



## Best Practices for Landing Pages that Convert

Makhniboroda Andrey  
Anna Moseva  
Alyssa Gothelf  
April 11, 2012

### Agenda for Today's Webinar

#### **INTRODUCTION**

– About Magento and Magento Go

#### **PRESENTATION**

- Best Practices for Landing Pages that Convert

#### **QUESTIONS & ANSWERS**

Yes, this webinar is being recorded.  
The recording and the slides will be  
available online later.

## Introducing Magento Go

- ✔ Launched February 2011
- ✔ Ready-to-use professionally designed themes
- ✔ CSS-based theming approach
- ✔ Inline and importable translations
- ✔ Drag-and-drop layout editing
- ✔ Out-of-the-box payment gateway integrations
- ✔ Expand your store with Trusted Extensions
- ✔ Professional web design services from partners







**QUARTSOFT**





### Best Practices for Landing Pages that Convert



**Makhniboroda Andrey**  
Team leader of Design department  
QuartSoft Corp.



**Anna Moseva**  
SEO department analyst  
Promodo

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Task: Create a landing page for a  
footwear company

Goal: Goal: Promote 25%  
mark-down for Nike Sneakers

## Landing page main elements

1. The good or item that we are trying to promote or to sell. It may be presented as a picture or line of text with a description
2. A sharp headline with a clear meaning that reads well
3. Call to action

**Brand signs, sneakers**

shoes4you

*We deliver in the blink of an eye*



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Shoes Sales

**Brand signs, sneakers + headline and text**

shoes4you

*We deliver in the blink of an eye*

# Nike sneakers

**The best for upcoming season**

Hand-stitched construction for flexibility. Quick and easy slip-on comfort. Supple, leather-lined uppers. Polyurethane sole for comfort and durability. Unstructured soft counter for slipper-like comfort. 1,000 Mile Guarantee on unitsole wear.



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Shoes Sales

Brand signs, sneakers, headline + call to action with price

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# Nike sneakers

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\$90<sup>99</sup>

**Buy Now**

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Shoes Sales

Brand signs, sneakers, headline, call to action + mailing form

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## Ready for analysis

## Free Google tools that can help you optimize your landing pages

- Google Analytics  
[www.google.com/analytics/](http://www.google.com/analytics/)  
<http://go.magento.com/support/kb/entry/name/setting-google-analytics>



- Google Webmaster Tools  
[www.google.com/webmasters/tools/](http://www.google.com/webmasters/tools/)



- Google Website Optimizer  
[www.google.com/websiteoptimizer](http://www.google.com/websiteoptimizer)



## How do you set up and track goals in GA?

- 🎯 define what you want to track (up to 20 goals in one GA profile)
- 🎯 go to Admin section of your GA account and select the tab Goals
- 🎯 name your Goal, choose the Goal type and click Save



Assets Goals Users Filters Profile Settings

Goals >

**Goals (set 1): Goal 2**

**General Information**

Goal Name

Active  Inactive

Goal Type

- URL Destination
- Time On Site
- Page/Visit
- Event

Save Cancel

## What can we track on our landing page?

- 🎯 Click on "Buy Now" button or URL this button leads to
- 🎯 Click on "Subscribe" button or URL this button leads to

shoes4you

We deliver in the blink of an eye

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Email address

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## Setting Up URL Destination Goals in GA

- choose the Match Type carefully
- depending on the Match Type you've chosen enter the Goal URL (without a domain name)
- think about optional features of Value and Funnel



### Goals (set 1): Goal 2

#### General Information

Goal Name

Active  Inactive

Goal Type  URL Destination  
 Visit Duration  
 Page/Visit  
 Event

#### Goal Details

Goal URL   
 e.g. For the goal page <http://www.mysite.com/thankyou.html> enter [/thankyou.html](#)

Match Type   
  
  
 (check the capitalization of visited URLs)

Case Sensitive

Goal Value optional

#### Goal Funnel

A funnel is a series of pages leading up to the goal destination. For example, the funnel is a series of pages leading up to the goal destination.

Use funnel

Please note that the funnels that you've defined here only apply to the Funnel <http://www.mysite.com/step1.html> enter [/step1.html](#).

