

Using Effective Landing Page Optimisation to Convert more.

Stuart: David, can you tell us a little bit about landing page optimisation.

David: Sure, yes. Landing page optimisation is the ability for you to be able to improve your website pages in order to gain an end result. That sometimes may be a download, it sometimes may be people getting people to stay on your site and travel through it a certain way.

But, the whole idea of landing page optimisation is actually taking the analytics from a website, looking at what's going on with the pages, and taking a specific page of view to actually improving not only the use of journey around it, but potentially certain aspects of that.

It may be improved call to actions, it may be improved visibility of certain content, it may be streamlining of the page, all with a view to potentially converting business.

Stuart: It could be something as simple as making the background a bit bigger or making it brighter?

David: That's right, yes. A lot of this is tied to the analytics of the website and that you're understanding how you can optimise a page.

Optimisation means different things to different people, but in the main, landing page optimisation is looking to improve the performance of that page, be it speed, be it usability, be it navigation, or be it just generally looking better and converting more business.

Stuart: How can optimising your page to make it easier to use by the user benefit a business?

David: Again, landing page optimisation can be one page within a site or it can be a microsite. So it can be just a one-page site that you're looking to optimise.

There are also other aspects so it can be A/B testing i.e. you're using different landing pages to work out what works well with clients or customers.

In terms of how that can benefit a business, ideally the landing page work that you're going to do will have an aim or a goal.

The business may be looking at the analytics and saying, for example on a contact page, people just aren't completing the form and they've no idea why?

So using analytics and certain tools within the website, the business can actually look to improve the performance of that contact page and potentially get people to contact them.

It may be a variety of reasons the business actually wants to improve a page, but we can go into that later in a different podcast.

Stuart: In order to increase conversions, what key areas should a business be focusing on?

David: To improve conversions on a page, which is ultimately why you're optimising your landing page, there are several factors which a company can focus on in order to improve that.

The first one is to look at the analytics and to find out why people are not doing what they want them to do on that page. It may be that there needs to be a form filled in which they're not doing. It may be that they need to click on a button, which they're not finding.

It may be that they need to be engaged by a certain bit of content in order to go somewhere else, and they're just not being engaged. One of the key factors I think a business can focus on within the analytics itself, is actually finding out why people are dropping away and where they're dropping away from.

As soon as you have started to identify some of the holes within the site, then you can start to plug some of those holes before they actually reach them.

Stuart: It sounds like there's some great tools available. Can you give us some examples?

David: Yes, the obvious tools you can use are the analytical tools. For example, Google Analytics. It's a huge tool, it's been around for a long, long time and it's had a long time to establish itself.

There's so much functionality within that application that a lot of people don't even use that comes in really handy when optimising a page, when understanding what's going on within a website.

Now, you can use tools that sit above the webpage and actually look at the user experience and the user journey around the page, so potentially identifying where the cursors travelling around that page before they even click.

Those tools are really good for identifying where the user is actually browsing around the site before they do something. Some of those tools are really good. There are also bundles of other tools which I'm sure we'll go into in future podcasts.

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