

New Research for 2008: Increase Your Landing Page Conversions

January 15, 2008



Tim McAtee
Senior Analyst
MarketingSherpa



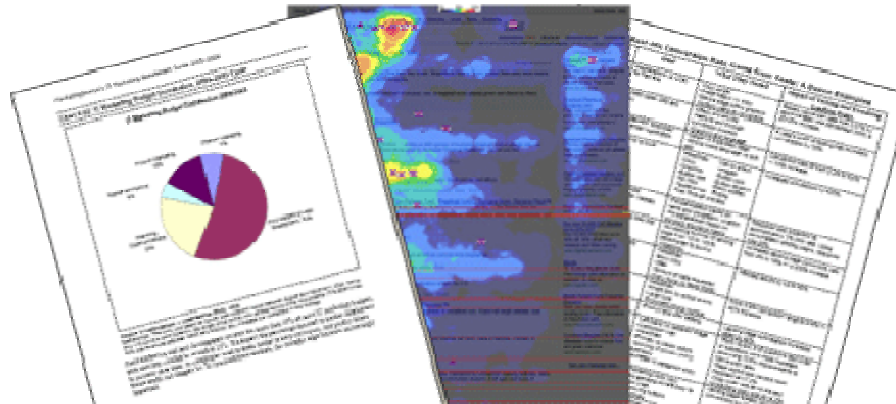
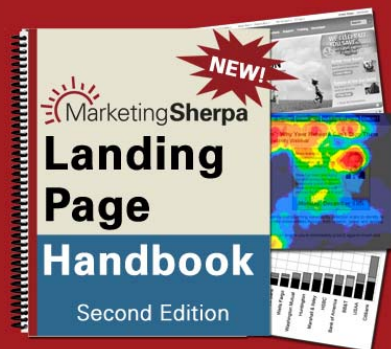
William Rice
Web Marketing Association

Practical Facts Not Opinion: MarketingSherpa Methodology

MarketingSherpa research is gathered from five sources:

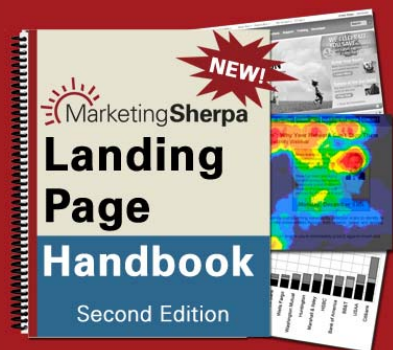
1. Surveys of 4,213 marketers
2. Surveys of 25,000+ consumers
3. Lab tests and partnered research
4. “Best of” research from 650+ third party organizations
5. Sherpa Case Studies – 800+

Research Drawn From:



Landing Page Tests That Work Best

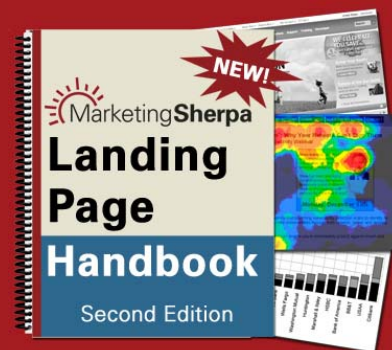
Research Drawn From:



Tests Conducted	Conversions		
	Better	Holding steady	Worse
PPC Search Dynamic Changes	68.2%	12.0%	9.2%
Registration forms tweaked	62.9%	14.3%	9.8%
Creative elements tested	61.0%	14.1%	11.0%
SEO-landings optimized	60.1%	13.6%	11.6%
Mobile email clicks optimized?	56.2%	12.8%	7.9%
None of the above	20.9%	12.4%	20.2%

#1. Dynamic Search Copy

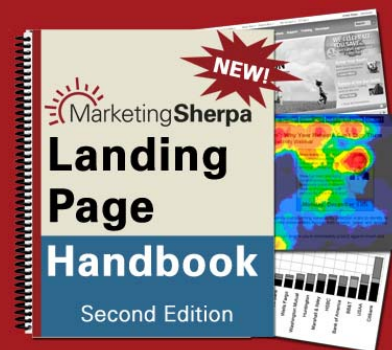
Research Drawn From:



The screenshot shows the homepage of musiciansfriend.com. The header includes the site logo, a 'FREE Shipping on most orders over \$99*' banner, and a 'View Cart' link. A navigation bar lists various music-related categories. Below the navigation bar, a search bar shows the query 'stratocaster guitar' and the source 'Google'. The search results section displays 'Results 1 - 16 of 213' and a 'Compare Checked Items' button. The first result is for a 'Fender® Standard Stratocaster Electric Guitar', showing a price range of \$399.99 - \$434.99, a list price of \$571.41 - \$621.41, and a 5-star rating.

#2. Registration Form Tests

Research Drawn From:




Source Technologies, MICR, Kiosks, MICR Printers, MICR Toner, Check P. Microsoft In...

Source Technologies
INNOVATIVE THINKING. POWERFUL SOLUTIONS.

