# **Landing page ideas 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. **Only 15% of visitors reach the promotion for 20% off since it's our biggest celebration offer it will be more beneficial to put it at the top of the site.** 2. **The heat map for mail sign up shows that there is a drop off after the email address field. We should only include first and last name, and email address so we can get more sign up for emails.** 3. **We should display the best seller landing page as the default when visitors haven’t used the search field.** 4. **Visitors do not scroll a lot for the coupons and promotions according to the heat map. It will be more beneficial to consolidate the promotions into just one button and when visitors click that button they will be taken to all the promotions we are running currently.**   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 logo |
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