



PREMIER EQUESTRIAN STUDY

Custom Landing Page

This One Change Consistently Boosts Digital Ad Performance

What makes digital ads effective?

No doubt, it's a combination of engaging design, persuasive copy, and smart placement. All of those factors are critical for getting clicks. But, just as important as the ad itself is its destination — in other words, where are you taking potential leads once they click your ad?

If they land on a web page that's off-topic, confusing, or overwhelming, they're likely to bounce, or leave just as quick as they came. This is a lose-lose situation. It leaves them a bit frustrated and it costs you a valuable potential customer.

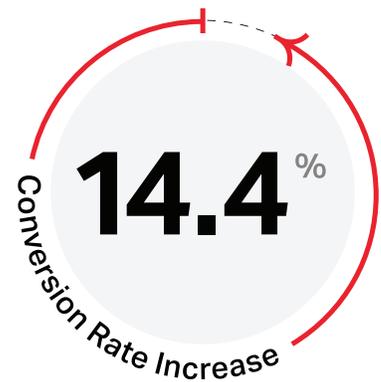
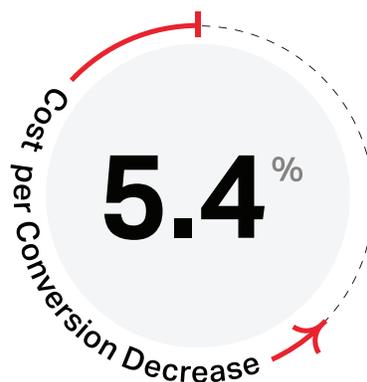
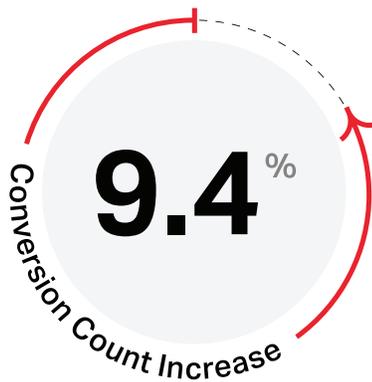
So, how do you avoid this? With a **custom landing page**. We can't overstate the power of it: in our experience with brands of all sizes and across all industries, it's one of the best ways to improve your ad campaign's overall performance.

With a few simple customizations, tuned to the specific interests of your ad campaign's audience, this custom landing page will convert more effectively and more affordably for you.

Here's an Example

To illustrate this strategy, let's take a look at one of the brands we partner with: Premier Equestrian, global experts in horse arena construction and maintenance.

We created a custom landing page for one of their ad campaigns and after just one month of directing traffic there, we saw remarkable results:



OK, BACK UP

What's a Landing Page?

A landing page is simply a webpage within your website that is:



Built as a destination for specific Audiences



Aimed at persuading visitors to take one primary action

Usually, that action is subscribing to an email list, making a purchase, or filling out a contact form. The effectiveness of any landing page relies heavily on testing, revisions, and implementing current best practices in conversion rate optimization.

While every landing page is as unique as the company it serves there are some elements every strong landing page has. These elements will give the visitor a better overall experience, which in turn will increase the likelihood they convert, or take the intended action.

Our Must-Haves for Every Custom Landing Page

When building a custom landing page, here are the basic best practices we always start with:

- 1 The page should have only one goal, and it should be very clear. Multiple conversion paths will confuse reader's limiting conversions.
- 2 The content, and design of the page should support those goals. If it doesn't support the end goal REMOVE IT.
- 3 A user should be able to convert from anywhere on the page. This means a form, phone number, or other call to action should always be visible.
- 4 Long content should be shortened, or broken up. Don't expect readers to engage with paragraphs; instead use bullets, headings, and formatting to make it easier to quickly skim.
- 5 The page should load quickly, and without errors. If the reader leaves before the page loads, or if the page loads with errors, conversions will become nearly impossible.

THE SWEET SPOT

Above the Fold

Above-the-fold presentation is the most important part of a landing page.

That's the area of the webpage the reader will see first, before they have to scroll. It sets the stage for their entire interaction with the page.

Here are 4 essential elements in a landing page's above-the-fold presentation. These elements apply to both desktop and smaller mobile screens.

1

A Concise Offer

The reader should know what the benefit they'll receive immediately and without question.

2

A Clear Path with Easy-to-understand Next Steps

If it is difficult to convert, or it's unclear what will happen after the conversion, then the reader will be more likely to bounce.

3

Social validation, typically in the form of testimonials or customer stories

This helps the reader feel they are not the first person to convert.

4

Third-party recognition, such as awards, certifications, accreditations, memberships, etc.

This makes the reader feel safe to convert.

When implemented, these ideas will ultimately provide a better landing page experience and increase the likelihood of a conversion.

