



COPY



DESIGN

THE FOUR CORNERS OF CONVERSION

BY @OLIGARDNER



INTERACTION



PSYCHOLOGY



vancouver whale watching tours



\$49 Food Tour Vancouver

Ad www.tastevancouverfoodtours.com/

Fun & Filling 2.5hr Vancouver Tours

The family will love it! Book Now



vancouver whale watching tours



Whale watching in vancouver

Ad www.vitalground.org/

Experience a journey into coastal
bear country of British Columbia.

Where The Grizzly Walks The Earth Is Healthy And Whole.

Meet one of North America's most iconic and magnificent animals.

To many scientists and conservationists, grizzly bears are viewed as a barometer of an ecosystem's health. Grizzlies are known as an umbrella or keystone species, terms that refer to the grizzly's functional role within its ecosystem. The foraging behavior of an umbrella or keystone species creates a top-down effect on many other species lower in the food chain, such as ungulates, rodents, fish, insects or plant life. If the grizzly population is healthy and strong, so are these other populations from big game to native fish. Conversely, a faltering, fragmented grizzly population spells certain hardship for other wildlife, many species of which are positively affected by and dependent on the bear's activity.



Learn Where Bears Live



Learn What Bears Eat



Learn Why Bears are Threatened



Free Newsletter

Follow the bears and our work by joining our email list. It's free!

First Name *

Last Name *

Email *

*required fields

KEEP ME INFORMED

Where Bears Live



Donate

Vital Ground is the leading bear habitat conservation organization in the world. Join our efforts.

First Name *

Last Name *

Email *

*required fields

PROTECT BEAR HABITAT

Where The Grizzly Walks The Earth Is Healthy And Whole.

Meet one of North America's most iconic and magnificent animals.

To many scientists and conservationists, grizzly bears are viewed as a barometer of an ecosystem's health. Grizzlies are known as an umbrella or keystone species, terms that refer to the grizzly's functional role within its ecosystem. The foraging behavior of an umbrella or keystone species creates a top-down effect on many other species lower in the food chain, such as ungulates, rodents, fish, insects or plant life. If the grizzly population is healthy and strong, so are these other populations from big game to native fish. Conversely, a faltering, fragmented grizzly population can mean hardship for other wildlife, even humans. Grizzlies are connected by and dependent on the same resources as the rest of the ecosystem.

[Learn Where Bears Live](#) [Learn Why Bears Eat](#) [Learn Why Bears Are Endangered](#)



Newsletter

Follow the bears and our work to protect their habitat. It's free!

First Name

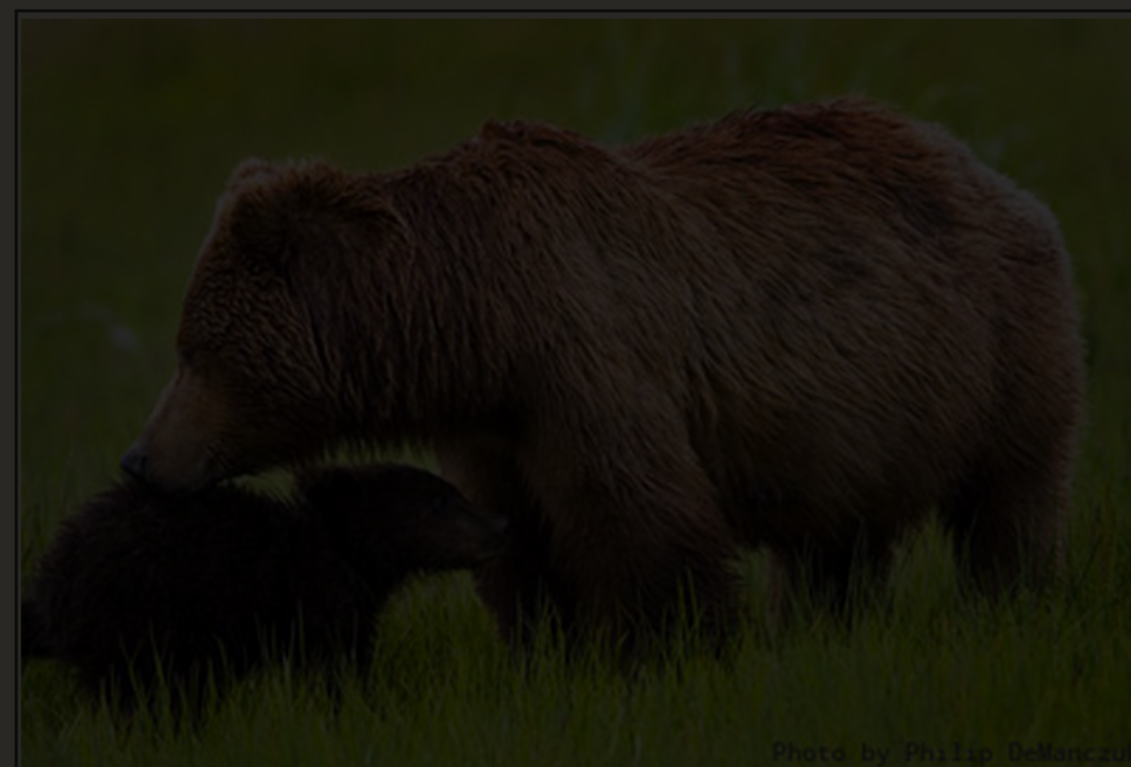
Last Name

Email

*required fields

KEEP ME INFORMED

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Last Name *

Email *

*required fields

PROTECT BEAR HABITAT



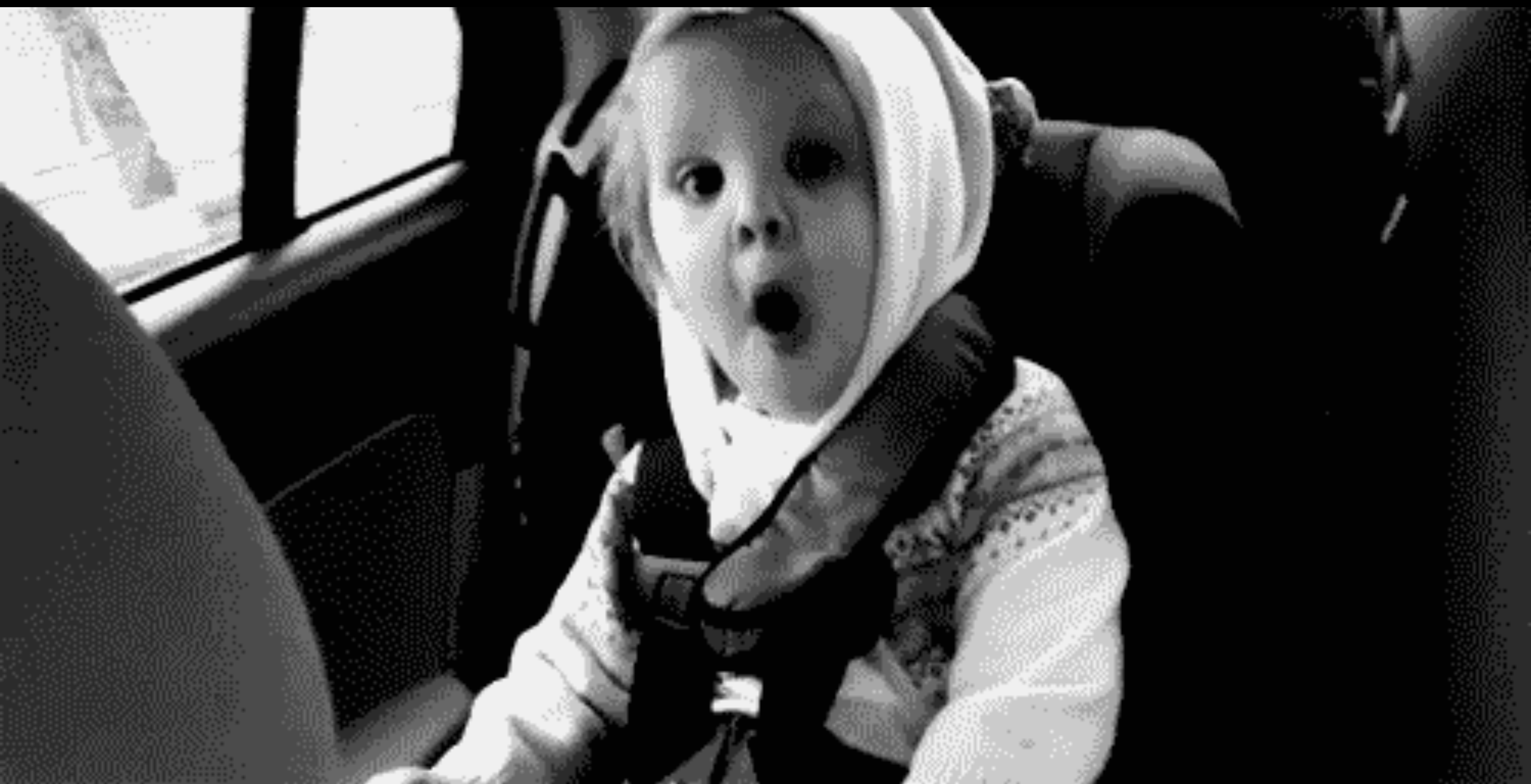
vancouver whale watching tours

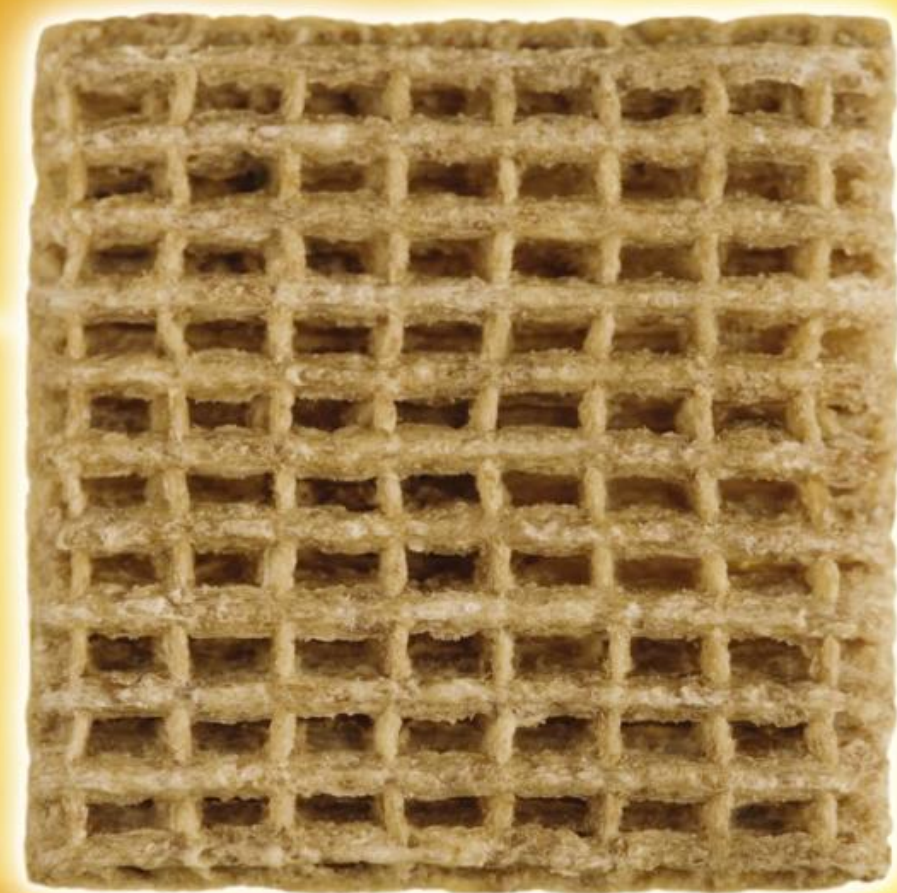


Whale watching in vancouver

Ad www.vitalground.org/

Experience a journey into coastal
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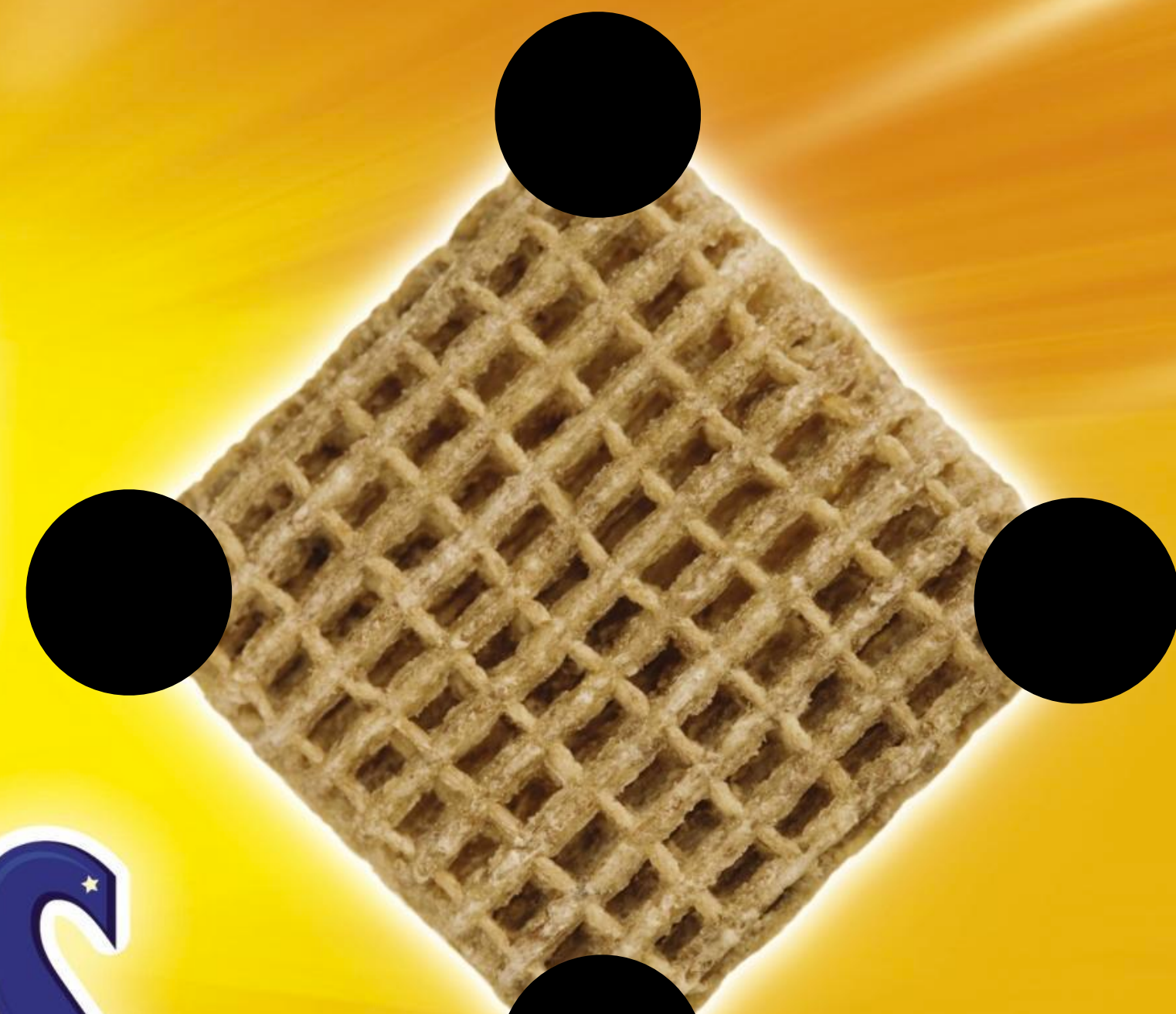




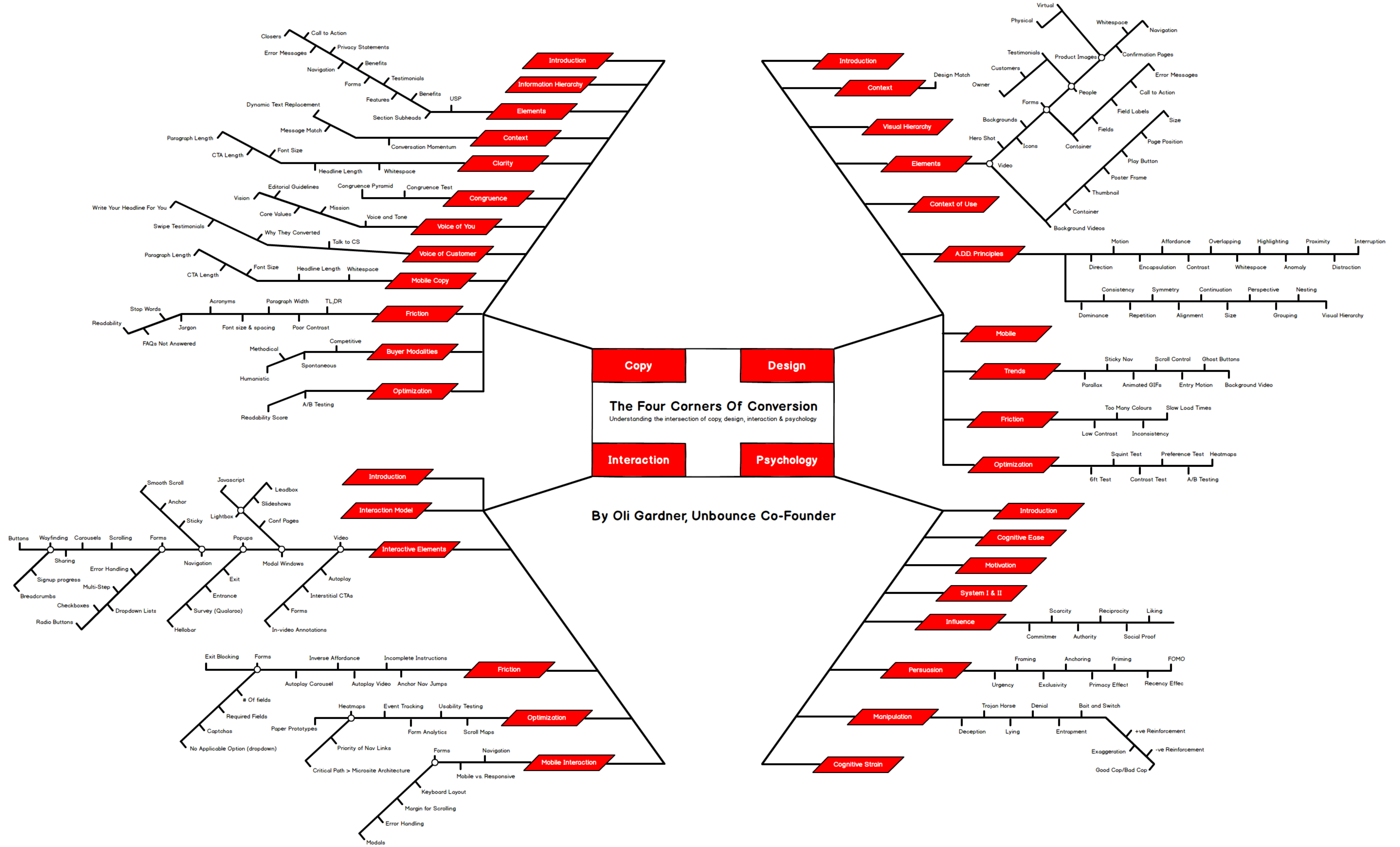
OLD
(Boring)

NEW
Diamond
Shreddies

Cereal



NEW
(Exciting!)





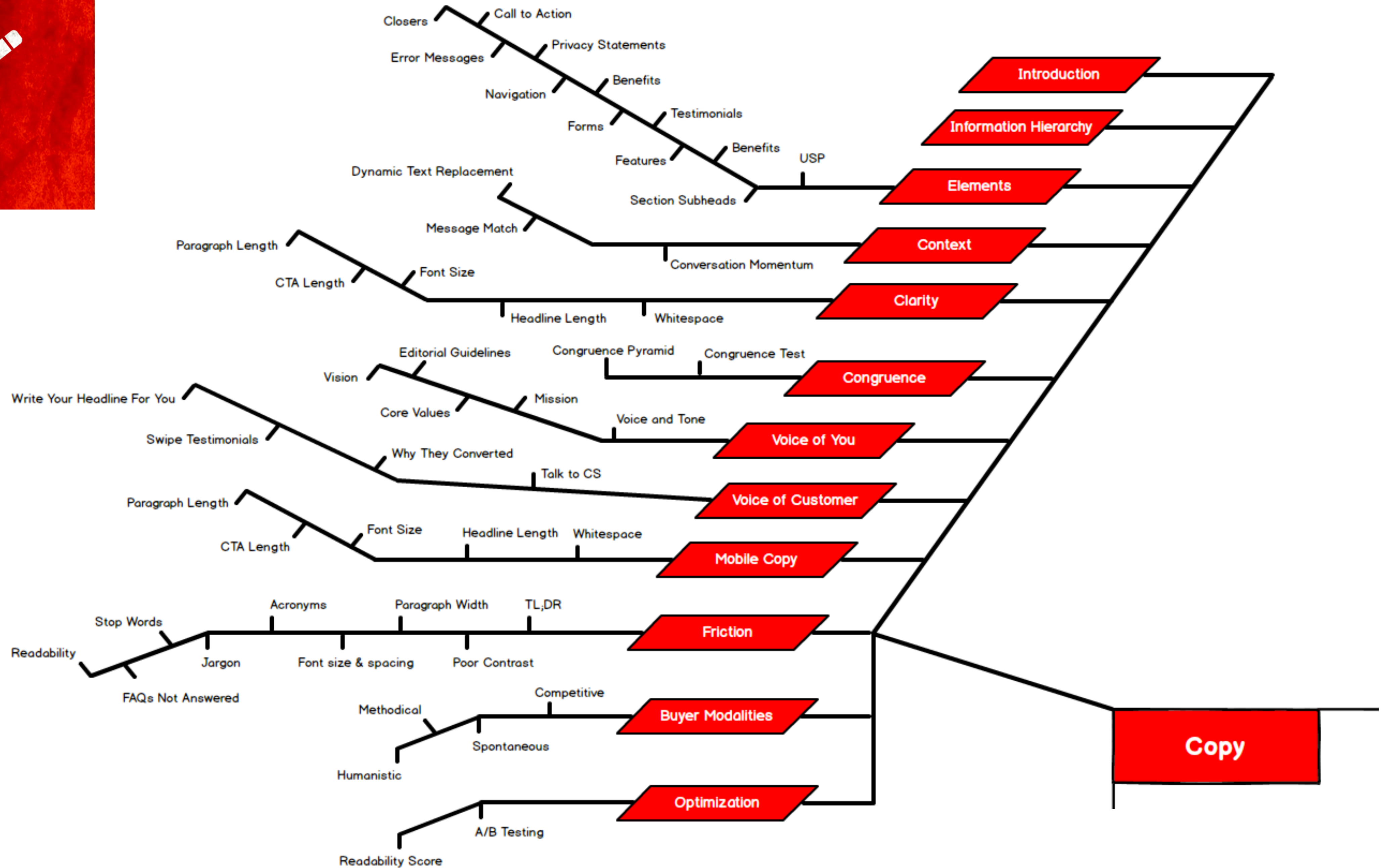
COPY

THE FOUR CORNERS OF CONVERSION

BY @OLIGARDNER



COPY



LANDING PAGE COPY ELEMENTS

PRIMARY HEADLINE CLOSERS PRIVACY STATEMENTS
NAVIGATION PRIMARY SUBHEAD ERROR MESSAGES
IMAGE CAPTIONS FORM FIELD LABELS SECTION
SUBHEADS FEATURES BENEFITS VIDEO ANNOTATIONS
TESTIMONIALS CALLS TO ACTION FOOTER TAGLINES
SUCCESS MESSAGES CONFIRMATION PAGE MESSAGE

THE SECRET TO THE
CLARITY OF YOUR VALUE
PROPOSITION LIES IN THE
INFORMATION HIERARCHY
OF YOUR HEADLINES

WASTING TIME WITH CRO?

Run smarter tests, get results faster, and find bigger wins with Qualaroo.

[START YOUR FREE TRIAL](#)[SEE HOW IT WORKS](#)

Wasting Time With CRO?

Run smarter tests, get results faster, and find bigger wins with Qualaroo.

HOW DOES QUALAROO WORK?



The on-site survey that makes it easy to find out what visitors want, and what's getting in their way.

- Target questions to visitors on your website or in your conversion funnel.
- Understand the intent of their visit and what's keeping them from achieving their goals.
- Use insights to run smarter optimization tests, resulting in faster wins for your business.



Definitely not your Everyday Product Demo

See How HubSpot Can Help You Grow Traffic, Leads and Sales

HubSpot's all-in-one Inbound Marketing Software consistently drives more leads to the 5,000+ marketers who use it every day. But you're here because you want to know what HubSpot can do for YOU. So we've crafted our demo calls to show you exactly how HubSpot can make your business better!

Here's how it works:

1. Fill out the form on the right and one of our friendly Inbound Marketing Specialists will give you a call in a couple of days.
2. We'll evaluate your website's current performance. How well are you currently taking advantage of inbound marketing? We'll find out.
3. We'll show you how to gain more visitors and identify your target audience to reach them on-line.
4. We'll show you how to convert more visitors into leads to increase your sales and grow your bottom line.
5. We'll demonstrate how HubSpot tracks the ROI of your marketing efforts so you can improve over time.

Folks who have already taken the demo had this to say...

"I am blown away with what can be done all in one place."
Ortiz Hahner, Hahner Creative

"HubSpot provided this one place to really change our perspective and focus to get where we want to be quickly. I couldn't be more impressed."
Todd Hammill, Wired2Fish

"Since starting with HubSpot, website traffic has more than doubled from 500 visitors per month to over 1000, and I have already generated a number of leads that pay for HubSpot 30 times over."
Noel Huisenbeck, Voco

Request a demo call today!

First Name *

Last Name *

Email *

Phone *

Company *

Website *

Any last comments?

My company provides marketing services such as PR, SEO, Web Design or other e-Marketing

Yes

Request a Demo

What does your headline and subhead say about what you do?

Find out with a 5-second test



Definitely not your Everyday Product Demo

See How We Can Help You Grow Traffic, Leads and Sales

HubSpot's all-in-one Inbound Marketing Software consistently drives more leads to the 5,000+ marketers who use it every day. But you're here because you want to know what HubSpot can do for YOU. So we've crafted our demo calls to show you exactly how HubSpot can make your business better!

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2. We'll evaluate your website's current performance How well are you currently taking advantage of inbound marketing? We'll find out.
3. We'll compare you against your competitors and identify opportunities to beat them online.
4. We'll show you how to convert more visitors into leads to increase your revenue over the long term.

Request a demo call today!