Home > Contact Us

For additional information on our products and services, please complete the following:

First Name: _____
Last Name: _____
Company: _____
Phone: _____
Phone (Outside US): _____
Title: _____
Address: _____
City: _____
State: _____
Zip: _____
Country: _____
Fax: _____

How did you hear about Source Technologies?
Please tell us your areas of interest:

☐ Check Printing Software
☐ MICR Laser Printers
☐ Self-Service Kiosks
☐ MICR Printing Supplies

Comments or Special Requests: _____

Is there a Specific Issue We Should Contact You? _____
Would You Like to Receive our Monthly e-Newsletter? ☐ Yes ☐ No

Submit

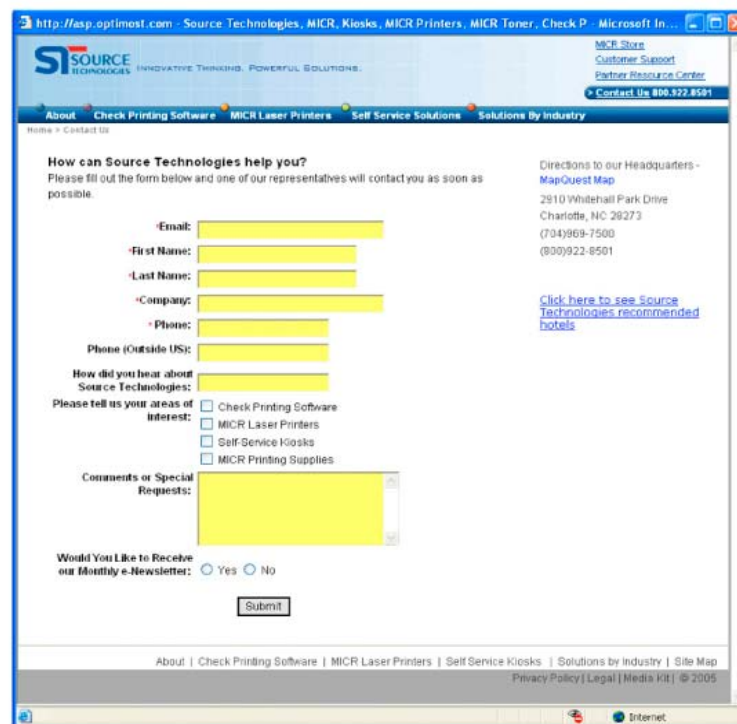
DIRECTIONS:
From Charlotte-Douglas International Airport

Source Technologies Recommended Hotels:
*Indicates special Source Technologies rates.

Hotel Name	Address	Phone	Total Est. Distance
Hampton Inn & Suites	9110 Southern Pine Boulevard 704-525-3333	MapQuest Map	2.93 mi.
Fairfield Inn by Marriott	7535 Aronson Road 704-219-8100	MapQuest Map	3.37 mi.
Marriott Courtyard	800 E. Ardmore Road 704-527-8000	MapQuest Map	8.94 mi.
Marriott Executive Park	5700 Westpark Drive 704-527-8000	MapQuest Map	5.70 mi.
Hwy 77 Charlotte SouthPark	5501 Carnegie Blvd 704-554-1234	MapQuest Map	6.00 mi.
Marriott Courtyard Ballantyne Resort	15802 Jmpt. J. Detamore Drive 704-247-0049	MapQuest Map	9.01 mi.
Ballantyne Resort Hotel	15800 Ballantyne Commons Pkwy 704-248-4000	MapQuest Map	9.70 mi.

All of these hotels offer high-speed internet access.

About | Check Printing Software | MICR Laser Printers | Self-Service Kiosks | Solutions by Industry | Site Map
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Source Technologies, MICR, Kiosks, MICR Printers, MICR Toner, Check P. Microsoft In...

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Home > Contact Us

How can Source Technologies help you?
Please fill out the form below and one of our representatives will contact you as soon as possible.

Email: _____
First Name: _____
Last Name: _____
Company: _____
Phone: _____
Phone (Outside US): _____

How did you hear about Source Technologies?
Please tell us your areas of interest:

☐ Check Printing Software
☐ MICR Laser Printers
☐ Self-Service Kiosks
☐ MICR Printing Supplies

Comments or Special Requests: _____

Would You Like to Receive our Monthly e-Newsletter? ☐ Yes ☐ No

Submit

Directions to our Headquarters -
MapQuest Map
2910 Whitehall Park Drive
Charlotte, NC 28273
(704)969-7500
(800)922-8501

Click here to see Source Technologies recommended hotels

About | Check Printing Software | MICR Laser Printers | Self-Service Kiosks | Solutions by Industry | Site Map
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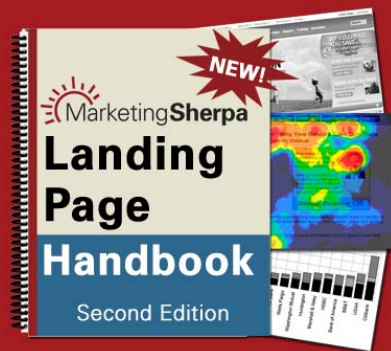


22%!

