$49 Food Tour Vancouver

Fun & Filling 2.5hr Vancouver Tours
The family will love it! Book Now

www.tastevancouverfoodtours.com/
Whale watching in vancouver

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.

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
Whale watching in Vancouver

Experience a journey into coastal bear country of British Columbia.
that's delightful
NEW Diamond Shreddies

OLD (Boring)

NEW (Exciting!)
The Four Corners Of Conversion
Understanding the intersection of copy, design, interaction & psychology

By Oli Gardner, Unbounce Co-Founder
THE FOUR CORNERS OF CONVERSION

BY @OLIGARDNER
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.
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 walk you through it.

3. We’ll review your current marketing efforts and discuss how they can be improved.

4. We’ll show you how to improve your leads and sales.

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.”
Dinker Hatcher, Hatcher Creative

“HubSpot provided this one place to really change our perspective and focus to get where we want to be quickly. I could not be more impressed.”
Todd Hamett, WiredTree

“Since starting with HubSpot, website traffic has more than doubled from 500 visitors per month to over 1,000, and I have already generated a number of leads that pay for HubSpot 30 times over.”
Neil Hurnebeck, Vizco
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!

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 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?

60% got it right
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 help you connect with Facebook fans and Twitter followers and make it easy for your recipients to share with their friends.

Mobile Friendly Email Templates
Half of all emails are 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’ve got you covered. 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 grow, we offer affordable pay-as-you go and subscription pricing.
What does the product do?
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.”
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
23 PRINCIPLES OF ATTENTION-DRIVEN DESIGN
UNDERSTANDING A.D.D. PRINCIPLES MAKES DESIGN MORE FUN AND MORE EFFECTIVE
ATTENTION-DRIVEN DESIGN
#10 DISTRACTION
Plumber Edinburgh
www.patrickmunroedinburgh.co.uk/
0131 610 0113
From Repairs To Installations, Call Us For A Competitive Quote Today.
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
Don’t despair with problematic leaks. We provide expert plumbing repairs and installations for all bathrooms, kitchens, and conversions.

Property Conversions
Make space for your growing family. Patrick Munro offer cost-effective, space-saving property extensions, conversions, and new builds.

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.
Emergency Plumbers & Plumbing Repairs in Edinburgh, Midlothian

**Plumbing Services**
Don't despair with problematic leaks. We provide expert plumbing repairs and installations for all bathrooms, kitchens, and conversions.

**Property Conversions**
Make space for your growing family. Patrick Munro offer cost-effective, space-saving property extensions, conversions, and new builds.

**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.
What service does this company offer?

30% got it right
Emergency Plumbers & Plumbing Repairs in Edinburgh, Midlothian

**Plumbing Services**
Don't despair with problematic leaks. We provide expert plumbing repairs and installations for all bathrooms, kitchens, and conversions.

**Property Conversions**
Make space for your growing family. Patrick Munro offer cost-effective, space-saving property extensions, conversions, and new builds.

**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.
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?

40% got it right

plumbing
maintenance
services
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.
**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.**
Edinburgh's Premier Plumbing Company

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?

plumbing services

80% got it right
WHY DID THAT VERSION OF THE PAGE WORK BETTER?
YOUR CALL TO ACTION

THE NSAMCWADLP PRINCIPLE


@oligardner #ctaconf
BIG DATA
DECENTLY SIZED DATA
Conversion Rate vs. Number of **Links** on the Page

average # of links is 4.39

**Conversion Rate**

1. 13.80%
2. 11.74%
3. 10.32%
4. 8.63%
5. 9.17%
6. 8.70%
7. 7.62%
8. 9.58%
9. 6.86%
10. 5.86%

Data pulled from Unbounce landing page database - Pages with forms on them - excluding links for terms & conditions and privacy policy
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.
DISTRACTION IS THE ENEMY OF CONVERSION

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

@oligardner #ctaconf
ATTENTION-DRIVEN DESIGN #8 ANOMALY
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.
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
-14% people starting the course

*TEST RESULTS FROM THE UNBOUNCe APP*
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.
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.
<table>
<thead>
<tr>
<th>Current Champion</th>
<th>Weight</th>
<th>Visitors</th>
<th>Views</th>
<th>Conversions</th>
<th>Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AP</strong> Linear Information Hierarchy</td>
<td>50%</td>
<td>766</td>
<td>875</td>
<td>231</td>
<td><strong>30.16%</strong></td>
</tr>
<tr>
<td><strong>AQ</strong> Linear Information Hierarchy - Effort Closer (time to complete lessons)</td>
<td>50%</td>
<td>723</td>
<td>838</td>
<td>180</td>
<td><strong>24.90%</strong></td>
</tr>
</tbody>
</table>