First Name *

Last Name *

Email *

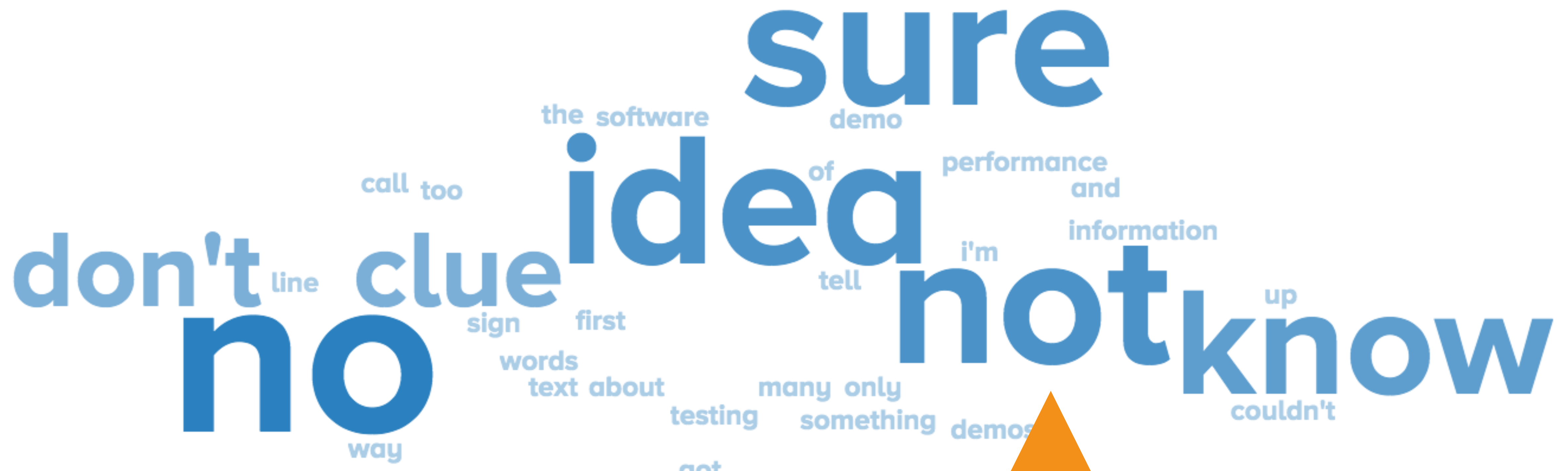
Phone *

Company *

Website *

Company Size *

What does the product do?



0% got it right

Definitely not your Everyday Product Demo

See How We Can Help You Grow Traffic, Leads and Sales



*flip the headline
and subhead*

See How We Can Help You Grow Traffic, Leads and Sales

Definitely not your Everyday Product Demo

What does the product do?



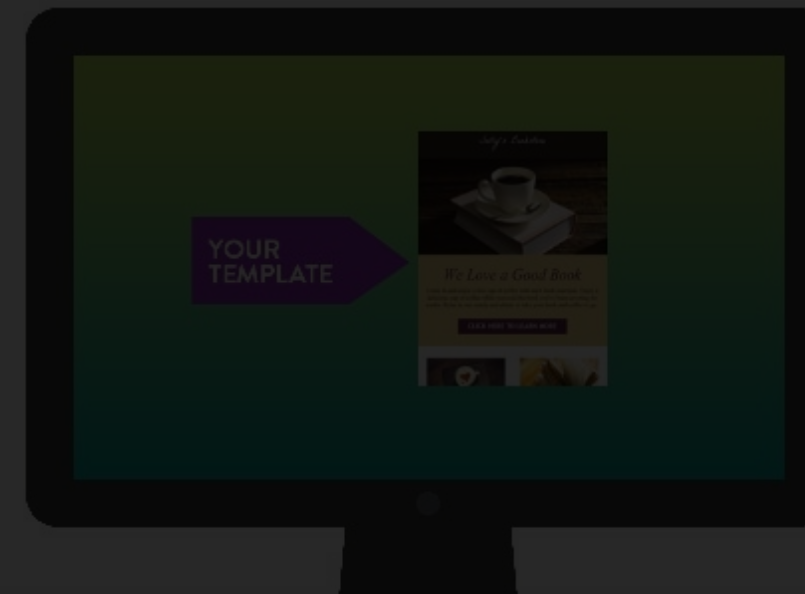
WE MAKE IT EASY TO GROW YOUR BUSINESS

It's easier than you think to create professional emails that keep your customers coming back.

- 1
- 2
- 3
- 4

SELECT A TEMPLATE

Choose one of our professionally designed templates, or build your own.



is free to use as long as you want, for up to 1,000 email contacts.

[GET STARTED](#)

WE MAKE IT EASY TO GROW YOUR BUSINESS

It's easier than you think to create professional emails that keep your customers coming back.



Easily Create Awesome Emails

Choose one of our professionally designed templates, or create your own email with our easy drag and drop editor.



Expand Your Reach

We'll post your message to Facebook fans and Twitter followers and make it easy for your recipients to share with their friends.



Mobile Friendly Email Templates

Half of all email is being opened on mobile devices. Every one of our templates will automatically adjust to look great across a wide range of screen sizes.



Award-Winning Support

Want to talk with a real, live human being? We're here to help! You can reach us by phone, chat and email.



See What Works

Our reports make it easy not only to see what's working but also make it clear what to do next. Easy-to-read charts give you key stats, and show who opened your email and what links they clicked on.



Affordable & Flexible

It's completely free to use VerticalResponse if you have 1,000 contacts or less. And, when your business and your list grows, we offer affordable pay as you go and subscription pricing.

What does the product do?



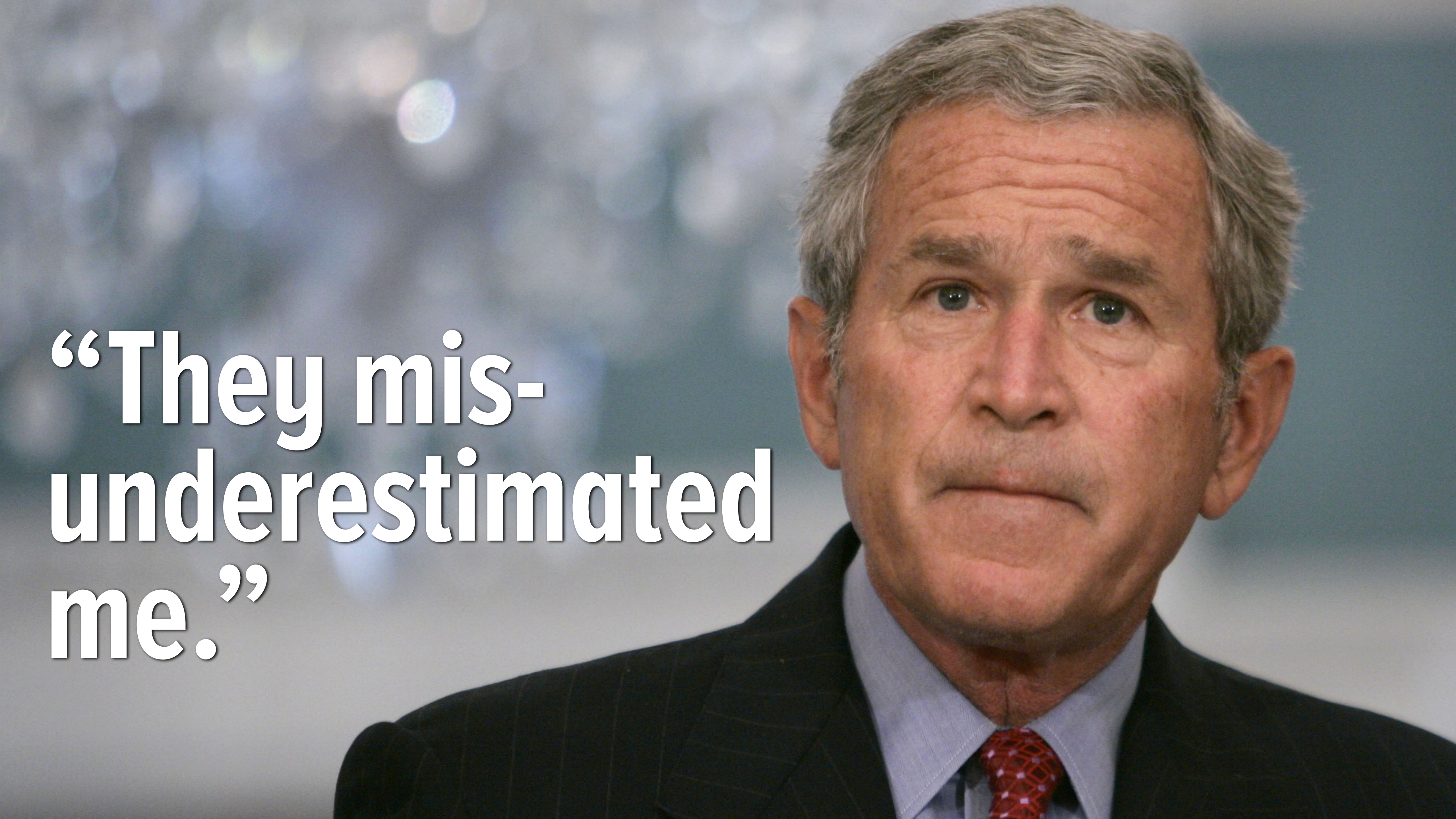
A black and white photograph of a man with short hair and sunglasses, wearing a dark t-shirt and jeans. He is holding a laptop with both arms, looking down at the screen. The laptop screen displays a website with the heading "AS Test Your Way To More eCommerce Revenue".

YOUR CALL TO ACTION

FLIP YOUR HEADLINES

Reverse the order of your headline and subhead to uncover extra clarity in your value proposition.

@oligardner #ctaconf



“They mis-
underestimated
me.”

A black and white photograph of a man with short hair and sunglasses, wearing a dark t-shirt and jeans. He is holding a laptop with both arms, looking down at the screen. The laptop screen displays a website with the heading "AS Test Your Way To More eCommerce Revenue" and some charts.

YOUR CALL TO ACTION

VOICE OF CUSTOMER

To overcome clarity problems. Ask your customers to write your headline for you.

@oligardner #ctaconf

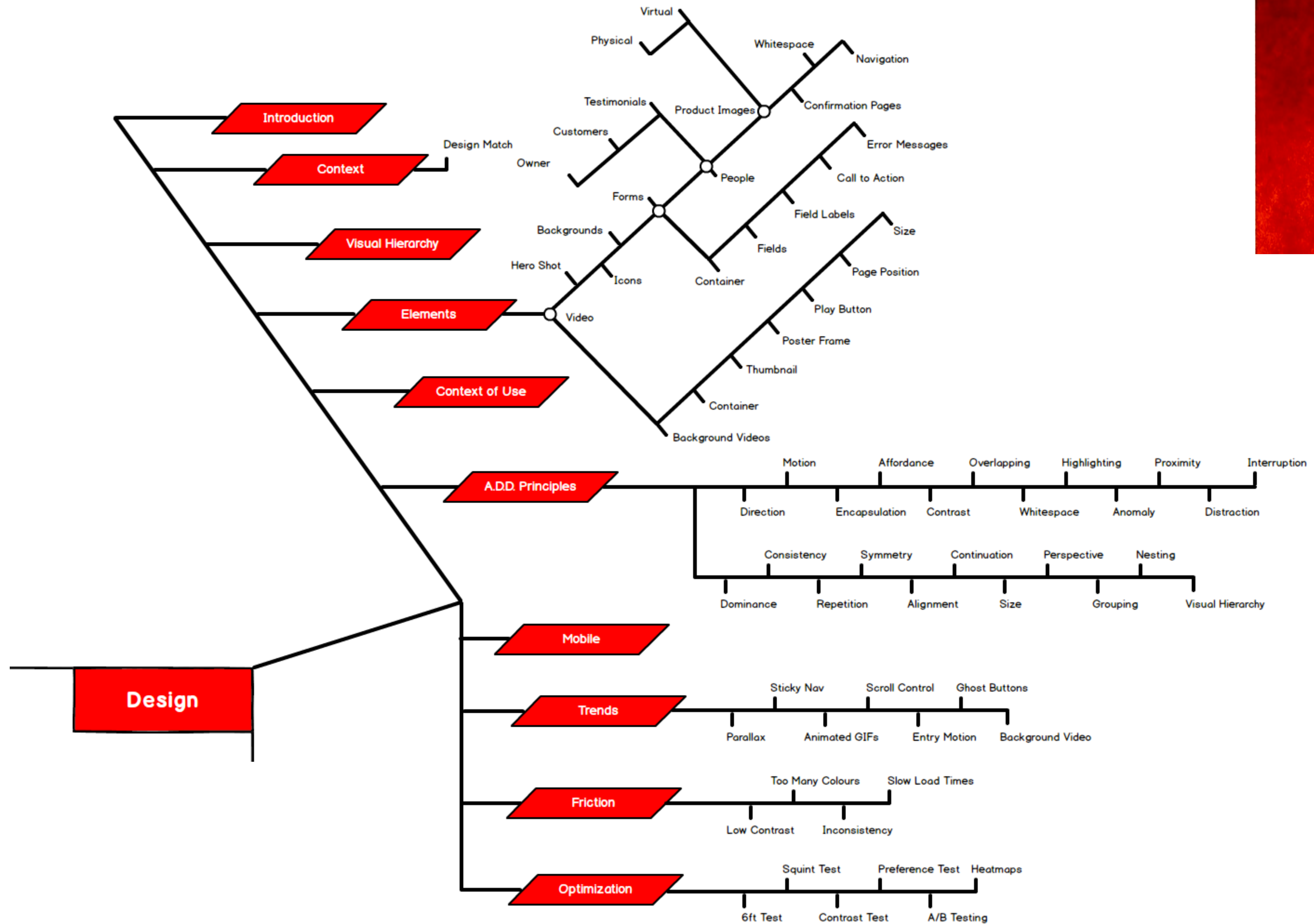


THE FOUR CORNERS OF CONVERSION

BY @OLIGARDNER



DESIGN



DESIGN



23 PRINCIPLES OF ATTENTION-DRIVEN DESIGN

UNDERSTANDING A.D.D. PRINCIPLES
MAKES DESIGN MORE FUN
AND MORE EFFECTIVE

ATTENTION-DRIVEN
DESIGN
#10 DISTRACTION



best 24hr plumbers in Edinburgh



Plumber Edinburgh

www.patrickmunroedinburgh.co.uk/

0131 610 0113

From Repairs To Installations, Call
Us For A Competitive Quote Today.



Home

Plumbing

Building Work

Heating Services

Location

Quote Request

Edinburgh's Premier All Trades Company



Free Estimates Available



Competitive Prices



All Work Guaranteed

Fully Qualified Plumbing Services & Property Conversions

Emergency Plumbers & Plumbing Repairs in Edinburgh, Midlothian

**Plumbing
Services**



Plumbing Services

Don't despair with problematic leaks. We provide expert [plumbing repairs](#) and installations for all bathrooms, kitchens, and conversions.

**Property
Conversions**



Property Conversions

Make space for your growing family. Patrick Munro offer cost-effective, space-saving [property extensions](#), conversions, and new builds.

**Heating
Services**



Heating Services

Cosy up during the colder months with a reliable heating system. Our expert engineers provide high-quality [central heating installations](#) to keep you toasty and warm.



HP



IP



LP

Home

Plumbing

Building Work

Heating Services

Location

Quote Request

Edinburgh's Premier All Trades Company



Free Estimates Available



Competitive Prices



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**Heating
Services**



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What service does this company offer?

plumbing
services
building
maintenance
diy
work
houses
aaa
carpentry

30% got it right

Home

Plumbing

Building Work

Heating Services

Location

Quote Request

Edinburgh's Premier All Trades Company



Free Estimates Available



Competitive Prices



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Home

Plumbing

Building Work

Heating Services

Location

Quote Request

Edinburgh's Premier All Trades Company



Free Estimates Available



Competitive Prices



All Work Guaranteed

Fully Qualified Plumbing Services & Property Conversions

PATRICK MUNRO
Plumbing & Central Heating Contractors
Established Over 20 Years
DOMESTIC & COMMERCIAL

• Plumbing & Heating Services
• Landscaping & Maintenance
• Bathroom & Kitchen Conversion & Installation
• Gas Safety Checks & Repairs

• Central Heating Installation & Repairs
• Hot Water Systems
• Radiator Maintenance & Repairs
• Gas Appliances (Boilers, Stoves, Hobs, etc.)

Free Advice For Builders For More Information
All Work Guaranteed
Free Estimates
We Use Gas Safe Registered Engineers

OUR PLEDGE TO YOU
1. Prompt & Reliable Service
2. Gas Safe Registered Tradesmen
3. Quality Work
4. No Hidden Charges

0131 666 2133
24 Hour Emergency Service - 07831 890006
9 Hawkhead Crescent, Edinburgh, EH16 6LR

Click to Enlarge

Cost-Effective Plumbing Repairs in Edinburgh, Midlothian

Enjoy leak-free plumbing that runs like new. Phone us in Edinburgh, Midlothian, for cost-effective plumbing repairs.

Plumbing Services

Make sure your plumbing runs smoothly. Patrick Munro offer specialist plumbing installation and maintenance services to keep your pipes working like new.

Specialist Installations

Enjoy a home that works glitch-free. We are experienced at fitting everything from electric showers to tiling, and will plumb your bathroom and kitchen conversions in no time.

Contact Patrick Munro for cost-effective plumbing repairs.

What service does this company offer?



Home

Plumbing

Building Work

Heating Services

Location

Quote Request

Edinburgh's Premier All Trades Company



Free Estimates Available



Competitive Prices



All Work Guaranteed

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Established Over 20 Years
DOMESTIC & COMMERCIAL



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- Landscaping & Maintenance
- Bathroom & Kitchen Conversion & Installation
- Gas Safety Checks & Repairs
- Central Heating Installation & Repairs
- Radiator & Air Conditioning Installation
- Gas Safety Checks & Repairs

Free Advice For Builders For More Information
All Work Guaranteed
Free Estimates
We Use Gas Safe Registered Engineers

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Plumbing

Edinburgh's Premier All Trades Company



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Established Over 20 Years
DOMESTIC & COMMERCIAL



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- Bathroom & Kitchen Conversion & Installation
- Gas Safety Checks & Repairs
- Central Heating Installation & Repairs
- Radiator & Air Conditioning Repairs
- Gas Safety Checks & Repairs
- Boiler & Hot Water System Repairs

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All Work Guaranteed
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What service does this company offer?

A word cloud featuring the words 'plumbing' and 'services' in large, bold, blue lowercase letters. Other words in various shades of blue and orange are scattered around, including 'work', 'repair', 'pluming', 'handyman's', 'edinburgh', 'service', 'remember', 'stuff', 'don't', 'repairing', 'company', and 'in'. An orange triangle points upwards at the bottom center.

80% got it right

WHY DID THAT VERSION
OF THE PAGE WORK BETTER?



A black and white photograph of a man with short hair and sunglasses, wearing a dark t-shirt and jeans. He is holding a laptop with both arms. The laptop screen shows a landing page with the heading "AS Test Your Way To More eCommerce Revenue" and a small image of a product box. The background is white.

YOUR CALL TO ACTION

THE NSAMCWADLP PRINCIPLE

*Never. Start. A. Marketing.
Campaign. Without. A.
Dedicated. Landing. Page.*

@oligardner #ctaconf

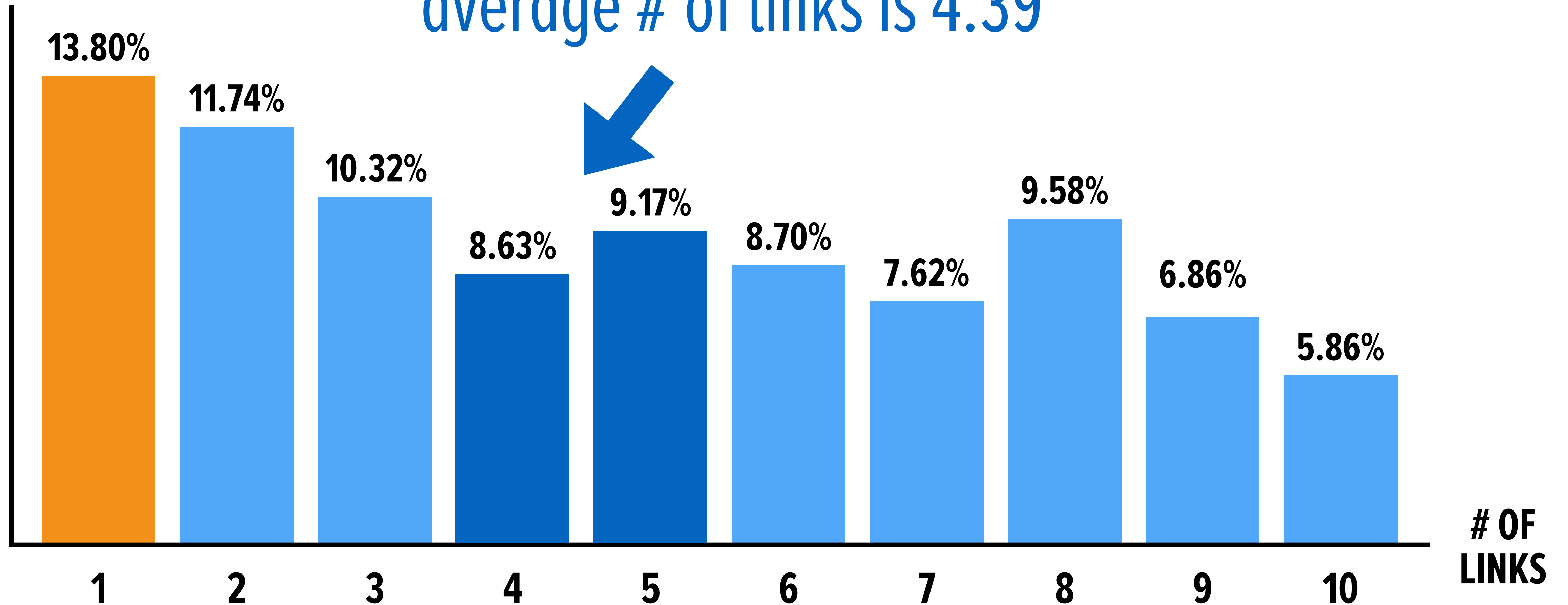
BIG DATA

DECENTLY SIZED DATA

Conversion Rate vs. Number of Links on the Page

**CONVERSION
RATE**

average # of links is 4.39



**# OF
LINKS**

**THERE ARE 7,923 COMPANIES IN THIS
SAMPLE WHO COULD INCREASE THEIR
CONVERSION RATES BY OVER 50%
BY REMOVING 3 LINKS
FROM THEIR LANDING PAGES.**

THE BOTTOM LINE

A black and white photograph of a man with short hair and sunglasses, wearing a dark t-shirt and jeans. He is holding a laptop with both arms, looking down at the screen. The laptop screen displays a landing page for 'LanderCloud' with the headline 'AS Test Your Way To More eCommerce Revenue'.

YOUR CALL TO ACTION

DISTRACTION IS THE ENEMY OF CONVERSION

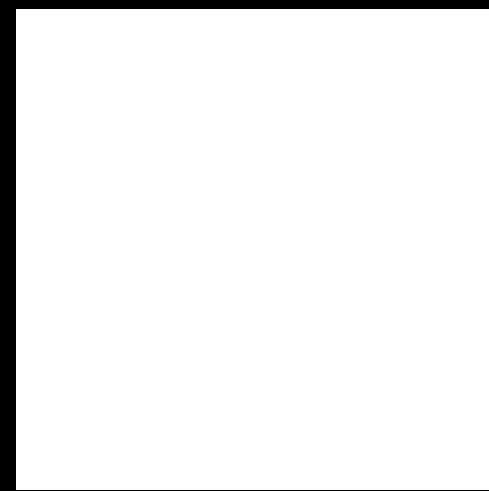
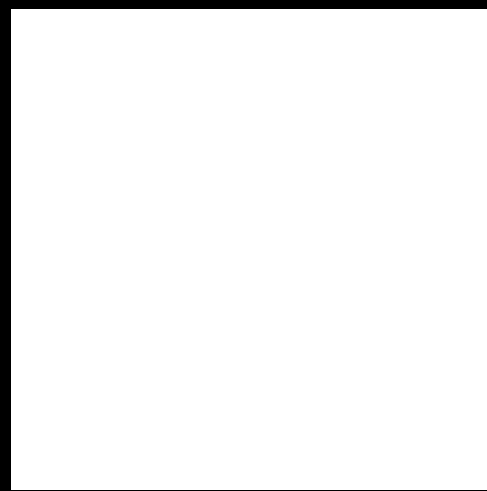
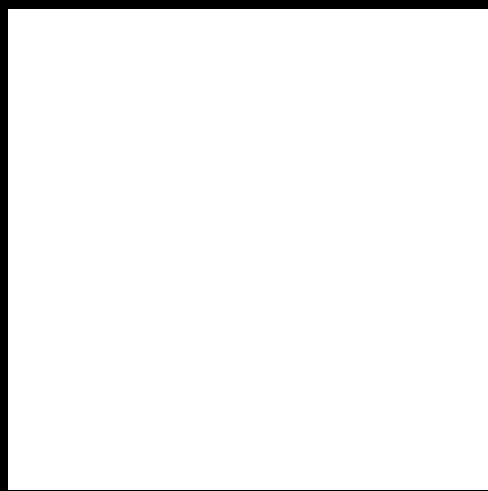
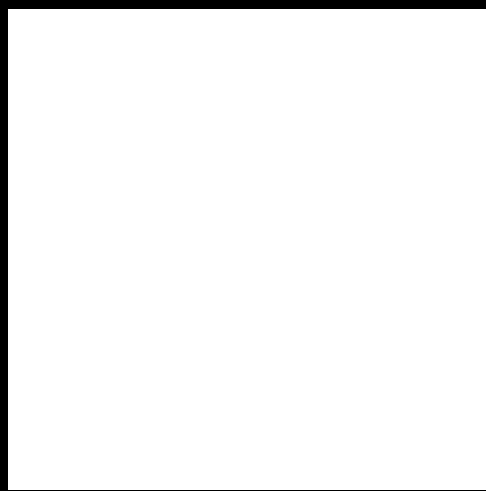
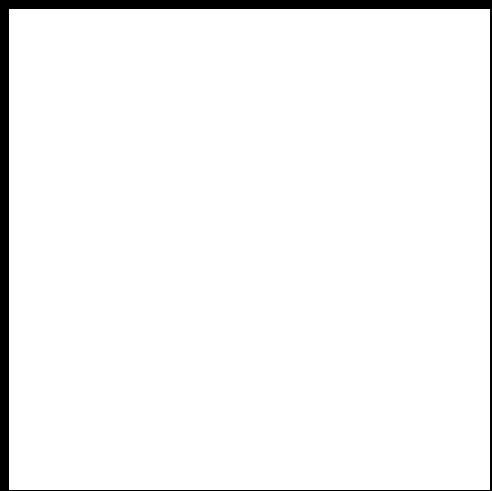
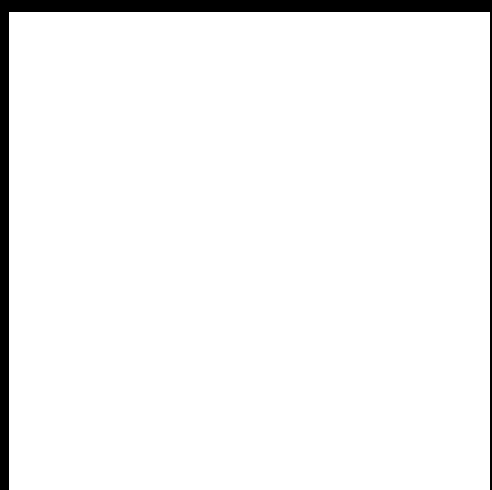
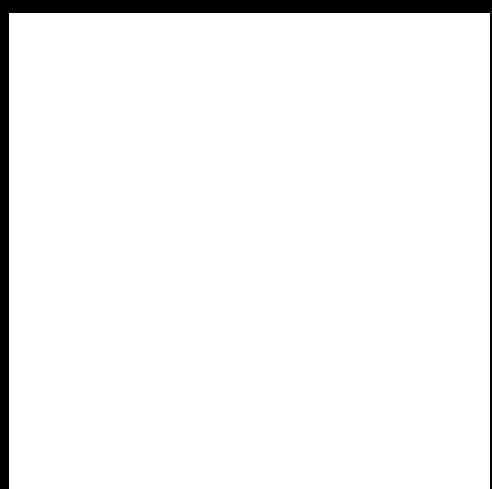
As your landing page Attention Ratio goes down (closer to 1:1) your conversion rates go up.