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## URL Destination Goal Match Types

- Head Match
  - `/order/`  
 Will match `/order/customer=1?category=2`  
`/order/customer=3?category=1`  
`/order/?anything`
- Exact Match
  - `/order/customer=1?category=2`  
 Will match `/order/customer=1?category=2`
- Regular Expression Match
  - `\?payment=ok`  
 Will match `/order/customer=1 ?payment=ok`  
`/view/anything=3?payment=ok&anything`



Google Analytics Regular Expressions  
<http://support.google.com/googleanalytics/bin/answer.py?hl=en&answer=55582>

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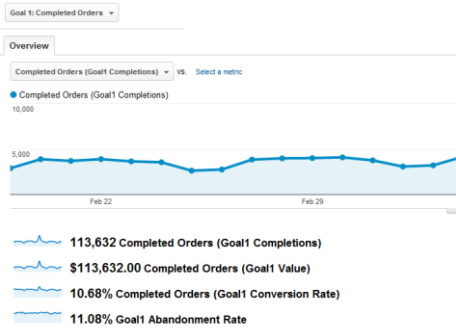
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## Goals in GA reports

Goal reports are in Conversions section of your Google Analytics profile



- Conversions
- Goals
  - Overview
  - Goal URLs
  - Reverse Goal Path
  - Funnel Visualisation
  - Goal Flow
  - E-commerce
  - Multi-Channel Funnels



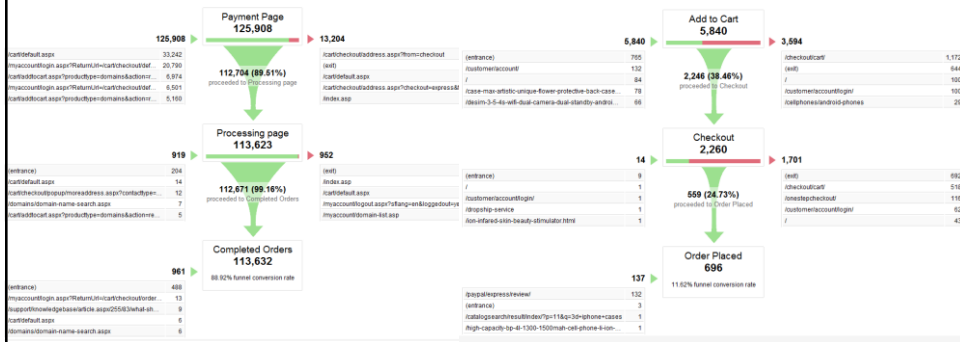
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## Goals in GA reports

The funnel visualization report demonstrates where visitors enter and exit the conversion process and shows where there are bottlenecks in the process



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# Re-Design

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Shoes Sales

Add product description

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**Get it before it's gone**

Each month, Nike is releasing a new, exclusive material option. A limited number of pairs is available to customize each month, so get one while you can.

**An impressionable material**

Durable. Versatile. Revolutionary. Nike Air was the first air technology developed at Nike, and it changed the way we think about cushioning: encapsulated air to cushion the footstrike in athletic shoes. It remains the standard in impact protection more than 20 years after its debut.

**Satisfaction guaranteed**

If you decide that you are not completely happy with your 1&1 package (within 90 days from when your initial order was placed) you'll receive your money back – no questions asked.

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Shoes Sales

Add product description

Separate actions

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Separate actions


Add testimonials

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Testimonials

"Some people have sneakers in their soul and ELNA is clearly one of them. The ELNA commercial for Nike Israel gives testimonials about some of the difficulties that sneakerheads have faced over the years, including being robbed for their shoes."

Christina Butty

"I love my shoes. I feel so good not having to keep up with time & distance. I have lost 40pounds."

slicksomma from Natchez, MS

Add product description

Separate actions

Add testimonials


Separate actions again

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Christina Butty

"I love my shoes. I feel so good not having to

Add product description

Separate actions

Add testimonials

Separate actions again

Clear the message out

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If you decide that you are not completely happy with your 161 package (within 90 days from when your initial order was placed) you'll receive your money back - no questions asked.

**Testimonials**

Some people have sneakers in their soul and ELNA is clearly one of them. The ELNA commercial for Nike Israel gives testimonials about some of the difficulties that sneakerheads have faced over the years, including being robbed for their shoes.

*Christina Butty*

Add product description

Separate actions

Add testimonials

Separate actions again

Clear the message out

Even more!

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**25%**  
OFF

your purchase now

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*Christina Butty*

Add product description

Separate actions

Add testimonials

Separate actions again

Clear the message out

Even more!

