

UX Playbook for Landing Pages

Collection of best practices to delight your users





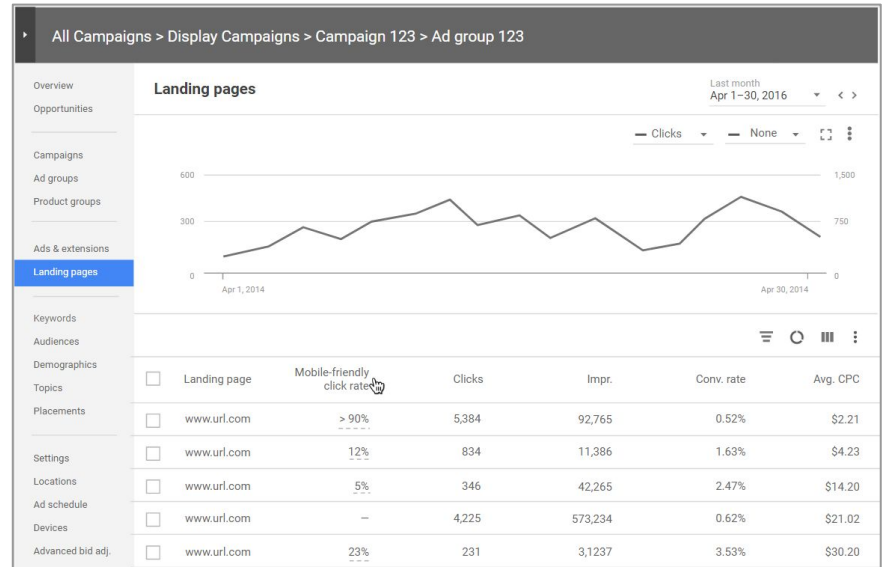
General Best Practices for Optimizing Landing Pages

- Use the [“Landing Pages” page](#) in AdWords to identify low performing landing pages to prioritize your efforts
- Consider creating and using [AMP versions](#) of your landing pages for the fastest experience
- Continuously [test and improve](#) the design of landing pages



Use the “Landing Pages” page in AdWords to identify low performing landing pages to prioritize your efforts

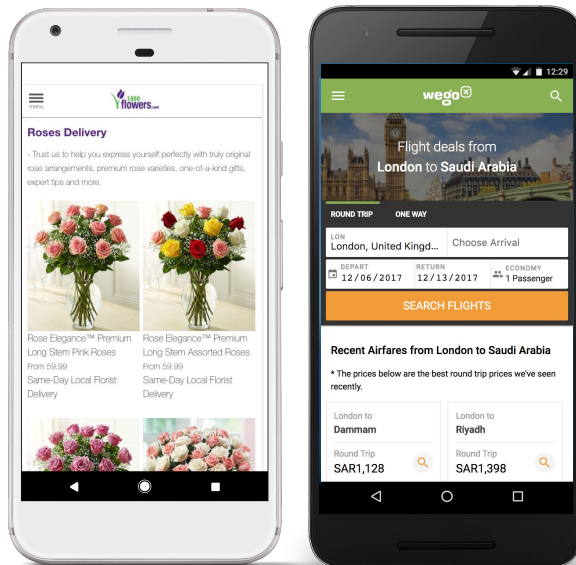
- See which landing pages are converting well and which are not, and improve the poor performing ones
- Measure key page KPIs like clicks, conversion rate and CPC
- Analyze mobile friendliness of landing pages (portion of traffic that goes to mobile-friendly page)





Consider creating and using AMP versions of your landing pages for the fastest experience

- Research shows conversions fall by 12% for every extra second a webpage takes to load.
- AMP pages load faster than all but the most highly optimized HTML pages.
- Faster load times reduce abandonment and bounce rates, which can increase conversions and improve your overall ad performance.



<1 second
average load time

10x less data
Used compared to
non-AMP page



Continuously test and improve the design and content of your landing pages

- Optimized landing pages with targeted, relevant messaging generally drive more conversions and provide higher return on ad-spend
- Optimize for conversions with A/B testing. Google Optimize is a free tool that integrates with AdWords for robust landing page testing.
- Build a test plan, create variations accordingly, then test them to optimize for conversion.



Retail



Homepage as the Landing Page



Focus your landing page on one goal

- Sending visitors from a specific ad to a generic website leads to high bounce rates and low conversion rates.
- The more targeted and specific the landing page, the better it performs.
- Make sure your landing page focuses on a single goal. It should:
 - Have a single CTA
 - Have no distracting navigation links
 - Match the visitor's search intent and ad message
 - Be personalized based on the visitor's stage in the funnel, demographics, and interests



There are two critical elements that should be on landing pages

1

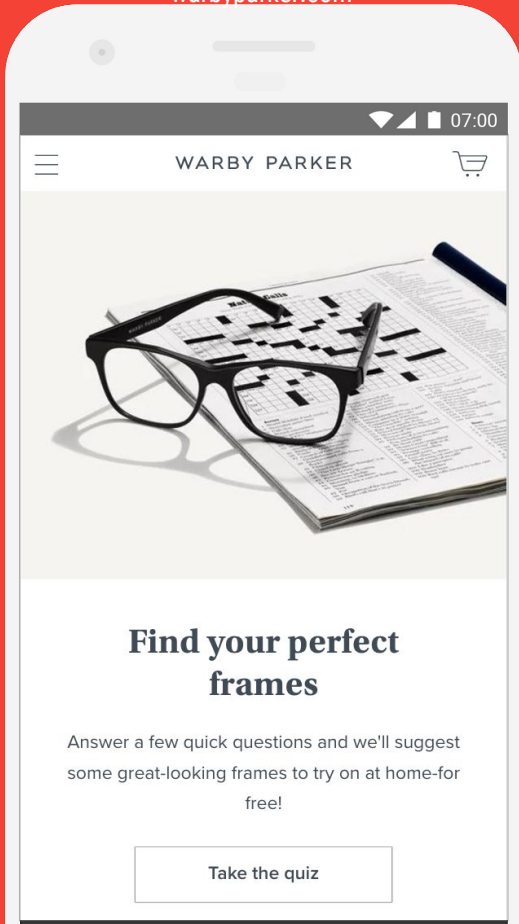
Call-to-action (CTA)

2

Value proposition

DISPLAY A CLEAR CTA ABOVE THE FOLD (Specialty retail)

warbyparker.com



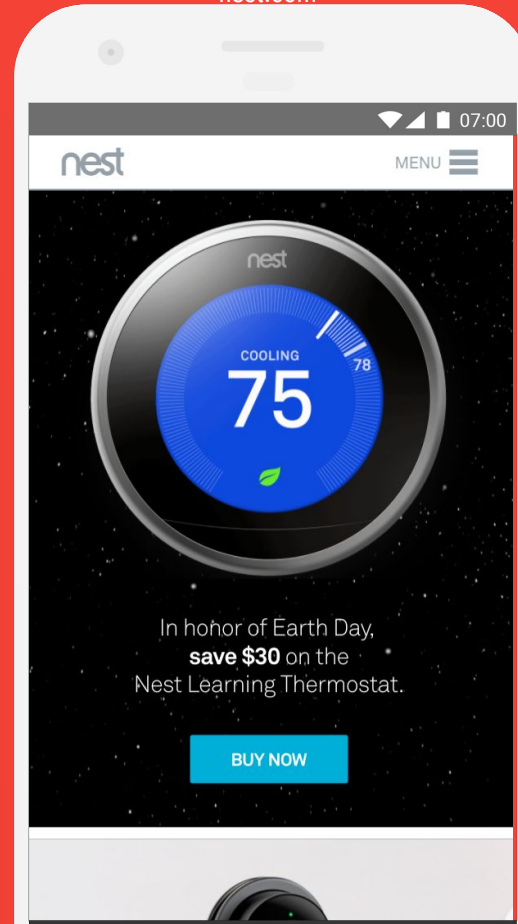
The screenshot shows the Warby Parker mobile app interface. At the top, there's a navigation bar with a hamburger menu icon on the left, the brand name "WARBY PARKER" in the center, and a shopping cart icon on the right. Below the navigation bar is a large hero image featuring a pair of black-rimmed glasses resting on an open crossword puzzle. Underneath the image, the text reads "Find your perfect frames" in a bold, sans-serif font. Below this, a short paragraph says "Answer a few quick questions and we'll suggest some great-looking frames to try on at home-for free!". At the bottom of the hero section, there is a white rectangular button with the text "Take the quiz".

tuftandneedle.com



The screenshot shows the Tuft and Needle mobile app interface. The top navigation bar includes a hamburger menu icon, the brand name "T&N", and a shopping cart icon. The main content area features a large hero image of a woman lying on a bed, looking towards the camera. Overlaid on the top half of this image is the text "THE INTERNET'S MOST COMFORTABLE MATTRESS." in a bold, black, sans-serif font. Below this text is a prominent green rectangular button with the text "View Mattress" in white. Underneath the button, smaller text reads "Free shipping, 100-night return policy starting at \$350". At the bottom of the app, there is a banner for a "NEW STORE - OLD TOWN SCOTTSDALE" with a background image of the store's interior.

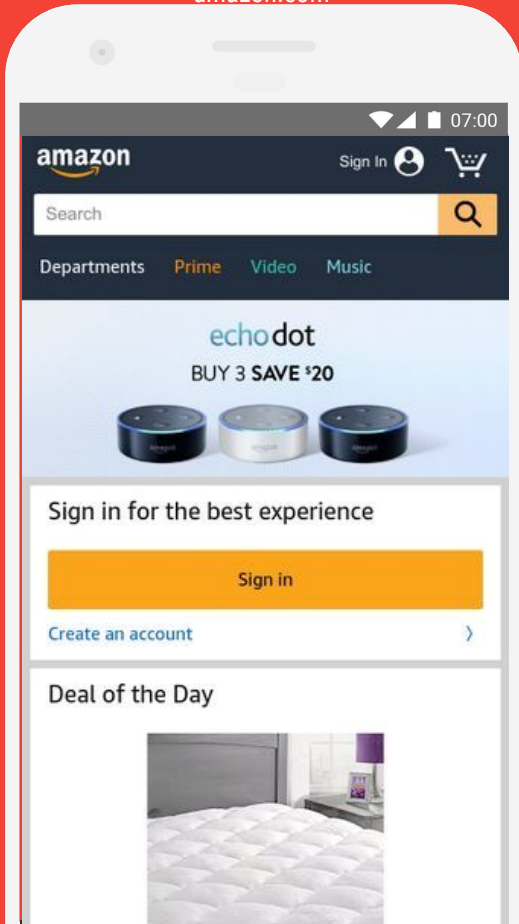
nest.com



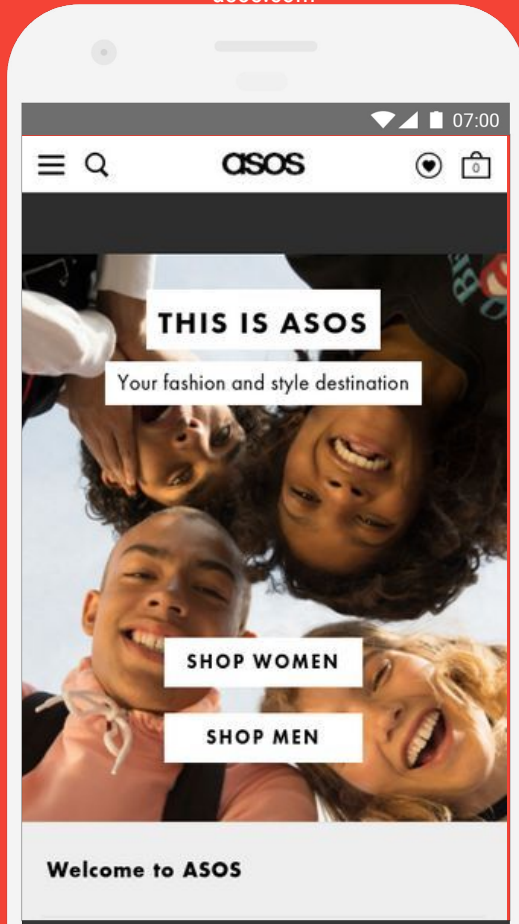
The screenshot shows the Nest mobile app interface. The top navigation bar has the "nest" logo on the left and a "MENU" button with a hamburger icon on the right. The main content area is dominated by a large, circular thermostat graphic. The thermostat display shows "nest" at the top, "COOLING" in the middle, and a large "75" in the center. To the right of the "75" is a smaller "78". Below the thermostat graphic, the text reads "In honor of Earth Day, save \$30 on the Nest Learning Thermostat." At the bottom of this section is a blue rectangular button with the text "BUY NOW" in white.

DISPLAY A CLEAR CTA ABOVE THE FOLD (large inventory)

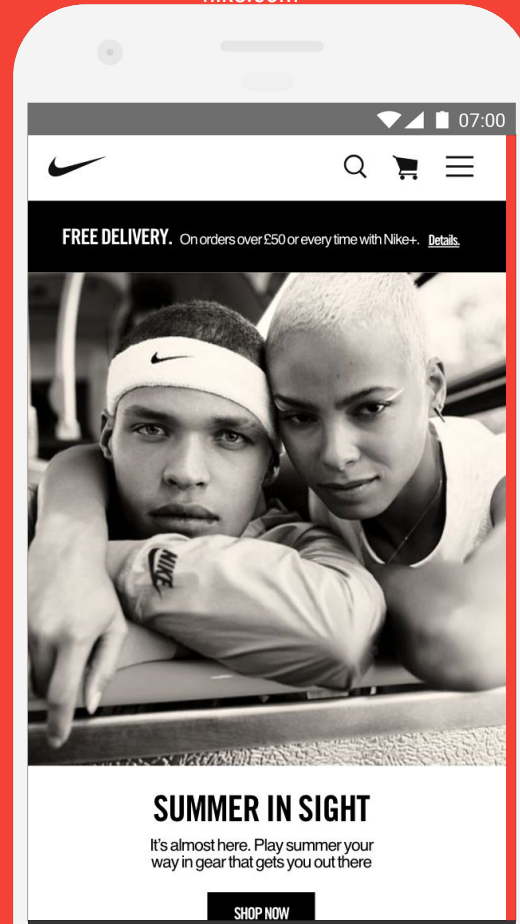
amazon.com



asos.com



nike.com





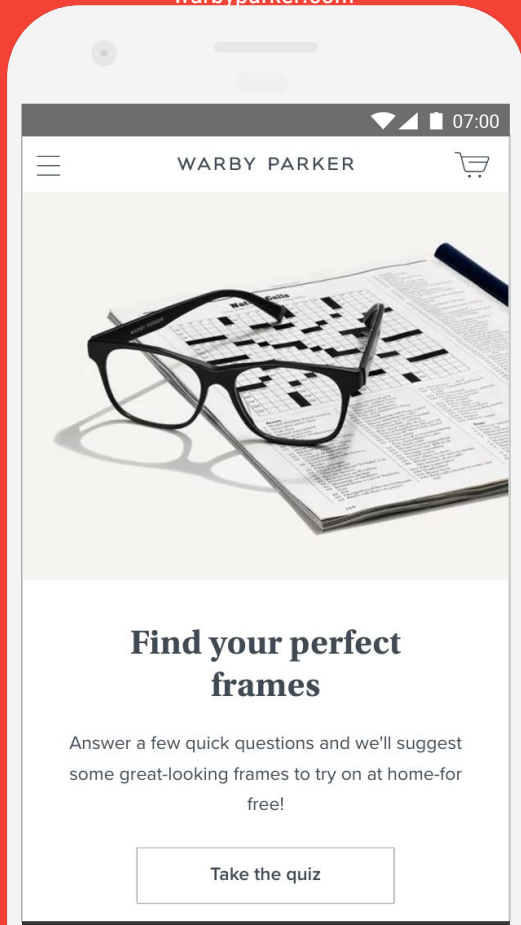
One word can change the message.

The word “order” signifies that you have to go through a process – the word “get” focuses on the benefit rather than the process you have to go through



HAVE DESCRIPTIVE CTAS (not next, shop, continue)

warbyparker.com



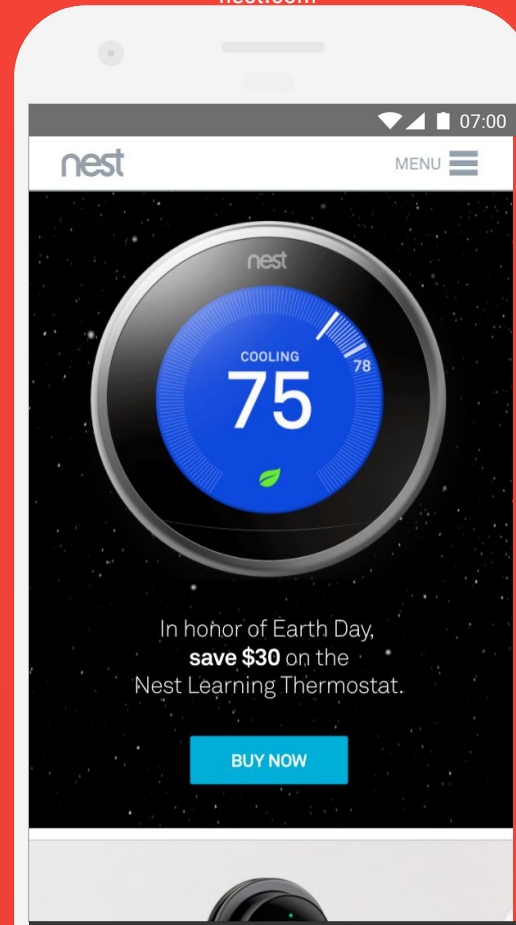
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tuftandneedle.com



The screenshot shows the Tuft and Needle mobile app. The navigation bar at the top features a hamburger menu, the brand name 'T&N', and a shopping cart icon. The main content area has a background image of a woman lying on a bed. The headline reads 'THE INTERNET'S MOST COMFORTABLE MATTRESS.' in bold, uppercase letters. Below the headline is a green rectangular button with the text 'View Mattress'. Underneath the button, text states 'Free shipping, 100-night return policy starting at \$350'. At the bottom of the screen, there is a banner for a 'NEW STORE - OLD TOWN SCOTTSDALE' with a corresponding image of the store's interior.

nest.com



The screenshot shows the Nest mobile app. The navigation bar at the top has the 'nest' logo on the left and a 'MENU' button with a hamburger icon on the right. The main content area features a large, circular thermostat graphic with a blue face and a white dial. The dial shows the temperature set to '75' and the mode is 'COOLING'. Below the thermostat, text reads 'In honor of Earth Day, save \$30 on the Nest Learning Thermostat.' At the bottom, there is a blue rectangular button with the text 'BUY NOW'.



