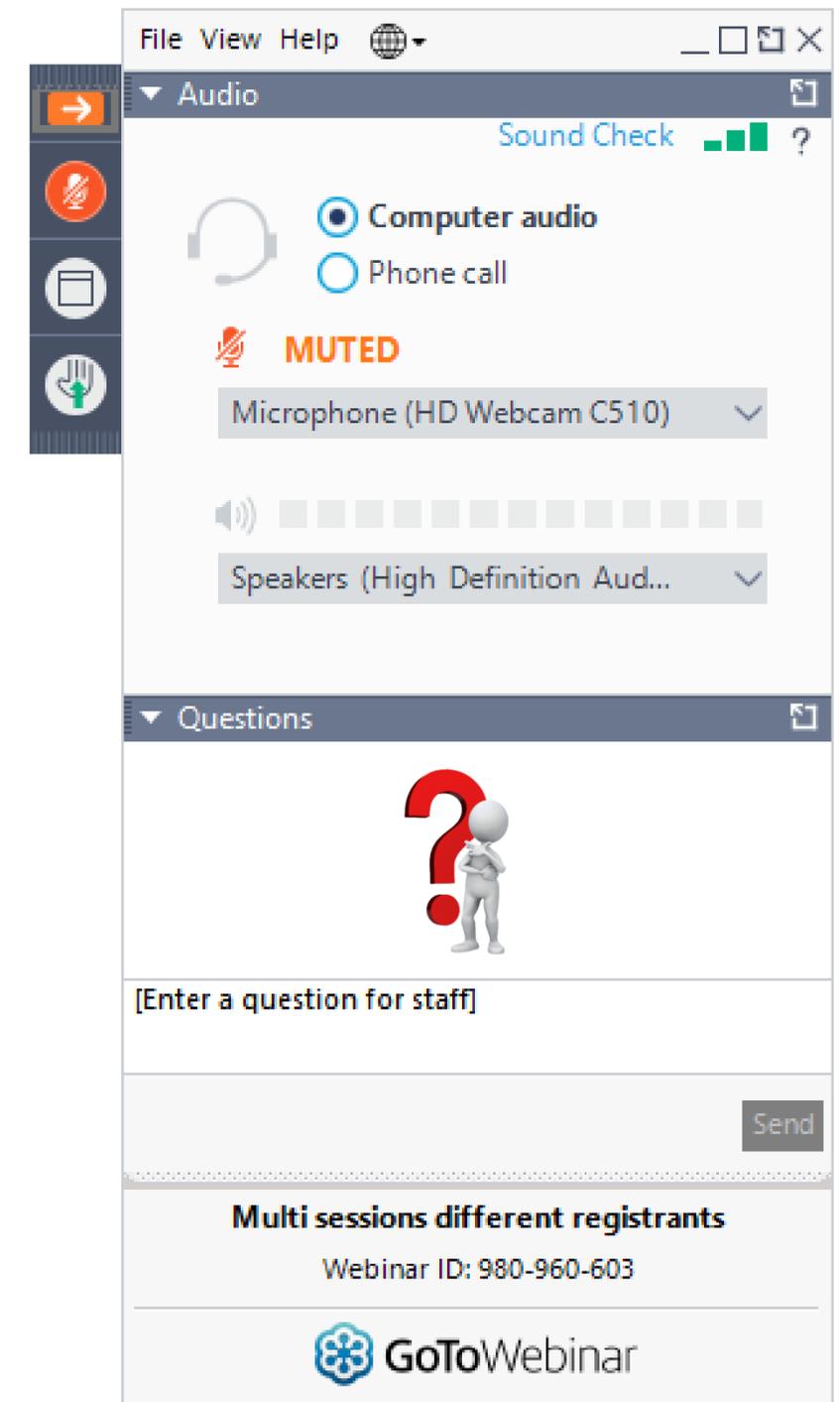




How to Get More Leads from Your Landing Pages

A Few House Keeping Items:

- All lines are muted
- Submit your questions via dashboard
- Q&A session at the end
- Webinar is being recorded
- Webinar recording will be sent out
- If you experience a drop in audio, try calling in or switching to the phone audio option and back to your computer again



The screenshot displays a software interface for a webinar. At the top, there is a menu bar with 'File', 'View', and 'Help' options. Below this is a 'Sound Check' section with a volume indicator. The audio settings are set to 'Computer audio', with 'Phone call' as an alternative. A microphone icon is shown with a red 'MUTED' label. The selected microphone is 'Microphone (HD Webcam C510)'. Below the microphone settings is a volume slider and a speaker icon. The selected speakers are 'Speakers (High Definition Aud...'. Below the audio settings is a 'Questions' section. It features a large red question mark icon and a text input field with the placeholder text '[Enter a question for staff]'. A 'Send' button is located to the right of the input field. At the bottom of the interface, there is a section for 'Multi sessions different registrants' with the 'Webinar ID: 980-960-603' and the 'GoToWebinar' logo.



WSI AT A GLANCE

For 25 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries. We are the largest network of digital marketing agencies around the world.

We are a full-service digital marketing agency that helps elevate your online brand, generate more leads and sales, and improve your overall marketing ROI.

TODAY'S PRESENTER



Martin Greif

Conversion Rate Optimization Expert, Author, Speaker & President at SiteTuners

Martin Greif is a conversion rate optimization expert, speaker, entrepreneur, senior executive, team leader, and the kind of guy who likes to see everyone win. He is also a published author, with his newly released book, *True Connections: Relationship Marketing in the Digital World* now available on Amazon.

On the Agenda

1. What is a Landing Page?
2. Understanding the Economic Value
3. The Landing Page Dilemma
4. The 3 Critical Questions
5. Applying the 3 Questions
6. Q&A

What is a Landing Page?

- Any page a user lands on first
 - Dedicated landing page
 - Homepage
 - SEO Page
- Your Mindset
 - PPC for Conversion
 - SEO for Conversion
 - Social for Conversion



Understanding the Economic Value

What is a lead worth?

