CONVERSION CAST

How LeadPages Increased Overall Sales by 9.9% (with Josh Braaten)

Our Guest:

Josh Braaten is the Director of Website Conversions at LeadPages. His work primarily consists of website projects, content strategy, conversion rate optimization, and website maintenance. He does everything from being the website "janitor" to testing marketing strategies.

The Tactic:

This case study involved a user testing tactic. Josh explained between 3-5 different users blindly went through LeadPages' shopping process on their site. The user testing consisted of people navigating through the site to find problem areas.

The results revealed users having a hard time finding the templates authors created in LeadPages' "marketplace". This was an issue because the templates used to create landing pages are a key part of becoming a LeadPages' customer.

Josh changed the label in the top navigation bar from "marketplace" to "templates" to make the template section easily identifiable.

The Result:

Changing the label to "templates" in the navigation bar doubled traffic into the template section of LeadPages' site and contributed to a 9.9% sales increase. LeadPages also experienced a 97% increase in click-through rate (CTR) on one of their key web pages.

http://leadpages.net/library

The Tactic Explained:

The reasoning for changing the navigation label from "marketplace" to "templates" was to provide clarity for users. Simpler terms in most cases are more effective, but many companies get caught up with creating "special terms" for branding purposes, which can make the user experience ambiguous. Josh explained that some things should be self-evident and sometimes the simplest label is the one that drives the most conversions/clicks.

Josh elaborated further on changing the label to "template" by iterating how important context is. "Template" works for LeadPages because the business revolves around landing pages that are created from templates. Because of this, prospects and users don't question what they mean by the term. Be sure to use words on your website/sales pages that prospects can easily associate with your business.

How You Can Use This Tactic:

Josh explained that oftentimes we can get too involved with projects, which makes it hard to see what's not working. He advises to take a step back and involve a representative user or prospective customer in your online process. You conduct a user test by showing a select group of people a webpage you're working on and ask, "what is this page meant to do and how would you get started?". You let them experience the page and gather the results and their thoughts. Josh also provided a tool to use on usertesting.com called "peak", instead of conducting the test manually. Peak is the free version of usertesting.com's product. All you have to do is plug in your website URL and they provide a real, live user to explore your site.

User testing is a best practice to find the flaws in your website. Josh stated that three users can identify 50% of usability issues on a website and five users can identify 75% of usability issues. When usability issues are fixed, positive results follow.