

Building a Landing Page

Part 1

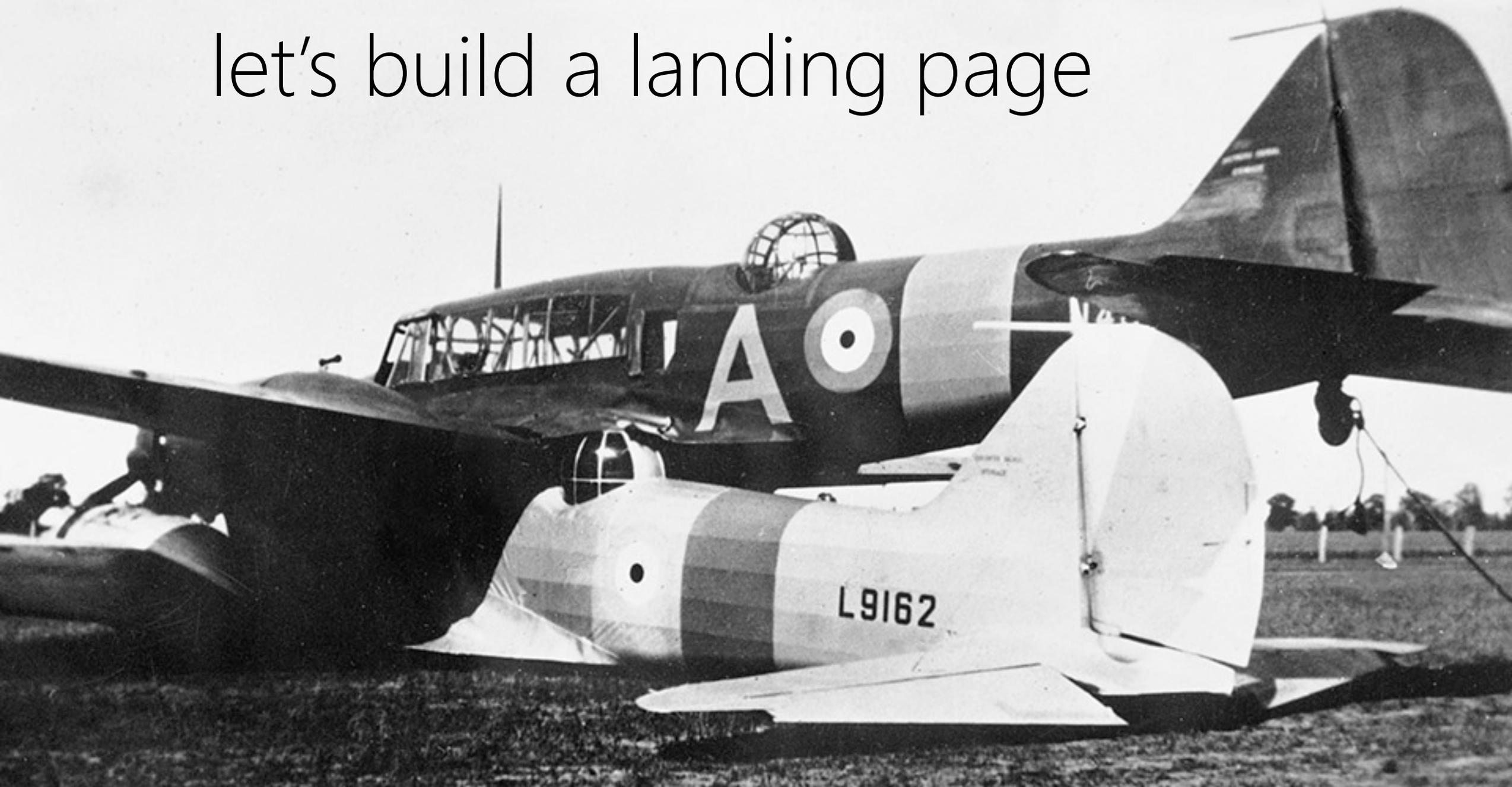
Brian Massey, Managing Partner
Conversion Sciences

4



Exercise: Let's build something.

