

wishpond EBOOK

7 ADVANCED TRICKS TO OPTIMIZE LANDING PAGE CONVERSION



Tip #1: Retarget Bounced Traffic with a Special Offer

The average landing page converts at 10%, meaning 90% of your visitors are bouncing.

Retargeting ensures they don't bounce far.

Incorporate retargeting into your landing page sales funnel and maximize the potential for conversion.

How it works:

- You enter a short snippet of code (called a retargeting pixel) into the body code of your landing page
- Think of this bit of pixel as the trigger of a gun. When landing page traffic heads to your page, but doesn't convert, this gun goes off, and fires a sticky wad of gum (or a "cookie") onto that bounced traffic's shoe (or browser), allowing you to track them across the web
- When your bounced lead heads to one of a million different sites within Google's display network they are shown a

retargeting ad you've created specially for them, encouraging them to re-engage with your business

- When your bounced traffic does return to your landing page and converts, they trigger a second pixel on your “thank you” page. Your retargeting tool is then, essentially, told “enough!” and stops targeting them with ads.

Here's a quick example:

- Add the retargeting pixel to the code of your product landing page (or use [a template that has it automatically integrated](#))
- Create a retargeting ad specifically for that product, offering 30% off for the current month exclusively
- When someone bounces off that product page and continues to travel the web (The Huffington Post, Songza, Youtube, and more than a million more), they'll see your product-specific ad (the product they showed interest in before)
- As soon as they travel back to that product page and complete their conversion, they trigger a second pixel on your “thank you for buying” page. This page ends their personalized retargeting campaign and ensures you won't be wasting ad budget on leads who have already purchased.

Tip #2: Integrate Exit Pop-ups

Even before you implement your retargeting strategy, it's important to make every effort possible to stop the bounce in the first place.

Many businesses have found recent success implementing an automatic exit pop-up.

How it works

- You place a small section of code across your entire website code (or work with a [landing page provider](#) whose tool has the ability already integrated)
- Your business specifies which URLs and landing pages the popup is for.
- As soon as your landing page traffic drags their cursor to the top of the screen on that URL in order to go back or close a tab, an automatic pop-up tool is triggered and a personalized pop-up appears in the center of the screen.

Best practices:

- Ensure your tool darkens the landing page background around the exit pop-up, as this centralizes focus
- Set how often your user sees it. Best practice is approximately once a week (as pop-ups decrease in efficacy the more often your traffic sees them)
- Ensure your tool allows personalization. A page-specific page is far more persuasive than a stock one. Simply tell

your provider which product/service/promotion the pop-up is for and any url that has that string will be integrated with a specific pop-up

Here's a quick example:

Let's say you run an ecommerce company that personalizes snowboard...

- You place the section of code that your provider gives you across your central code.
- You then tell that provider that you want one particular pop-up for people looking at men's snowboards, another for women's, and another for kid's.
- Any URL that has the phrase "mens-snowboards" at the end will trigger your male-specific pop-up.
- Any url that has the phrase "womens-snowboards" will trigger the female-specific pop-up, and so on.

Pretty cool, huh? And of course you can do the same kind of personalization by offering a product-specific discount or particular piece of content.