Use “encapsulation” and “color contrast” to make the call-to-action stand out

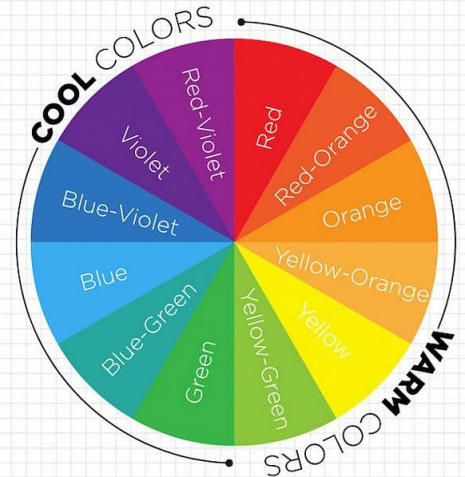




The color that contrasts best with the web page's background color is the one that will make your call-to-action button stand out on the page

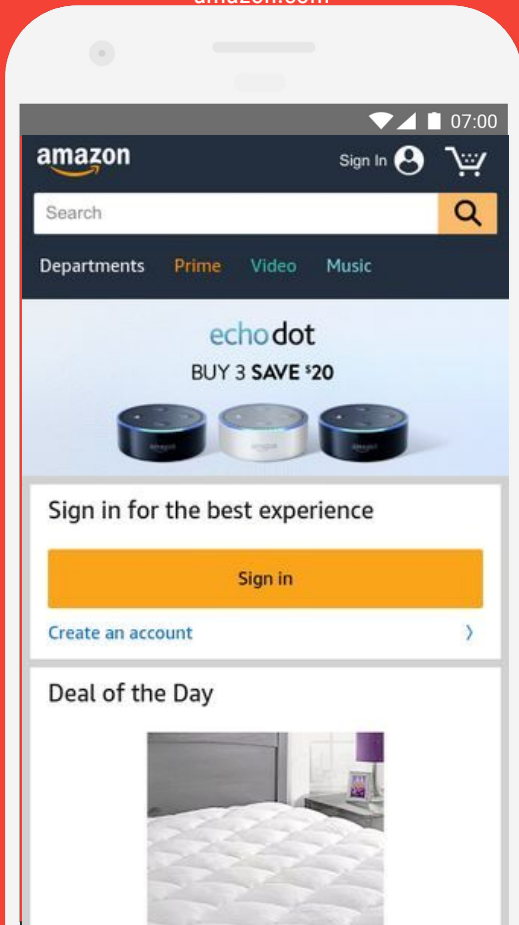
Simply pick the color shown opposite to your site's background color from the color wheel and test it out

COLOR WHEEL



USE CONTRASTING COLOR IN CTAs

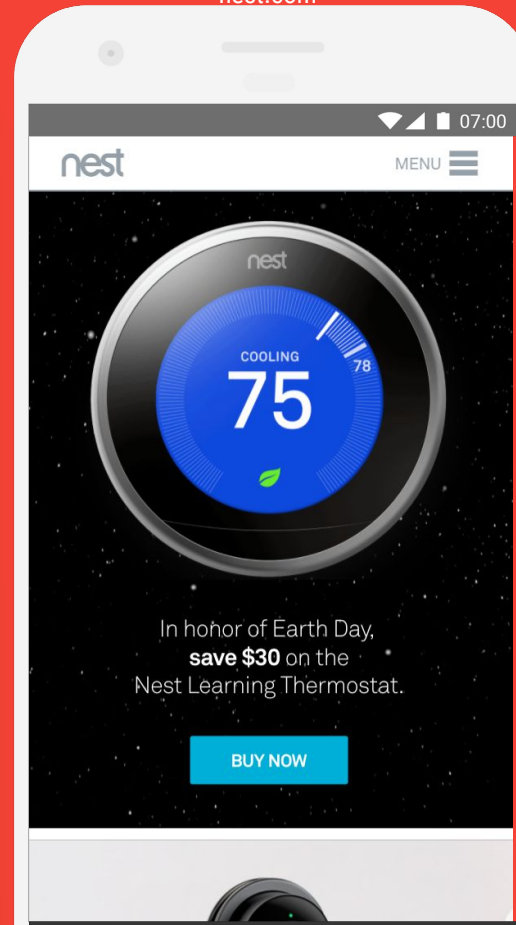
amazon.com



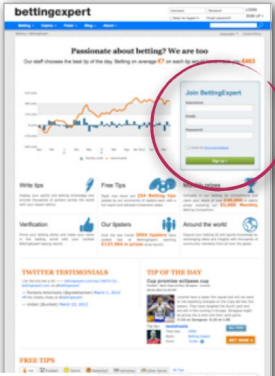
tuftandneedle.com



nest.com



Benefit oriented call-to-actions



Control:

Treatment:

Join BettingExpert

Username:

Email:

Password:

I accept the [Terms and Conditions](#)

Sign up +

Get FREE Betting Tips

Username:

Email:

Password:

I accept the [Terms and Conditions](#)

Sign Up & Get the Best Daily Tips

The image shows a comparison between a control sign-up form and a treatment sign-up form. The control form is titled "Join BettingExpert" and has a green "Sign up +" button. The treatment form is titled "Get FREE Betting Tips" and has a green "Sign Up & Get the Best Daily Tips" button. A red arrow points from the control form to the treatment form. Above the forms is a screenshot of the BettingExpert.com website with a red circle highlighting the original sign-up form.

BettingExpert.com tweaked the **form copy** (headline & button text), led to an increase of **33% in membership sign-ups**

Original: Sign Up

Test: Sign Up & Get the Best Daily Tips

RESEARCH:

[Contentverge.com, 7 Universal Conversion Optimization Principles Report](#)

[Good UI](#)- loss aversion vs gains for CTAs

[Good UI](#)- benefit vs task buttons



Don't use “ghost buttons” for primary CTAs

- Ghost buttons can fall too far into the background and frustrate users.
- The transparency of ghost buttons can lead to problems of legibility.
- Ghost button can sometimes become a real ghost and blend with the overall layout.

GHOST BUTTON



Present your value proposition as the first thing the visitors see on your landing page

Value proposition is a clear statement that:

- explains how your product solves customers' problems or improves their situation
- delivers specific benefits
- tells the ideal customer why they should use your service and not from the competition

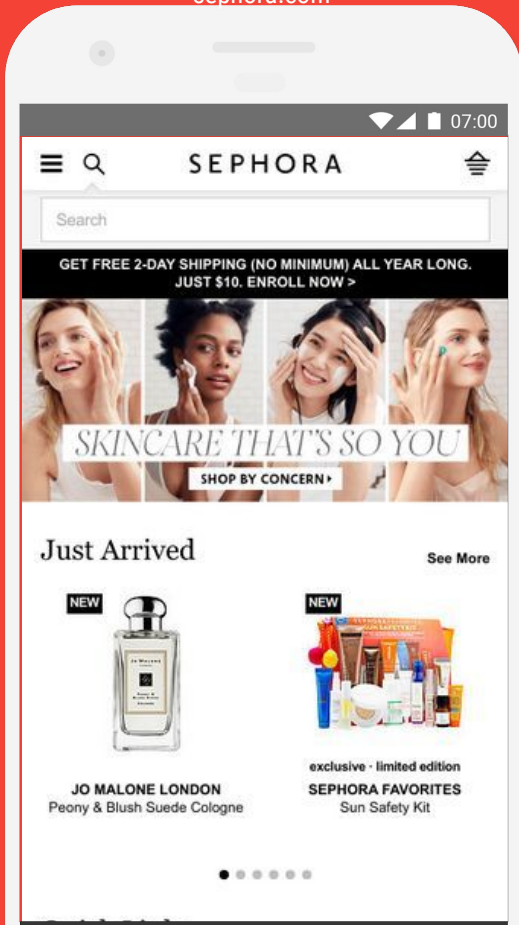


Elements of a good value proposition

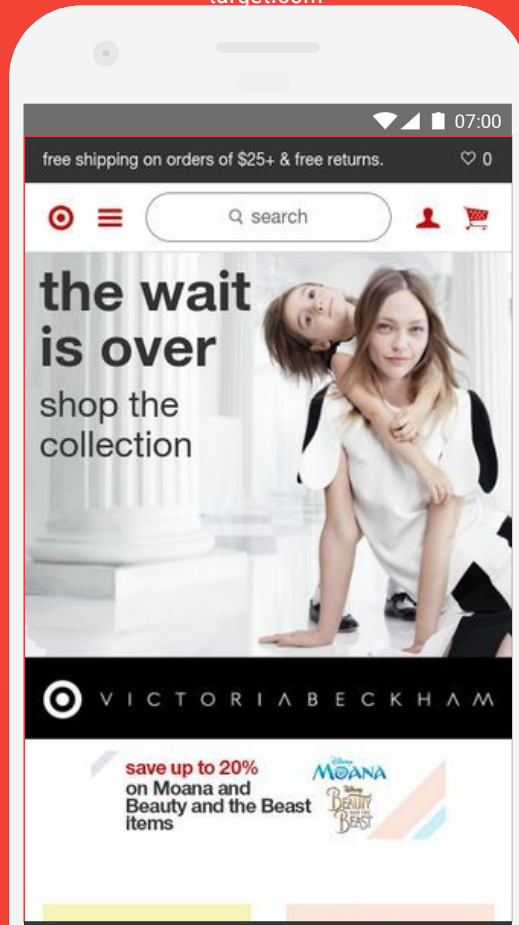
- Add value/resolve anxiety from the start
- Not a slogan nor a positioning statement, but focused on your unique campaign proposition
- Focuses on clarity, not cleverness
- Specific, customer-oriented, with a clear benefit and answer to the question “Why you?”

DISPLAY A CLEAR BENEFIT-ORIENTED VALUE PROP ABOVE THE FOLD

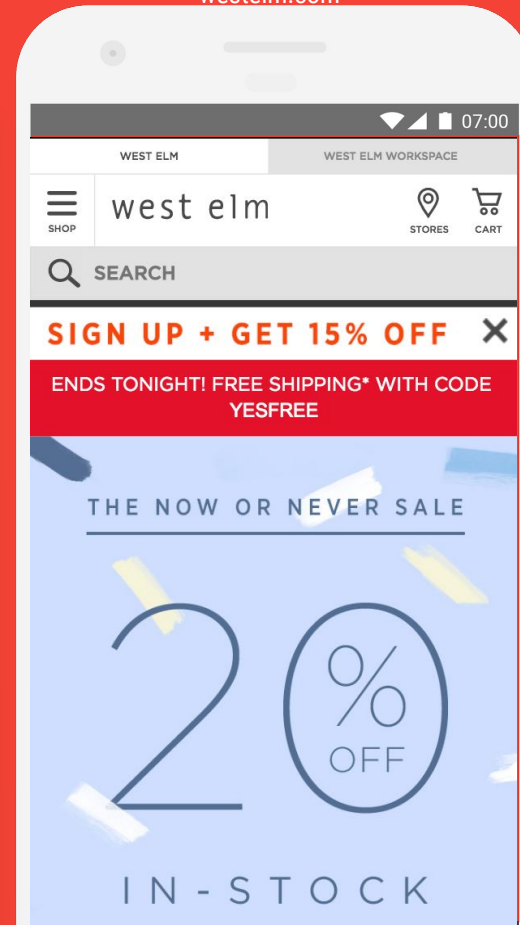
sephora.com



target.com

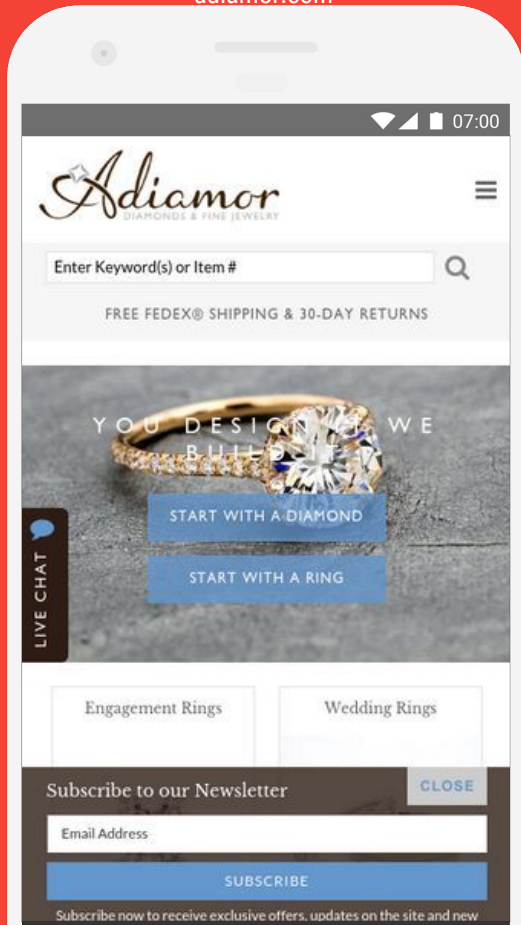


westelm.com

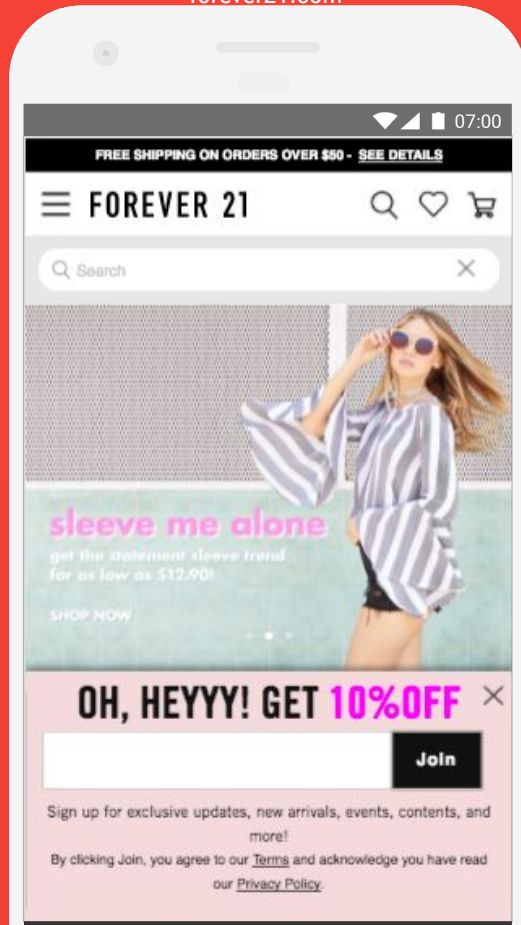


DON'T USE FULL PAGE INTERSTITIALS

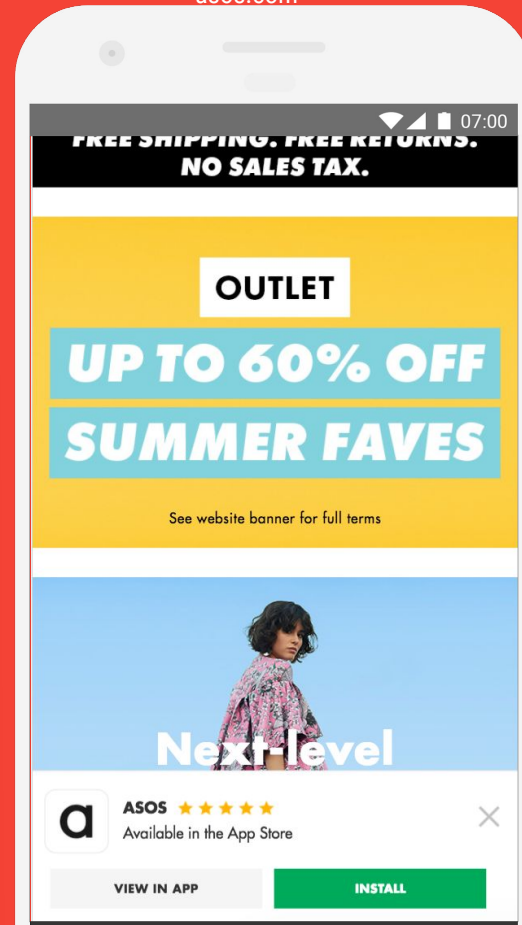
adiamor.com



forever21.com



asos.com



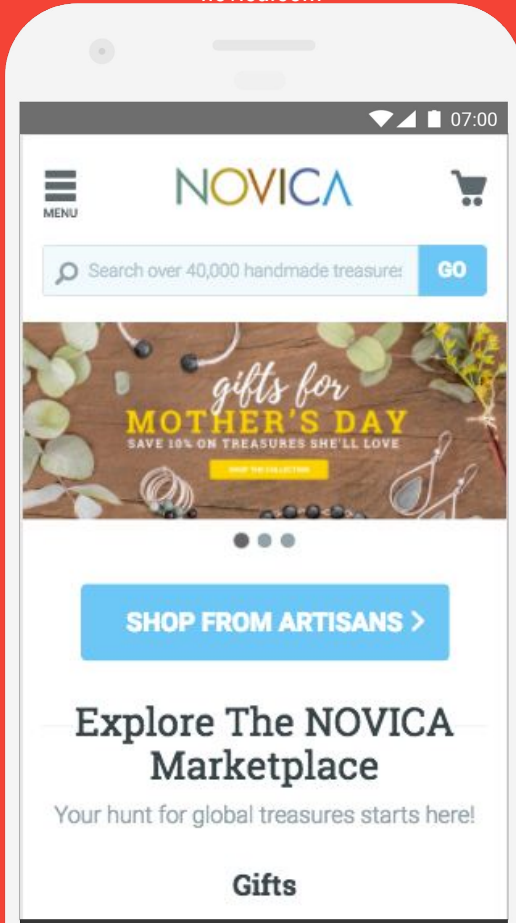


Automatic image sliders or carousels on homepage should be avoided or the frequency should be decreased

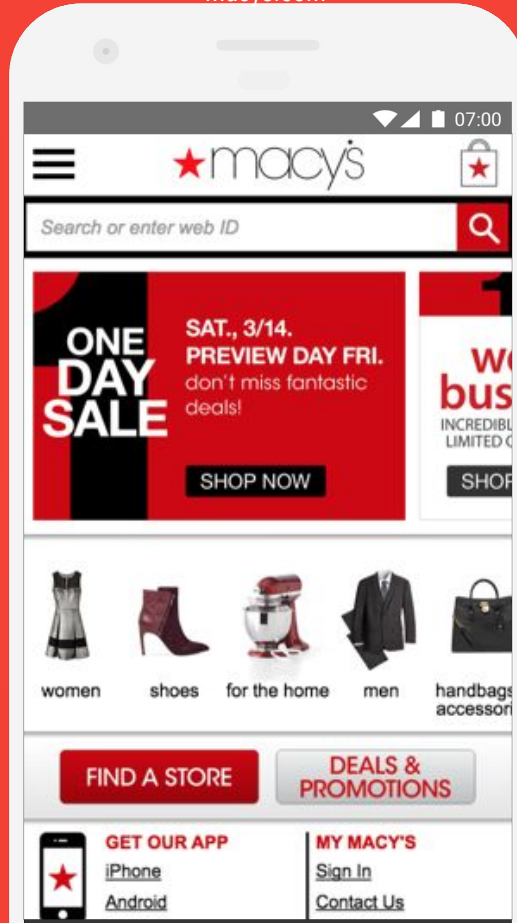
- Lower page speed: loading 5 visuals
- Carrousels look like banners
- The first slide triggers most interaction
- UX design is often bad
- Not everything can be important
- Human Eye Reacts To Movement
- It moves while being read

REMOVE AUTOMATIC CAROUSELS, INSTEAD OPT FOR USER INITIATED

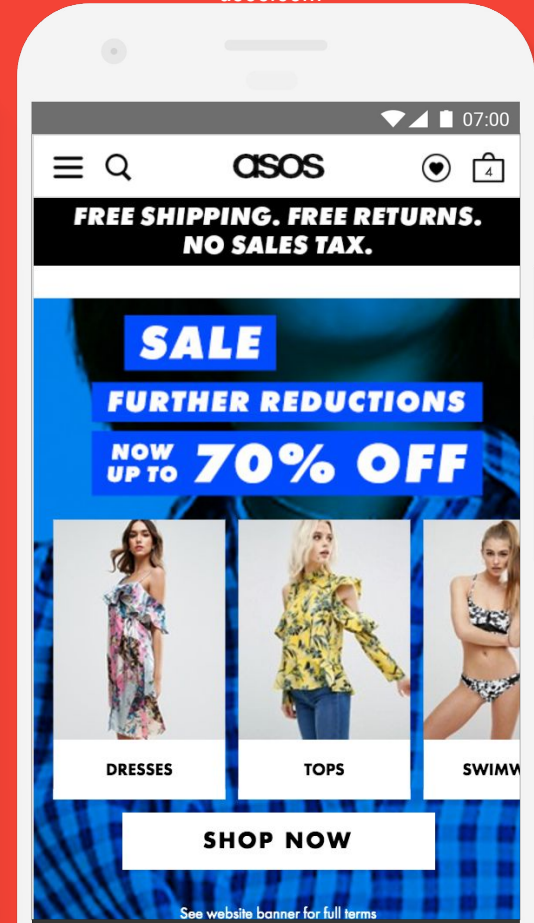
novica.com



macys.com



asos.com



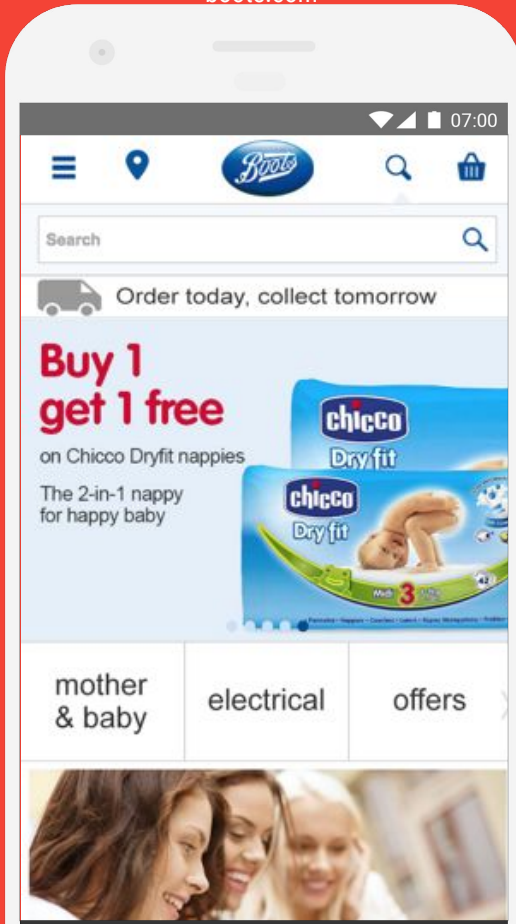


When landing on the homepage of a new site, users will try to infer the scope of the site they've landed on.

