



SiteTuners.com

performance-based landing page optimization



Landing Page Testing & Tuning

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New York City, NY

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Overview

- Background
- Case studies
- The Matrix
- Picking a tuning method
- Pitfalls to avoid



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Background



What is Landing Page Optimization?

- **Online Marketing Activities**
 - **Acquisition** – Get people to your site
 - **Conversion** – Persuade them to take desired action
 - **Retention** – Increase lifetime value of relationship
- **Conversion Rate**
 - Percentage of visitors who take desired action
- **Landing Page Optimization**
 - Improving conversion rate by testing website changes



Why should you care?



- You have neglected your landing pages
- Your conversion rate is too low
- This is costing you a lot of money



The economics of conversion: Fix your site to lower costs

$$\text{CPA} = \frac{\text{CPC}}{\text{CR}}$$

CPC - Cost per click
CR - Conversion rate
CPA - Cost per acquisition



Question: What is a Camel ?



Answer: A Horse Designed by Committee



Who should design your site?





None of the above...



Your website serves too many masters.
It should be focused only on conversion.



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Case Studies



Case Study - RealAge.com

- Conversion action: Completion of free RealAge Test registration
- Tuning Method: SiteTuners TuningEngine
- Test Size: 552,960 unique “recipes”

 **The RealAge Test**

Calendar Age	Difference	My RealAge
?	?	?

THREE Steps

1. Test Questions

Privacy and Personalization

2. Results

3. My Plan



What's YOUR RealAge?

Your RealAge is the biological age of your body, based on how well you've maintained it. **Are you as young as you can be?** Complete the patented, one-of-a-kind RealAge test today!

As you answer the questions, watch your RealAge grow younger...or older! When you finish the test, you'll get a personalized RealAge plan, developed by MDs and PhDs!

Privacy and Personalization

What is your e-mail address?
We will not share your address or send you e-mail without your permission.

To maintain your [privacy](#), we use your e-mail address to identify you.

What is your password?
If you don't have a password, make one up.

[If you don't remember your password, go here.](#) A password will save your data at RealAge.

Would you like us to remember your password for next time?


Yes No

If you check Yes, you won't have to tell us who you are next time. If you are using a public computer, check No to maintain your privacy.



Continue

[Switch to secure sockets \(SSL\).](#)

Before

 **The RealAge Test**

As seen on:

Free Test

Your RealAge is the "biological" age of your body, based on how well you've maintained it.

Privacy and Personalization

E-mail
We will not share your address or send you e-mail without your permission.

Password
If you don't have a password, make one up.

Remember password








Yes No

Submit

[Submit](#)

[Switch to secure sockets \(SSL\).](#)

As seen on:

After



Case Study - Results

- 40% lift in conversion rate
- \$3,285,000 annual profit improvement

"This engagement dramatically improved the economics of our business overnight."

- Charles Silver - CEO, RealAge.com

Case Study – Uniblue Registry Booster

- Conversion Action: Free software download
- Extensive previous page testing by client
- Tuning Method: Sitetuners TuningEngineSM
- Test Size: 3,110,400 unique “recipes”



Free System Scan

How many .exe related Errors does your Computer have?

You no longer need to guess... this Free System Scan will give you a complete diagnosis and deep scan of your registry for Errors and Conflicts.

94%

94% of computers have corrupt, unused, and possibly harmful files"

Free System Scan

Start FREE System Scan

Click Here to Start Free System Scan



Recent Awards



"This easy-to-use tool lets you remove faulty Registry entries that slow down your computer"

What is Registry Booster?

Registry Booster is the safest and most trusted solution to clean and optimise your system, free it from registry errors and fragmented entries. Through Advanced Error Detection Technology, Registry Booster automatically identifies missing, corrupt, or invalid items in your Windows registry and dramatically enhances performance and general stability.



click to enlarge

How will Registry Booster fix .EXE related Errors?

The .exe file can be trying to use files and functions that aren't working properly. This can be a cause of .exe errors. Registry Booster will remove empty registry keys, file associations program shortcuts and more that are left behind after improper installation/un-installation, spyware, viruses and other malware, leaving you a clean and

The Problem

Have you noticed that the longer you have your computer, the slower it runs and the more it crashes? Often this phenomenon is caused by problems in the registry that accrue over time. Installing and uninstalling programs leave behind fragments – stray files, orphaned startup tasks, corrupted drivers. Over time the registry starts to get bogged down and conflicts emerge. Left unchecked, your system will become increasingly unstable, run more slowly and crash more frequently.

