with your top three categories especially if you look at your data and you see that hey you know 75% of people are clicking on safety, labware and education, then you know emphasize those in the center column even though they are still on the left side.

Jon Powell: Right.

Adam Lapp: Emphasizing with size, shape and location you might get somebody to that second click a lot faster and so you are optimizing for a larger audience rather than your smaller audience.

Jon Powell: Also we had a great question from Dennis talking about value like you said and looking at many of the homepages that we had to optimize today I would say lack of a clear value proposition was a common error I noticed. Dennis asked "So where is the best place to put the value prop on the website?"

Adam Lapp: I think it depends.

Jon Powell: Yeah.

Adam Lapp: And it depends how much value you need to communicate as well.

Jon Powell: Right.

Adam Lapp: I mean as often as possible you certainly would you know at least have a headline you know for your website and then pass that headline whether its, you know two line intro paragraph or bullet points or more copy, that depends on the product and the nature of your customer.

Jon Powell: Right.

Adam Lapp: You know lot of times I see if you have a rotating banner, a lot of times that first rotation is a great place to put your value proposition so that you know it's the biggest first thing I see on the page, at least I see the most important part of the company rather than a promotion or special product they are pushing.

Daniel Burstein: Well would that be the best I would think having the value prop in a rotating banner would not be the best case scenario. Are you are saying that's one of the best placements for a value proposition?

Adam Lapp: It depends; it could be in place of a rotating banner, or part-one of rotating banner. It could be you know sometimes all you need is to get people to the next page so you might just have one, two, three category and maybe underneath those category boxes, you know for people who do want to read

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more, who aren't sure yet, then you might have the value proposition underneath those. So this all depends on your audience and what's important to them and where they are in the buying process. Do they need to be sold or are they just looking for a product to buy and if they need to be sold more perhaps you should understand the magnitude of that kind of back and forth.

Jon Powell: Right that's a good point Adam that you mentioned out because often times we think clarity as being as specific as possible as much as possible when sometimes we can talk ourselves right out of the click, right out of the sale.

Adam Lapp: Yeah.

Jon Powell: So finding the right place to put it, the right amount and in the right ways so they just get it, that's the key in and too often it takes a couple of test just to figure that out.

Adam Lapp: Yeah and I will say value proposition is one of those things that we always say is one of the more difficult things to test. Friction anxiety we can point out boom, boom, boom. That's difficult, that's confusing. Change this, change this, remove fields and that's an easy test.

Jon Powell: Right.

Adam Lapp: But when you are trying to come up with the right value proposition and the right amount that might take you know whole you know six month test plan.

Jon Powell: Right.

Live Optimization

http://www.salescrunch.com/
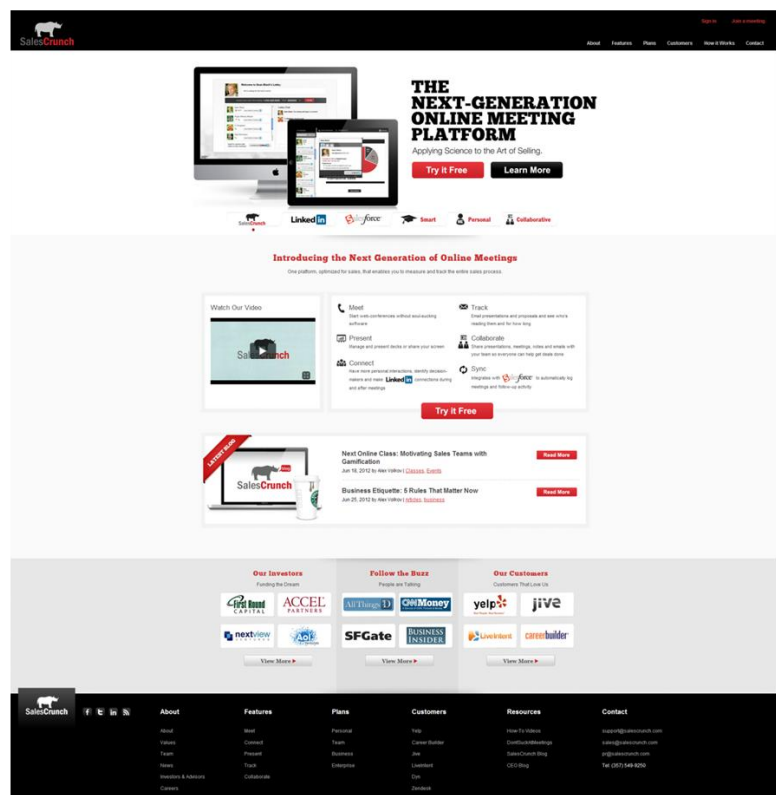
Daniel Burstein: Let's take a look at the next page to optimize. This is salescrunch.com, the primary audience is people working in sales and the primary objective is to get people interested in buying the product. The primary source of traffic is online meeting platform and our blogs, so I simply mean they are online with platform. So Jon what do you think about this page?

