

How to Squeeze Most Profit From Your Landing Pages

A Whitepaper Filled With Strategies, Tips
and Tricks on How to Optimize the ROI
from Your (affiliate) Landing Pages!

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Introduction

The internet is maturing and attracting traffic to your website is becoming increasingly difficult and expensive to achieve! If you have been around for a while already, you will know what I'm talking about. Look at the statistics of your pay per click account and see what you paid in 2004, 2006 and right now for the same keywords to remain in the top 3 positions.

Have you noticed how much more difficult it is to perform SEO actions than it was two or three years ago? The internet is maturing fast!

Due to the rapidly increasing price and amount of effort required in getting visitors to your website, it's getting incrementally more important to optimize your website's performance, especially the performance of your landing pages. This whitepaper will show you proven strategies on how to do this effectively.

Two key to landing page optimization fundamentals

There are 2 key strategies to optimizing your landing page results.

- 1) Optimize conversion (increase profitability)
- 2) Create more than one profit centre from a landing page

Optimize conversion

This topic is fairly popular. When you look around on the internet, you'll find countless courses on copywriting and usability.

Since there are so many courses and whitepapers written on conversion optimization, I will make the assumption that serious website owners/marketers like you already actively use these principles to optimize their conversions constantly.

This information overload of quality whitepapers, books, courses and other training materials makes it unnecessary to dedicate this whitepaper to the topic of conversion optimization through copy and improved usability.

Create more than one profit centre from a landing page

The other way to increase the visitor value from your landing pages is to create more than one profit centre. This goes completely against the common sense "rule" of internet marketing that states that one webpage should have just one goal.

Two years ago, I would probably have fully agreed with this statement. Due to technological improvements, it is now so easy to significantly boost your profits from your landing pages. Let me explain:

The reason for this common misconception is that until recently, marketing two objectives (e.g. creating a sale combined with asking for an opt-in) meant that you needed to communicate two messages across to the visitor on this one page.

Communicating two messages often becomes difficult, and can create conflicting confusion for your potential customer. In sales a very well known one-liner states that; "A confused mind never buys" and this would be the case for your landing page as well. However, recently technology has become available to solve this problem!

Why should you consider aiming for two objectives instead of just one?

Simple answer, because you can achieve a higher ROI, period! Let me ask you a question; what is your current visitor to sale conversion ratio?

You have very reasonable results when your visitor to sale conversion within the realm of 1% to 2%. You have great results when your conversion is above 2%, and you have incredible results when you achieve greater than 5% visitor to sale conversion. Would you agree?

This means that even when you are doing great (5% conversion), 95% of the visitors to your landing page will leave without taking action. Therefore these 95% or more of your visitors actually cost you money and will continue to cost you more and more in the ongoing future. As a result, it is getting increasingly difficult to keep your landing pages profitable, with your current visitor to sale conversion percentages.

The 'OLD' solution

In the early 2000s, a smart marketer named Jonathan Mizel, invented a system that he called 'name squeeze pages' also referred to as 'forced opt-in pages'. A name squeeze page is basically a two step landing page.

The first step is to "sell" the easiest objective. Generally this is to ask for peoples' contact information in trade for quality information (a whitepaper, an eBook, a (instructional) video, an audio recording, a webinar, etc).

After succeeding in this first step, the second step would be to present a sales pitch for the second (often main) objective on the confirmation page (the page you see after entering your contact information).

The psychology behind the squeeze page is; "if people won't respond to the first step in this sales process they don't qualify for the second step" and thus they won't see that (sales) page. Because when they don't respond to the first objective, the confirmation page won't be shown and the second offer won't get displayed.

For years this concept has been wildly profitable. Today it's still being used profitably by On-line marketers, but the results of this system are rapidly declining. It doesn't work as well in every market niche, because in many markets it is just not acceptable to ask for contact information right at the outset.

Occasionally, these type of systems are not used properly by not achieving a synergy between the first objective (the bait), or the reason for leaving contact information, and the second objective (the real offer), or the product that it's really about.

As a result many consumers have been disappointed by this type of system, and they will click away from the page when they sense it. This is causing a gradual decrease in conversion ratios for these types of sales systems.

The cutting edge solution for improving the ROI from your landing page

Mid 2007 saw a new solution being introduced, the exit offer box or second offer box. This is basically an integrated software script within the code of your webpage that senses when your visitor is leaving your landing page.

Upon sensing the intention of leaving, the software instantly shows an overlay on top of the current webpage that grabs this visitors' attention back to the page. In this integrated layer, a box with a second offer can be created to convert more visitors into customers.

Contrary to the name squeeze technique, where you are fairly limited to what you can offer; this type of solution gives you almost unlimited options on how to construct your follow up offer.

