

# Landing Page Optimization

The 30 Minute Guide Part 2



Created by: [Puffin.io](https://puffin.io) [A/B Testing for Websites](#)



## Welcome to Puffin.io A/B Testing for Websites

This three-part series focuses on landing page optimization tips. We will cover tactics, strategies, and philosophies of A/B testing.

This will be a helpful A/B testing guide for you and your friends at work.

- **A/B Testers novice/advanced** looking to get a quick overview of essential and effective starting points for A/B testing wins.
- **CEOs and startup entrepreneurs** seeking to gain key philosophical approaches to creating a product users love.
- **Engineers / Technical Co-Founders** who are still writing code and want to quickly run A/B tests and increase essential business metrics.
- **Designers** with an appetite to understand data, experimentation, and metric-driven design theory.
- **Growth Product Managers** who are in charge of optimizing the entire end-to-end customer journey and want to refine top-of-the-funnel conversion.

### **Before we get started.**

Have a clear understanding of your business goals. The business goals are the driving conditions for running any A/B test. Those are the requirements we optimize for.

When optimizing any landing page, we want to ensure the task is aligned with the business goals. Optimizing a variable in a silo can increase the metric in the short term but at the expense of alienating the end user. Do not do this.



We will review three specific topics.

- **Traffic Sources and relevance**

Get clarity on your traffic sources to create a relevant landing page experience.

- **Below the fold tactics**

Having a mastery of your business will better guide your below the fold tactics.

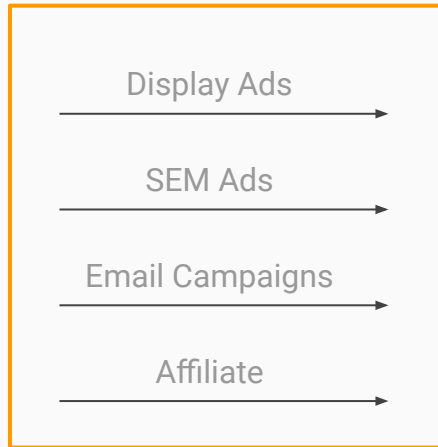
- **Form fields and business requirements**

Often overlooked on landing page, but a great place to start to increase conversions





To optimize your landing page, look left. Get a mastery of the traffic sources driving visitors to your landing page. What do your adwords read? What do your banner ads display? What do email campaigns promote and how do your affiliates market? Understand the content that is delivering traffic to your landing page.



Your traffic sources

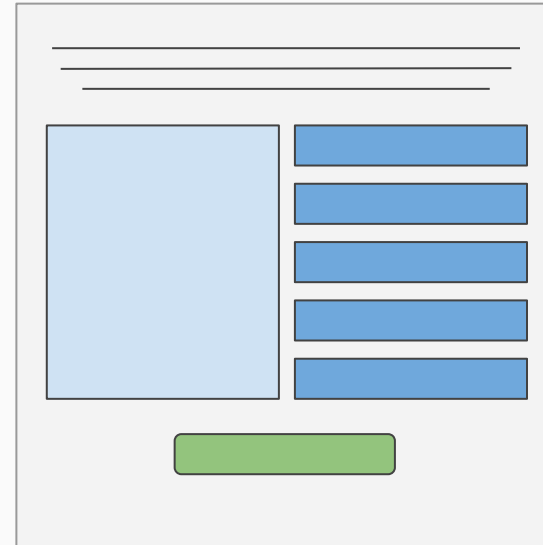
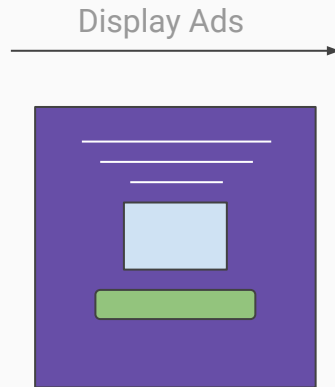