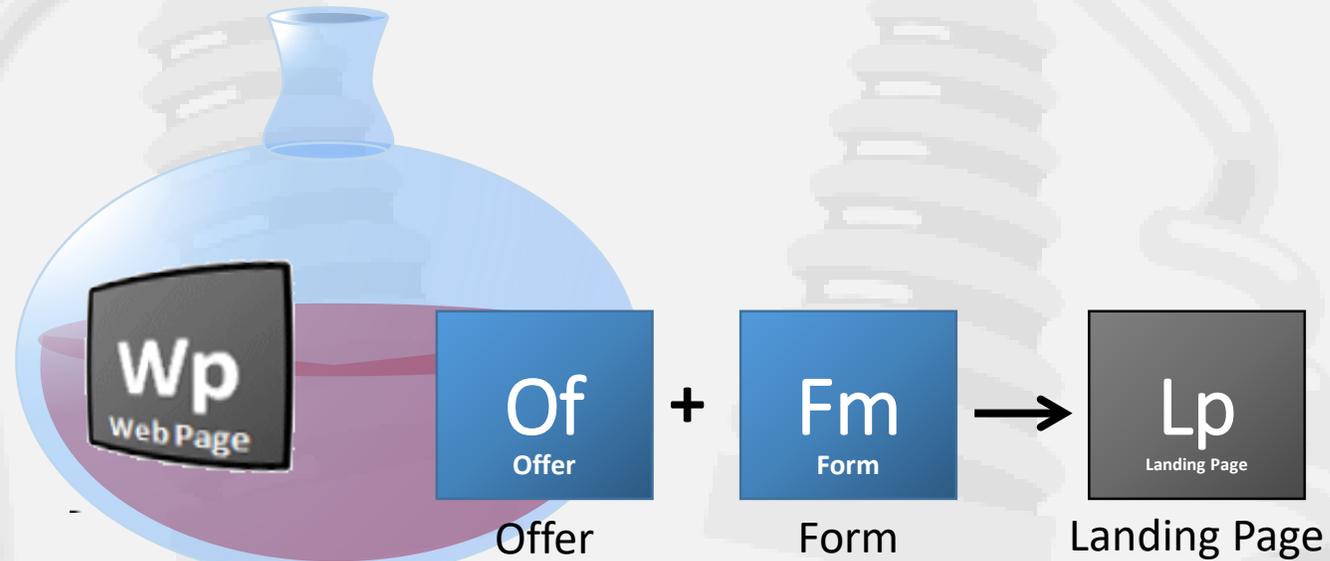
let's build a landing page

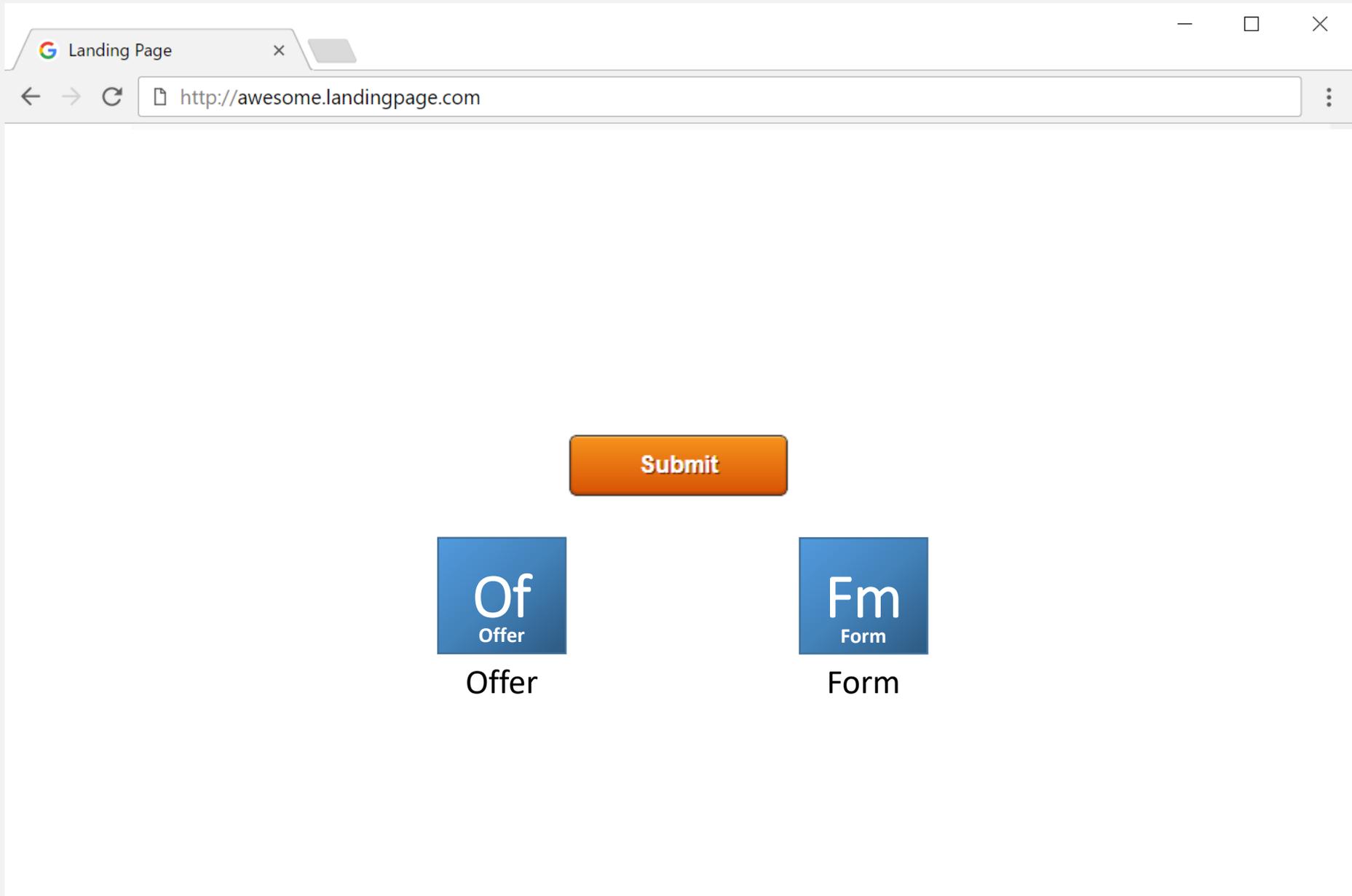


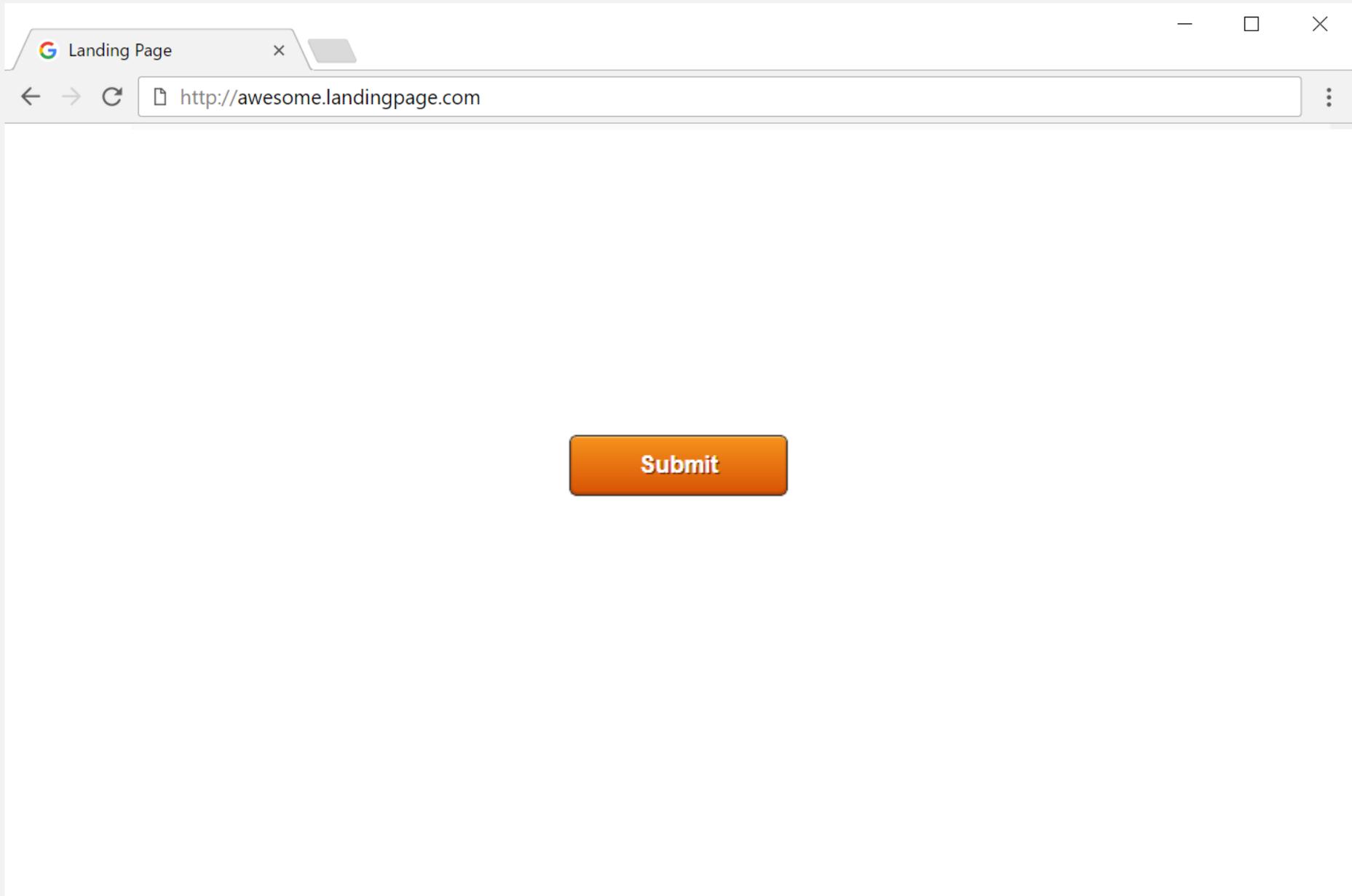


a landing page has two jobs

The Basic Landing Page Reaction







New Kind of Hat

Worn 10 Minutes a Day

Grows Hair

in 30 Days

—or No Cost

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

By *ALOIS MERKE*

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

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

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

**No Risk of
Any Kind**

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



study: what
should we
offer?

ad performance



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

social media ad performance



Account Overview Campaigns Ad Sets Ads

+ Create Ad Edit Duplicate Ads... Preview Create Rule More Columns: Performance Breakdown Export

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

competitors' ads



AD COPIES 1 - 100 (622) i

Advanced filters v

Sort by **Number of keywords - desce...** v

↑ Export

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

competitors' ads



Sample Media Ads



Days Seen: 57
300 x 250



Days Seen: 57
728 x 90



Days Seen: 24
728 x 20



Days Seen: 57
728 x 90



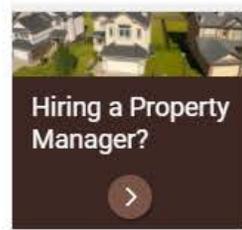
Days Seen: 25
160 x 20

[View all 11 media ads](#)

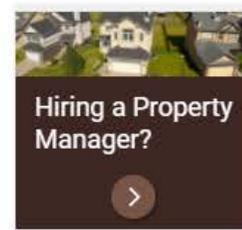
Sample HTML Ads



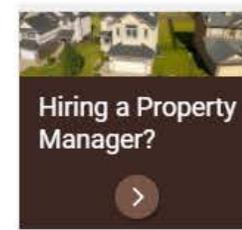
Days Seen: 1
160 x 600



Days Seen: 1
636 x 250



Days Seen: 1
636 x 250



Days Seen: 1
728 x 90



Days Seen: 1
250 x 250

[View all 25 HTML ads](#)

email performance

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

HunterDouglas

Decorview

Call us toll free 877-373-4700

Unbelievable Savings and FREE Installation

Take the stress out of shopping for large window fashions



- ✔ **Unbelievable Savings**
Save 20% or more on select products.* Plus save up to an additional \$100 off of our most popular automation products during our Fashion in Motion Savings Event. See your designer for details.
- ✔ **Control Your Blinds from Anywhere**
Enjoy the ultimate in control and convenience with the smart technology of the Hunter Douglas Platinum App. Raise and lower your shades automatically or with a quick slide of a finger from your phone or tablet.
- ✔ **Perfect Fit, Without The Hassle**
No need to stress about measuring - our professional installers will make sure your window coverings fit perfectly - guaranteed.
- ✔ **100% Satisfaction, Guaranteed**
Your purchase is covered by our 100% Satisfaction Guarantee and the Hunter Douglas® Lifetime Warranty.

[Start Saving](#)

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

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

HunterDouglas

Decorview

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Sale on Automated Fashions.
Free Local Design & Measure!
www.decorview.com

HunterDouglas

Decorview

Call us toll free **877-373-4700**

In Home Manufacturer Discounts

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



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

- ✔ **Combine Discounts**
You already qualify for 20% or more off of select products.* Now, our certified designers are authorized to offer you up to an additional **\$100 off** our most popular automation products.
- ✔ **Limited time only**
These discounts are only authorized during our Fashion In Motion Savings Event. **Request your FREE consultation before the event ends.**
- ✔ **Get your in-home quote.**
Our designers will help you select the perfect window treatments and **give you a quote** based on your exact measurements.
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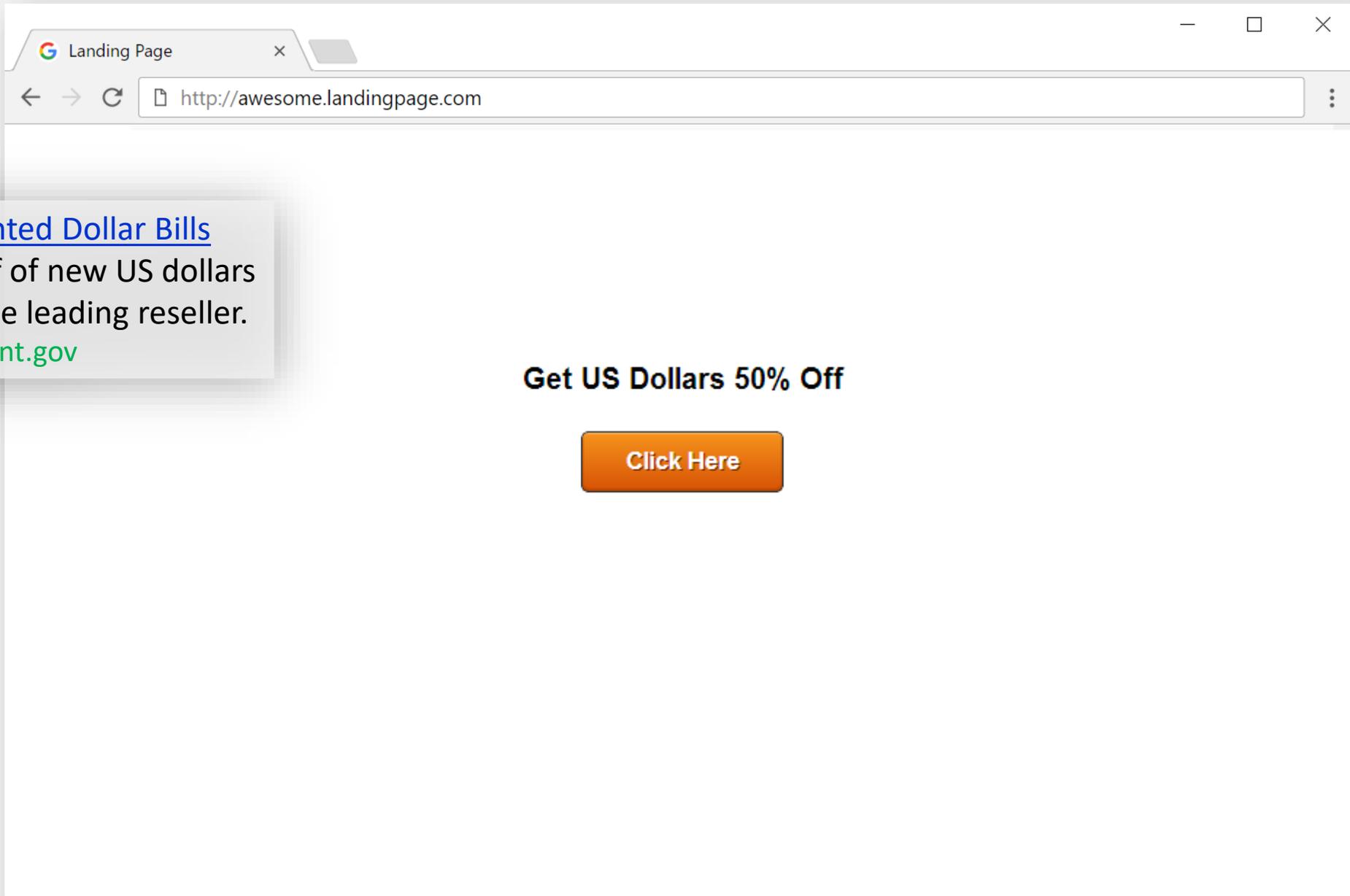
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Lock in Your Savings