Assume that a sale generates \$10,000

Assume that it takes 10 leads to get 1 sale

Thus the value of a lead is \$1,000

If you want to generate \$1,000,000 in revenue you need 100 sales

To generate 100 sales you need 1,000 leads

Economic Impact of Landing Page Optimization

Scenarios to generate a 50% growth in revenue

Baseline

- Revenue - \$1,000,000
- Advertising - \$500,000
- Conversion Rate – 1%
- Profit - \$500,000

Economic Impact of Landing Page Optimization

Scenarios to generate a 50% growth in revenue

Baseline

- Revenue - \$1,000,000
- Advertising - \$500,000
- Conversion Rate – 1%
- Profit - \$500,000

Option 1 – Increase your advertising spend by 50%

- Revenue - \$1,500,000
- Advertising - \$750,000
- Conversion Rate – 1%
- Profit - \$750,000

Economic Impact of Landing Page Optimization

Scenarios to generate a 50% growth in revenue

Baseline

- Revenue - \$1,000,000
- Advertising - \$500,000
- Conversion Rate – 1%
- Profit - \$500,000

Option 1 – Increase your advertising spend by 50%

- Revenue - \$1,500,000
- Advertising - \$750,000
- Conversion Rate – 1%
- Profit - \$750,000

Option 2 – Increase your conversion rate by 50%

- Revenue - \$1,500,000
- Advertising - \$500,000
- Conversion Rate – 1.5%
- Profit - \$1,000,000

The Landing Page Dilemma

Are you selfish?

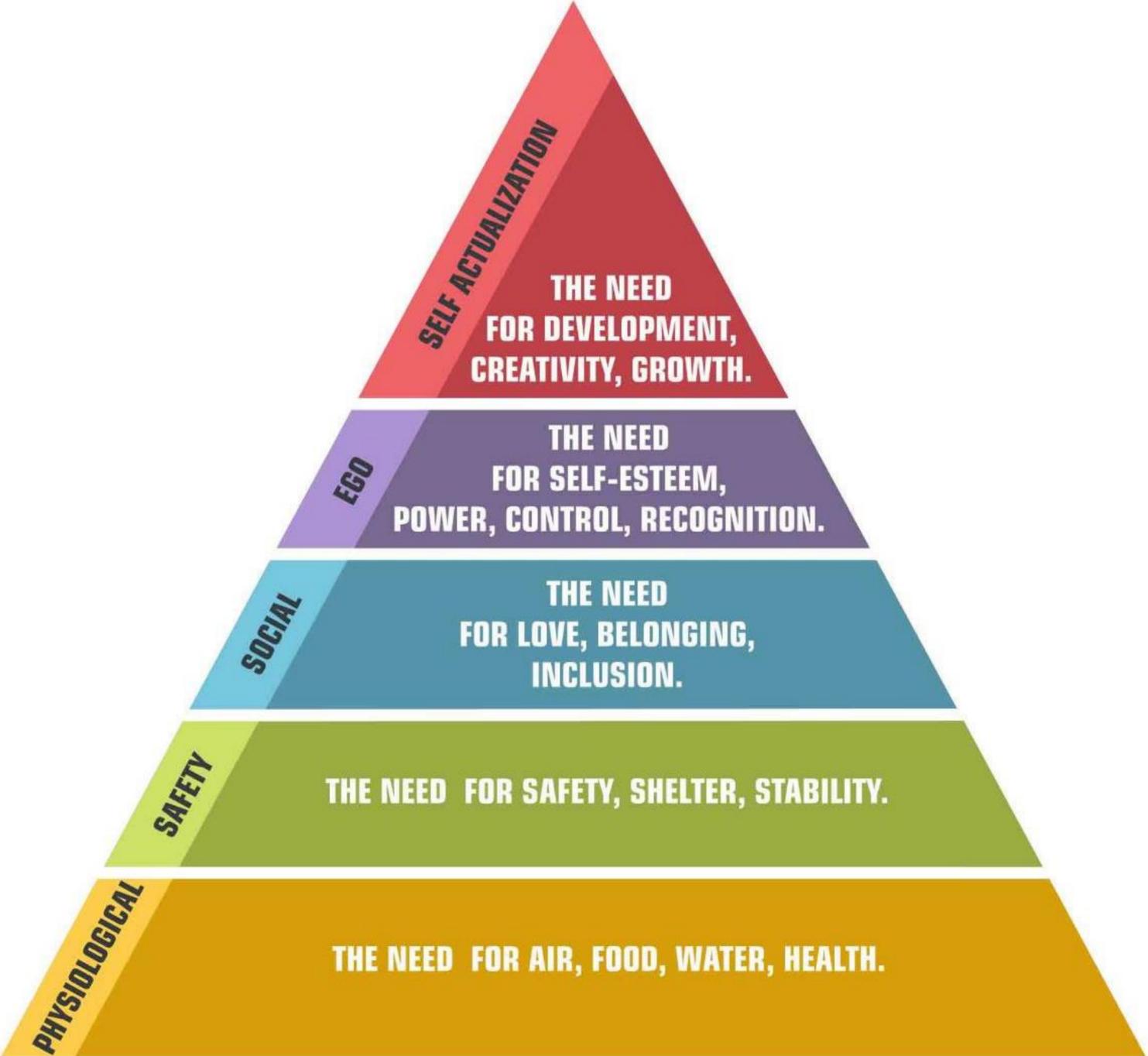
Everybody is Selfish!

- We all are driven by an instinct to fulfill our own interests
- We love to talk about ourselves
- We are bad listeners
- We forget names and faces that we don't find important or interesting
- We are quick to gravitate towards people and situations that bring us gratification

This is human nature, harsh as it may sound!



