

Landing Pages



- Most important?
- Fill the funnel
- Get the key things right
 - offers
 - calls to action
 - page layout

The Mindset of the Visitor

- Why are they there?
- What do they want?
- Does it make sense?
- Does it look easy?
- Do they trust you?

Landing Page Tips

- The blink test
- Cut back
- Graphics matter
- Keep it simple
- Prominent calls to action
- Test (if possible)

ICIS (Old)

The screenshot shows the ICIS pricing website interface. At the top, there is a navigation bar with 'Home', 'Products', 'Subscribe', 'Advertise', 'About Us', and 'Contact Us'. Below this is a 'Feedback | Help' section. The main content area is titled 'Crude and Products price report'. On the left, there is a sidebar with various menu items including 'Subscribe | Trial', 'Español/中文', 'Home', 'Portfolio', 'Chemicals', 'Crude & Products', 'Base Oils', 'Shipping', 'Fertilizers', 'Energy', 'ICIS Chemicals', 'Price Alert', 'Price History', 'Plant Performance', 'PMS', 'ICIS conferences', and 'My ICIS pricing'. The main content area includes a 'Regions covered' section with links to various regional reports, a 'Key Features' section, and a 'Register for your free trial report today' section. A line graph is visible in the 'Register' section. At the bottom, there is a footer with copyright information: '© 2008 Reed Business Information Limited. All Rights Reserved'.

The screenshot shows the ICIS.com website interface. At the top, there is a banner for 'REACH Ready can help you navigate through the legislation'. Below this is the ICIS.com logo and a navigation bar with 'Home', 'Products', 'Subscribe', 'Advertise', 'About Us', and 'Contact Us'. The main content area is titled 'Crude and Products price report'. On the left, there is a sidebar with various menu items including 'Subscribe | Trial', 'Español/中文', 'Home', 'Portfolio', 'Chemicals', 'Crude & Products', 'Base Oils', 'Shipping', 'Fertilizers', 'Energy', 'ICIS Chemicals', 'Price Alert', 'Price History', 'Plant Performance', 'PMS', 'ICIS conferences', and 'My ICIS pricing'. The main content area includes a 'Regions covered' section with links to various regional reports, a 'Key Features' section, and a 'Register for your free trial report today' section. A line graph is visible in the 'Register' section. At the bottom, there is a footer with copyright information: '© 2008 Reed Business Information Limited. All Rights Reserved'.



ICIS (New)

The screenshot shows the ICIS.com website homepage. The top navigation bar includes links for Home, News, Price Reports, Magazines, Supplier Search, Training, Events, Blogs, Forums, Audio/Visual, and Intelligence. A search bar is located on the right. The main content area is titled "Base Oils Portfolio" and features several promotional sections:

- Make sense of base oils prices:** A section explaining the importance of base oils in industrial processes and offering a subscription to ICIS's weekly price report. A small table of prices is visible.
- SAMPLE BASE OILS PRICE REPORT >>** A call-to-action for a sample report, accompanied by an image of a report cover.
- Weekly market-beating intelligence:** A section detailing the weekly delivery of market information for major grades of base oils, including a bulleted list of features.
- FREE BASE OILS SUPPLEMENT >>** A call-to-action to download a free supplement, with an image of the supplement cover.
- What our customers say about ICIS pricing Base Oils reports:** A section featuring two video testimonials from Luther Jones of Sonneborn and Jim Roussaniere of Petronas.

Red circles highlight the "Make sense of base oils prices" section, the "SAMPLE BASE OILS PRICE REPORT" call-to-action, the "Weekly market-beating intelligence" section, the "FREE BASE OILS SUPPLEMENT" call-to-action, and the customer testimonials section.

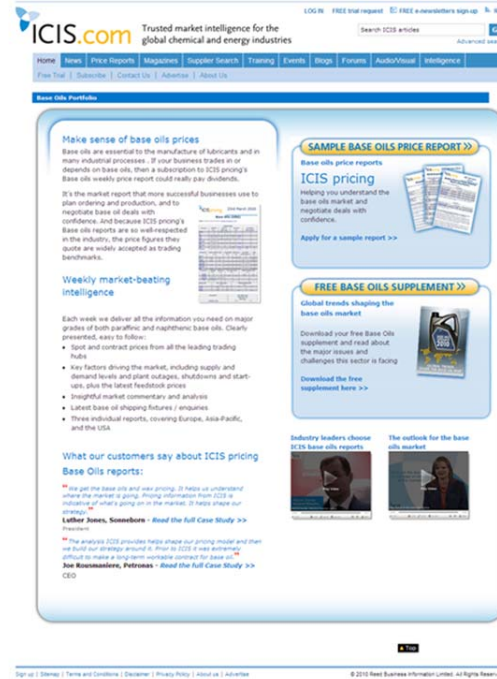
Results

Before



4.3%

After



11.8%

Conversion
Rate