Submit

Reset

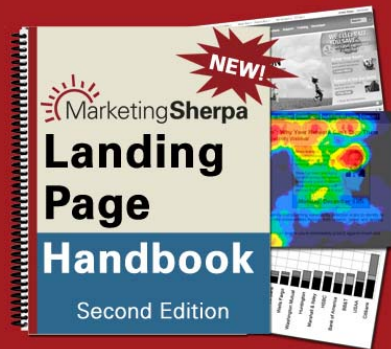
Research Drawn From:



#3: Creative Elements

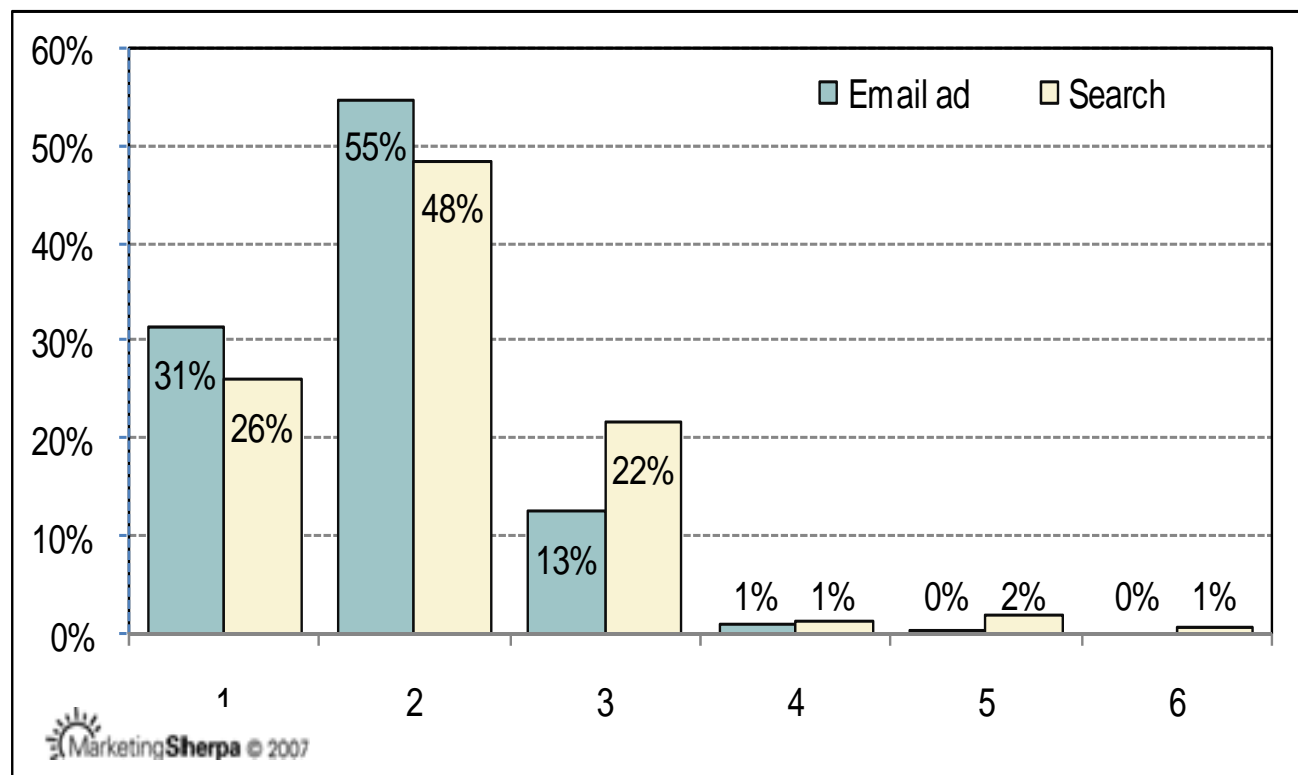
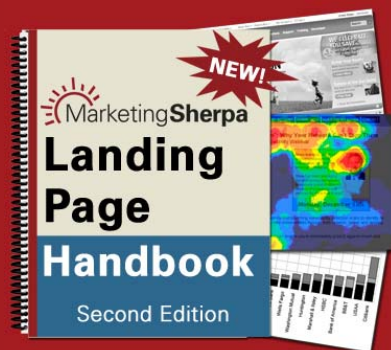
Creative Rule of Thumb:
Make eyeflow easier.

Research Drawn From:



Eyeflow and Columns

Research Drawn From:



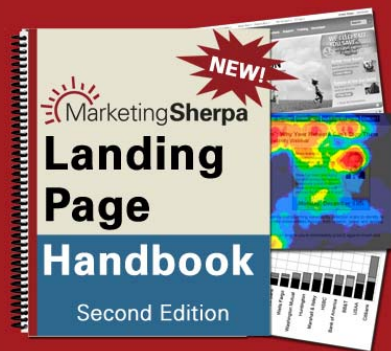
Eyeflow and Typeface

**Hello and welcome to my lovely headline,
which might impress you tremendously except for the
fact that it's centered, so no one can read it .**

Can you read this typeface? Sure, but only because it's blown up in PowerPoint. The average person over 40 won't have an easy time in the real world. Yet it's still one of the most popular font/size combinations online – Verdana 10pt.

Oh and by the way, if your type is colored anything but black (and [blue](#) for hotlinks) people will have a harder time reading it. This is a Verdana 12, bigger than that used on most sites, in a dark gray. Very popular in the blog world.

Research Drawn From:



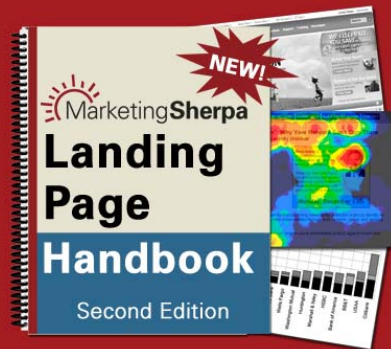
Why do art directors love white type on a black background so much? Is it because they don't read words on the page so they don't expect anyone else to either? Unfortunately, conversions require more than hip-looking graphics. Ok, sometimes hip graphics work.

