



Joseph: All right. It is 2:45, which indicates that we should begin. Welcome everybody. Welcome to the Rock 'Em Sock 'Em Landing Page Clinic.

A little bit about me, my name is Joseph Kerschbaum. I'm Vice President with Clix Marketing. I co-wrote this book. I write for all these things and have been affiliated with all of them, so it's all good stuff. So that's me on a slide if I could break myself down.

So let's get ready to rumble. I figured enough about me. What we're here to do is we're here to go over landing pages and that's what we're going to do. I have brought along some of my friends that know a lot about landing pages, probably more than me, so I figured why not get smarter people than me to help me critique landing pages and they'll make me sound even smarter.

So what we're going to do is, like I said, we are going to, how does this thing work? We're going to ask you for a keyword. Hopefully, somebody will shout them out. We will look at your ad and then we're going to look at your landing page and that's what we're going to do. So, everybody start thinking about keywords you can find your landing page on, hopefully find your ad regularly, and then we are actually going to look at your ad and we are actually going to look at your landing page. So start thinking about that as I give you the rules of the game and how this is all going to work.

So, real people. We are all real people up here believe it or not. This is Lisa, this is Brad, and this is Elizabeth. I'm sure you all know them. They're all pillars of the industry and we are going to look at your landing page, give you ideas and it's going to be real people, real landing pages, real reactions, real feedback, and hopefully it's really informative and really helpful.

Woman 1: And real time.

Joseph: And real time. You're actually going to hear us talking about your landing page. So hopefully you'll find this helpful. It's kind of like The Real World, where people stop being polite and start getting real, except minus the drunk chicks crying and the guys fighting over the drunk chick and the hot tub party at which all of the said characters got drunk. So hopefully, and there will be no crying in the Landing Page Clinic because we

are probably going to tell you the real truth.

However though, afterwards, after all is said and done if we say some harsh things about your landing page we have, Brad [Geddes] has donated a copy of his new book to probably the landing page that we critique the hardest, or as Brad said "the worst landing page", but I just decided to say it a little more diplomatically, the landing page that requires the most help, but we'll give you a copy of Brad's book that he has so graciously donated. So there is no crying at the Landing Page Clinic.

I know that sounds intimidating. I know it sounds like we're here to get you, but that's really not the case. We're all here to help, you know? We're here to help you and hopefully everybody knows that, so when we are critiquing your landing page and your ads that we are not here to be mean because we're just here to help you. So hopefully that's how everybody interprets that. I hope everybody's been thinking about their keywords because that's really what we're going to do for 45 minutes.

So I just wanted to let you guys know who I am, who are all these people here, and what we're going to be doing with your landing pages. So let's get on to the landing pages. What do you say? All right. Let's do it. Let's get ready to rumble.

So, we actually have already had, just to kind of get things started, we've already had a couple people me send tweets with their landing pages so that means we don't have the keywords. I'm going to ask them for the keyword, but we don't have the ad, but they sent me the landing page directly, so I thought "Let's go ahead and get started with that".

So can you see when I step back, everybody, all my smarter than me friends here? Who sent this to me?

Presenter 1: Me.

Joseph: All right. Tell me what keyword would we find this landing page on.

Presenter 1: You can do cheap diabetic socks, diabetic socks.

Joseph: Okay. Diabetic socks. Okay. So cheap diabetic socks, buy diabetic socks, what have you. Okay. Okay. So here's the landing page, friends. So if I clicked on the ad this is what it would look like. Everybody take a look. Diabetic socks, men's diabetic socks, what do you guys think? So what's going on, I'll ask my panel of friend here, what's going on here? What's going on on this landing page? What is expected for us? What did you guys look at first when you hopped on this landing page?

Brad: Yeah, I was actually, my first thought was "Do you segment out or do people search? Female versus male, so you skip a step." That was actually my very first thought.

Woman 1: I was wondering if the ad had 85% off retail prices in it, in [spring] sale. So

it's a promotional ad.

Joseph: Okay. So the ad that we would have clicked on does have 85% in it. Okay. What else? Let's take a look here. So, basically a prioritization is from men and women. What do you guys think? Is that helpful? Is he getting it to the right place? Do we know what is expected of this page when we get here? If I'm looking for socks do I know where to go? Yeah? And everybody can chime in too. This is a discussion, so it's not just the panelists here. This is the whole discussion on landing page clinic. Does everybody here know what we're doing here? Yeah?

Brad: Is the word diabetic socks actual text or is that an image?

Joseph: It is an image.

Brad: That's a problem.

Joseph: So that is a problem. So if that is one of your core keywords you may want to change that. I'm going to go down and actually do the nitty gritty stuff here. Okay. It looks like you've got about us, it looks like you've got your privacy policy down here. Yep. It looks like you've got your editorial stuff going on here. Okay. So perfect. Well, I would say, yeah, right now I would say right now where the user's eye is first drawn to is right now this. This isn't clickable. Is there any way or is there any specific content for the spring sale that lets people know that save up to 85% off? Is there any additional information because it looks like a banner. So is there actual information like on the home page somewhere?

Presenter 1: The homepage has just a bigger version of that.

Joseph: Just a bigger version?

Presenter 1: We started, we're going to default [best] sellers, those [inaudible 05:38].

Joseph: Okay. Okay. Fair enough.

Woman 2: Is it like a clearance sale or is there a promo code or anything?

Presenter 1: For the 85% off?

Woman 2: Yep.

Presenter 1: It's just a tag line.

Woman 2: Everyday low prices.

Presenter 1: Pretty much, yeah.

Woman 2: Okay.

Joseph: Very good, and then as you guys see it's prioritized in shop men's, shop women's, then dress socks, crew socks, casual socks, compression socks. So what do you guys think? Is this working? Would you guys buy from this page? Ankle socks, crew socks, low cut socks, knee socks.