Maslow's Hierarchy of Needs



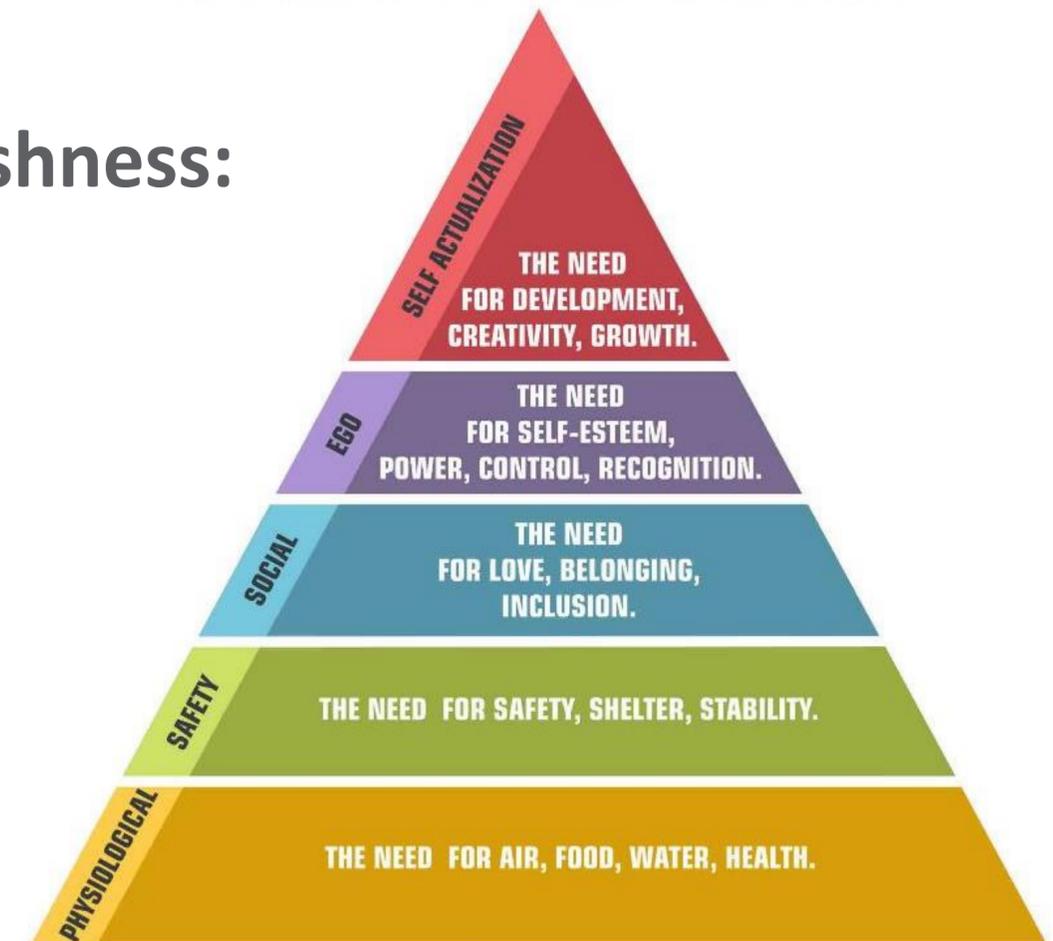
The Top Half of the Pyramid

Ego & Self-actualization

Even some of our seemingly selfless acts are driven by selfishness:

- Donation to a charity
- Soldier risking their life
- Teacher making sure their students do well
- Scientist working on an invention

We all are looking for gratification, glory, and admiration.



Marketers are Selfish

They Don't Know It or Haven't Accepted It!

Marketers Aren't Bad People!

They Just Forget About the Visitor

- They are so consumed with their marketing idea; they forget the visitor.
- They center their strategy around what **they want** to market and ignore what the **visitor needs**.

Business owners and marketers are only trying to do their jobs and want to get the best possible results out of a marketing campaign.

Obvious Marketing Selfishness

- Gated Content
- Very long and irrelevant form fills
- Too much content on the website page
- Focusing on the products and services that the company wants to sell more of, not what the visitor want
- Getting in the way and trying to upsell, cross-sell constantly as the visitor navigates the website



***It's Not About You
It's About the Visitor***

Ultimately, It's a WIN, WIN for Everyone

Landing Page Optimization



The 3 Critical Questions

Am I in the right place?

**How do I feel about
this site?**

**What am I supposed to
do here?**



Am I in the Right Place?

- ✓ Match visitor intent and expectations
- ✓ Don't make your visitors think



New York homeowners insurance quote

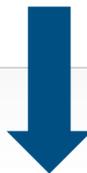
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Am I in the right place?



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Peace of mind comes standard

Protect your home and family, affordably

This homeowners rate and coverage are provided and serviced by affiliated and third-party insurers. [Read more.](#)

Get a Quote

Get more for your money

X Match visitor intent and expectations

X Don't make your visitors think



New York homeowners insurance quote

Compare Top 10 Home Insurance | Best NY Home Quotes in Minutes

Ad www.coastalinsurancesolution.com/new-york/home-insurance (844) 467-8787

Compare Top 10 Quotes from Top-Rated NY Insurance Companies. 24/7 Quotes. Serving New York...

Am I in the right place?



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GET A QUOTE NOW >>

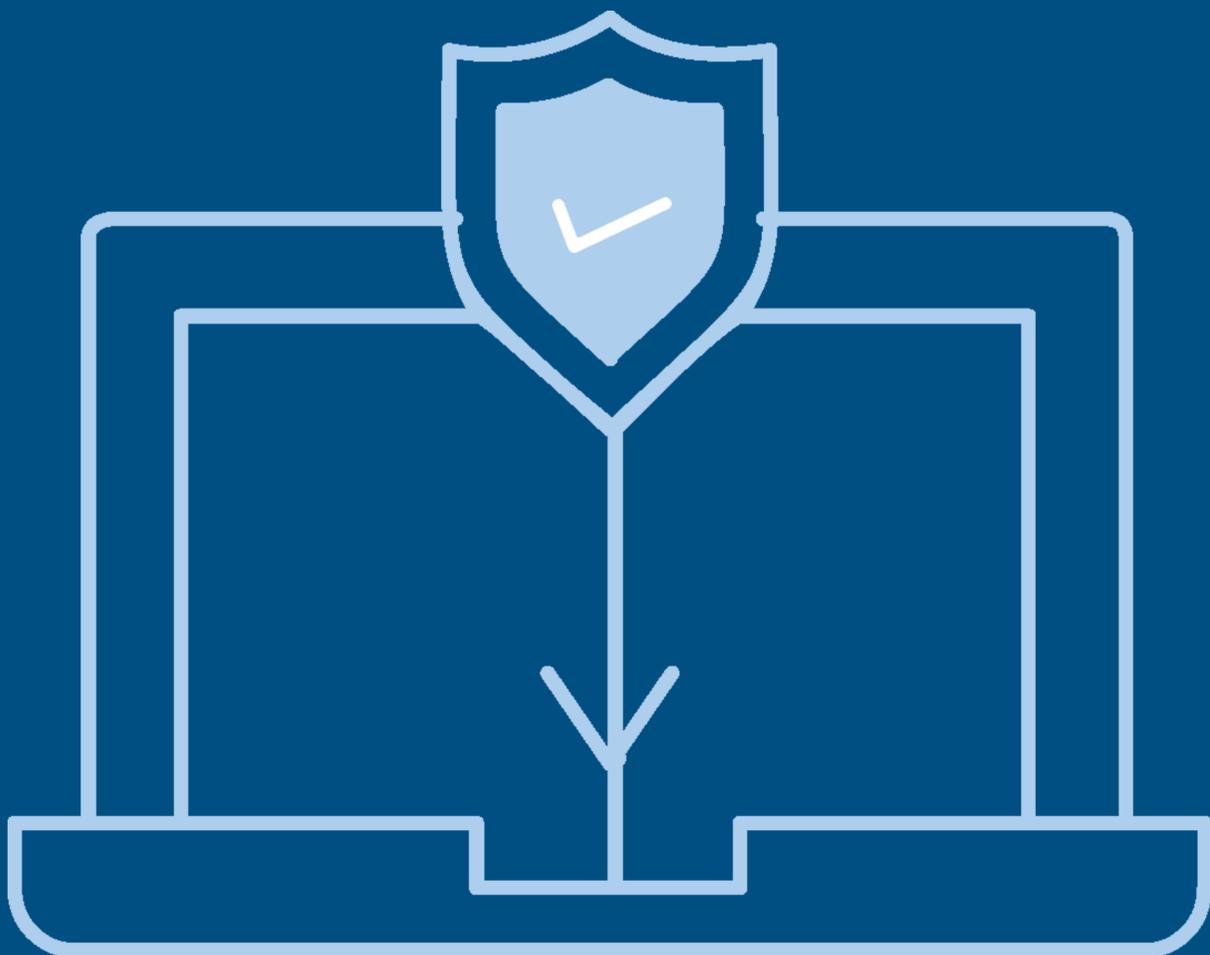
Get 10 FREE QUOTES from Top-Rated Insurance Companies