The Solution

Registry Booster is the easy answer to registry problems. It conducts deep scans of your registry to check for errors and conflicts, then repairs and optimizes the registry to peak performance and stability. Periodic scans will keep your registry "clean" and will greatly enhance your system's performance and stability.

You'll see immediate increases in speed and decreases in system conflicts.

You may have .exe related errors on your system that can cause crashes or system failures, check it now!

Start FREE System Scan

Click Here to Start Free System Scan



Before

94%

There is a 94% chance that your computer has registry problems.

Free System Scan

Recent Awards



Rated 5 Covers by Tucows



Free System Scan

How many .exe related Errors does your Computer have?

You no longer need to guess... this Free System Scan will give you a complete diagnosis and deep scan of your registry for Errors and Conflicts.

Instant Scan



The Problem

Have you noticed that the longer you have your computer, the slower it runs and the more it crashes? Often this phenomenon is caused by problems in the registry that accrue over time. Installing and uninstalling programs leave behind fragments – stray files, orphaned startup tasks, corrupted drivers. Over time the registry starts to get bogged down and conflicts emerge. Left unchecked, your system will become increasingly unstable, run more slowly and crash more frequently.

The Solution

Registry Booster is the easy answer to registry problems. It conducts deep scans of your registry to check for errors and conflicts, then repairs and optimizes the registry to peak performance and stability. Periodic scans will keep your registry "clean" and will greatly enhance your system's performance and stability. You'll see immediate increases in speed and decreases in system conflicts.

2 minutes can save you months of frustration and crashes.

Instant Scan



After



Results - Uniblue Registry Booster

- 24% increase in conversion
- CR improved from 30.3% to 37.7%
- \$182,000 annual profit improvement

“We thought that our page was already well optimized at a 30% conversion rate. I’m very glad that we were wrong.”

- Jon Malmberg – VP Sales & Marketing, Uniblue



Case Study - PowerOptions®

- Conversion action: Free 2-week trial sign-up
- Tuning Method: A-B Split Testing
- Test Size: 3 unique "recipes"

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As Seen On:



[Testimonials](#)



PowerOptions® - Results

- 75% increase in post-trial sales
- \$200,000 annual profit improvement

“We never thought that our sales would increase by 75% simply by changing our website .”

- Ernest Zerenner - President, Power Financial Group Inc.



Case Study – EngineReady

- Industry: SEM Agency's Debt Negotiation client
- Conversion Action: Online form or phone lead
- Large-scale PPC campaign
- Tuning Method: Sitetuners TuningEngineSM
- Test Size: 192 unique "recipes"

Home Site Map Contact

Debt Settlement works for you!
Call Now!
1-800-931-4237

About Us Current Debt Options Debt Education Resources Our Program Client Links Debt Blog

Debt Relief...
Debt settlement can save you up to 73% of your debt and you will be debt free in 12 - 36 months!
Call Us Now Toll Free!!
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REDUCE YOUR DEBT UP TO 73%

Enjoy these benefits...



- ✔ Your Debt Will Be Reduced From 40-73%
- ✔ No Credit Checks
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DEBT CALCULATOR

Click Here
To see how you can be debt free in less than 3 years using our debt settlement program.



Home | About American Financial | How Debt Settlement Works | Contact American Financial | Forms | Calculate Debt | Debt Settlement

Before

Debt Relief Without Filing Bankruptcy

- Be debt free in 12-36 months
- Avoid Bankruptcy
- Reduce debt up to 65%
- One Lower Monthly Payment

Debt Settlement is the fastest and least expensive option to get out of debt without filing bankruptcy.

Call Us Now Toll-Free!!

Free Debt Consultation
Or call 1-800-931-4237

First Name

Last Name

E-mail

Phone


State


Debt Amount


Get My Consultation


Experience You Can Trust


- Thousands of satisfied clients
- Reduce your debt by up to 65%
- Avoid CCCS & bankruptcy
- Become debt-free in 36 months or less
- One lower monthly payment


Decide with Confidence









After



Results - EngineReady

- 51% increase in revenue per visitor
- \$48,000,000 annual revenue increase

"Wow - by changing a single landing page our client was able to increase revenue per visitor by 51%! SiteTuners has added millions of dollars to their bottom line and allowed us to increase our PPC campaign size significantly while maintaining the same cost per acquisition."

- Jamie Smith – CEO, EngineReady



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The Matrix



The Matrix

The Matrix = Roles x Tasks x AIDA

Getting the **right people**,
through the **right activities**,
in the **right order**.