40% Increase in Leads

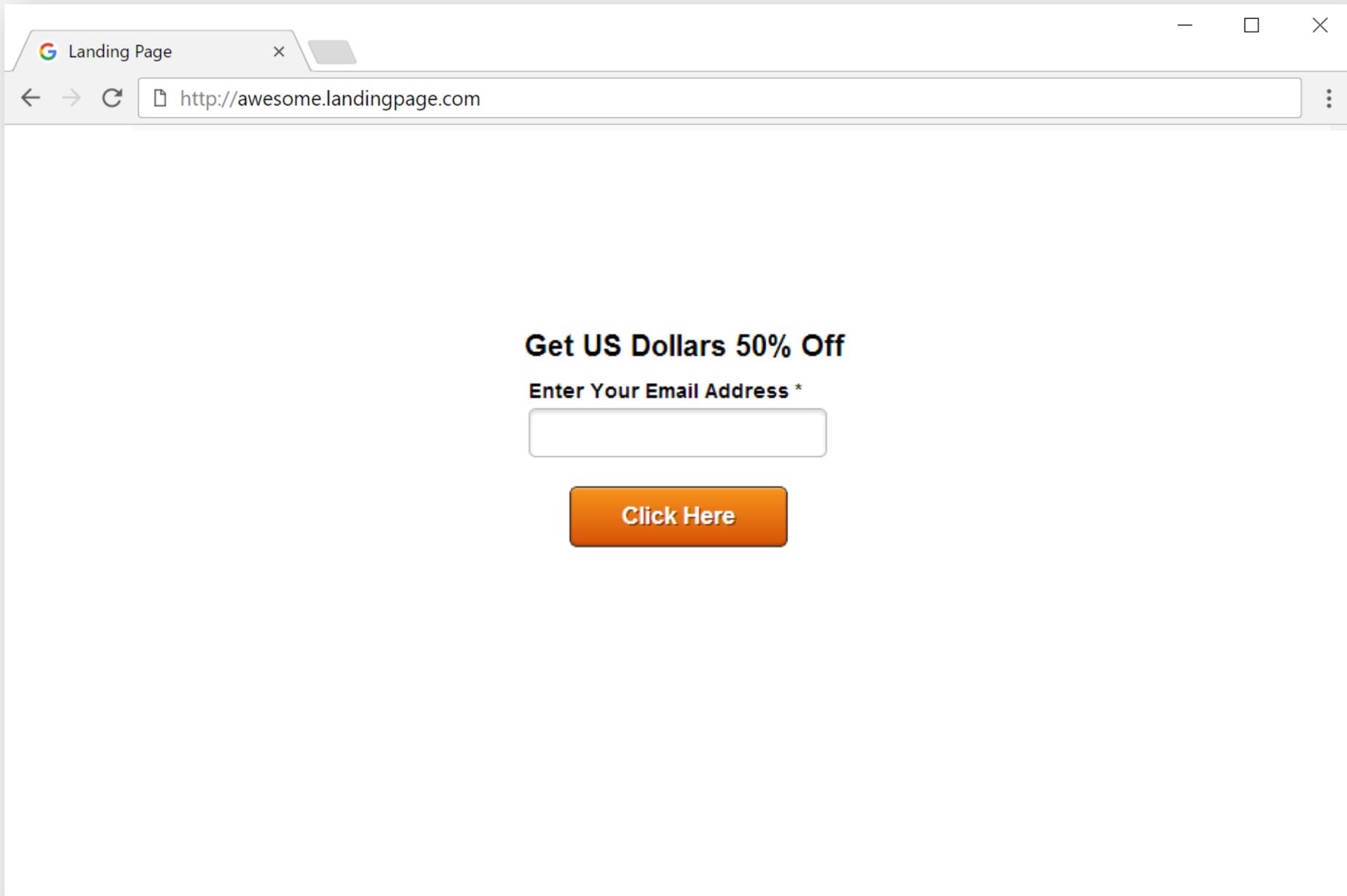


[Discounted Dollar Bills](#)