Your landing page

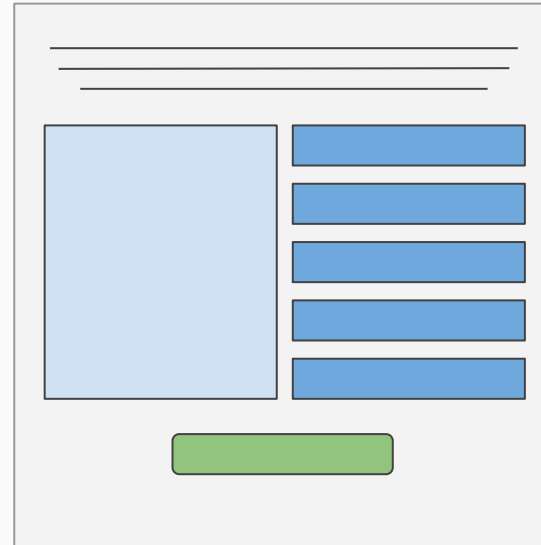
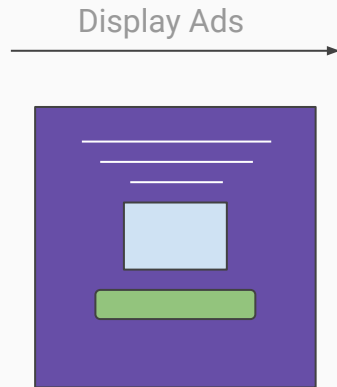


In this case study we took an inventory of traffic sources to the landing page. We discovered some interesting facts:

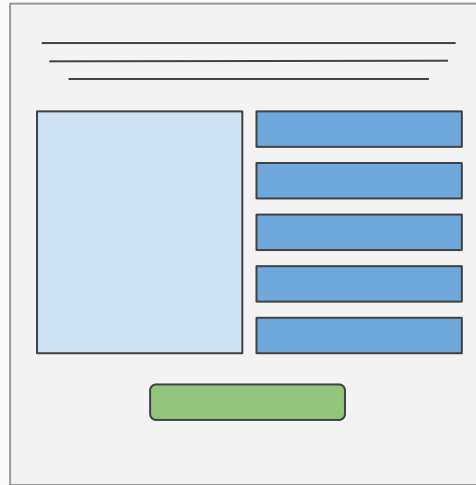
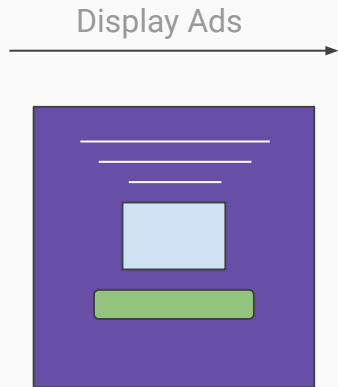
- Display ads were a large traffic source
- Display ads also had a unique purple color that didn't exist on the landing page.



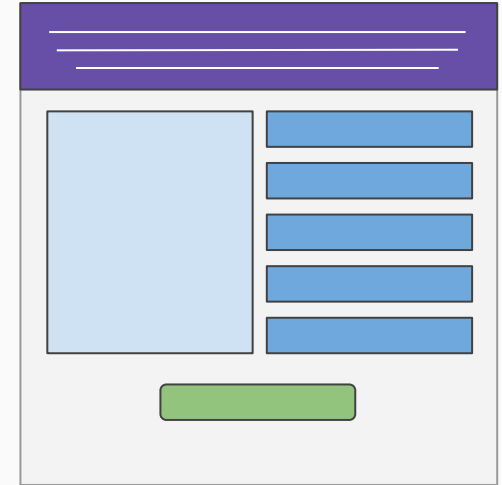
We asked, “Will adding purple to the landing page produce a harmonious experience?”. This was the basis of our hypothesis.



The A/B test gave recipe B a splash of purple to provide visual continuity. Not a drastic change.

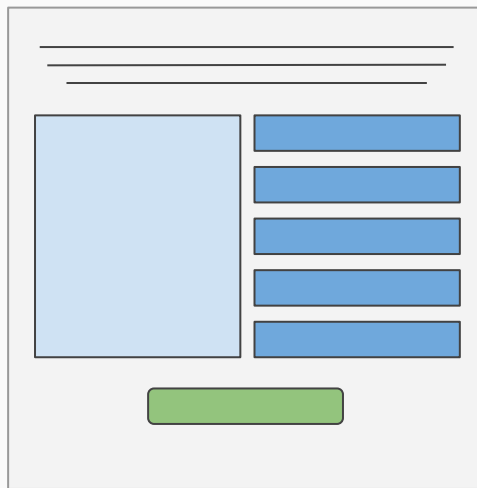
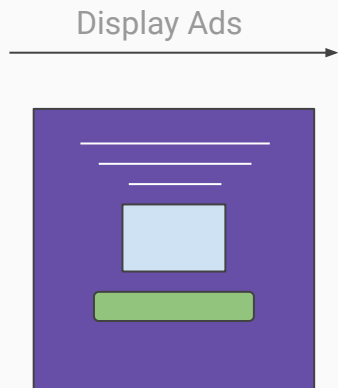


