Landing Page Optimization
For Higher Conversions

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About SiteTuners

- Charter Authorized Consultants for Google Website Optimizer
- Landing Page Optimization & Conversion Audit Consulting
- A-B Split, Multivariate Testing, & proprietary TuningEngine™
- Specialize in very large-scale tests
- Performance-based & fixed-price testing payment options
Overview

• Background
• The Matrix
• Picking a tuning method
• Case studies
Background
What is Conversion Tuning?

- **Online Marketing Activities**
  - **Acquisition** - Get people to your site
  - **Conversion** - Persuade them to take desired action
  - **Retention** - Increase lifetime value of relationship

- **Conversion Rate**
  - Percentage of visitors who take desired action

- **Conversion Tuning**
  - Improving conversion rate by testing website changes
Why should you care about tuning?

- You have neglected your landing pages
- Your conversion rate is too low
- This is costing you a lot of money
The economics of conversion:
Fix your site to lower costs

\[
\text{CPA} = \frac{\text{CPC}}{\text{CR}}
\]

CPC - Cost per click
CR - Conversion rate
CPA - Cost per acquisition
Question: What is a Camel

Answer: A Horse Designed by Committee
Who should design your site?

- Ad Agency
- Your Boss
- I.T.
- Marketing
- Webmaster
None of the above...

Your website serves too many masters.
It should be focused only on conversion.
The Matrix

The Matrix = Roles x Tasks x AIDA

Getting the right people,
through the right activities,
in the right order.
"AIDA"

- Awareness (Attention)
- Interest
- Desire
- Action
The Rules of Web Awareness

• If you can’t find something easily, it does not exist

• If you emphasize too many items, all of them lose importance

• Any delay increases frustration
Common Awareness Problems

- Banner ads
- Entry pop-ups
- Cluttered homepages
Example - Focus on Categories
Keys to Creating Awareness

• Stop screaming at your visitors

• Eliminate choices

• Uncumber what remains
The Rules of Web Interest

• **Understand who I am**
  - Self-selection into roles

• **Understand what I am trying to do**
  - Need-recognition into tasks
Roles

Visitor classes who interact with the mission critical parts of your site.
Example Roles

Prospective Students
Current Students
Faculty
Staff
Alumni
Parents & Families
Visitors & Friends

Schools & Divisions
- Division of Arts and Humanities
- Division of Biological Sciences
- Division of Physical Sciences
- Division of Social Sciences
- Graduate School of International Relations and Pacific Studies
- Graduate Studies and Research
- Jacobs School of Engineering
- Rady School of Management
- School of Medicine
- Scripps Institution of Oceanography
- Skaggs School of Pharmacy and Pharmaceutical Sciences
- UCSD Extension
- UCSD Medical Center
- UC System
Tasks

Specific activities that a visitor in a particular role wants to complete.
Example Tasks

- **Prospective travelers**
  - Book a flight
- **Booked travelers**
  - Check in online
  - Check your flight status
  - View or change your flight
The Rules of Web Desire

• Make me feel appreciated

• Make me feel safe

• Understand that I am in control
Typical Desire Activities

Do you have what I want?

• Research
• Compare
• Get details
• Customize
Example - Helpful Research

Context sensitive search wizard

- Text
- Category
- Brand
- Size
- Color
- “On Sale” & “New”
Example - Unhelpful Research

Sorry, no results found.
Please try a different combination of searches.

Notify Me of New Sizes!
Sign up to be notified when new shoes in your size and/or width become available! Just enter your email address, pick whether you are looking for men's or women's shoes and pick your size and width.

Email Address: 
Gender: □ Men's □ Women's
Send Updates: □ Weekly □ Daily
Size: □ Pick Size □ Width: □ Pick Width

Notify Me!
The Rules of Web Action

• Get out of my way
• Make it easy
• Don’t surprise me
Action Stage Considerations

Why should I get it from you?

• Brand strength
• Previous resource investment - "satisfying"
• The total solution
• Risk reducers & credibility
Example - Unhelpful Risk Reducers
Example - Helpful Risk Reducers

PetSmart

FREE shipping on orders of $50 or more. Hurry--offer ends July 31, 2007!

Kennels & crates for all your containment needs

Website Tools
- View our Monthly In-Store Specials
- Try our Smart Nutrition Selector
- Search our Pet
Example - Credibility & Validation
Example - Credibility & Validation

RealAge Test

Your RealAge is the biological age of your body, based on how well you've maintained it.

Privacy and Personalization

E-mail
We will not share your address or send you e-mail without your permission.

Password
If you don't have a password, make one up.

Remember password
If you are using a shared computer, check No for privacy.

Submit

Switch to secure sockets (SSL).
Example - Poor Transaction Design (1 of 2)

Overstock.com

Checkout Process:
1. Review Cart
2. Account Login
3. Billing & Shipping
4. Order Complete

Ordering from Overstock.com is Swift, Simple, and Secure!

Please enter your e-mail address:

We are committed to your privacy

New customer?  
- Yes, I am a new customer.  
  (You'll create a password here.)
- No, I am a returning customer
  and my password is:

Forgot your password?

