# **Landing page ideas email**

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| **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. **Move the signup form higher on the page.** Right now, the email signup form is at the bottom of the page. The scroll heat map indicates that most visitors don’t scroll down that far, so they may not realize the form is there. The click heat map also shows that page elements at the top get the most engagement. If signups are a priority, we could try changing the layout to put the form where more people will find it—either toward the middle or the top of the page. 2. **Reduce the number of fields.** The form currently has eight fields—and six of them are required to sign up successfully. The click heat map shows that most customers who start the form give up by the halfway point. Asking for less information might reduce the number of people who drop off before completing the form. How much information do we need from new subscribers? Can we get some of it after signup? 3. **Make the form and CTA stand out more.** The signup form might get more attention if it were bigger or used bolder colors (like the store locator search box). The large ad next to the form is getting a lot more clicks than the form, so making it more noticeable could help. Visitors are also clicking on “Sign up for emails” more often than on the “Submit” link. Would turning the link into a button make it clearer how to use the form? 4. **Reduce overall page clutter.** There are a lot of different elements on the page right now: the store locator, the catalog download, discount links, the search box, product listings, and the large ad next to the signup form. Most of these elements are getting engagement on the lower end of the heat map scale. Removing some of these elements could draw more attention to the most important elements on the page.   The heat map data gave some great insights about how customers are interacting with our site, and I think some of these ideas 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 logo |