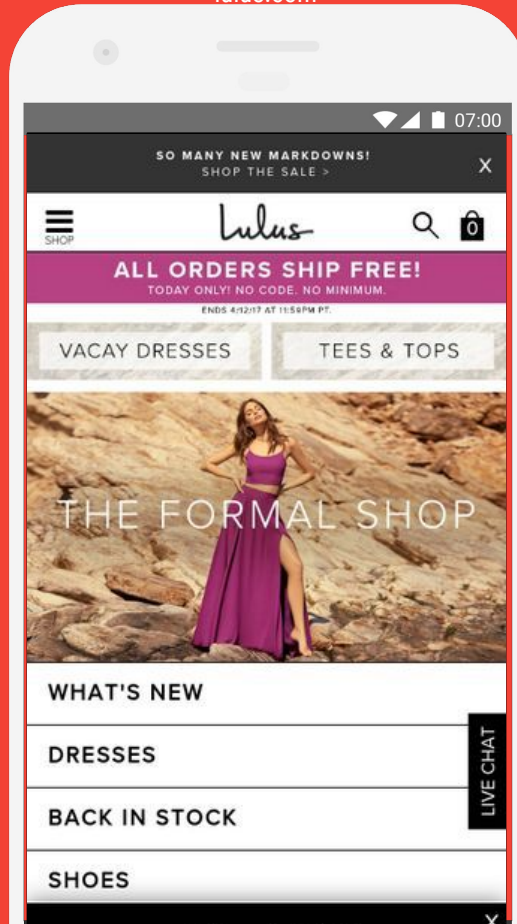
On landing pages, brands should give references to minimum of 30-40% of the top-level categories.

SHOW TOP CATEGORIES ON HOMEPAGE

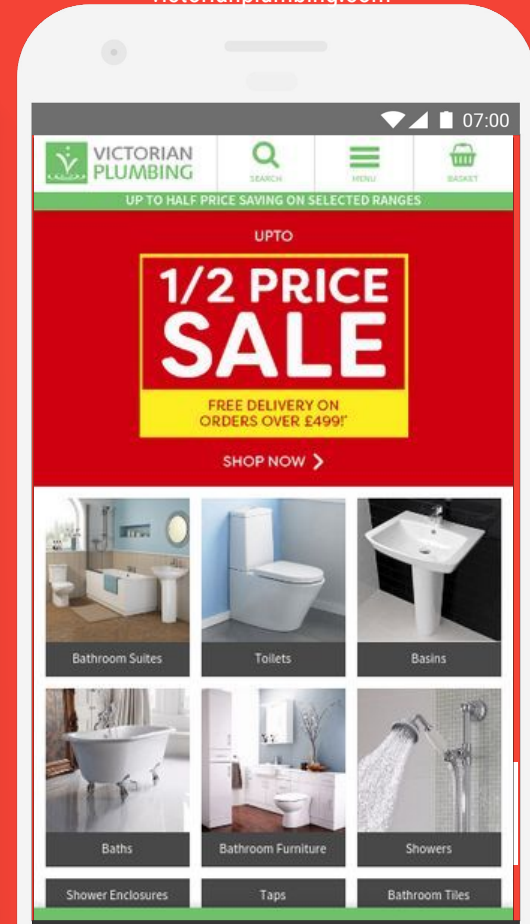
boots.com



lulus.com

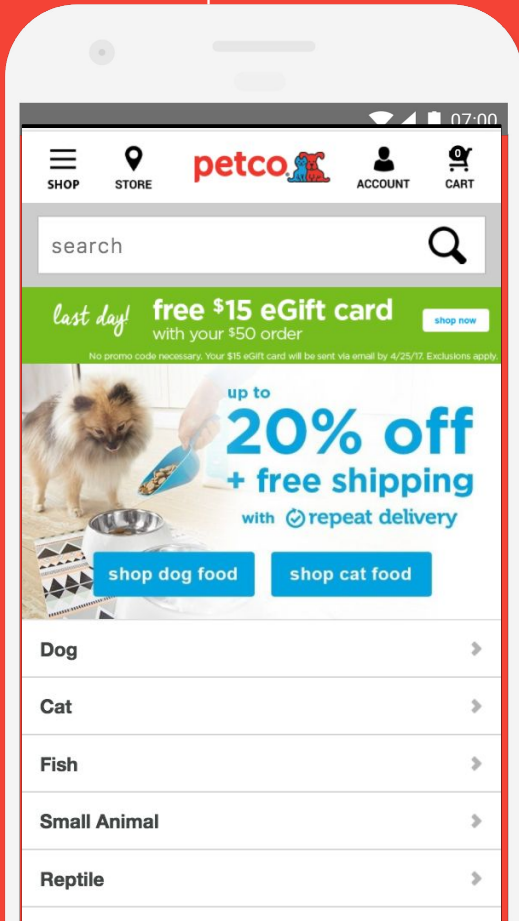


victorianplumbing.com

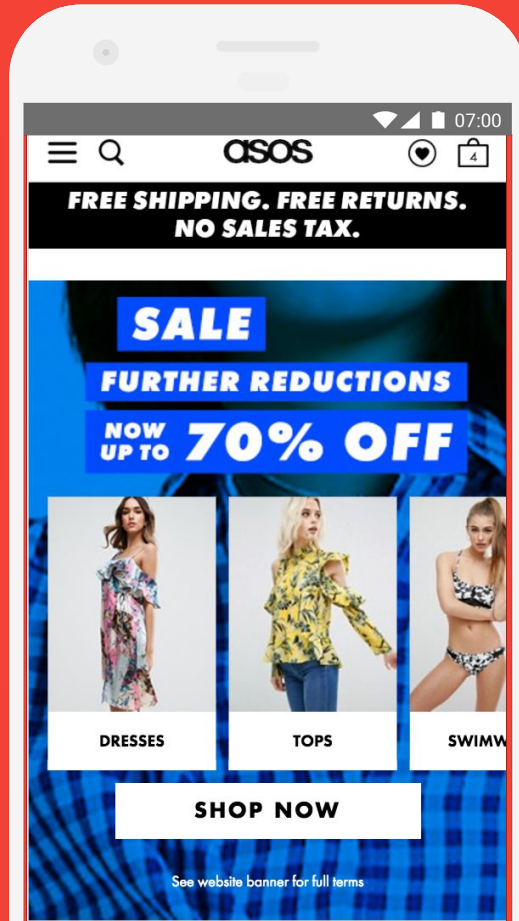


SHOW TOP CATEGORIES ON HOMEPAGE

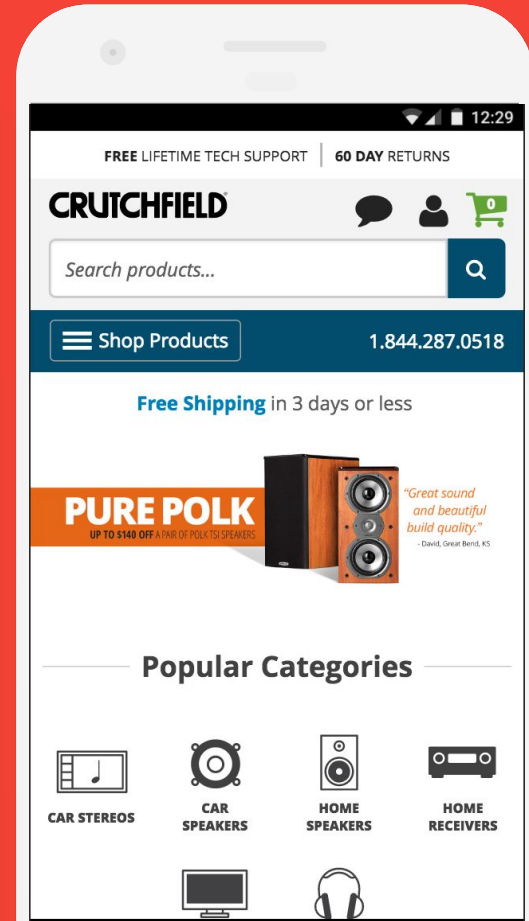
petco.com



asos.com



crutchfield.com





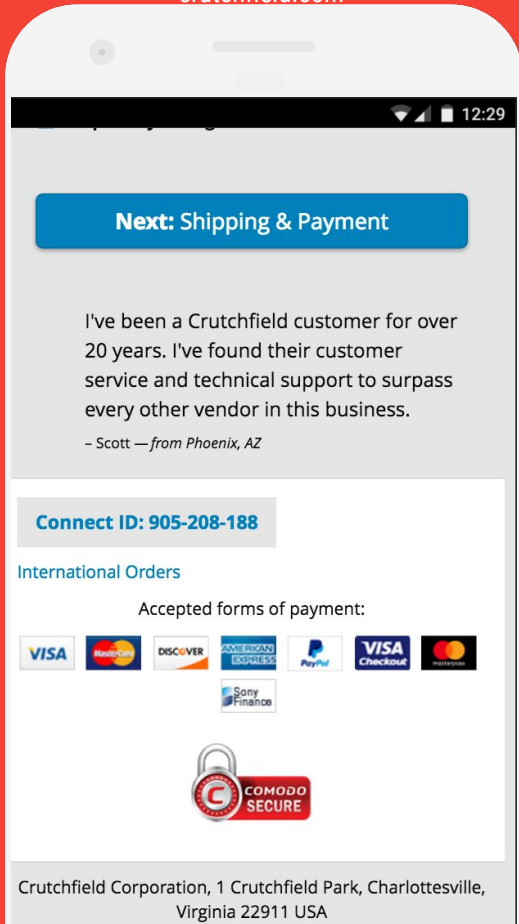
70% of consumers trust consumer opinions online.
63% more likely to buy when reviews are displayed.
(Nielsen)

Social proof examples to include on landing pages:

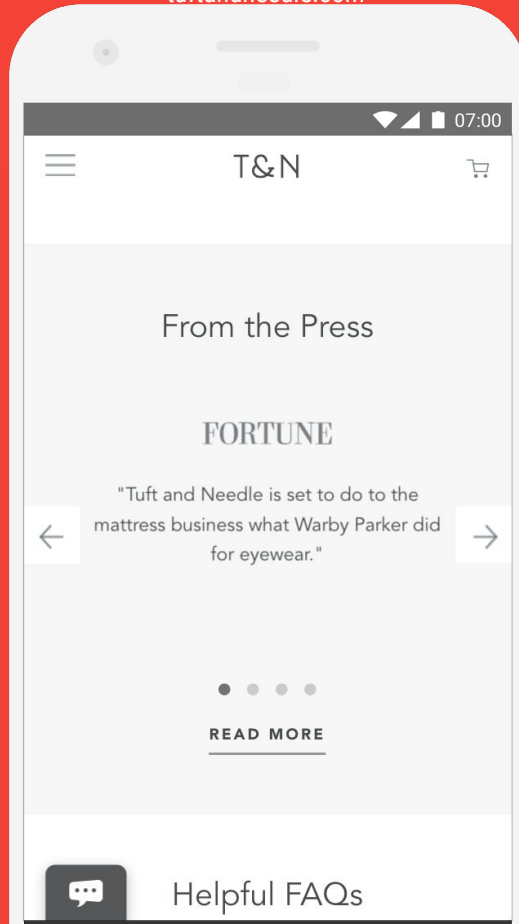
- Number of tweets, followers, likes
- Number of comments / reviews
- Star ratings
- Written testimonials
- Video testimonials

USE SOCIAL PROOF

crutchfield.com



tuftandneedle.com

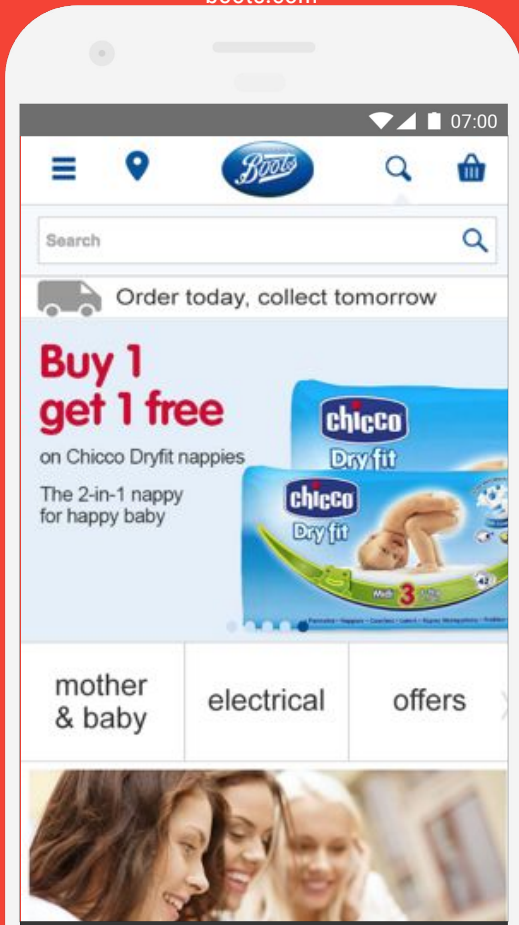


poshmark.com



SHOW CONSOLIDATED MENU (LESS THAN 1/3 OF PAGE)