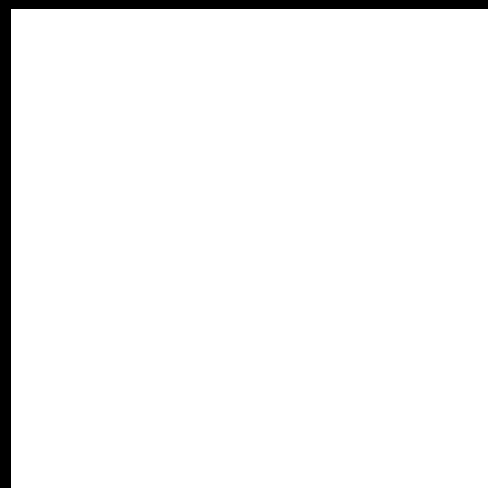
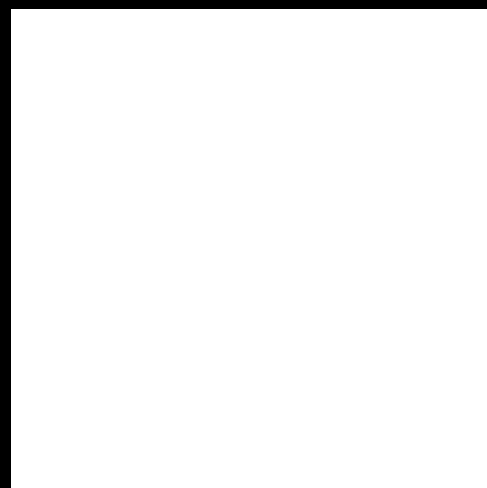
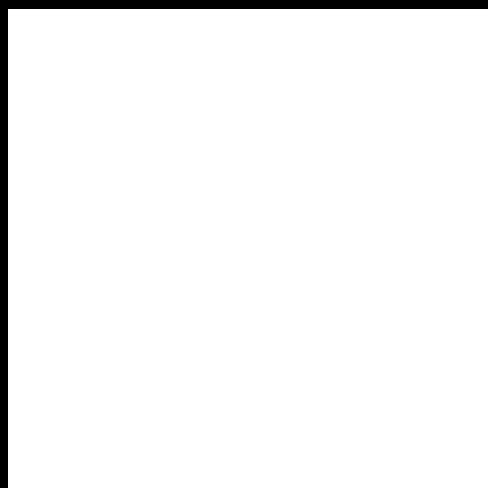
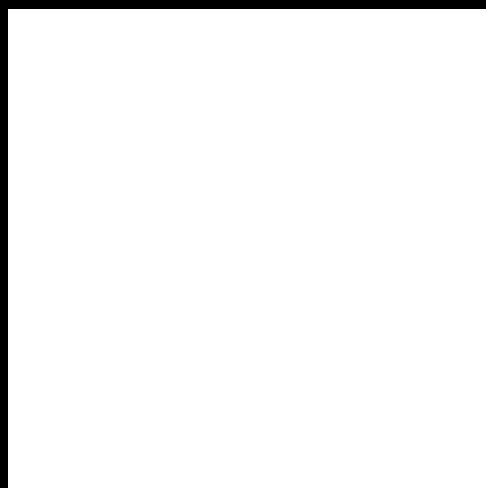
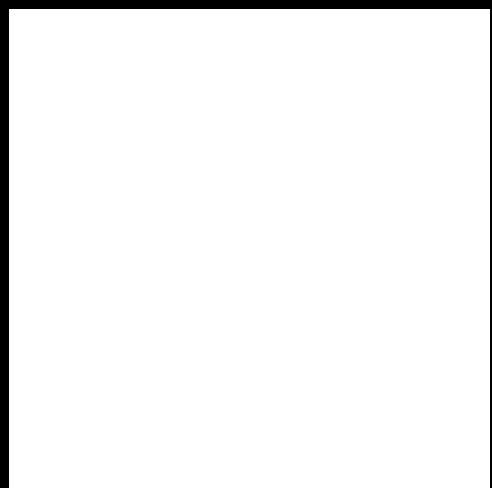
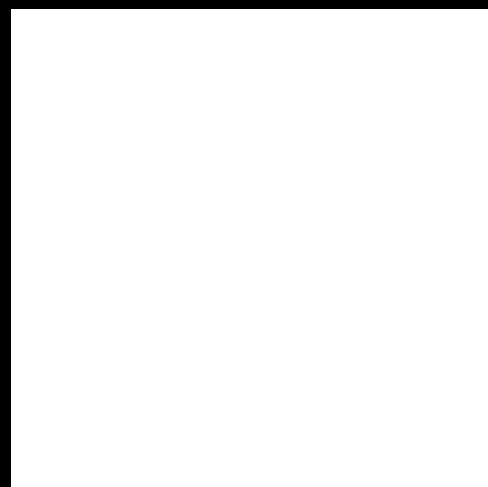
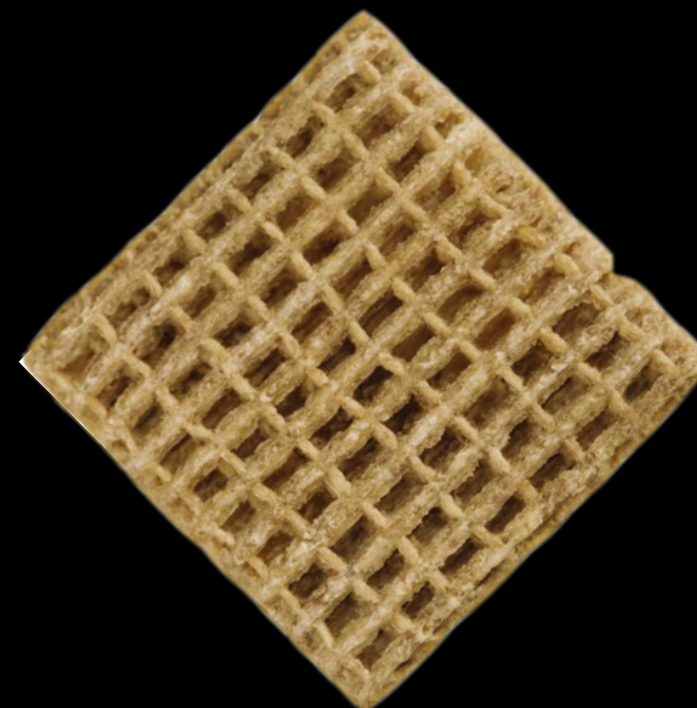
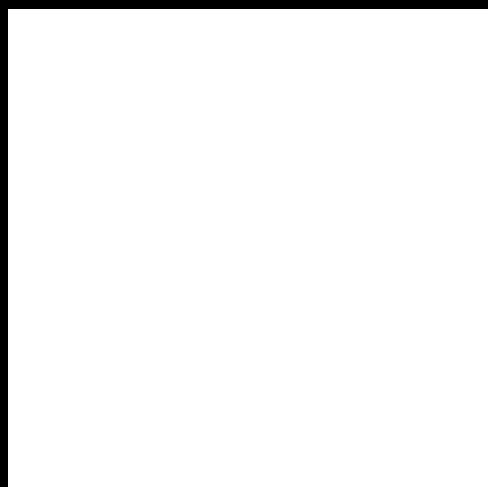
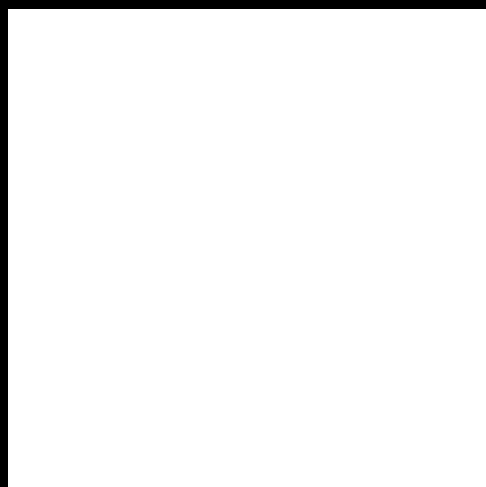
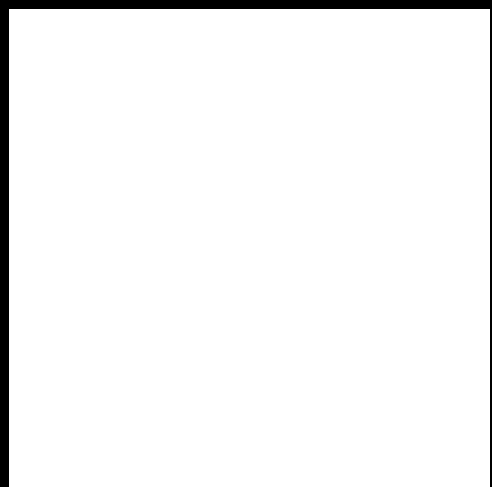
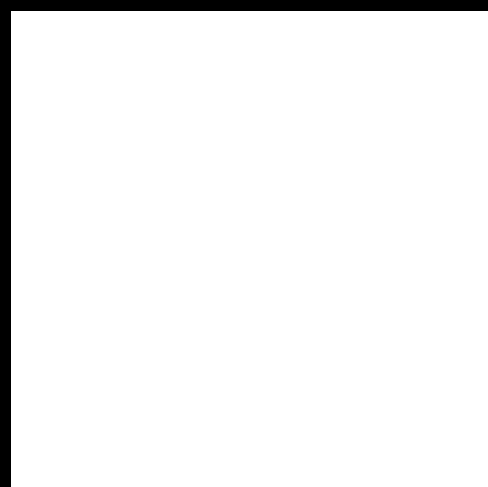
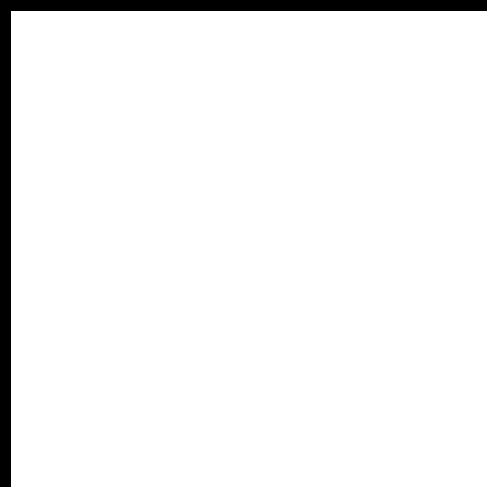
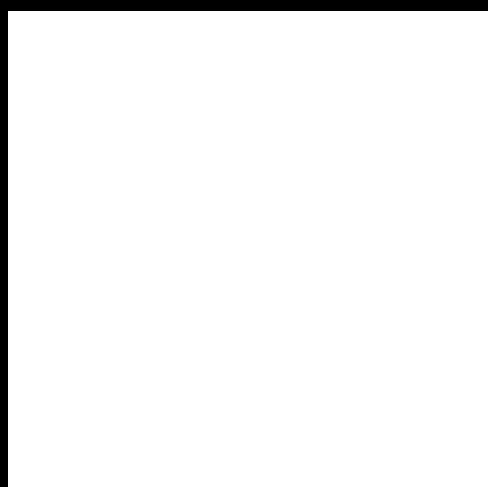
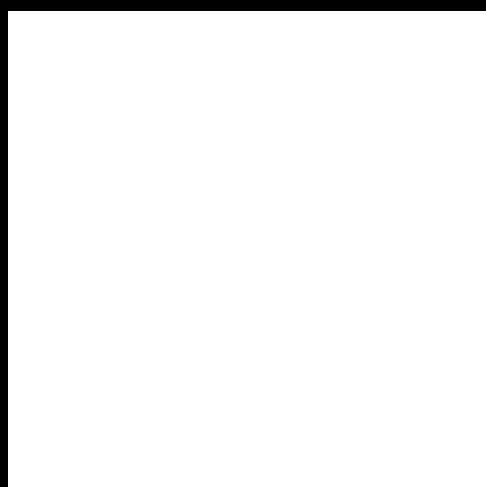
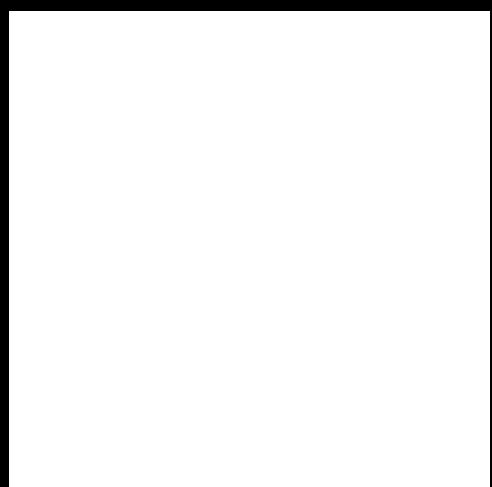
@oligardner #ctacnf

ATTENTION-DRIVEN
DESIGN
#8 ANOMALY









IMA Leader Audio Podcast | Leadership, Marketing, Content Marketing, Big Data, Social Media, Email

By Dominick Sirianni

To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download



[View in iTunes](#)

Free
Category: [Management & Marketing](#)
Language: English
© 2014

Customer Ratings
★★★★★ 78 Ratings

Links

Description

Welcome to the Internet Marketing Association's official podcast. We bring you insights into the future of modern marketing from the crème de la crème of thought leaders across the industry. Learn to be effective with Twitter, LinkedIn, Facebook and other social media. Tips and tricks on SEO, SEM, e-mail marketing and display advertising. Hear from experts at companies like Google, Microsoft and Salesforce about the future of modern marketing.

	Name	Description	Released	Price	
1	041: Oli Gardner, ... EXPLICIT	Oli Gardner was delive...	i	8/10/2015	Free View In iTunes ▶
2	040: For Love or Money –...	Oracle Marketing Clou...	i	8/2/2015	Free View In iTunes ▶
3	039: Oracle Marketing Cl...	We continue our conv...	i	7/26/2015	Free View In iTunes ▶
4	038: Pat Boulard – IMA C...	Pat Boulard is co-foun...	i	7/19/2015	Free View In iTunes ▶
5	037: Chris Moody, Direct...	We continue our serie...	i	7/12/2015	Free View In iTunes ▶
6	036: David May, Director ...	Mr. David May, Direct...	i	7/5/2015	Free View In iTunes ▶
7	035: Entertainment Mark...	We spend a lot of time...	i	6/30/2015	Free View In iTunes ▶
8	034 Diane Senffner CEO ...	Marketers often fail to...	i	6/28/2015	Free View In iTunes ▶
9	033: Laura Petersen Foun...	This week, our attenti...	i	6/21/2015	Free View In iTunes ▶
10	032: Victor Cho CEO of e...	Victor, CEO of evite, r...	i	6/14/2015	Free View In iTunes ▶

ALL I HAD TO SAY WAS
THE WORD “SHIT”

ATTENTION-DRIVEN DESIGN

#9 PROXIMITY

ELEMENTS IN CLOSE PROXIMITY TO ONE ANOTHER
ARE PERCEIVED TO HAVE A RELATIONSHIP



THE SMART MARKETER'S **LANDING PAGE CONVERSION COURSE**

Landing pages increase conversions by focusing your marketing message. This translates directly into higher conversions on your PPC, email, banner and social media campaigns.

In this free course you'll learn how to use landing pages to **increase the conversion rates of your campaigns.**

**Learn how to use landing
pages for higher conversions**

**Start Part 1 of This Free
Conversion Course Now**

Free expert marketing advice from 10 world-renowned conversion experts



THE SMART MARKETER'S LANDING PAGE CONVERSION COURSE

Landing pages increase conversions by focusing your marketing message. This translates directly into higher conversions on your PPC, email, banner and social media campaigns.






In this free course you'll learn how to use landing pages to **increase the conversion rates of your campaigns.**

Learn how to use landing pages for higher conversions

Start Part 1 of This Free Conversion Course Now

OR [start a free trial of Unbounce](#)
[The Landing Page Builder for Marketers](#)

Free expert marketing advice from 10 world-renowned conversion experts

Current Champion					Weight	Visitors	Views	Conversions	Conversion Rate	
T	Ungated	Updated 7 days ago		<div>Edit</div> <div> ▼</div>	50%	1048	1253	320	30.53%	
Challenger Page Variants										Confidence
U	Anchoring Subtext - Free trial of Unbounce - Feb 10, 2015			<div>Edit</div> <div> ▼</div>	50%	1067	1312	278	26.05% <div> -14%</div>	98%

-14% people starting the course

*TEST RESULTS FROM THE UNBOUNCE APP



THE SMART MARKETER'S
**LANDING PAGE
CONVERSION COURSE**

BROUGHT TO YOU BY



Learn how to use landing pages for higher converting campaigns

A free 11-part course with expert marketing advice from
10 world-renowned conversion experts

Start My Free Course Now

No email address required.





THE SMART MARKETER'S
**LANDING PAGE
CONVERSION COURSE**

BROUGHT TO YOU BY



Learn how to use landing pages for higher converting campaigns

A free 11-part course with expert marketing advice from
10 world-renowned conversion experts

Start My Free Course Now



Each lesson takes less
than 30 minutes.

No email address required.



Challenger Page Variants										Confidence
<div><div>AQ</div><div>Linear Information Hierarchy - Effort Closer (time to complete lessons)</div><div>Updated 3 days ago</div></div>	<div><div></div></div>	<div><div>Edit</div><div><div></div></div></div>	50%	723	838	180	24.90%	<div><div></div><div>-17%</div></div>	98%	

low effort lost by -17%

*TEST RESULTS FROM THE UNBOUNCE APP



THE SMART MARKETER'S **LANDING PAGE CONVERSION COURSE**

Landing pages increase conversions by focusing your marketing message. This translates directly into higher conversions on your PPC, email, banner and social media campaigns.

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pages for higher conversions**

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THE SMART MARKETER'S **LANDING PAGE CONVERSION COURSE**

Landing pages increase conversions by focusing your marketing message. This translates directly into higher conversions on your PPC, email, banner and social media campaigns.

In this free course you'll learn how to use landing pages to **increase the conversion rates**

A winning smile, amirite?



**Learn how to use landing
pages for higher conversions**

**Start Part 1 of This Free
Conversion Course Now**



I hope you enjoy this free course.

Oli Gardner

Course author & Unbounce Co-founder



A/B Test Centre

Reset Stats

Preview Variants

Add Variant

Current Champion						Weight	Visitors	Views	Conversions	Conversion Rate	
<div><div>AC</div><div><div>Ungated</div><div>Updated 9 days ago</div></div><div></div></div>	<div><div>Edit</div><div></div></div>	10%	997	1205	263	26.38%					
Challenger Page Variants										Confidence	
<div><div>AD</div><div><div>Ungated - Closer "Oli Quote"</div><div>Updated 8 days ago</div></div><div></div></div>	<div><div>Edit</div><div></div></div>	90%	2824	3336	636	22.52% <div><div>↓ -14%</div></div>	99%				
Discarded Page Variants											