Tip #3: Use a "Focus-on" Form

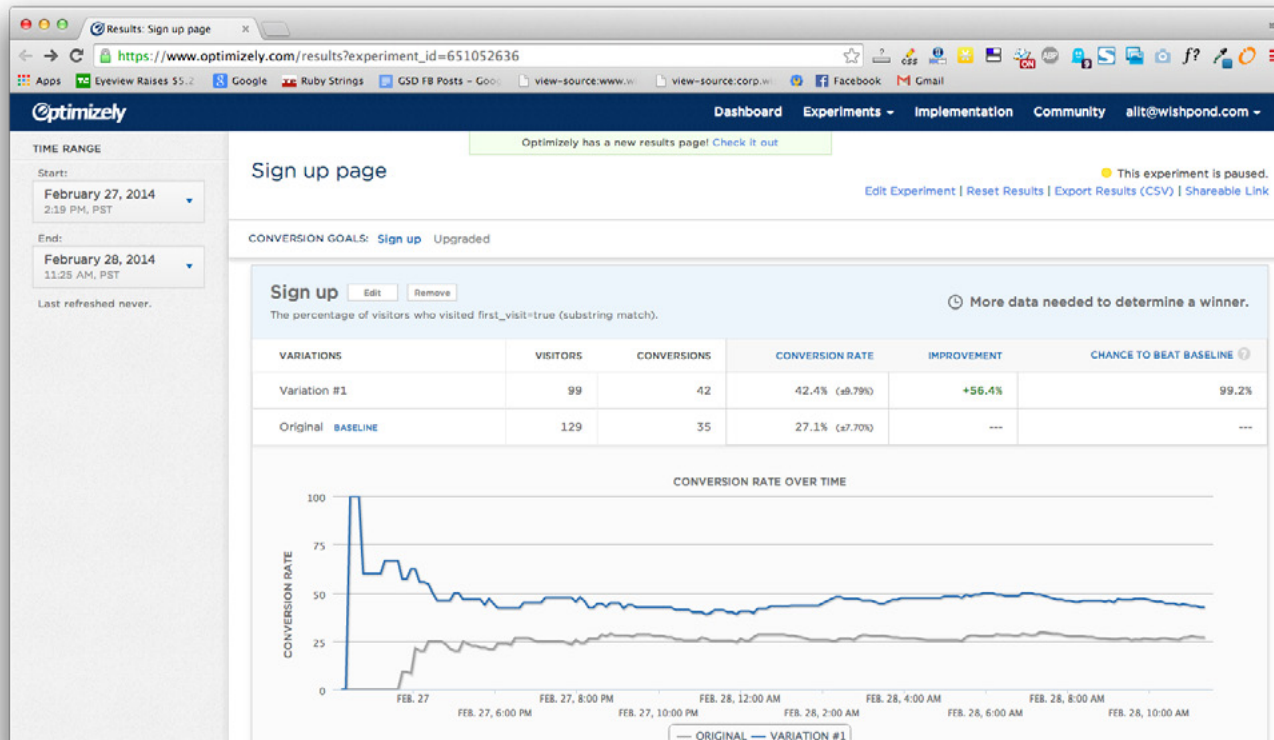
In February of this year, Wishpond ran an A/B test on our [signup page](#). If you traffic to that page right now, you'll notice that your carat (that little line that shows you where you're typing) is already in the email form field.

That's because the A/B test we ran improved sign-ups on that page by 56% - essentially doubling Wishpond's revenue in the span of 72 hours.

In case you're wondering what I'm talking about, here's what the test's control and variation looked like:



And here are the test's results from Optimizely:



The magical bit of code that doubled our revenue:

```
$( "#target" ).focus();
```

How it works

- Landing page traffic are predominantly lazy: anything you can do to skip a step, condense a sales funnel, or make it easier for a possible customer to convert, you should try. This small change was the epitome of that best practice
- Implementing this simple change across our website makes it easier for traffic to submit information

All of Wishpond landing page templates automatically have this focus, something we integrated after seeing a positive effect across every relevant page of our own website.

Tip #5: Cut to the chase with Pre-Filled Forms

Pre-filled form fields are another awesome way to facilitate your website's campaigns. Basically, they anticipate your traffic's information as much as technology currently allows.

But you can't just do it on any website, ***it has to be set up correctly or you'll end up with improperly-filled form fields that will decrease conversions significantly.***

How it works:

- Within a page's URL you place a small section of code (a query string)

- When that page drives traffic to another page within your site, that page will “see” that query string (so long as you’ve set it up correctly)
- This means you can give a defined value for when someone comes to a page from another specific page, and personalize that second page for them

Here are a few awesome examples of how you could apply this strategy:

Product Page:

- Define a page’s value as “men’s snowboards”
- When your product page traffic goes from your “men’s snowboards”-defined page to a lead generating page or submit form of any kind, the gender selection will be automatically selected as “men”
- This cuts out a stage of lead information, increasing conversions on that form

Email Blast:

- Include a merge tag inside the URL value I mentioned above (<first.name>, for instance)
- Send emails with the URL plus the email string/merge tag
- Any recipient of the email who clicks on a CTA like “register for a webinar here!” will have their merge tag (email address, first name, etc) automatically populated in the corresponding entry form

Post-Sign-up Page:

- After a lead submits their information initially, include the email merge tag in the code of the initial page
- This will mean that any secondary conversion ask (free demo, webinar prompt, further content, free trial promotion, etc) will have its form field already filled with the lead's information
- All they have to do is click your CTA, and they're in.