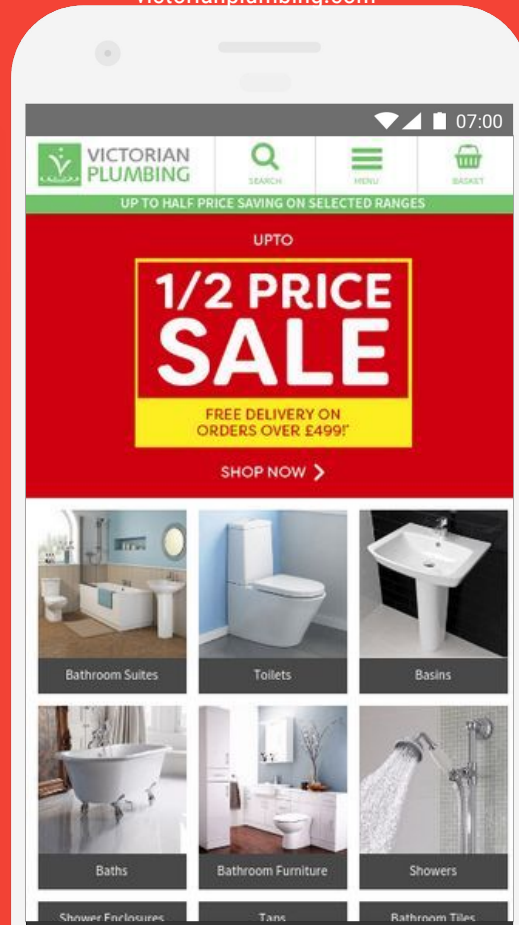
boots.com



zumiez.com



victorianplumbing.com



IF YOU HAVE A PHYSICAL STORE, INCLUDE STORE LOCATOR ICON IN HEADER OR MENU

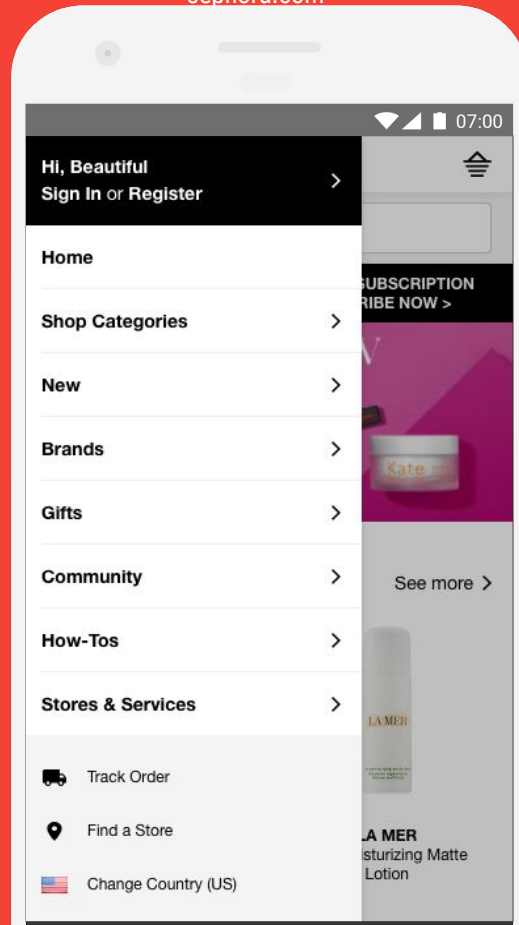
charlestyrwhitt.com



hay.com

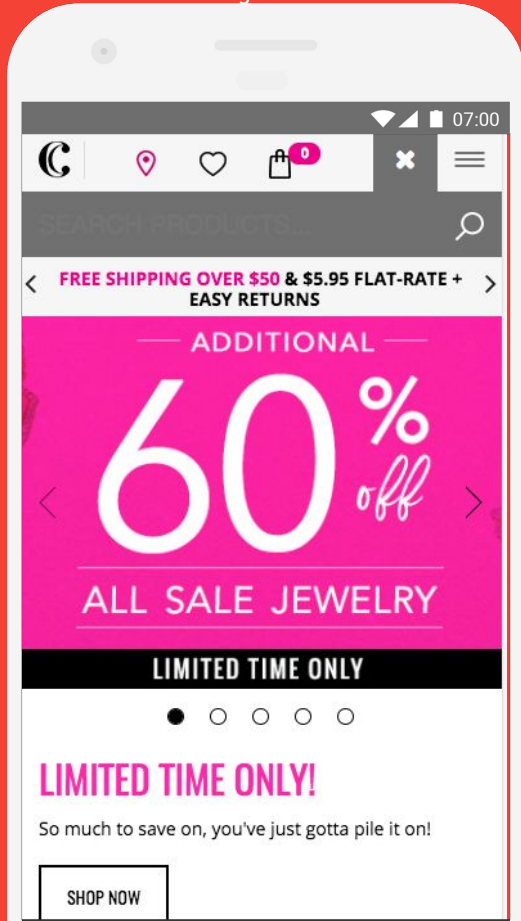


sephora.com

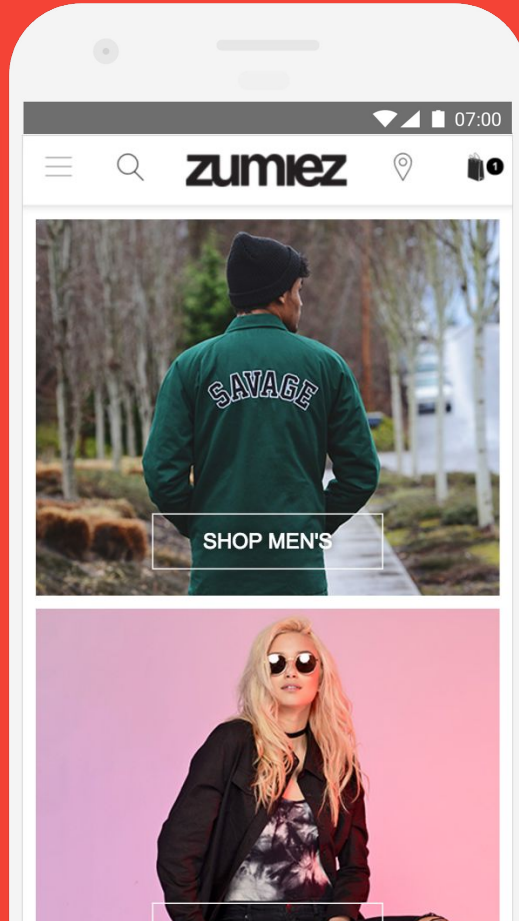


ADDITIONAL: STORE LOCATION EXAMPLES

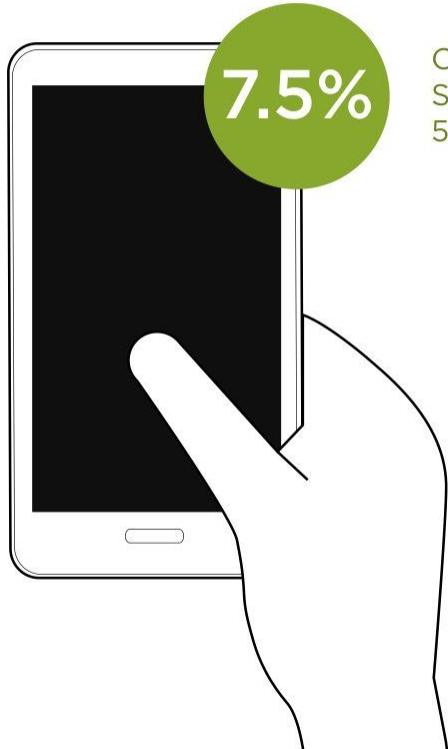
charmingcharlie.com



zumiez.com



2014



7.5%

OF ACTIVE
SMARTPHONES HAVE
5.5"-6" SCREENS

VS

2017

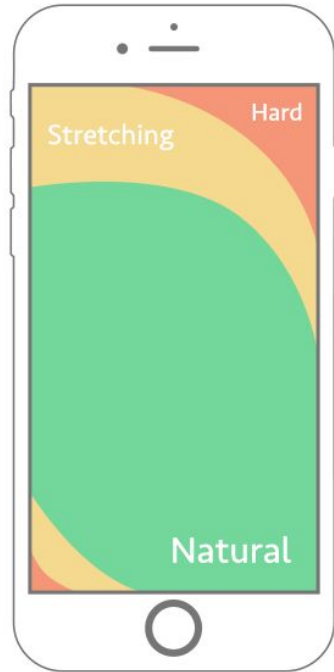


43%

OF ACTIVE
SMARTPHONES HAVE
5.5"-6" SCREENS



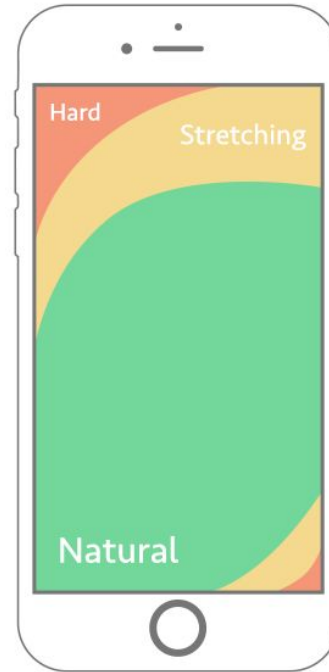
Avoid dead ends in the user experience



Left Hand



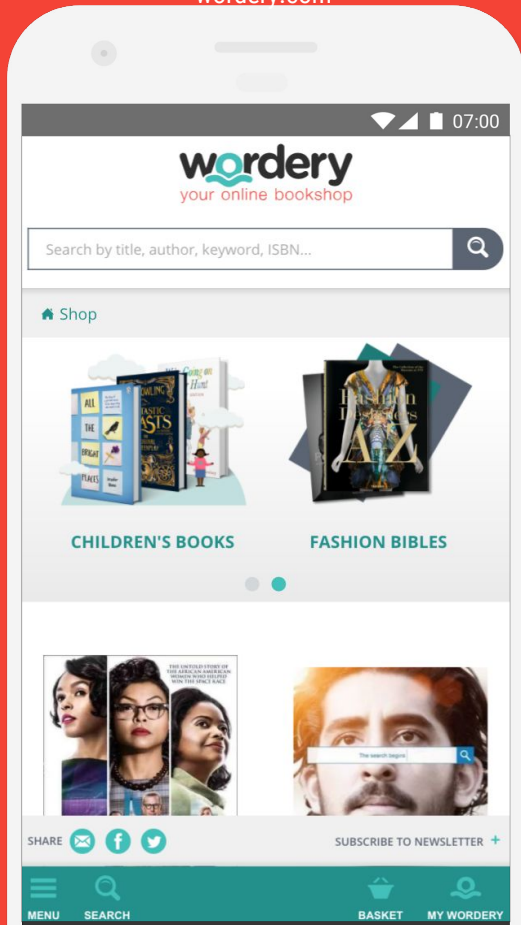
Combined



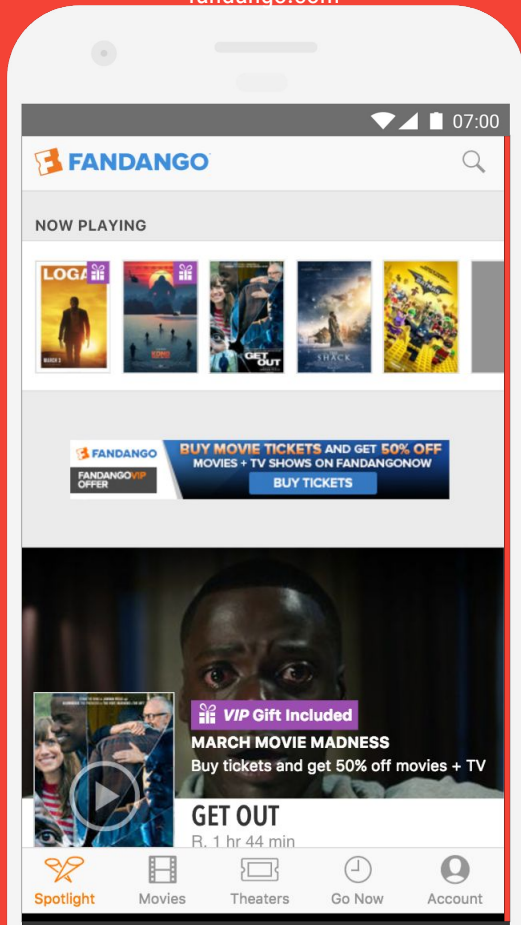
Right Hand

CONSIDER BOTTOM-DOWN NAVIGATION

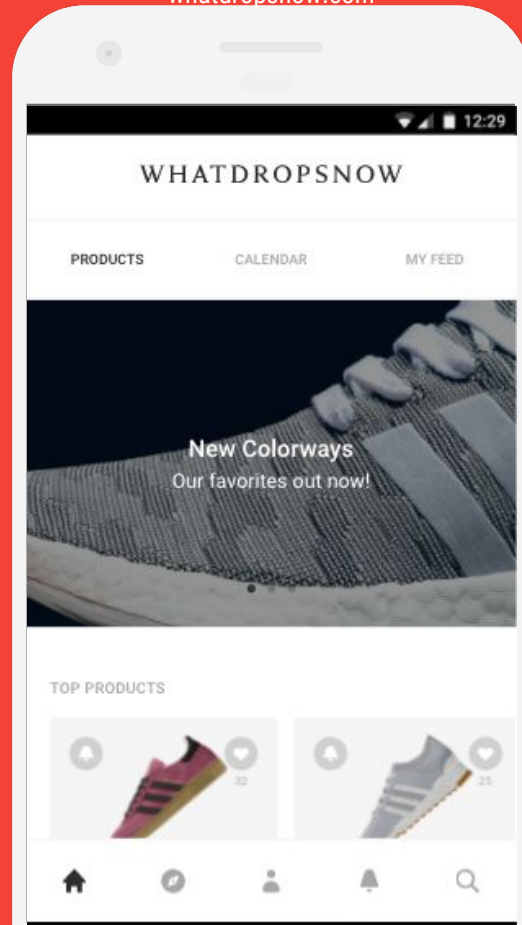
wordery.com



fandango.com

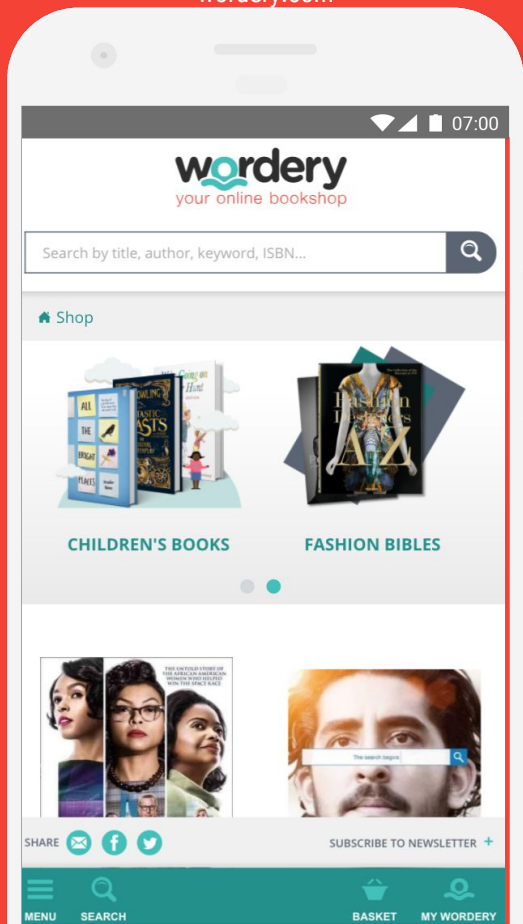


whatdropsnow.com

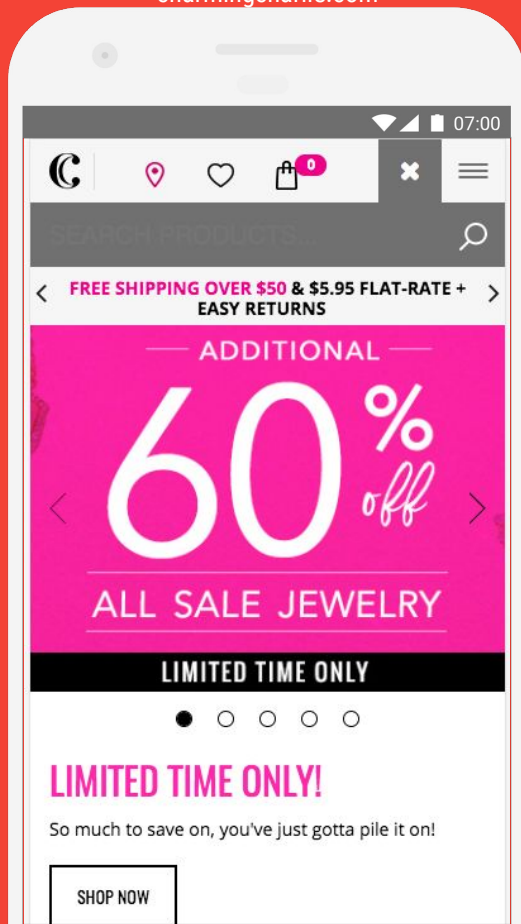


PROMINENT SEARCH (users that search are 200% more likely to convert)

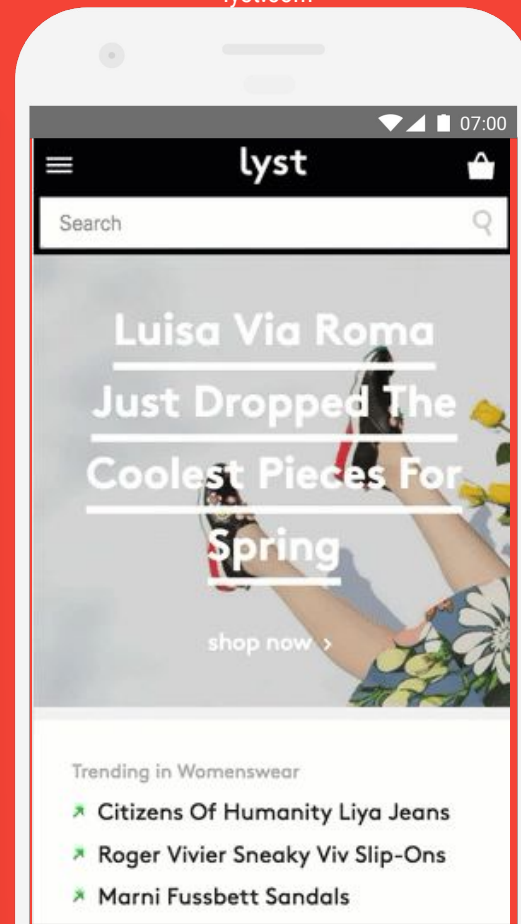
wordery.com



charmingcharlie.com

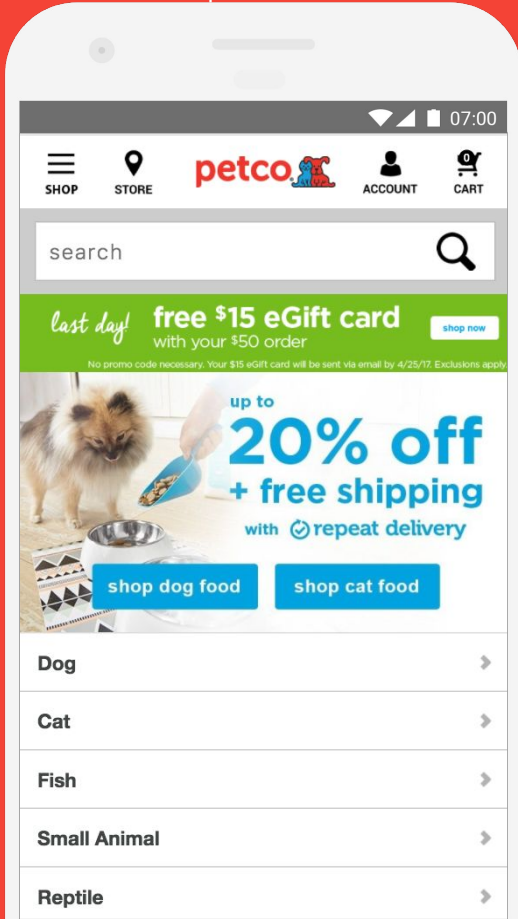


lyst.com

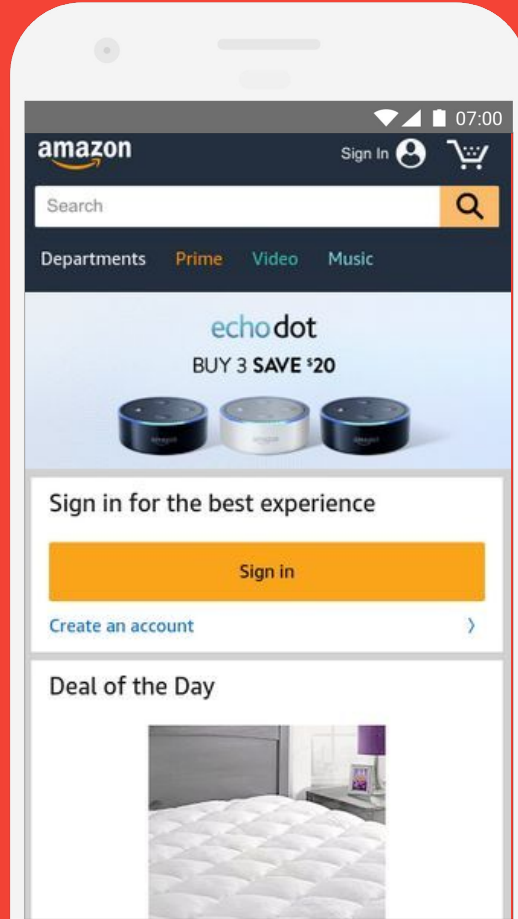


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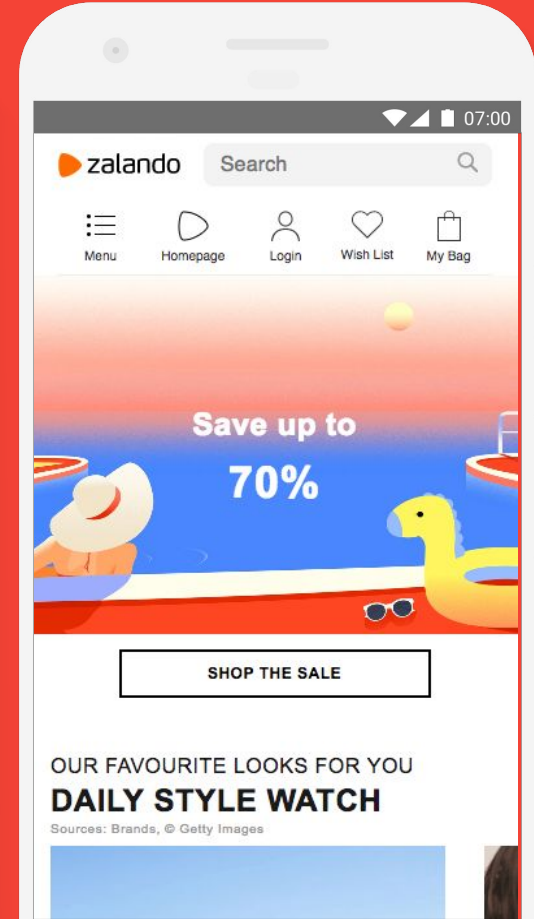
petco.com



amazon.com

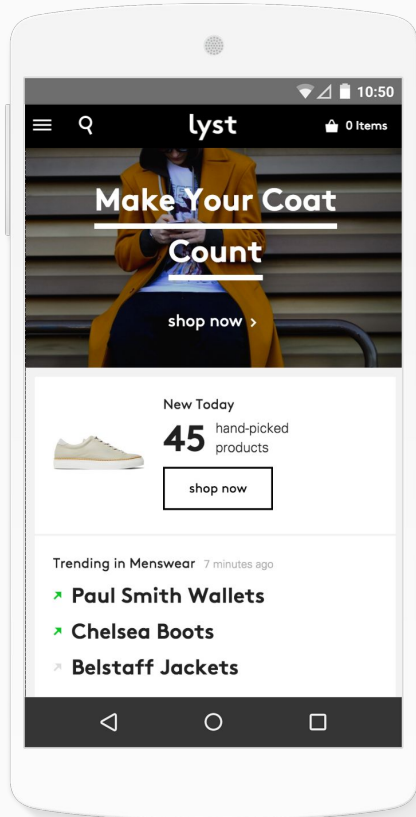


zalando.com

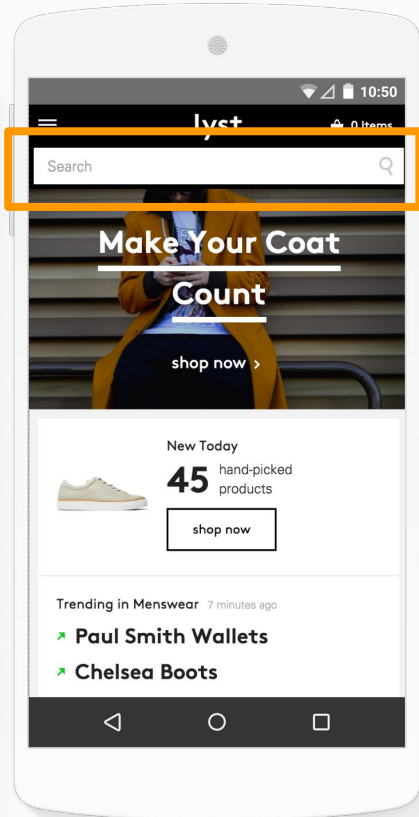


Case Study: LYST

Before
Search Icon



After
Sticky search bar



Results:

Changing search placement – Replacing the search icon with a search box aimed to enable users to locate the search function more easily.