Brad: It's like a page.

Joseph: Yeah.

Brad: Like this page is not going to make a sale. It's for generic queries.

Joseph: Yeah. So somebody's not, so if somebody typed in men's they would be sent to the men's page. If somebody types in women's they would be sent to the women's page. Okay.

Woman 1: But if someone is also clicking in the ad because they are interested in the promo they're not getting any pricing on this first page either. Instead the main thing is you decide between men and women immediately.

Joseph: Very good.

Presenter 1: We tested this versus if you go to the bottom where all the socks are listed you can sort by new arrivals or low price and we've tested this page versus a product page, product page.

Brad: This does best when it's male versus female and that's the very first decision they make so it gets them into the site. That's pretty common.

Joseph: Yeah.

Brad: So click in one of the men's or women's.

Joseph: I will click in. Let's take a look.

Brad: So it looks like they're automatically applying discounts within the pricing.

Joseph: Yep.

Brad: While that's useful, it just looks like your discount's separate. If you put next to the prices "Limited time only \$12.95" or a promotional code with it all of a sudden the fact that it's discounted makes a big difference. A lot of sites automatically discount and they cross out the price and put it in there, but there's no reason why they should do it now, right?

Woman 1: Going to save.

Brad: Right. If you use "Limited time \$12.95", that's a reason to do it now, and it's a spring sale. It is a limited time.

Joseph: Well, actually that was something when I was thinking about this banner here at the top, it says "Spring Sale", I think you should put when the sale ends. Now it might be hard to put that for every single product, but if you say "Sale ends April 30th" or something along those lines or if you can even make it dynamic so it looks like the sale always ends tomorrow as though the sale is perpetually ending you might motivate people.

Brad: And hit legal trouble in certain states though with that.

Joseph: Yeah, that's true. That's true. So, but I would say, even if it's not dynamic, I would say on this page, especially coming back to the filtering page, I would say making that banner, adding a deadline there, giving people a sense of urgency, and then I do like, basically what I like about the page is it filters people where they need to go because you're filtering people from a generic keyword, you are using the banner, you're using a similar image at the top of every page, so that way it's really hammering it home in case they missed it the first time. They're going to get it the second time. They're going to get it the third time, and yes, I do agree with what Brad said, it kind of makes you look just like a discount retailer.

Instead of "12 pairs, \$12.95" it says retail, maybe "Sale pair" or "Sale" or something, something that's indicating a sale because this "12 pairs, \$29.95" it does really say "Sale" or "Spring Sale" or something like that, to indicate that it is a limited time offer. So I would think about doing something like that and that would probably get people, right now it seems to be the motivation, so I would just do that. Then here is the shopping cart, but we might not want to get into that.

Brad: Is your market someone who already knows what they're buying or is not sure? Right? So let's say I get diabetes and my doctor tells me to get socks. What I can't [helm] this page, and that kind of depends on your market, right? If I buy ankle socks that doesn't really cover my calves. Should I make sure my calf is covered? Or, crew socks don't go over the knee and so this tells me what type of sock, but it doesn't necessarily tell me how I should choose one.

So if your market is someone who has bought these before and knows, it doesn't matter, it's whatever you like, then fine, all right that works, but I don't see a haven't done this before, here's how you choose what's best because it's a medical condition you're solving, right? Writing about how it helps you or how to buy these things obviously will help direct sales of your content, but it might help someone who's confused. Like, I know what I like personally in socks, but if I get diabetes all of a sudden I don't know if my personal preference matters. I'm going to make sure my medical condition is solved outside of my personal preference, and that's what I can't figure out here.

Presenter 1: We had some content that might be more, that might be better to highlight some of the content mix on that page.

Brad: Yeah, so I'm just wondering, and this is one of those things you might want to task "Not sure how to buy? Here's a buying guide", all right? And maybe it decreases conversion rates and sells a dumb idea, maybe it helps and that's why you test, but that's my one inclination is if they bought before they know what they're buying, right? But it's that first time buyer, and so if you look at your audience and say "They're first time buyers rather than repeat," that kind of tells you that you have to educate as well.

Joseph: And you can probably, something along those lines, because I agree, if you just want to give them that one step in to either get them to men's or into women's, maybe then, because that's easy. I'm either a man or a woman. I can answer that. I don't need a PDF. But once I get to this page I might not know, I'm like "Oh my gosh." I might be overwhelmed, so adding something to kind of help people along, even if it's something on the top right or something like "Not sure what socks you need?" or what your condition is, something along those lines, because obviously that would be a secondary conversion action, the sale's the main conversion action, but somebody once they've looked around the page and they're not sure where to go, yeah, I think offering something along those lines would be helpful. Is that helpful?

Presenter 1: Yeah, absolutely.

Joseph: Okay. Good. All right, so the first person didn't cry, so we're good. We're good. Hopefully, we weren't too rough. I had one other submission via email. Who sent this to me? Are they here?

Brad: You might need to say the URL, just say-

Joseph: Well, I've got it out. It's up here. No? I want to his name was-

Woman 1: Justin?

Joseph: Justin. Yes. Is Justin here? No? Okay. Well, I guess we won't critique it then because we would just be talking about somebody when they weren't here and that's not cool. That's not cool. All right, who wants to go? Give me a keyword.

Brad: Above ground pools.

Joseph: Above, I can't type, above ground pools. Okay. Which one would be yours?

Brad: Uh-oh.

Joseph: Oh no.

Presenter 2: Oh gosh. It's the second from the top. Oh man.

Joseph: Oh no.

Woman 2: It's so embarrassing.

Joseph: So yours is Blue World Pools?

Presenter 2: No. It's kayakpoolsmidwest.com.

Woman 1: So, on the right.

