



Get R.E.A.D.Y. for Better Landing Pages

A guide to higher online conversion rates



Behind every great landing page, is a great strategy. It's easy to get caught up in what marketing wants to get from a landing page, but for a landing page to be successful it needs to first provide the best experience possible for users.

For instance, instead of thinking about segmentation as a way to learn something about your users, think of it as a way to provide a more relevant experience for a user. You'll still learn more about your users when you put the customer experience first, but you'll also create a landing page experience that keeps their attention longer, earns their trust and drives them to convert.

The best landing pages are R.E.A.D.Y.. **R.E.A.D.Y. is an acronym that stands for the five dimensions of great, conversion-oriented landing pages: Relevant, Engaging, Authoritative, Directional and Yield optimal.** A Relevant landing page gives visitors exactly what they expected when they clicked. It should be engaging, communicating a value proposition in a compelling, differentiated way. It should be authoritative, assuring people that you're trustworthy and reliable. And it should be directional, moving visitors forward to their goals (and yours). In addition to those user-centric objectives, it should also be yield optimal—implementing operational best practices to maximize your conversion rate.

Using the R.E.A.D.Y. framework will help you make sure that your landing pages have the best chance to succeed. This framework can be used to evaluate new landing page ideas or existing landing pages. It was designed to help your marketing team ask the right questions about your landing pages, to see how page elements relate to each other, and to stay focused on the important things.

Not every landing page needs to score off the charts on all of these, but **this guide will help you make sure that your landing page has every chance to succeed.**

Relevant: Give them what they want

Unless you're Google or The New York Times, almost no one begins an online session on your site. They arrive at your doorstep from some other context—a search query, an ad on another site, a click-through from an email or a shared link in a social network. Make the landing experience they arrive at *relevant* to who they are, where they came from and what inspired them to click.

Questions for your team to discuss:

- Does the landing page fulfill promise made in ads?
- Does the landing page message match the ad copy?



Buyer's Guide



Everything you need to choose the right landing page platform.




- Do the landing page and the ad use the same visuals, images, and style?
- Does the landing page copy speak authentically to particular segment or target audience?
- Is the landing page content up-to-date and fresh?

Engaging: Win Their Hearts and Minds

When you're trying to convert people—into a lead, a sale or for some other concrete action—you need to be more than relevant. You also need to be *engaging* to make people want to take that step.

Questions for your team to discuss:

- Do you clearly state a compelling product or service offer?
 - Does your page have emotional appeal? Does it incorporate a story, insight a mood or greater meaning?
 - Does your page also provide a rational justification for why users need your product or service?
- 
- Is your page design effective? Is it intuitive, user-centered and does it communicate value?
 - Do you differentiate your offer so that it's unique, authentic or memorable?

Authoritative: Earn their confidence

So you're relevant and engaging—good! But before people will do business with you, they also must believe that you're genuine and trustworthy too. Your pages should exude an *authoritative* aura.

Questions for your team to discuss:

- Does your page assure visitors that they are in the right place, offer trust marks and customer-centric policies?
- Is your copy accurate and credible? Does it use specific numbers and language instead of fluffy claims?

Buyer's Guide



Everything you need to choose the right landing page platform.

Get the Guide



- Does your page meet social expectations of a normal web experience? Are your policies and forms reasonable?
- Do you provide social proof such as customers, partners, testimonials or awards?
- Is your branding consistent throughout the whole experience so it leverages and builds trust?

Directional: Move them forward

Plan your landing pages or conversion path around the dynamic flow a prospect or customer has with you. You want targeted landing experiences to be *directional*, smoothly moving visitors forward to their objectives. Think downhill skiing.

Questions for your team to discuss:

- Does your page have a clear, reasonable call to action that leads to an obvious next step?
- Are choices on your page easy and frictionless to make?
- Are there minimal distractions so that visitors stay focused?
- Do you provide motivation and incentives that give an extra nudge for visitors to take action now?
- Is your conversion path progressive so that it flows one step at a time?

Yield Optimal

The best landing pages get results. *Yield optimal* references a deeper level of landing pages that visitors don't experience directly. It's about your use and implementation of testing and other conversion optimization best practices.



Questions for your team to discuss:

- Have you asked a meaningful question to focus and guide your testing?
- Are you always running A/B or multivariate tests at some level?
- Are tracking & segmentation properly configured and are you analyzing these analytics?

Buyer's Guide



Everything you need to choose the right landing page platform.

Get the Guide



- What is your SEO strategy for this page? Have you taken a conscious approach to search engine positioning?
- After the conversion, do you have a seamless follow up system or nurture in place?

When you're going through this list with your team, use our handy Get R.E.A.D.Y. worksheet so you know what's done and where to focus your efforts.



R.E.A.D.Y. for Conversion Optimization

Relevant	Fulfills Promises <input type="checkbox"/>	Message Match <input type="checkbox"/>	Design Match <input type="checkbox"/>	Audience Identity <input type="checkbox"/>	Timely <input type="checkbox"/>
Engaging	Compelling Value Proposition <input type="checkbox"/>	Emotional Appeal <input type="checkbox"/>	Rational Justification <input type="checkbox"/>	Affective Design <input type="checkbox"/>	Differentiated <input type="checkbox"/>
Authoritative	Assurances <input type="checkbox"/>	Accurate & Concrete <input type="checkbox"/>	Social Norms <input type="checkbox"/>	Social Proof <input type="checkbox"/>	Brand Consistent <input type="checkbox"/>
Directional	Clear Call to Action <input type="checkbox"/>	Frictionless Choices <input type="checkbox"/>	Minimal Distractions <input type="checkbox"/>	Motivation & Incentives <input type="checkbox"/>	Progressive Conversion <input type="checkbox"/>
Yield Optimal	Hypothesis <input type="checkbox"/>	A/B or Multivariate Test <input type="checkbox"/>	Tracking & Segmentation <input type="checkbox"/>	SEO <input type="checkbox"/>	Downstream R.E.A.D.Y. <input type="checkbox"/>

Buyer's Guide



Everything you need to choose the right landing page platform.

Get the Guide



The Best Landing Pages Start with You. And LiveBall.

LiveBall is ion's web-based platform that empowers marketers to launch and test advanced landing pages without code or IT. If you're looking to grow your landing page program, check out these resources and find out how LiveBall can help.

Next steps for your landing pages:

If you want to stay up to-date on the latest online marketing trends and best practices, subscribe to the [ion landing page blog](#).

Learn more about how you can improve your online marketing ROI by checking the free [webinars](#), [white papers](#) and [presentations](#) in our library.

Join us for a [Live Demo](#) and see just how easy it is to use LiveBall to create conversion-focused landing pages.

Ready for more effective landing pages? [Let's talk LiveBall!](#)



www.ioninteractive.com

i-on interactive, inc.
200 East Palmetto Park Road, Ste. 107
Boca Raton . Florida . 33432

One Broadway . 14th Floor
Cambridge . Massachusetts . 02142

1 888 466.4332 U.S. & Canada
01 561 394.9484 International
01 561 394.9773 Facsimile

© i-on interactive, inc. All rights reserved. The ion interactive spring logo is a registered trademark of i-on interactive, inc. and may not be used or reproduced without the written consent of i-on interactive, inc.