Landing page email

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

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. **[The email sign-up section is currently located at the bottom of the page, where most customers do not scroll. To increase visibility and engagement, consider moving it towards the top of the page, ideally within the first visible section.]**

2. **[The email sign-up section is not receiving as much engagement as other parts of the page. To improve its performance, consider removing unnecessary fields, such as location or phone number, from the sign-up form. Simplifying the form makes it more user-friendly and encourages more sign-ups.]**

3. **[The promotion code advertisement next to the email sign-up section is drawing too much attention, which may detract from the primary goal of increasing sign-ups. To address this, consider separating the two into distinct sections. If the main objective is to drive more email sign-ups, prioritize their placement by moving the sign-up section toward the top of the webpage]**

4. **[The "Learn More" ads at the top of the page, particularly the first one on the left, are drawing significant attention. Leveraging this prime location for a campaign could be highly effective. Consider creating a campaign that offers discount codes for email sign-ups and placing a "Learn More" section in this spot with an engaging title, such as *"Get 10% Off—Sign Up for Our Email List!"*]**

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