YOUR CALL TO ACTION

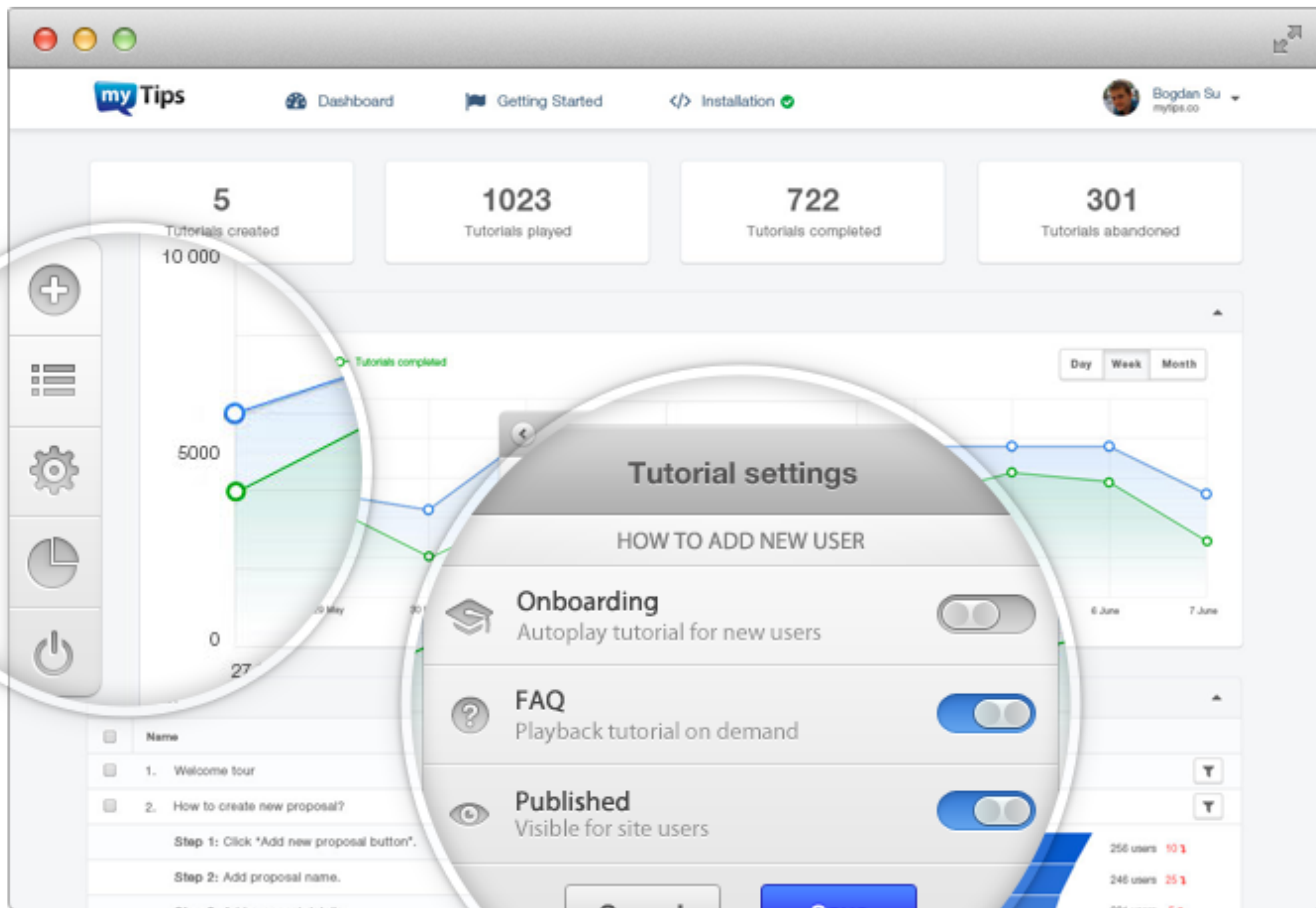
PROTECT YOUR CTA

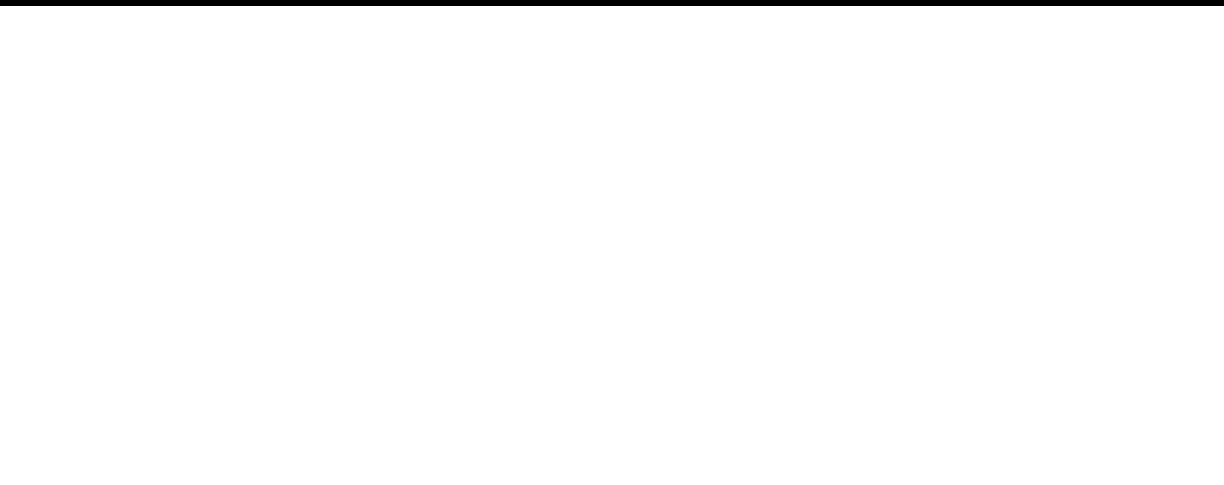
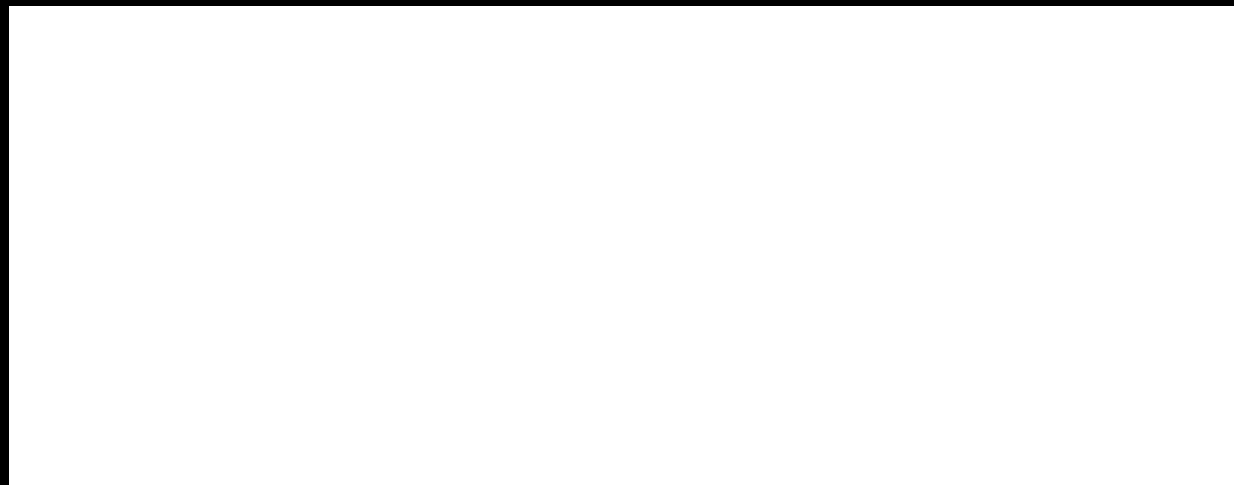
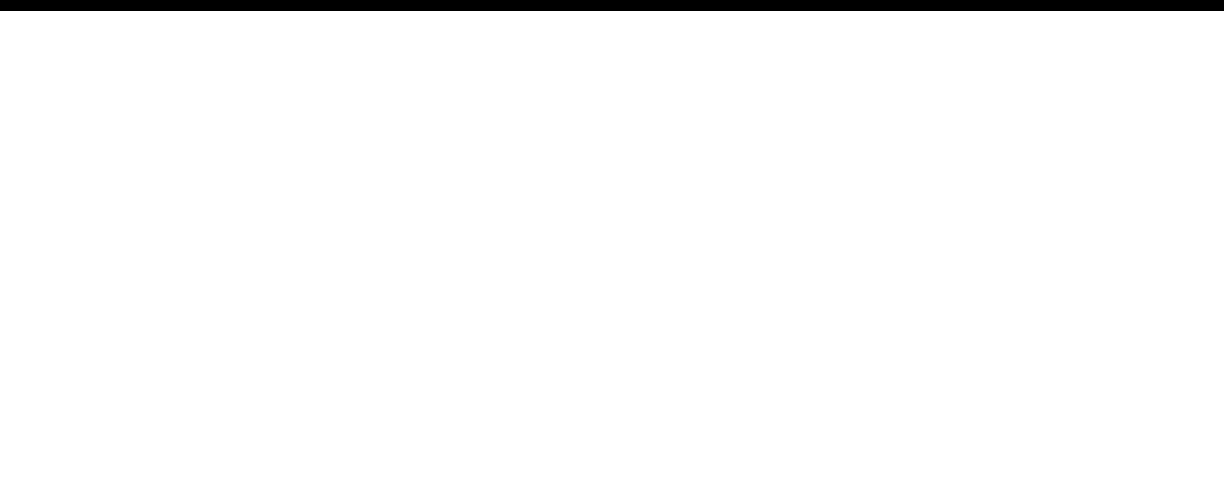
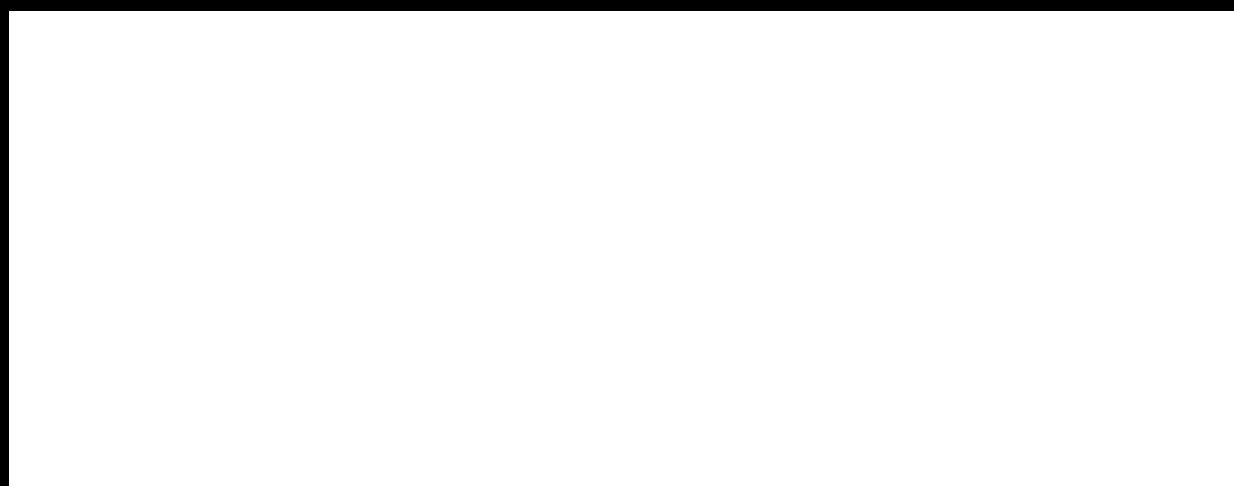
*Anything placed in close proximity to your **call to action** can be a threat to your conversion rates – and must be tested.*

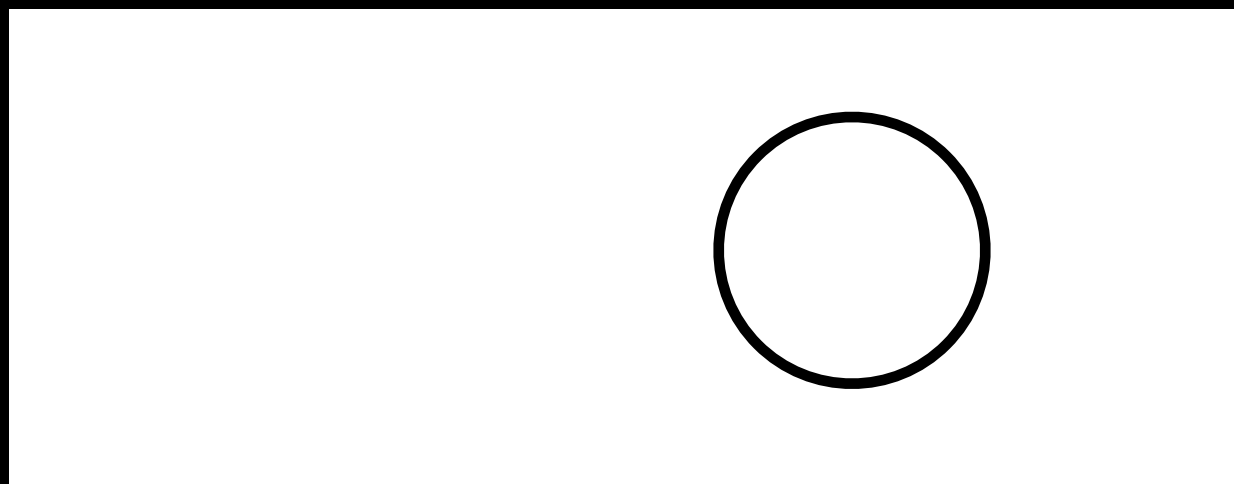
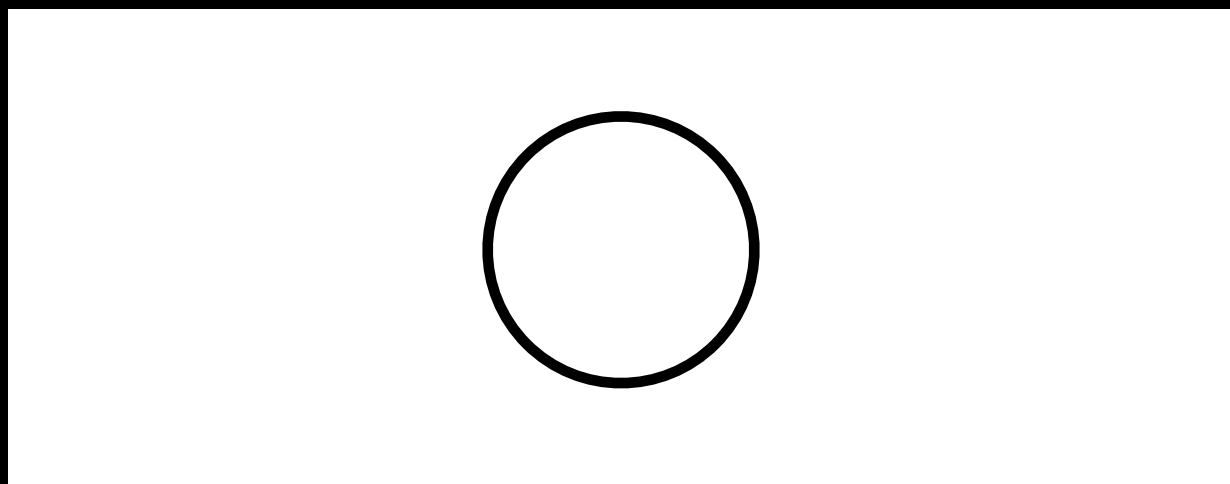
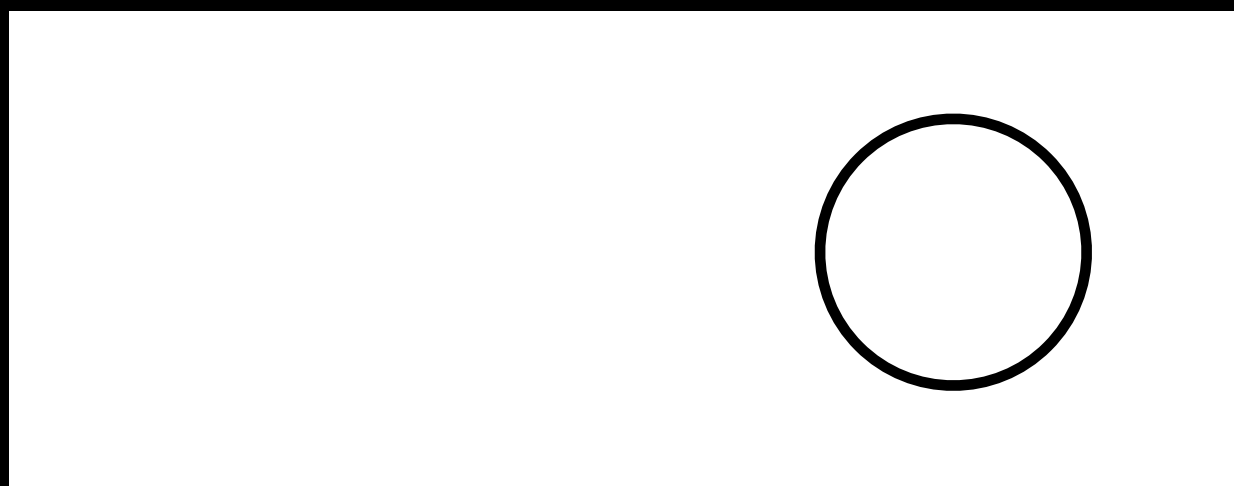
@oligardner #ctacnf

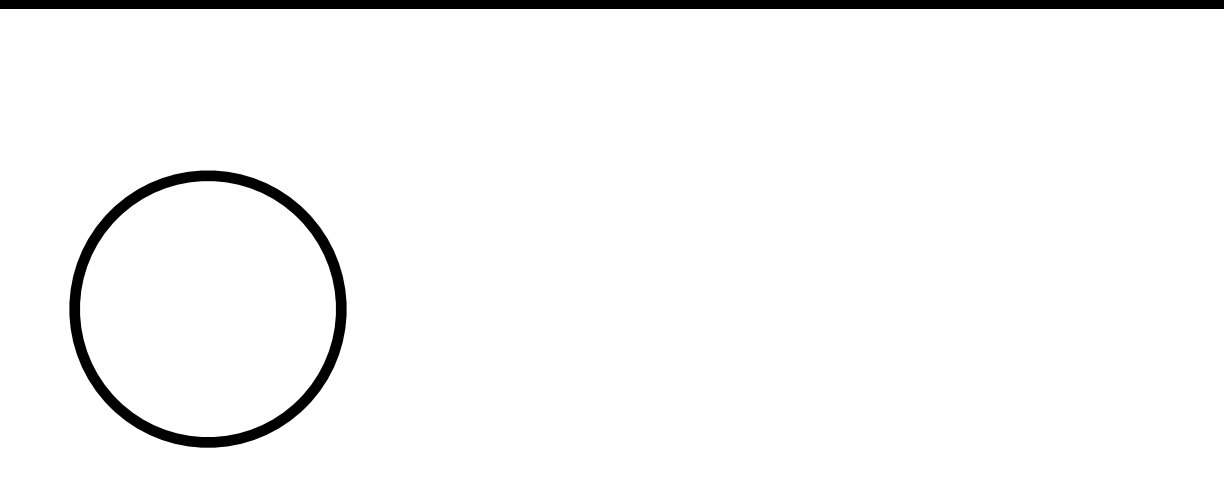
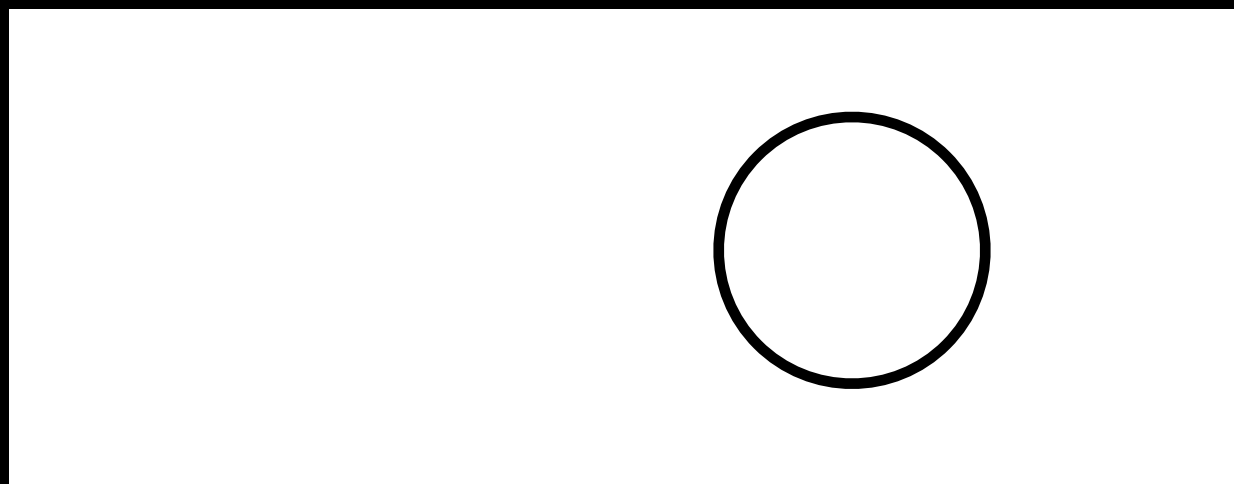
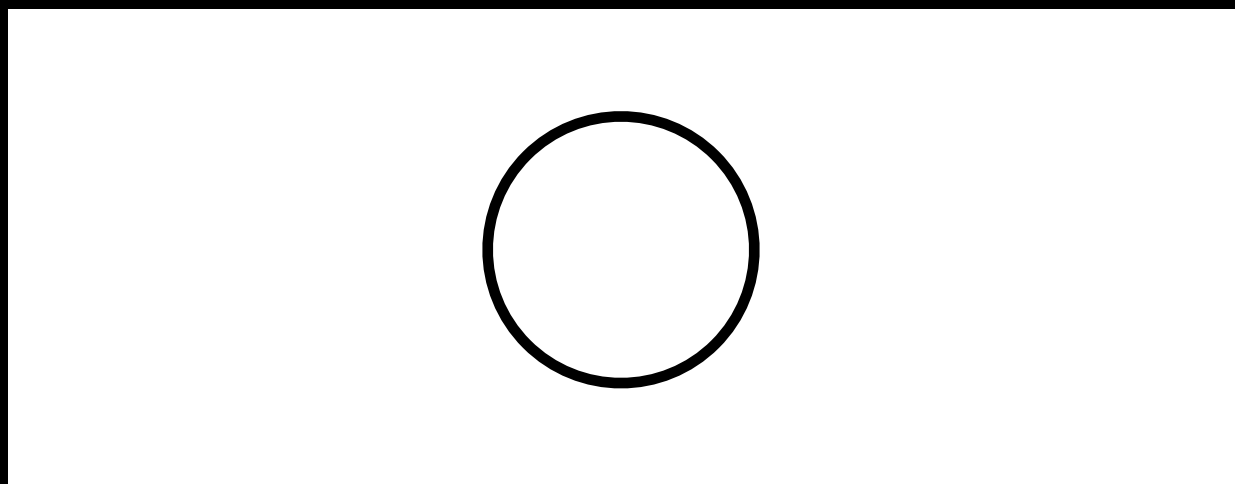
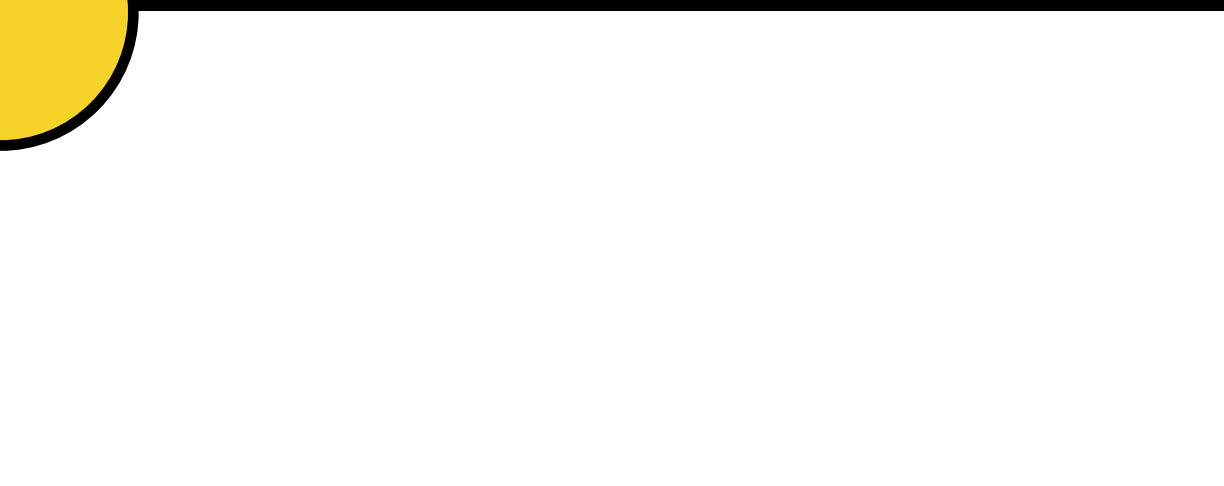
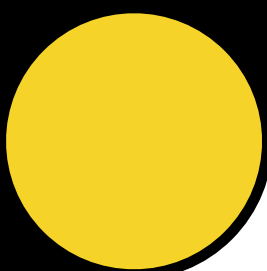
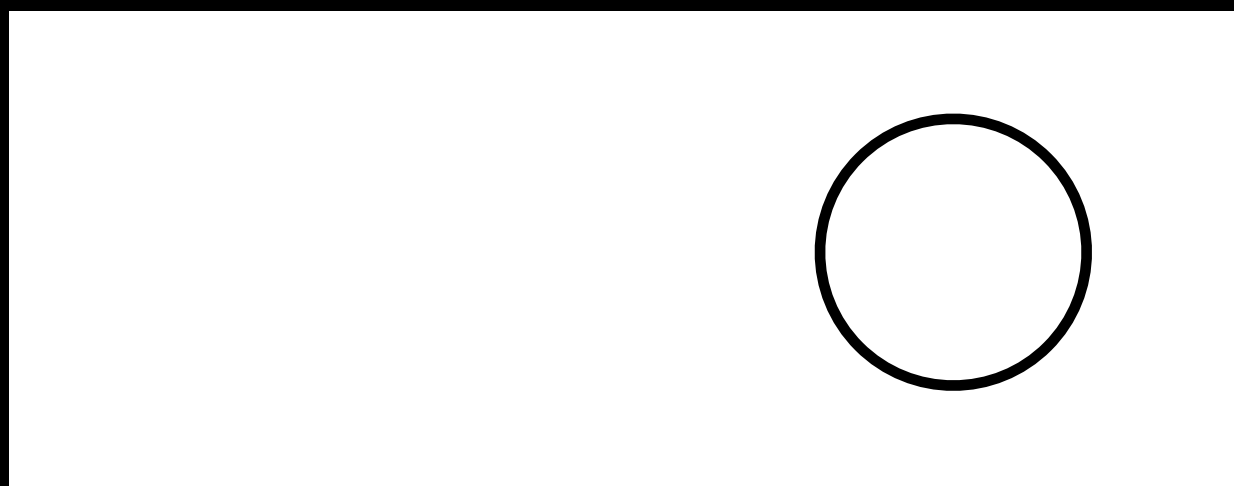
ATTENTION-DRIVEN DESIGN

#16 OVERLAPPING











App Store



Clock



Photos



Camera



Calendar



Google Maps



Settings



AS.Parrot



HipChat



Weather



TD (Canada)



car2go



Instagram



Docs



Shazam



Travel

ATTENTION-DRIVEN
DESIGN
#23 CONTACT



ATTENTION-DRIVEN DESIGN:

23 VISUAL PRINCIPLES
FOR DESIGNING
MORE PERSUASIVE
LANDING PAGES



OLI GARDNER

DOWNLOAD THE **FREE** EBOOK NOW

bitly.com/attention-driven-design

ATTENTION-DRIVEN **DESIGN:**

23 VISUAL PRINCIPLES
FOR DESIGNING
MORE PERSUASIVE
LANDING PAGES



OLI GARDNER

ENTER THE CONTEST AND **WIN A TICKET** TO CTACONF 2016 !!!

bitly.com/attention-contest

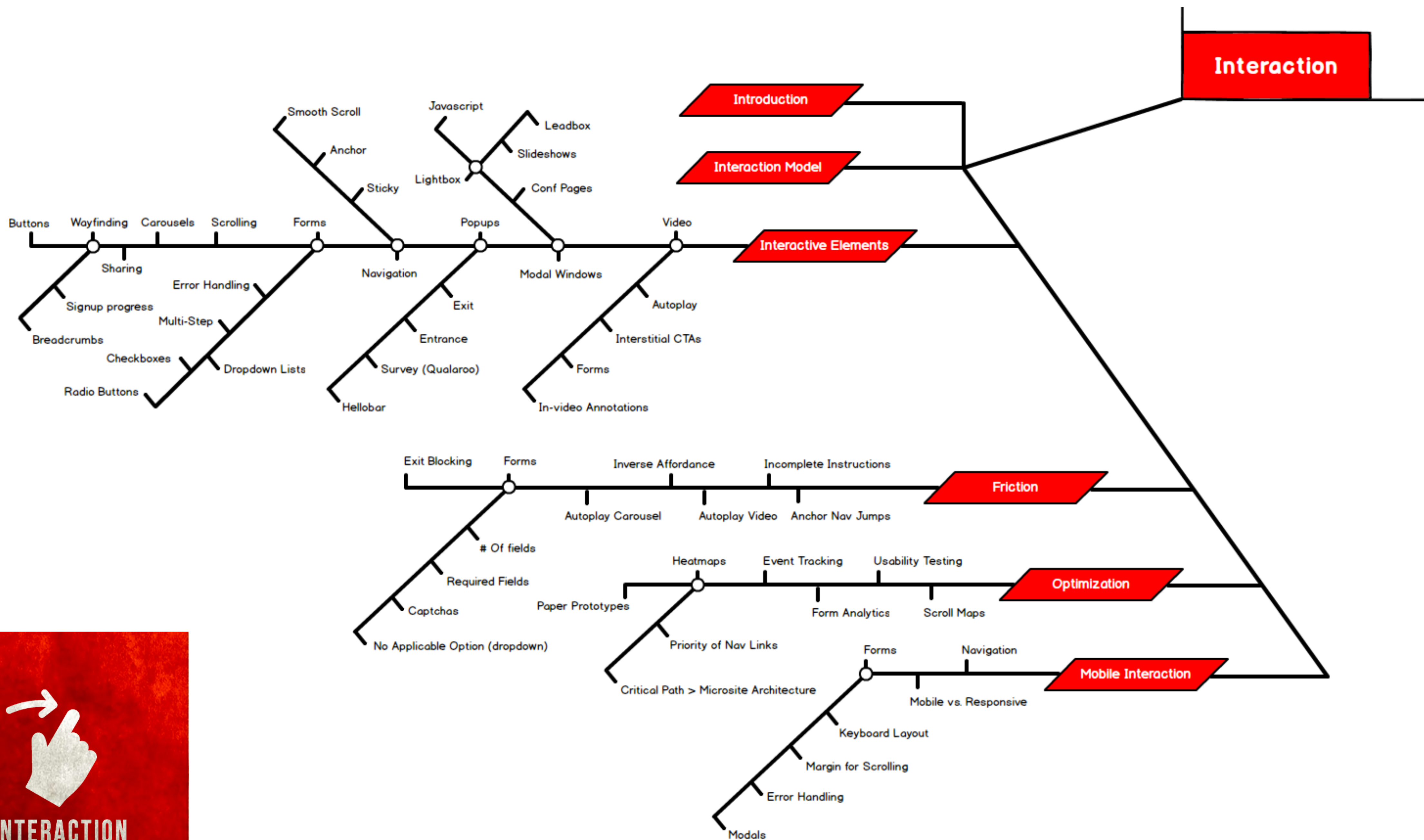


THE FOUR CORNERS OF CONVERSION

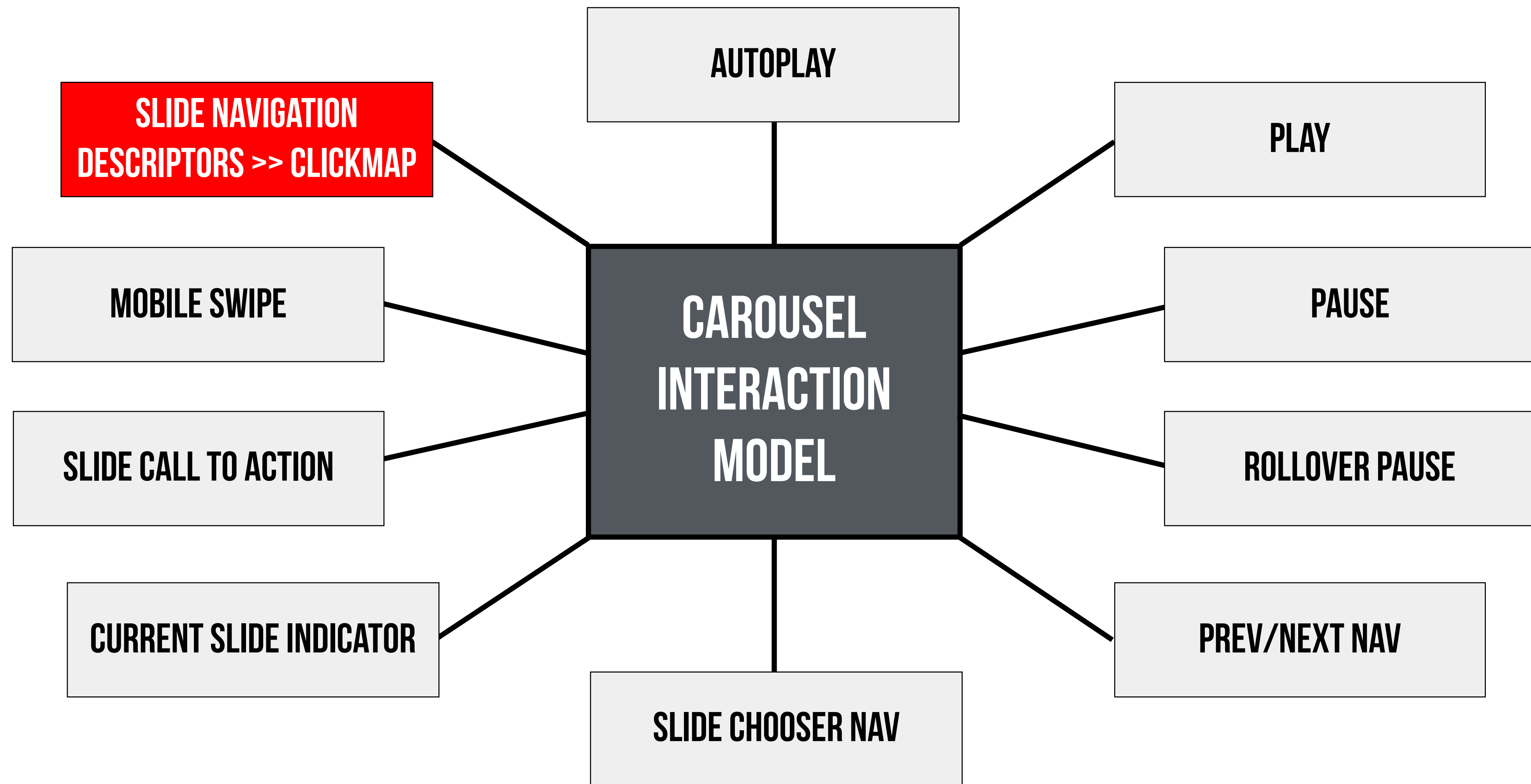
BY @OLIGARDNER



INTERACTION



INTERACTION MODELS



SMOOTH SCROLL



MARKETER
FOR MARKETERS

NEW

Awesome Marketing Landing Page Template

RESPONSIVE DESIGN UNBOUNCE TEMPLATE *MADE FOR MARKETERS*

SCROLL DOWN



CHECK THE DEMOS



YOUR CALL TO ACTION

TREND CAREFULLY

Theme designers are breaking the internet. Don't implement new interaction models without seeing how it impacts your visitors.

