BRULANT

INCREASE YOUR PAID SEARCH ROI

WITH LANDING PAGE OPTIMIZATION & TESTING

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Search engine marketing professionals have tools available, provided by the search engines, which help them optimize a paid search program. Bid amounts can be adjusted, ad copy tested, geo-targeting implemented and day parting applied to ensure spend is being used in the most efficient way possible. All of these tools give search engine professionals an abundance of control over the visitors' experience while still on the search engine.

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What happens once a visitor clicks on an ad and is delivered to your landing page? Is the SEM professional's job done? In today's competitive environment you can't simply stop optimizing at the click. Companies across industries are beginning to leverage landing page optimization and testing to gain the competitive edge.

Landing page optimization and testing can help extend your budget to accommodate additional conversions or sales. In our experience here at Brulant, landing page optimization and testing can improve click through leads (application starts / adds to cart) by up to 400%. Even a slight increase, balanced with a good amount of traffic volume can equal millions of dollars in incremental sales over time.

Testing is typically divided into two types of tests: A/B split testing and multivariate testing.

In A/B split testing, two landing pages challenge one another. The A page (control) is, in our experience, an existing web site page and the competing B page (challenger) should be a conversion focused landing page built with best practices in mind. Traffic is directed equally to both pages for a period of time until it is statistically clear which page yields a higher conversion rate.

At Brulant, we recommend A/B split testing to analyze page structure and how it relates to conversion rates and then multivariate testing to key in on what page elements help to further increase conversion.

Multivariate testing allows you to dig deeper and find out what individual page elements make the page convert at a higher rate. Was your imagery the driver? Did your main headline make the difference? Was your call to action compelling? These are three examples of page elements to test. Within each element, you may want to test multiple values. How does a 10% discount stack up against a $10 discount or free shipping? What about including your 800 phone number on a landing page? Does this number give the visitor a sense of security or does it allow them to immediately abandon the online experience?

Once testing on your landing page yields the page with the highest possible conversion rate, the next step is to address the conversion funnel or checkout process with testing. Evaluating different approaches to functions like button placement or dropdown menu values can give a lift in conversion on each step of the conversion process.

If you are not using A/B split or multivariate landing page testing as part of your paid search strategy, then you are not realizing the full potential of your paid search campaign. Tools offered by search engines are limited to how/when/where ads are displayed. Landing page optimization and testing in addition to a good paid search strategy allows you to get the most out of your paid search budget.

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