Roles

Visitor classes who interact with the **mission critical** parts of your site.



Example Roles

The screenshot shows the UCSD website with a navigation menu overlay. The overlay lists the following roles: Prospective Students, Current Students, Faculty, Staff, Alumni, Parents & Families, and Visitors & Friends. A white arrow points from the 'Prospective Students' link in the left sidebar to the 'Prospective Students' link in the overlay menu.

UCSD
UNIVERSITY OF CALIFORNIA, SAN DIEGO

Quick Links: [dropdown] GO

Admissions | Athletics | Colleges | Computing | Departments | Jobs | Libraries | Research

Prospective Students
Current Students
Faculty
Staff
Alumni
Parents & Families
Visitors & Friends

Take A Virtual Tour

Chancellor's Office

THE CAMPAIGN for UCSD
IMAGINE WHAT'S POSSIBLE

UCSD emergency status:
Normal

Prospective Students
Current Students
Faculty
Staff
Alumni
Parents & Families
Visitors & Friends

In The News

- >> Diet Vegetables, Fruits, Cancer
- >> Disparities in Student Health
- >> New Graduate Housing Complex Opens Doors

Schools & Divisions

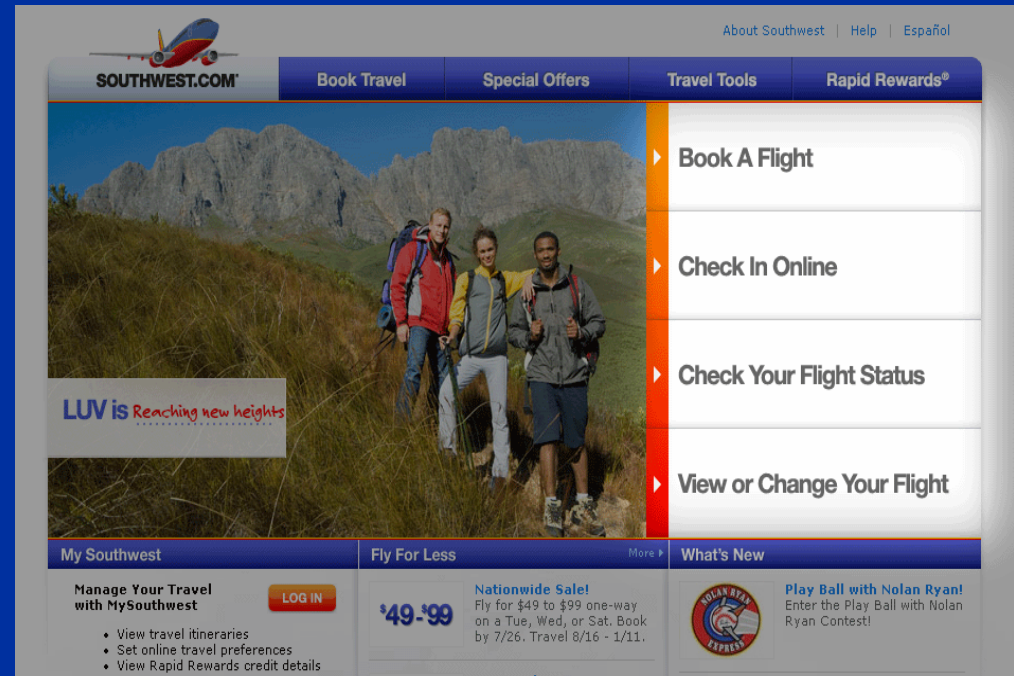
- >> Division of Arts and Humanities
- >> Division of Biological Sciences
- >> Division of Physical Sciences
- >> Division of Social Sciences
- >> Graduate School of International Relations and Pacific Studies
- >> Graduate Studies and Research
- >> Jacobs School of Engineering
- >> Preuss School
- >> Rady School of Management
- >> School of Medicine
- >> Scripps Institution of Oceanography
- >> Skaggs School of Pharmacy and Pharmaceutical Sciences
- >> UCSD Extension
- >> UCSD Medical Center
- >> UC System

Tasks

Specific activities that a visitor in a particular role wants to complete.