@oligardner #ctaconf



THE FOUR CORNERS OF CONVERSION

BY @OLIGARDNER



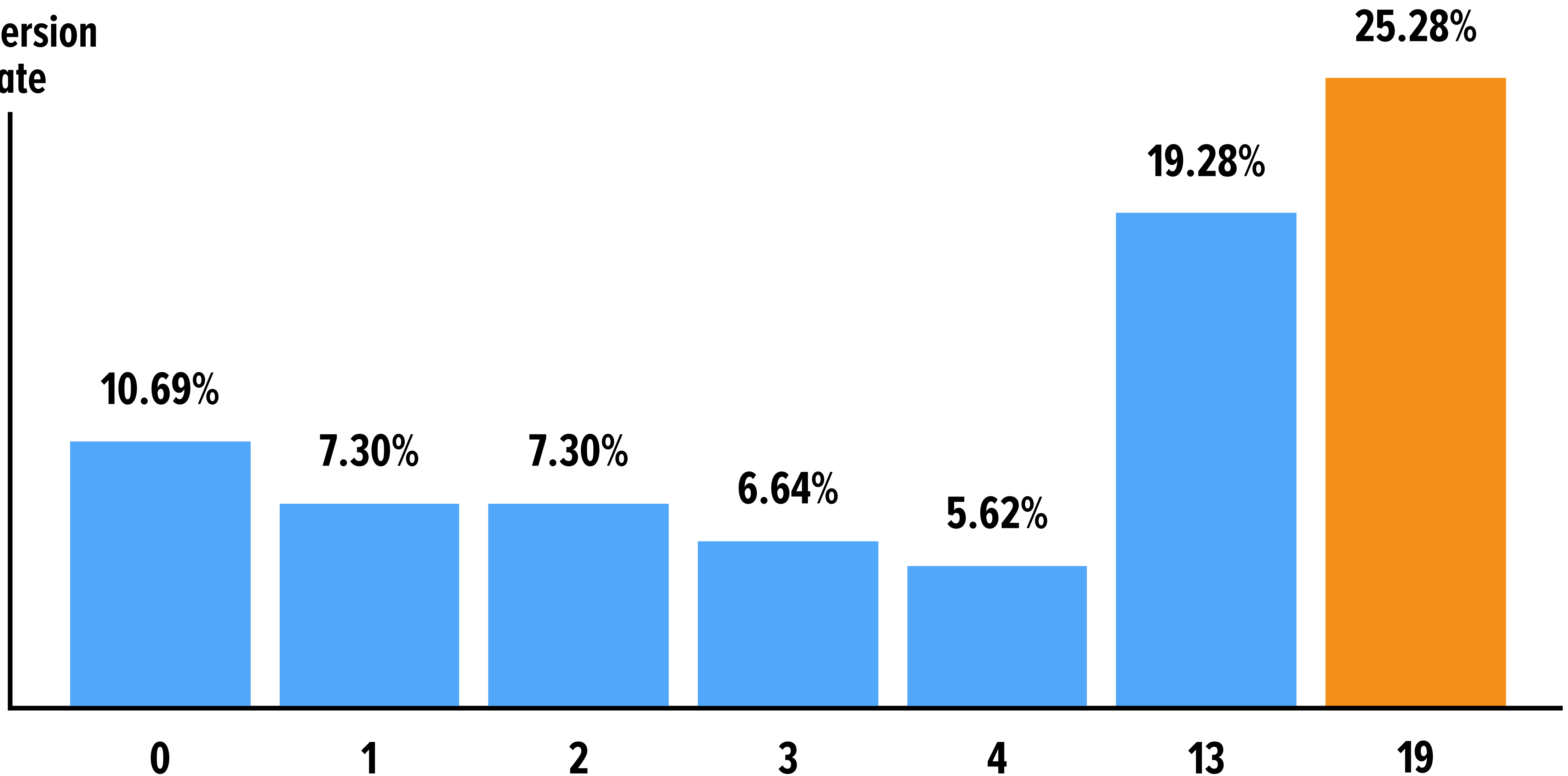
PSYCHOLOGY

WHAT'S THE MOST
PERSUASIVE WORD
IN THE ENGLISH LANGUAGE?

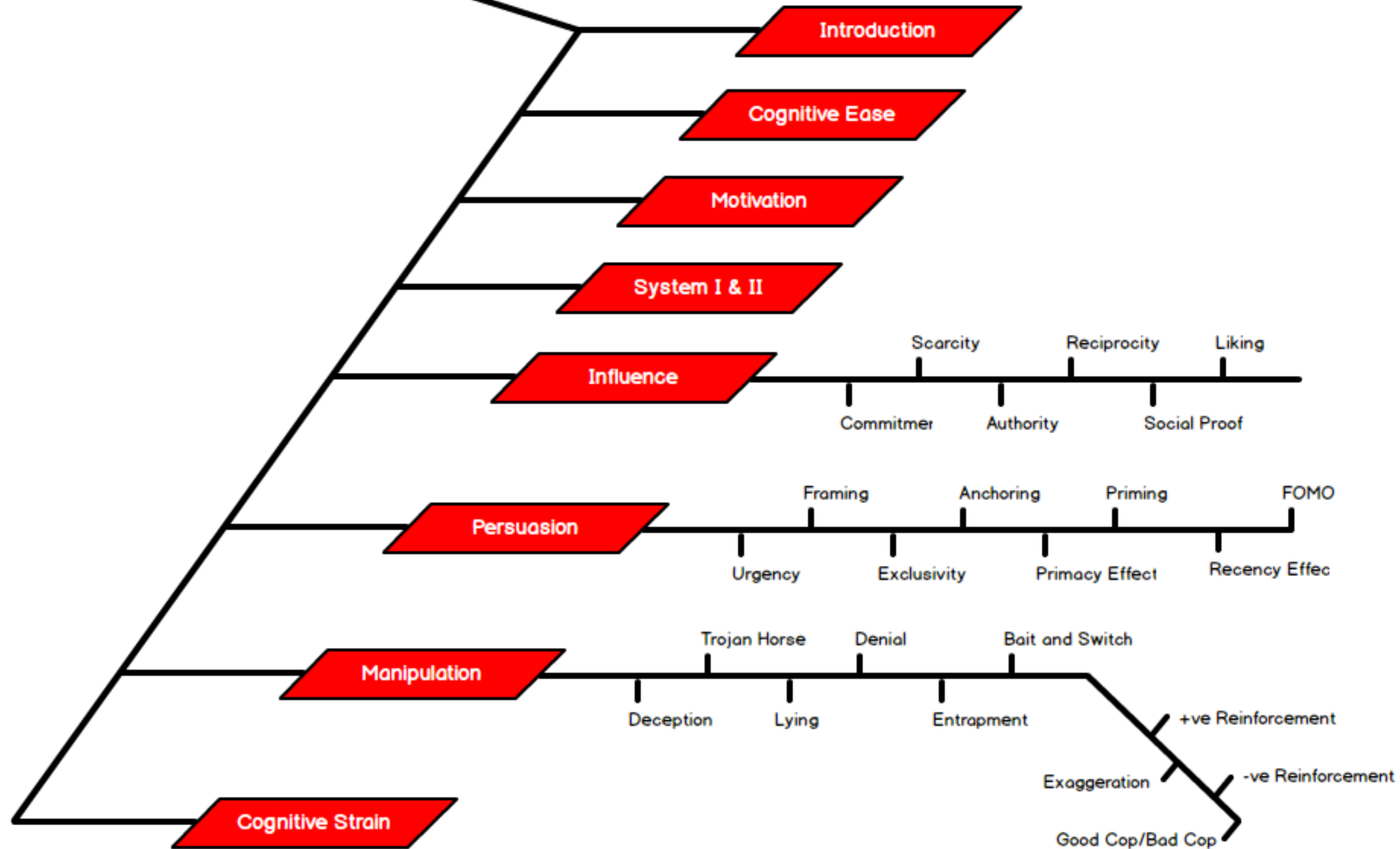


Average Conversion Rate by Occurrences of the Word “**Because**”

**Conversion
Rate**



Psychology



PSYCHOLOGY

INFLUENCE

Reciprocity
Commitment
Social Proof
Liking
Authority
Scarcity

PERSUASION

Urgency
Framing
Anchoring
Exclusivity
Priming
Primacy
Recency
FOMO

MANIPULATION

Pos/Neg Reinforcement
Deception
Bait and Switch
Denial
Entrapment
Exaggeration
Lying
Good Cop/Bad Cop
Trojan Horse

Imagine Having The Power To
Turn Abandoning Visitors Into
Customers

Level
"Exit-
Exch
para
custo

DO YOU WANT TO
Convert your Bounce Traffic
INTO REVENUE?

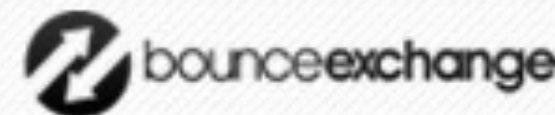
YES

show me how

OR

NO

I like when visitors bounce



So
e
?
imeo

How Does Our Patented
"Exit-Intent" Technology Work?

• Mouse Gestures



OUT OF MOVES



CONTINUE GAME WITH 5 EXTRA MOVES

TRY AGAIN

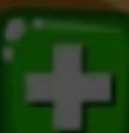
KEEP GOING!  25





8

30



OUT OF MOVES



CONTINUE GAME WITH 5 EXTRA MOVES

GIVE UP

KEEP GOING!  25



8

30 +

OUT OF MOVES



CONTINUE GAME WITH 5 EXTRA MOVES

GIVE UP

KEEP GOING! 25





OUT OF MOVES



CONTINUE GAME WITH 5 EXTRA MOVES

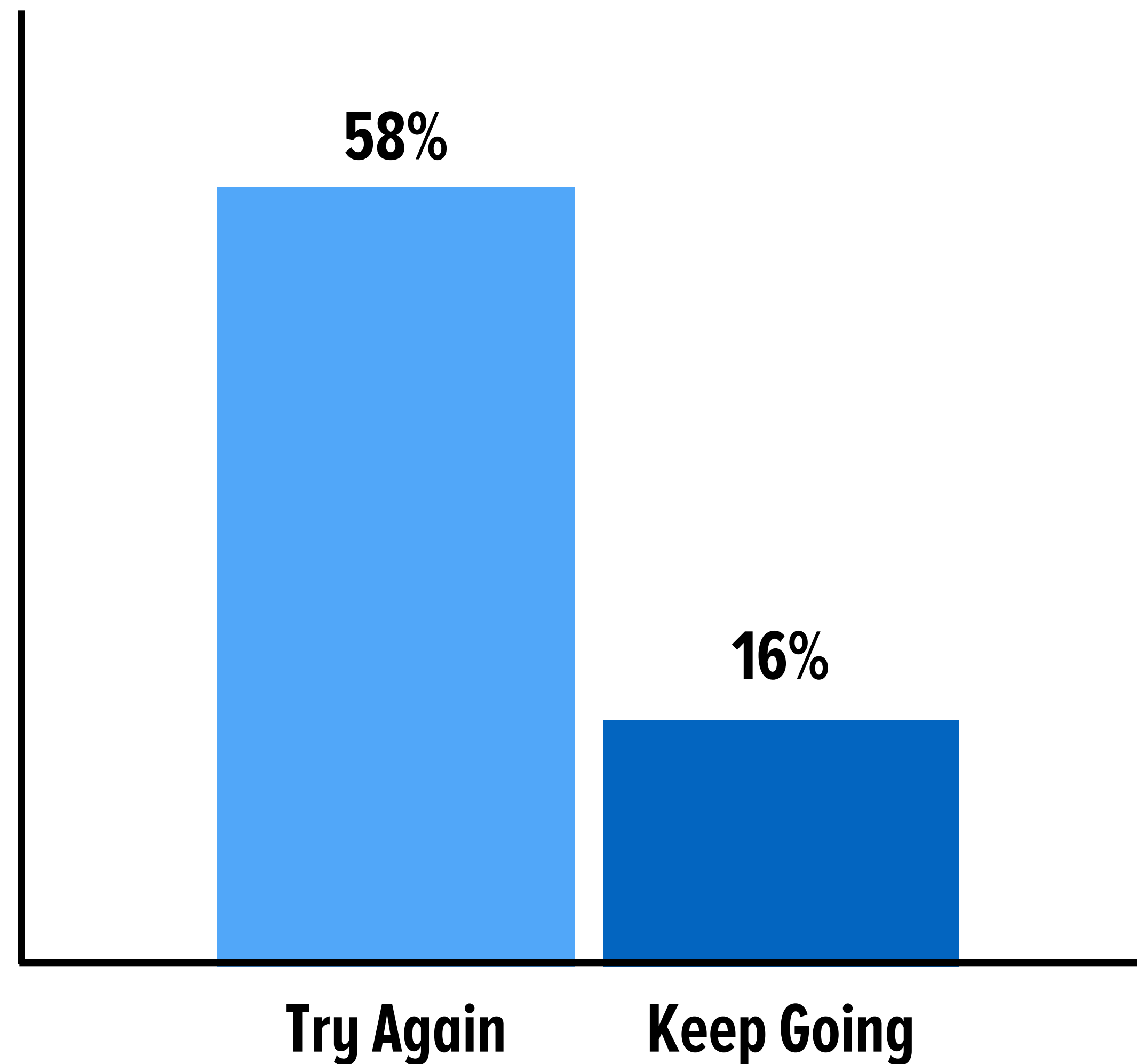
GIVE UP

KEEP GOING!  **25**



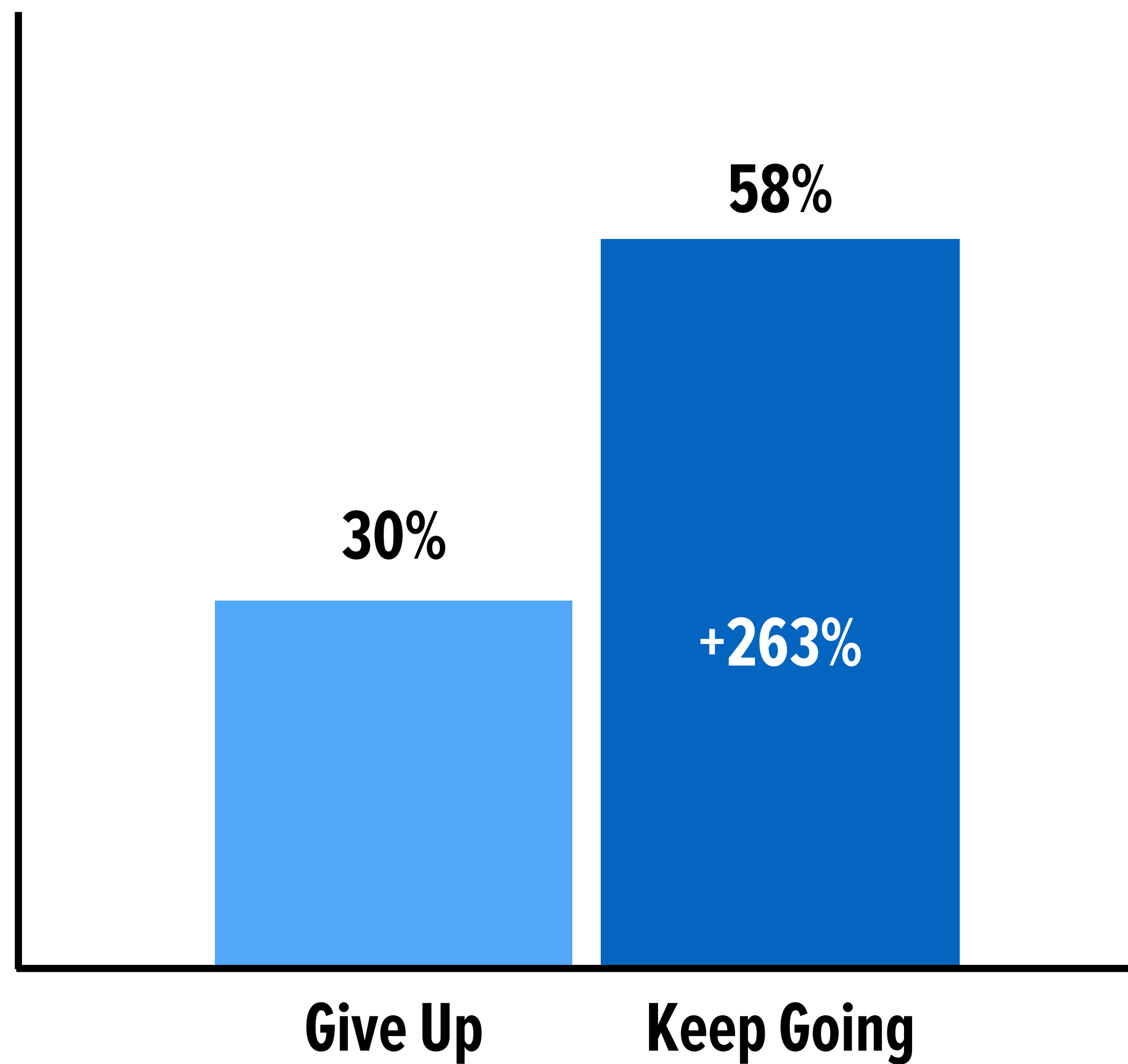


Good Cop / Bad Cop





Good Cop / Bad Cop



**CAN GOOD COP/BAD COP POPUPS
BE DELIGHTFUL?**

Your best email addy

Teach Me How, Joanna!

COPY HACKERS PRESENTS



THE **FREE** 2015 PERSUASION GUIDE

MORE THAN 172 PAGES OF ACTIONABLE PERSUASION TIPS,
BASED ON 1000S OF HOURS OF RESEARCH.

NO I REJECT THE PERSUASION GUIDE

YES GET THE FREE GUIDE



Question: how did you create that cool graphic at the top showing your email list growth? (Or does your ESP give you such lovely visuals out of the box?)



VIDEO CAPTION

POSITION ON PAGE



VIDEO



AUTOPLAY



TRUST



COPY



captions



play instructions



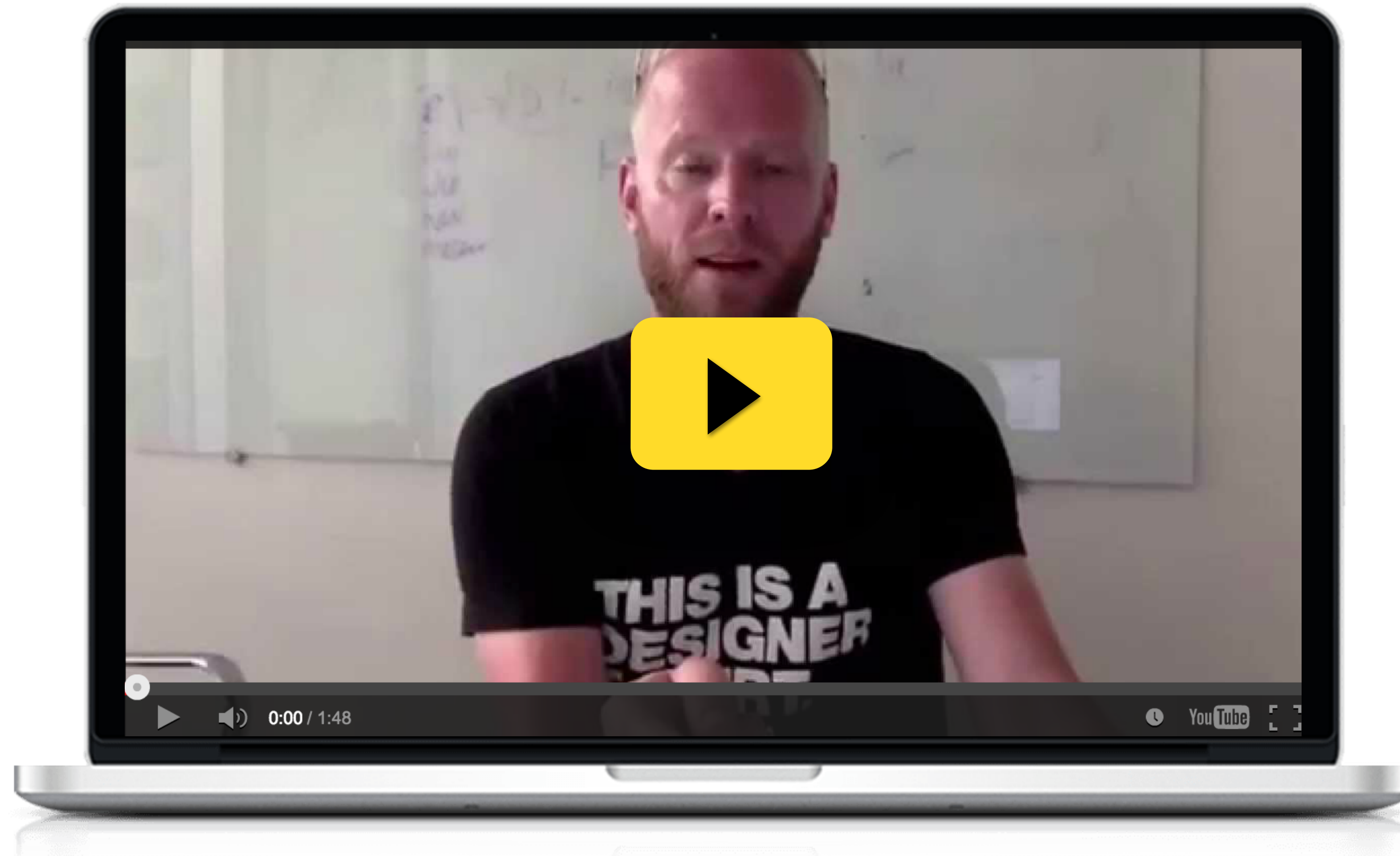
annotations

Would you watch this video?



How about ***now***?

0:08 seconds >>



**Unbounce co-founder passes out
critiquing landing pages while drunk!**

YOUR CALL TO ACTION

CAPTION YOUR VISUALS

Captions under images/videos are read on average 300% more than the body copy itself. Make them so compelling you can't not watch the video.*

@oligardner #ctaconf



DESIGN

 position on page

 size

 poster frame

 play button

Our Blog

Wistia is a video marketing platform built specifically for business.

ZONE 1



January 15, 2015

How to Remove Black Bars from Your Video

Have you ever seen an online video that looks like this?

EZRA

Ezra Fishman is the marketing director at Wistia. When he's not poring over data and writing scripts, Ezra can usually be found kicking up dirt on the softball field. Find him on Twitter at [@ezrafishman](#).



Your Email

ZONE 2

Ugly black bars appear on videos, both on TV and on the web, when the aspect ratios of your video and the housing it lives in don't match.