Increased usage **43%** on desktop, **13%** on mobile

[Full case study link](#)



If not used correctly site search can lead to bad user experience

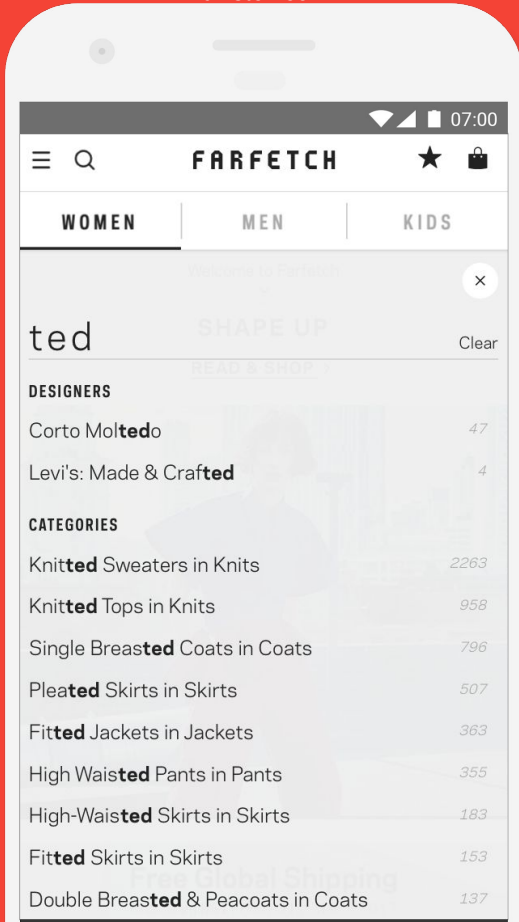
- 22% of searches give zero results
- 85% of searches don't return what the user is looking for
- 80% will abandon the website

Case studies:

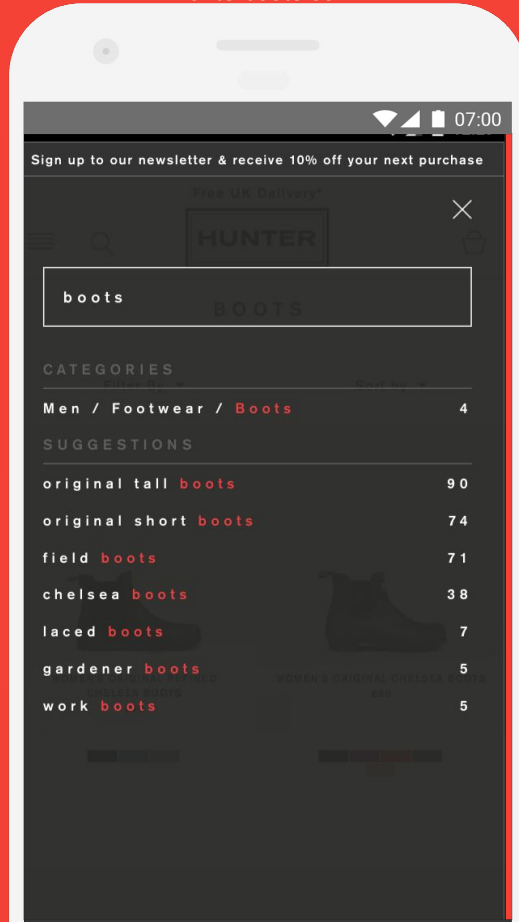
- [Lyst](#)
- [Mango](#)
- [Luisaviaroma](#)

USE AUTO-SUGGESTIONS

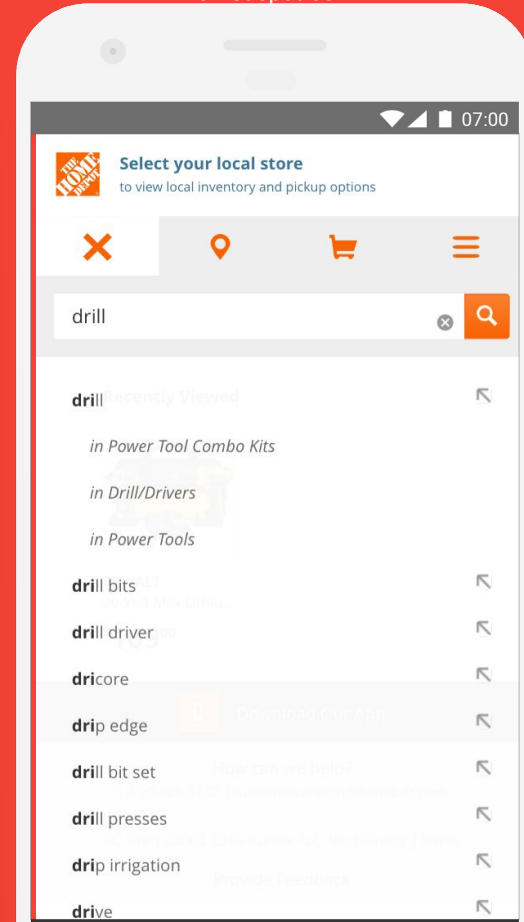
farfetch.com



hunterboots.com

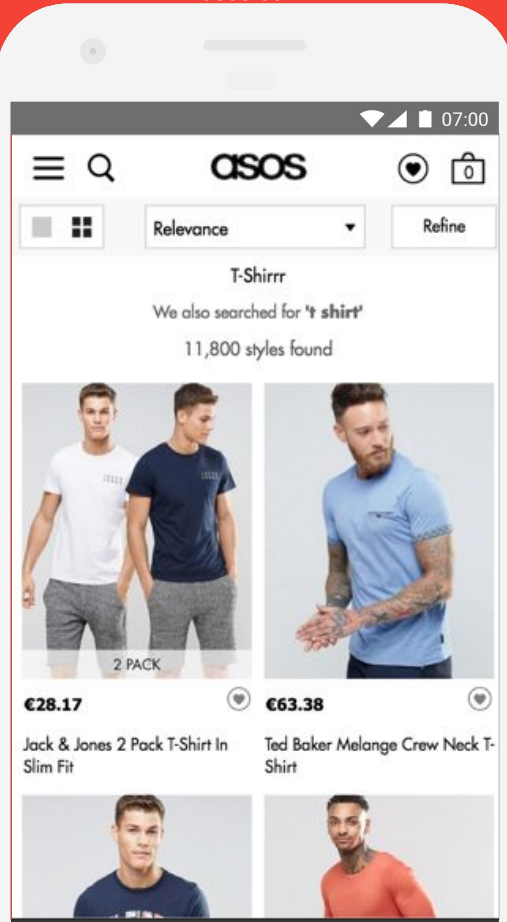


homedepot.com

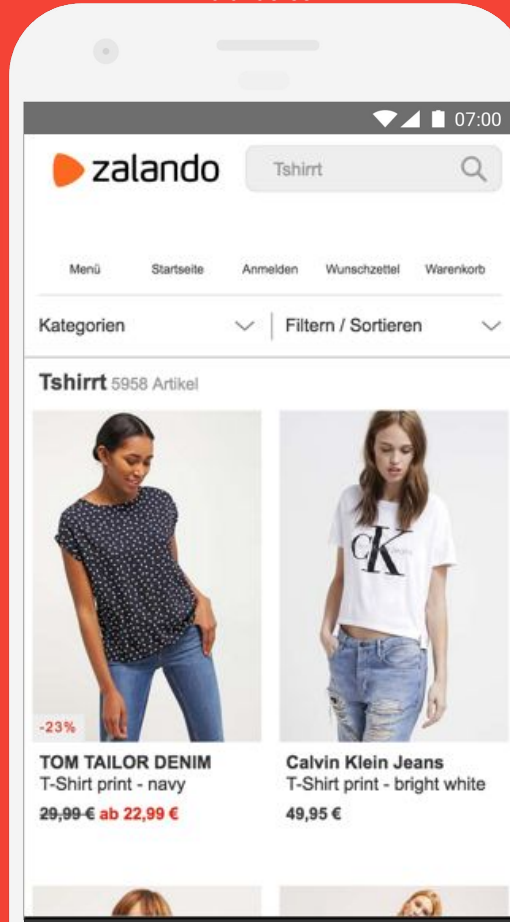


IMPLEMENT SPELLING CORRECTIONS

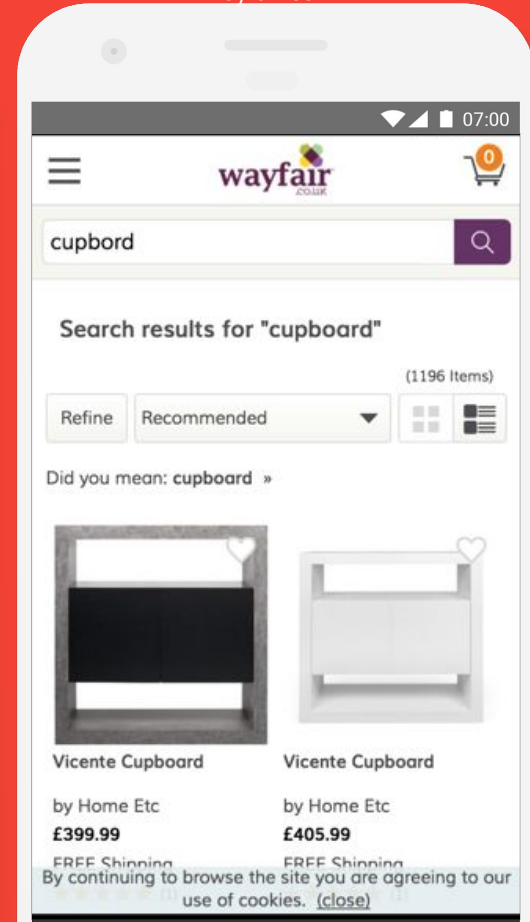
asos.com



zalando.com

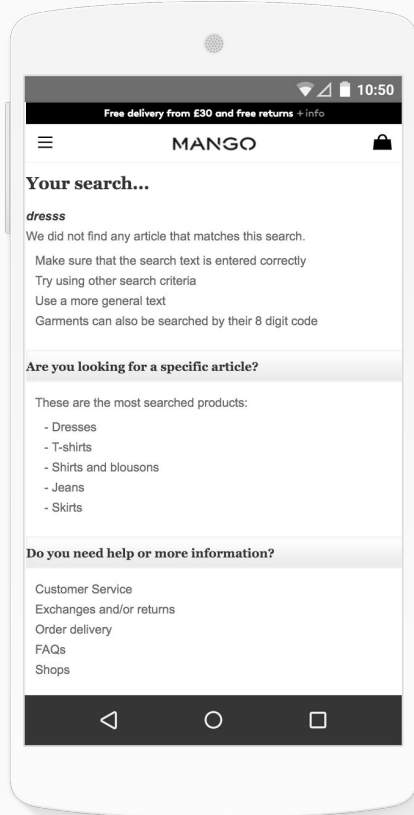


wayfair.com

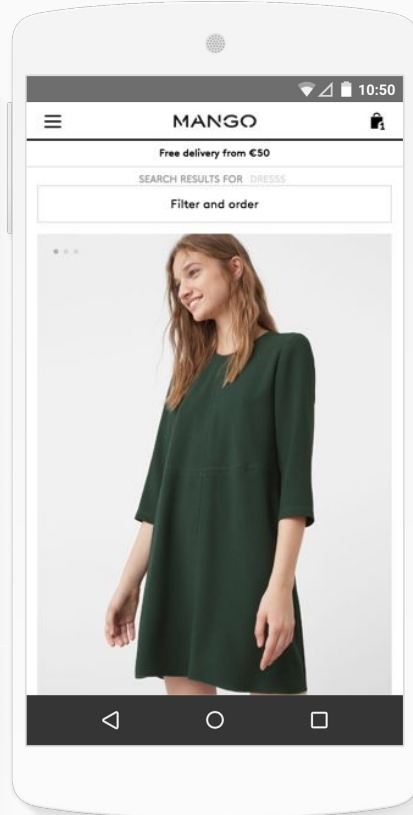


Case Study: MANGO

Before
No typo correction



After
Automatic correction



Results:

Improved search-- Implemented algorithm to correct for typos and show results among other changes.

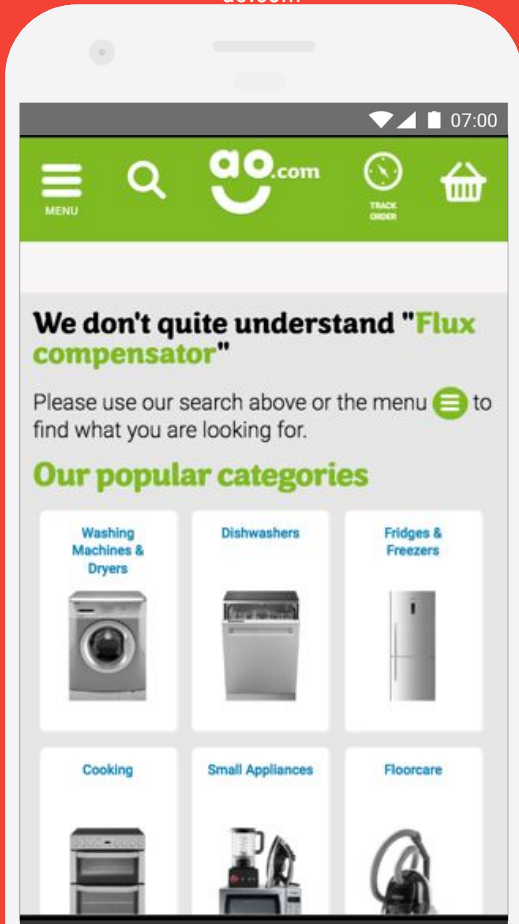
4.5% uplift in mobile conversion rate

3.85% rise in mobile revenue

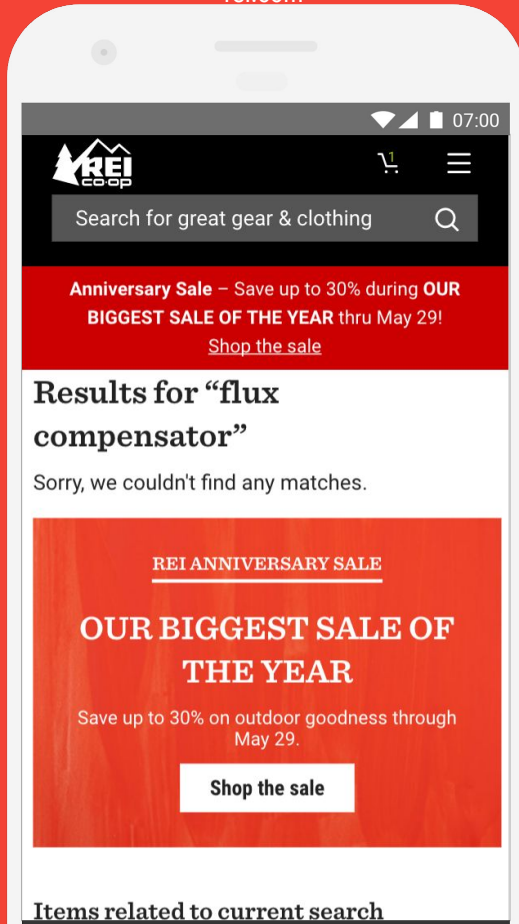
[Full case study link](#)

ALWAYS RETURN RESULTS

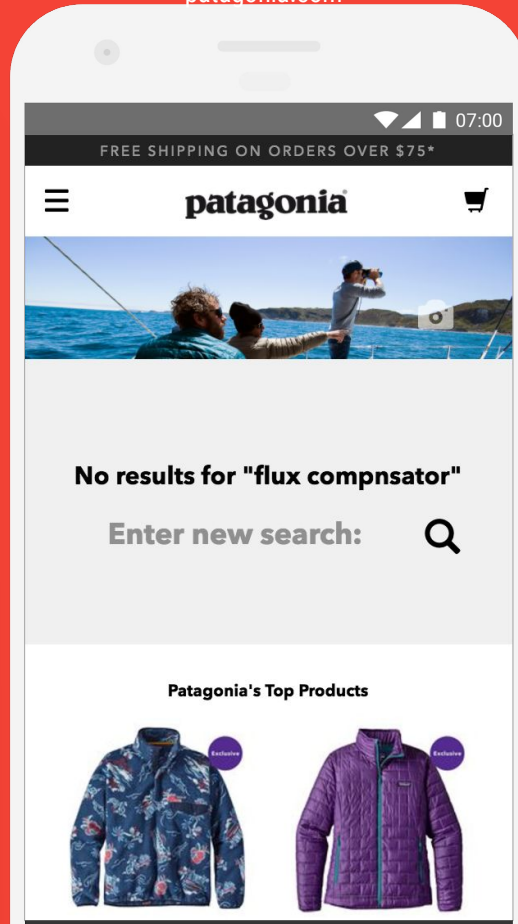
ao.com



rei.com



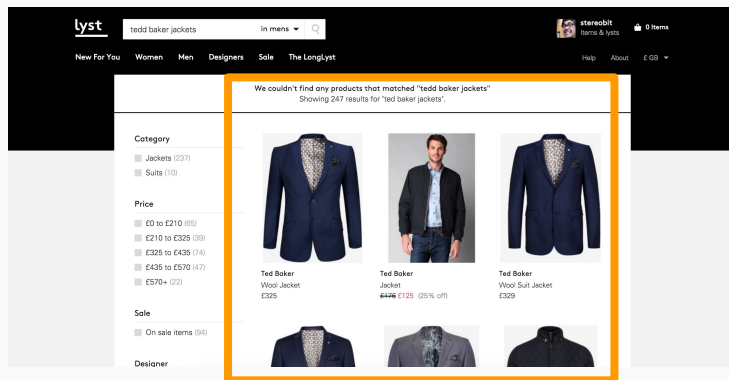
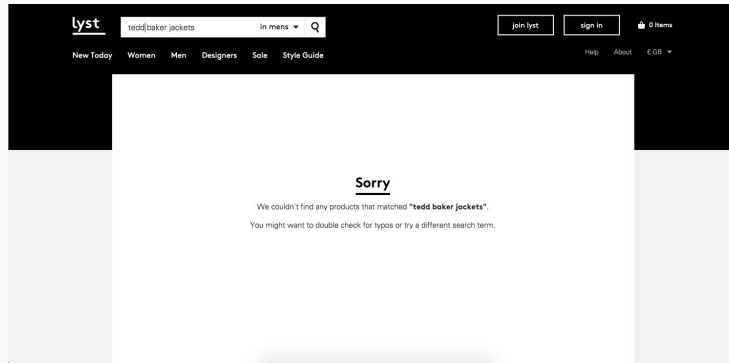
patagonia.com



Case Study: LYST

Before
No typo correction

After
Automatic correction



Results:

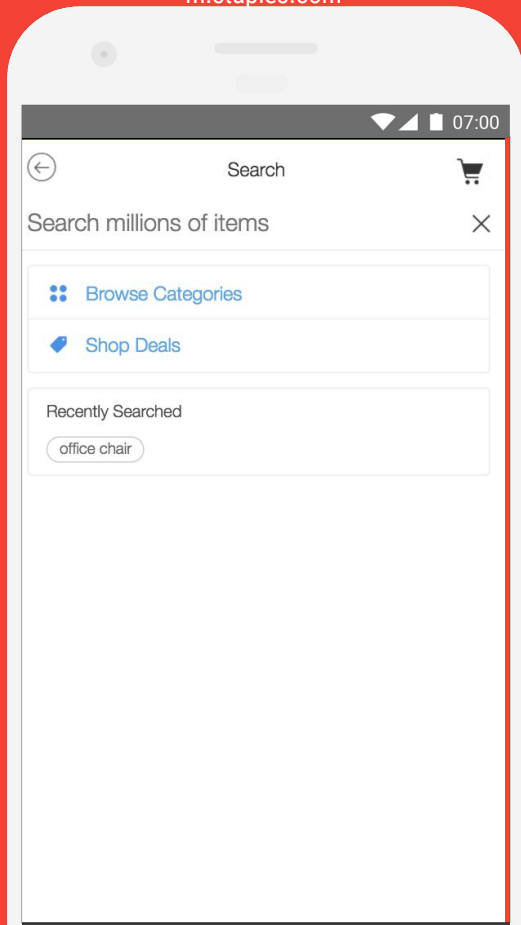
Improving search results- by adding an algorithm that returned product results without an exact match.