Need assistance now?
Give us a call:
(631) 782-3175



- ✓ Match visitor intent and expectations
- ✓ Don't make your visitors think



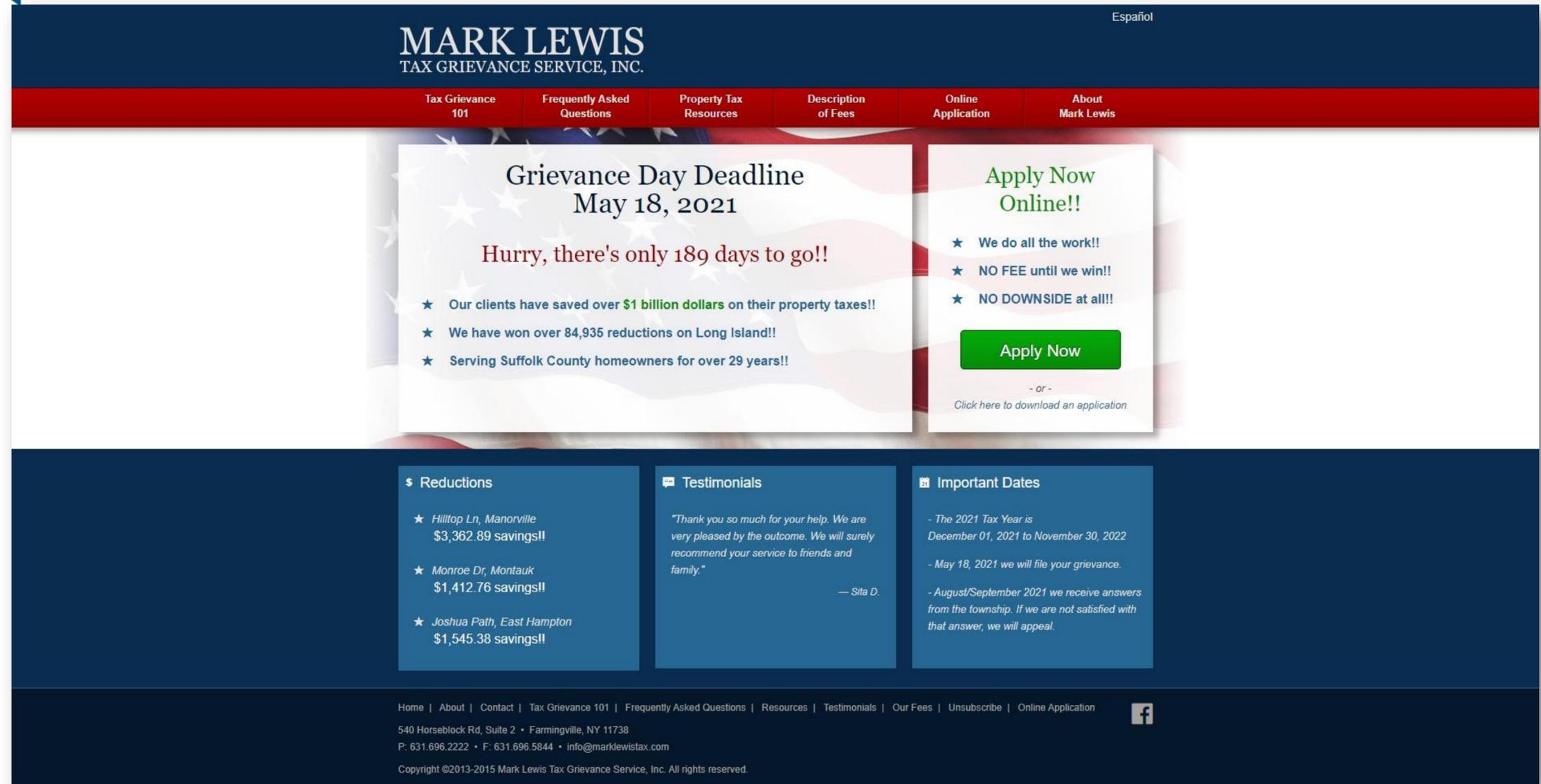
How Do I Feel About This Site?

- ✓ Well-executed design boosts website credibility
- ✓ Social proof, security seals, transparency, and available support builds trust

How do I feel about this site?

X Well-executed design boosts website credibility

X Social proof, security seals, transparency, and available support builds trust



How do I feel about this site?

- ✓ Well-executed design boosts website credibility
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LI's #1 Tax Grievance Company Since 2007

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- ✓ Work with Long Island's Tax Grievance Experts
- ✓ Record Tax Reductions in Nassau & Suffolk Counties
- ✓ Find Out if You Qualify For A Reduction Fast

Learn in 60 Seconds

You Don't Pay Unless You Save

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BBB ACCREDITED BUSINESS A+

Google Rating 4.9 Based on 66 reviews

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SUFFOLK COUNTY: (631) 302-1940

START CHAT

What Am I Supposed To Do Here?