Note that (unless you use a [3rd party landing page provider](#)) you'll have to enter each query string into each individual page of your website manually. For instance, you'll have to put "gender=men" in the code of each male product page of your site and again for women, again for kids, etc.

Tip #6: Skip a Step with Auto-Submit Forms

Auto-submit forms, like pre-filled form fields, are all about making it easy for your lead to convert - doing everything we can do to help them get where they (and we) want to get.

How it works:

- Similar to pre-filled form fields above, auto-submit works by adding a submit value to the query URL
- This means that leads don't actually hit your CTA, provided they've submitted all their information and filled out each form field
- The form will not auto submit until it's entirely filled

- It also works on email, where it enables businesses to include auto-submit links which skip the submittal stage of a conversion

Though not hugely efficient for individual bookings (calendar choice for a sales call, for instance), it's awesome for a webinar or something similar

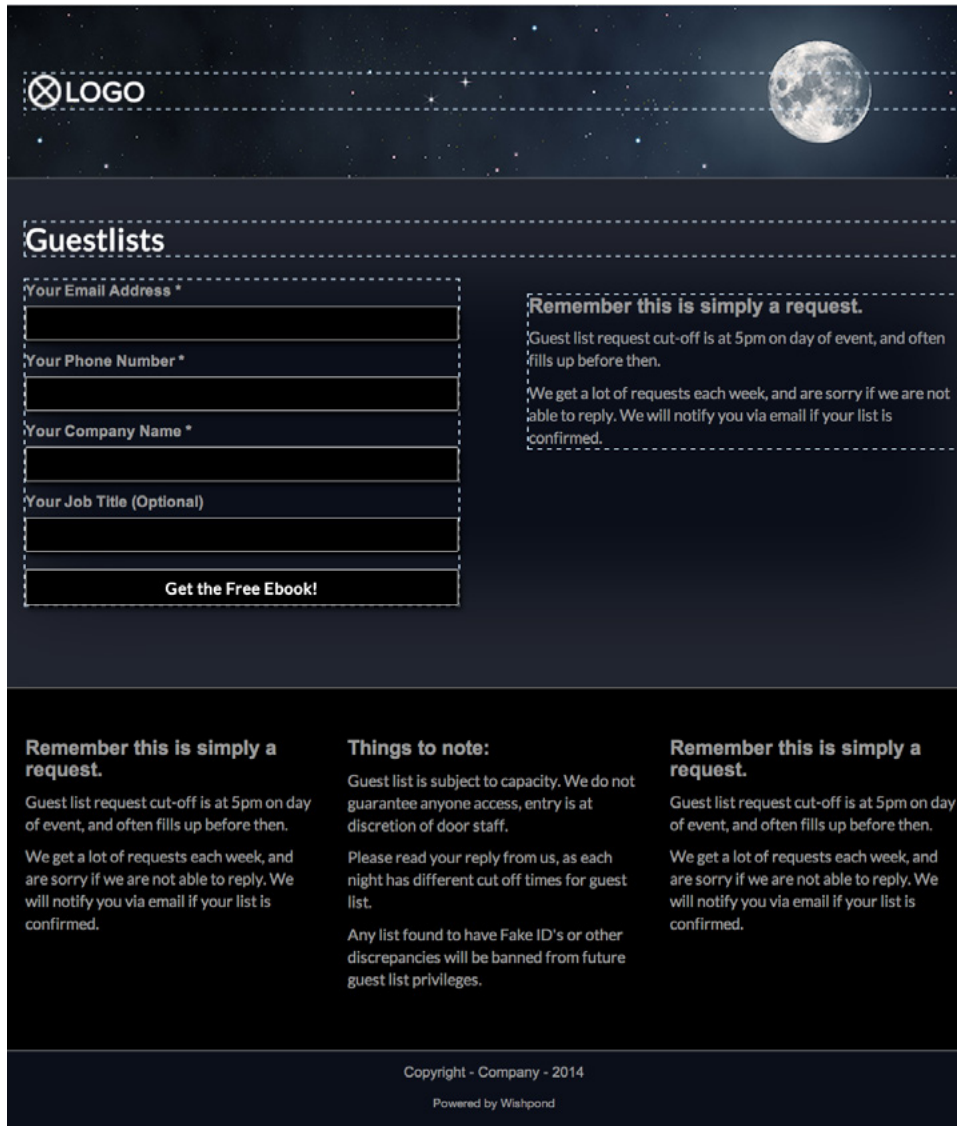
Here's a quick example:

- Your business is running a webinar at three different times relevant to your target markets (PST, GST and EST)
- Send out an email blast with three auto-submit links for these three times (in a dropdown, perhaps)
- Any email recipient who clicks the link will be automatically registered for their relevant time-slot
- This means they don't have to re-enter their personal information, a stage that increases bounce rates

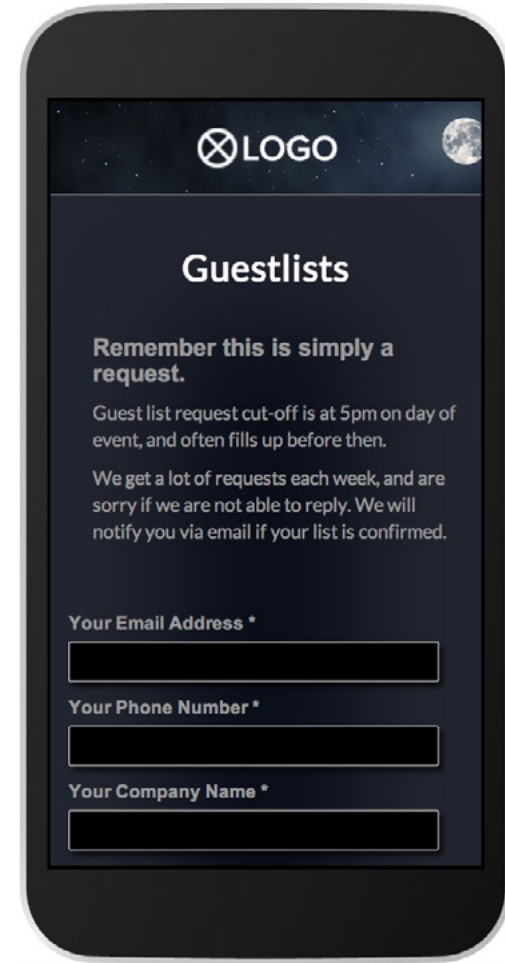
Tip #7: Use Mobile-Responsive Templates

I don't know about your business, but our site analytics show that we're receiving about 25% of our traffic on mobile devices (and it's going up all the time). It's this mobile traffic that makes such a huge difference on your business' success, and why it's becoming more and more essential for you to have a mobile-responsive website.

Here's what a landing page template looks like on desktop:



And here's what the exact same template looks like inside a mobile preview:



Ensure you know what your landing page is going to look like on mobile before making it live. If your landing page template (or web developer) can't show you a preview, it can be a matter of trial and error. Either way it can be a deadly mistake to publish a landing page that looks great on desktop but unworkable on mobile (or even in landscape vs portrait!).

Here's a quick example of why mobile-responsive landing pages matter:

- Facebook tabs aren't on mobile, even if your website is
- If someone clicks on a mobile link from your website or ad to a Facebook landing page, that page isn't going to appear and show a 404
- This means your Facebook landing page will have a 100% bounce rate

Setting up a mobile redirect link (a bit of code that sends mobile traffic to a mobile-responsive landing page) for every single one of your ad campaigns can be exhausting.

Ensure you're engaging with a provider who has the code automatically set up within their templates. This code will track if your traffic is on mobile or desktop, and show them your landing page accordingly.

Conclusion

I hope you've seen something (or seven somethings) here that interests you. These seven tricks, strategies and tools are how you up your online marketing game. They contain your leads, discourage bounce rates, and simplify your sales funnel.

And hopefully, you can implement them before your competitors do.

For more advanced tips and strategies, check out my [Complete Guide to Landing Pages Ebook](#).

By James Scherer

Thanks for reading! ■