Eyeflow and Buttons

Add to Shopping Basket

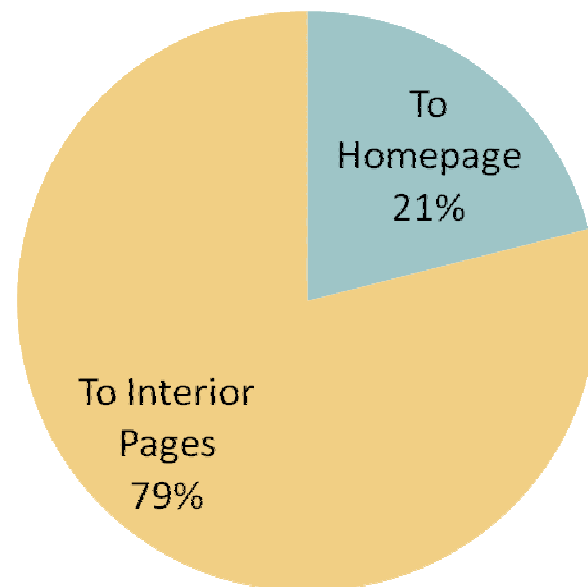
Add To Shopping Basket

Research Drawn From:

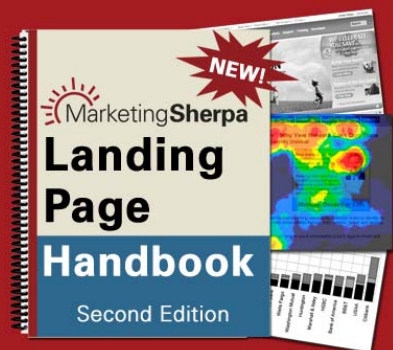


#4. Organic Search Landings Optimized

Traffic from Search Engines



Research Drawn From:



Example SEO Campaign

Research Drawn From:



Symmetricom Wins \$3.4 Million in Funding for Chip Scale Atomic Clock

Microsystems Technology Office (MTO) of Defense Advanced Research Projects Agency (DARPA) awards funding to develop ultra-miniature atomic clock.

San Jose, CA ([PRWebDirect](#)) August 23, 2005 -- [Symmetricom, Inc. \(NASDAQ: SYMM\)](#), a worldwide leader in precise [time and frequency products](#) and services, today announced that it has been awarded funding for Phase-III of the Defense Advanced Research Projects Agency (DARPA) Chip Scale [Atomic Clock](#) (CSAC) program. The CSAC development will produce miniature, low power atomic clocks for precision timing applications in hand-held battery-powered instrumentation for use by military personnel.

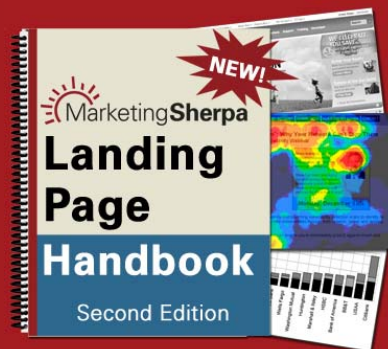
Under the award, valued at \$3.4 million, [Symmetricom](#) will develop miniature low power [atomic clocks](#) based on its proprietary coherent population trapping (CPT) atomic interrogation technology and microelectromechanical systems (MEMS) fabrication techniques. Symmetricom is teamed with The Charles Stark Draper Laboratory in Cambridge Massachusetts and Sandia National Laboratories in Albuquerque, New Mexico in the CSAC development. The CSAC work leverages Symmetricom's extensive expertise as the world's largest and most diverse producer of [atomic clocks](#).


Tom Steipp, CEO of Symmetricom commented, "I am delighted to acknowledge the accomplishments of our technical team at Symmetricom. They have successfully met the DARPA milestones in Phase I and II and have now been selected to carry the CSAC development to completion. The size and power reductions will be critical elements to moving portable precision timing into the hands of US soldiers."

[Atomic clocks](#) provide enhanced accuracy, stability, and timing precision compared to [quartz-based](#) technologies. However, the size and power consumption of existing [atomic clock](#) technologies exceeds that of [quartz-based](#) clocks by several hundred-fold, which has heretofore prevented the deployment of atomic timing in portable applications. Existing miniature [atomic clocks](#), for example, occupy a volume similar to a deck of playing cards and consume power comparable to a notebook computer. In Phase-II of the DARPA CSAC program, Symmetricom demonstrated a miniature atomic clock, ten times smaller and lower in power than any existing technology. In Phase-III, Symmetricom will further reduce the size and power by an additional tenfold. This work will reduce the size and power of the CSAC to a level comparable to low power quartz clocks while improving accuracy and stability by a factor of 10 to 100. The objectives are to reduce the CSAC to a size comparable to a sugar cube while operating on the power of a AA battery.

Example SEO Landing Page

Research Drawn From:




Timing, Test and Measurement Division

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PRODUCTS

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NEWS & EVENTS

CUSTOMER SUPPORT

ABOUT US

COMMUNITY CENTER

GET A QUOTE

Select A Product Line

Contact Us

To obtain further information on Symmetricon CSAC technology please fill out the form below.

* Indicates required field.

