

Guide



8 LANDING PAGE BLOOPERS

FIND & FIX LANDING PAGE BLOOPERS FAST.



Landing pages are often your opportunity to make a great first impression. A blooper sends the wrong message, and hurts your chance of conversion.

As the scale of online marketing campaigns grows, it can be challenging to ensure seamless cohesion from click through conversion. It isn't uncommon for a blooper to slip in.

Find & fix bloopers fast.

1: Total implosion

Do your landing pages actually work? Do they look good in every browser? Although you don't see it very often, the 'total implosion' blooper is deadly. If you have broken links & images, buggy forms, browser incompatibilities or page errors then you have a big problem. You have a total implosion of conversion potential.



Browser test your landing pages for all popular browsers to ensure the pages look great under all circumstances. And click your links once in awhile, or even just check your stats to make sure your pages are indeed receiving traffic and conversions. 'Page not found' errors on landing pages are the kiss of death, and yes, it can happen to anyone.

2: I can't convert now, something's 'popped up'

We could probably spend a day debating the pros and cons of pop up windows, but on a landing page, there are some special considerations. Most users view pop ups as an annoyance, even when the pop up is utilitarian. So the question of pop ups on the landing page comes down to, "Is it really worth it?", and the answer is almost never. Don't annoy the very people you want to convert.

3: Great missed expectations

Are your landing pages a logical extension of the ads & links that drive traffic to them? When users click your ads they have conceptual expectations. For instance, if they search for a blender and click an ad that shows up, they expect to see a blender on the page. In fact, they expect to see the blender whether or not your ad even mentioned a blender. Web surfers can have a tendency to skip over the details when they are on a mission. So, the landing page needs to match the expectations of the user.

And don't think your campaign is too big to ensure every click goes to a conceptually relevant page. Even as the scope of online marketing continues to scale, humans decide where each and every ad link goes. Why not make it a good choice and send to a landing page that is a logical extension of the ad?

4: Home not-so-sweet home

Don't drive specific traffic to an unspecific page, like your home page. Ack! This is a recipe for high bounce rates and low conversion rates. A home page is one of the most unspecific pages on the web—it has to appeal to anyone and everyone who lands there. But traffic that clicks on ad or message isn't 'anyone and everyone'. It's traffic responding to something specific.



Blooper check:
Does your landing
page copy have
nothing to do with
your ad copy?

Sending campaign traffic to a home page is like welcoming a new visitor into your home by asking them to find your old winter coat. An unpleasant scavenger hunt! You are a better host than that and you can roll out the red carpet by sending your specific ad traffic to specific landing pages.

A specific call to action, leading to a home page that's disconnected from the call to action....leads to no action on the part of the visitor.

5: A match not made in heaven

Even when you have matched your landing page to the visitor's expectations, the more subtle blooper of mismatched messaging can lower your conversion rates. An ad is an implicit promise to the user. It says, "click here, get this". In fact, any link is an implied promise. If you break your promises you won't convert your traffic and you will have missed an opportunity to give a great brand impression as well. Don't break your promises with mismatched landing pages.

6: A call to inaction

Your landing page needs to look actionable at a glance. Don't assume users know what they are supposed to do. All landing pages should be designed for action—instructing what the user on what to do next every step of the way. That means clear, short calls to action with visual click cues like arrows. Don't overwhelm the page with too many calls to action either. Ideally a landing page has one main call to action and can support one or two additional, less important offers. One primary visual cue will help move the visitor towards conversion.



7: Information overload

When a visitor lands on a page cluttered with tons of copy, lots of calls to action, images, infographics, videos and navigation what they see is just a big STOP sign. Pages with too much going on represent too much work for the average landing page visitor. Think of your landing page as a handshake, or an introduction. It's not time for a lecture or dissertation, it's time for pleasantries and small talk to warm the visitor up. You can lay it on thick once you have brought the user into your conversion funnel a bit, or—even better—on the thank you page after you have some initial conversion data!

How much content should be on your page shouldn't be a matter of opinion—just test varying copy and content and see what the optimal recipe is for conversion success. Just remember that information overload stresses your visitors and is likely to make them bail on the page as soon as they hit it. Make your pages fun, not work.

8: Ho hum, how boring

Speaking of fun, is your landing page putting your visitors to sleep? A formulaic, cookie cutter landing page (you know the one...headline/subhead/bullets/form/stock photo) is a lost opportunity to make an impression and earn a conversion.