Joseph: Right here?

Presenter 2: Second from the top, down from there. There you go.

Joseph: This guy right here?

Presenter 2: Yep.

Joseph: Okay. So for all my friends here on the panel, look at the ad.

Woman 2: To make him feel better, his was number three and mine-

Brad: What's the URL?

Joseph: Oh, well see, there you go. See, it goes to show, you never can tell what your search's going to show you. You never can tell.

Brad: Hey Jim, what's the URL?

Joseph: It's actually, hold on, I'll show you. Is it the kayakpoolsmidwest?

Presenter 2: Yes.

Joseph: Okay. Kayakpoolsmidwest.com and then I don't know if that's going to be the landing page though.

Brad: [That's default] on mine.

Joseph: Hey, see, you're doing all right. So we're getting different results here. Well the ad says "Above ground pool sale aces". You've got your keyword in your headline there so bonus. Then the ad is "Save thousands. Be demo home site. Call today". I'm not sure what that means. I don't know your industry, so-

Brad: The advantage is your are definitely testing ad copy because I'm seeing something

different.

Joseph: You're seeing something different? Okay.

Brad: I'm guessing you're seeing the other one which means the other one probably has the better CTR why it's above the organics and the other one.

Joseph: Yep.

Brad: So if you are running tests make sure you eventually pick a winner.

Woman 1: Right.

Presenter 2: Yeah. This one's a couple years old actually, that ad.

Joseph: A-ha. So that makes sense. Now that-

Brad: I'm looking at a good ad. So I'm going to-

Joseph: Yeah. No, that's fine. It was just, I could tell, because now that I'm on here the headline says "Become a demo home site" and you probably couldn't fit "become" on there, so it's just "be". Okay. So I was like "How do I be?" Okay. That's it. There we go. Okay. So somebody's looking for an above ground pool. What you're looking to do for somebody to become a demo home site.

Presenter 2: Correct.

Joseph: Okay. There we go. Okay. My friends, take a look, take it all in. So basically somebody is looking for an above ground pool. They are trying to get someone to become a demo home site for them. Is that common to ask somebody to be a demo?

Presenter 2: In this industry this is like a \$20,000 to \$50,000 purchase, so this is kind of a way to generate these where at that price point folks that become a demo home site so we're showing off their pool periodically throughout the year so it's cheaper, it's more like 10k. So I think it is common at that specific price points.

Joseph: Okay.

Brad: So the ad I see, right, is "Go get this pool installed". It's "Buy now, get this sold before spring". So, were you split testing demo site versus "Buy this now"? That seems actually very odd tests.

Woman 1: I have a pre-season sale.

Brad: Yeah.

Presenter 2: Yeah, split testing offers. This demo home site offer is a few years old and has kind of been that standby that always works, and so I-

Brad: Because they're getting \$50,000 for free, right?

Presenter 2: Well, not for free, but-

Joseph: Discounted.

Brad: Discount.

Joseph: Okay. Did you see a different landing page, Brad, than me?

Brad: Yes. No, no. The ones we're seeing is-

Joseph: Oh. This is no fair.

Brad: Different landing page. It's all about "Buy now before spring", right, and then get installed for spring with a "buy now" page.

Joseph: Right.

Brad: So it's very odd to see one test, one landing page is your free "Become a demo home" and the other one is "Hey, buy this product". Are you running that as a 50-50 split in the ad group?

Presenter 2: Yeah, split test the offer.

Brad: And if it's been running for a couple years, is it the other one just can't beat it or you haven't chosen what's best?

Presenter 2: Yeah, honestly. Nothing's really been able to beat this offer I suppose, in terms of-

Brad: Do you make money off this offer?

Presenter 2: What's that?

Brad: Do you make money off this offer I guess? Well, no. It's happening, ready or not, yeah.

Joseph: Okay.

Brad: Okay. So it's like "Become a demo home site and get it installed for \$10,000" type of thing?

Presenter 2: Yes. Correct.

Brad: Okay. So it's just a super discount type of situation?

Presenter 2: Correct.

Joseph: Okay.

Woman 1: Okay.

Joseph: Well, what do we think, because I've got this page, what do we think of this page? So what's going on here? We want-

Brad: You're not showing your images as well as you could, right?

Joseph: No.

Brad: I mean, a pool is a visual, fun, happy place to spend your summer, and that is not being showcased. I mean, much bigger image. Obviously, I think-

Joseph: Like that.

Brad: Yeah, or that big, much bigger imagery.

Joseph: Yeah, that's the first thing I noticed, was it's so small. That's why I asked about "Become a home demo", "Become a demo home site" because, to me, that was completely foreign. I was like "What does that even mean?", but if that's the offer that works, but obviously you're testing it, but if this is an offer that works, then I like that you do that, but at the same time I'm guessing a lot of your keywords are above ground pool, pool installation, things along those lines probably?

Presenter 2: Swimming pools.

Joseph: Swimming pools, things like that. So, what I noticed first is you have kayak pools, which is great, that's the name of your company, but then "Become a home demo site" says nothing about pools. "Call now for opportunities, filling up quickly", that says nothing about pools. Then the images are really small.

Now, I'm sure, there's a water background. That indicates to me that this has something aquatic happening here, but then "Kayak Pools is looking for demo sites", so I haven't even been sold a pool yet. I'm like "Okay, I just want a pool. I don't even know what this means," but if this offer works well, that's good, but it's like we haven't even gotten down to the keywords that we're looking for yet.

Woman 2: It seems like it would work better also if it just described in the first sentence what it means to be a demo home site.

Woman 1: Especially if you've got people coming back and forth. So, for example, with just that same keyword and then I come back and I get the pre-season one I'm going to go with the \$10,000 pool, not the \$30,000 pool no matter what.