- ✓ Visual emphasis directs visitor's attention
- ✓ Navigation and calls-to-action are organized and presented in a simple coherent manner

Teach English Abroad: TESOL/TESL/TEFL Certification Course

Oxford Seminars is the leading provider of TESOL/TESL/TEFL certification courses throughout the US and Canada. Our graduates explore the world, collect experiences of a lifetime, and find themselves in high demand. Join the 5,000 graduates who get certified with Oxford Seminars each year and begin your exciting adventure teaching English abroad.

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What am I supposed to do here?

X Visual emphasis directs visitor's attention

X Navigation and calls-to-action are organized and presented in a simple coherent manner

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Zip Code

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COVID-19 Update

As our company responds to COVID-19, the health and safety of our students and

"My husband and I decided that after our kids were done with college, it was our turn to live and teach abroad. Oxford Seminars made it so easy... we had a job interview and job offers within a week. And, two months later, we were in sunny Mexico, ha..."

What am I supposed to do here?

- ✓ Visual emphasis directs visitor's attention
- ✓ Navigation and calls-to-action are organized and presented in a simple coherent manner

Recap

Am I in the right place?

How do I feel about this site?

What am I supposed to do here?

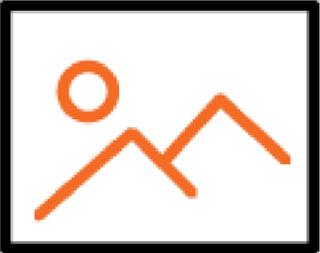
- ✓ Match visitor intent and expectations
- ✓ Don't make your visitors think

- ✓ Well-executed design boosts website credibility
- ✓ Social proof, security seals, transparency and available support builds trust

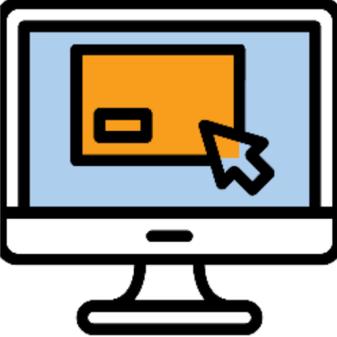
- ✓ Visual emphasis directs visitor's attention
- ✓ Navigation and calls-to-action are organized and presented in a simple coherent manner

Applying The Three Questions

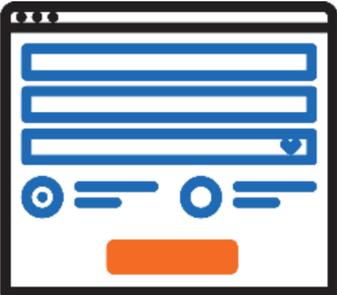
Four Best Practices



1. Avoid Visual Distractions



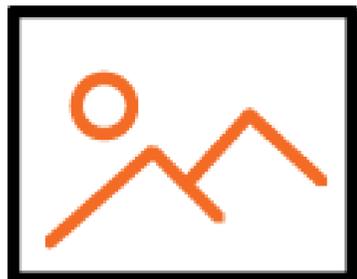
2. Display Visual Navigation on a Homepage



3. Reduce the Number of Form Fields



4. Place Trust Symbols in the Header



#1. Avoid Visual Distraction

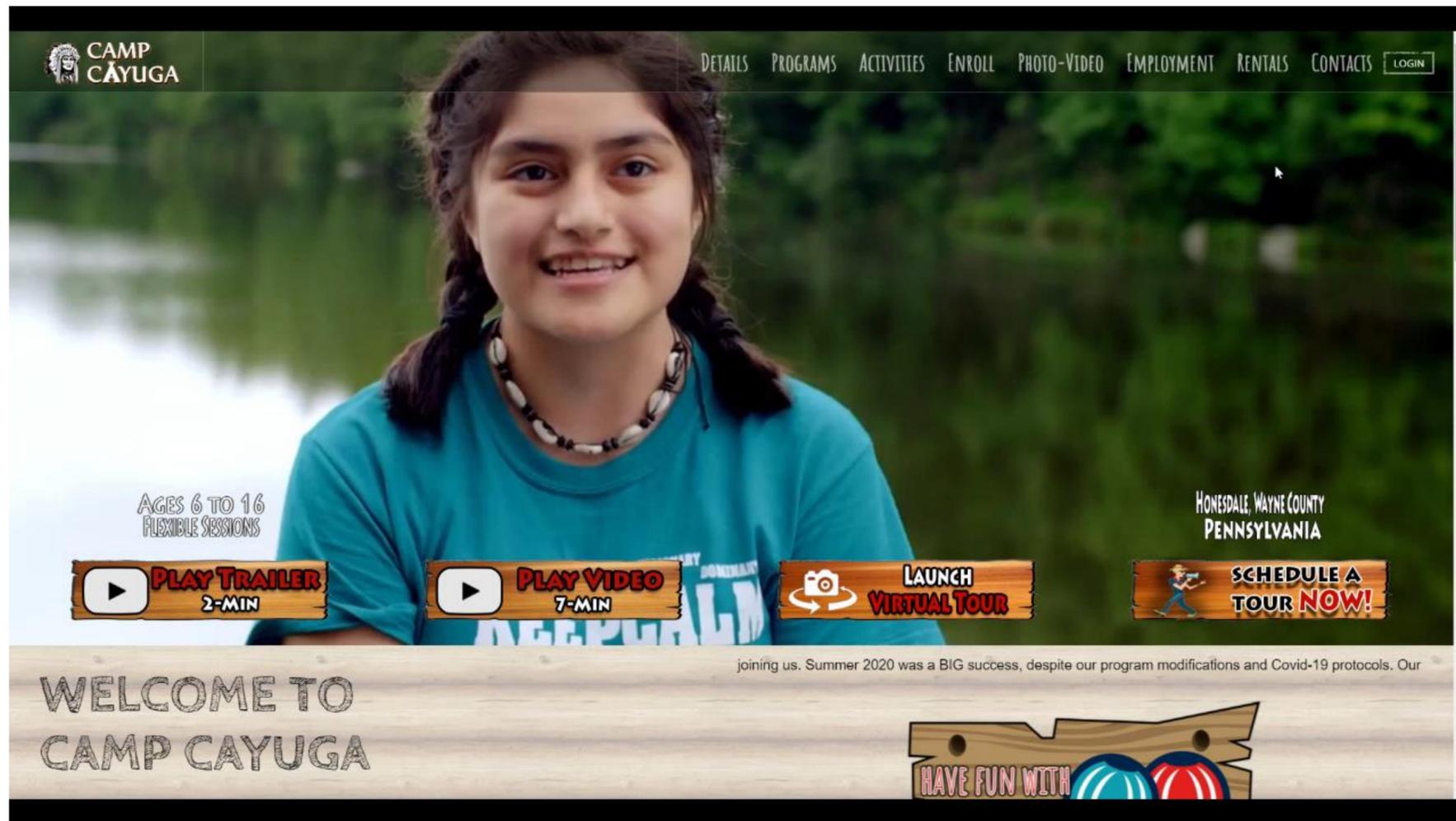
Why?