Use compelling images, videos, copy and layouts to draw the user in, get them excited and compel them to convert!

Bye bye bloopers!

Nobody's perfect, right? Bloopers can happen under the best of circumstances. Check your pages often and stay on the look out for:

- Broken pages, images, forms and links
- Landing page pop ups, pop unders or any sort of popping in general
- Pages that don't match the visitors expectations based on what they clicked on
- Message mismatch between the ad and the landing page
- Vague or missing call to action
- Too much content and copy
- Cookie cutter, boring pages

A little attention to the basics will get you well on your way to a great conversion.

LiveBall can help

The best landing pages start with ion interactive's LiveBall. LiveBall is the leading enterprise landing page management platform. The cloud-based software enables the rapid, flexible creation & testing of landing experiences. And there's nothing to install, nothing to maintain—it's software as a service for hassle-free landing pages. Contact us to see if LiveBall is right for your company, we look forward to hearing from you!



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LANDING PAGES FOR AGENCIES

A landing page program should be rooted in sound strategy in order to be highly effective.

Any agency can take advantage of the unique properties of landing pages to help their clients improve online marketing results.

Landing pages are the pages that visitors arrive on after responding to, or clicking on, an ad. Landing pages can help lift the conversion rate for marketing campaigns that are driving online traffic, such as PPC, email, display, direct mail and broadcast.

A well-managed landing page program is often the key to better online marketing performance and can easily be elevated to a strategic level inside of your clients' organizations. This can lift your agency into a more strategic position and strengthen your role.

Any agency can take advantage of the unique properties of landing pages to help their clients improve online marketing results.

Landing pages concept to completion

On the surface, landing pages can appear to be the simplest of online marketing tactics. Make a page, launch it, plug in some analytics and you're done. Not so fast. If you've worked on landing page initiatives, you know that it's never as easy as it seems (unless—shameless plug—you are using a landing page management platform like LiveBall). There are many moving parts for landing page development. Even the term 'landing page' is deceptively simple. A 'landing page' is actually a series of pages that form a microsite or conversion path. All of these 'landing experiences' are opportunities to make great first impressions with potential customers.



To get going, start with the building blocks of good strategy. Your client is driving traffic from PPC, email, display, direct or broadcast. They want to convert that traffic into business. Define what the conversion opportunities are in advance and agree on them with your client. It's important to know how your client will measure the success of the campaign so you can focus your efforts on achieving those specific results. It is about engagement, lead-gen, conversion rate, sales?

Based on outlining the goals and objectives of the campaign, you spring into action to concept & produce strategic landing experiences.



In today's online marketing landscape you have a variety of choices for landing page management tools. To get the job done right you'll need access to content management, real-time testing, analytics and hosting:

- Creation—Your agency needs a way to produce high-quality landing pages rapidly, without bogging down IT or web development resources.
- Testing—Without testing you are leaving conversions on the table. In today's world, testing is imperative and it's the fastest path to lifting conversion rates.
- Analysis—Clients want transparent, easy-to-understand results at the snap of the finger. You need the capability to deliver on-demand analysis and reports.

You can cobble together a landing page solution for your agency by using separate tools—one for publishing, a separate environment for hosting, standalone code for testing and an analytics platform. But specialized solutions, like LiveBall, are available to combine these functions into a highly scalable, agile engine for landing page creation, testing and analysis in a single environment.

As an agency, you know best how your clients buy from you, so make your landing pages easy to buy.



The pitch

The question agencies ask us most frequently is 'how do we sell landing pages to our clients?'. The best answer is to sell landing pages in whatever manner you sell your other services. There is no single right way to develop a landing page service offering. As the agency, you know best how your clients buy from you, so make your landing pages easy to buy. Design your landing page services to align with the other services your agency provides. Here are some options to consider:

- Project based
- Retainer based
- Percent of media
- Performance based

If you create landing pages on a project basis, your proposal will need to be based on time estimations—from concept through launch, as well as the direct costs of any tools you may need to use to create, host, test & analyze the landing pages. If you are using online tools to help in the delivery of the landing pages, you may want to structure it so that you can spread the cost of those tools across multiple clients and take advantage of the resulting economy of scale. One thing to consider for project-based landing page engagements is hosting costs. Take into account the expected time period for hosting and include any associated fees in your price estimate.