Increased page views **15%**

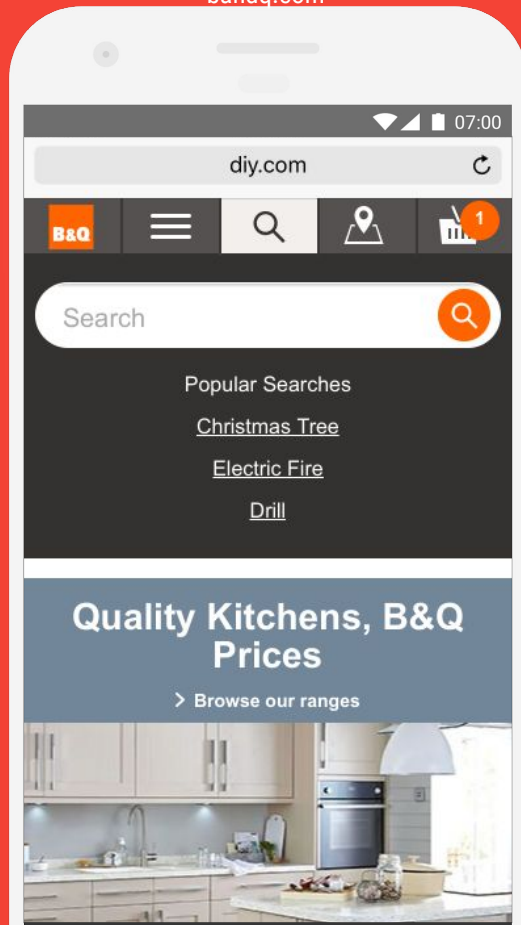
[Case study link](#)

INCLUDE PREVIOUS OR PAST SEARCHES

m.staples.com

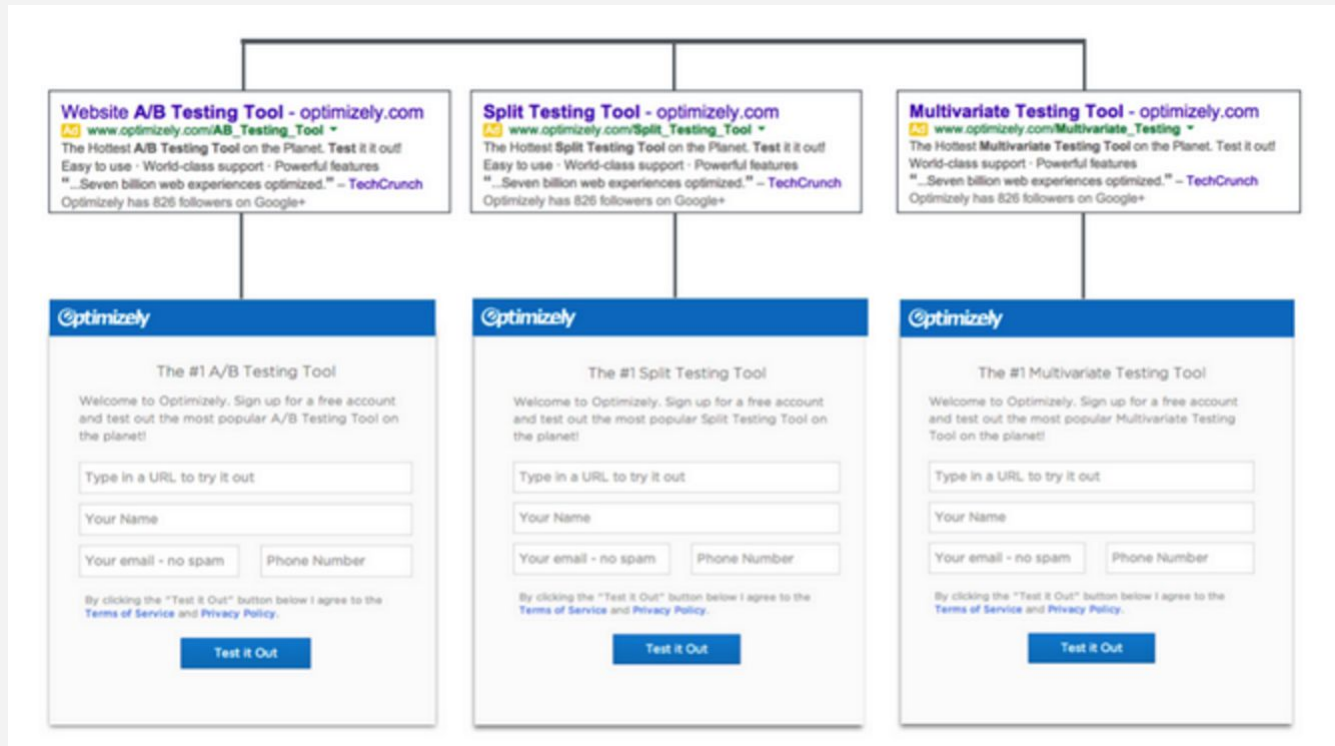


bandq.com





Use symmetric messaging on landing pages reflecting user intent / ad text





Use symmetric messaging on landing pages reflecting user intent / ad text

Optimizely
Experiment Variations

secret Escapes
Hand-picked hotels. Members-only rates.

Already a member? Sign in

Join now for free
Save up to 70% on luxury hotels and holidays.

Email:

JOIN NOW

or join with Facebook

You give us...
Just your email address

We give you...
access to the best rates, guaranteed, for hand-picked hotels in the UK and abroad.

Welcome to the worst-kept secret in luxury travel

SAVE UP TO 80%
SAVE UP TO 80%
SAVE UP TO 80%

Control - Generic landing page

secret Escapes
Hand-picked hotels. Members-only rates.

Already a member? Sign in

Join now for free
Save up to 70% on luxury spa breaks

Email:

JOIN NOW

or join with Facebook

You give us...
Just your email address

We give you...
access to the best rates, guaranteed, for hand-picked hotels in the UK and abroad.

Welcome to the worst-kept secret in luxury travel

SAVE UP TO 80%
SAVE UP TO 80%
SAVE UP TO 80%

Variation 1 - **26% increase in sign-ups**

Symmetrical sub-head & image

secret Escapes
Hand-picked hotels. Members-only rates.

Already a member? Sign in

Save up to 70% on luxury spa breaks
Join the worst kept secret in luxury travel

Email:

JOIN NOW

or join with Facebook

You give us...
Just your email address

We give you...
access to the best rates, guaranteed, for hand-picked hotels in the UK and abroad.

Welcome to the worst-kept secret in luxury travel

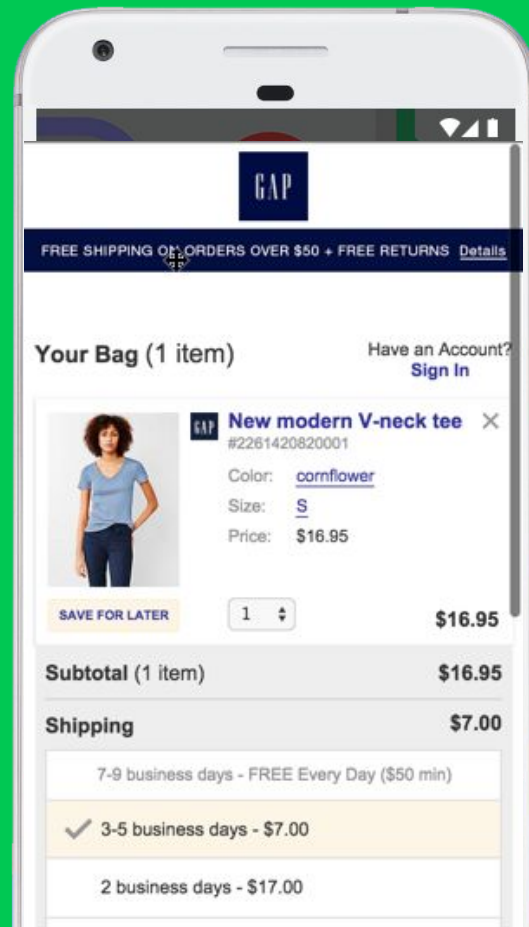
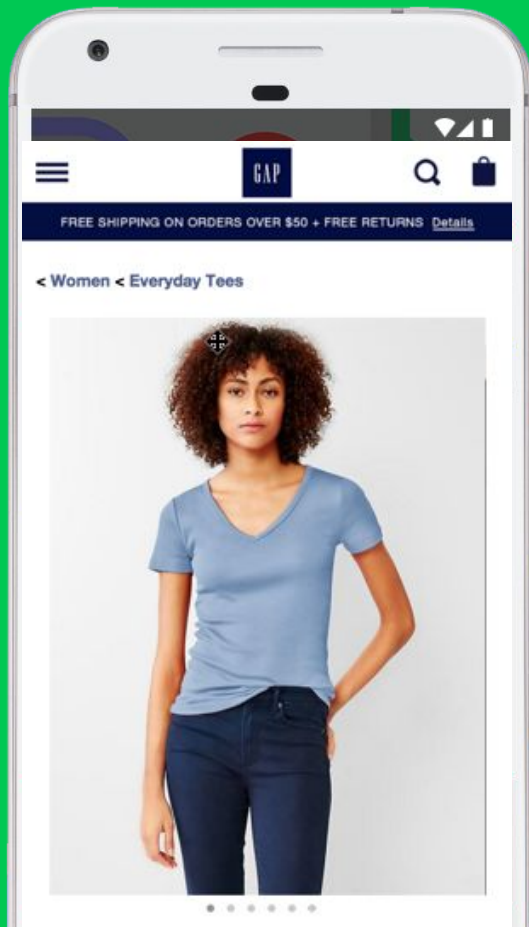
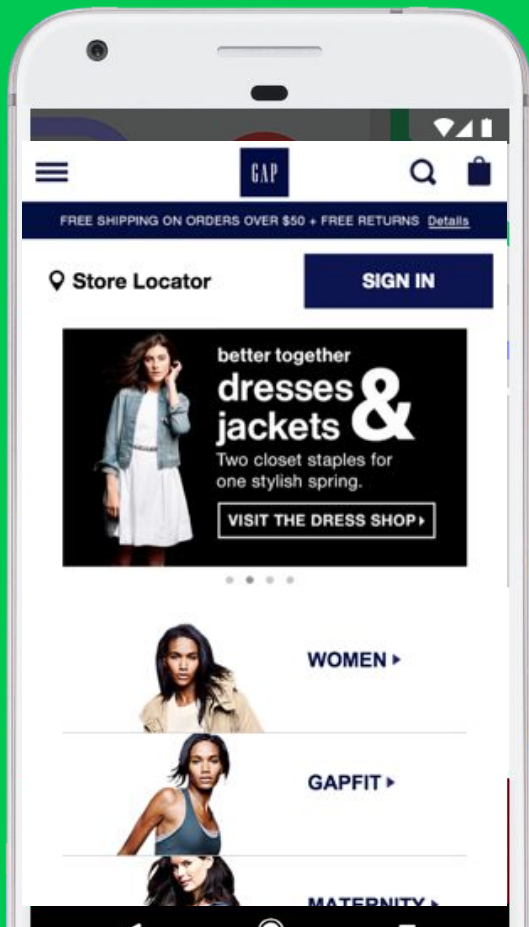
SAVE UP TO 80%
SAVE UP TO 80%
SAVE UP TO 80%

Variation 2 - **32% increase in sign-ups**

Symmetrical headline & image, updated sub-head

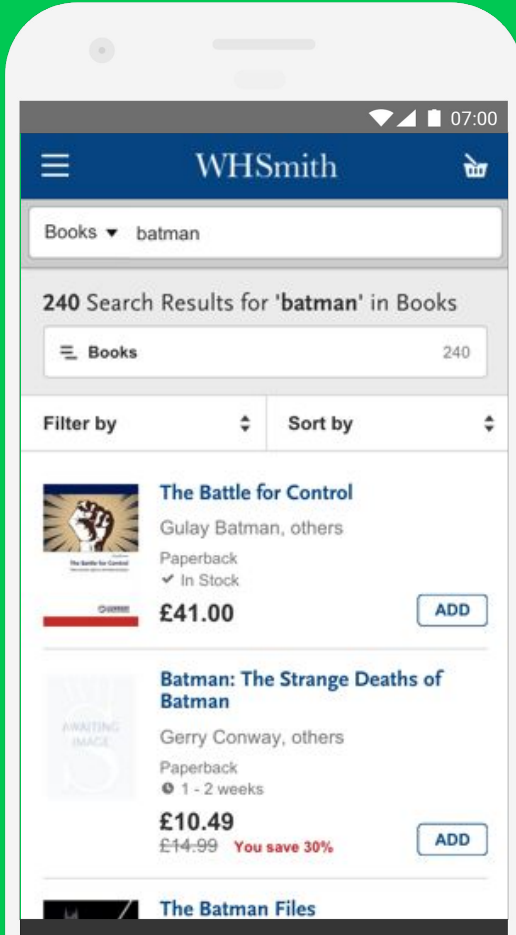
Category/Product Page as the Landing Page