Why black bars appear

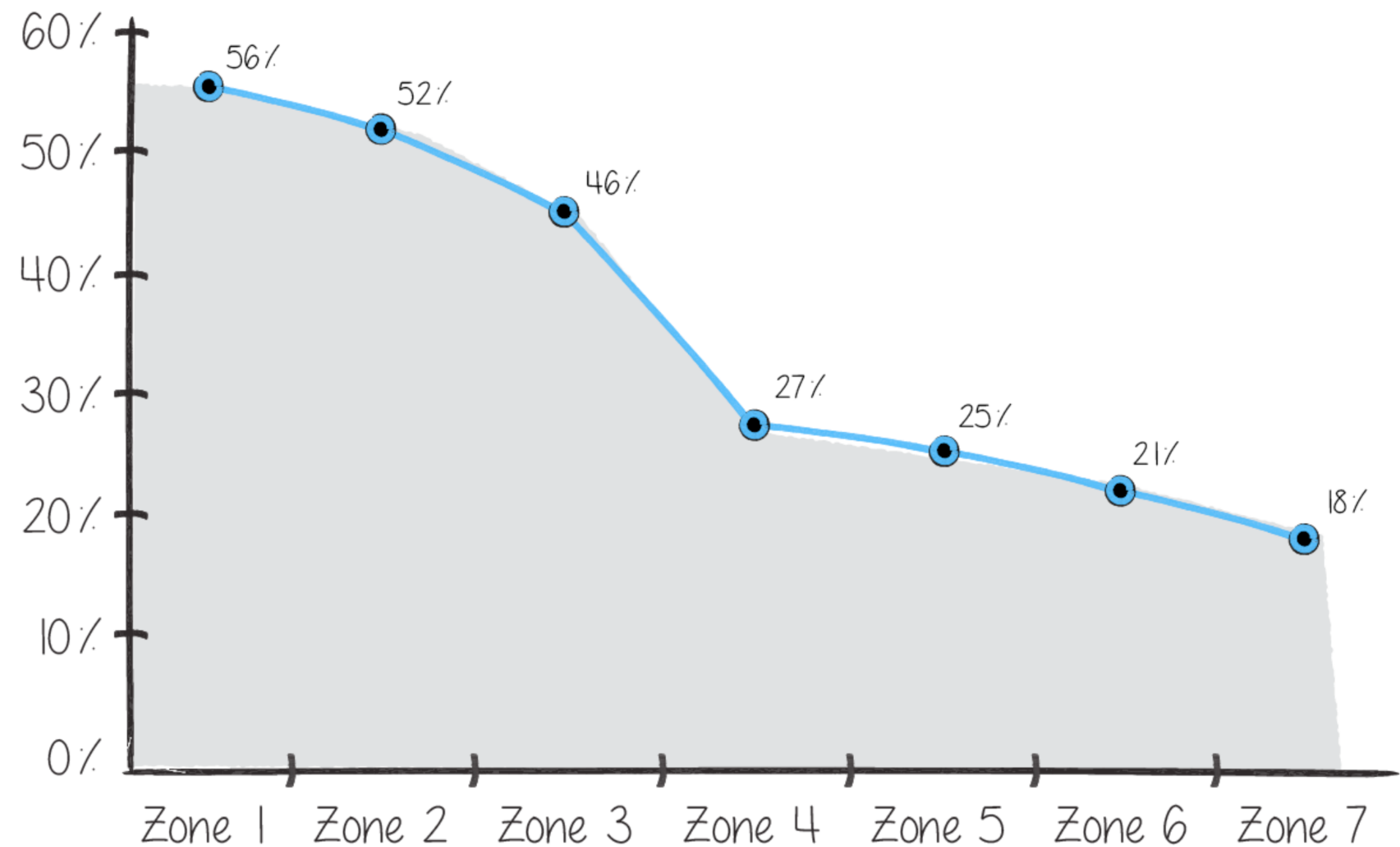
The issue is most clear in the case of TV, so let's start there.

Prior to HDTV, televisions and the video created for them followed a 4:3 aspect ratio. With HDTV came a new standard of 16:9. What happens when you watch a video created at the old aspect ration of 4:3 on a TV that is 16:9? Black bars show up on either side to fill the extra space (image credit):

ZONE 3

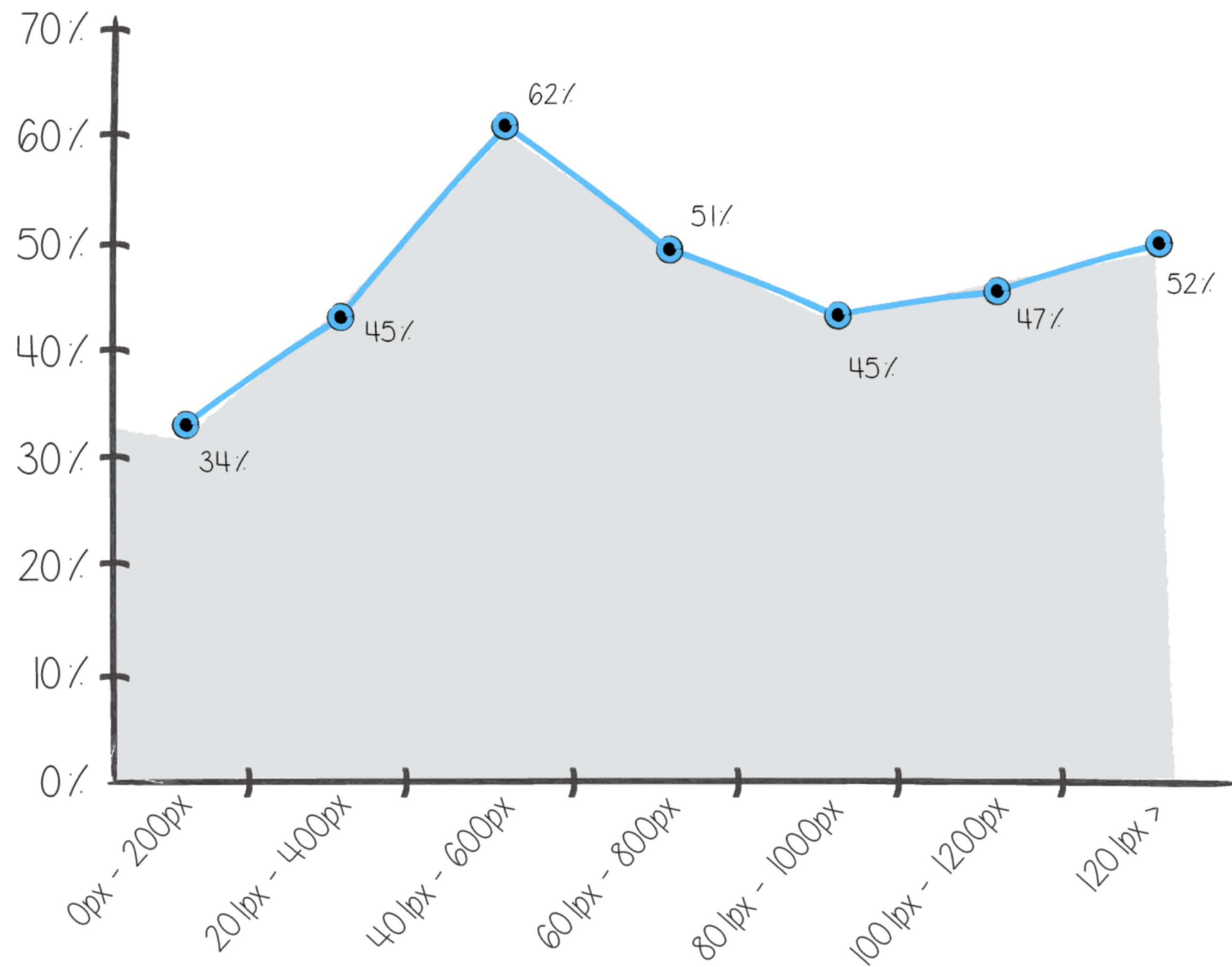


Play Rate / Zone

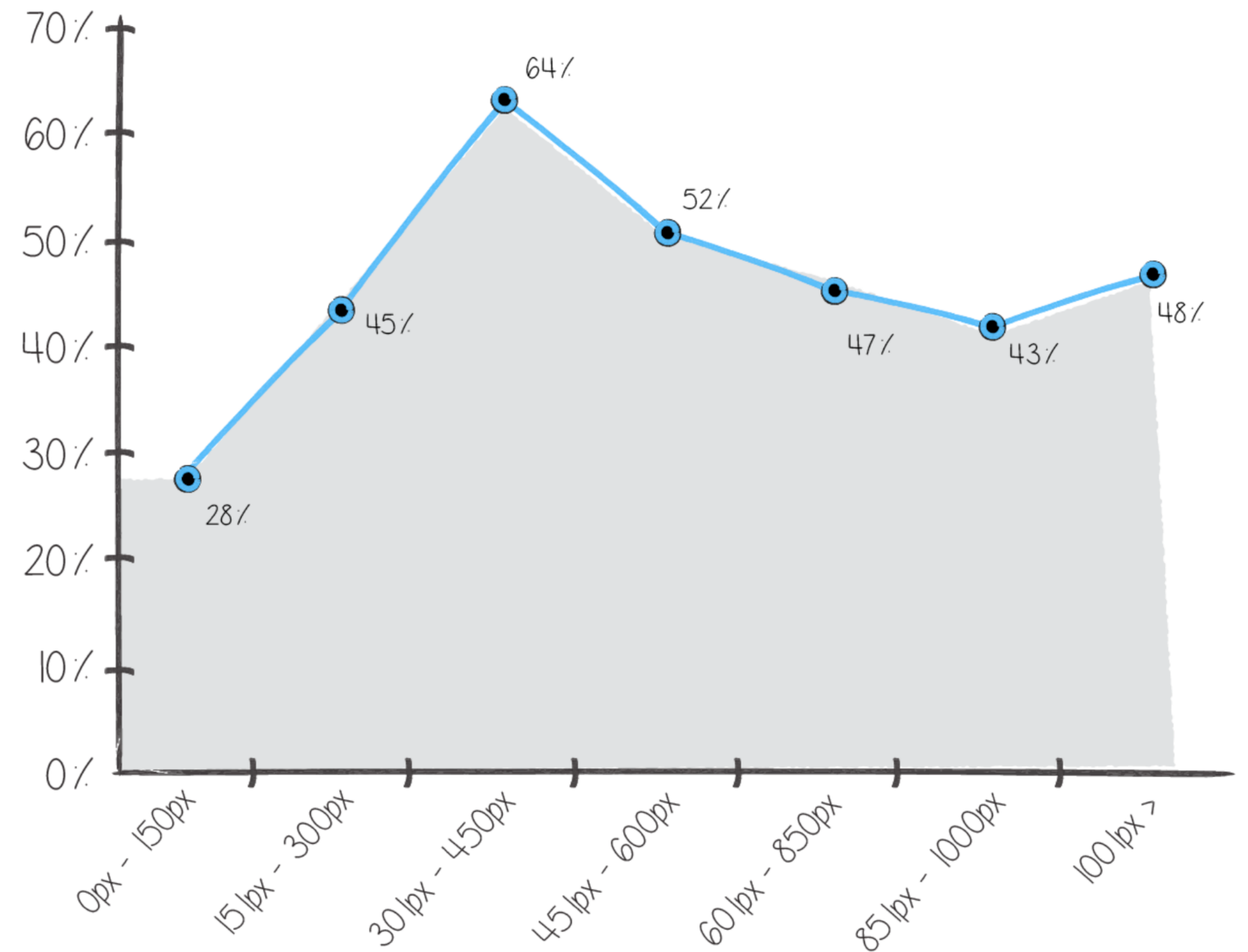


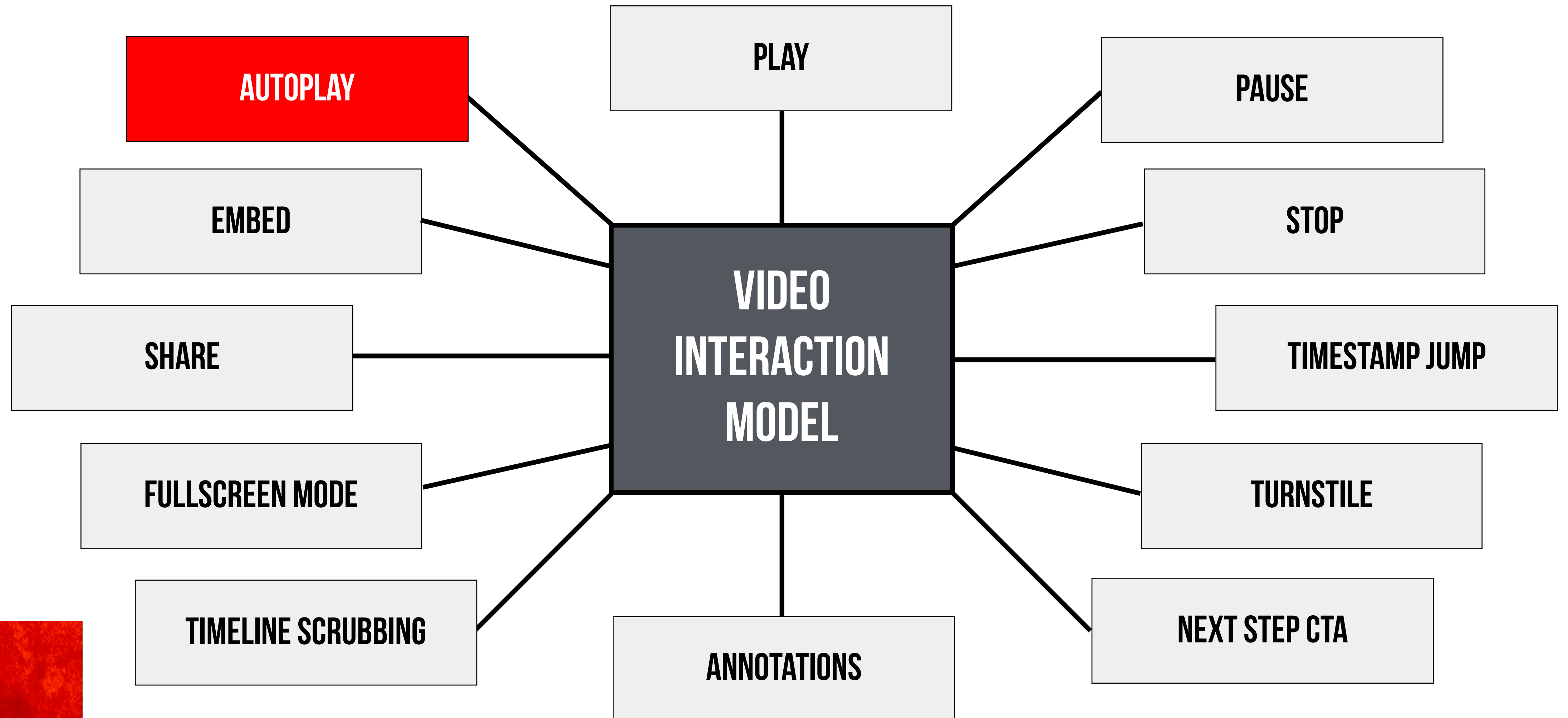
Data from Wistia

Play Rate / Video Width



Play Rate / Video Height





* BRING CLEAN WATER TO ETHIOPIA FOR THE HOLIDAYS *

100 wells for the holidays

This holiday season, we're putting a dent in the water crisis in Ethiopia.

[Watch the video](#), and learn how you can help.



[WATCH THE VIDEO »](#)

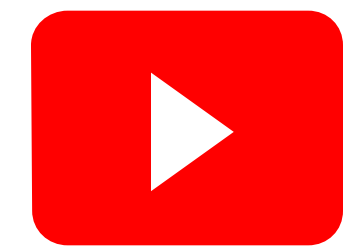
Don't want to get our emails? [Unsubscribe](#)

[Blog](#) | [charitywater.org](#)

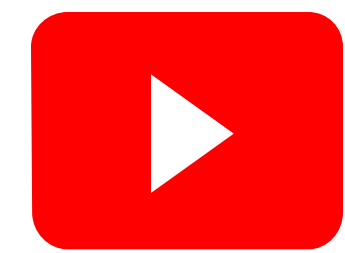
200 Varick Street, Suite 201, New York, NY 10014



actor trust



length of video



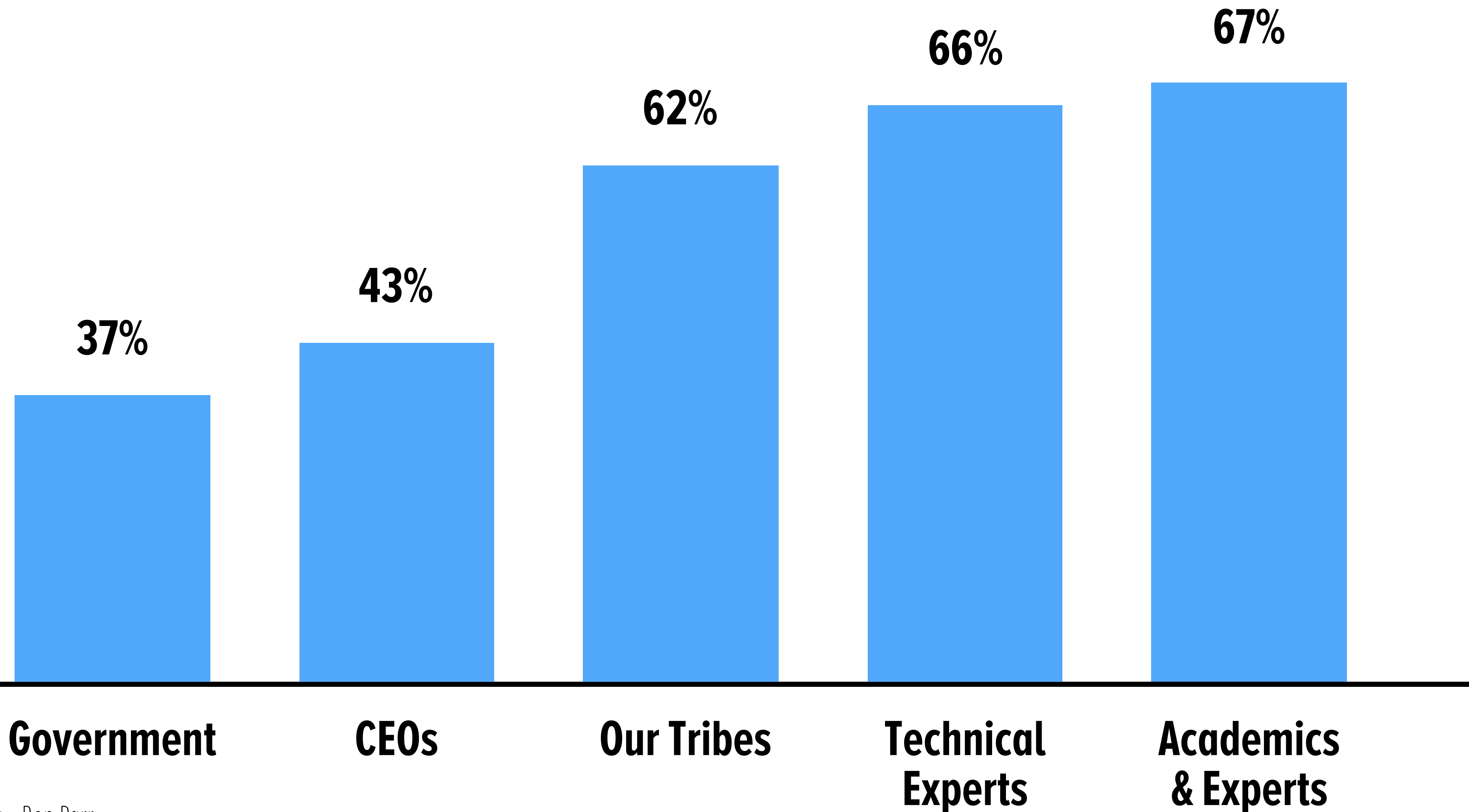
authenticity



PSYCHOLOGY

Who should you trust to be in your video?

TRUST





A black and white photograph of a man with short hair and sunglasses, wearing a dark t-shirt and jeans. He is holding a laptop with both arms, looking down at the screen. The laptop screen displays a website with the heading "AS Test Your Way To More eCommerce Revenue" and some charts. The background is white.

YOUR CALL TO ACTION

DESIGN FOR IDEAL

Don't design to acquire any old customers. Design to acquire your ideal customers.

@oligardner #ctaconf

LABEL COPY

BUTTON COPY

POSITION ON PAGE

.....

FORMS

_ INLINE

_ FIELD

_ LABELS

COGNITIVE STRAIN*

**HOW CAN WE USE A FORM
TO DESIGN FOR IDEAL?**



_ headline

_ field label copy

_ privacy statements

_ call to action copy

_ error/success messages



Disney
AQUA

Edit by Lio

<http://www.fanpop.com/clubs/disney-princess/images/36571769/title/walt-disney-fan-art-queen-elsa-photo>



Disney
AQUA
Edit by Lio

**PASSWORDS MUST CONTAIN
AT LEAST SIX CHARACTERS**

Disney
AQUA

edit by Lio

MICKEYMINNIEGOOFYPLUTOSNOWWHITEMOWGLIDUMBO



Disney
AQUA

EDIT BY LUG

The 7-Day Lead Gen Landing Page Course

Learn how to create landing pages that will keep your funnel full

Great landing pages are the cornerstone of a killer lead generation strategy. Whether you've never made a landing page before, or simply want to polish your existing ones to a prospect-pulling shine, this free 7-day email course will arm you with everything you need to convert.



Your Best Email Address *

START THE COURSE NOW

Email Address

41%

START THE COURSE NOW

Your Best Email Address

47%

+15%

START THE COURSE NOW

Work Email Address

50%

+22%

START THE COURSE NOW

Business Email Address

65%

+59%

START THE COURSE NOW

SO, ABOUT THAT WHOLE SUBMIT THING?

Submit

10.34%

VS

Anything Else

10.61%

+2.4%

Submit

10.34%

VS

ASDF

10.61%

+2.4%

Free

9.24%

VS

no mention of free

10.79%

+16.8%

My

VS

Your

12.76%

8.85%

-45%

ACTION WORDS

Click

VS

no mention of click

15.51%

10.51%

-48%

Click

15.51%

VS

Click here

17.49%

+12.8%

URGENCY

Download

12.01%

VS

Download Now

13.06%

+8.7%

Get Started

7.78%

VS

Get Started Now

9.35%

+20.2%

_ containers

_ form fields

_ label alignment

_ button colour

_ page position

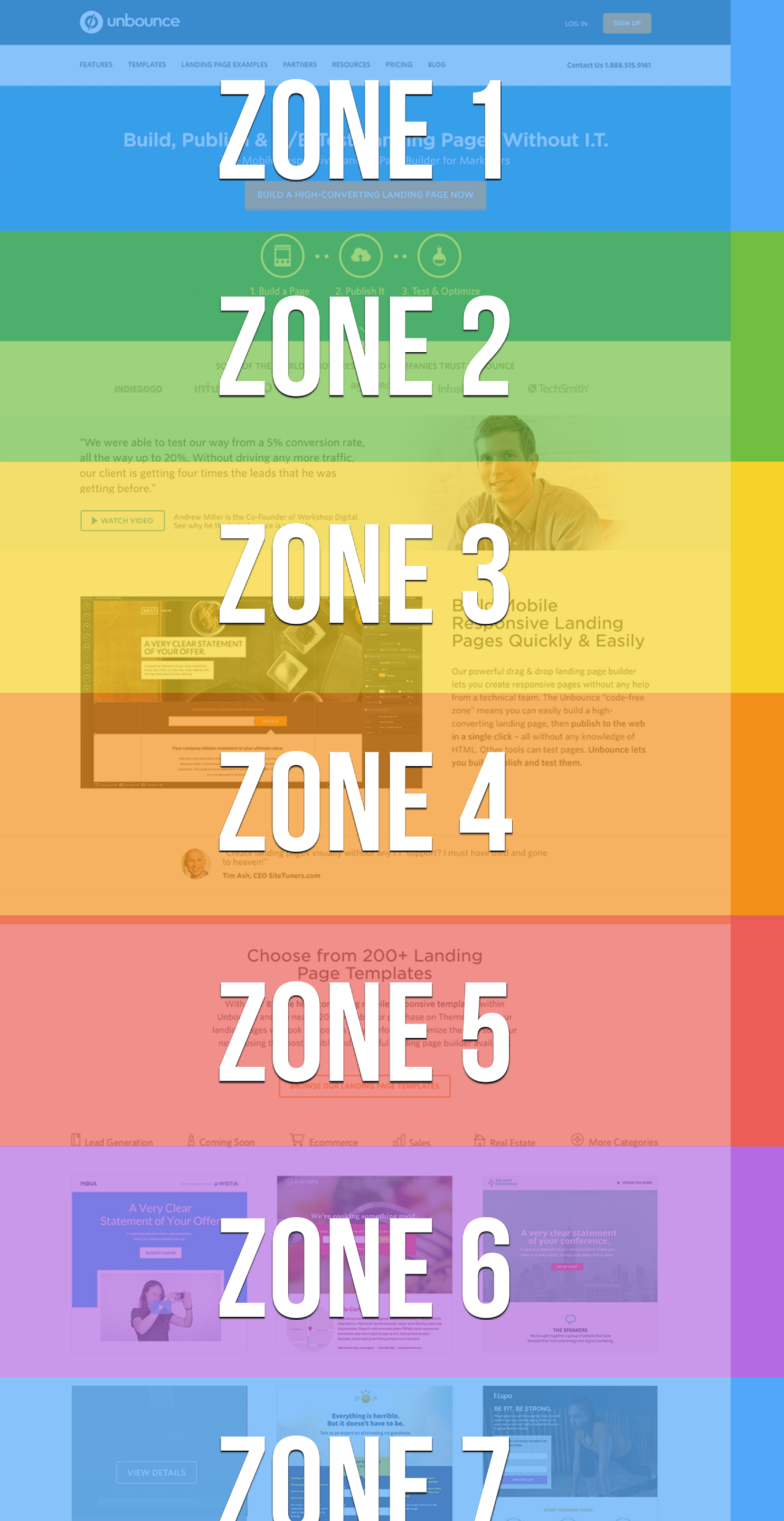
_ button affordance

_ button rollover

_ error/success messages

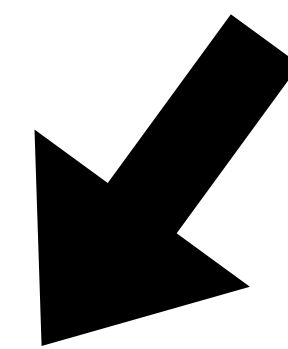


DESIGN

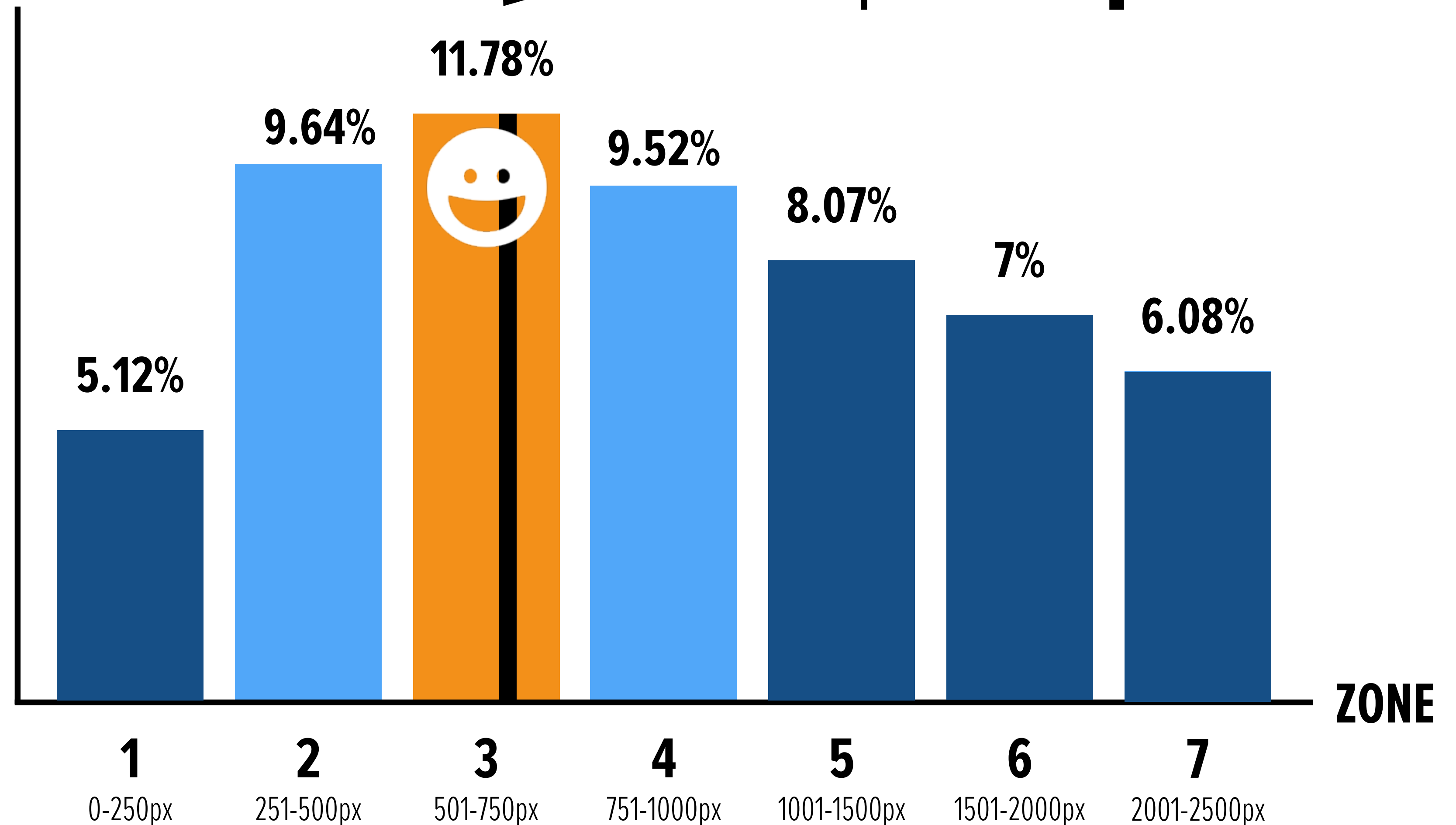


Conversion Rate vs. Form Distance (250px blocks) From Top of Page

CONVERSION
RATE



ave distance
from top is **666px**



Data pulled from Unbounce landing page database

THERE ARE **1,569** COMPANIES IN THIS
SAMPLE WHO COULD INCREASE
CONVERSION RATES BY MOVING
FORMS CLOSER TO **666PX**
AND LISTENING TO HEAVY METAL

THE BOTTOM LINE

_ captchas

_ # of form fields

_ inline labels

_ auto field jump

_ error/success messages

_ auto focus

_ checkbox/radio default

_ auto fill



INTERACTION

INLINE FIELD LABELS

Inline field labels

are bad

because...