Retainer-based engagements can be beneficial for both your agency and the client. In this type of arrangement clients will typically pay a fixed fee over a fixed period of time, in exchange for a pre-defined set of services and deliverables. Retainers may include a number of landing experiences per month, project management, testing, hosting and analysis. Retainers work well for clients who are used to full-service agency relationships, are driving significant traffic or have frequent stand-alone campaigns and need ongoing services. A retainer-based relationship gives a landing page program time to mature and often these are the engagements that drive the best results for clients.

In performance-based relationships your client may pay you for each conversion your landing pages deliver, a percent of revenue derived from your landing pages, or a fee for a pre-determined conversion rate improvement.

And finally, some client relationships may even warrant a creative approach to packaging the landing page services, such as an engagement that is based on a percent of media spend.

If you have clients asking you for landing pages, or conversion optimization, focus your efforts on preparing a great proposal that addresses their needs and encompasses all the facets of landing page strategy and execution. If your clients are not yet asking for landing pages, but it is something you want to pitch as a service to them (and a new revenue stream for you), you will need to build a strong case for the effectiveness of strategic landing pages. The case for landing pages is usually based on the potential conversion improvement that comes as a result of landing page testing.

LiveBall can help

The best landing pages start with ion interactive's LiveBall. LiveBall is the leading enterprise landing page management platform. The cloud-based software enables the rapid, flexible creation & testing of landing experiences. And there's nothing to install, nothing to maintain—it's software as a service for hassle-free landing pages.

ion interactive has numerous agency partners—large and small—who use the LiveBall to manage their clients' landing pages and boost their client conversion rates. Contact us to see if LiveBall is right for your agency, we look forward to hearing from you!



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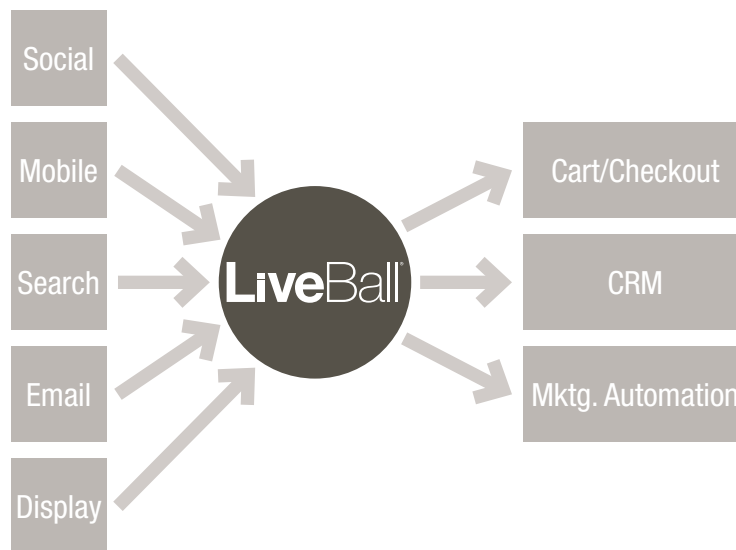
LiveBall optimizes the performance of online campaigns by delivering ideal user experiences. It significantly reduces the resources required to manage long-tail content and optimize conversions.

As a direct result of using LiveBall, customers see significant increases in revenue and profit.

- ▶ American Greetings reduced its cost-per-acquisition by 20% in three months.
- ▶ Bronto Software increased its lead-gen conversion rate from 2% to 18% in five months.
- ▶ Citrix Systems increased its search engine conversion rate from 0.5% to 12% in three weeks.

Optimizing the gap between ads and results

LiveBall optimizes the gap between online ads — search, email, mobile, social, display — and results. It creates the first impressions a brand makes on users. By determining a user's intent and then focusing on it, LiveBall significantly increases user satisfaction. That satisfaction translates into more engagement, more leads and more revenue.



Putting marketing in control

LiveBall is technology for marketers. It's a whole new class of easy-to-use software that saves resources, increases agility and improves results. It's IT independent — putting marketing in control of campaigns from beginning to end. LiveBall is cloud based — making it quick to launch and maintenance free. To use it, marketers log-in with a web browser. And for all the enterprise features of the platform, training takes less than two hours. It's low overhead and high impact.



LiveBall for agencies

Catch more fish.



ion



LiveBall is software for a whole new breed of agency.
From a whole new kind of marketing technology company.

Agencies powered by LiveBall share a passion for results. And have the technology to make those results a reality.