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

Get US Dollars 50% Off

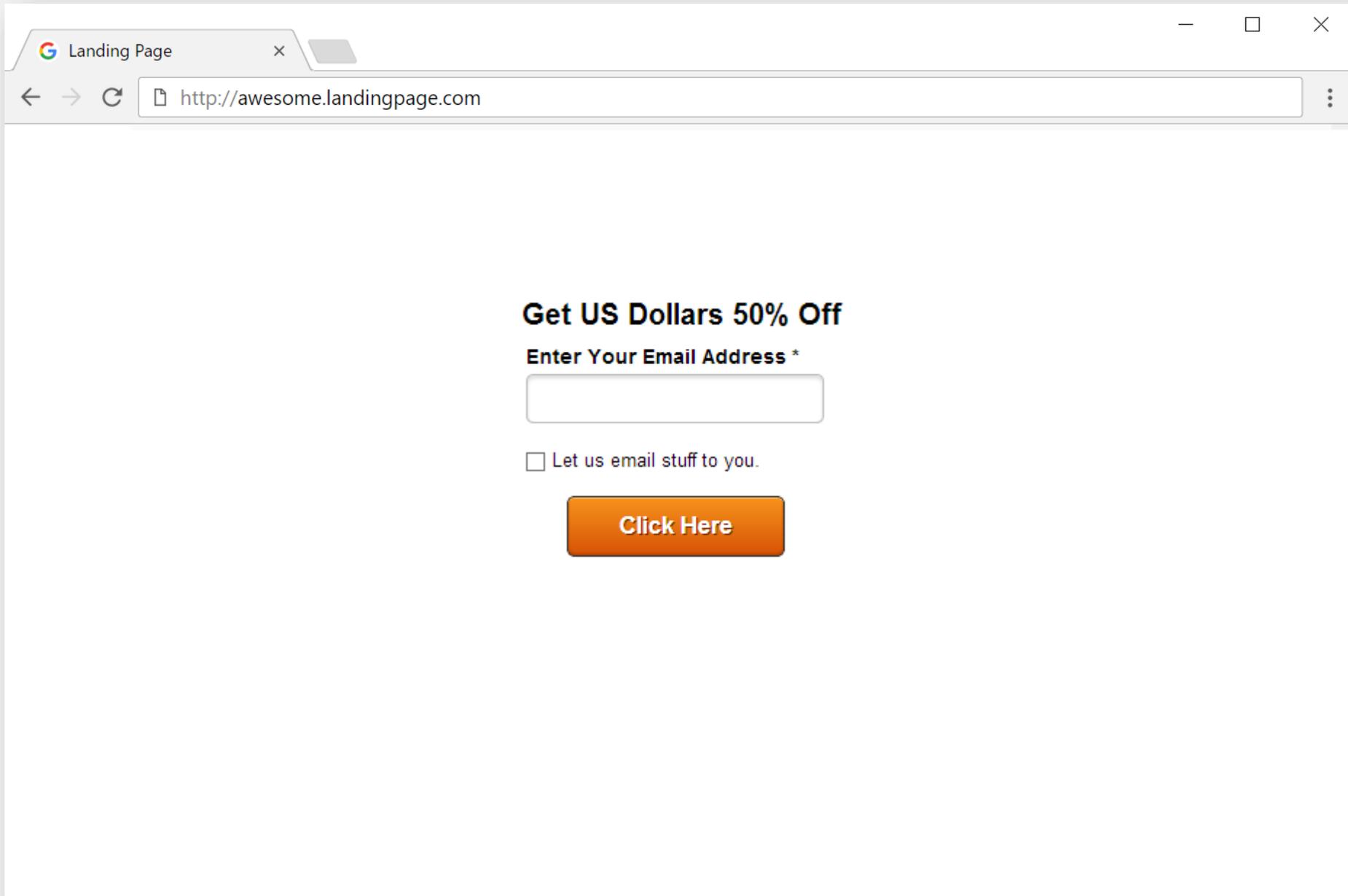
Click Here

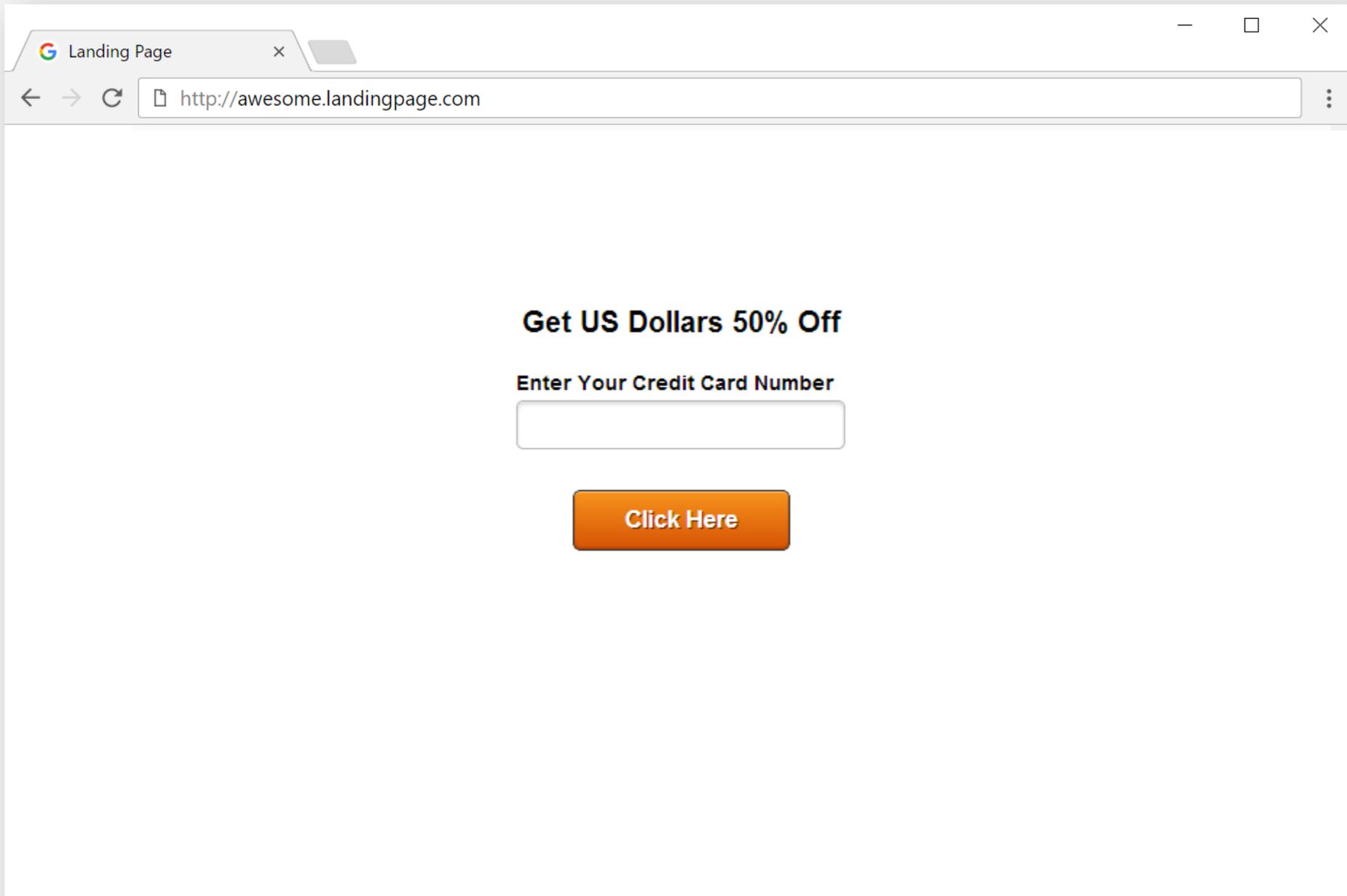


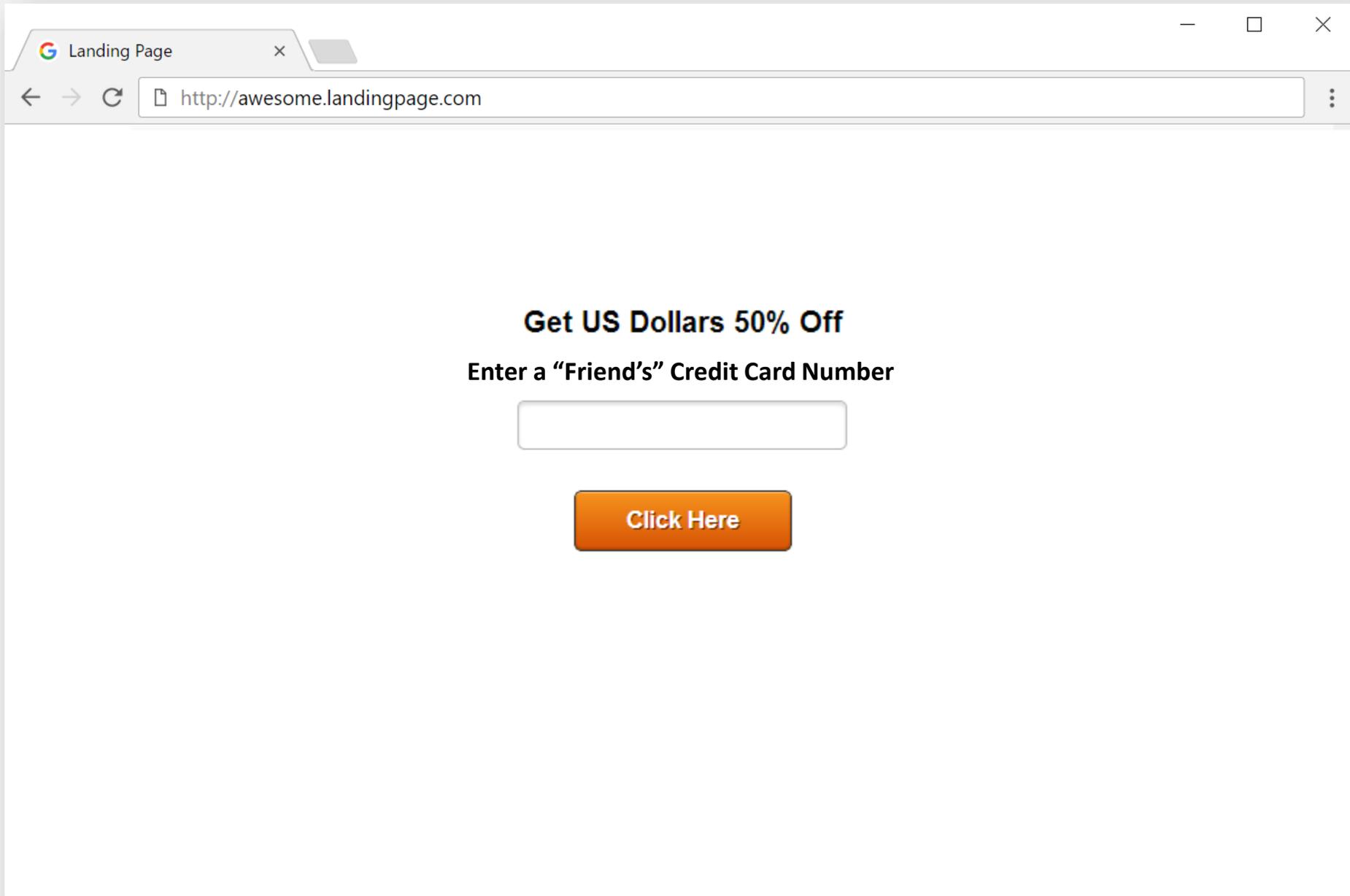
Get US Dollars 50% Off

Enter Your Email Address *

Click Here







Landing Page x

← → ↻ http://awesome.landingpage.com

Get US Dollars 50% Off

Quantity

Enter Your Credit Card Number

First Name

Last Name

Address

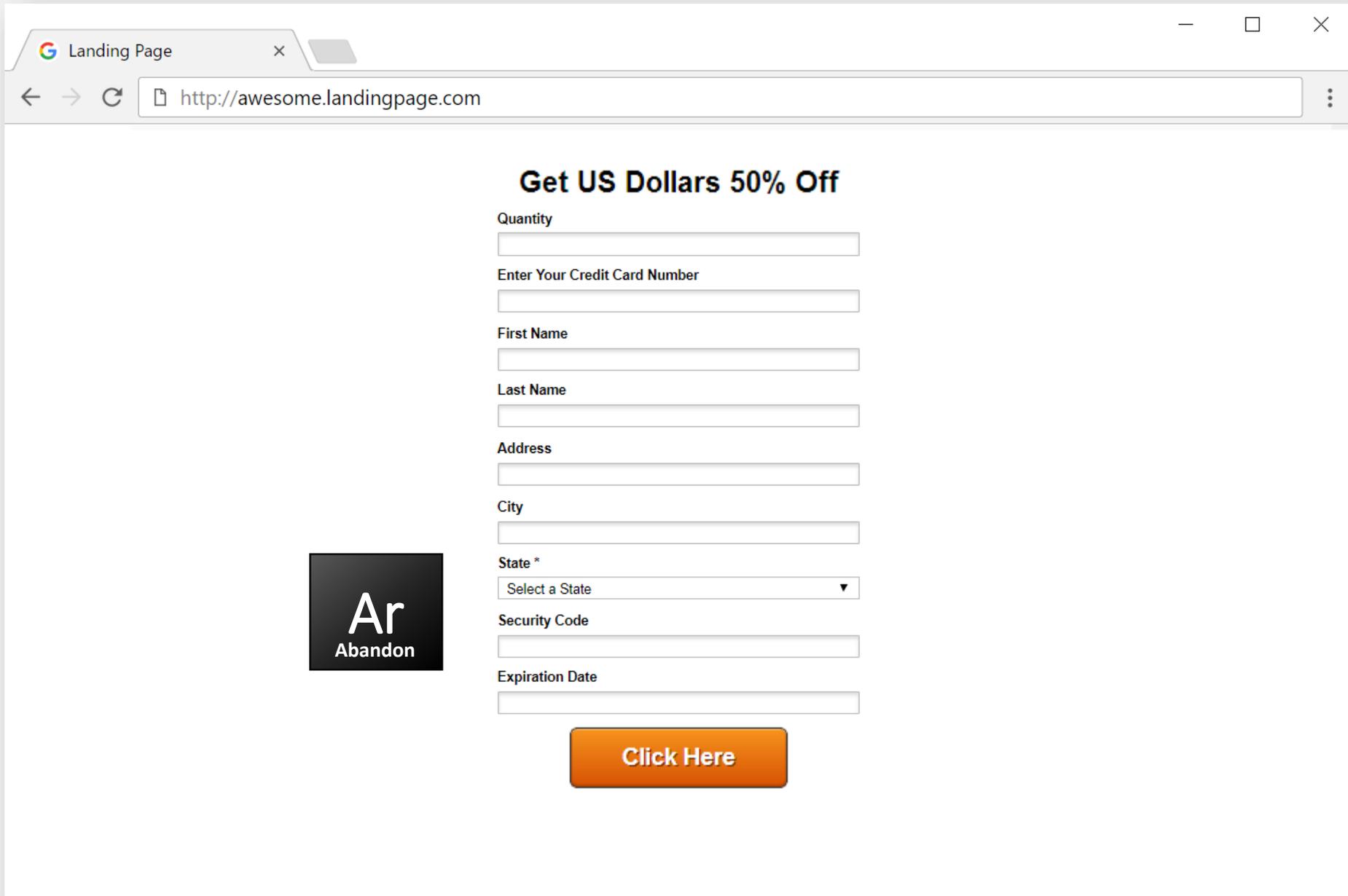
City

State *

Security Code

Expiration Date

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Landing Page x

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Ar
Abandon

[Click Here](#)

