on

RELEVANCY

ENGAGEMENT

AUTHORITY

DIRECTION

YIELD OPTIMAL

The Essential Conversion Cocktail

A guide to higher online conversion rates

Behind every great martini is great gin. Behind every great landing page is a great strategy. It's easy to get caught up in what marketing wants to get from a landing page, but for a landing page to be successful, it needs to first provide the best experience possible for your users.

For instance, instead of thinking about segmentation as a way to learn something about your visitors, think of it as a way to provide a more relevant experience for that user. You'll still learn more about your users when you put the customer experience first, but you'll also create a landing page experience that keeps their attention longer, earns their trust and drives them to convert.

Determining whether your landing pages should be "shaken" or "stirred" means ensuring that they are R.E.A.D.Y.

R.E.A.D.Y. is an acronym that stands for the five dimensions of great, conversion-oriented landing pages: **R**elevant, **E**ngaging, **A**uthoritative, **D**irectional and **Y**ield optimal. A relevant landing page gives visitors exactly what they expected when they clicked. It should be engaging, communicating a value proposition in a compelling, differentiated way. It should be authoritative, assuring people that you're trustworthy and reliable. And it should also be directional, moving visitors forward to their goals (and yours). In addition to those user-centric objectives, it should also be yield optimal—implementing operational best practices to maximize your conversion rate.

Using the R.E.A.D.Y. framework will help you make sure that your landing pages have the best chance to succeed. 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 pages, to see how page elements relate to each other, and to stay focused on the important things.

Not every landing page needs to score off the charts on all of these, but **this conversion cocktail will help you make sure that your landing pages have every chance to succeed.**

Little known fact, martini's used to be all parts vermouth. Can you say "No thanks".

Buyer's Guide

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Everything you need to choose the right landing page platform.

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Relevant: Give them what they want

Just as cocktails have evolved over time, so should your landing experiences. Unless you're Google or the *New York Times*, almost no one begins their online session on your site. They arrive at your doorstep in some other way—a search query, an ad on another site, a click-through from an email, or a shared link in a social network. Make the landing experience they arrive at *relevant* to who they are, where they came from, and what inspired them to click.

Questions for your team to discuss:

- Does the landing page fulfill promise made in 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 a particular segment or target audience?
- Is the landing page content up-to-date and fresh?

Engaging: Win their hearts and minds

What makes cocktails fun isn't necessarily the drink itself. Often, it's the communal nature of grabbing a drink and having great conversations with friends. When you're trying to convert people—whether 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* to make people want to take that step.

Questions for your team to discuss:

- Do you clearly state a compelling product or service offer?
- Does your page have emotional appeal?
- Does incorporate a story, insight a mood, or greater meaning?
- Does your page also 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

Have you ever noticed that people seem to take you more seriously without a drink in hand? Trust is a critical component of all relationships. So while you may be relevant and engaging in your landing experiences – people must also believe that you're genuine and trustworthy too. Your pages should exude an *authoritative* aura.

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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 the 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 pages or conversion path around the dynamic flow a prospect or customer has with you. You want targeted landing experiences to be *directional*, smoothly moving visitors forward to their objectives. Think about a chalkboard on sidewalk advertising free appetizers at happy hour.

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?

Yield Optimal

The best cocktails use top shelf. The best landing pages get results. *Yield optimal* references a deeper level of landing pages that visitors don't experience directly. 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 at some level?
- Are tracking & segmentation properly configured, and are you monitoring these analytics?
- 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 or nurture program in place?

When you're going through this list with your team, use our handy R.E.A.D.Y. worksheet so you know what's done and where to focus your efforts.

R.E.A.D.Y. for Conversion Optimization

Relevant	Fulfills Promises ☐	Message Match ☐	Design Match ☐	Audience Identity ☐	Timely ☐
Engaging	Compelling Value Proposition ☐	Emotional Appeal ☐	Rational Justification ☐	Affective Design ☐	Differentiated ☐
Authoritative	Assurances ☐	Accurate & Concrete ☐	Social Norms ☐	Social Proof ☐	Brand Consistent ☐
Directional	Clear Call to Action ☐	Frictionless Choices ☐	Minimal Distractions ☐	Motivation & Incentives ☐	Progressive Conversion ☐
Yield Optimal	Hypothesis ☐	A/B or Multivariate Test ☐	Tracking & Segmentation ☐	SEO ☐	Downstream R.E.A.D.Y. ☐

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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.

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

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