Recipe A



Recipe B

This test validated our hypothesis. Creating visual continuity with subtle color changes increased conversions by 48%.



Recipe A



Recipe B

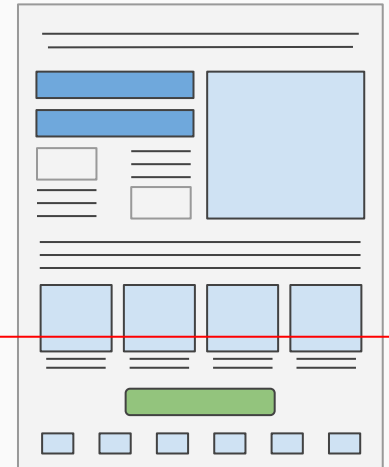


Fold lines are important. Get clarity on your business goals. This will provide direction when you address fold lines. Don't be fooled with "above the fold" dogma.

Fold line



Recipe A



Recipe B



Having an intimate understanding of your business will better position you to A/B test and curate your landing page experience.

For example, B2B scenarios tend to have long sales cycles. This means large price tags and multiple stakeholders. In this situation, more content is needed to ensure visitors know your product or service meets their requirements. This is not always achievable above the fold.

Businesses with shorter sales cycles and a single stakeholder will generally require less content. In this case, fitting all the needed content about the fold is achievable.

This is not a comprehensive strategy, it's a starting point. Every company has its own nuances. Examine those details and strategize based on your businesses needs.

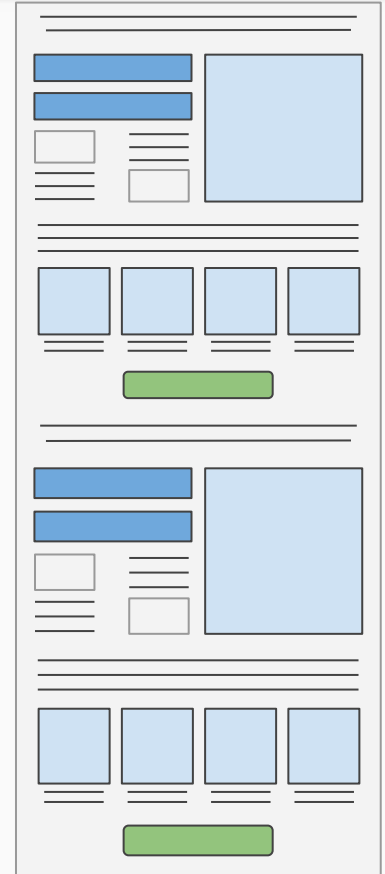
Let's take a closer look with an example from a partner in Japan...

In Japan websites have long formatters. Much of the content is below the fold. Visually this looks cluttered. Its value is providing all the content you require on a single, scrollable page.

This was an interesting landing page optimization because I cannot read or speak Japanese.

One subtlety I did notice was the content repeated itself below the fold. It was superfluous. I asked, “What value could this provide?”.

My Japanese partners verified the content was redundant. We decided on one simple change: cut the page in half. This would be our Recipe B.



