

**Landing page ideas email****From:** <your.email@whiteopal.com>**To:** Norman Oshiro <oshiro@whiteopal.com>**Subject:** Ideas for the landing page

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Hi Norman,

I've reviewed the scroll and click heat maps for the landing page. Here are a few possible suggestions for ways to increase email signups:

1. We should **raise the email signup higher on the page** to catch more engagement from customers. The scroll heat map shows that most visitors don't scroll that far down the page and may miss the form completely. Furthermore, the click heat map shows that page elements at the top get the most engagement. Changing the layout to put the form where more people will see it (top or middle of the page) would help prioritize the signups.
2. **Shorten the form** to make it easier to complete. Reducing the number of fields is needed, since the click heat map shows that most customers give up halfway through the current form. Asking for less information would make it easier for people to complete the form. How much information do we actually need from new subscribers? And what info can we collect after signup?
3. **Make the form and CTA more attention grabbing.** Use bigger or bolder colors, and making the form stand out better against the ad (which is getting more clicks) can help. Visitors are also clicking the form title more often than the actual submit button, so we should make the link stand out better. Perhaps by turning it into a button to make it clearer how to use the form?
4. **Remove page clutter.** The page has a lot of different elements including the store locator, catalog download, discount links, search box, product listings, and the large ad next to the signup form. Many of these are getting minimal engagement on the heat map scale, removing some of these elements can help bring more attention to more important elements on the page.

The heat map data gave some great insights about how customers are interacting with our site, and I think the ideas I've described above could really help increase signups. If the team agrees, we can plan some A/B tests to find out how they perform. We could also set up a meeting with the design team to discuss our priorities for this page.

Thanks,

E-commerce Specialist

*White Opal*