Example Tasks

- Prospective travelers
 - Book a flight
- Booked travelers
 - Check in online
 - Check your flight status
 - View or change your flight



The screenshot shows the Southwest Airlines website interface. At the top, there is a navigation bar with the Southwest logo and links for "About Southwest", "Help", and "Español". Below this is a secondary navigation bar with "SOUTHWEST.COM" and buttons for "Book Travel", "Special Offers", "Travel Tools", and "Rapid Rewards®". The main content area features a large image of three hikers on a trail with mountains in the background. A text overlay on the image reads "LUV is Reaching new heights". To the right of the image is a vertical menu with four options: "Book A Flight", "Check In Online", "Check Your Flight Status", and "View or Change Your Flight". Below the main content area is a footer section with three columns: "My Southwest" (with a "LOG IN" button and links to manage travel, itineraries, preferences, and rewards), "Fly For Less" (with a "Nationwide Sale!" for \$49-\$99 one-way flights), and "What's New" (with a "Play Ball with Nolan Ryan!" contest).

The "AIDA" Sales Funnel

- **A**wareness (Attention)
- **I**nterest
- **D**esire
- **A**ction

Common Awareness Problems

- Banner ads
- Entry pop-ups
- Cluttered homepages



Example - Awareness Squandered

The screenshot shows the Adorama website interface. At the top, there's a navigation bar with links like Home, New Products, Specials, Links, Overstock, FAQ, Contact Us, and NYC Store. A search bar is on the left. The main content area features a 'NEWS DESK' section with a '4x6 prints for 15¢ each' offer. Below that is an 'AIRC Adorama Imaging Resource Center' section with an article about dog photography. The central part of the page is a grid of 'Featured Items' with 12 items, each with a product image, price, and a 'Buy' link. The items include: Walkstool Comfort XL, Lenmar NoMEM Lithium-Ion 7.4v, Flora Bella Series Professional Library Bound Album, Porta Brace, Walkstool, iLuv, Nikon D100 Digital SLR Camera, Switronix Battery Kit-1, Ricoh Caplio R5, Nikon D40 6.1 Megapixel Digital SLR Camera, Dg Foto Art Creation Software, and Ricoh Caplio GX100 Compact 10mp Digital Camera Kit.

146 clickable links!



Example - Focus on Categories

[Login/Register](#) | [My Account](#) | [Track Order](#) | [Help Center](#) | [Live Help](#) | [Wish List](#)

The Professional's Source
 800.606.6969 / 212.444.6615

Search All Products

Audio Professional	Binoculars & Scopes	Books & Tutorials	Cameras & Photo Gear	Computers & Solutions	Darkroom Equipment	Digital Photography	Film, Tapes & Media	Home Entertainment
Lighting & Studio	Portable Entertainment	Projection & Viewing	Underwater Equipment	Video Consumer	Video Professional	Used Equipment	Items: (0) Total: \$0.00	

Shop now using

Help Center:

- Contact Us
- Return & Exchange
- Sales Tax
- Hours of Operation
- More Help Info...

Resources:

- Upcoming Events
- Request Our Catalogs
- The N.Y. Super Store
- Product Resources
- B&H Newsletter
- Affiliate Program

- Gift Cards
- Open Box Specials
- Rebates & Promotions

<p>Choose from over 170,000 products</p>	<p>Digital Cameras</p>	<p>Pro Video</p>	<p>Pro Audio</p>
<p>Lighting</p>	<p>Video Editing</p>	<p>Lenses</p>	<p>Camcorders</p>
<p>Televisions</p>	<p>MP3 Players</p>	<p>DVD Players</p>	<p>Computers</p>
<p>Projectors</p>	<p>Printers & Scanners</p>	<p>Binoculars & Scopes</p>	<p>Home Entertainment</p>

Enjoy No Payments for up to 6 months with *Minimum Purchase Required*
[Click for Disclosure](#)



Keys to Creating Awareness

- Stop screaming at your visitors
- Eliminate choices
- Unclutter what remains



The Rules of Web Awareness

- If you can't find something easily, it does not exist
- If you emphasize too many items, all of them lose importance
- Any delay increases frustration



The Rules of Web Interest

- Understand who I am
 - Self-selection into roles
- Understand what I am trying to do
 - Need-recognition into tasks