Add social media just to spread it more

**shoes4you** We deliver in the blink of an eye

Gram 380G Cut-out Sandal @sneakerfreaker http://ow.ly/9TK88 #odd/architectural

**25% OFF**  
your purchase now

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*Christina Butty*

## Google Website Optimizer

Google Website Optimizer

Experiments My Account

**Website Optimizer: Experiment List**

[+ Create another experiment](#)

<http://go-magento.com/support/kb/entry/name/configuration-google-api-google-website-optimizer/>

There are two types of experiments you can create in Website Optimizer

**A/B Experiment**

- You can create a completely new page with a totally new layout
- The easiest way of testing existing landing pages against new ones

**Multivariate Experiment**

- You can test content variations in multiple locations on a page during one experiment
- **But!** You need to receive at least 1,000 views per week of the page you are testing

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## A/B Experiment

- ◉ You can test up to 127 totally different variations of your landing page
- ◉ Perfect for faster results even on low amounts of traffic



### What do I have to do to start?

- ◉ Choose the original landing page you want to test
- ◉ Create alternate versions of the original landing page, remember that for better results you need at least 100 conversions per 1 page variation to occur during the experiment
- ◉ Choose a real, live conversion page (like a "Thank you page"). You can also track clicks and events like playing the video or a PDF download as a conversion, if you tweak the conversion page code a little (more on this here <http://support.google.com/websiteoptimizer/bin/answer.py?hl=en&answer=93181&ctx=gwsal-%2Fsiteopt%2Fplanning>)
- ◉ Fill in this info when creating the experiment and where Google Website Optimizer requires it and you will get the codes you need to paste on those pages

## A/B Experiment

### A/B Experiment Set-up: Install and Validate JavaScript Tags

Now you need to add the Website Optimizer JavaScript tags to your pages' source code. [Learn more](#)

#### Who will install and validate the JavaScript tags?

- ◉ **Your webmaster will install and validate JavaScript tags.**  
Google will provide a link to the installation and validation instructions for you to send to your team. You'll be able to check on the status by returning to this page.
- ◉ **You will install and validate the JavaScript tags**  
You should be comfortable with basic HTML editing, have access to your web pages, and be able to upload the tagged pages to your server.

[« Back](#) [Continue »](#)

#### 1. Original page: Add your control and tracking scripts

Original: <http://www.promodo.com/>

[View a sample source code](#)

**Control and Tracking Script:** Paste the following script immediately after the opening <head> tag of your original page's source code.

```
<!-- Google Website Optimizer Control Script -->
<script>
function utmx_section() {}function utmx() {}
(function() {var
```

#### Validating URLs


- ✓ Original page — Installation complete
- ✓ Variation pages (1) — Installation complete
- ✓ Conversion page — Installation complete

**Congratulations!**  
All your pages have been validated and you are ready to continue to preview and launch your experiment.

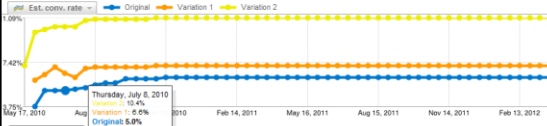
[OK](#)

## Voila! Ready? Steady! Launch!

## A/B Experiment Report




★ **Combination 2 has a 99.9% chance of outperforming the original. Run a follow-up experiment to validate the results.**



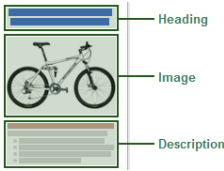
Variation	Status	Est. conv. rate	Chance to Beat Orig.	Observed Improvement	Conv./Visitor
Original	Enabled	6.11% ± 1.4%	—	—	45.7
Combination 2	Enabled	11.1% ± 1.7%	99.9%	81.6%	95.7
Variation 1	Enabled	7.11% ± 1.5%	75.2%	16.4%	55.7

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## Multivariate Experiment



- On the page you are going to test, choose sections you would like Optimizer to vary
- You can create up to:
  - \* 8 sections
  - \* 127 variations per section
  - \* 10 000 combinations
- Identify your conversion page or goal



**4 JavaScript tags are required to be installed:**

- control script (immediately after <head>)
- tracking script (before </body>)
- section script (cannot be placed within <noscript>, interrupted with html tags or inside scripts) + add names!  
`script>utm_section("Headline")</script>`  
`<h1>50% off everything</h1>`  
`</noscript>`
- conversion page script (immediately after <head>)

**1. Test page:** Add your control script and tracking script, then identify your page sections

Test page: <http://www.com.com>

[View a sample source code](#)

**Control and Tracking Script:** Paste the following script immediately after the opening <head> tag of your test page's source code.

```
<!-- Google Website Optimizer Control Script -->
<script>
function utmx_section() {function utmx() {
function () {var
```

**Page sections:** Find the sections in your page that you'd like to vary as part of your experiment. Surround the source code of each section of

Paste the following script immediately before the content you would like to vary

```
<script>utm_section("Insert your section name here")</script>
```

Paste the following script immediately after the content you would like to vary

```
</noscript>
```

Don't worry about the unbalanced <noscript> tag - this is part of the setup. [Learn more](#)