Click Me Now

— short-term memory

— tabbing hides next label

— multi-tasking distractions

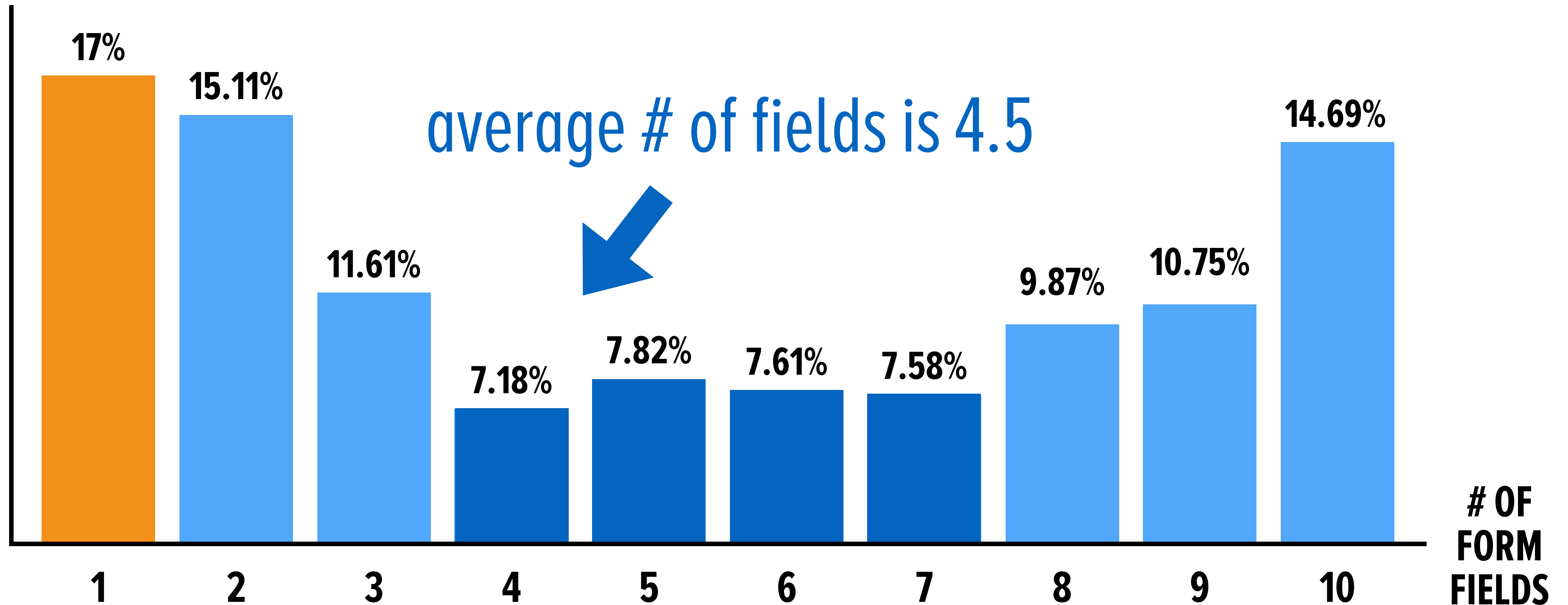
— hard to double check before submit

— don't get me started on mobile

HOW MANY FORM FIELDS SHOULD I USE?

Conversion Rate vs. Number of Form Fields

**CONVERSION
RATE**



**# OF
FORM
FIELDS**

_ trust

_ urgency

_ privacy statements

_ stop words

_ perceived friction

_ no expectations set

_ cognitive strain

_ open ended questions



PSYCHOLOGY



Join our newsletter / Enter your email address, we promise we won't spam =)

Yay! Subscribe me

etter / Enter your email address, we promise we won't spam =)



PAGE COPY

SPAM

VS

no mention of spam

8.46%

10.41%

+23%

TRUST

I want to know more about...

- ☐ Tuition and Financial Aid
- ☐ Career information
- ☐ Admissions requirements

I want to know more about...

- ☐ Tuition and Financial Aid
- ☐ Career information
- ☐ Admissions requirements

A/B Test Centre



Reset Stats



Preview Variants



Add Variant

Current Champion



Control

Updated 6 minutes ago



Edit



50%

635

698

302

Conversion Rate

47.56%

Challenger Page Variants



Security Seal

Updated 5 minutes ago



Edit



50%

562

607

233

41.46%

↓ -12%

Confidence

97%

Overall:

100%

1197

1305

535

44.70%

*Required Fields

By clicking the "Request" button, you authorize SJVC to contact you via email, telephone (including automated technology), and direct mail. I understand and agree to the terms provided. I understand and agree to the terms provided. I understand and agree to the terms provided. View our [privacy policy](#)

trust seal lost by -12%

A black and white photograph of a man with short hair and sunglasses, wearing a dark t-shirt and jeans. He is holding a laptop with both arms, looking down at the screen. The laptop screen displays a website with the heading "AS Test Your Way To More eCommerce Revenue".

YOUR CALL TO ACTION

GET OUT OF THEIR WAY

If people are about to buy, get out of their way and don't interrupt their momentum with negative or suspicious language.

@oligardner #ctaconf

IT'S TIME TO
BUILD THE
ULTIMATE
LEAD GENERATION
FRANKENPAGE



FORM
DISTANCE
FROM TOP

PRIMARY HEADLINE

VIDEO
HEIGHT

CAPTCHAS

VIDEO
WIDTH

MY
VS.
YOUR

BUTTON CTA COPY

IS FREE
A GOOD
WORD?

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SUBHEAD SWITCH

OF
FORM
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CLICK

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NUMBER OF TIMES
THE WORD 'BECAUSE'
IS USED ON THE PAGE

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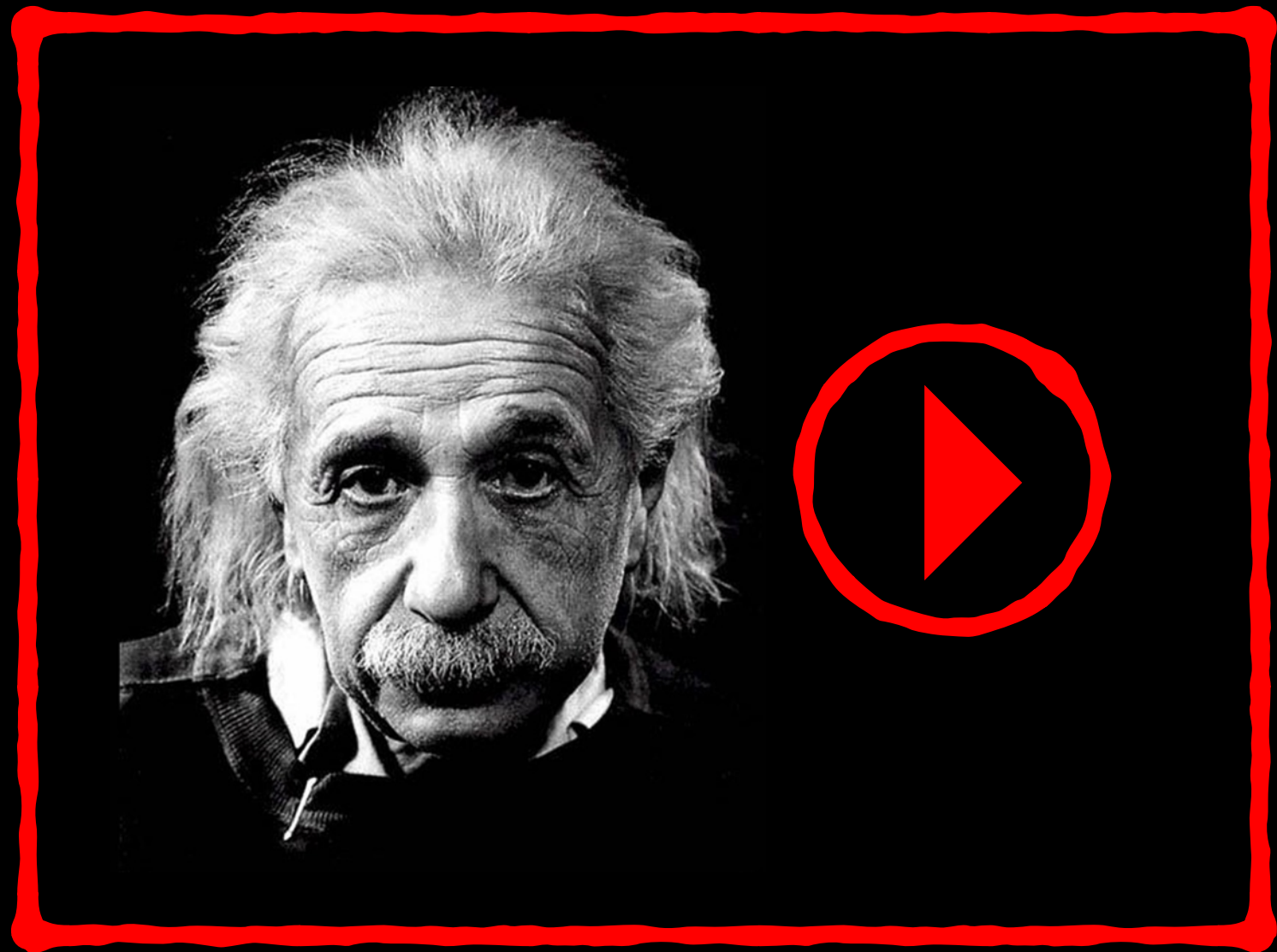
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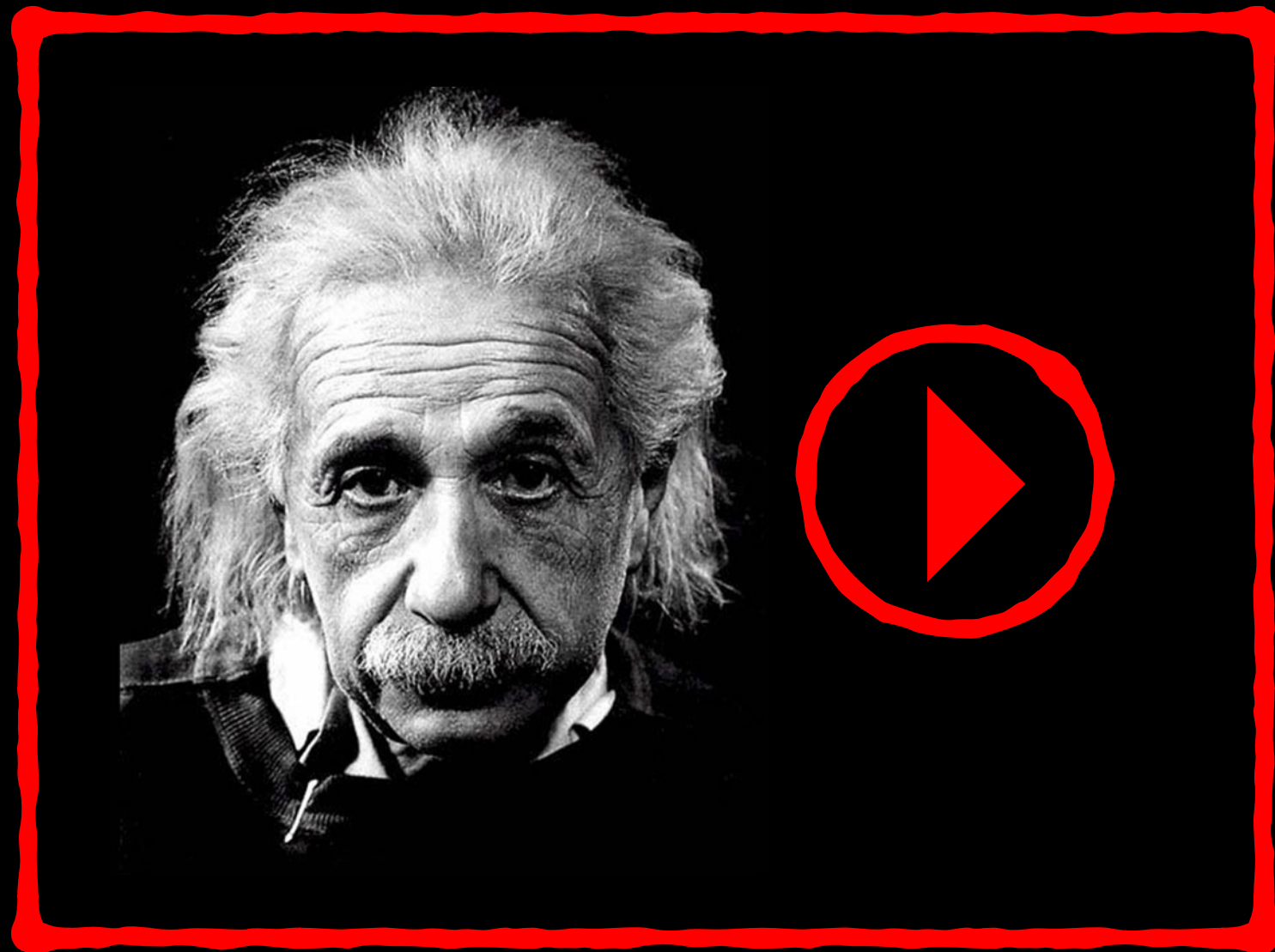
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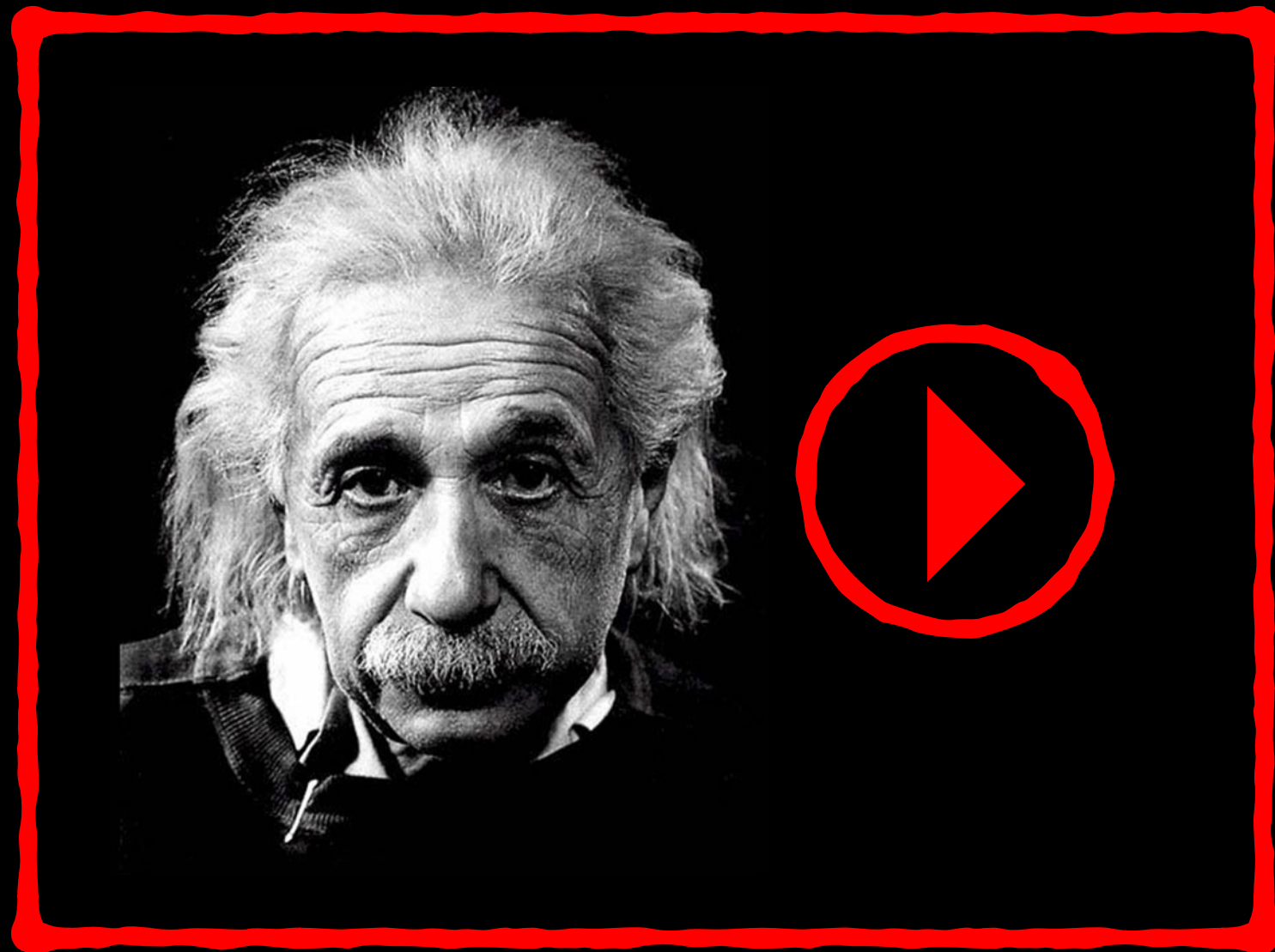
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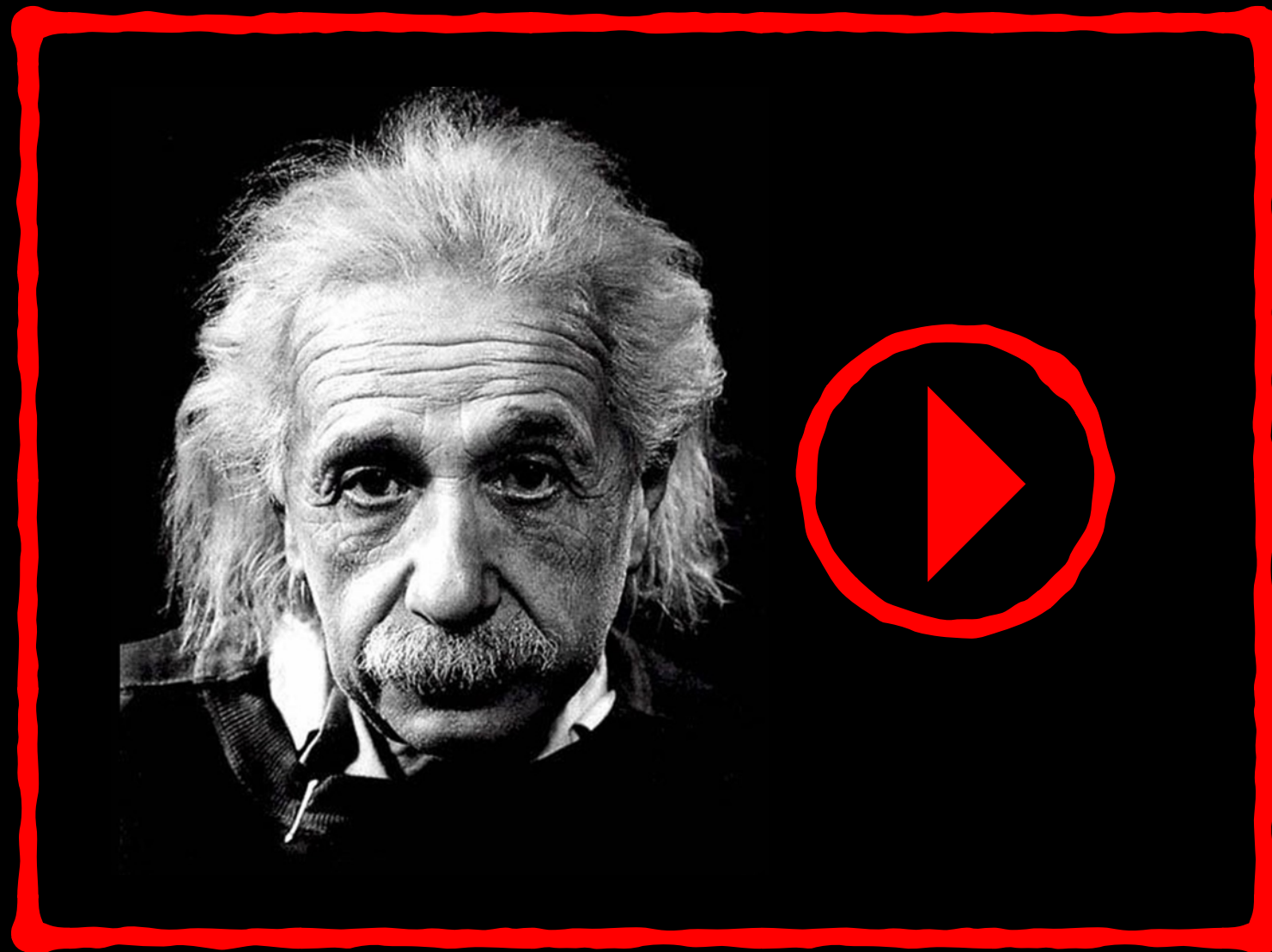


