

FORM FIELD UPGRADE

FUNNEL STEP: LANDING PAGE

NEURO-TACTIC: RISK AVERSION

 EST. SETUP TIME:
15 Minutes

 TARGET KPI:
Lead Conversion Rate



People avoid uncertainty in all areas of life and will pay a premium to avoid it.

Your customers stick to what they know and, when asked to venture outside their past experience or comfort zone, they will avoid it or seek ways of reducing the risk of the venture.

Over the course of your customer journey, your prospects will inevitably reach the point where they feel they are venturing out into the unknown. One of the most common places in which this happens is the form on your landing page.

Asking for common contact details on a form is

considered normal and low-risk.

But asking for sensitive or personal information such as a phone number, location, or business name will begin to increase the perceived risk of completing your form.

That being said, there's a tradeoff between form length and lead quality. The more fields someone is willing to complete in order to get in touch with you, the more committed they are to the customer journey.

This Split Test Sprint is designed to find out what form gives you the highest conversion rates and exactly how willing your leads are to provide you with sensitive information.

OPEN YOUR LANDING PAGE VARIANT "B"

CHOOSE YOUR PATH:

Right now, my form asks for:

Just name and/or email

More than name and email

EDIT YOUR FORM

Add fields

Add more fields than name and email. Think about data you can collect which will help personalize their experience or increase your sales conversion rate.

EDIT YOUR FORM

Remove fields

Take out all fields from your form other than name and email. Be sure to update any integrations sending form data to your marketing platform(s).

PUBLISH YOUR SPLIT TEST

& record your changes in your **Split Test Organizer**

SPLIT TEST SPRINT

BUTTON UPGRADE

FUNNEL STEP: LANDING PAGE

NEURO-TACTIC: CERTAINTY EFFECT



People desire certainty in uncertain situations, and they'll pay to get it.

Customers across multiple studies have shown a strong preference for a guaranteed inferior benefit over an uncertain superior benefit, indicating that we value certainty over money.

Take a close look at your call-to-action button(s). How much certainty are you giving your prospects as to what lies "behind" the button click? If you can provide more certainty in the exact moment they see your call-to-action, they will have more confidence in taking that action and future calls to action to come.

In this Split Test Sprint, you'll have a chance to add

more certainty into the copywriting of your landing page's call-to-action buttons.

The most popular way to do this is to replace the verb in the call-to-action. Instead of "submit" or "click here," think of the real action you want them to take, such as "download," "watch," or "access." You can play around with adding "free" terminology as well; we have found this to perform highly when combined with a highly-detailed verb (i.e. "Watch the video for free").

BONUS STEP:

Pre-frame the call-to-action as being the first of many, such as "Watch the **first** video for free." This opens the door to using the Consistency Effect to your advantage on the tripwire sales page.

OPEN YOUR LANDING PAGE VARIANT "B"

● EDIT YOUR CTA Add Certainty

TIPS:

- Use descriptive verbs
- Add "free" terminology
- Pre-frame the next action

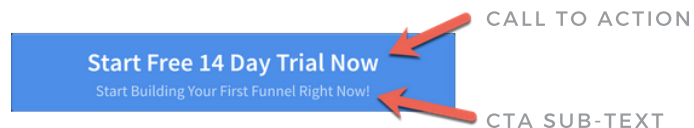
Choose how you'd like to phrase your call-to-action in order to add more clarity and certainty for your landing page viewers. Keep it short and descriptive; you don't want to have a call-to-action more than 40 characters long.

● OPTIONAL CTA Sub-Text

TIPS:

- Add more description to the primary call to action
- Use impactful terms like "right now" or "instantly"

If you have sub-text to your call-to-action button, add more certainty to that as well. You have more room to use characters in the sub-text, but remember to keep it brief and descriptive. Here's an example of a button sub-text from ClickFunnels:



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PROOF & AUTHORITY

FUNNEL STEP: LANDING PAGE

NEURO-TACTIC: HALO EFFECT & SOCIAL PROOF



 EST. SETUP TIME:
15 Minutes

 TARGET KPI:
Lead Conversion Rate

HALO EFFECT

Our opinions around a brand can be affected by the brands associated with it. We automatically trust a new brand that is associated with a brand we already trust.