1. Motion is distracting for visitors
2. Large banners push content down

How to Measure Success

- Bounce rate
 - Removing distracting content with content that visitors need/want should reduce bounce rate
- Number of pages
 - With more click-throughs, the number of pages per session should increase
- Conversion rate
 - With visitors one step closer to their goal, macro & micro conversions should increase

Static vs Rotating Banner

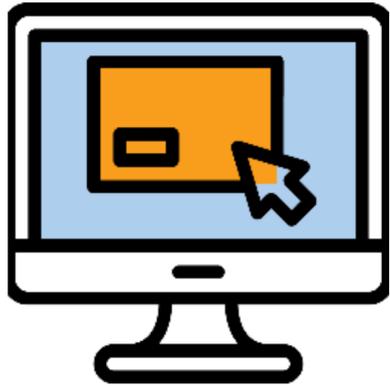


- X Match visitor intent and expectations
- X Don't make your visitors think
- X Visual emphasis directs visitor's attention
- X Calls-to-action are organized and presented in a simple coherent manner

Static vs Rotating Banner



- ✓ Match visitor intent and expectations
- ✓ Don't make your visitors think
- ✓ Visual emphasis directs visitor's attention
- ✓ Calls-to-action are organized and presented in a simple coherent manner



#2. Display Visual Navigation on a Homepage

Why?

- Visual navigation helps visitors easily find their way to categories, products and pages they're interested in

How to Measure Success

- Bounce rate
 - Visitors easily finding what they want/need should decrease bounce rate
- Time on page
 - The increased ease of visitors flowing from one page to another should decrease time on page
- Conversion rate
 - With visitors one step closer to their goal, macro & micro conversions should increase

Visual Navigation on a Homepage vs Mash-up of Content/Offers

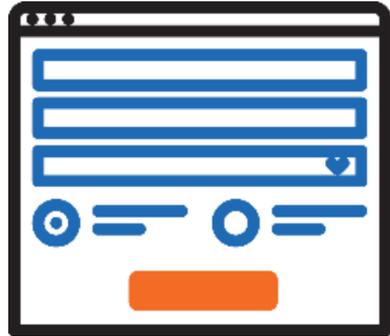


- X Navigation and calls-to-action are organized and presented in a simple coherent manner
- X Match visitor intent and expectations
- X Don't make your visitors think
- X Well-executed design boosts website credibility
- X Visual emphasis directs visitor's attention

Visual Navigation on a Homepage vs Mash-up of Content/Offers

The screenshot displays the Oxford Seminars homepage with a clean, organized layout. At the top, the Oxford Seminars logo is accompanied by a 'Like 180K' button and navigation links for 'Blog', 'Contact Us', and 'Login'. A prominent yellow banner provides a COVID-19 update. Below this, a navigation menu includes 'Teaching Abroad', 'TESOL/TESL/TEFL Course', 'Locations & Dates', 'Job Placement', 'Why Choose Oxford', and 'Enroll Now'. The main hero section features a large image of a woman holding a Thai flag, with the headline 'BEGIN YOUR EXCITING ADVENTURE TEACHING ENGLISH ABROAD' and a 'See Where You Can Teach' button. The page is divided into three columns: 'Is Teaching English Abroad for Me?' with a list of benefits and a 'Learn About Teaching Abroad >' link; 'Steps to Teaching Abroad' with a five-step process and a 'How do I make it happen >' link; and 'TESOL/TESL/TEFL COURSE LOCATIONS' with a 'Find My Course' button and a zip code input field. The footer includes a testimonial and a 'COVID-19 Update' section.

- ✓ Navigation and calls-to-action are organized and presented in a simple coherent manner
- ✓ Match visitor intent and expectations
- ✓ Don't make your visitors think
- ✓ Well-executed design boosts website credibility
- ✓ Visual emphasis directs visitor's attention



#3. Reduce the Number of Form Fields

Why?

- Each additional form field increases friction.
- The more fields you have on your form, the less likely people are going to fill it out.

How to Measure Success

- Abandonment rate
 - Lowering the cognitive load of your visitors should increase the number of form completions
- Conversion rate
 - Reducing cognitive friction and increasing ease of use should increase conversion rates

Reduce the Number of Form Fields

Complete This Form for Immediate Approval!

To make sure that we send you the exact information you need to begin solving your debt problem, please fill in the information below.
Get out of debt today!
Call 1-800-831-4237.

First Name:

Surname:

Last Name:

E-mail:

Home Phone:

Work Phone:

Cell Phone:

Best Time to Call: am pm

State:

Unsecured Debt

Total amount of unsecured debt must be \$10,000 or more.

Currently Monthly Payments

Our Debt Counselors will be in touch with your quote as soon as they receive your submission

- X Don't make your visitors think
- X Well-executed design boosts website credibility
- X Social proof, security seals, transparency, and available support builds trust
- X Visual emphasis directs visitor's attention
- X Calls-to-action are organized and presented in a simple coherent manner

Reduce the Number of Form Fields

Debt Relief Without Filing Bankruptcy

- Be debt free in 12-36 months
- Avoid Bankruptcy
- Reduce debt up to 65%
- One Lower Monthly Payment

Debt Settlement is the fastest and least expensive option to get out of debt without filing bankruptcy.

Call Us Now Toll-Free!!