Typical Desire Activities

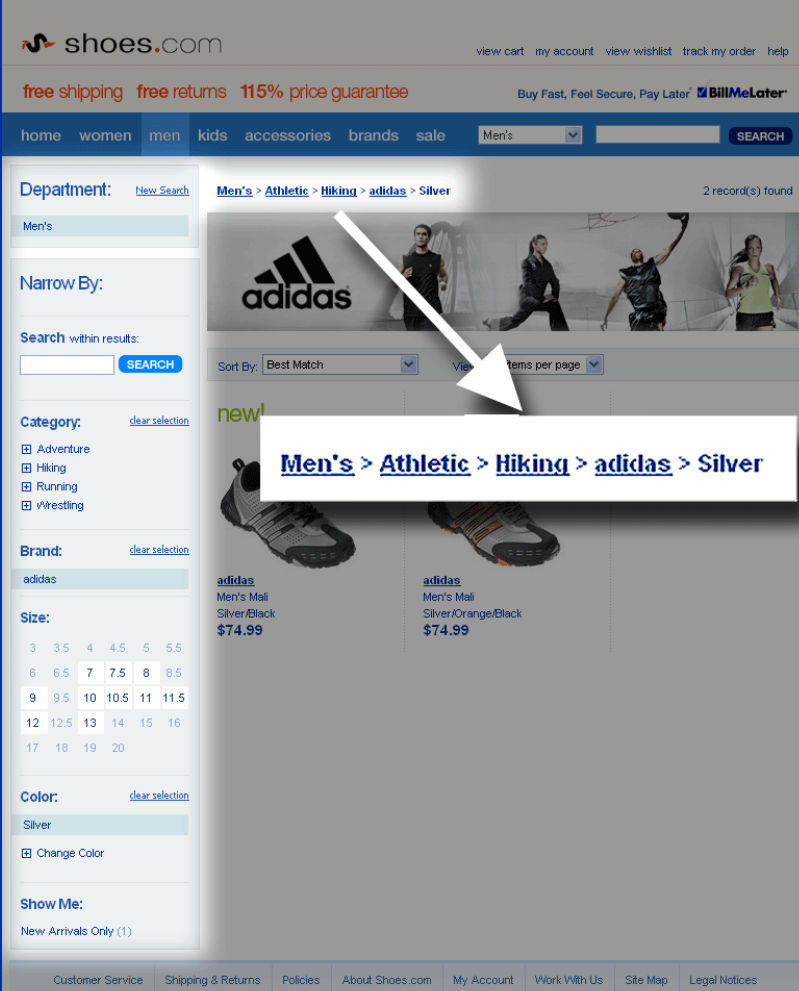
Do you have what I want?

- Research
- Compare
- Get details
- Customize

Example - Helpful Research

Context sensitive search wizard

- Text
- Category
- Brand
- Size
- Color
- "On Sale" & "New"



The screenshot shows the shoes.com website with search results for men's athletic hiking shoes. The breadcrumb navigation path is highlighted as follows:

Men's > Athletic > Hiking > adidas > Silver

The search results show two items:

- adidas Men's Mail Silver/Black \$74.99
- adidas Men's Mail Silver/Orange/Black \$74.99



Example - Unhelpful Research

[Save This Search](#)

Men's: Athletic - All Men's Athletic -

Men's Athletic - no items found

10 E (W or Wide) Silver 70.00 to 99.99 [Go](#)

Sort by [Popularity](#) | [New](#) | [Name](#) | [Low Price](#) | [High Price](#) **Show 12 per page** | [All one page](#)

Sorry, no results found.
Please try a different combination of searches.

Notify Me of New Sizes!

Sign up to be notified when new shoes in your size and/or width become available! Just enter your email address, pick whether you are looking for mens or womens shoes and pick your size and width.

Email Address:

Gender: Men's Women's

Send Updates: Weekly Daily

Size: Width:

[Notify Me!](#)

The Rules of Web Desire

- Make me feel appreciated
- Make me feel safe
- Understand that I am in control



Action Stage Considerations

Why should I get it from you?

- Brand strength
- Previous resource investment - "satisfying"
- The total solution
- Risk reducers & credibility



Example - Unhelpful Risk Reducers

The screenshot shows the SMART BARGAINS.COM website. At the top, there's a navigation bar with categories like Bed & Bath, Home & Kitchen, Women's, Men's, Jewelry & Watch, and Shoe Bargains. A search bar is present. Below the navigation, there are several promotional banners: 'Oh, happy time! Designer Watches: Save up to 49%' featuring Gucci, Burberry, and Michele; 'Feast on Something New Modern dinnerware, \$24.99 & up'; and 'Diamonds: Over 240 Styles Bathe in the limelight'. A large 'SCROLL LINE' banner is overlaid on the page. Below the banners, there are more product listings with prices and savings. At the bottom, there's a 'SMARTshoppers CLUB' section and a 'Want the Inside Scoop?' sign-up form.