Continue Checkout
Example - Poor Transaction Design (2 of 2)

Overstock.com

Checkout Process:

Ordering from Overstock.com is Swift, Simple, and Secure!

Please enter your e-mail address:

We are committed to your privacy

New customer? ☑ Yes, I am a new customer.
(You'll create a password here.)

Create Password:

Confirm Password:

☐ E-mail newsletter - Check here to receive exclusive email offers & discounts.

☐ No, I am a returning customer

Continue Checkout
Alternative Transaction Design

New Customer

Proceed to checkout

- or-

Register (for faster future checkouts)

Email:  
Password:  
✓ Get exclusive email offers & discounts

Continue Checkout

Returning customer

Email:  
Password:  
Forgot your password?

Checkout
Example - Transaction Interruption

McAfee

Upgrade Your Order and Add Wi-Fi Protection

Your selection(s) have been successfully added to your shopping cart and we have a special offer for your consideration.

New! McAfee® Total Protection™—Complete 10-in-1 Identity Theft Protection!

- Includes all the features of Internet Security Suite and adds:
  - Wireless home network protection—security key rotation,
  - hijack-free loading blocking, data encryption. Router/AP required—see compatibility list.
  - McAfee EasyNetwork for simplified file and printer sharing across home PCs.

1-year subscription for 1 PC only $59.99 after $20 rebate! Cover additional PCs for just $10 each. Subscription includes automatic updates and upgrades.

Yes, add to cart  No, thanks
Picking A Tuning Method
How do you tune?

- A-B Split testing
- Multivariate testing
- Non-parametric tuning

Key Considerations:
- Size of Test (total number of unique “recipes”)
- Need to consider variable interactions
Example Size of Test Calculation

- Page Header \( \times 3 \)
- Navigation Bar \( \times 2 \)
- Headline \( \times 5 \)
- Call to Action \( \times 4 \)
- Photo \( \times 4 \)
- Sales Copy \( \times 4 \)
- Endorsements \( \times 2 \)
- Question Labels \( \times 2 \)
- Question Delimiter \( \times 3 \)
- Question Explanations \( \times 2 \)
- Button Text \( \times 3 \)
- Button Format \( \times 4 \)

12 Variables, 38 different values

552,960 unique “recipes”
Interaction Example

“Ferraris are Really Fast”

Positive interaction between headline and picture
Interaction Example

“Ferraris are Really Fast”

Negative interaction between headline and picture
Interaction Example

“Volvos Are Really Safe”

Positive interaction between headline and picture
Interactions are Very Important

- Best setting for variable depends on its context
- Interactions are very common and strong in online marketing
- Ignoring interactions leads to sub-optimal results
- A/B Split and Multivariate Testing assume that interactions don’t exist.
A-B Split Testing

- Test one variable at a time (with 2 or more values)
- Send equal traffic to all versions
- Very simple to implement & track

Typical Test Size:

1-10 recipes
Multivariate Testing

- Tests several variables at the same time
- Ignores variable interactions
- Tries to predict best setting for each variable

Typical Test Size:

10-100 recipes
Non-parametric Tuning

- Proprietary math for Internet marketing
- Designed for large-scale tests
- Takes variable interactions into account

Typical Test Size:

1,000,000+ recipes
Case Studies
Case Study - RealAge.com

• Conversion action: Completion of free RealAge Test registration

• Tuning Method: SiteTuners TuningEngine

• Test Size: 552,960 unique “recipes”
Case Study - Results

- 40% lift in conversion rate
- $3,285,000 annual profit improvement

“This engagement dramatically improved the economics of our business overnight.”

- Charles Silver - CEO, RealAge.com
Case Study - PowerOptions®

• Conversion action: Free 2-week trial sign-up
• Tuning Method: A-B Split Testing
• Test Size: 3 unique “recipes”
PowerOptions® - Results

- 75% increase in post-trial sales
- $200,000 annual profit improvement

“We never thought that our sales would increase by 75% simply by changing our website.”

- Ernest Zerenner - President, Power Financial Group Inc.
Case Study – EngineReady

- Industry: SEM Agency’s Debt Negotiation client
- Conversion Action: Online form or phone lead
- Large-scale PPC campaign
- Tuning Method: Sitetuners TuningEngine℠
- Test Size: 192 unique “recipes”
Results - EngineReady

- 51% increase in revenue per visitor
- $48,000,000 annual revenue increase

"Wow - by changing a single landing page our client was able to increase revenue per visitor by 51%! SiteTuners has added millions of dollars to their bottom line and allowed us to increase our PPC campaign size significantly while maintaining the same cost per acquisition."

- Jamie Smith – CEO, EngineReady
Summary

- Background
- The Matrix
- Picking a tuning method
- Case studies
Additional Resources

- “Conversion Tuning Overview” Free Whitepaper

Landing Page Optimization

The Definitive Guide To Testing and Tuning for Conversions

By Tim Ash
Free Landing Page Conversion Review*

*(must have 50+ conversions per day on your landing page / website)*

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