Jon Powell: Oh goodness, well we know they like design because the design is you know the design leaves an impression on you but let's talk about the effectiveness. Really I am not sure exactly what you mean by next generation online meeting platform, is this readytalk.com [Web conferencing] on drugs? Is this GoToMeeting.com [Web conferencing] all pumped up? I mean what is the product or service? And that's the first thing that you know applying science to the art of selling introducing and then if you look at that little line, "One platform optimized for sales that enables you to do something specific". Okay, now we are starting to get somewhere, but look how small it is.

Adam Lapp: Yeah I think Jon it's actually the major key plug in.

Jon Powell: Oh I see.

Daniel Burstein: I like the "*Twilight*" analogy, so if it's the next generation, then isn't that where [*Twilight* film character] Bella and whoever has a child be considered the next generation?

Jon Powell: Right yeah it's for vampires. So I mean you know that's the thing. It's the obvious that is missing, and that's why show my wife my Web pages. I ask her if I am trying too hard. Now I will say this you know one thing that you guys do well as you try not to overwhelm the visitor with too much, but one thing I will say here is that I would encourage you to test some different ways to get started or engage the visitor." Learn more" [call-to-action], you are probably going to get a few clicks on that but "try it free" I mean "try it free" is a lot of work especially for an online meeting platform. It makes me think, "Oh wait, I've got to try and think of somebody I can try to meet with." Does that make sense? I know we have done some testing where we have tested "free trial" against "demo" [calls-to-action] and the product "demo" [call-to-action] actually beat it.

So maybe I want a demo and see because if this really is a cool product. Maybe the value isn't just in seeing how cool it is, get them into the demo and you know some other things that you might want to do is maybe if there are meetings going on live that people are actually using that maybe you can join in and see how its being used. Again a different way to try, I think the value is probably going to be fully realized by visitors actually seeing it work and right now there is not a lot of that. The homepage just offers a here, "try it free". And actually when you click on the try it free, where does it take us? I am just curious. So we clicked on "try it free" and we are funneled into "Business, $25 a month". The free zone is obscured on the left side there and so I am like man they got me so I am just going to hit the back button.

Adam Lapp: The bait-and-switch.

Jon Powell: So now I am even hesitant of the free aspect of it. But if you give me an online demo and a lower commitment so I can actually see the coolness of it, and I do get the impression here that it's going to be cool by the design, but right now you leave them hanging.

Daniel Burstein: Adam?

Adam Lapp: Yeah I would just say that the demo idea you know that was something that we have seen work depending on the product type right.

Jon Powell: Right.

Adam Lapp: So if it's a complex product, you know we are getting a CRM you know putting all our clients all our customers, all of our pulleys in this thing and it takes a lot of set up and a lot of work then maybe "free trial" doesn't work because you know it takes me three months to get it up in going and then I like to cancel my free trial and I just wasted a lot of time whereas a demo I get to really analyze will this work for me, think about it and then make a decision. So there is a lot of different you have to think about those types of approaches when you are dealing with a software platform.