customer research

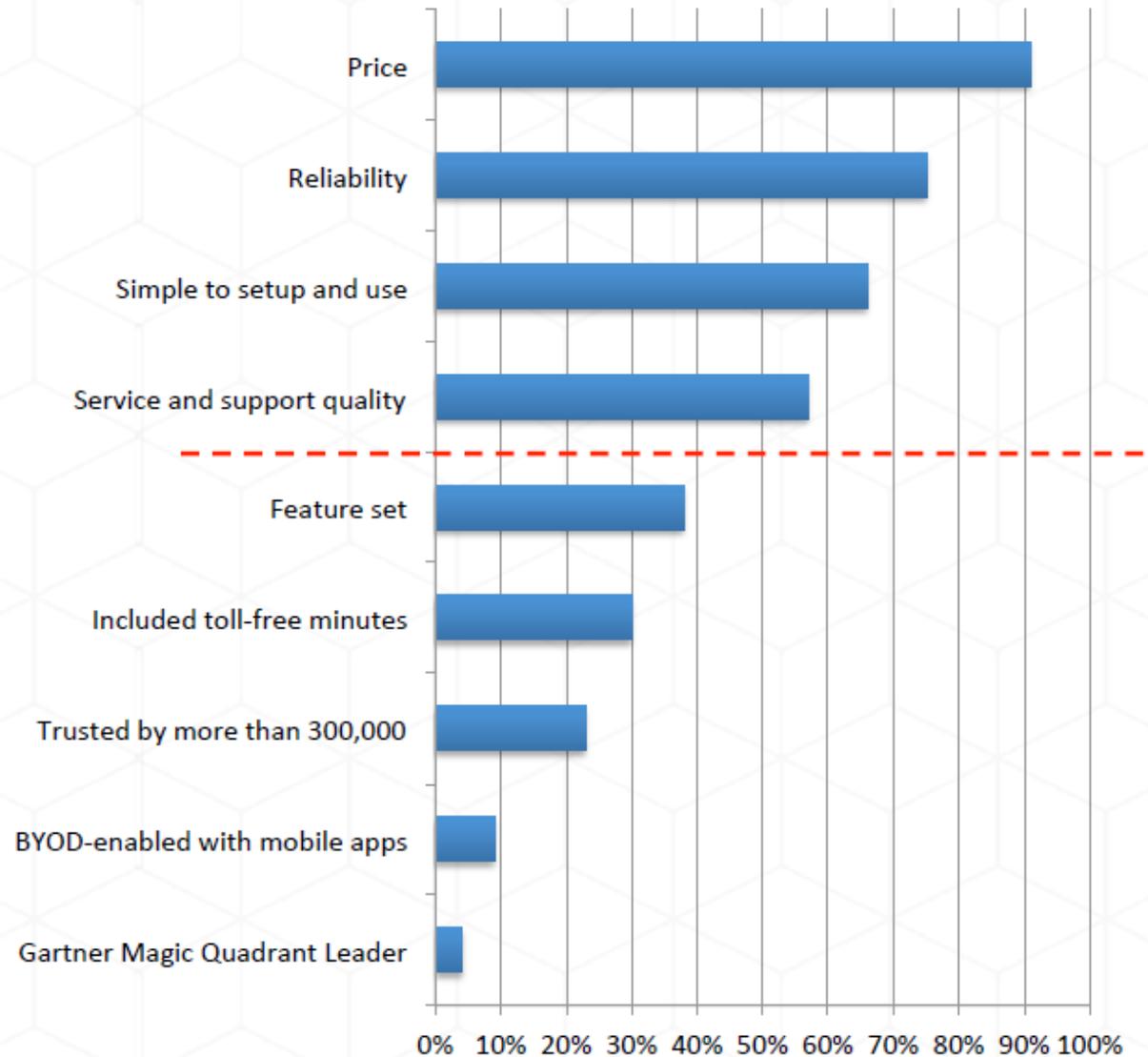




How to turn research into actionable ideas.

What hypotheses come to mind given this data?

Focus Group Primary Concerns



What Hypotheses Come From Your Personas

SMB LEAD GENERATION
INFLUENCER

JORDAN



MARKETING DIRECTOR

FARRAH



ENTERPRISE
MARKETING MANAGER

EWEN



ECOMMERCE
BUSINESS OWNER

BLAIR



Landing Page x

← → ↻ http://awesome.landingpage.com

Get US Dollars 50% Off

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

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

Quantity

Enter Your Credit Card Number

First Name

Last Name

Address

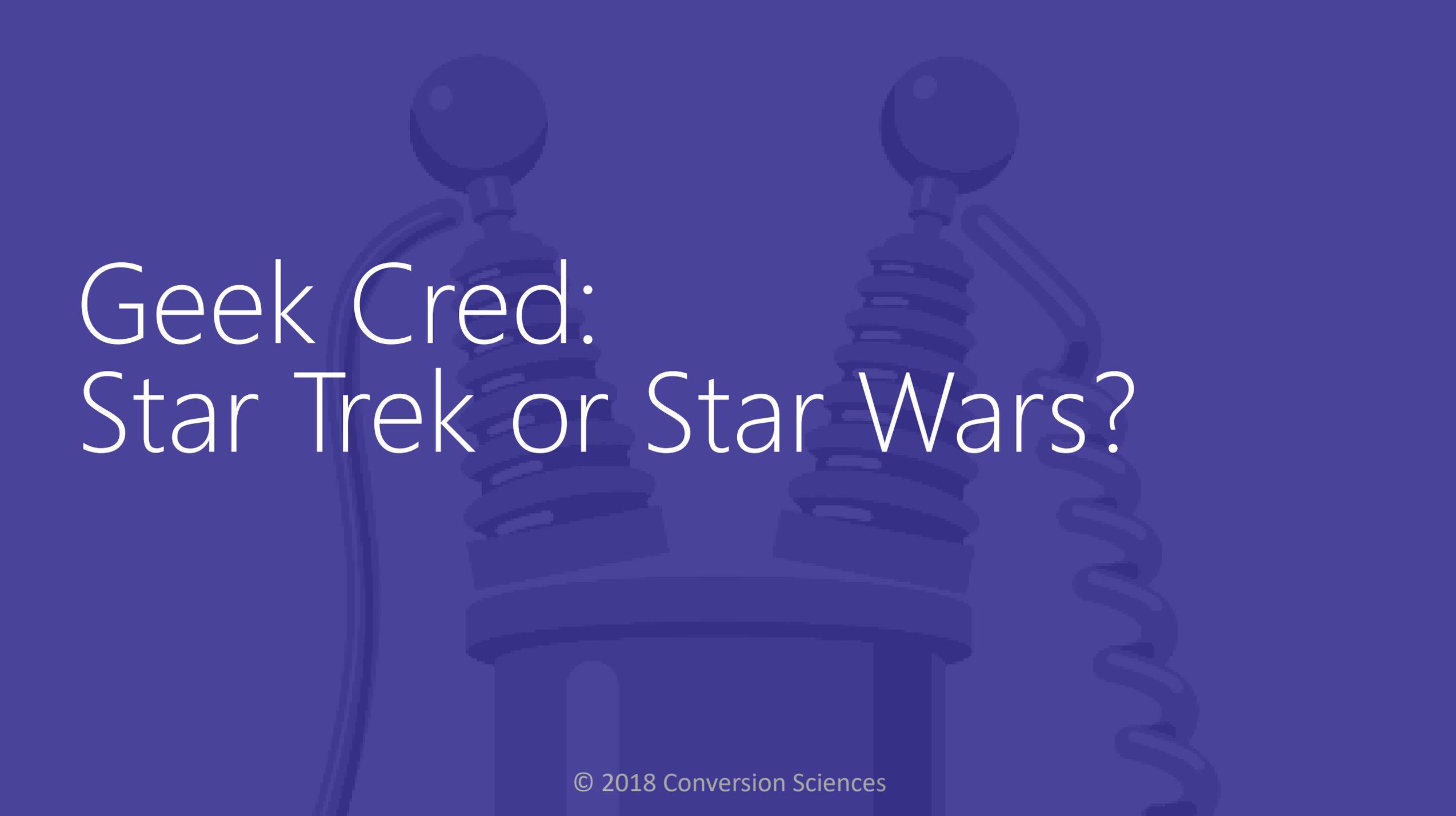
City

State *

Security Code

Expiration Date

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Geek Cred: Star Trek or Star Wars?

Research Mode

Logical

Competitive



Methodical



Emotional

Spontaneous



Humanist



Quick Decisions

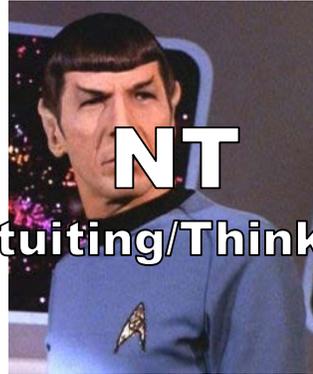
Slow Decisions

Research Mode

Photos courtesy Wikipedia

Audio: Dr. Nick Grant,

Logical



Intuiting/Thinking

Competitive



Sensing/Judging

Methodical

Emotional

Spontaneous



Sensing/Perceiving

Quick Decisions

Humanist



Intuiting/Feeling

Deliberate Decisions

Research Mode

Logical Decisions

Competitive



Methodical



Emotional Decisions



Spontaneous

Humanist

Quick Decisions

Deliberate Decisions

Choosing Headlines that Convert

Double Your Money Instantly

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

Get US Dollars 50% Off

Save on Half-price Dollars



Get 50% Off Direct from the Mint

50% off US Dollars for a Limited Time

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

First Name

Last Name

Address

City

State *

Security Code

Expiration Date

[Click Here](#)