Example - Helpful Risk Reducers



TESTED 27-JUL

Questions?
Visit [Customer Service](#) for caring associates at your service 7am to 1am EST.



 [Cart / Checkout](#)

[Sign in](#) / [Create Account](#)

[Store Locator](#) | [Shipping](#)

Search PetSmart.com: for

DOG

CAT

BIRD

WILD BIRD

FISH

REPTILE

SMALL PET

FREE shipping on orders of \$50 or more. [Hurry--offer ends July 31, 2007!](#)

Store Locator

[Find](#)

Find a PetSmart Store

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for all your containment needs


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PAUSE II
1
2
Kennels & crates for all your containment needs



Example - Credibility & Validation



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Full Service Experts in Duplication & Replication

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Example - Credibility & Validation





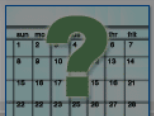
The RealAge Test

As seen on:



Free Test

Your RealAge is the biological age of your body, based on how well you've maintained it.

Privacy and Personalization

E-mail

We will not share your address or send you e-mail without your permission.

Password

If you don't have a password, make one up.

[\(Forgot password?\)](#)

Remember password

If you are using a shared computer, check No for privacy.

Yes No

Submit

[Submit](#)

[Switch to secure sockets \(SSL\).](#)


The Rules of Web Action

- Get out of my way
- Make it easy
- Don't surprise me



Example - Poor Transaction Design (1 of 2)

Overstock.com* Need Help?

Checkout Process: 

1. Review Cart 2. Account Login 3. Billing & Shipping 4. Order Complete

Ordering from Overstock.com is Swift, Simple, and Secure!

Please enter your e-mail address:

[We are committed to your privacy](#)

New customer? Yes, I am a new customer.
(You'll create a password here.)


No, I am a returning customer
and my password is:

[Forgot your password?](#)



Example - Poor Transaction Design (2 of 2)

Overstock.com* Need Help?

Checkout Process: 

1. Review Cart 2. **Account Login** 3. Billing & Shipping 4. Order Complete

Ordering from Overstock.com is Swift, Simple, and Secure!

Please enter your e-mail address:

[We are committed to your privacy](#)

New customer? **Yes, I am a new customer.**
(You'll create a password here.)

Create Password:

Confirm Password:

O-mail newsletter - Check here to receive exclusive email offers & discounts.

No, I am a returning customer



Better Transaction Design*

New Customer

[Proceed to checkout](#)

- or -

Register (for faster future checkouts)

Email:

Password:

Get exclusive email offers & discounts

[Continue Checkout ▶](#)

Returning customer

Email:

Password:

[Forgot your password?](#)

[Checkout ▶](#)

***However – best solution is to remove registration requirement altogether.**



Example - Transaction Interruption

McAfee® Global Sites \ About McAfee \ Contact Us \ Search

Home & Home Office | Small & Medium Business | Enterprise | Partners

Products | Virus Information | Support | Downloads | My Account | Log In

Upgrade Your Order and Add Wi-Fi Protection

Your selection(s) have been successfully added to your shopping cart and we have a special offer for your consideration.

New! McAfee® Total Protection™—Complete 10-in-1 Identity Theft Protection!



- Includes all the features of Internet Security Suite and adds:
 - Wireless home network protection—security key rotation, hijack-freeloading blocking, data encryption. Router/AP required—see [compatibility list](#).
 - McAfee EasyNetwork for simplified file and printer sharing across home PCs.

1-year subscription for 1 PC only \$59.99 after \$20 rebate! Cover additional PCs for just \$10 each. Subscription includes automatic updates and upgrades.

Yes, add to cart **No, thanks**

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performance-based landing page optimization

Search Engine
STRATEGIES 2008
CONFERENCE & EXPO

Picking A Tuning Method

How do you tune?

Key Considerations:

- **Size of Test** (total number of unique “recipes”)
- **Need to consider variable interactions**



Example Size of Test Calculation

- Page Header x 3
- Navigation Bar x 2
- Headline x 5
- Call to Action x 4
- Photo x 4
- Sales Copy x 4
- Endorsements x 2
- Question Labels x 2
- Question Delimiter x 3
- Question Explanations x 2
- Button Text x 3
- Button Format x 4