SOCIAL PROOF

Our behaviors are constantly influenced by the behavior of others. When we are in a new environment or faced with a new decision, we look around toward others for a cue as to what the "right" decision is.

There is a common theme between these two psychological effects: we alter our behavior to trust a

brand when there are familiar signs of trustworthiness surrounding it.

The most popular marketing tactic that uses the Halo effect to its advantage is an **endorsements** section. By listing well-known brands or individuals who endorse you or your product/service, you can benefit from the authority of their reputation in the market.

The most popular tactic that puts social proof to work is a **testimonial**. By reading or hearing the words of past customers who have gone "before" them, prospective leads on your landing page can be assured that you have something truly valuable to give them.

OPEN YOUR LANDING PAGE VARIANT "B"

● HALO EFFECT

Add Endorsements

Endorsements come in many forms, the most simple of which is a quote from a reputable person in your industry. But you can also display certifications, awards, and other forms of endorsement on your landing page to boost your credibility.

● SOCIAL PROOF

Add Testimonials

Testimonials are most powerful when there is a picture of the person who gave the testimonial along with information on who they are, such as their location, job title, and the company they work at. Focus on testimonials which are specifically supporting your product OR which specifically endorse the quality of work that you or your company provides.

● PUBLISH YOUR SPLIT TEST

SPLIT TEST SPRINT

PAGE COLUMN LAYOUT

FUNNEL STEP: LANDING PAGE

NEURO-TACTIC: EYE PATH



In the western world, our eyes are trained to move from the top left to the bottom right of a page, mimicking the way we learned to read as kids.

When you are designing a landing page, it's important to keep this in mind. Your headline should be the first major element of your page that a visitor sees, followed by body copy or a video.

With this in mind, a common challenge that naturally arises in landing page design is one- versus two-column layouts. A one-column layout is simpler on the eye and often results in a lower "mental load" for visitors, but many two-column layouts give you more room for calls to action and body copy, especially when you have a video.

In this Split Test Sprint, you'll be making a layout update to your landing page variant "B" by switching the column layout you're currently using.

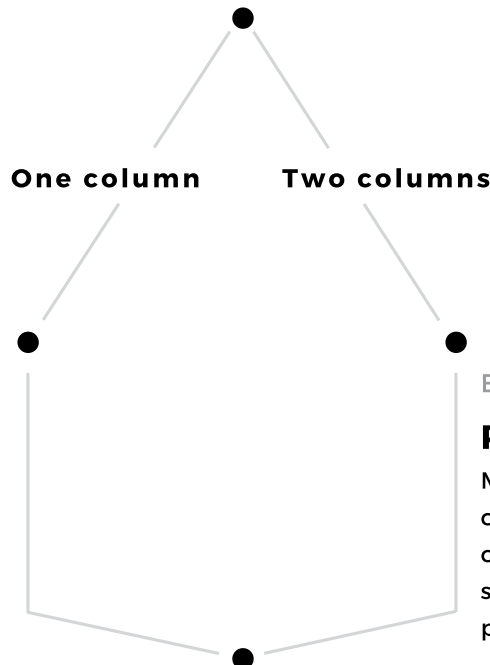
If you are already using a one-column layout, add a second column to provide room for more body copy, bullet points, imagery, and/or descriptive text.

If you are using a two-column layout, use this Split Test Sprint to remove one of the columns. You can remove some elements entirely if you feel they are unnecessary for conversions, or you can move elements around to fit them in a two-column format.

OPEN YOUR LANDING PAGE VARIANT "B"

CHOOSE YOUR PATH:

Right now, my landing page uses:



EDIT YOUR PAGE

Add a column

Move some of your above-the-fold elements to the left column and some to the right column. Place the call-to-action button in the right column. Feel free to add new elements to fill in gaps.

EDIT YOUR PAGE

Remove a column

Move the elements in your second column into the first to achieve a one-column layout. You can remove and re-size elements to ensure they fit properly with enough white space.

PUBLISH YOUR SPLIT TEST

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