Conversion-Optimized Landing Page Suite hero image

Conversion-Optimized Landing Page Suite

Conversion-optimized landing page suite with comprehensive A/B testing, analytics integration, and performance monitoring for maximum user engagement

Frontend Developer & Growth Engineer

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Project Overview

Technologies Used

React   TypeScript   Vite   Tailwind CSS   Framer Motion

Playwright   Vitest

conversion   ab-testing   analytics   react   tailwind   growth

The Challenge

Creating a high-converting landing page system that maximizes user engagement through data-driven optimization, A/B testing, and comprehensive performance monitoring across multiple campaign variants.

The Solution

Built a modular landing page suite using React and TypeScript with Vite for optimal performance. Implemented comprehensive A/B testing framework, integrated advanced analytics, created responsive designs with Tailwind CSS, and added smooth animations with Framer Motion. Used Playwright for E2E testing and Vitest for unit testing.

Key Metrics

+45%

Conversion Rate

Improvement over baseline conversion rates

< 2s

Page Load Speed

Average time to interactive

12

A/B Test Variants

Simultaneous variants for optimization

Screenshots

Different landing page variants optimized for various user segments

Real-time analytics dashboard tracking conversion rates and user behavior

Links

Generated case study for Conversion-Optimized Landing Page Suite