Joseph: So some things to think about, absolutely. I think some things to think about here is, yeah, we don't have the keywords in the main, you're focusing what is to a demo, not necessarily the pool. So we're talking like demo through the whole thing. We haven't even talked about how great the pools are, but then on the other side of the pages there's like "Few spaces left" which I kind of like. It's kind of like urgency. "Sign up now" even though it seems to be permanently on the page, so it's kind of like, "Well, I'm guessing there's always spaces left." Mary.

Woman 2: Another thing I would say, especially for the spring sale "Ends May 1st" how soon am I going to be able to swim in my pool? So, like how long is the construction period? Am I going to be waiting until August?

Brad: But is that a question on the phone, right? Sometimes you have to balance out too much information versus call us.

Woman 2: Right.

Brad: Let the sales reps handle that, because now we have your information.

Joseph: Right.

Woman 1: That's a good one though. I would promote it.

Brad: Don't promote it.

Woman 2: But when I call though I don't know if I'm signing up for a demo or I'm buying something or what's going to happen when I call.

Joseph: Yeah.

Woman 2: It's not super clear. Unless you scroll down it says "Or sign up here".

Joseph: Right, right. It sounds to me like, I mean, I like your submit button by the way. Aces.

Brad: Actually, I'm going to say, go ahead.

Joseph: No, no, no. But I noticed we haven't mentioned one big thing yet. So, I agree. It's not 100% like what it is to be a demo site. "What's that mean to me because I was just looking for a pool," then all of a sudden I might save 10s of thousands becoming a demo home site. I like the list of benefits on the right. I think that's good, but what does

everybody think that basically the main call to action is? I mean, good, bad?

Man 1: What's the split on conversions as far as phone versus form?

Brad: Good question.

Man 1: Above the form I see the phone number twice. I wouldn't even know there was a form there if you don't scroll.

Joseph: Yeah, well actually I wasn't even sure that there was a form there.

Man 1: Is this trackable?

Presenter 2: It's not. We have tracked in the past, but honestly I think it's probably somewhere around 60-40 form and phone.

Man 1: More forms than phone.

Presenter 2: More forms.

Brad: All right, so let's make that even better. So first off, go to the form please.

Joseph: Going to the form.

Brad: All right, I hate almost every form online, just to let you know to begin with. "How did you hear about us?" That's why you have analytics, don't question that. You're asking for zip code, state's redundant. If you know their zip code you know their state. Two fields, make it easier. Submit means nothing. It means you're giving away information.

Joseph: I meant the color.

Brad: Yeah, the color's fine.

Joseph: I meant the color.

Brad: [Rates] say "Call back, start swimming in your pool within the next month." Always make a submit button a benefit statement. Period. The word submit just tells something they're giving away their data, not what they're getting in return. The [arrows] are fairly well done, it's just if you get rid of a couple points there you can probably make your rates even better.

Joseph: Yeah.

Presenter 2: The first and last name too or stay the same?

Brad: I actually, what I would also put first name, last name on the same row, because it seems very odd to type first name, e-mail address, last name in that order because you'll type and you tab right, so if I tab it goes first name, e-mail address.

Joseph: Yeah.

Brad: So first name, last name, e-mail address, phone, and you probably use zip code for routing your leads to your sales reps.

Presenter 2: Correct.

Brad: So you need to have zip code at least, but then state's not required. You obviously don't need it. You're routing off the zip code, so get rid of the fields.

Joseph: Yeah, and then if you shrunk all that down you could probably fit your form above the fold, verticalize it and put it above the fold, because if you're not able to track the numbers and you're not even sure what people are doing with the phone number, I mean, yeah, that's why we've seen the phone number twice before we even got to the form. So you might be able to, if you did that, you could move your form up to the right, and then what I like, I really like on this page is this info down here at the bottom. "Why Kayak?" well, okay. Maintenance free, it tells me why, safety and convenience, quality and construction. Well, okay. You just sold me a pool, but it's all the way down at the bottom. So is that helpful?

Presenter 2: Definitely.

Joseph: Okay. Two have not cried.

Woman 2: Yay.

Joseph: Awesome. Good job everyone. What else are we doing? Raise a hand. See, it's not so scary. Go.

Presenter 3: Used golf clubs.

Joseph: Wow.

Brad: Nice.

Joseph: Player golf clubs.

Brad: Used.

Joseph: Used, I didn't hear used. Okay. You're still a player.

Presenter 3: Either one.

Joseph: We'll get you. We'll get more qualified . Okay. What am I looking for?

Presenter 3: Global Golf, the first one.

Joseph: There it is, Global Golf. Okay everyone, here it is. Used golf clubs, discount golf. Hey, way to bring up your line one in the headline. "Discount golf gear with free shipping. Online global golf superstore". Is that good, bad? You've got used golf club in your headline. Aces. Looks good. "Discount". I like that you have "used" and "discount" as though you were able to, you used the punctuation to bring up line one into the headline, so you have "used golf club" and "discount golf gear with free shipping". That's all, I think that looks pretty good.

Brad: So I'm betting your ad copy says "Discount golf gear with free shipping!" Am I correct? What happens when your ad copy line one ends in an exclamation point, Google moves it up, you lose your only [exclamation point] for ad copy. So you could put your exclamation point in ad copy line two. So I'm guessing you don't have a period, that's probably why.

Joseph: Yep.

Brad: "Online global golf superstore" doesn't tell me why I should go there.

Joseph: Yeah, I was working my way down to line two. So, line two. Let's go to line two.

Brad: That's great, that's a wonderful, wonderful topic.

Joseph: Yep. So "online golf superstore" and aces on the site links. So new golf clubs, used golf clubs, golf shoes, golf apparel.

Man 2: Okay. What did you say? Aces on the site links? I was going to say they're bad.

Joseph: Why bad?