*TEST RESULTS FROM THE UNBOUNCE APP*

**low effort lost by -17%**
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
ALWAYS TEST CLOSERS

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

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 winning smile, amirite?
my face lost by -14%
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 #ctaconf
ATTENTION-DRIVEN DESIGN

#16 OVERLAPPPING
ATTENTION-DRIVEN DESIGN #23 CONTACT
ATTENTION-DRIVEN DESIGN: 23 VISUAL PRINCIPLES FOR DESIGNING MORE PERSUASIVE LANDING PAGES

DOWNLOAD THE FREE EBOOK NOW
bitly.com/attention-driven-design
ATTENTION-DRIVEN DESIGN: 23 VISUAL PRINCIPLES FOR DESIGNING MORE PERSUASIVE LANDING PAGES

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

bitly.com/attention-contest
THE FOUR CORNERS OF CONVERSION
BY @OLIGARDNER
INTERACTION MODELS

- SLIDE NAVIGATION
- DESCRIPTORS >> CLICKMAP
- MOBILE SWIPE
- SLIDE CALL TO ACTION
- CURRENT SLIDE INDICATOR
- SLIDE CHOSER NAV
- CAROUSEL
- INTERACTION
- MODEL
- AUTOPLAY
- PLAY
- PAUSE
- ROLLOVER PAUSE
- PREV/NEXT NAV
TREND CAREFULLY

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

@oligardner #ctaconf
WHAT’S THE MOST PERSUASIVE WORD IN THE ENGLISH LANGUAGE?
Average Conversion Rate by Occurrences of the Word “Because”

Conversion Rate

- 0: 10.69%
- 1: 7.30%
- 2: 7.30%
- 3: 6.64%
- 4: 5.62%
- 13: 19.28%
- 19: 25.28%

Data pulled from Unbounce database - low sample size used for humor only
<table>
<thead>
<tr>
<th>INFLUENCE</th>
<th>PERSUASION</th>
<th>MANIPULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reciprocity</td>
<td>Urgency</td>
<td>Pos/Neg Reinforcement</td>
</tr>
<tr>
<td>Commitment</td>
<td>Framing</td>
<td>Deception</td>
</tr>
<tr>
<td>Social Proof</td>
<td>Anchoring</td>
<td>Bait and Switch</td>
</tr>
<tr>
<td>Liking</td>
<td>Exclusivity</td>
<td>Denial</td>
</tr>
<tr>
<td>Authority</td>
<td>Priming</td>
<td>Entrapment</td>
</tr>
<tr>
<td>Scarcity</td>
<td>Primacy</td>
<td>Exaggeration</td>
</tr>
<tr>
<td></td>
<td>Recency</td>
<td>Lying</td>
</tr>
<tr>
<td></td>
<td>FOMO</td>
<td>Good Cop/Bad Cop</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Trojan Horse</td>
</tr>
</tbody>
</table>
Imagine Having The Power To Turn Abandoning Visitors Into Customers

DO YOU WANT TO Convert **your** Bounce Traffic INTO REVENUE?

**YES** show me how **OR** **NO** I like when visitors bounce

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

bouncedexchange
OUT OF MOVES

CONTINUE GAME WITH 5 EXTRA MOVES

TRY AGAIN  KEEP GOING! $25
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! $0.25
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
Out of Moves

Continue game with 5 extra moves

Try Again
Keep Going

Good Cop / Bad Cop

- 58% Try Again
- 16% Keep Going
Good Cop / Bad Cop

Give Up: 30%
Keep Going: 58% (+263%)
CAN GOOD COP/BAD COP POPUPS BE DELIGHTFUL?
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?)
Would you watch this video?
How about now?

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

* https://blog.kissmetrics.com/shocking-truth-about-graphics/
How to Remove Black Bars from Your Video

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

Ugly black bars appear on videos, both on TV and on the web, when the aspect ratio 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 ratio of 4:3 on a TV that is 16:9? Black bars show up on either side to fill the extra space (image credit).
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 »
actor trust
length of video
authenticity
Who should you trust to be in your video?

