Using effective Landing Page Optimisation to Convert more

digital business podcast range

Landing Page Optimisation

The ability for you to be able to improve your web pages in order to gain an end result.

Reasons to improve Landing Pages..

- Improve Conversions
- Improve User Journey
- Decrease Bounce Rates
- Increased Actions
- Directing Web Traffic
- Streamlining Experience
- Collect Data & Emails

Analytics hold the key.

Website analytics are key in identifying and understanding how a web page can be improved.
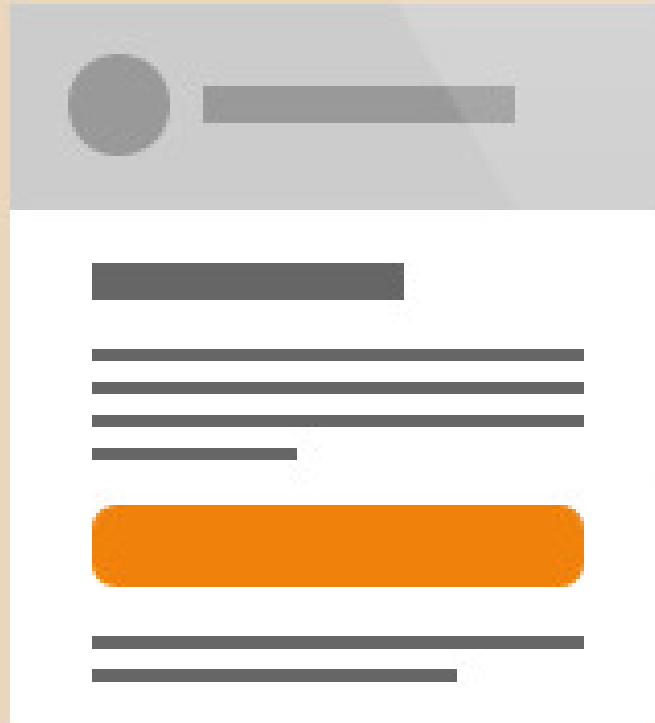
Optimising a Landing Page can mean:

- Improved Performance
- Increased Speed
- Better Usability

- Easier Navigation
- Optimised Design
- Converting More

Benefits to the Business.

- Achieve More **Online Goals**

- Look to get **Better Results**

- **Improved Performance** of page

- Getting **Better Conversions**

Increasing Website Conversions

- Looking in detail at the Analytics of their website.

- Really understanding the trends on your site.

- Find where the issues are within the pages of your site.

- Coming up with fixes for the drop-offs on your site.

- Start plugging the holes on your website.

Optimisation Tools.

- Google Analytics

- Crazy Egg

- ClickTail

- Usabilla

- Optimizely