Man 2: Because "today's specials", used golf clubs, maybe one other one. New golf clubs for used golf club search, that's bad. That's a waste. I find that things with urgency like today's specials work really well on site links.

Joseph: Sure. But he might not be offering today's specials. Maybe. I don't know. Do you offers specials?

Presenter 3: I don't, but I just make it up.

Joseph: Well maybe they can be tweaked, but I agree. I agree, but they look good. And I like that you have the seller ratings there. That's good. All right, landing page. All

right folks, what do we see?

Presenter 3: Go to town.

Joseph: Go to town. Okay. So let's take a look here. So we hit the page. My first thought when I get to this page is I'm not sure where to go.

Woman 2: Yeah.

Joseph: I mean, honestly, that was why I paused. I was like "Okay, I'm disoriented" before I even thought anything else.

Woman 2: So I have to know what kind of golf club I want and what brand I want.

Joseph: Well, the core reason I was disoriented and everybody can agree or disagree with me was this gray bar here in the middle. I didn't know where to go, I wasn't delivered a headline or any content or anything to make me feel warm and fuzzy like I arrived in the right place. I was like "Oh no, I'm in the wrong place".

Woman 1: You want to not look at it.

Joseph: I was like "Oh no, my journey is still so much farther than I want it to be, oh no." So that's item one, what else? That was the first thing that I noticed when I hit this page, that I wasn't sure where to go. Yeah.

Presenter 4: Too much text.

Joseph: Too much text?

Woman 2: The text.

Joseph: Okay. What else?

Brad: So everyone of us only has five to seven hour we can hold short-term memory, period. You lose one because, you've got to remember we've got a meaning in 20 minutes, why you did a search, you really, a website only gets three to five things they can hold in short term memory, period.

Above the fold here I've already got like 50 options, so even doing something like "Hey, here's our special. Here's our bestselling used club" and "Search everything", right? Let people that want to search everything go crazy on another page and bring up a selector. Again, I would probably change it, but that way you'll highlight something they can handle. If you overwhelm someone with options "All right" they think "I've got to bookmark and come back later". People who bookmark, they forget what's even there. That's not a good option.

So narrowing down those options, at least on the landing page, to especially when you can look at inventory, right, what do we have too much of? That's our bestseller and this is our top rated, right? Whatever. Now you'll have the crazy ones who are golf fanatics. Who buys used golf clubs by the way? Is it a golf fanatic or somebody who's getting into golf?

Woman 2: I think it's someone starting out.

Presenter 3: Both.

Joseph: Both.

Brad: Both, okay? So if you have a fanatic you know what brand you want. You're going to click on "get everything" and you'll know what you're doing. If you're starting out you don't know what all these brands are and how to do it, so you should be the recommend-er not them making decisions.

Presenter 3: Right.

Joseph: Yep.

Presenter 3: It's definitely targeted more.

Woman 1: And you have it selected already for the used, men's, and right, correct?

Presenter 3: Correct. That's the default if you come into used.

Brad: That makes sense.

Woman 2: So those navigation boxes are all blank, so I can't tell, at first I thought there was a mistake.

Joseph: Yeah, I thought there was an error.

Brad: Yeah, you click on it and if there's an option-

Joseph: It populates.

Brad: It fills the box.

Joseph: Yeah, it fills it across.

Woman 2: Right. But if I don't start there then it looks like something's wrong with the site.

Joseph: Yeah, yeah.

Woman 2: I might be more inclined to click on the first image. "Oh that Nike looks nice", you know?

Joseph: So basically it sounds like, to summarize what we've said so far, the grey box is throwing people off. So you might not, I mean, if there's any other way to do that navigation, so if you think about people are going top to bottom, you've got top one navigation going along up here so I'm like, "Oh my gosh, I have all this," and then you finally start scrolling down and then you still have all this stuff to the left that is getting cut off. For everybody who can't see there's links down the entire page and pun was not intended.

Then you get down to here, so you finally get to the golf clubs and you can see ratings but there's still no "Buy" button. There's still, it still looks like I'm looking at reviews. I'm like "I just want to buy. I've already been overwhelmed and I'm still far away from where I need to be." I would say, it kind of goes with the theme, the navigation needs to be pared down, and then even the product offering might need to be slimmed down because this is, I think it's overwhelming.

Then people aren't really sure. Like, if I click on, let's go with the first one here, once I finally click on that then I'm like "Okay. Great. Add to cart. Okay. This is kind of what I was expecting" but right now it's just haphazard. When nothing is prioritized, or when everything's prioritized nothing is prioritized. So it's just kind of cluttered. I like that you have free shipping on there. People are going to glance right over that, because I go straight to the gray box and you're like "Oh no, it's broken". So that's a great offer and people are missing it and I would strip out everything and just really, really simplify this page.

I noticed you have a little red thing, like "golf sales" over here. That's fine, but just simply the page. Does that help? I mean, were you having those same thoughts or did we just go in the wrong direction?

Brad: Are you doing SEO on these pages too, when you're writing in little small things for sort of keywords and stuff?

Presenter 3: Yes.

Brad: All right. So when we say [advanced] though, when we say stuff like "Limit your options" and "clean some of these things up", make those pages outside of your CMS that are built to segment someone in very far. Don't make them part of your normal site, because if you were to change some of this stuff you're going to change your SEO around, right?

Joseph: Yep.

Brad: And that's going to end your page search. You can skip all the stuff you have to

do for SEO and just care about conversions. So I would make some stuff outside of your CMS for some testing for how you do stuff on the SEO side.

Joseph: So basically a think about when somebody gets to this page they're probably not sure where to go and this page isn't really helping them. I mean, it kind of is. It's like, "here's all your brands." It's not really helping them get there, so think about if somebody's never been to the site, "What are they looking for and how do I help them?"

