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Landing Page Optimization Techniques: On-Page Variables to Test and Optimize

Although the concept of landing page optimization is pretty straightforward, doing it right requires a deep understanding of the on-page variables that affect user behavior - here are some examples of how they can drive better results.

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Conversion Rate Optimization (CRO) and Landing Page Optimization (LPO) techniques are crucial aspects of any digital marketing strategy that aims to enhance the performance of landing pages and maximize conversions.

Although the concept of LPO is pretty straightforward, doing it right requires a deep understanding of the on-page variables that affect user behavior. Here are some examples of these variables and how they can be optimized for better results.

Prioritizing High-Impact Optimization Categories

When embarking on a CRO/LPO strategy, focusing on high-impact optimization categories is an essential landing page optimization technique. These include:

Content: The content of a landing page plays a pivotal role in engaging visitors and persuading them to take the desired action.

What to test and why: Headlines, copy lengths, tone, and messaging to impact conversion rates.

Imagery: Visual elements such as images and videos can evoke emotions and convey messages more effectively than text alone.

What to test and why: Visuals (product vs. imagery with people vs. lifestyle, etc.), their placement, and their relevance to the content can improve user engagement and conversion rates.

Scroll Depth: Understanding how far users scroll down a page provides valuable insights into their level of interest and engagement.

What to test and why: Variations in content layout and structure to optimize scroll depth and keep users engaged and motivated to convert. (Also, in some instances, improving scroll depth doesn't actually increase conversion rate, so understanding how conversion rate directly correlates to scroll depth is interesting to test.)

Engagement: Interactive elements such as forms, quizzes, and live chat features can enhance user engagement and encourage conversions.

What to test and why: Formats and placements of these elements to help identify the most effective strategies.

Adopting a Comprehensive Testing Approach

Another landing page optimization technique that significantly impacts results is using a comprehensive testing approach that combines big swing and iterative tests.

Big Swing Tests involve testing a totally new landing page type. If successful, they have the potential for substantial gains. Examples include redesigning the layout, changing the value proposition, or introducing a new call to action.

Iterative Tests typically involve making small, incremental changes to a landing page based on data-driven insights. Iterative tests are less risky than big swing tests but can still lead to meaningful improvements over time. Examples include adjusting headline wording, adjusting button colors, or refining form fields. I should note that at BMG360, we typically don't focus on the super small iterations in our testing, as many CRO programs do. The bigger iterations we test are hero optimizations, adding or removing a section, adding or removing CTAs, promo placement and treatment, etc.

LPO is more than just making small tweaks. It's about making strategic, comprehensive improvements to the user experience to create a seamless journey for visitors that ultimately leads to more sales.

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