First Name:

Last Name:

E-mail:

Company:

Address:

City:

State/Province:

Zip:

Country:

Work Phone:

Fax:

Comments:

Please tell us how you would like to be contacted:

☐ Add to mailing list
 ☐ Contact me directly

Submit

The Chip-Scale Atomic Clock

Our armed forces depend on precise time for reliable and secure communications, positioning, and navigation. For over 30 years, Symmetricon has been supplying modular and ruggedized atomic clock solutions that have met our military's mobile needs. However, with the increased power of information and communication, there is an emerging need for more portable, battery-powered instruments. Since 2002, in collaboration with the Defense Advanced Research Projects Agency (DARPA), Symmetricon has been developing a Chip-Scale Atomic Clock (CSAC) one-hundred times smaller and lower power than any existing atomic clock technology. Symmetricon is proud to support the extension of precise timing through what is regarded as the "last mile" of the military communications network. These advances in atomic clock technology will increase the safety, security, and capability of each and every foot soldier.

In the commercial marketplace, the low cost and high performance timing signals provided by CSAC will enable a new generation of high-bandwidth devices for accurate and secure communications, positioning, and timing. Applications include secure portable communications, personal navigation, robotics, online gaming, and more.

For further technical information about Symmetricon CSAC technology, please [click here](#).

For information regarding the pricing and availability of Symmetricon CSAC technology, prototype evaluation, or to join our mailing list, please contact: info@symmtm.com

The DARPA CSAC Program

The DARPA Chip-Scale Atomic Clock (CSAC) program began with a workshop at the National Institute of Standards and Technology (NIST) in March 2001. Following the workshop, DARPA initiated a competitive call for proposals to demonstrate the feasibility of a CSAC. Symmetricon, leading a development team which includes The Charles Stark Draper Laboratory and Sandia National Laboratories, was awarded a Phase I contract, in May 2002, to investigate, theoretically and experimentally, the feasibility of very small ("chip scale") atomic clocks.

In 2002 and 2003, the Symmetricon-led team published a series of papers and filed several patent applications on the fundamental physics and technology of chip-scale atomic clocks. In late 2003, the team completed the Phase-I DARPA milestones and demonstrated a laboratory-scale atomic clock, based on CSAC components, which exceeded DARPA's ultimate performance objectives by nearly an order of magnitude.

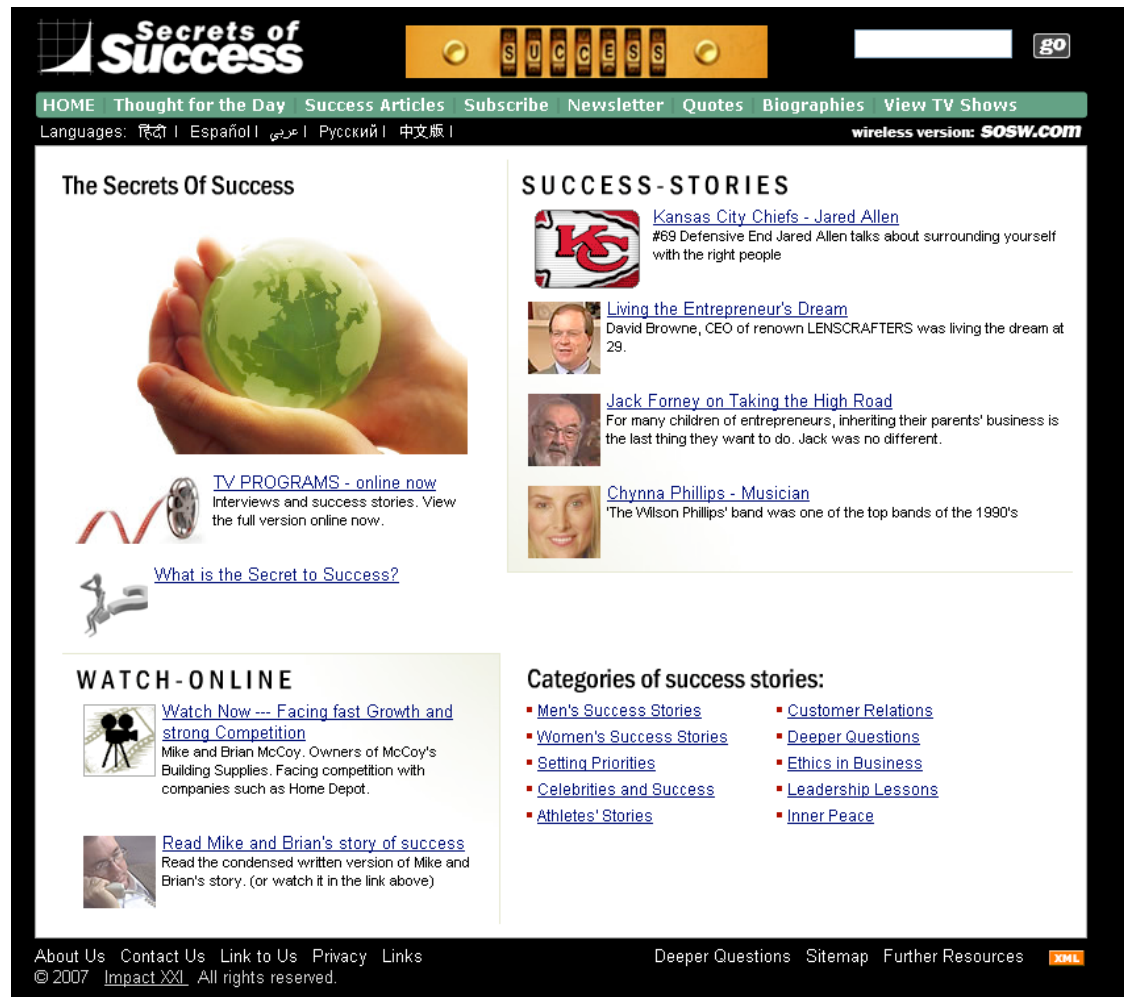
In January 2004, Symmetricon advanced to Phase-II of the DARPA contract, to develop prototype chip-scale physics packages and low-power clock electronics. The principal goal of the Phase II program was to develop an operational laboratory prototype with compliant short-term frequency stability. In April 2005, Symmetricon demonstrated a 10 cc, 200 mW Miniature Atomic Clock (MAC) which surpassed DARPA's stability objectives (see, [The World's Smallest Atomic Clock](#), below).