Presenter 3: Great feedback. Thank you.

Joseph: Yeah, yeah. James.

Presenter 3: Because it's for SEO purposes, adding in links to the list of items to the copy there, specifically like we carry drivers, link that to the used drivers and stuff and carry some sort of additional text link communication.

Joseph: Yeah. I would do that on the core side. Yeah, like we said, create separate pages, the landing pages, strip them out and then do that for your core site. So, is that helpful?

Presenter 3: That's great, yeah.

Joseph: Okay. Did you have any other specific questions that [we liked and] addressed or did we just destroy it and were like "Wow, that was rough."

Presenter 3: That was great.

Joseph: Okay, good.

Presenter 3: First started with company, I wanted that whole filter gone.

Joseph: Okay, good.

Presenter 3: Convince them.

Joseph: Tell them you just had a whole room full of people that said you needed to get rid of it.

Presenter 3: When you say it being gray, did you say something about it being gray, the color? Oh, sorry. What would you recommend? Do you want to bring it-

Woman 1: Well, gray says to you, when something is grayed out, it's not a choice, right? It's not an option. You kind of lose it on the page. So if they want to make it pop gray's not-

Woman 2: Plus it's gray and empty too.

Joseph: Yeah.

Brad: Also, what you don't have on the site is why golf is so cool. Some person standing on a nice green golf course, swinging a club away, escaping from work, right? And that imagery, even making the background, and just as an idea, it may be stupid, making it a green, grass-filled background or something and you're all of a sudden reminds someone that, "Hey, this is why I'm doing this." So this is all about price and selection. It's not about benefits, and that's why people golf, right? It's escapism.

Joseph: Yep.

Brad: So remind them why they're golfing.

Joseph: However, remind them why they're golfing and then why they should buy from you. They have all these options, and like I said, I like the \$99, because it's price and all these other things, this page doesn't tell me why I should buy from you, much less me being overwhelmed when I got to the page and almost started to cry, but it doesn't do that. So, just keep that in mind.

All right, we've still got another 12 minutes, who's next? Again, nobody cried, so we're good. Go.

Presenter 4: Home automation.

Joseph: Home automation?

Presenter 4: Home automation.

Joseph: Okay.

Presenter 4: Easyhomeautomation.com.

Joseph: All right, there it is. Number two. We're underneath Comcast.

Brad: Where are your site links?

Presenter 4: They're supposed to be there.

Brad: No one has.

Joseph: Nobody has, so okay, it's a level playing field. Okay. So we've got same day home automation, so okay, same day. That must be a selling point. Honestly, I don't even know what home automation is. What is it?

Presenter 4: You control things around your home.

Joseph: Okay, good. That's what I thought it was. I just wanted to make sure. So, same day home automation, that's good. I like same day. Then they bumped your display URL which again, has home automation in it. Customized home automation, install today-

Brad: None of these are, so this is actually some weird thing we're seeing right now because everyone's display URL . . .

Joseph: Yep, their display URL is in the headline.

Brad: . . . Is in the headline. There's no site links.

Joseph: No, but actually, if they displayed this version of the server more often you're probably going to win out because you have home automation in your URL. You're not Comcast, you don't have that brand awareness, but the fact that your name is Easy Home Automation, because it says easy and it's home automation.

Woman 2: I like this Xfinity ad because it shows you some of the stuff you can do with home automation, security cameras, control lights, some of the stuff that's cool about it.

Joseph: That's good. So maybe your line-

Brad: Testing an ad without prices. The price reminds someone-

Joseph: Yeah, you're going to have to pay for it.

Brad: You can get them how cool it is.

Woman 2: Right. Like I feel like I need to know how cool it is first before I'm worried about it being on sale.

Joseph: Rather than-

Woman 1: For \$24 a month, if that's the discount, how much does it cost?

Joseph: Yeah, that was where my brain went. I was like "Oh man, how much does this cost if I'm saving \$24?" Okay, so here's the landing page. Here we go. We're getting knee deep. "Home automation made convenient and easy, take it in", smiling guy. He looks happy. That's good.

Woman 1: Relaxed.

Joseph: He looks relaxed. It says, "Having your system installed by an expert eliminates the hassle that comes with having to do it yourself. Don't allow your home automation to be a headache" and "Your system installed same day nearly anywhere in the US and

Canada." I'm sold. Scroll down a little bit.

Woman 1: Yeah, back to what I said, doesn't that assume that you know what home automation is, what the capabilities of it are, because I don't know all the cool things you can do yet.

Man 1: Is the call to action literally a phone call?

Presenter 4: Yes it is.

Joseph: Okay. So call to action is literally a phone call.

Man 1: I was going to say, I was looking for-

Joseph: Yes, that's what I was just going to ask and are you tracking this number, do you guys know? Okay.

Brad: Do you ever stop your ads when you're not answering the phone?

Presenter 4: Yes, we do.

Woman 2: They have a lot of trust badges, but they're all below the fold.

Joseph: Okay. Trust badges are below the fold, well below the fold.

Brad: So if you go, and I'm not sure why, but if you hover the "We make this home automation easy" it looks like it's a link, your mouse changes, but while they click on it, nothing happens. I'm more technical oriented person, actually getting confused. Is there a pop-up here? I kind of got lost in this thing of what cool this is supposed to happen here. It's very odd.

Presenter 4: You're right. That shouldn't be there. Thank you.

Joseph: Yeah, well here's what I like about the page. We'll talk more about what we don't like about it. I do like this image because it does convey this guy's happy, he's easy, he's probably controlling his entire house from his phone. At least that's what I picture in my head. He's probably making the garage door go up and down, he's turning the lights on and off, he's turning on the garbage disposal, he's doing everything. Yeah, he's messing with his wife. It's like "Why does the TV keep turning on and off?" Yes.