You can offer you're leaving visitors things such as:

- A light version of your product
- A coupon or discounted version of your product
- A whitepaper or other content in trade for contact information
- A competing product that you can sell as an affiliate
- Emphasize an important benefit or exclusive feature to grab their attention back

Extensive testing shows that these types of tools work extremely well provided your offer is a really valuable to your visitors. Our own test results have shown up to a 400% conversion increase from the baseline results!

BEWARE: There are three types of these tools – two will give you headaches!

With the ever increasing globalization and competitiveness of cyberspace, newly invented technology is often copied or emulated the day after it is released. Therefore there are currently various 'exit traffic scripts' creating the code for second offer boxes or exit offer boxes.

There are roughly 3 forms of this script. One form is virtually useless, one form is merely a gimmick with a short expected lifespan and the other form will give you predictable, sustainable conversion increases over the long term.

Group 1: Crappy scripts

Group 1, what I call the crappy scripts. These are simple scripts that you often run on your desktop and are not hosted by the software provider. These scripts have often been created to 'appear to be valuable' when they were added as free bonus with the sales of another software product. These products can be found at so called PLR (private label right) websites and are typically being sold for \$7 - \$17.

These scripts are often very limited in design and functionality with few options. Since they run on your desktop they won't be updated when internet browsers change or receive any bug patches. Thus the accuracy of the software fades and the number of bugs they have will increase over time.

Group 2: Artificial chat robots

The second group are 'the artificial chat robots'. These open a chat box when the visitor is leaving the website. Upon opening the box a 'support' agent, which is actually a piece of pre-programmed software, starts asking you questions and does give you a special offer.

There are three main disadvantages to these types of chat solutions:

- 1) After seeing one in your life you will know it's a pre programmed gimmick
- 2) You are forced to make two or three extra clicks to close the webpage, which makes them annoying in the extreme
- 3) These boxes don't have very limited design options which make them all look the same

Another thing is that most of these tools are only being offered within a commission based payment model where you are being charged a percentage for every sale the software has "saved" for you. This is good for the software provider, but not good for your wallet!

Group 3: Hosted solutions with additional design features and functionality

In our experience this version will give you the highest conversion ratio increase and thus the greatest boost in your ROI. The main reasons for better results are:

- 1) Offer freedom: You choose what second offer you want to present to your leaving visitors
- 2) Design freedom: More design options allows you to make the offer stand out more and thus, grab more attention and achieve better results
- 3) SPAM free: Compared to group two, this type of tool is much customer friendly and therefore protects your good name in the market by not being annoying
- 4) Continuous updates: since the software is being hosted for you, the supplier can (and should) constantly update and improve the software for better results
- 5) Extra features/functionality: Tools in this category often provide extra options that the other two groups do not. This allows you to stand out more and test the effect of these features to improve your conversions better.

In this category there are a limited number of suppliers. There are two that I'd like to highlight specifically.

- 1) Traffic Regenerator: This tool is not for sale at the time of writing, also there will be a significantly monthly fee for using this tool.
- 2) [Traffic Revenue Booster™](#): This is our own software tool designed for webmasters and internet marketers like you. This tool is proven to be effective and totally cutting edge.

It is under constant development, allowing you to keep improving your results over and over. The best thing is that the basic version is available for free, so there is totally no risk in starting to implement these techniques to boost your conversions and profitability.

Aren't there other options to pursue two objectives on one webpage?

Yes there are! Constantly systems are being invented and tested, but none has been as effective as the two mentioned above. When you surf on-line you will certainly see things like:

- Phantom opt-in scripts: a point in the page (usually above the fold) where you need to insert your name and email address in order to read the rest of the page/sales letter.
- Regular opt-In boxes: an opt-in script that is on the landing page. This solution is very sensitive for sending conflicting messages to the visitors.
- DHTML boxes: Opt-in boxes that float over your screen when you enter the page, triggering your attention. The problem with these is also that they send out conflicting messages and confuse your visitor.

Important things to keep in mind

Any exit traffic tool will only work like “magic” when you offer something to your exiting visitors that really appeals to them. You won't get great results by just putting an exit traffic box on your website!

Like any website element you should test, test, and test again to get the best possible results. When you do so, chances are that you will increase your conversions by at least 25%, period! Imagine, what would 25% more conversions mean to your business? I'd love to hear what it has done to your business!

About the author

Pieter van der Gulik is a fulltime web marketer, and part time web marketing consultant. He specializes in paid traffic generation and conversion optimizing for landing pages. Because the exit traffic tool that he desired in his own affiliate business didn't exist, he decided to team up with an outstanding programmer, Sanjib Ahmad, to create the free, high quality, [exit traffic software tool -Traffic Revenue Booster™](http://www.ReturnOnTraffic.com).