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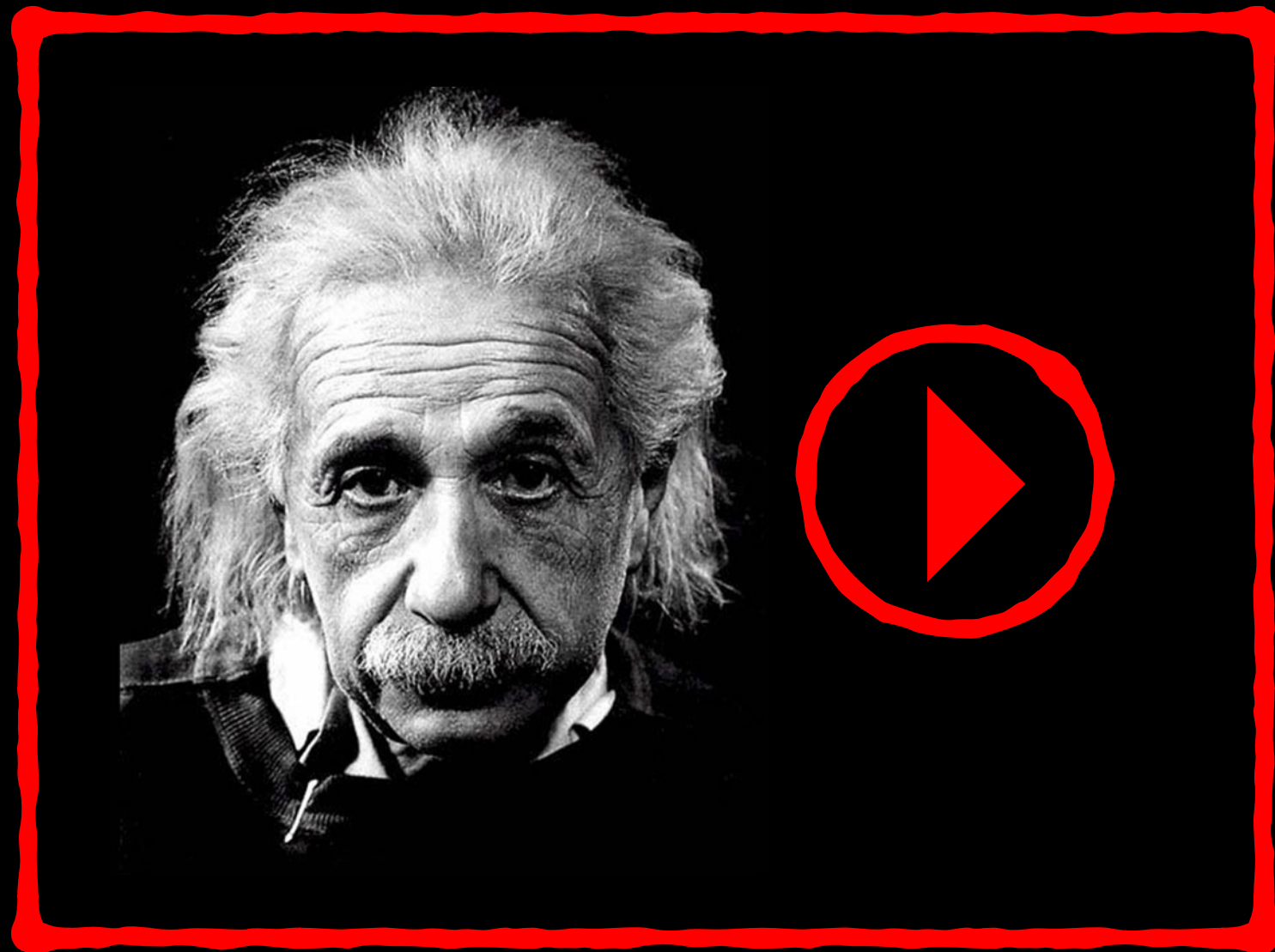
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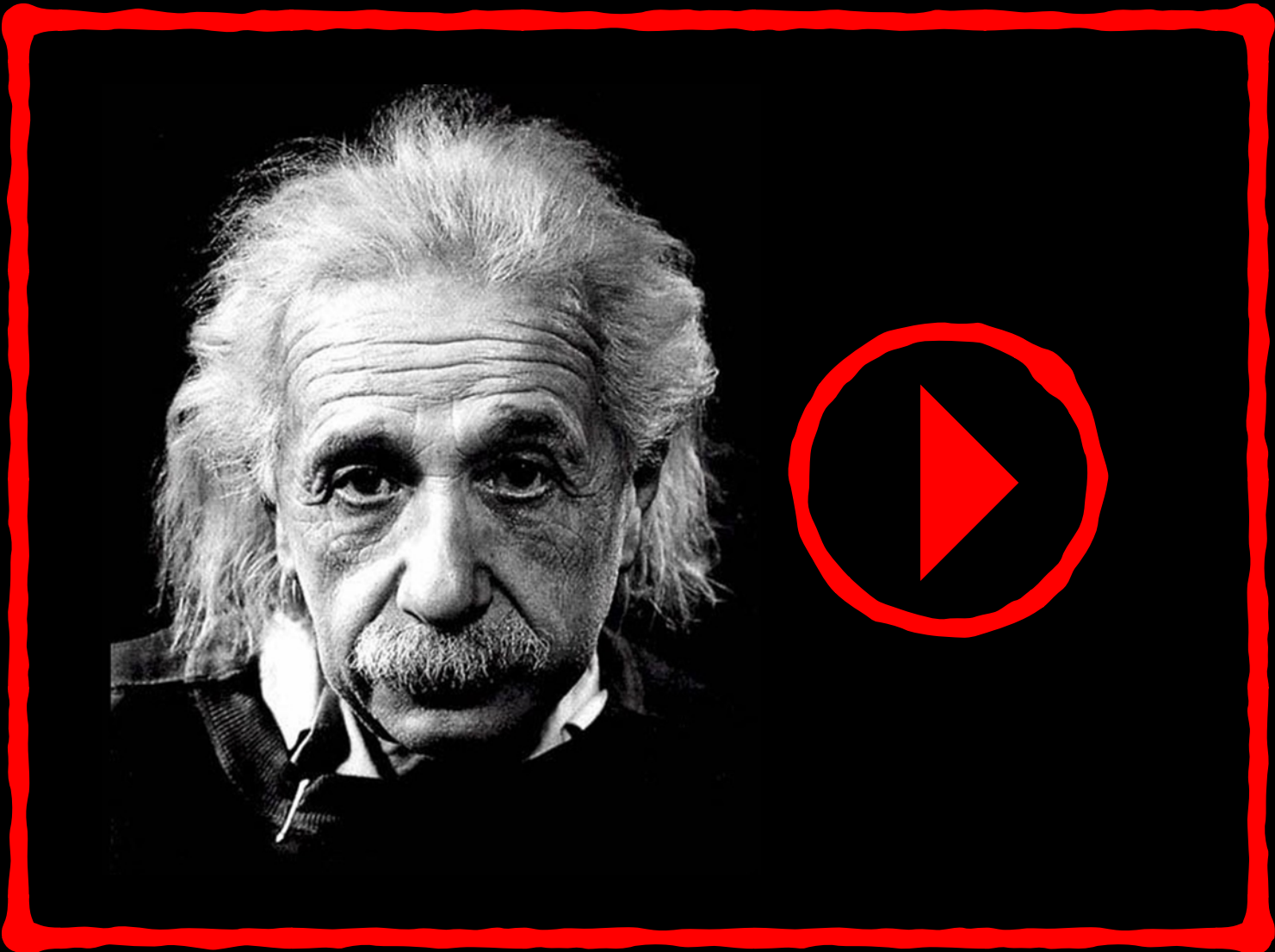
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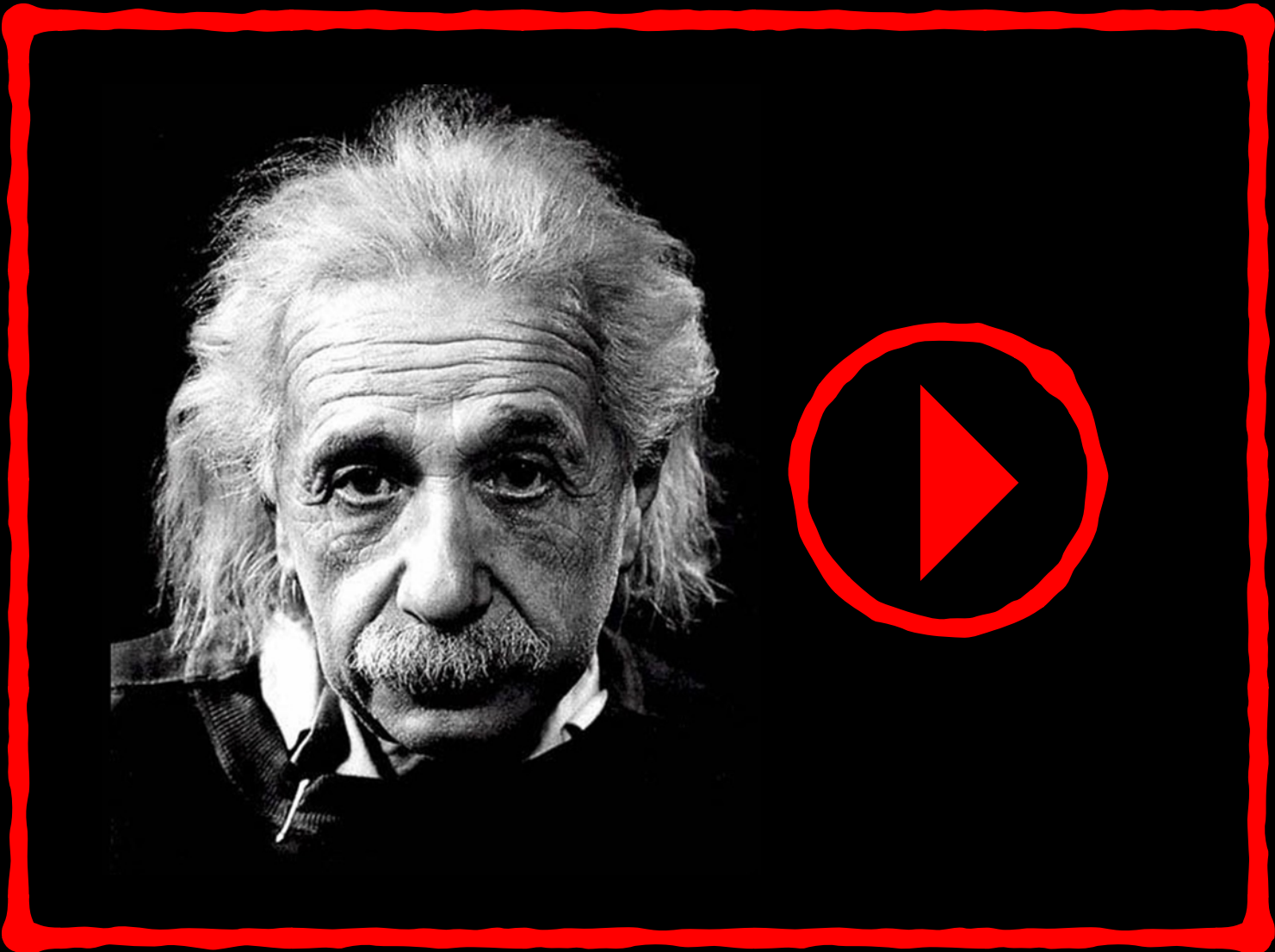
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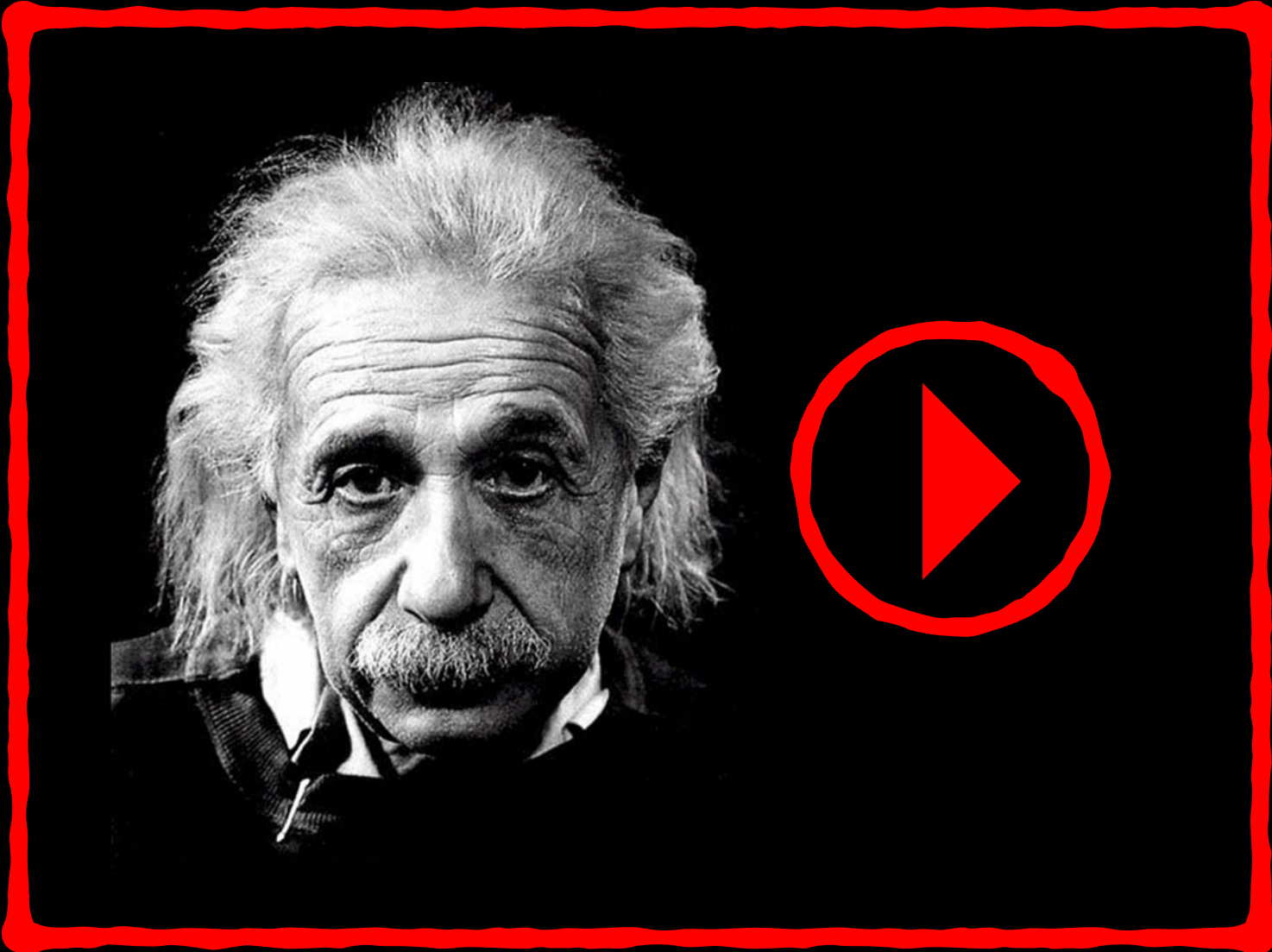
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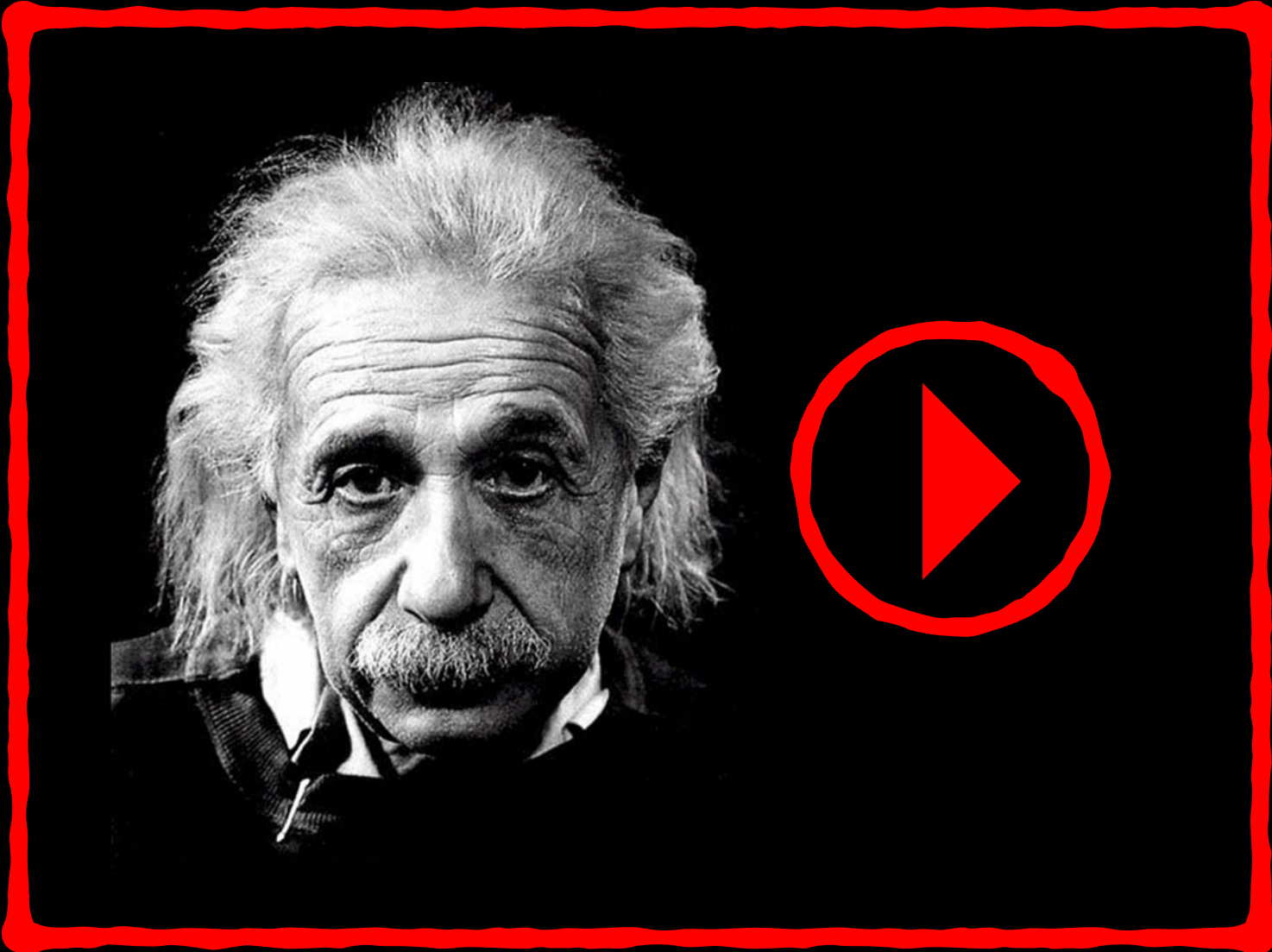
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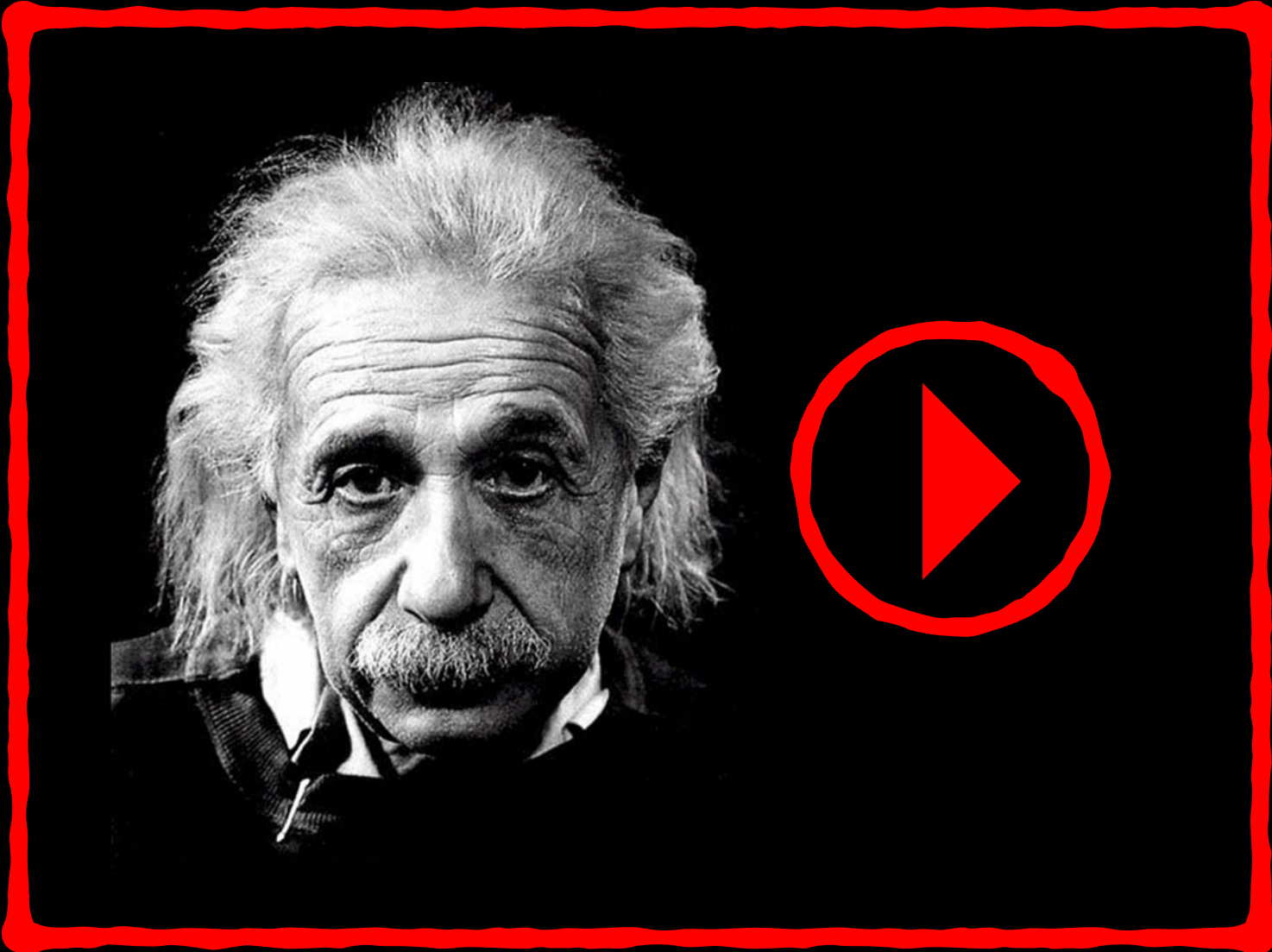
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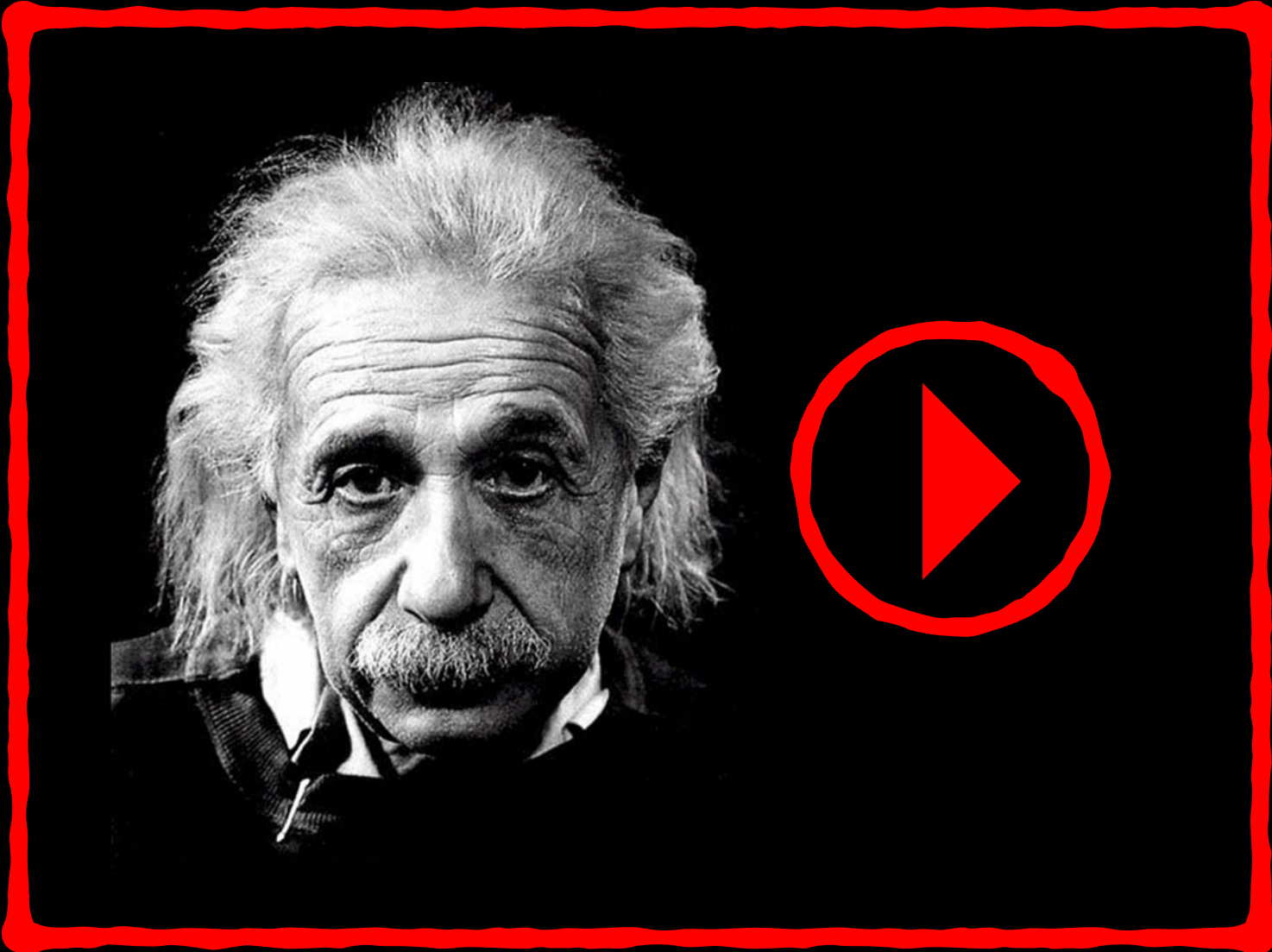
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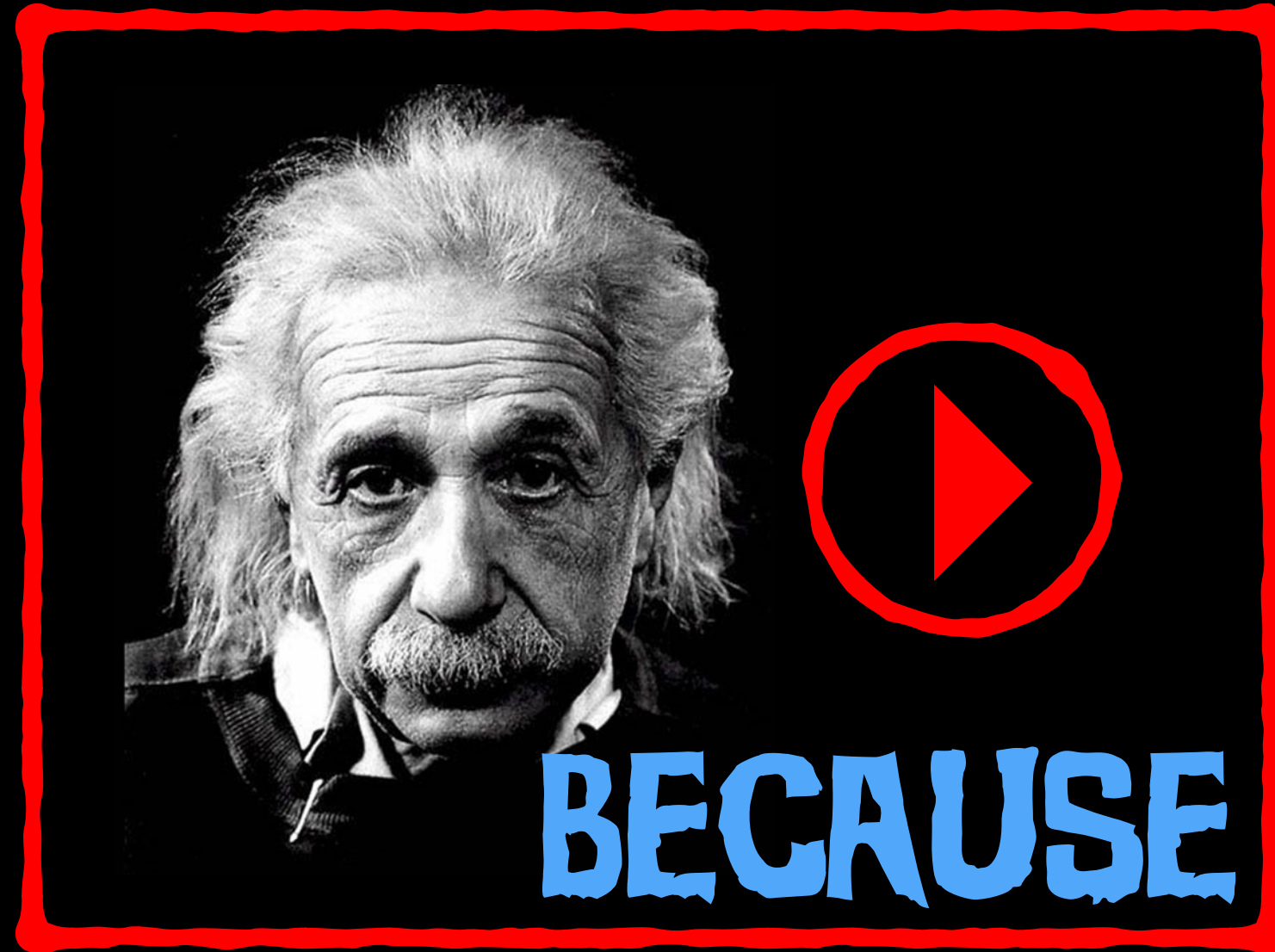
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See you on the boat! @oligardner