So that actually brings me into the page. So I like that. A lot of times I don't know about an image being so big, but it does give me the sense of automated home and now I want one. I do, I admit I like, I didn't know what home automation meant, but if that's a main keyword for you, then I ask, because I don't know, this is a genuine question, "Do we need to have lights and timers and all that stuff that this thing can do if you're already looking up home automation?" I don't know. I didn't know. I guess you would probably

still want all that. Like "our service does this. We do" the top 10 things that somebody would want it to do.

Woman 1: Because it could be alarm system. It could be lights. It could be all types of different things.

Joseph: Right. Right, so I like, and before we get to tearing it down, and I still like above the fold you have conserve energy, save money, they're prioritized lower, so that's good. They don't really look like call to actions. They look like additional information, so that's helpful. I do like the request to call so you're really focusing somebody in, like "Call us, call us, stop what you're doing and you have to call us now". So I think that's good.

Yes, and like Mary said, but I guess you can't, I mean, you can't prioritize everything, but yes, then there's all this. I guess this could be seen, I like that you've prioritized the page. It's like a really welcoming image and it feel really nice, so for those spontaneous people they might say, "Oh great, yeah, this looks great," and call, but for the more meticulous people that want more information I guess they come down here and then find out everything that they want. Go.

Woman 1: It also seems to me that people who would want this and would search for this keyword would hopefully know what it is and are very tech savvy. In my mind those people aren't necessarily the ones who are going to interrupt what they're doing and call someone and call a call center to give them their information whereas a form might serve you a whole lot better, especially for this market.

Joseph: Okay. Right. So, excellent point.

Man 1: It's not at all obvious where the form is in this page.

Woman 1: It isn't.

Brad: No, it's not. The request to call pops up and actually she has an interesting issue.

Woman 2: I had to shrink the browser in order to get it to go away. Like, it just stayed over the top of the page-

H: Did you have scripts disabled?

Brad: No, because you have to click on request a call again to make it go down.

Woman 2: It's down, yeah.

Joseph: Confusion.

Woman 1: It goes up into the tabs and I'm like-

Brad: So what do you think of this page? Click on the "Control your home from anywhere" right before, it's another link.

Joseph: There we go.

Brad: Benefit statements right-

Joseph: There it is. Hey, that's what we were talking about.

Brad: This is almost what they were saying is this page.

Joseph: I think the whole room went, "Oh, that's what it does."

Woman 1: It's not just what it does, but it gives you that the breadth of service that's in it.

Joseph: Yeah, control your home, like the man. Yeah, these are all the things I thought that guy was doing. So it tells me control my home. James.

Presenter 3: The other page.

Joseph: I'm going back to the other page.

Presenter 3: In the photo at the top. So when I first saw this, I thought the guy was checking sports scores.

Joseph: A-ha, a-ha. Okay.

Presenter 3: He's in his house.

Joseph: Okay. Okay, so different people interpret it differently. Yeah, go ahead.

Man 1: The cool thing is that on both photos the eyes resolve on the phone numbers if you want phone numbers, if you want phone numbers. That's a cool idea.

Joseph: Yeah, good. So we talked about what's good. What's some concrete stuff that, and I also want to make this statement, rarely do we talk in superlatives, absolutely changes and this will increase your conversion rate 20%. We often talk in suggest in suggestions, as in test thing. So, hopefully everybody's here or anybody's page we've critiqued, hopefully you will test what we've said and not necessarily just go back and change it.

Woman 2: So who's the main purchaser, males or females?

Presenter 4: Males.

Joseph: Males.

Woman 2: Males are.

Woman 1: Yeah that makes sense.

Joseph: Okay. So basically it's a core, and I'm guessing if you get somebody on the phone they're probably more likely to become a conversion probably. Okay. So is there anything that we can do, that we can help, I mean, is this page doing what it's supposed to do? I mean, it's inviting at the top. It gives them more information as it goes towards the bottom. Can anybody think of anything else that would, I mean, I'm worried about these links at the top? Did anybody else notice these links here?

Brad: Turn it into a demo video.

Joseph: Yeah, they take you off.

Brad: Like if this were an actual video and the guy hits the phone and you hear the garage going up right or he does this and the baby monitor pops on his phone, or I don't know, whatever, right, but if you did a video-

Joseph: Yep, a video.

Brad: An image or a video would take up the same amount of space.

Joseph: Yeah.

Brad: So it might be they got lost watching the video.

Joseph: Yeah, a video might be interesting.

Woman 2: A great video example is nest.com. They have an excellent demo video on the home page that shows off this complicated automation.

Joseph: Okay.

Presenter 4: What's that's called?

Woman 2: Nest.com.

Presenter 4: Nest?

Woman 2: Nest, like the thermostat be controlled from your phone.

Joseph: Yeah, so test. I mean, I would just test video. That's a great idea.

Woman 2: Just five minutes.

Joseph: Yes, five minutes, yes. So that gives us time for one more. We've got time for one more. Yes.

Presenter 4: So what about just a simple font color change on the number just to make that-

Joseph: Just to make it stand out more? Okay. That's, yeah.

Presenter 4: You mentioned that trust signals are at the bottom, do you think that having the trust signals on top would be helpful?

Brad: So what I, I always like to try it, but what you find is that if you leave them in color it draws the eye too much. So as long as I like to take them and grayscale them, so that way they're still there, you can still see it, and they remind you, what if you took those images right below "Control Your Home" or somewhere there, grayscale them, put them there, someone has the trust signals, but they're not drawing the eye from the cool colors on the page and their phone number.