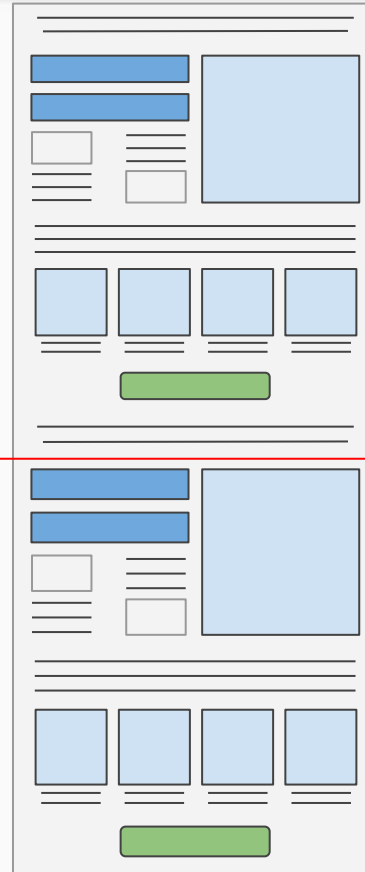


## Step 3: Review your testing results

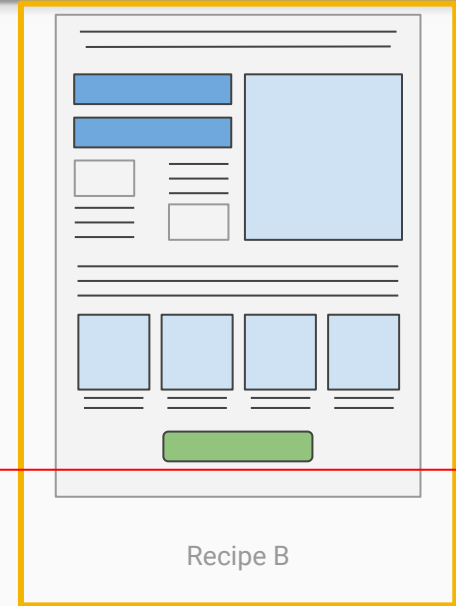


We found removing the superfluous content below the fold increase conversions by 25%. I business altering result for them.

Fold line



Recipe A



Recipe B





Form fields are essential. Funny how the fields arrive first and the requirements come later. In this example we examine how aiming towards business requirements will increase conversions.

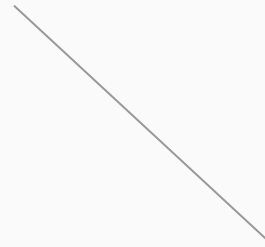
First Name

Last Name

Email

Password

Confirm Password

A diagram of a form layout. It features a large light blue rectangular area on the left, likely representing a profile picture or a main content area. To the right of this area are five smaller blue rectangular fields stacked vertically. Below these fields is a single green rectangular button. The entire form is enclosed in a light grey border.

Before developing recipes for our landing page form, ask a few questions to understand the root issues and challenges of the company.

- What form field information are we asking for today?
- Do we need to add more form fields for better leads?
- Can we take any of the form fields away?
- Where does the form field information go?
- Who are the consumers of the form field data?

First Name

Last Name

Email

Password

Confirm Password

Go through the same due diligence. This is what we found for our SaaS B2B company

Poor quality leads were sent to Sale team. Visitors used their personal email address to register, this was not helpful. The Product Team was overloaded with support tickets because existing users were trying to create new accounts. The Marketing Team had data showing visitors were stuck on password creation.

First Name

Last Name

Email

Password

Confirm password

We A/B tested a few, simple changes. I kept all form fields, just re-ordered them to help meet the business requirements. The email field placed at the top to better navigate those who might already have an account. I added a gentle suggestion via placeholder text to prompt users for a work email address. Real-time password validation was added to reduce errors.

First Name

Last Name

Email

Password

Confirm password

Recipe A

You have an existing account [log in here.](#)

Email

First Name

Last Name

Password

Confirm password

Password requirements....

Recipe B



By making these changes to the form fields, we increased conversions by 25%.

First Name

Last Name

Email

Password

Confirm password

Recipe A

You have an existing account [log in here.](#)

Email

First Name

Last Name

Password

Confirm password

Password requirements....

Recipe B







If you are just getting started or right in the middle of your A/B testing program - Here are a few tips to get your landing pages performing better.

Be a champion of relevance. Take an inventory of all your traffic sources. Find an ample traffic source and curate your landing page to support that source experience. When we matched colors visually from our purple banner ad and applied purple to the landing page experience, conversions increased significantly.

Understanding the nature of your business will help guide your below-the-fold tactics. Long form landing pages can perform well, but if your business supports it, short above-the-fold landing pages can increase your conversions.

Form fields require examination and due diligence. Understanding the business requirements of the form fields provides direction and areas of improvement. These improvements can better drive business needs and can also increase conversion rates.

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## Q&A

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