INCLUDE VALUE PROP AT EVERY STEP OF THE FUNNEL, INCLUDING CATEGORY & PRODUCT PAGES

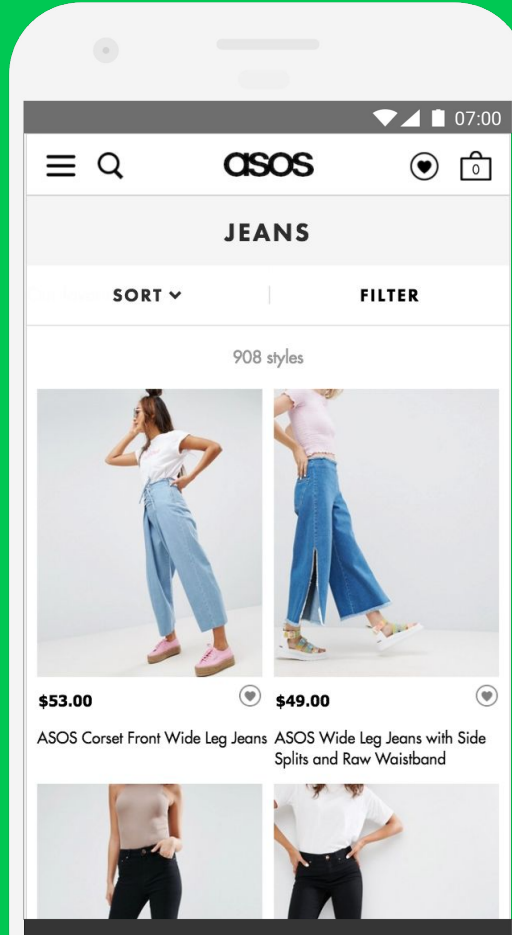


ENABLE USERS TO EASILY SORT/FILTER FOR PRODUCTS

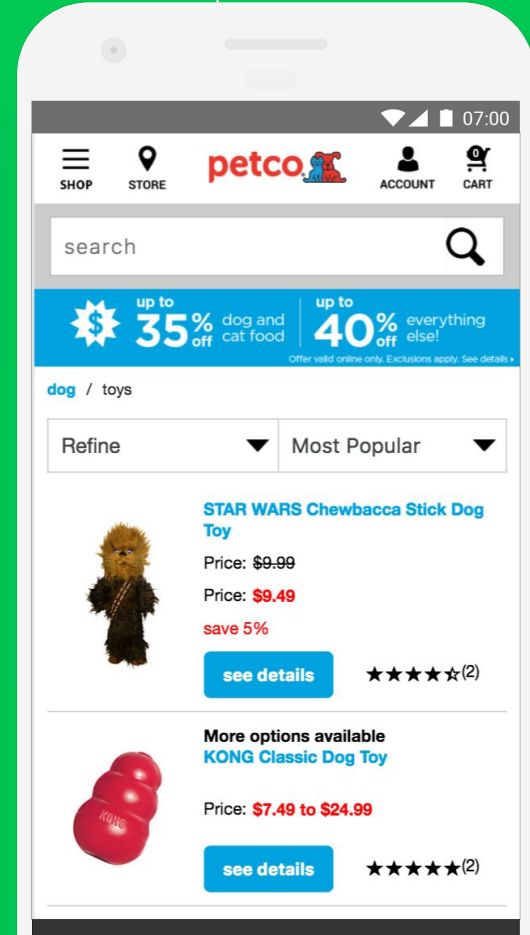
whsmith.com



asos.com

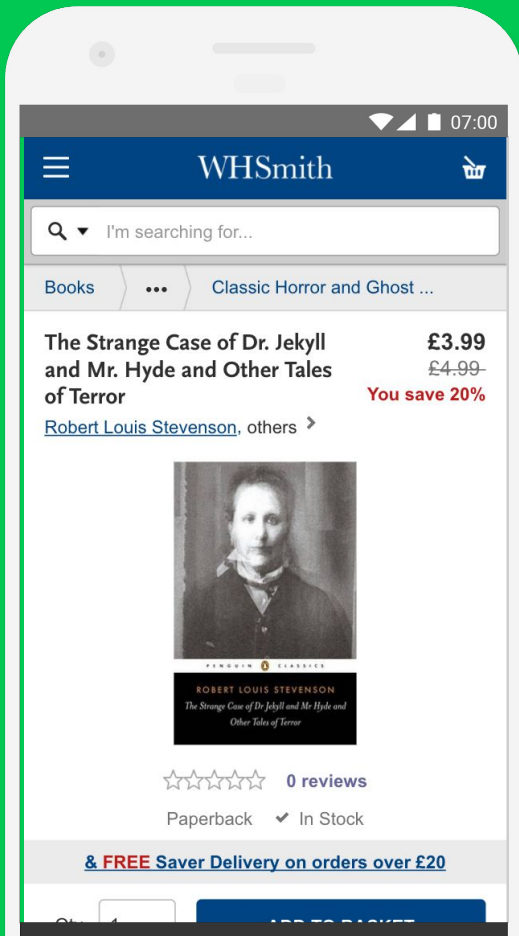


petco.com

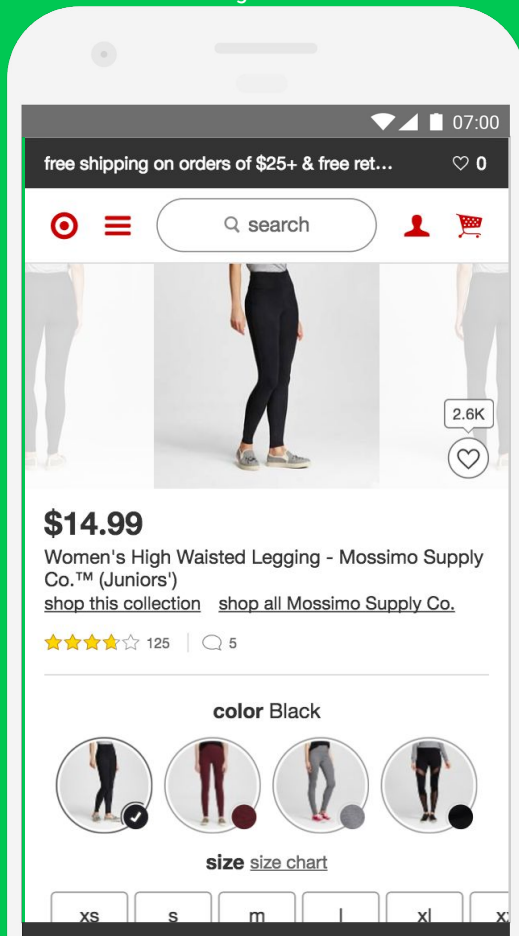


HAVE PRICE INFO ABOVE THE FOLD ON PRODUCT PAGES

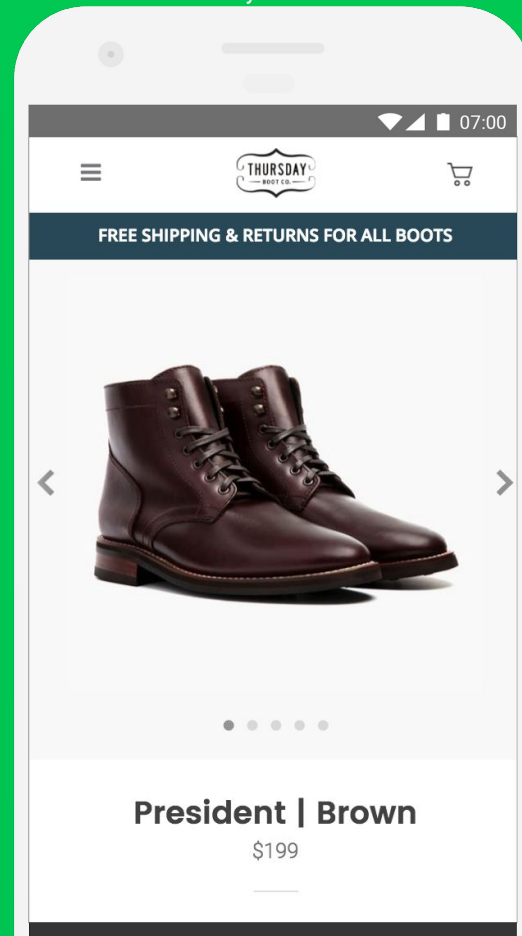
whsmith.com



target.com

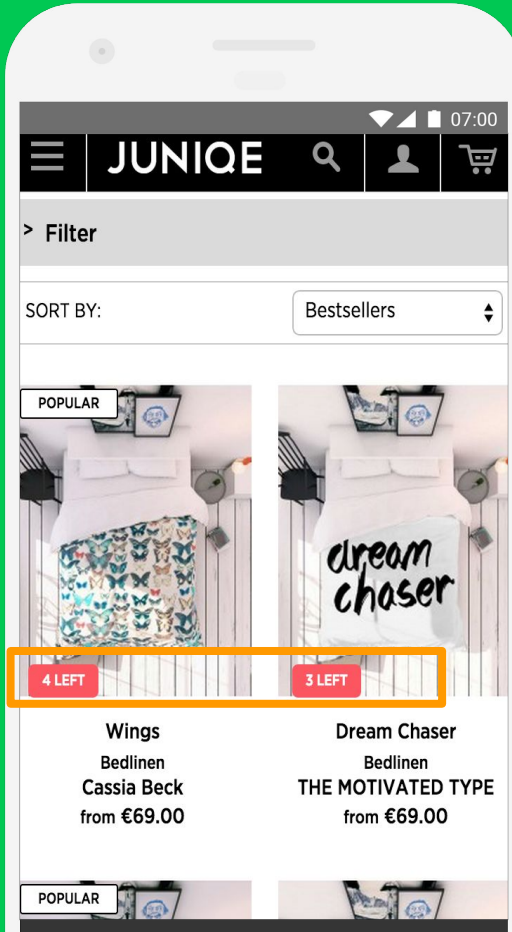


thursdayboots.com

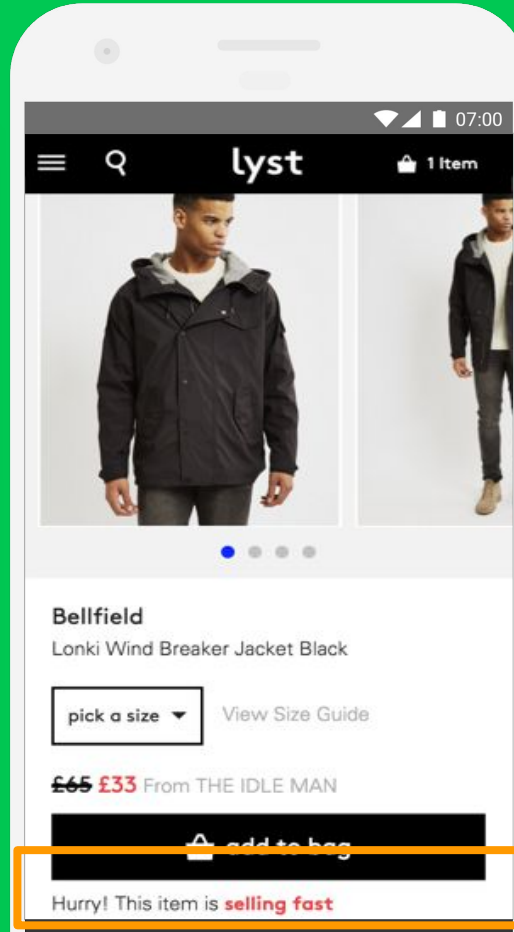


ADD URGENCY ELEMENTS

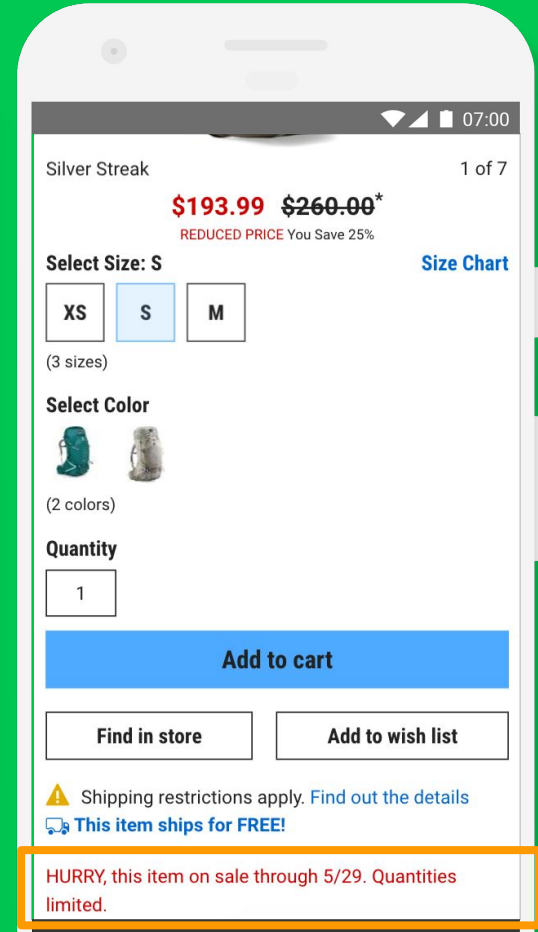
junique.com



lyst.com



rei.com

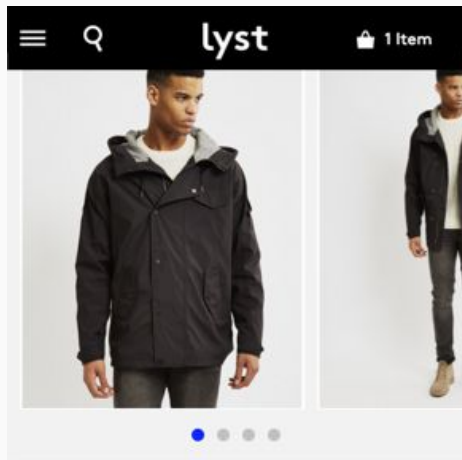




Urgency is a powerful motivator, if done well.
There are 3 ways to create urgency.

- Quantity limitations (Only 3 tickets left at this price)
- Time limitations (Discounted tickets until July 1st)
- Contextual limitations (Father's Day is coming, get a gift now)

Case Study: LYST



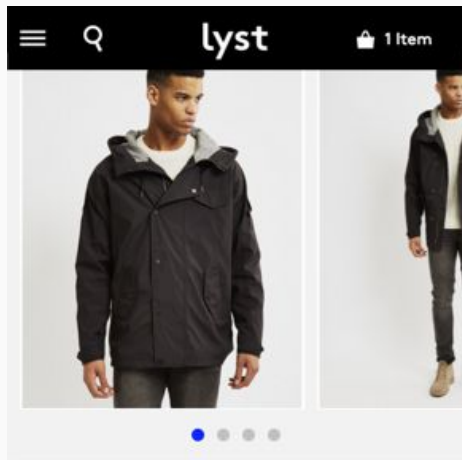
Bellfield
Lonki Wind Breaker Jacket Black

pick a size ▾ View Size Guide

~~£65~~ £33 From THE IDLE MAN

 add to bag

Before



Bellfield
Lonki Wind Breaker Jacket Black

pick a size ▾ View Size Guide

~~£65~~ £33 From THE IDLE MAN

 add to bag

Hurry! This item is **selling fast**

After

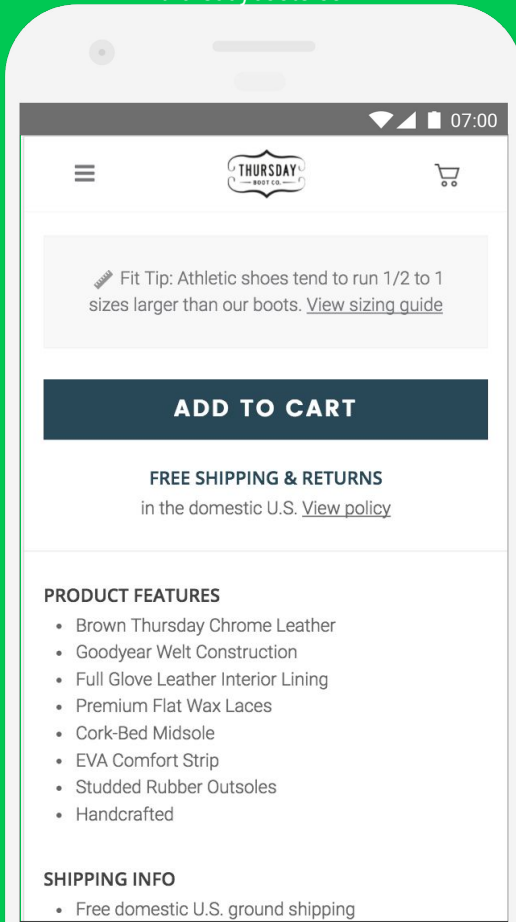
Highlighted urgency- By showing on product pages items selling quickly

Result: 17% increase in CVR

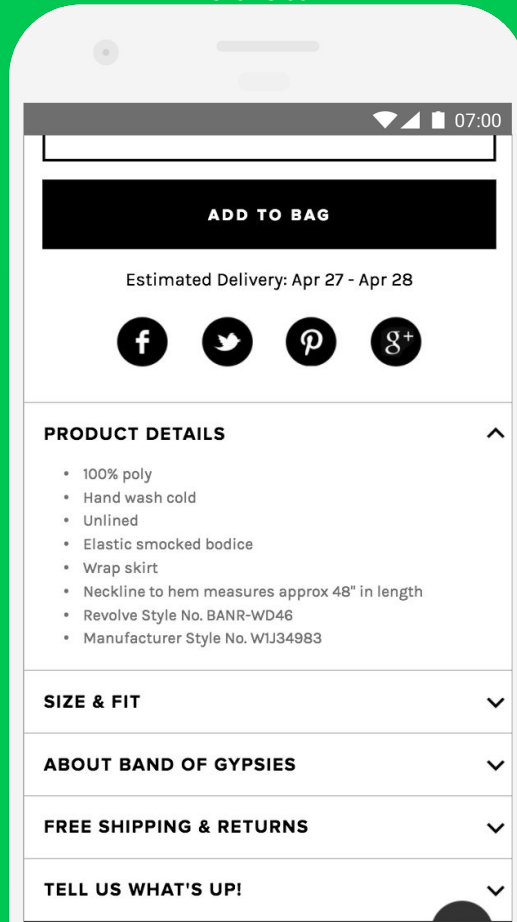
[Case study link](#)

MAKE SURE PRODUCT DESCRIPTIONS ARE READABLE (use bullets, easy to skim content)

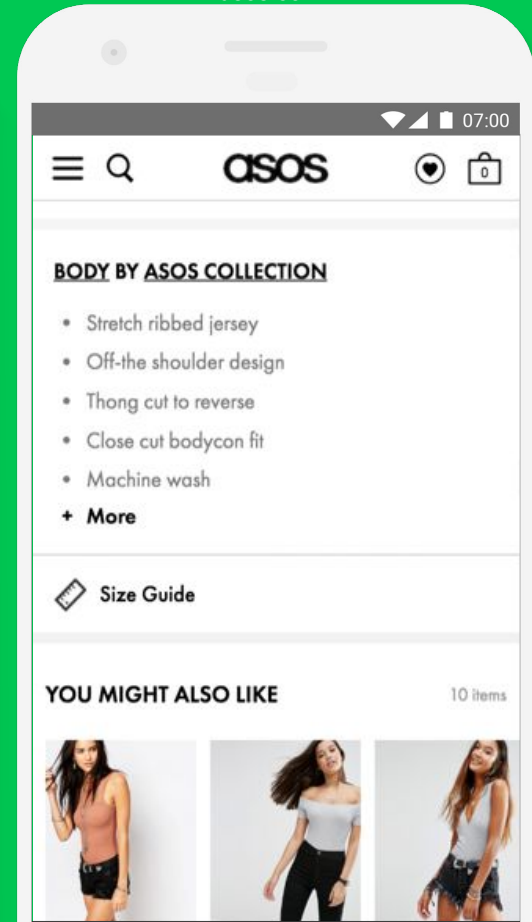
thursdayboots.com



revolve.com

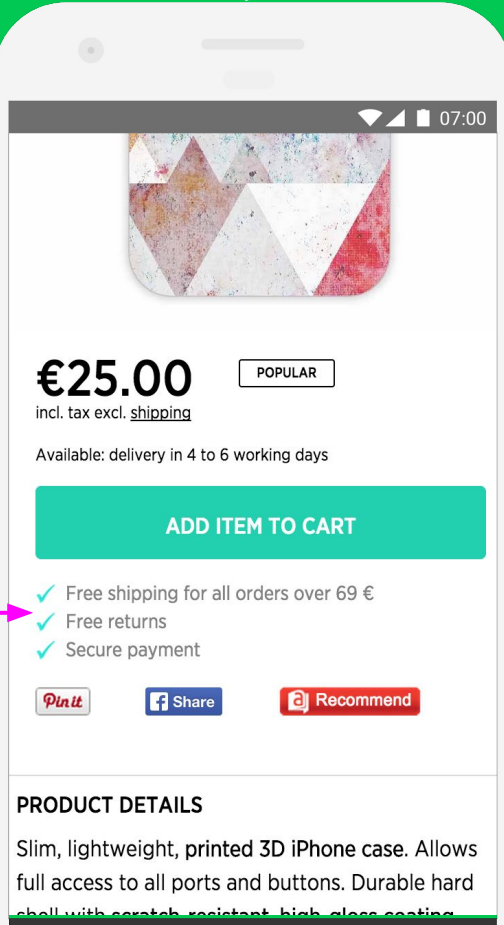


asos.com




REITERATE VALUE PROP AT CONVERSION POINT

society6.com



07:00



€25.00 POPULAR
incl. tax excl. [shipping](#)

Available: delivery in 4 to 6 working days

ADD ITEM TO CART

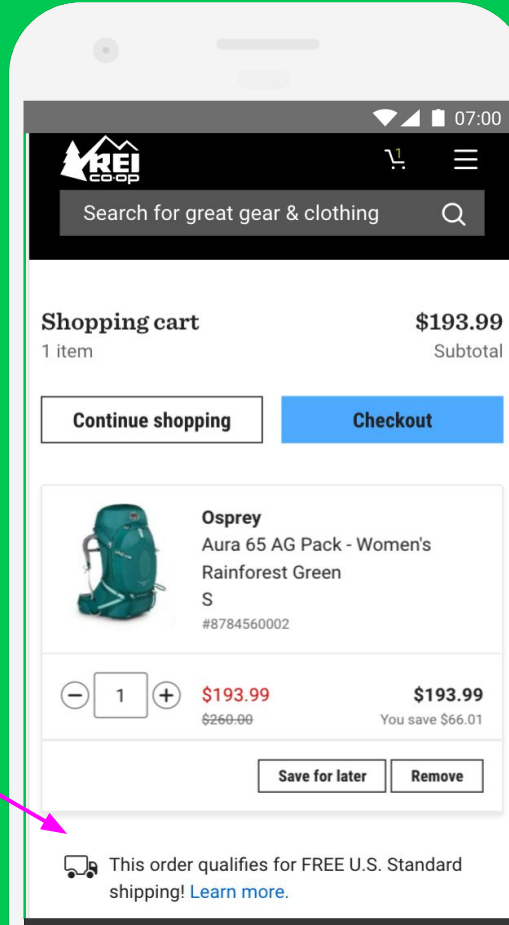
- ✓ Free shipping for all orders over 69 €
- ✓ Free returns
- ✓ Secure payment

[Pin it](#) [Share](#) [Recommend](#)

PRODUCT DETAILS

Slim, lightweight, printed 3D iPhone case. Allows full access to all ports and buttons. Durable hard shell with scratch-resistant high-gloss coating.

rei.com




07:00

REI CO-OP

Search for great gear & clothing

Shopping cart **\$193.99**
1 item Subtotal

[Continue shopping](#) [Checkout](#)



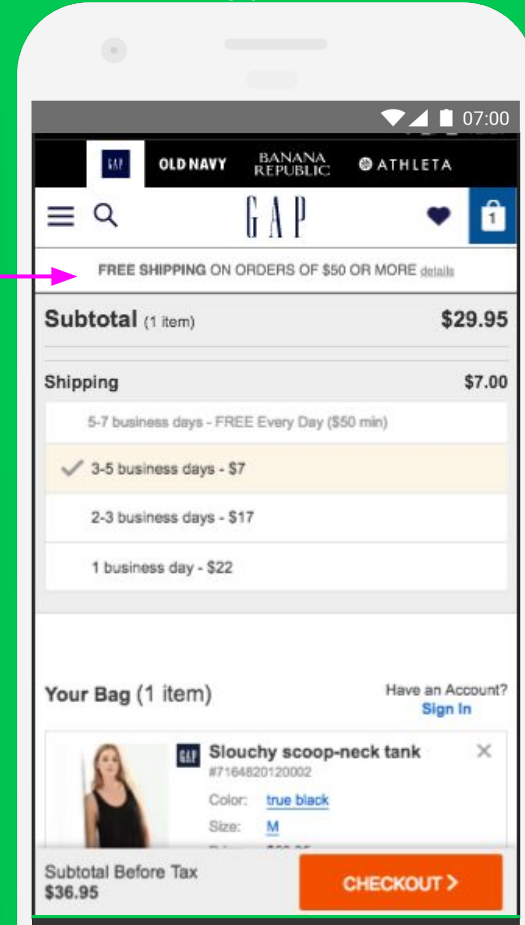
Osprey
Aura 65 AG Pack - Women's Rainforest Green
S
#8784560002

1 **\$193.99** **\$193.99**
~~\$269.00~~ You save \$66.01

[Save for later](#) [Remove](#)

This order qualifies for FREE U.S. Standard shipping! [Learn more.](#)

gap.com



07:00

OLD NAVY BANANA REPUBLIC ATHLETA


FREE SHIPPING ON ORDERS OF \$50 OR MORE [details](#)

Subtotal (1 item) **\$29.95**

Shipping **\$7.00**

- 5-7 business days - FREE Every Day (\$50 min)
- ✓ 3-5 business days - \$7
- 2-3 business days - \$17
- 1 business day - \$22

Your Bag (1 item) [Sign In](#)



Slouchy scoop-neck tank
#7164820120002
Color: [true black](#)
Size: [M](#)

Subtotal Before Tax **\$36.95** [CHECKOUT >](#)

Bonus: IF LARGE NUMBER OF PRODUCTS, ADD REVIEWS

crutchfield.com

07:00

Details

+

Add-ons

Staff Reviews

Q & A

Articles

Average Review:

★★★★★ 105 Reviews

[See all reviews](#) [Write a review](#)

“Amazing speaker! I added this to my other Play 5 for a stereo system that is hard to match. Because the deep bass is very effective, there is no need for a sub-woofer. If you are looking to scale down your audio equipment by eliminating a receiver, Sonos Play 5 speakers won't disappoint.”