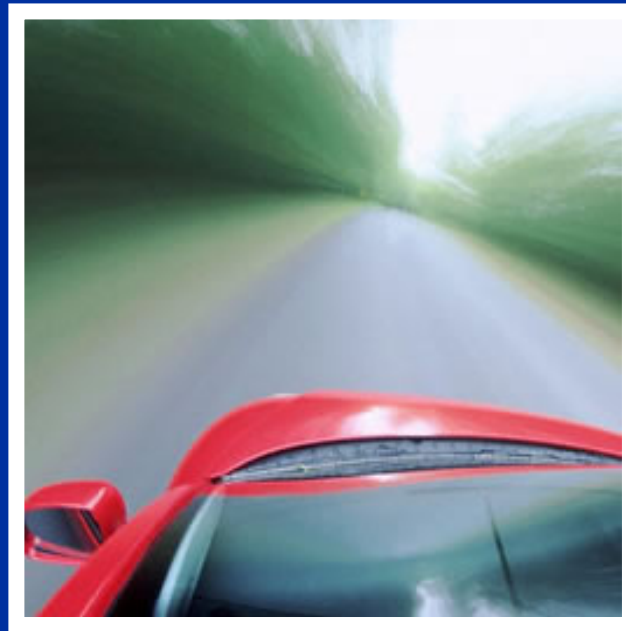
12 Variables , 38 different values

552,960 unique "recipes"



Interaction Example

“Ferraris are Really Fast”



Positive interaction between headline and picture



Interaction Example

“Ferraris are Really Fast”



Negative interaction between headline and picture



Interaction Example

“Volvos Are Really Safe”



Positive interaction between headline and picture



Interactions are Very Important

- Best setting for variable depends on its context
- Maximize positive interactions (synergies)
- Eliminate negative interactions

*“A player who makes a team great
is much more valuable than a great player.”*

UCLA Coach John Wooden



Don't Ignore Variable Interactions

- Interactions exist & can be very strong
- Ignoring them will lead to suboptimal results
- A/B Splits & Multivariate/Taguchi testing **assume that there are no interactions**



A-B Split Testing

- Test one variable at a time (with 2 or more values)
- Send equal traffic to all versions
- Very simple to implement & track

Typical Test Size:

1-10 recipes



Multivariate Testing

- A.K.A. “Design of Experiments” & “Taguchi Method”
- Tests several variables at the same time
- Ignores variable interactions
- Tries to predict best setting for each variable

Typical Test Size:

10-100 recipes



Non-parametric Tuning

- Proprietary math for Internet marketing
- Designed for large-scale tests
- Takes variable interactions into account

Typical Test Size:

1,000,000+ recipes



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performance-based landing page optimization



Avoiding The Pitfalls

Pop Quiz

You test a change that increases CR ...

Week 1 - CR = 4.63%

Week 2 - CR = 5.03%

Should you get a promotion?



Answer

No.

	New	Baseline	Lift
Week 1 -	4.63%	3.59%	+29%
Week 2 -	5.03%	6.18%	-19%

Things have actually gotten much worse relative to the baseline.



Tuning Pitfall #1

Ignoring Your Baseline

- Always devote some bandwidth to your current version (the “baseline”)
- Measure **relative** to the baseline, not **absolute** performance

Pop Quiz

You are performing an A/B Split Test ...

Option A - 90 conversions

Option B - 100 conversions

Is B really 10% better than A?



Answer

Don't know.

1/3 of the time

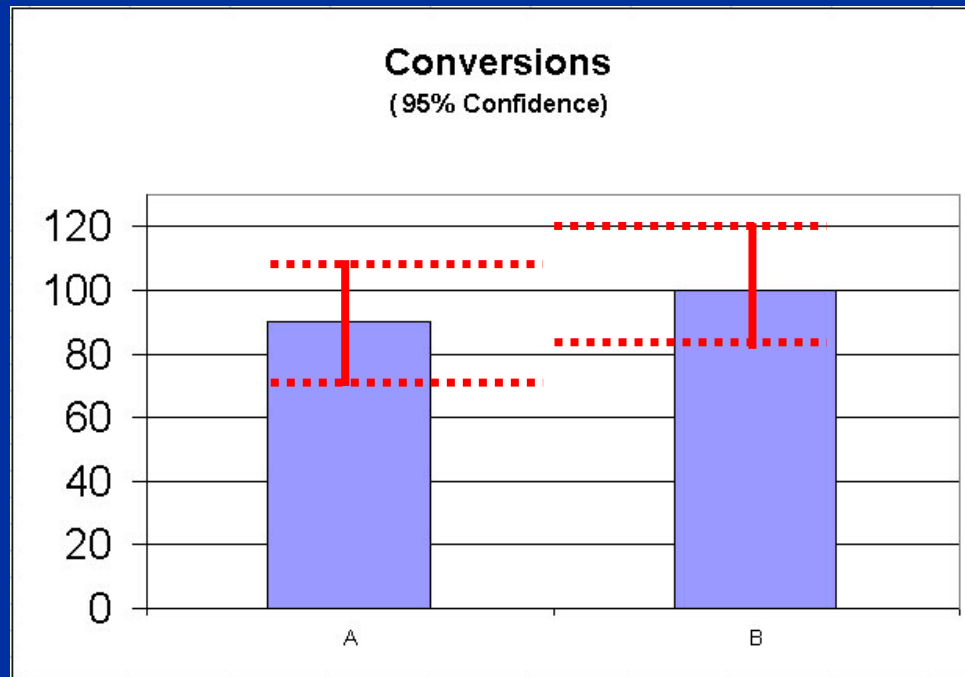
this difference will be **due to chance**
and A is actually better than B.