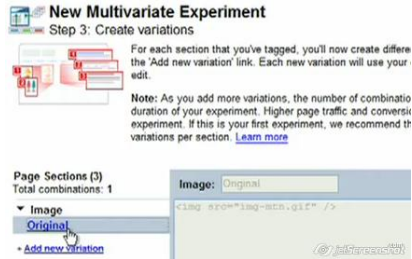
For example, if you'd like to test a headline, your section might look like this.

```
<script>utm_section("Headline")</script>
<h1>Buy This Product!</h1>
</noscript>
```

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## Creating Variations for Multivariate Experiment



- All the variations are based on the original code of the page
- Give different and distinctive names to your variations
- Keep in mind that the more variations you create the longer the experiment will have to last to result in successful tests

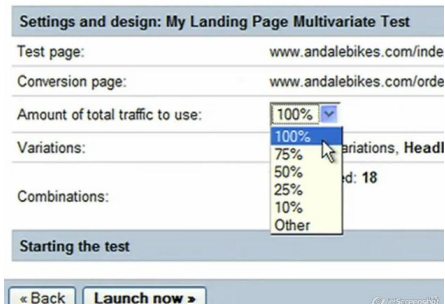


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## Preview and Launch the Experiment



- Before you launch the experiment you will have an option to choose the amount of total traffic that will be exposed to testing
- Preview your combinations (you may feel like disabling some once you do this) and press "Launch now"
- The experiment starts immediately and the first report will be available in 24 hours



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## Multivariate Experiment Reporting

**MS Natural Keyboard**  
 Completed - [Uninstall](#) | [Copy](#) | [Follow Up](#) | [Settings](#) | [Report](#)  
 Created: Dec 3, 2008 | Launched: Jun 4, 2009

This experiment is completed and is no longer reporting any new data. If you have not done so already, you can update your page to reflect a winning combination.

Combinations (4) | Page Sections (4) | **Download:** PDF | CSV | TSV | Print

Combination	Status	Est. conv. rate	Chance to Beat Orig	Observed Improvement	Conv./Visitors
Original	Enabled	2.05% ± 0.8%	—	—	21 / 1024
★ <b>Combination 3</b>	Enabled	3.53% ± 1.0%	97.8%	91.4%	40 / 1019
Combination 2	Enabled	2.86% ± 0.9%	82.9%	39.6%	29 / 1013
Combination 1	Enabled	0.50% ± 0.4%	0.68%	-75.7%	5 / 1002

Show rows: 15 | 1 to 3 of 3



Combinations (6) | Page Sections (6) | **Download:** PDF | CSV | TSV | Print

Combination	Status	Est. conv. rate	Chance to Beat Orig	Observed Improvement	Conv./Visitors
Original	Enabled	0.41% ± 0.0%	—	—	395 / 95388
★ <b>Top high-confidence winners.</b>	<b>Run a follow-up experiment</b>				
Combination 4	Enabled	0.64% ± 0.0%	99.9%	54.7%	598 / 93368
Combination 3	Enabled	0.63% ± 0.0%	99.9%	52.8%	583 / 92155
Combination 1	Enabled	0.53% ± 0.0%	99.8%	29.1%	508 / 95019
Combination 5	Enabled	0.49% ± 0.0%	97.1%	18.4%	487 / 95225
Combination 2	Disabled	0.29% ± 0.1%	1.77%	-55.6%	16 / 5449

Show rows: 11 | 1 to 6 of 6

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## Takeaways

### Top 10 Most Useful GA Reports

- Landing pages (most popular entrance paths, navigation paths, in-page analytics)
- Bounce rate (problem pages and traffic sources)
- Map overlay (locations of profit)
- Conversion funnels
- Pages/visit and avg. time on site
- % of Mobile Devices
- CTR (+Webmaster Tools)
- New vs Returning visitors
- Converting pages, queries and traffic sources
- Brand queries, direct traffic growth



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*Thank you for your attention!*

***Makhniboroda Andrey***

*Team leader of Design department  
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United States  
+1 415 992-7722

*Email: [zmey@quartsoft.com](mailto:zmey@quartsoft.com)  
Skype: [makhniboroda.andrey](https://www.skype.com/user/makhniboroda.andrey)  
[www.quartsoft.com](http://www.quartsoft.com)*

***Anna Moseva***

*SEO department analyst  
Promodo LTD*

United Kingdom      United States  
+44 0203 1376 681      +1 347 809-34-86

*Email: [a.moseva@promodo.com](mailto:a.moseva@promodo.com)  
Skype: [ann.moseva](https://www.skype.com/user/ann.moseva)  
[www.promodo.com](http://www.promodo.com)*

QuartSoft Corp.  
[www.quartsoft.com](http://www.quartsoft.com)

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**Thank you for your attention!**

**Questions?  
(and Answers!)**

# Thank You

Be sure to visit [go.magento.com/support](http://go.magento.com/support) for other tutorials, articles and videos to help you get going with Magento Go!