LiveBall optimizes the performance of online campaigns by delivering ideal user experiences.

With LiveBall, agencies make & optimize conversion-focused, user experiences — without code or developers. There's nothing to install, nothing to maintain, nothing to worry about. Just great pages and easy testing.

LiveBall turns campaign friction into freedom by delivering enterprise-scale agility. Subscribe to LiveBall, setup client portfolios and start optimizing pages fast.

- **Produce & launch** client-branded multi-page campaign landing experiences — microsites, conversion paths & landing pages — without code or developers
- **Target & track** content, offers and forms with codeless segmentation & conditional rules
- **Test & optimize in real time** using instant, integrated A/B and multivariate methods



Some of ion's agency alliances...



When it comes to post-click marketing, we've got your back—and your ROI.

You want to maximize your clients' PPC, email, social, affiliate, direct and online advertising results. You're in the right place. Our agency-focused services complement your LiveBall subscription by giving you the expertise you need to be successful.

ion has been delivering technology-driven services since 1997. We're passionate about helping our agency-customers achieve success. From implementation to optimization, our team will help you make LiveBall an integrated and productive piece of your agency workflow.

Some of our typical service packages are outlined below. When you subscribe to LiveBall, let us know which services you need. Not sure? That's okay. We'll help you figure it out.

Service	LiveBall Support	Smart Launch	Post-Click Coaching	Custom Engagements
Description	We train & support you	We do the initial work to get you off on the right foot	Strategic and tactical guidance to maximize results	Personalized professional services based on your needs
Your Need	Using LiveBall	Expert help launching LiveBall	Expert guidance	Let's talk
Timeline	Lifetime of your subscription	2-6 weeks	2+ months	Based on needs
Price	Free!	\$5,900	From \$2,500 / month	Based on scope



LiveBall gives agencies the power & freedom to optimize.

For marketers. By marketers.

Point, click and change it. Change what? Everything — forms, text, images, Flash, links, brands, page layouts, SEO controls — you name it.

Testing without code or IT

Test it all. LiveBall delivers sophisticated testing without code or developers. Launch A/B or MVT in three clicks.

Industry-leading forms

LiveBall includes an agile, flexible, sophisticated no-code forms engine. Make flexible, world-class forms all by yourself.

Unparalleled SEO features

Nine ground-breaking features that make LiveBall the most search-friendly post-click platform.

Clear, actionable reporting

Effortlessly get meaningful, real-time reports as HTML, PDF or Excel XLS and automatically send them to clients.

Mobile optimization

Every user deserves an ideal experience. LiveBall keeps that promise by optimizing for the latest mobile devices.

Flexible, branded templates

'Template' is no longer a dirty word — not even in the most creative circles. LiveBall includes flexible page templates — custom-branded for your clients.

Flexible conditional logic

Design your own if/then statements for advanced logic — trigger actions from 31 different conditions — code-free.

Asset management

LiveBall centralizes images, Flash, fulfillment, forms, email responders, tags and templates, so it's easy to reuse them.

Seamless data sharing

Export to Salesforce.com, post to a form, send email, a delimited or vCard file — LiveBall gets your data where you need it.

Flexible open integration

LiveBall customers mix and match components in their own loosely coupled architecture to attain best-of-breed status in each key sales & marketing area.

LiveBall usability

LiveBall gets out of your way — saving you time & resources at every step. Even the training is fast.

LiveBall is cloud-based, agency-friendly and scalable.

Enterprise-class software-as-a-service (SaaS) is reliable, easy to buy and easy to live with. With LiveBall, you simply order your solution, we provision it and get you started, you just log in and use it. You pay based only on the number of unique visitors you send to your LiveBall pages — from 10,000 to millions per month — starting at \$1,295 per month.

- **Content management** — make all the pages you want
- **Testing** — powerful A/B and multivariate testing
- **Reporting** — real-time analytics at your fingertips
- **Hosting** — go live in minutes
- **Support** — high-touch service from nice people
- **Users** — everyone in your company can use it
- **Quick start** — everything you need to get started fast

- **Unlimited seats** — everyone can use LiveBall
- **Unlimited pages** — create and launch all the pages you want
- **Unlimited visits** — multiple visits from a unique count as one
- **Unlimited testing** — run all of the code-free tests you want
- **Unlimited support** — via phone & email — for one user



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www.ioninteractive.com

Look who's powered by ion's LiveBall platform:

