



# Are you R.E.A.D.Y?

A guide to optimizing your online conversion rates



**Behind every great landing experience is a great strategy. While it's easy to get caught up in landing page requirements, to be truly successful the experience needs to first provide the best visitor experience possible.**

For instance, instead of thinking about segmentation as a way to learn something about your visitors, think of it as a way to provide them a more relevant experience. You'll learn all you need to know about your visitors either way, but by putting their experience first you'll also create a landing page experience that keeps their attention longer, earns their trust, and drives them to convert.

The best landing pages are READY. **R.E.A.D.Y. is an acronym that stands for the five dimensions of great, conversion-focused landing pages: Relevant, Engaging, Authoritative, Directional and Yield optimal.** A Relevant landing page gives visitors exactly what they expected when they clicked. Engaging pages communicate your value proposition in a compelling, differentiated way. Your pages should be authoritative, assuring people that you're trustworthy and reliable. Visitors also need to be moved steadily toward their (and your) goals; thus your pages should be directional. In addition to these user-centric objectives, your pages should also be yield optimal—incorporating operational best practices to maximize your conversion rate.

Using our proprietary 25-point READY framework will help you make sure that your landing pages are optimized for success.. This framework can be used to evaluate new landing page ideas or existing landing pages. It was designed to help your marketing team ask the right questions about your landing experiences, to see how page elements relate to each other, and to stay focused on what's most important in driving conversions.

Not every landing page needs to score off the charts in all 25 points, but **this guide will help you make sure that your landing experiences have every chance to succeed.**

## Relevant: Give them what they want

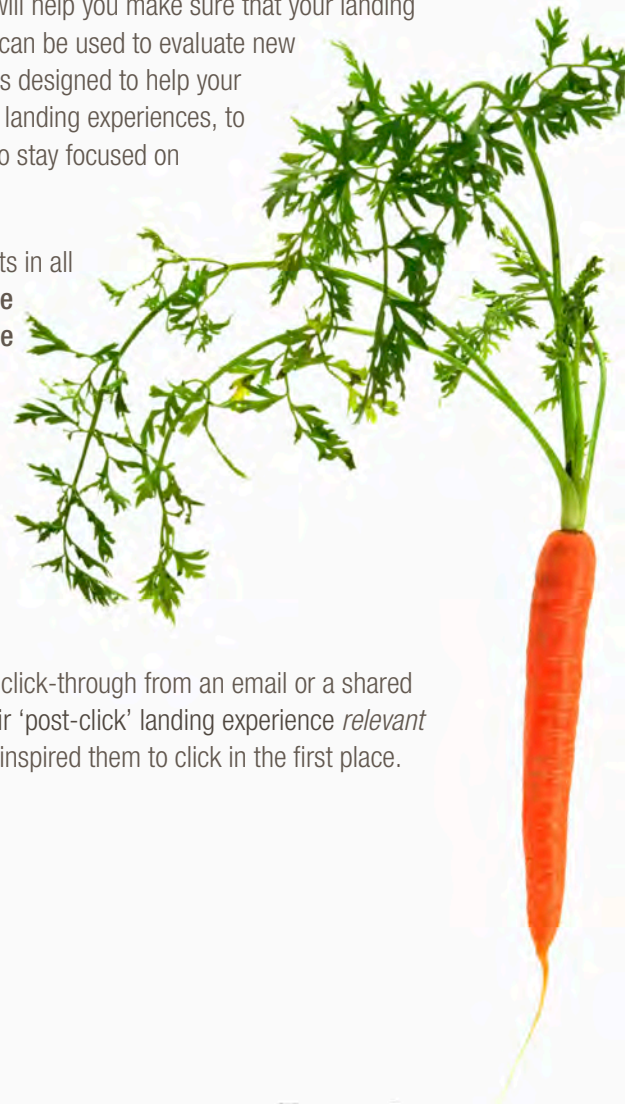
Unless you're Google or The New York Times, almost no one begins an online session on your site. They arrive at your doorstep from some other context—a search query, an ad on another site, a click-through from an email or a shared link in a social network. It's up to you to make their 'post-click' landing experience *relevant* to who they are, where they came from, and what inspired them to click in the first place.

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Everything you need to choose the right landing page platform.

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### Questions for your team to discuss:

- Does the landing page fulfill the promise made in your ads?
- Does the landing page message match the ad copy?
- Do the landing page and the ad use the same visuals, images, and style?
- Does the landing page copy speak authentically to particular segment or target audience?
- Is the landing page content up-to-date and fresh?

## Engaging: Win Their Hearts and Minds

When you're trying to convert people—into a lead, a sale, or for some other concrete action — you need to be more than just relevant. You also need to be engaging.

