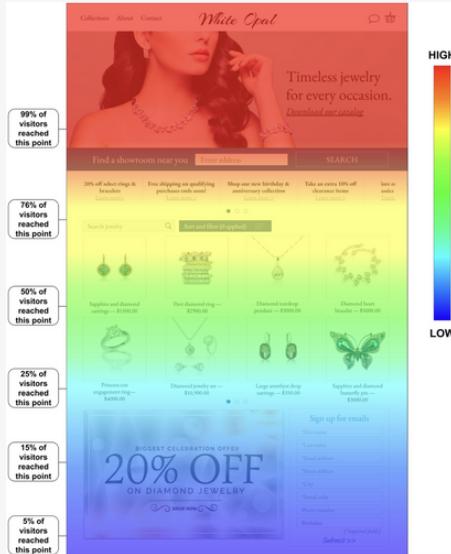


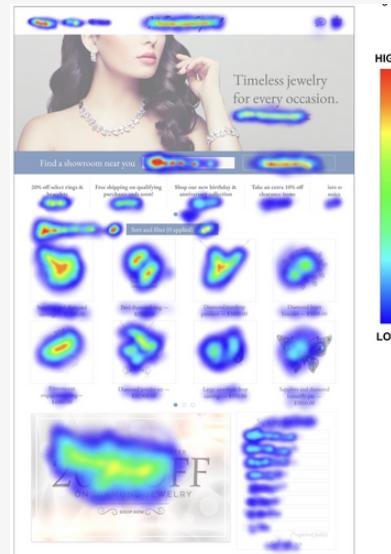
LANDING PAGE IDEAS EMAIL

The scenario involved analyzing two heat maps of the fictional e-commerce store White Opal and providing ideas and improvements to increase sign-ups from the website's sign-up form. The analysis and recommendations were compiled and sent via email.

SCROLL HEATMAP:



CLICK HEATMAP:



EMAIL SEND WITH IDEAS:

White Opal

Landing page ideas
White Opal

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:

- Move the signup form higher.** The form is at the bottom, where most users don't scroll. Heat maps show top-of-page elements get the most clicks. Move the form to the middle or top to boost signups.
- Reduce the number of fields.** The form has eight fields, six required. Many users quit halfway. Fewer fields could cut drop-offs—collect extra info after signup.
- Make the form and CTA stand out.** The ad next to the form gets more clicks. Make the form larger, use bolder colors, and turn the "Submit" link into a clear button to attract attention.
- Reduce page clutter.** The page is crowded with secondary elements. Removing some could focus attention on the signup form and key actions.

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