Trade in Your Tens for Twenties

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

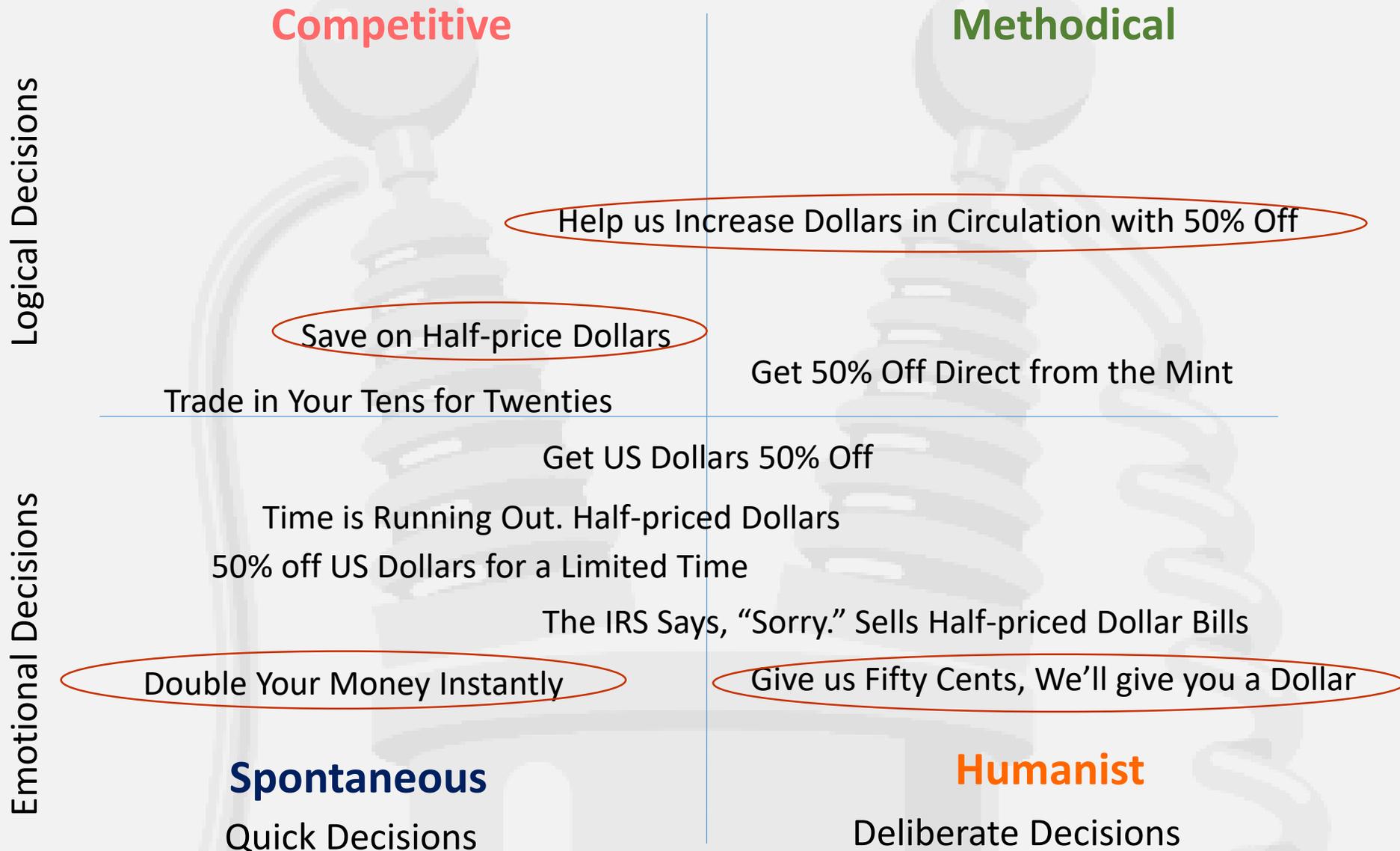
Time is Running Out. Half-priced Dollars

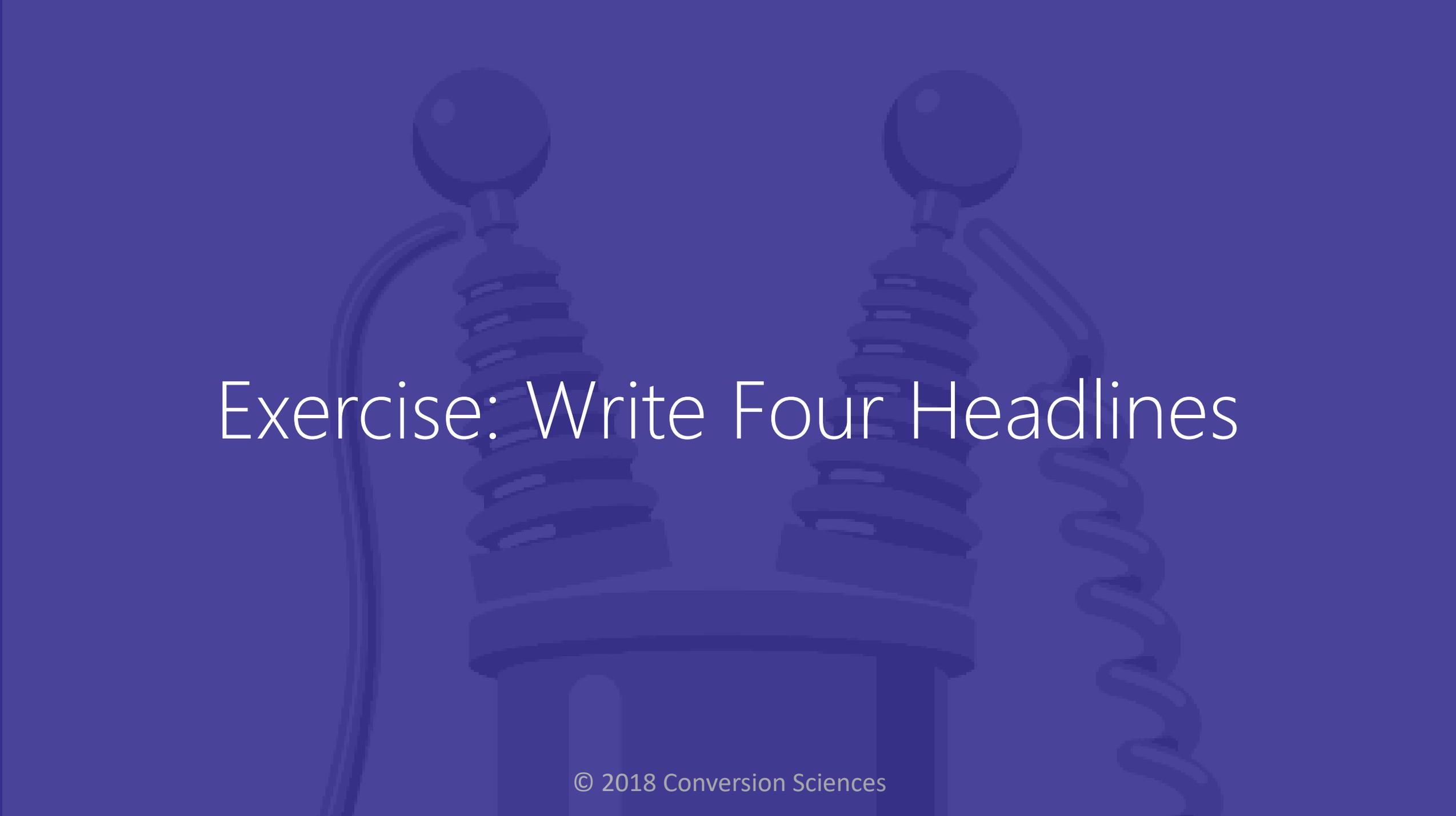
The IRS Says, "Sorry." Sells Half-priced Dollar Bills

Modes of Persuasion



Modes of Persuasion





Exercise: Write Four Headlines

Modes of Persuasion

Logical Decisions

Competitive

Methodical

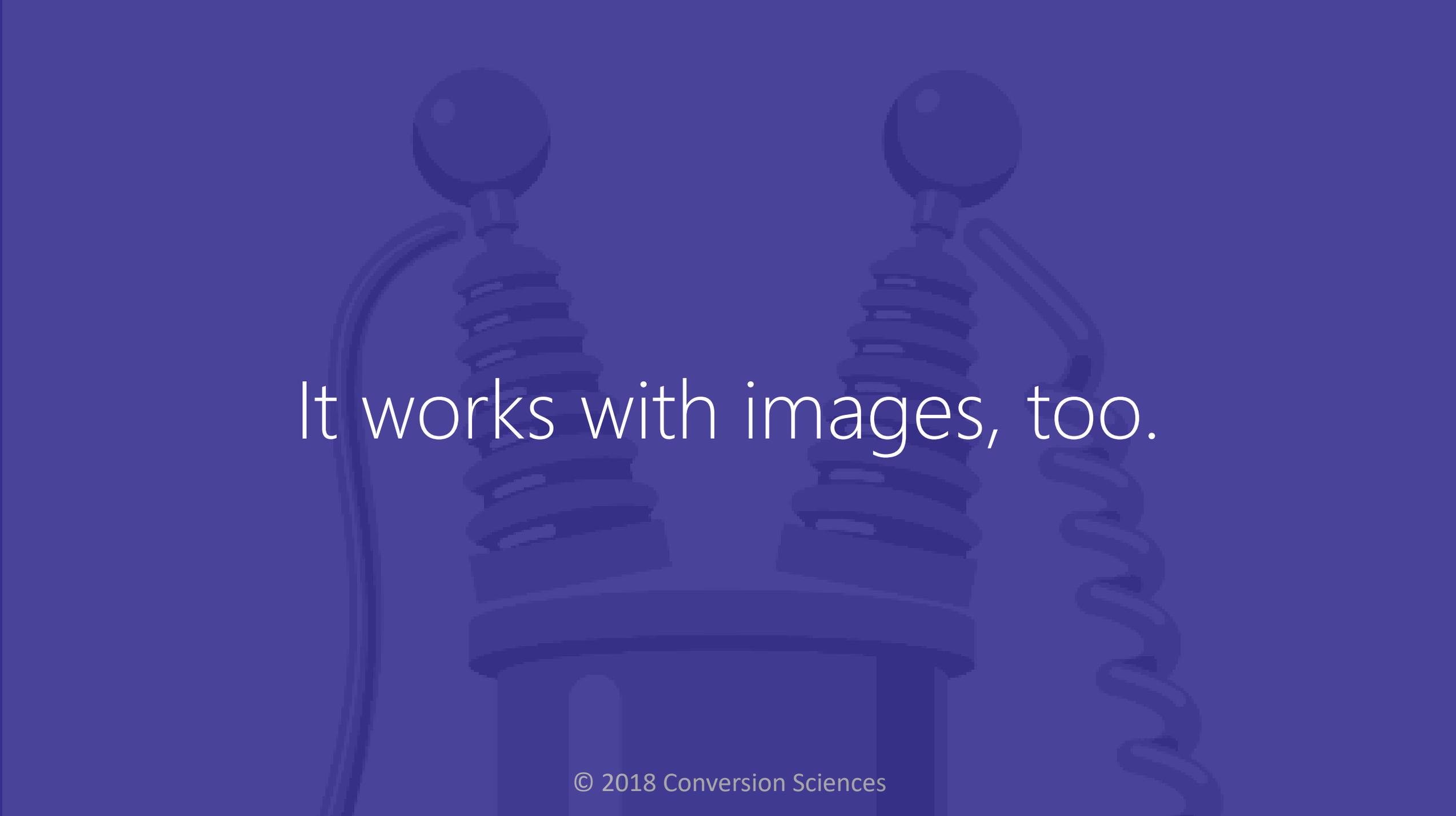
Emotional Decisions

Spontaneous

Humanist

Quick Decisions

Deliberate Decisions



It works with images, too.

Avoid Stock Images



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



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



Business Porn

Avoid Stock Images



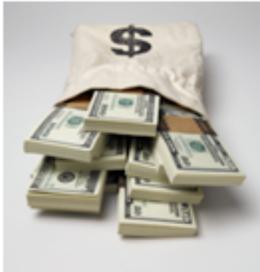
<http://www.sxc.hu/profile/acerin>



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

Business Porn

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Expiration Date

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trust and proof

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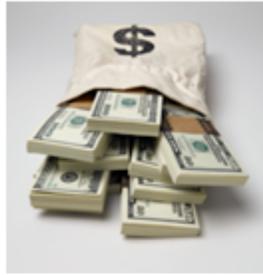
State *

Security Code

Expiration Date

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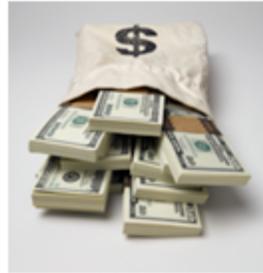
Security Code

Expiration Date

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**From the Leader in US Dollar Bill Sales.
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12,982,345,122,004 Sold!



Quantity

Enter Your Credit Card Number

First Name

Last Name

Address

City

State *

Security Code

Expiration Date





Build out your Messaging

Points of Resolution

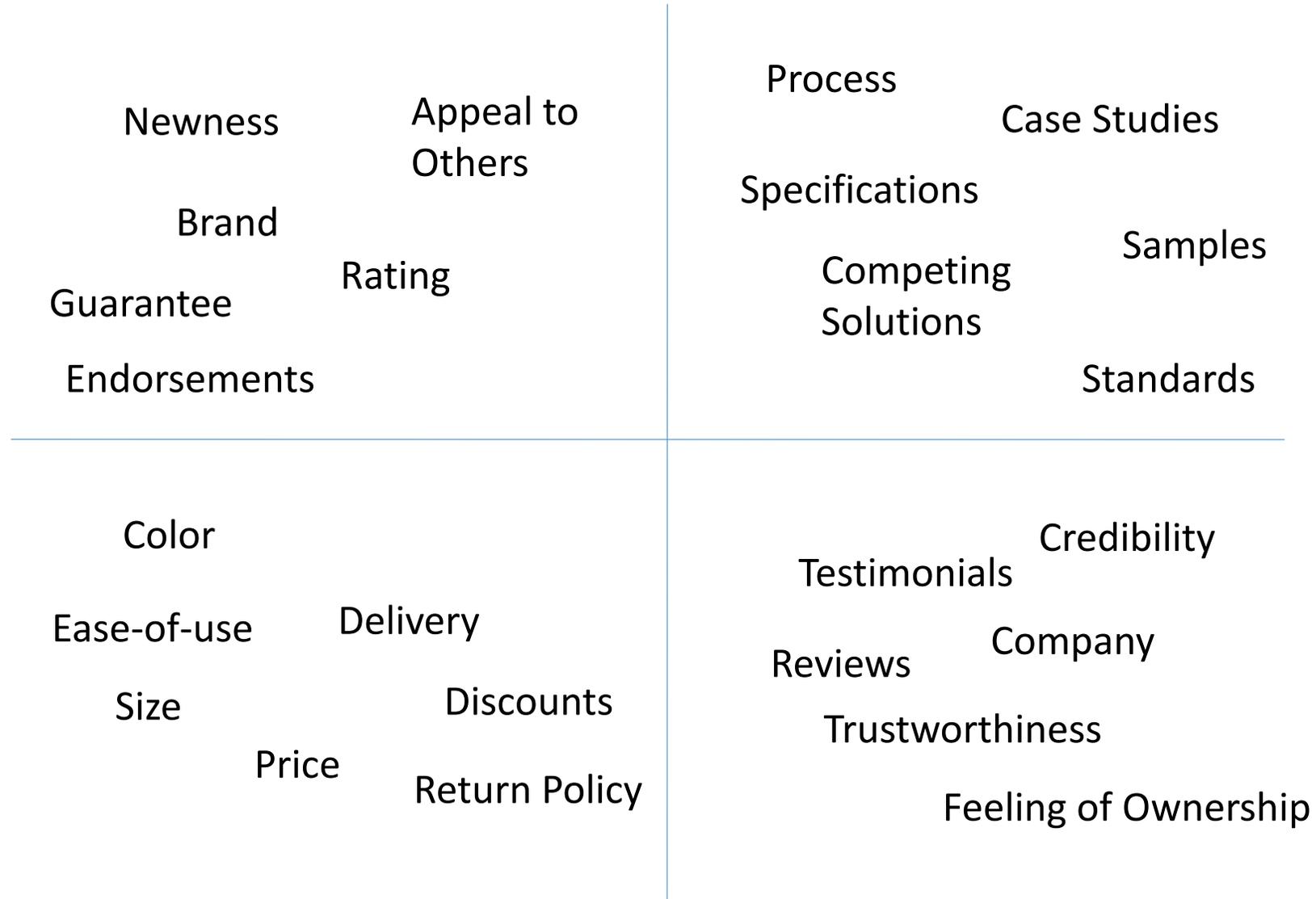
Newness
Brand
Guarantee
Endorsements
Color
Ease-of-use
Size
Price

Appeal to Others
Rating
Delivery
Discounts
Return Policy

Process
Specifications
Competing Solutions
Testimonials
Reviews
Trustworthiness

Case Studies
Samples
Standards
Credibility
Company
Feeling of Ownership

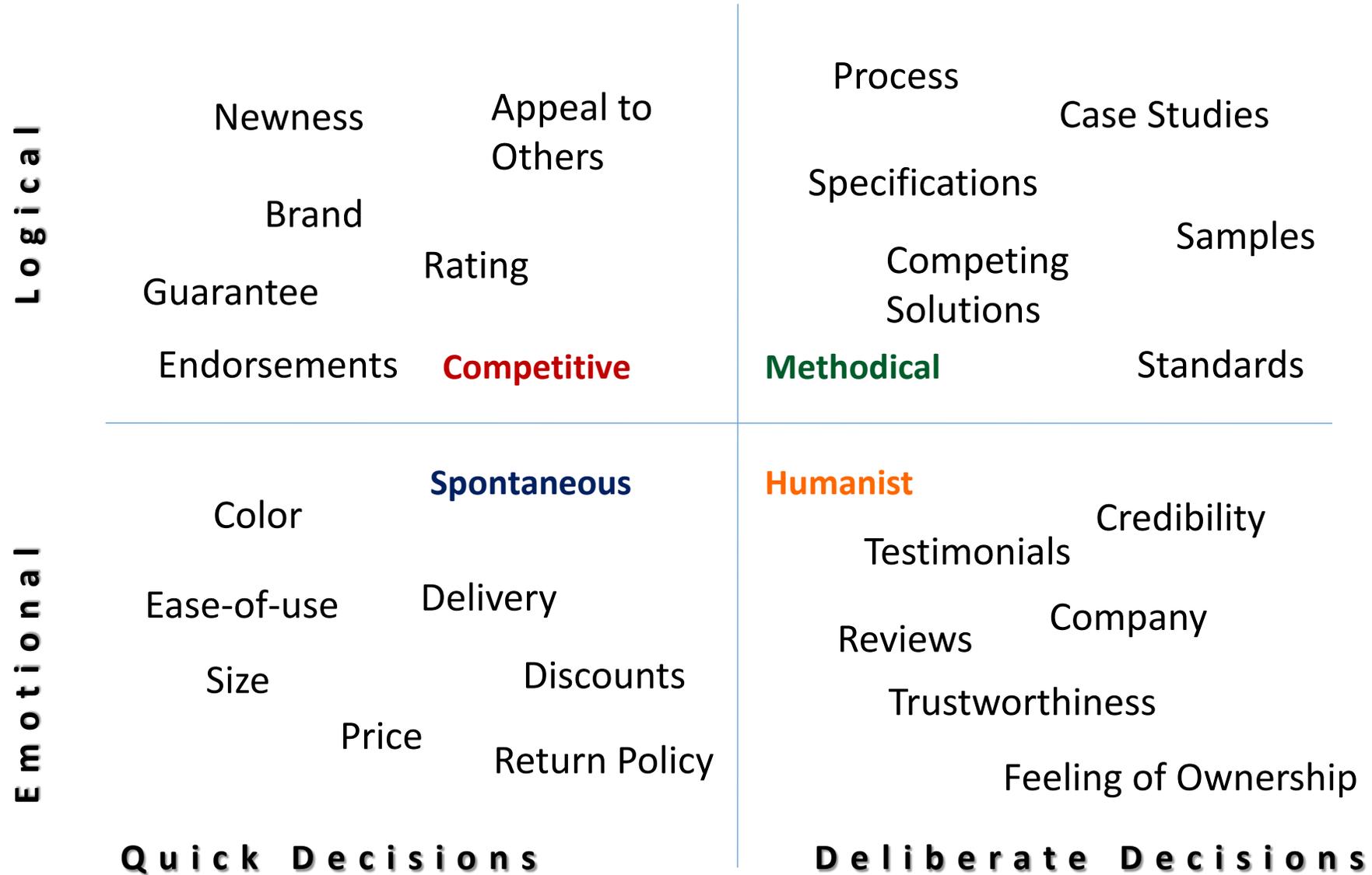
Points of Resolution



Points of Resolution



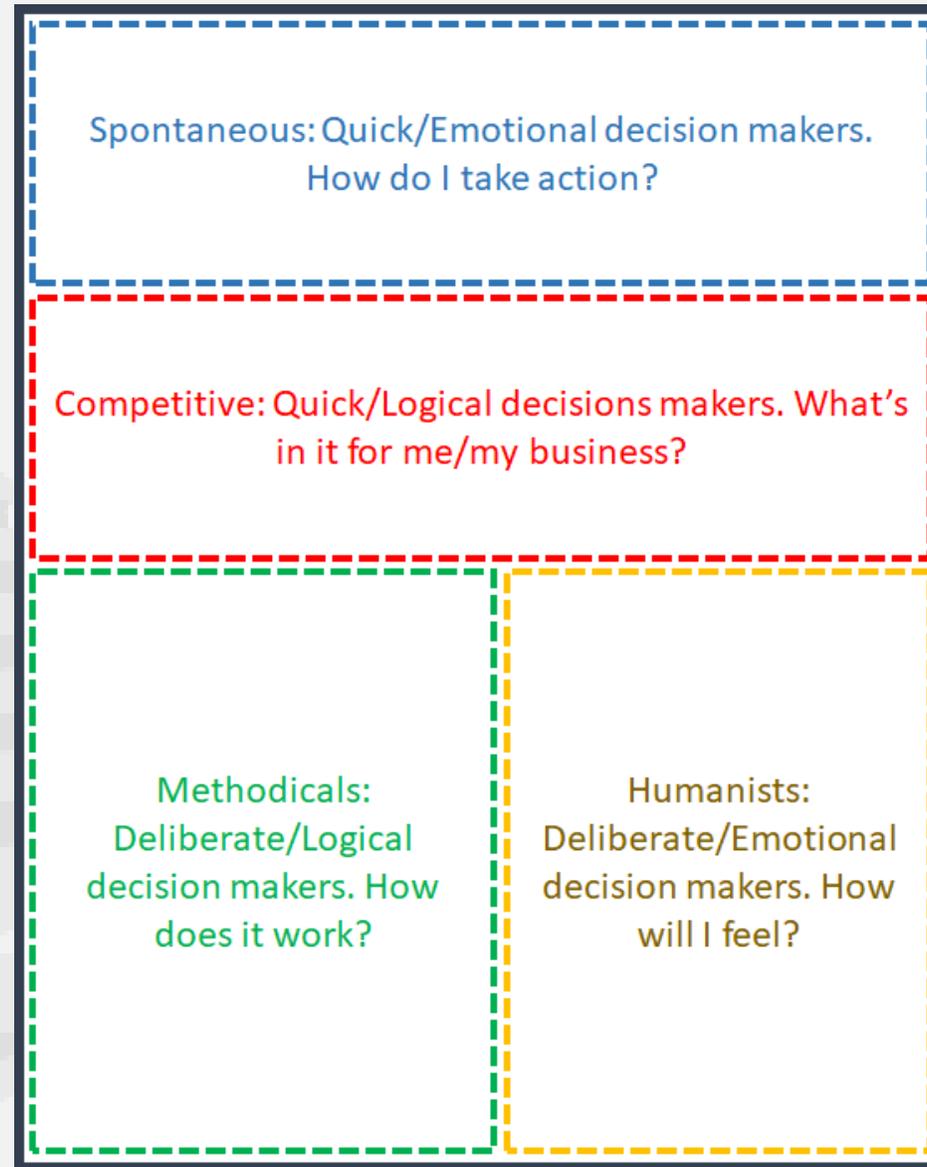
Points of Resolution



A black and white photograph of a long, dimly lit tunnel. The tunnel has a series of arches on the left side. A person is walking away from the camera in the distance, illuminated by a bright light source at the end of the tunnel. The floor is made of cobblestones and is wet, reflecting the light. The overall atmosphere is mysterious and dramatic.

invite the designer in

Mapping Messages onto the Page



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

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

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

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

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12,982,345,122,004 Sold!



Quantity

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First Name

Last Name

Address

City

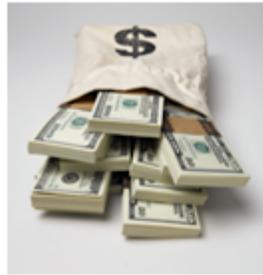
State *

Security Code

Expiration Date



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12,982,345,122,004 Sold!



Quantity

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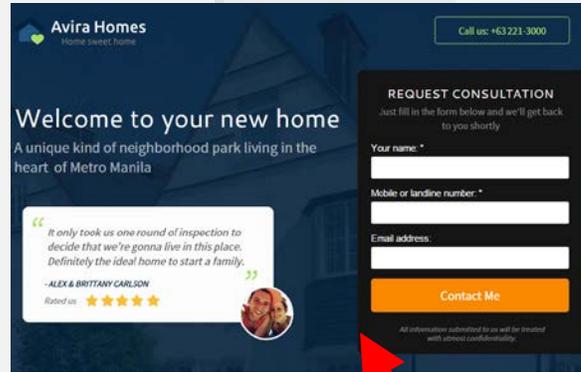
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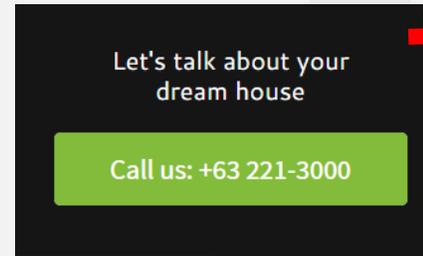
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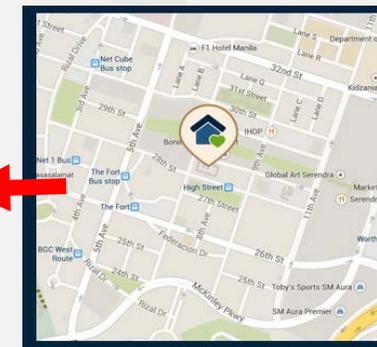
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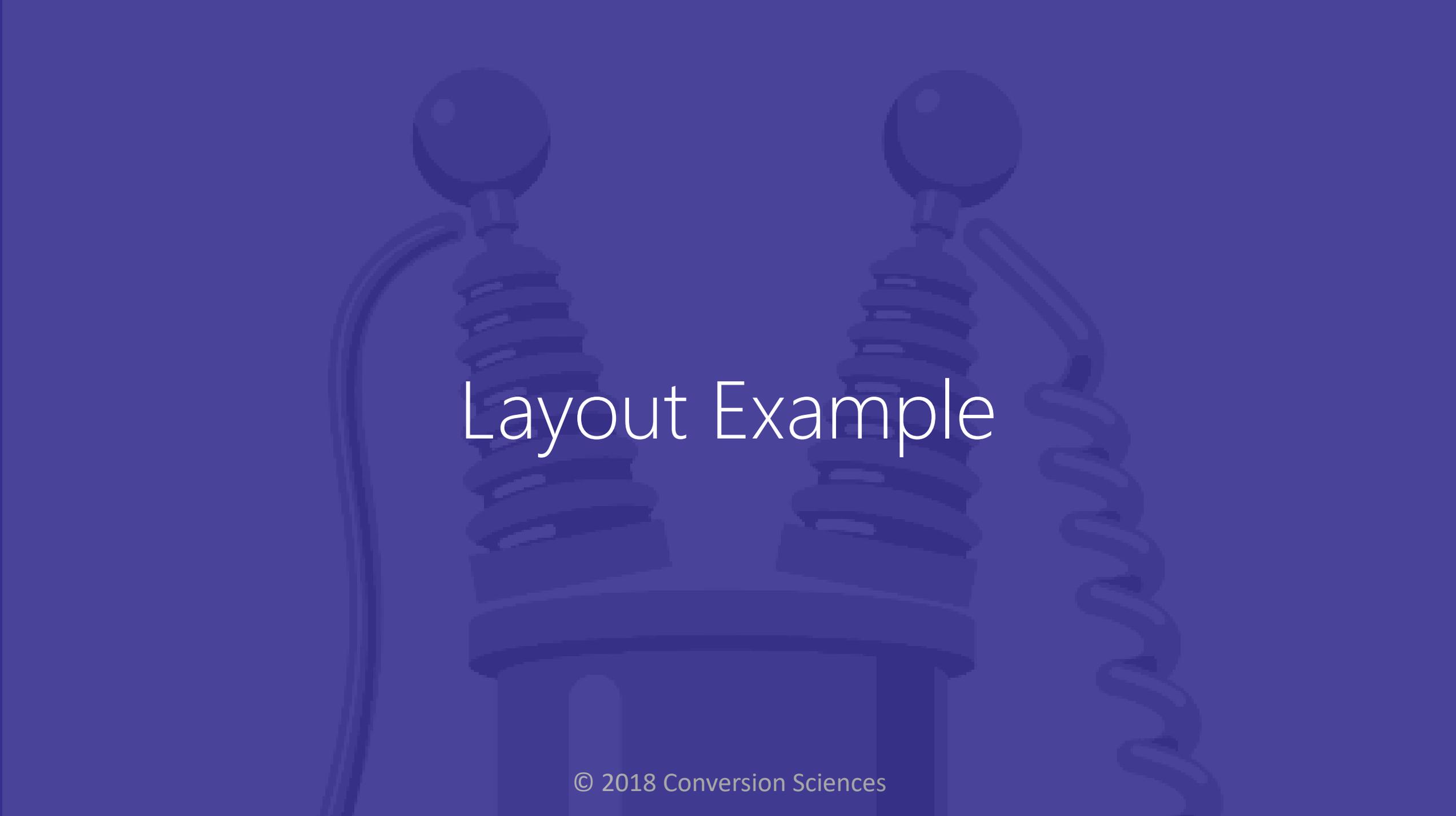
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