### Questions for your team to discuss:

- Do you clearly state a compelling product or service offer?
- Does your page have emotional appeal?
- Does it incorporate a story, an insight, a mood, or greater meaning?
- Does your page provide a rational justification for why users need your product or service?



- Is your page design effective? Is it intuitive, user-centered and does it communicate value?
- Do you differentiate your offer so that it's unique, authentic or memorable?

## Authoritative: Earn their confidence

So now you're relevant and engaging—congratulations! But before people will do business with you, they must also trust you. Your pages should exude an *authoritative* aura, one that establishes you as a credible source for your offering.

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### Questions for your team to discuss:

- Does your page assure visitors that they are in the right place, offer trust marks and customer-centric policies?
- Is your copy accurate and credible? Does it use specific numbers and language instead of fluffy claims?
- Does your page meet social expectations of a normal web experience? Are your policies and forms reasonable?
- Do you provide social proof such as customers, partners, testimonials or awards?
- Is your branding consistent throughout the whole experience so it leverages and builds trust?

## Directional: Move them forward

Plan your landing experiences, or conversion paths, to be *directional*. You want targeted landing experiences that move your visitors forward smoothly to their (and your) objectives. Think downhill skiing.

### Questions for your team to discuss:

- Does your page have a clear, reasonable call to action that leads to an obvious next step?
- Are choices on your page easy and frictionless to make?
- Are there minimal distractions so that visitors stay focused?
- Do you provide motivation and incentives that give an extra nudge for visitors to take action now?
- Is your conversion path progressive so that it flows – one step at a time?

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## Yield Optimal

The best landing experiences get results. *Yield optimal* refers to a deeper level of the landing experience that visitors never see - it's about your use and implementation of testing and other conversion optimization best practices.



### Questions for your team to discuss:

- Have you asked a meaningful question to focus and guide your testing?
- Are you always running A/B or multivariate tests (MVT) at some level?
- Are your tracking & segmentation properly configured; and are you analyzing these data points?
- What is your SEO strategy for this page? Have you taken a conscious approach to search engine positioning?
- After the conversion, do you have a seamless follow up system or nurture in place?

When you're going through this list with your team, use our handy Get READY worksheet so you know what's done already, and where to focus your efforts.

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R.E.A.D.Y. for Conversion Optimization					
<b>Relevant</b>	Fulfills Promises <input type="checkbox"/>	Targeted & Specific <input type="checkbox"/>	Design Match <input type="checkbox"/>	Visually Appealing <input type="checkbox"/>	Speaks the Audience's Language <input type="checkbox"/>
<b>Engaging</b>	Compelling Value Proposition <input type="checkbox"/>	Real & Tangible Benefits <input type="checkbox"/>	Emotional Appeal <input type="checkbox"/>	Persuasive Content <input type="checkbox"/>	Intuitive Design <input type="checkbox"/>
<b>Authoritative</b>	Trust Assurances <input type="checkbox"/>	Credible <input type="checkbox"/>	Context of Use <input type="checkbox"/>	Social Proof <input type="checkbox"/>	Brand Consistent <input type="checkbox"/>
<b>Directional</b>	Clear Call to Action <input type="checkbox"/>	Frictionless Choices <input type="checkbox"/>	Minimal Distractions <input type="checkbox"/>	Motivation & Incentives <input type="checkbox"/>	Progressive Conversion <input type="checkbox"/>
<b>Yield optimal</b>	Post-Conversion Strategy <input type="checkbox"/>	Clear Hypothesis <input type="checkbox"/>	A/B or Multivariate Test <input type="checkbox"/>	Testing Requirements <input type="checkbox"/>	Actionable Next Steps <input type="checkbox"/>

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# The Best Landing Pages Start with You. And LiveBall.

LiveBall is ion's web-based platform that empowers marketers to launch and test advanced landing pages without code or IT. If you're looking to grow your landing page program, check out these resources and find out how LiveBall can help.

## Next steps for your landing pages:

If you want to stay up to-date on the latest online marketing trends and best practices, subscribe to the **ion landing page blog**.

Learn more about how you can improve your online marketing ROI by checking the free **webinars**, **white papers** and **presentations** in our library.

Join us for a **Live Demo** and see just how easy it is to use LiveBall to create conversion-focused landing pages.

Ready for more effective landing pages? **Let's talk LiveBall!**



[www.ioninteractive.com](http://www.ioninteractive.com)

i-on interactive, inc.  
200 East Palmetto Park Road, Ste. 107  
Boca Raton . Florida . 33432

One Broadway . 14th Floor  
Cambridge . Massachusetts . 02142

1 888 466.4332	U.S. & Canada
01 561 394.9484	International
01 561 394.9773	Facsimile

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