Jon Powell: You think about your audience too, this is sales. I mean every time I talk to sales they never have enough time or you know they feel like their time is being wasted on the wrong lead. So what time do they have to play with this? That's I mean, that's one thing and imagine the one other thing that's missing is again back to that message what is it that makes us feel as if every salesmen should be equipped like Batman. Batman has all the gadgets, so we'll have all the gadgets. I know that's stupid but that's the concept that I am trying to connect here with this approach in order to get their interest enough for them to take the next step.

Adam Lapp: Yeah and "Next Generation" is one of those phrases that it sounds like it just made up to make yourself feel different.

Jon Powell: Right.

Adam Lapp: You know I am a Literature major in college and I learned that there are literary categories such as post-modern, followed by post post-modern and then you have meta-modern. So it really starts to feel like people are just making up these literary genres to make their work sound different and that's the impression that a phrase like "Next Generation" has on me. You may know what do you mean by "Next Generation" but please tell me how you can quantify it to convince me that you are not just using some kind of overused cliché advertising phrase because your marketing team thinks it sounds good.

Jon Powell: Right.

Daniel Burstein: As we get, let me talk about "Try it free" if we talk about the value exchange in the beginning of this Web clinic even though something is free, it's not really free. So if that was really their push maybe they should support that in a process-level value proposition and show how easy it is to try it click.

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Adam Lapp: Right yeah.

Daniel Burstein: Quick click.

Adam Lapp: Yep.

Daniel Burstein: One other minor thing I like here because I am really into the flash banners today, is we have a flash banner here, but it's really slow and I haven't really seen so many sites where we see this effect that gives the impression that they don't have a banner because they have that primary headline there, but if you stick around long enough, you eventually see it all change.

Adam Lapp: Yeah and to continue on the positive you know although the banner can be improved and the messaging certainly can be improved. One thing they do well is they make the concepts in the banner rotations connect to one another.

Jon Powell: Yeah.

Adam Lapp: I recommend that if you have a rotating banner that introduces a product feature, followed by another product feature in the next rotation of the banner ad and so forth like they are doing here it is better, opposed to radically different subjects from rotation to rotation and so on.

Live Optimization

marketing experiments
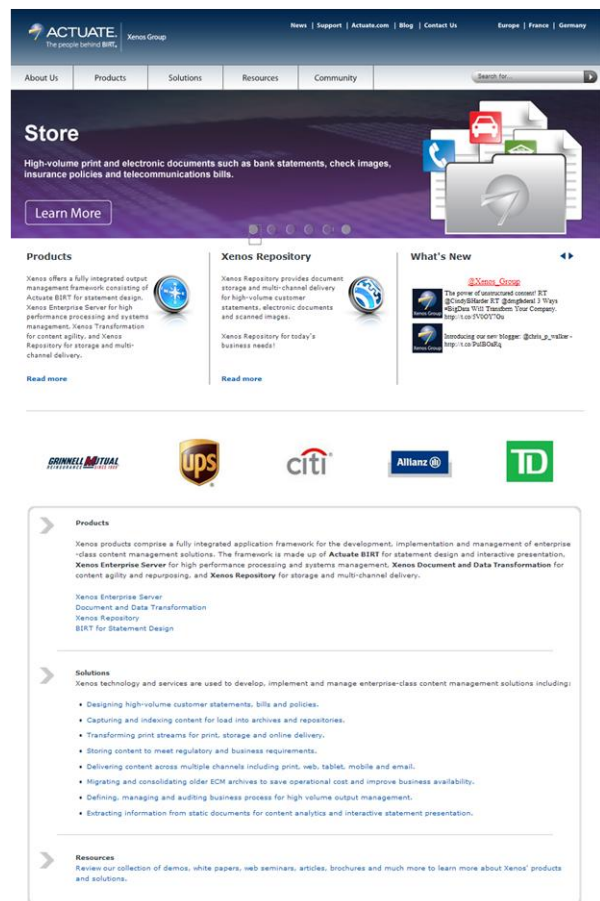
Daniel Burstein: Alright, Luke if you will call up the questions and answers for a minute, if you went on Twitter #webclinic, we got one question from you we have got about 11 minutes left, "Do you like the page for going now, we have been taking the homepages, we have been going in very deeply and giving you lots of info or do you want to just take the rest of the whole pages and boom, boom, boom hit you with three different ideas for each one?", so just tell us faster or slower what would you prefer? Zach wants it faster. "Boom, boom, boom, says Bianca."

Adam Lapp: Faster.

Daniel Burstein: Faster it is then. Let's go Adam, let's jump to the next one.

Adam Lapp: All right.

Daniel Burstein: Don't even worry about calling up the homepages any longer Luke, let's just stay in PowerPoint and we will just try to get some quick hit ideas for each one of these pages. So moving on to the next page, as now that we want to go faster, we have that's bit of a technology limitation but let's go on to the next page. So Adam this page is xenos.com, and it's for IT project managers. What are your three quick recommendations for them?

Adam Lapp: Quick. Headline. Don't just tell me I am at the store. Tell me what I can do on the store, and what's valuable about your product. Number two. Get people to where they need to go by customer need. You have a description of your store and then a section to the bottom of that is a description of your products, but I still don't know what the products are exactly. What problem your product solves for me and I am not even sure if any of the problem solutions relate to me. And then the fourth thing is just have calls-to-action that possess a greater clarity and perhaps even more focus on the product suite and all the different benefits and features of that product suite rather than more general products.

Daniel Burstein: Well, one thing, if you scroll further up the page, you find there one thing that I would like to point out real quick. They have all those logos there "UPS," "AT&T," etc. they have there, yet they don't say exactly what they are or why they are there.

Adam Lapp: Exactly.

Daniel Burstein: I am assuming the logos are implied customers of xenos.com perhaps?

Jon Powell: It's like a race car you know you just you just pop it on and it works right? Yeah.

Live Optimization

www.caribbeanhotels.com

Daniel Burstein: Let's move on to the next one because Simon Paul said "Rest of the homepage's, boom!" So let's see if Jon can drop the boom. Luke, if you could just pull us back into PowerPoint and just stay in PowerPoint we can move on to the next one. This is Caribbeanhotels.com and oh this is very interesting. It comes through trip advisors for U.S residents looking for vacation, the primary source is a trip advisor check rates campaign.

Jon Powell: So yeah quick thing number one you are making people decide on where they think they want to go and this is a trip. I don't know where I want to go in the Caribbean, I just know that want to go lay on a beach. The next thing if you look at the tabs at the bottom. Okay, now they are attempting to allow me to browse, go back up and yeah, we see Jamaica, the Bahamas and they are actually featuring specific hotels when I click on it, I am deceived because I am thinking I am going to be browsing Jamaica and I am really getting to one particular product page. Final thing give me a map, or give me some other way to engage, because right now I either have to know where I want to go or have to be interested in that specific hotel or destination. Why can't I just look at a map and start you know swimming around in the site or something?

Daniel Burstein: I will tell you one thing very briefly I liked about the site that was missing on almost every homepage we saw is they had some uniqueness to their value proposition. It's hard to see now, but if you look at that line and it says "Book with us", it said something like we only have hotels on here that were hand selected as the best, by Trip Advisor. So I mean that that was little bit of uniqueness to the value proposition and understanding of what value you are actually getting, so that was a big benefit.