Back to that Example

Let's take another look at the same landing page we mentioned above

Our partner, Premier Equestrian, was looking to increase the number of leads who filled out a form for a free horse arena footing consultation.

While they had an existing landing page and were already getting consistent results, PE was looking to further maximize the ROI of their Google ads.

Previous Landing Page



We proposed the strategy of revisiting the existing landing page to maximize the campaign's conversion rate. After thoroughly studying the analytics – including the current on-page behaviors of visitors – we determined several ways the existing landing page could be improved without drastically changing the content.

In just a month, we implemented the following adjustments to the landing page and, as the results above indicate, it worked quickly to deliver the increased conversion rate PE was looking for.

Here's What We Did

- 1 Removed extra padding and whitespace from the design in order to give more room for important content elements above the fold.
- 2 Adjusted the content to feature bold statements that immediately portray expertise and confidence.
- 3 Minimized opportunities for user to go leave the page by removing other internal links to PE's website.
- 4 Moved the form above the fold instead of below.
- 5 Increased the size of the phone number to draw attention.
- 6 Added a customer testimonial slider above the fold.
- 7 Added logos of PE's third-party partners and brands.
- 8 Removed or broke up long blocks of content.
- 9 Investigated sources of slow page speed and adjusted settings within the back-end of the site to improve load times.

Our Final Version



The Results are In

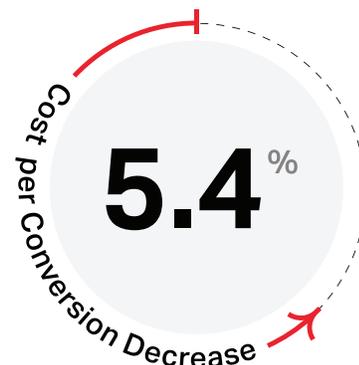
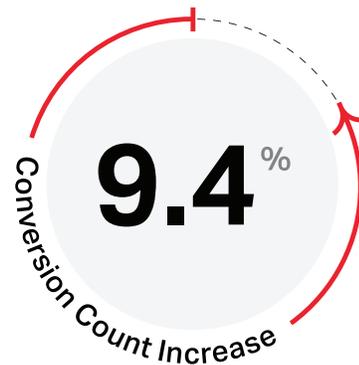
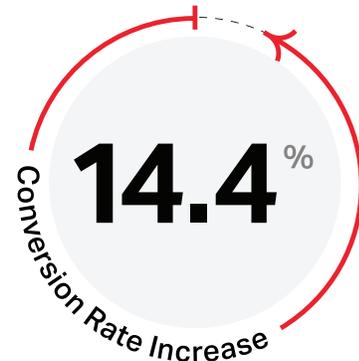
After the new landing page went live, we performed an A/B test to make sure the changes would produce the desired results

Our tests showed the updated landing page performed significantly better over the course of the first month despite getting 2% less ad impressions and 4% less clicks than the previous landing page.

By implementing a fully custom landing page that improved the visitor's experience and focused on conversion rate optimization, we were able to exceed Premier Equestrian's initial goals.

We increased the conversion rate by 14.43% in the first month alone.

We also increased the number of converted users by nearly 10% (9.46%). By converting users more frequently, we also decreased PE's cost per conversion by 5.37%.



Let's Recap

Custom landing pages are one of the best ways to improve your ad campaign's overall performance.

Some best practices that consistently deliver results for landing pages include:

- 1 Focus on one clear conversion goal (e.g. getting a new subscriber).
- 2 Keep at least one call-to-action button or form always visible, to make converting virtually effortless for your visitors.
- 3 Make sure every component supports your goal and directs users toward completing it.
- 4 Break up long content with subheadings, bullets, and shorter paragraphs or sentences.

And, of course, don't forget your landing page's sweet spot — the area above the fold. Make sure it contains these 4 things:

- 1 A concise offer
- 2 A clear path with easy-to-understand next steps
- 3 Social validation, such as testimonials or customer stories
- 4 Third-party recognition, like awards, certifications, etc.

Are You Confident Your Current Digital Agency is Making the Most of Every Opportunity?

We know what works, and what doesn't, when it comes to digital advertising on the most widely trafficked sites in the world, including Google, Facebook, Instagram, LinkedIn, and more.

While there are plenty of agencies that offer digital advertising services, not all of them actively look for ways to maximize each and every campaign — especially when those campaigns are already viewed as “successful,” as was the case in our example above.

If you want to feel confident that your digital advertising investment is yielding the highest possible returns, look to our team at Red Olive. This one example we've shared is just a representation of the daily problem-solving our team proactively takes on for our partner brands. We have the knowledge, experience, and most importantly, results, that can give you confidence your digital advertising is in the right hands.