In August, 2005, Symmetricon advanced to Phase-III of the DARPA CSAC program with two main objectives. In Phase-III, the Symmetricon-led team will continue to evolve the CSAC technology to a smaller size and lower power, and to demonstrate a laboratory prototype of a 1 cc, 30 mW atomic clock. At the same time Symmetricon will continue to refine the Miniature Atomic Clock (MAC), developed in Phase-II and to make a number of prototype MACs available to systems integrators for proof-of-concept insertion demonstrations.

The World's Smallest Atomic Clock

#5. Re-Design for Mobile

Research Drawn From:





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#69 Defensive End Jared Allen talks about surrounding yourself with the right people


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David Browne, CEO of renown LENS-CRAFTERS was living the dream at 29.

 [Jack Forney on Taking the High Road](#)
For many children of entrepreneurs, inheriting their parents' business is the last thing they want to do. Jack was no different.

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'The Wilson Phillips' band was one of the top bands of the 1990's

WATCH - ONLINE

 [Watch Now --- Facing fast Growth and strong Competition](#)
Mike and Brian McCoy, Owners of McCoy's Building Supplies. Facing competition with companies such as Home Depot.

 [Read Mike and Brian's story of success](#)
Read the condensed written version of Mike and Brian's story. (or watch it in the link above)

Categories of success stories:

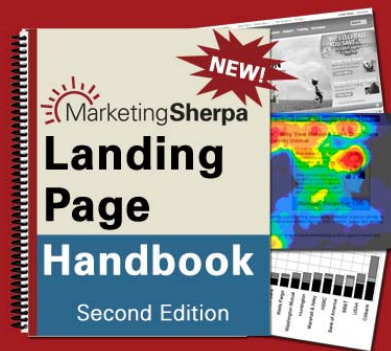
- Men's Success Stories
- Women's Success Stories
- Setting Priorities
- Celebrities and Success
- Athletes' Stories
- Customer Relations
- Deeper Questions
- Ethics in Business
- Leadership Lessons
- Inner Peace

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Deeper Questions Sitemap Further Resources [XML](#)

Mobile Version

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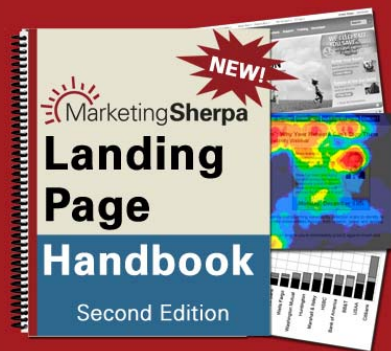


- [Mens' Success Stories](#)
- [Womens' Success Stories](#)
- [Athletes' Stories](#)
- [Celebrities' Stories](#)
-
- [Español Historias de empresarios](#)
-
- [All English Stories A-L](#)
- [All Stories English M-Z](#)
-
- [The Secret of Success Explained](#)

If You Can Do Nothing Else... Budget for Analytics and Testing

- 44% Don't measure LP test results
- 40% Only test at launch & leave forever
- 16% Don't share test results w/ agency

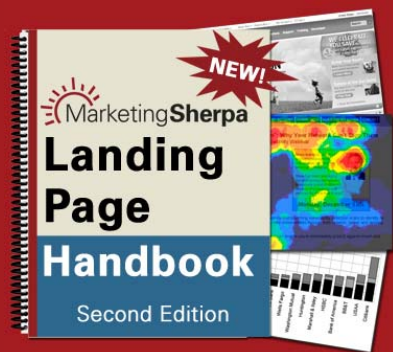
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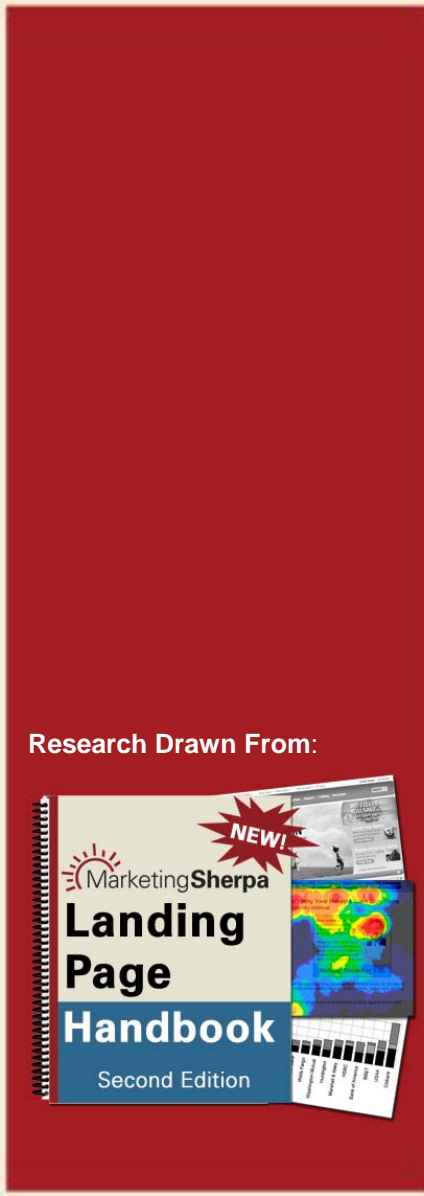