Live Optimization

http://www.operational-strategies.com/
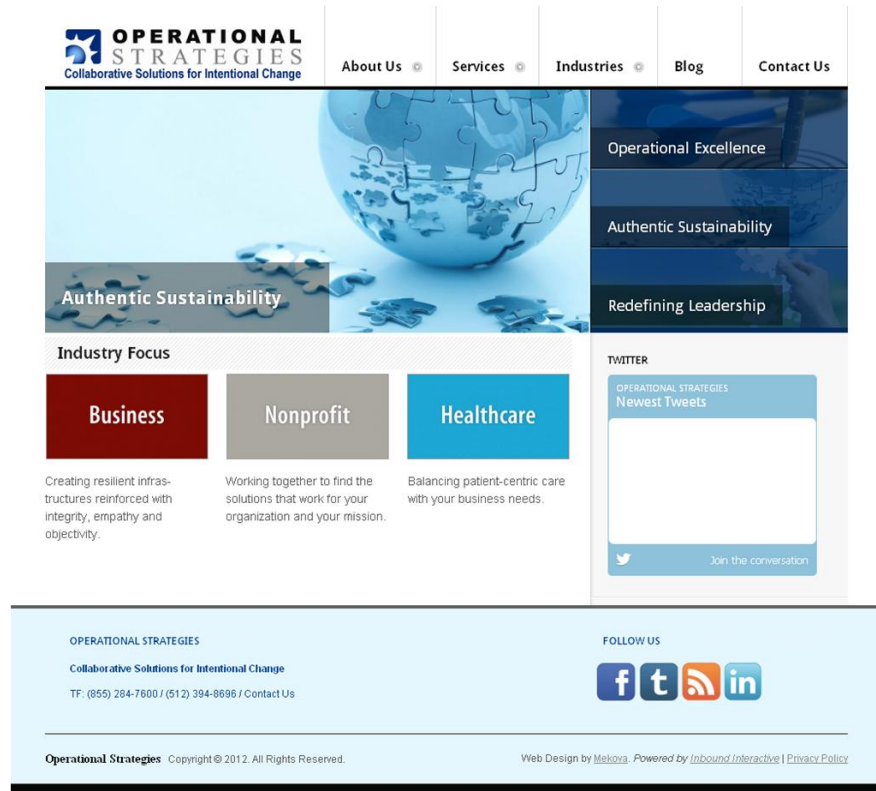
23

Daniel Burstein: All right Adam, drop the boom we have operationalstrategies.com and their primary audience is the C-suite. CEO, CFO, CO, these are busy people.

Adam Lapp: So number one. Give me some more information. If you look at the banner, you look at the right column and you look at the top column, they are all repetitive information. So you click on "authentic sustainability" and then you get an image of authentic sustainability, so it doesn't give you more. Immediately I am frustrated.

So you have no idea what you should do on the site. You don't know where to click on or where to go. You know if we talk about micro- yes's you know for my business, non profit or healthcare. The content underneath those buttons are a little bit too persuasive in marketing speak and they don't really tell me why I should click here. If I am a non-profit, why I should click here and learn more about non-profit solutions. Tell me why a non-profit company should click on here and be clear about the benefits. I don't need any marketing hearsay.

Daniel Burstein: My favorite thing here is that they have follow us on Facebook and Twitter buttons and their audience is CEO, CFOs and Cos. I am really skeptical that a lot of CEOs are going to follow your company on Facebook or Twitter with absolutely no value presented whatsoever.

Adam Lapp: Yeah.

Daniel Burstein: No value there.

Adam Lapp: And you say the primary goal is to click on business, non-profit or healthcare but that's at the bottom of the page. So I would move that up to the top.

Jon Powell: Right.

Adam Lapp: Give him a headline maybe a sub call-to-action you know or sub-headline that says you know "Choose from one of our three blah…blah… blah," and then immediately they see one, two, three and the next choice is to click on one of those in order to make it logical and simple.

Live Optimization

http://www.utilityanalyticsweek.com/

Daniel Burstein: All right. Let's move on to Utility Analytics Week. This is an event that they are trying to educate their industry about and one of their keywords is utility analytics.

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Jon Powell: So the thing that's missing or that's really, really, really hard to see is the overall why an appeal I think it's the top right that's what the whole conference is about. Especially if you were referred here by somebody that thought you might be interested, I would like to know what this whole conference is about without having to read through all that text and even if you like closely read that intro text doesn't really tell you anything.

The other thing that I would like to recommend is its stuff that is buried within the navigation I imagine, things that people want. People want to know who the speakers are, probably people really want to know you got the register right, so that's good. Maybe some of your vendors want to see an exhibitor map, okay so that you could make some sales there and maybe they want to view the tracks. All of these things are things that people are interested that attract them into wanting to know more about the event, not a long boring paragraph that doesn't really take you anywhere. I think it does but they are just little links.