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First Name

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Phone

State

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Get My Consultation

Experience You Can Trust

- Thousands of satisfied clients
- Reduce your debt by up to 65%
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- Become debt-free in 36 months or less
- One lower monthly payment

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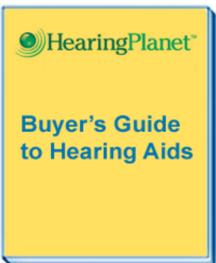
- ✓ Don't make your visitors think
- ✓ Well-executed design boosts website credibility
- ✓ Social proof, security seals, transparency and available support builds trust
- ✓ Visual emphasis directs visitor's attention
- ✓ Calls-to-action are organized and presented in a simple coherent manner

Reduce the Number of Form Fields

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Detailed Free Guide to Hearing Aids



HearingPlanet has prepared a **Free Hearing Aid Buyer's Guide** to provide you with more detailed information on the facts about hearing loss and an explanation of hearing aids and how they might help you. We also provide you with a **comparison chart** of various models (including **Miracle Ear** and **Beltone**) so that you can compare features and options. This report was written to prepare you to make a more informed decision on whether hearing aids are right for you.

To download it, please complete this form.

* = Required Info

*First Name

*Last Name

*Street

*City

*State/Province

*Zip/Postal Code

*Country

*E-mail Address

*Daytime Phone

Alternate Phone

How Can We Help you?

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- OTICON

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Detailed Free Guide to Hearing Aids



HearingPlanet has prepared a **Free Hearing Aid Buyer's Guide** to provide you with more detailed information on the facts about hearing loss and an explanation of hearing aids and how they might help you. We also provide you with a **comparison chart** of various models (including **Miracle Ear** and **Beltone**) so that you can compare features and options. This report was written to prepare you to make a more informed decision on whether hearing aids are right for you.

To download it, please complete this form.

* = Required Info

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*Last Name

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- unitron hearing
- SONIC INNOVATIONS
- Starkey
- WIDEX
- OTICON



#4. Place Trust Symbols in the Header

Why?

- Trust elements help visitors immediately feel safe and comfortable on your website.
- Makes it easier for them to move to the next stage of their purchase journey.

How to Measure Success

- Bounce rate
 - Making your visitors feel comfortable and safe should decrease bounce rate
- Time on site
 - Building trust with your visitors should also increase their time on your site
- Conversion rate
 - With visitors feeling safe and comfortable, macro & micro conversions should increase

Trust Symbols in the Header

Advertiser disclosure

OUR TOP PICKS
See credit cards & more

GUIDES & TIPS
Get money expertise

CALCULATORS
Crunch real numbers

SEARCH SIGN IN SIGN UP

ADVERTISEMENT: PRODUCTS FROM OUR PARTNERS

10 Excellent Credit Cards of 2020

From huge sign-up bonuses to generous rewards, we've picked credit cards that stand out from the crowd. Compare these deals, some of which are from our partners, to find the right one for you.

Show summary

Excellent for
Flat Rate Cash Back

ANNUAL FEE	REGULAR APR	INTRO APR	RECOMMENDED CREDIT SCORE

X Security seals and available support builds trust

X Don't make your visitors think

X Well-executed design boosts website credibility

X Visual emphasis directs visitor's attention

X Navigation and calls-to-action are organized and presented in a simple coherent manner

Trust Symbols in the Header

The screenshot displays the CompareCards website interface. At the top, the logo 'comparecards by lendingtree' is visible. Navigation links include 'Card Category', 'Card Type', and 'Credit Quality'. A BBB Accredited Business A+ seal is prominently displayed in the top right corner. The main content area features a 'Top Credit Card Offers From Our Partners November 2020' section with a 'Quick and Easy' badge and an 'Advertiser Disclosure' link. Below this, a 'What is your credit score?' section offers filters for 'Excellent/Good (660-850)', 'Fair (600-659)', 'Bad (350-599)', 'Limited/No Credit', and 'U.S. Newcomers'. The featured card is the Discover it® Cash Back, with a 5-star rating (374 reviews) and an 'Apply Now' button. The card details include '0% Intro APR', 'Annual Fee \$0', 'Credit Needed Excellent/Good', and 'Card Brand Discover'. A 'Highlights' section is partially visible at the bottom. The footer contains a 'Trusted & Secure' badge, a 'CBS NEWS' logo, and a 'Compare Cards' button.

- ✓ Security seals and available support builds trust
- ✓ Don't make your visitors think
- ✓ Well-executed design boosts website credibility
- ✓ Visual emphasis directs visitor's attention
- ✓ Navigation and calls-to-action are organized and presented in a simple coherent manner

Trust Symbols in the Header

English Français Ελληνικά Español Dansk Duch Deutsch

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- Why Phen375 Easily Burns Fat
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Imagine yourself becoming slimmer and getting in shape! Losing the extra pounds may not only make you feel better, but also may, help you look better.