Joseph: Yeah, I agree, because I had that initial thought, but I worry about putting too much at the top because I did like the cleanness at the top of the page. I wasn't overwhelmed. I didn't know where I needed to go, but it sounds like it's more, I think I liked the layout of the page. It's the content. It's like some of the content can be moved around, prioritized a little bit, especially telling it what it actually does. Okay. We've got three minutes. Let's not waste them. Anybody? One more. Go.

Presenter 5: URL network. It's MyCarLoanMatch.com.

Joseph: What is it?

Presenter 5: Mycarloan-

Joseph: MyCarLoanMatch.com.. Is that it right there? Bad credit car dealers, search a used car dealer and find a loan, and is this, this is a, it's hard to see the shading anymore, so this is just your organic, right?

Woman 1: Right.

Joseph: And then you send your paid search to this page?

Woman 1: Right. It's turned off for Indiana. That's why it's-

Joseph: Oh, well, that's because you're working with. Okay, so you'll get there. Okay, so this is your landing page. So if somebody were, wherever it is where you're targeting

in one of your five geographic locations this would be where they would show up.

So keywords, can you tell us some of the keywords that would get people here? We talked at lunch, like find a loan-

Woman 1: Right. Like dealers, bad credit car dealers, no credit loans.

Joseph: So people with bad credit.

Woman 1: Right.

Joseph: People with bad credit who need a car.

Brad: Do they know the program? Because I don't, and to me it seems like should be "Buy here, pay here." I'm kind of confused, but I'm not your demographic.

Presenter 5: Yeah, we get a lot, that's our biggest keyword, "Buy here, pay here".

Brad: Okay. Then, you don't.

Joseph: Don't change that if that's the big thing. So what do we like about this page? Before we say, we've got two minutes, we'll go one minute over. I like that you have a checklist right up at the top of the page. That's always really great. People who are looking for bad credit, this, again, gives you that sense of "Okay, I'm in the right place. I feel kind of warm and comfy. I think I'm in the right place here", especially "Buy here, pay here" is something that's really popular so you prioritize that towards the top.

I do like the "Find dealers now" because that's what people want to do. If I'm looking for a car loan I'm probably looking for a dealer and I want to do it fast. So I like that you keep the copy to a minimum. Sometimes that can come back to bite you because you don't provide enough information, but the fact that most, I would assume most people are looking for speed I would guess. Like "I need a car, I need to get it now, I've got to get to work tomorrow".

So I like that, I think that kind of works right now and I like that it's above the fold, so find a dealer now. It doesn't give you a lot of information, but that's okay. So that's kind of what I like about the page. Anything else? Anybody else what they like about the page before we start destroying it?

Woman 1: I like the smiling people

Joseph: Smiling people. Yeah, smiling people is good.

Woman 1: Because they had a good experience.

Joseph: They've got a car key and they have the car key and they're like, "Yes, we just

got our car.”

Man 1: Actually in this case because it's credit stuff, I'm thinking is this real or not for real so having the, trusting above the fold, I immediately think "Oh, well they're probably legit."

Joseph: Yep. The triple B, accredited business I think is good, yeah, and the Inc 500, that's good. "Helping millions", I like the "Helping millions get on the road." It sounds like you've help them about, obviously millions of people hopefully. I hope you've done that if you've made that claim. So yeah, and I think that's good, and how it works, FAQ, about us. What don't we like about this page?

Brad: All right, can you refresh it? I see a different home page and image.

Joseph: What? What?

Brad: Yes, so I have a home page image of two people looking way off the side of the page and actually it's super distracting because they're not looking into the page contents.

Joseph: I'm getting the happy people.

Brad: Yeah, all these have people looking into the actual content of the page.

Joseph: Yeah.

Brad: I find the click to start being on the right seems odd because you always want to see conversion on the left. That's why, I understand why you do it, but it seems a little non-intuitive to me. I would also check to see, and fill in the form. I wonder if you get, so it's great you're actually doing localized zip codes and pre-filling forms, the zip code data which is good.

People look for empty spaces to fill out though, right? Being pre-filled it may be they're like "This is cool, you guys are super smart. You know my zip code" or it could be if your mismatch is a little bit off and there's not a blank form we look for empty places. That's my quip.

Joseph: There you go.

Woman 1: So you have to choose a dealer and then you call the dealer, but do I fill out the form online to get the loan online first before I go to the dealer or do I go to the dealer and fill out the application?

Brad: Click to start, right? That's the call to action, right?

Joseph: There you go. Click to start and I've started. "You're almost there", that's nice. I like that you give me that encouragement when I click on there, so that's nice. So, this

is what happens when you click start, and then you get a bunch of dealers.

Woman 1: So I have to go to the dealership to apply?

Joseph: So then you have to call the dealers.

Presenter 5: Yes, call.

Brad: Click that testimonial back on your home page.

Joseph: Yeah.

Brad: You have a testimonial, right? That may be a better image here, right, where you hit just start instead of three steps.

Woman 2: Yeah, move up your FAQ.

Joseph: Yep.

Presenter 5: I also, sort of have a little problem with the button being 1, 2, 3 carries you to the next page where it's not continuing the process.

Joseph: Yeah.

Presenter 5: I would probably just change that.

Joseph: Yeah. Okay. That makes sense.

Presenter 5: Really jumps out too.

Joseph: What's that?

Presenter 5: On the next page, it's like the word "Stop".

Joseph: Yeah, stop getting rejected.

Presenter 5: Those made me wonder if I'd done something wrong.

Joseph: You're like "Oh no."

Presenter 5: Stop.

Joseph: All right, well, we're over time. I hope that was helpful for you guys. So, thanks to my friends. Thanks everybody.

Woman 2: What about that worst landing page?

Joseph: Oh, that's right. What did we decide? Who got the worst?

Brad: Golf.

Joseph: Golf, yeah. You get a copy of Brad's book for free. Come up and get it. All right, thanks everybody for coming and hopefully you found it informational.