Scariest Data Point:

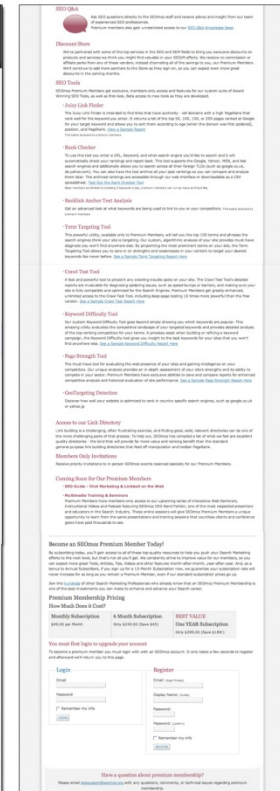
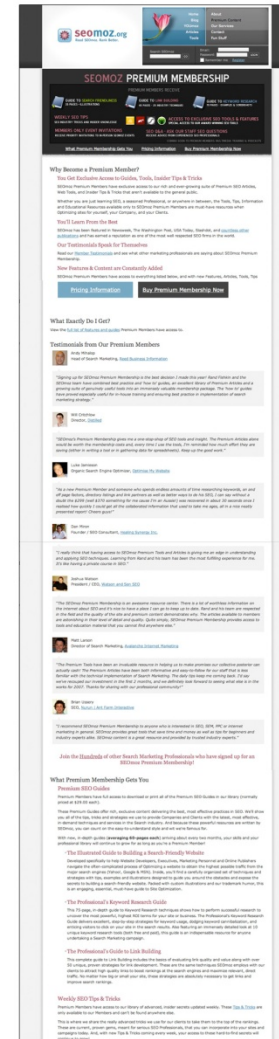
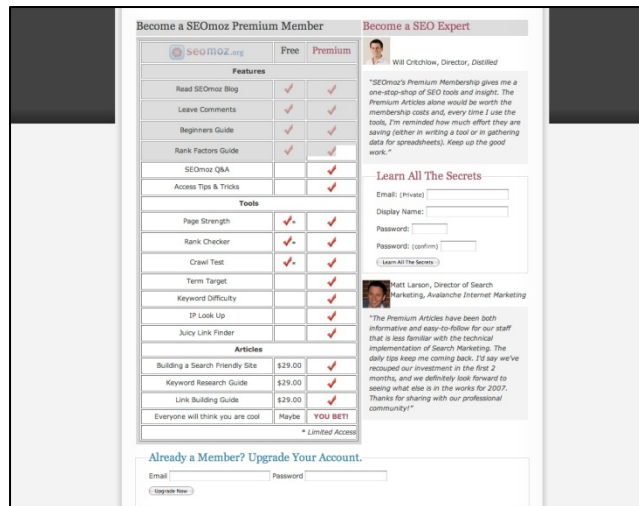
18% say
“No One Knows Our Landing Page
Results”

Research Drawn From:

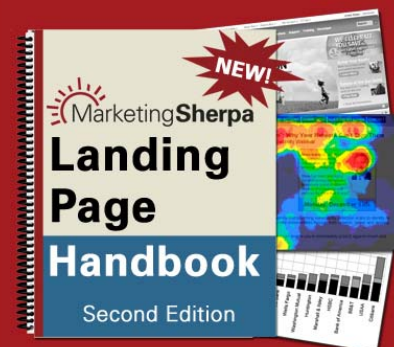




Alternate LPs Tested August 2007



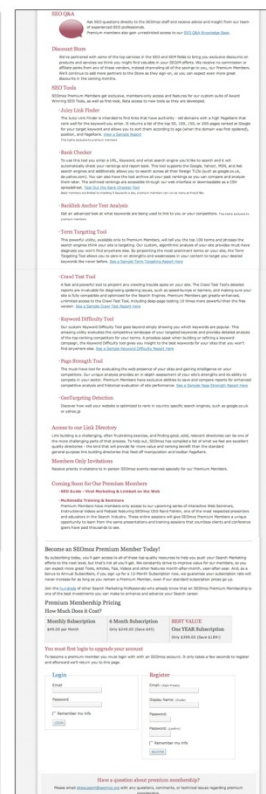
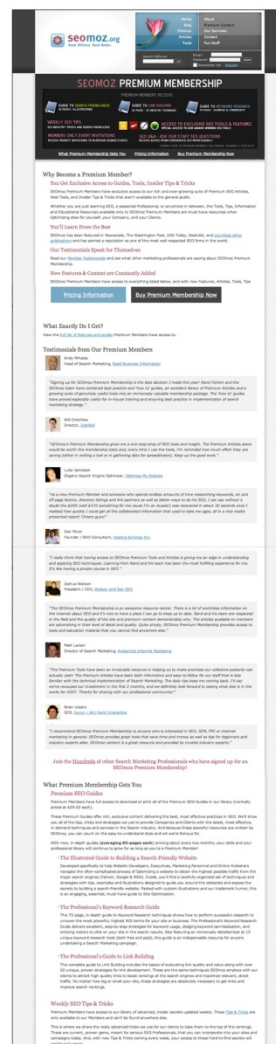
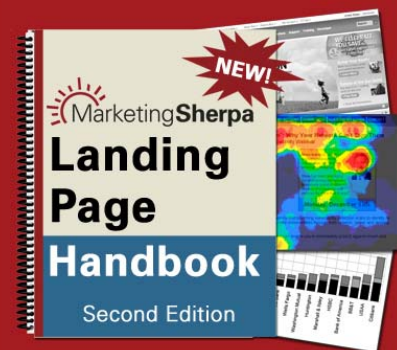
Research Drawn From:





Results: Winner

Research Drawn From:



MarketingSherpa Second Edition Landing Page Handbook



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your copy
instantly**

(and we'll Priority Mail you a printed-
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For instant download plus printed copy:

<http://2008LandingPageHB.MarketingSherpa.com>

**Not all paths to Email Marketing lead to success.
It's all about finding the experienced Sherpa to guide you.**



MarketingSherpa's 3rd Annual Email Summit, Expo & Awards

Save The Date

February 24-26, 2008 - Miami, Florida



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WMA IAC Awards

- 6th annual Internet Advertising Competition Awards
- Formats include banners, rich media, newsletters, email and LANDING PAGES
- Deadline for entry January 31st
- www.IACAward.org





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- Earthquake, wind, flood and terrorism capacity
- One year operational risk after completion

Construction and Erection All Risk/Builders Risk - [CAR/EAR](#)

Americas, Continental Europe & Asia, UK/Ireland

EXCESS CASUALTY

- Owner controlled and contractor controlled insurance programs
- Lead umbrella and excess liability capabilities
- USA — commercial grade construction projects including mixed use and residential exposures

[Homebuilders/Construction](#)

Americas, UK/Ireland

[Homebuilders/Construction - Bermuda](#)

Bermuda

ENVIRONMENTAL

- Combined CPL and professional practice policies / project specific policies available

[Contractor's Pollution Legal Liability \(CPL\)](#)

UK, Ireland, Continental Europe

[Professional and Pollution Liability - General Contractors \(PPL-GC\)](#)

North America

View [additional products available](#) for the construction industry.



“The goal of this page was to **drive registration** as well as **get visitors to visit the other areas of our site**. How'd we do?”

...“He put a whoopee cushion in my chair.” cont'd » Office, Mistaken Identity, by padmekoywalker

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Search Go

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BE THE **ONE**SM
to save a life

Be the One to inspire awe
Be the One to make a difference
Be the One to give hope
Be the One to save a sister
Be the One to make connections
BE THE ONE TO SAVE A FATHER
BE THE ONE TO SAVE A FRIEND
Be the One to live a miracle
Be the One to inspire awe
Be the One to save a mother



A message from Yul Kwon, Winner: *Survivor: Cook Islands*

\$19 Million:

financial support
provided to patients
like Ajani, thanks to
people like you

**READ AJANI'S
STORY** >



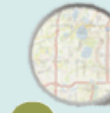
NATIONAL MARROW DONOR PROGRAM®

Find a donor drive.

zip code

distance

10 Miles



Help save lives.

Add a drive finder to your Web site.

Become a Donor

Join the global movement of
nearly 11 million donors who
stand ready to give someone
a future.

Join >

Tell a Friend

Spread the word. Now is the
time to join the Registry. It's
easy, quick and painless.
And you can join online.

Tell >

Make a Contribution

Your gift saves lives. Help
add donors to our Registry,
support patients and fund
transplant research.

Give >

Myth or Fact?
Take the challenge.

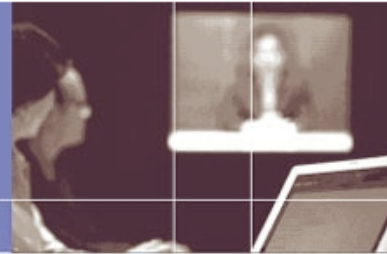
Think donating
marrow is painful?

Think it's hard to
become a donor?

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National Marrow Donor Program -- Entrusted to operate the C.W. Bill Young Cell Transplantation Program

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[visual business suite](#)
[managed maintenance program](#)
[traveling solution center](#)
[bpic](#)
[home](#)

Movie Night Registration

SIS, in conjunction with IBM, invites you to an invitation only showing of "Fool's Gold" starring Matthew McConaughey and Kate Hudson.

You and one guest will be treated to the movie, popcorn and drink. There will also be give-a-ways such as tee shirts and one lucky guest will receive a new Apple iPod. The first 75 to register will be given two tickets, so don't delay. Once the tickets are gone, no more registrations will be accepted.

Thanks and see you at the movies.

Date: Thursday February 21, 2008
Time: 6:30 p.m. (please arrive 15 minutes prior)
Location:
Cinemark Tinseltown
4400 Towne Center Drive
Louisville, KY

Name
Company
Title
Address 1
Address 2
City
State
Zip
Email
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Question from the audience:

- Is there some critical ingredient that supports a consumer's decision to do business with one web company versus another? One site get 6,000 orders for a product in a year. Another site gets zero orders. What would be the key differences in these two sites?