Daniel Burstein: Possibly they aren't very clear on where and when the event is taking place. It is kind of buried under the top header at the bottom.

Adam Lapp: Yeah and events you know obviously this is larger event but that is some of the most important information is where, when, what time, cost and speakers. And you know we ran a test where there is an email that a lot of information about the event a lot of copy you know everything you could possibly know about the event and then we tested it against short simple email that just said title, brief description, date time button and that won by large amount.

[Note: The early bird special for the MarketingSherpa B2B Summit 2012 expired on June, 30th, 2012. If you were not able to take advantage of the special offer, you can find more information on

MarketingSherpa and MarketingExperiments upcoming events and some of the online, on demand versions of the certification courses available at the summit at the links below]

[MarketingExperiments Landing Page Optimization Certification Course](#)

[MarketingSherpa B2B Marketing Advanced Practices Online Certification Course](#)

[MarketingExperiments Email Messaging Online Certification Course](#)

[For more event Information and special offers for B2B Summit 2012](#)

Daniel Burstein: Well speaking of events Adam I am glad you got up with, that's because at the end of August, August 27 to 30th to be specific is our next event. We talked about the Optimization Summit 2012, that we just wrapped up two weeks ago and now we will be in Orlando, Florida on August 27th-30th, for the B2B Summit 2012, for the B2B marketers.

We will be helping you optimize the B2B sales and marketing funnel. Dr. Flint McGlaughlin will be speaking. Brian Carroll will also be speaking as well as our keynote, Sally Hogshead. Here is a great event special offer that our marketing team put together for you. You have until June, 30th, 2012, to save $300 dollars using the early bird special offer.

If you want to see a page that really needs some optimization, for events check out [meclabs.com/b2bsummit](#). I am sure that page needs some serious optimization still. We look forward to hearing back from you guys on that.

Live Optimization

www.freshfinds.com
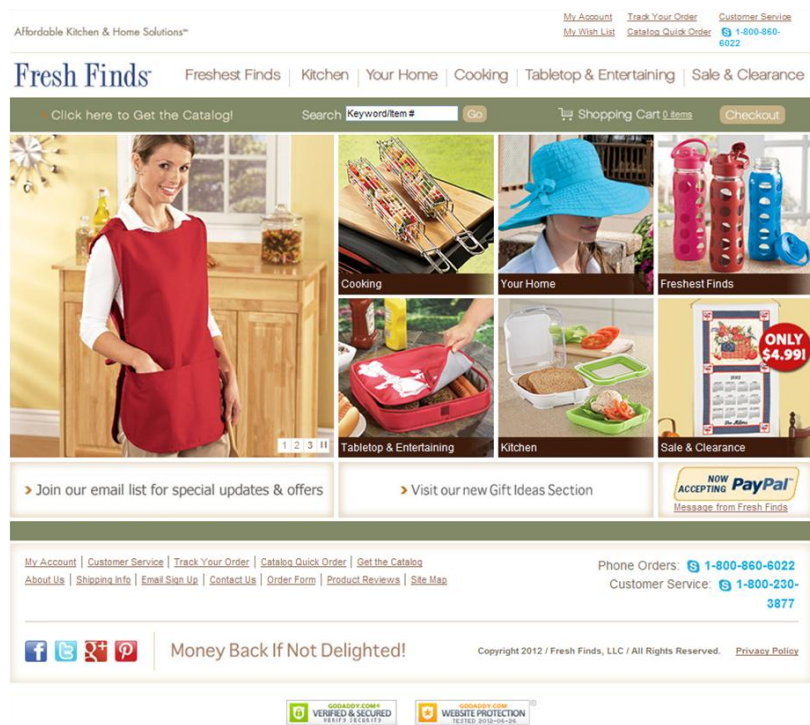
Daniel Burstein: Let's jump back on track and keep moving, for we have got only four more minutes. Adam, please drop the boom once more as we move on to freshfinds.com and I think you might even be a customer of theirs.

Adam Lapp: Yeah exactly.

