

# Landing Page Optimization



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ETMedialabs Pvt. Ltd

## Landing Page Development & Optimization

A landing page is a web page that allows you to capture a visitor's information through a lead-capture form (AKA a conversion form).

A good landing page will target a particular audience, such as traffic from an email campaign promoting a particular ebook, or visitors who click on a pay-per-click ad promoting your webinar.

Creating landing pages allows you to target your audience, offer them something of value, and convert a higher percentage of your visitors into leads, while also capturing information about who they are and what they've converted on.

### Landing Page Development & Deliverables :

- Signup, registration and submission form (for user registration and photo/video content submission)
- Thank you page which also contains referral system (if required)
- Form functionality for recording the subscriber Email ID
- Content repository
- Thunderclap integration so that we can send tweets and Facebook posts from the profiles of the subscribers (with permission) once the contest goes live
- On the fly form field automation so that more fields can be added in the form in minutes
- Email verification system and an extra layer in the Signup process
- Integration of the sign up app with Sendgrid API to send the verification emails
- Referral tracking system integration to allow sharing on various social media platforms
- Track no. of FB Share button click, Tweet button clicks, Tweets send, Shares sent and tracking of visitors coming from social channels.
- Speed optimization of the page
- Multi Browser optimization
- Debugging & content optimization
- Landing page versioning system for adding various versions of the App without having to create the entire thing again & again for each version.
- SEO friendly rewritten URLs of landing page
- Use of MaxMind GeoIP for ISP and Geo Location tracking
- Mapping Email IDs with country, city, ISP and User Device, OS & Browser

- Recording UTM tags for each Signup for source/medium mapping
- Recording Version of each Signup
- Retargeting pixels of Facebook and Google
- Conversion pixels of Google and Facebook
- Debugging & content optimization
- Form security to block SQL injection & to validate proper Email IDs
- Set alert for when the site is down
- Google analytics implementation in the app
- On page SEO
- Database Warehousing

### **Landing Page Optimization :**

**We will majorly focus on the Landing Page Optimization to drive more conversions and observe and optimize the factors driving more conversions.**

There are more than 50 parameters and attributes that we test to improve the conversion percentage. Given below is a list of few of those :

1. Call to Action button
2. Organized structure
3. Clear and concise headlines
4. Focus on key features
5. Complimentary Information
6. Different type of media
7. Social Media Integration
8. Banners
9. Brand Consistency
10. Endorsements
11. Testimonials
12. Prominent Call to Action
13. Contact Information
14. Pop-Ups and Pop-unders

Apart from testing all the possible attributes and parameters there is lot more that is dig deeper such as speed optimization, heat mapping, eye tracking, competitive analysis, dynamic personalization, mobile optimizations, 5 sec test etc.