- Government: 37%
- CEOs: 43%
- Our Tribes: 62%
- Technical Experts: 66%
- Academics & Experts: 67%

Stats taken from Captivology - Ben Parr
DESIGN FOR IDEAL

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

@oligardner #ctaconf
HOW CAN WE USE A FORM TO DESIGN FOR IDEAL?
PASSWORDS MUST CONTAIN AT LEAST SIX CHARACTERS
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.
<table>
<thead>
<tr>
<th>Email Address</th>
<th>41%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Best Email Address</td>
<td>47%</td>
</tr>
<tr>
<td>Work Email Address</td>
<td>50%</td>
</tr>
<tr>
<td>Business Email Address</td>
<td>65%</td>
</tr>
</tbody>
</table>
SO, ABOUT THAT WHOLE **SUBMIT** THING?
Submit: 10.34%  
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 12.76% vs Your 8.85% - 45%
ACTION WORDS
Click 15.51%  VS  no mention of click 10.51% -48%
Click 15.51% vs Click here 17.49% +12.8%
URGENCY
Download 12.01% VS Download Now 13.06% +8.7%
Conversion Rate vs. Form Distance (250px blocks) From Top of Page

- **Zone 1**: 0-250px, 5.12%
- **Zone 2**: 251-500px, 9.64%
- **Zone 3**: 501-750px, 11.78%
- **Zone 4**: 751-1000px, 9.52%
- **Zone 5**: 1001-1500px, 8.07%
- **Zone 6**: 1501-2000px, 7%
- **Zone 7**: 2001-2500px, 6.08%

**Data pulled from Unbounce landing page database**

Average distance from top is **666px**
there are 1,569 companies in this sample who could increase conversion rates by moving forms closer to 666px and listening to heavy metal.
_ captchas

_ inline labels

_ error/success messages

_ # of form fields

_ auto field jump

_ auto focus

_ checkbox/radio default

_ auto fill
INLINE FIELD LABELS
Inline field labels are bad because...

- 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**

Average # of fields is 4.5

Data pulled from Unbounce landing page database
<table>
<thead>
<tr>
<th>Trust</th>
<th>Urgency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Privacy statements</td>
<td>Stop words</td>
</tr>
<tr>
<td>Perceived friction</td>
<td>No expectations set</td>
</tr>
<tr>
<td>Cognitive strain</td>
<td></td>
</tr>
<tr>
<td>Open ended questions</td>
<td></td>
</tr>
</tbody>
</table>
Join our newsletter / Enter your email address, we promise we won't spam =>

Yay! Subscribe me
Enter your email address, we promise we won't spam =)
SPAM 8.46%  VS  no mention of spam 10.41% +23%
TRUST
<table>
<thead>
<tr>
<th>Current Champion</th>
<th>Weight</th>
<th>Visitors</th>
<th>Views</th>
<th>Conversions</th>
<th>Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>50%</td>
<td>635</td>
<td>698</td>
<td>302</td>
<td>47.56%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Challenger Page Variants</th>
<th>Weight</th>
<th>Visitors</th>
<th>Views</th>
<th>Conversions</th>
<th>Conversion Rate</th>
<th>Confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security Seal</td>
<td>50%</td>
<td>562</td>
<td>607</td>
<td>233</td>
<td>41.46%</td>
<td>97%</td>
</tr>
</tbody>
</table>

Overall: 100% 1197 1305 535 44.70%
If people are about to buy, get out of their way and don’t interrupt their momentum with negative or suspicious language.
It's time to build the ultimate lead generation Frankenpage.
THIS IS THE HEADLINE
THIS IS THE HEADLINE

THIS IS THE SUBHEAD WHICH CONTAINS ALL OF THE CLARITY
This is the subhead which contains all of the clarity

This is the headline
This is the subhead which contains all of the clarity

This is the headline
This is the subhead which contains all of the clarity

This is the headline
THIS IS THE SUBHEAD WHICH CONTAINS ALL OF THE CLARITY

THIS IS THE HEADLINE
THIS IS THE SUBHEAD WHICH CONTAINS ALL OF THE CLARITY

THIS IS THE HEADLINE
This is a caption that people will read

This is the subhead which contains all of the clarity

This is the headline
This is the subhead which contains all of the clarity.

This is the headline.

This is a caption that people will read.
THIS IS THE SUBHEAD WHICH CONTAINS ALL OF THE CLARITY

THIS IS THE HEADLINE

540px

400px

THIS IS A CAPTION THAT PEOPLE WILL READ

Field Label

Field Label

Field Label

Field Label

SUBMIT
This is the subhead which contains all of the clarity

This is the headline

This is a caption that people will read

SUBMIT
This is the Headline

This is a caption that people will read

THE FOLD
SUBHEAD WHICH CONTAINS ALL OF THE CLARITY
THIS IS THE HEADLINE

540PX

THIS IS A CAPTION THAT PEOPLE WILL READ

THE FOLD

SUBMIT
SUBHEAD WHICH CONTAINS ALL OF THE CLARITY

THIS IS THE HEADLINE

540PX

400PX

THIS IS A CAPTION THAT PEOPLE WILL READ

THE FOLD

Field Label

Business Email Address

Field Label

Field Label
See you on the boat! @oligardner