Daniel Burstein: Adam, are you saying that you are a 30 to 50-year-old woman?

Jon Powell: So, a few quick things, tell me what fresh means. I mean there are a lot of products here and they look like kitchen products, so why are you calling it fresh? Give me the value proposition behind the word "Fresh". Include a value proposition section near the top so above the categories and maybe use 50 to 100 pixels just to tell me "Where I am?", "What the products are?" and "Why I should buy them from you?" Also, let's talk real quick about Ad space. You are dedicating a lot of real estate to the hero shot on the left with the red apron, but there is no call-to-action, there is no description of what that product is. Tell me that this is the bestseller or this is on sale today. Give me a clear description of call-to-action especially if you are going to use that much real estate.

Daniel Burstein: Yeah and one last thing there is really no unique value proposition here which is so important for e-commerce. The barbarians at the gate if you are a small e-commerce site are Walmart, Target or anything that sells something cheaper than you do. So if I don't know why I should shop from you, I am probably just going to buy it at the cheapest place which is not that hard to find any more.

Adam Lapp: Yes and consider testing different homepages for new and returning visitors.

Jon Powell: Right.

Adam Lapp: This would be a great homepage to where you know if you are returning visitor you show them the last three things they looked or new arrivals since you left our website you know. If they are a new visitor give him a 10% off coupon right away with your first purchase to get them the door and get them exciting about buying from you.

Jon Powell: That's really interesting point because we had a test with the research partner. We have two homepages, one for referring sites and one for you know organic traffic and such because we actually found the difference in performance based on what we featured at the front in terms of the value proposition and then focus of that.

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Daniel Burstein: So I going to jump ahead and two minutes we have remaining we have Adam Lapp special coming up. Adam this is perfect tell us about this.

Adam Lapp: Well we have one recommendation for this page is to dissolve your business altogether. I am not a fan of this product.

Daniel Burstein: You don't want to 28 to 44 women to know the truth about what their potential beau's are doing.

Adam Lapp: Exactly. But just some quick improvements that you can make and actually before today's Web clinic, we were talking about a larger company type improvement that could be make here is that this application could be marketed to other audiences too, such as parents.

Jon Powell: Yeah.

Adam Lapp: You know for example, "spy on your kids" and not just a target market of young women that are potentially stalking you. So once again this is another great example of optimizing the main objective of a page. Make your objective clear and do not give a visitor to you page a bunch of random features, images and options to click from. Give me exactly what I should do here. I would suggest trying a "start a free trial", "learn more" or a "take the product tour" call-to-action instead of leaving me to

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figure out where I should go. Do the work for me instead of hoping that a visitor winds up click on the right place.

Jon Powell: Yeah one final thing for me here is the value proposition and the way in which you are talking about it. You have got somebody with a hand up to their ear. Why not actually show some film footage or screenshots of somebody with night vision or whatever and make it look like its real. Something that might introduce some fun, you know. Because it kind of seems cheesy, but imagine bringing that almost truth to it. It might have an entirely different effect on them.

Adam Lapp: And if we talk about the main objective of homepages and how to get visitors to the right place by showing them the different product types on this page it still might be a little too early in the process. I would suggest maybe you direct them to a page that matches the right product for your needs first. So have that type of call-to-action on this homepage rather than having them make the make a decision. Introduce a selection based on cost and features on the first page.

Daniel Burstein: I also think they need two things. They need credibility indicators because one thing, my first question to ask this company is, "Is this product legal?" So if the page addresses and really shows it's legal and lastly they need a case study to quantify their value. So if I saw a case study that says perhaps, "I caught Adam Lapp doing whatever," that would make me feel like it is more valuable and legitimate.

Adam Lapp: Yeah reminds me of a commercial I saw once.

Daniel Burstein: I caught Adam Lapp with my best friend.

Adam Lapp: I am never getting married.

Jon Powell: Right.

Daniel Burstein: That's all the time I have today. I would like to thank Adam Lapp and Jon Powell for joining us today, as well as our entire staff here who worked on this and thank you for tuning in.

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