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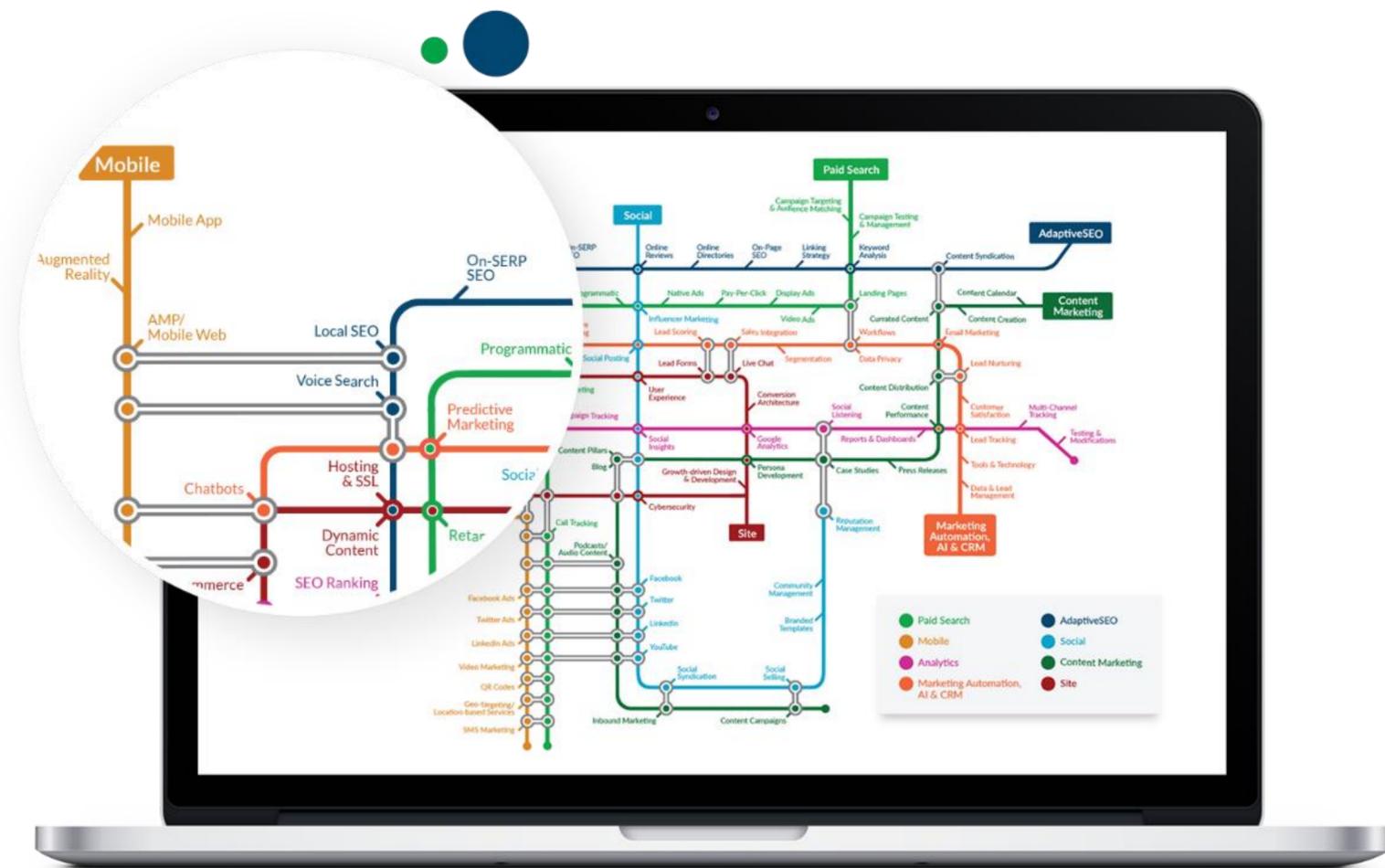
Does Your Site and Landing Pages Answer the Three Questions?

REACH OUT TO YOUR LOCAL WSI CONSULTANT

Talk to us, we can help!

Want to talk about how you can get more leads from your landing pages and online marketing campaigns?

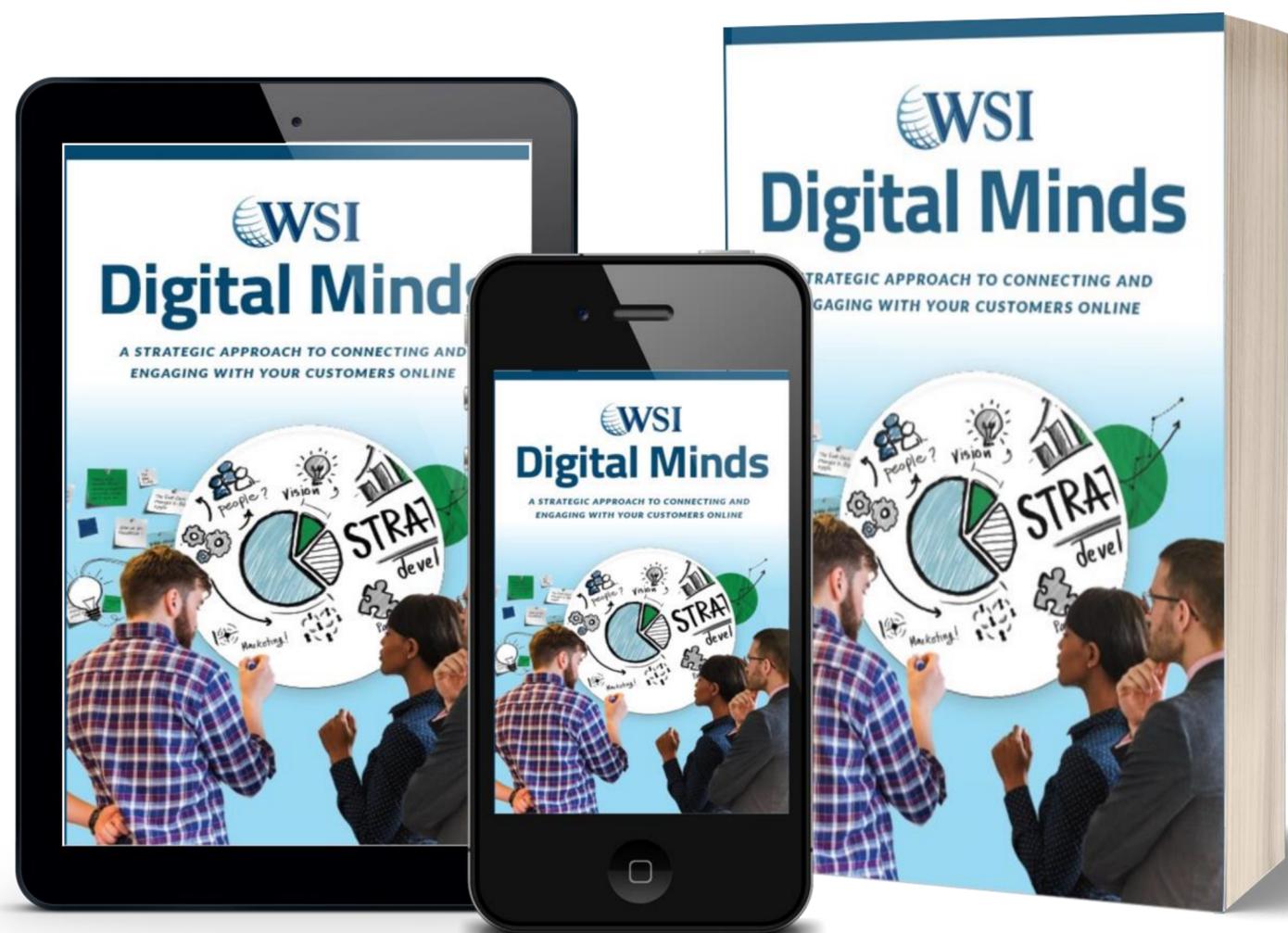
Reach out to your WSI Consultant or email contact@wsiworld.com.



NOW IT'S TIME FOR SOME Q&A



READ MORE ABOUT DIGITAL MARKETING IN OUR 3RD BOOK



Available on Amazon and other online book retailers. Search “WSI Digital Minds” or visit

<https://bit.ly/wsibook3>



**Thanks for joining us.
See you next time!**