Data Collection Example - Part I

10% difference - 90 & 100 conversions

Very wide and overlapping error bars

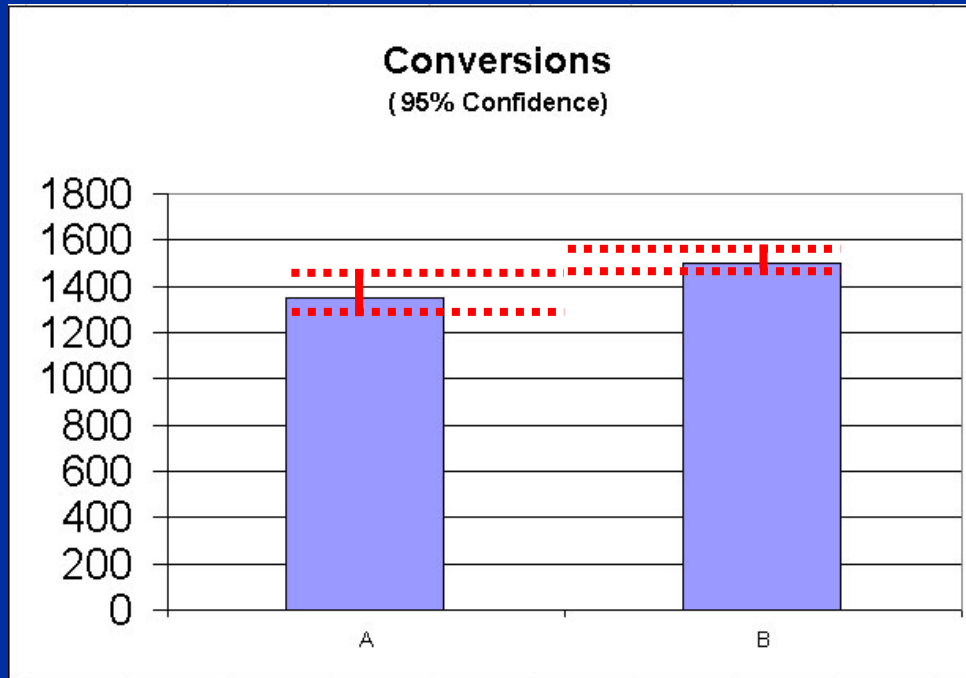




Data Collection Example - Part II

10% difference - 1350 & 1500 conversions

Error bars have gotten narrower and have “uncrossed”





Tuning Pitfall #2

Not Collecting Enough Data

- Do not make decisions based on too little data
- Pick a confidence level (90%, 95%, 99%)
- Wait to see which version is better

Summary

- Background
- Case studies
- The Matrix
- Picking a tuning method
- Pitfalls to avoid

About SiteTuners

- Landing Page Tests & Conversion Consulting Audits
- A-B Split, Multivariate Testing, & proprietary TuningEngineSM
- Specialize in very large-scale tests
- Performance-based & fixed-price testing payment options
- Charter Authorized Consultants for *Google Website Optimizer*





Additional Resources

- “Conversion Tuning Overview” Free Whitepaper SiteTuners.com
- Resources Directory LandingPageDirectory.com
- Upcoming book from Wiley Press



LandingPageOptimizationBook.com

Landing Page Optimization

The Definitive Guide To
Testing and Tuning for Conversions

By Tim Ash

John Wiley Press

ISBN 978-0-470-17462-3

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Your Baby Is Ugly



Free Landing Page Conversion Review*

*(must have 50+ conversions per day on your landing page / website)

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