— Barry, Exton, PA

What's in the Box:

[Owner's manual](#)

- ▶ Network powered speaker
- ▶ 6.5' AC power cord
- ▶ 5' Ethernet cable

target.com

07:00

\$14.99 Women's Yoga Legging Flat Wais...

\$12.99 Women's Back Tie Tank Top - Mo...

\$14.99 Women's Yoga Bootcut Foldover...

ratings & reviews 125

★★★★☆

most helpful positive review

I love these!

★★★★★ katie1981 — 1 year ago

I needed new leggings for figure skating practice, and ordered these, the regular Mossimo yoga leggings, and the Xhilara... [see more](#)

most helpful negative review

Not meant for petite frames

★★☆☆☆ Crystinew — 7 months ago

I was so excited for the arrival of these leggings since it received such good reviews; however, I was disappointed to f... [see more](#)

[more reviews](#) [write a review](#)

rei.com

07:00

REI co-op

Search for great gear & clothing

Anniversary Sale – Save up to 30% during OUR BIGGEST SALE OF THE YEAR thru May 29!

[Shop the sale](#)

[Camping and Hiking](#) > [Hiking Backpacks](#) > [Backpacking Packs](#)

Osprey Aura 65 AG Pack - Women's

★★★★☆ 4.6 (68) Item #878456

[Save](#)

Silver Streak

1 of 7

Bonus: ADD SECONDARY CTAs FOR ADDITIONAL CONVERSION ACTIONS

rei.com

Silver Streak 1 of 7

\$193.99 ~~\$260.00*~~
REDUCED PRICE You Save 25%

Select Size: S [Size Chart](#)

XS S M

(3 sizes)

Select Color

(2 colors)

Quantity: 1

Add to cart

Find in store **Add to wish list**

⚠ Shipping restrictions apply. [Find out the details](#)
🚚 **This item ships for FREE!**

HURRY, this item on sale through 5/29. Quantities limited.

asos.com

ASOS

PrettyLittleThing Bardot Layered Frill Shift Dress

\$46.00 Free Shipping & Returns*

COLOR: White

SIZE: Size guide

Please select

ADD TO CART

No sales tax or duties charged*

PRODUCT DETAILS

zumiez.com

zumiez

Quantity: 1

ADD TO MY BAG

--- OR ---

PICK UP IN STORE

● Dulles Town Center 196.7 miles - Only 1 left!
[\(Check other stores\)](#)

BUY ONLINE & PICKUP IN STORE

Tell us what you think **TAG IT**

Oh those are sleek **BOY** wish list
cool beans cool nice

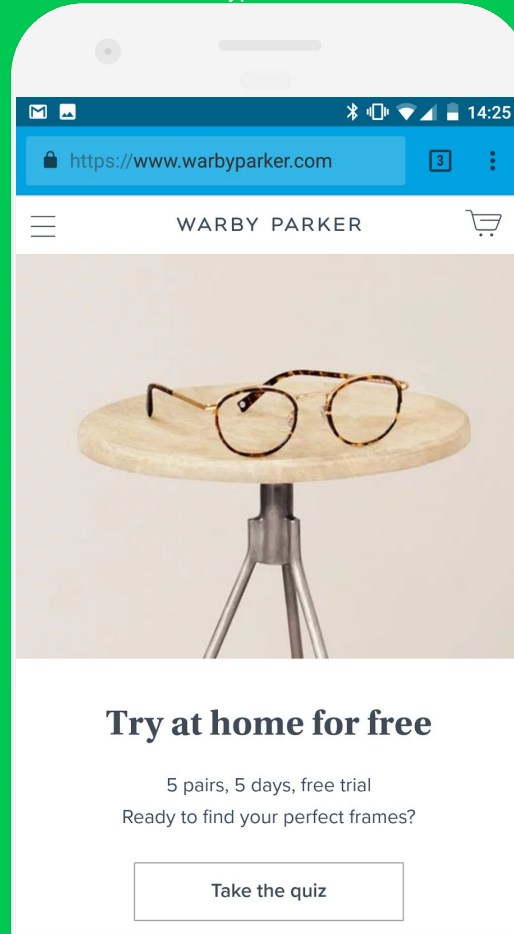
[Email to a Friend](#)

Bonus: MATCH BROWSER ELEMENTS TO YOUR BRAND ([INFO HOW](#), [RESEARCH](#))

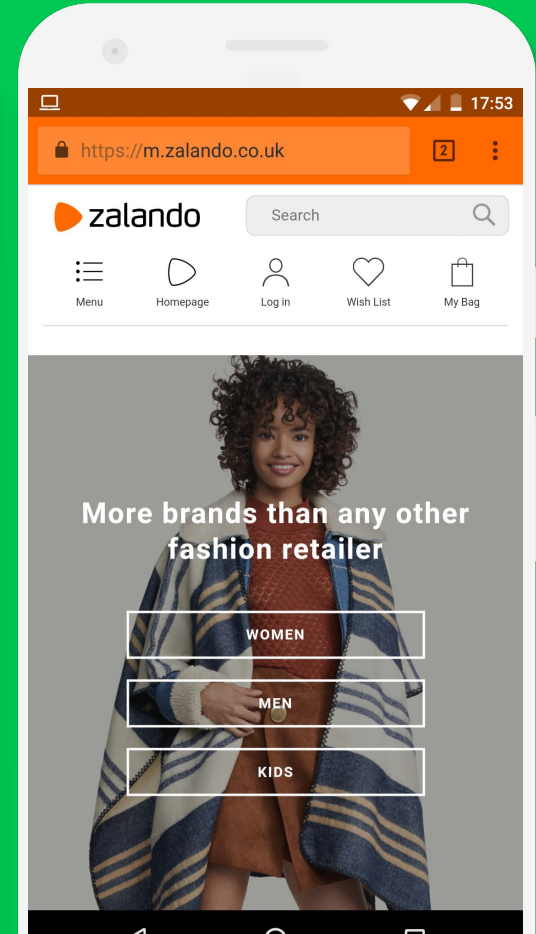
wayfair.co.uk



warbyparker.com



zalando.co.uk



Travel



Homepage as the Landing Page



Focus your landing page on one goal

- Sending visitors from a specific ad to a generic website leads to high bounce rates and low conversion rates.
- The more targeted and specific the landing page, the better it performs.
- Make sure your landing page focuses on a single goal. It should:
 - Have a single CTA
 - Have no distracting navigation links
 - Match the visitor's search intent and ad message
 - Be personalized based on the visitor's stage in the funnel, demographics, and interests



There are two critical elements that should be on landing pages

1

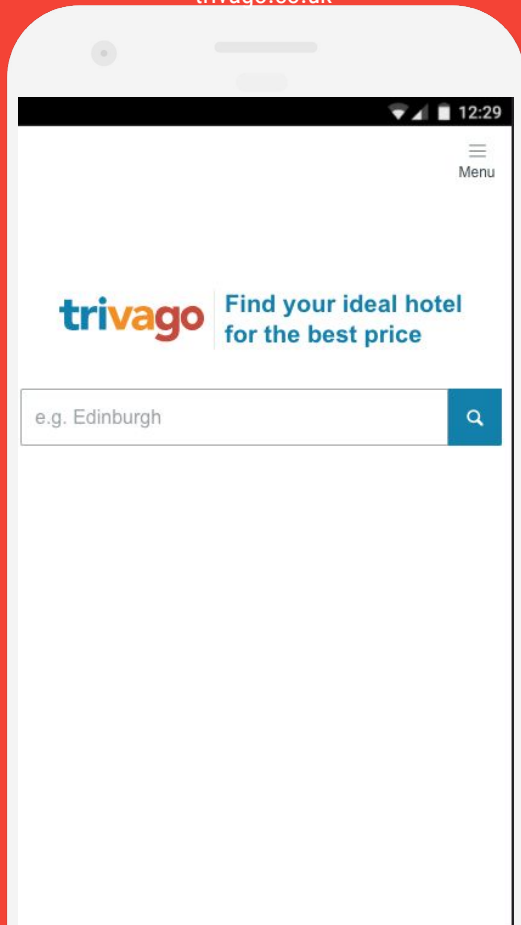
Call-to-action (CTA)

2

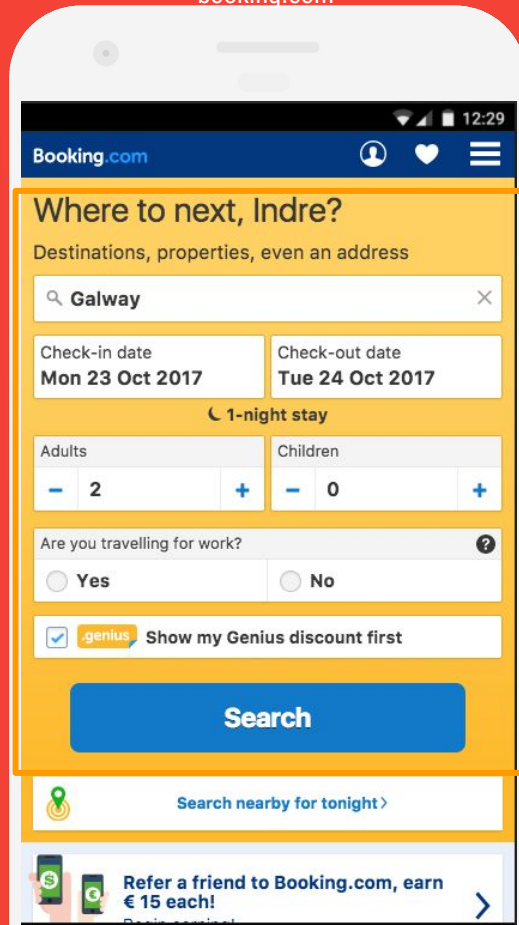
Value proposition

DISPLAY A CLEAR CTA ABOVE THE FOLD (hotel booking)

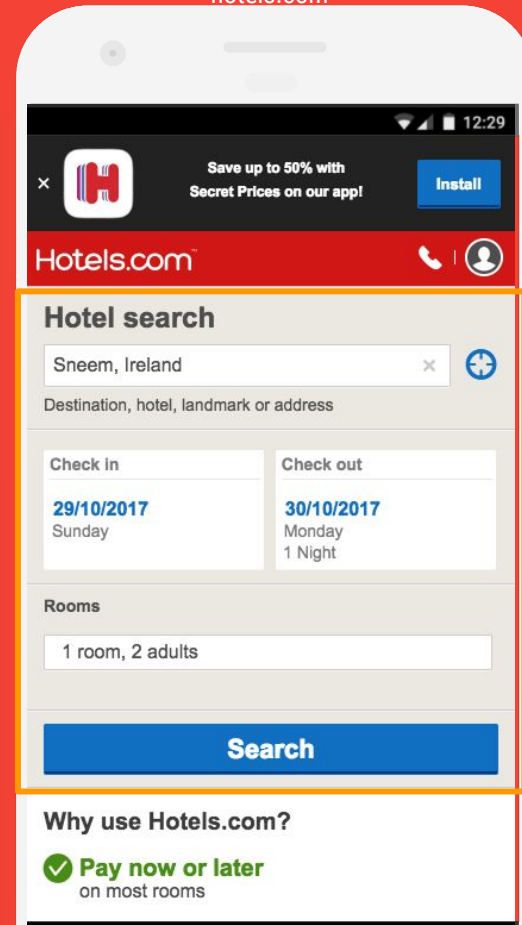
trivago.co.uk



booking.com



hotels.com



DISPLAY A CLEAR CTA ABOVE THE FOLD (travel booking)

www.kayak.co.uk

The screenshot shows the Kayak mobile app interface. At the top, there is a navigation bar with three icons: Hotels, Flights, and Cars. Below this is a search form with three tabs: ONE-WAY, RETURN (selected), and MULTI-CITY. The form contains the following fields: Origin (LON, London, United Kingdom), Destination (To), Dates (24 Oct - 27 Oct, Tue - Fri), and Travellers (1 Traveller, Economy). A large orange arrow button is positioned below the form. At the bottom, there is a banner that says "Search hundreds of sites at once."

m.travelrepublic.co.uk

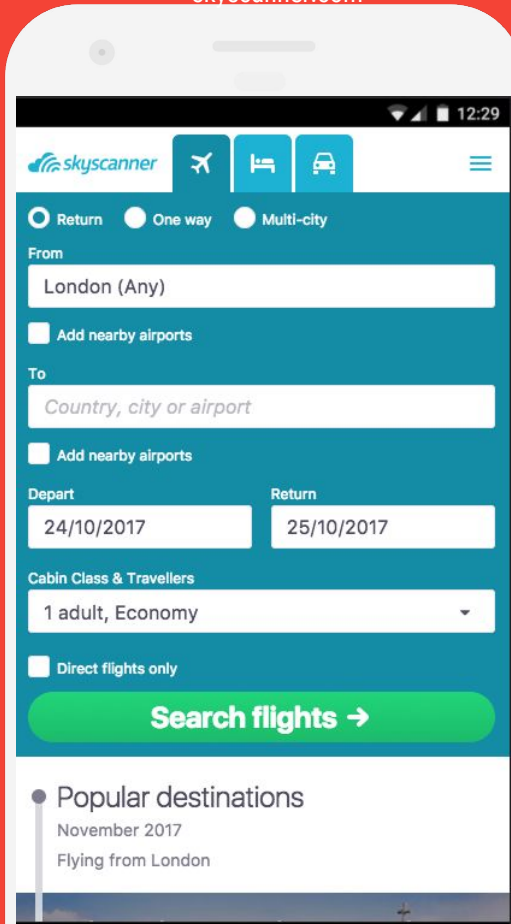
The screenshot shows the Travel Republic mobile app interface. At the top, there is a navigation bar with a Menu icon, the TRAVELREPUBLIC logo, and a user profile icon. Below this is a yellow banner with the text "Trouble contacting us | Monarch Airlines and Somewhere2Stay." The main heading is "LOW HOLIDAY DEPOSIT from just £49 pp*". Below this is a search form with three tabs: Holidays (selected), Hotels, and Deals. The form contains the following fields: Destination, Departure Airport (LCY + 5 more), Departure Date, Return Date, Flexible dates (+/- 3 days) (checked), and Occupancy (2 Adults). A large orange button labeled "Search Holidays" is positioned below the form. At the bottom, there is a blue banner with the text "£1 Deposit on most rooms Flexible payment pay 2 weeks before you go".

travelsupermarket.com

The screenshot shows the Travel Supermarket mobile app interface. At the top, there is a navigation bar with the Travel Supermarket logo, a Menu icon, and a Sign up icon. Below this is a blue banner with the text "Looking for a great travel deal? Save money by comparing prices today". The search form has five tabs: Holidays (selected), Flights, Hotels, Car Hire, and Insurance. The form contains the following fields: Depart from (Select Location), Add another location (+), Holiday Destination (Enter Destination), Depart (07 Nov 17), Nights (7), Adult (2), and Child (0-17) (0). A large orange button labeled "Search" is positioned below the form.

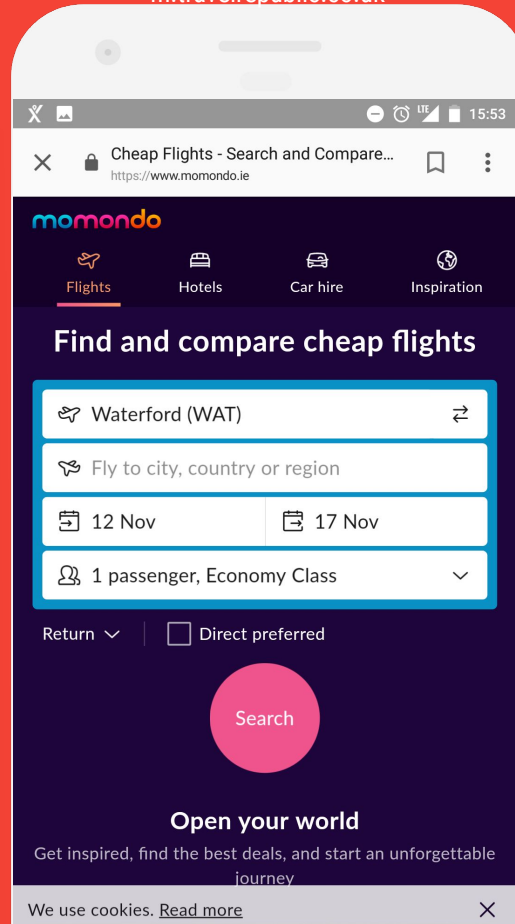
DISPLAY A CLEAR CTA & TOP CATEGORIES ABOVE THE FOLD (comparison sites)

skyscanner.com



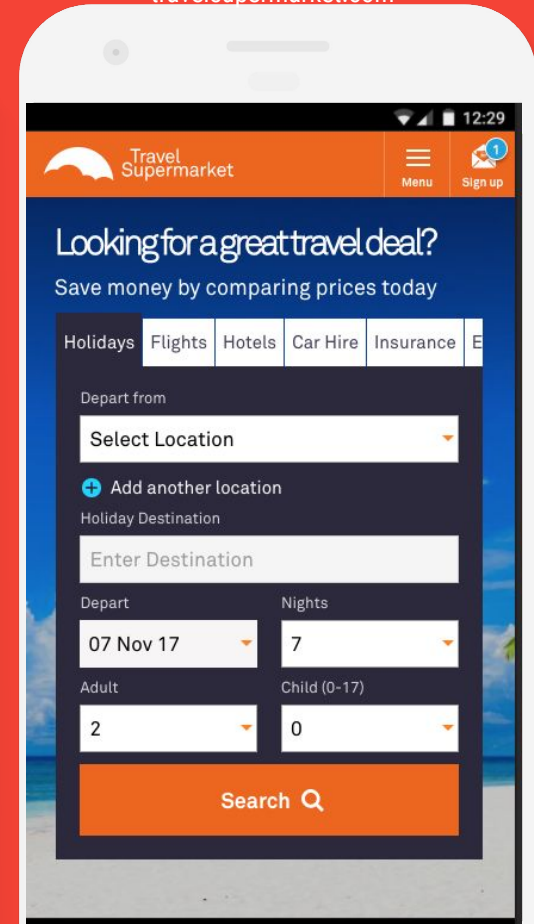
The Skyscanner mobile app interface features a clean, teal-themed design. At the top, there are navigation icons for flights, hotels, and car hire. Below this, users can select their trip type (Return, One way, Multi-city) and specify their departure location (London (Any)). There are checkboxes for 'Add nearby airports' and 'Direct flights only'. The departure and return dates are set to 24/10/2017 and 25/10/2017, respectively. The cabin class and number of travellers are set to '1 adult, Economy'. A prominent green 'Search flights →' button is located at the bottom of the main form. Below the search form, there is a section for 'Popular destinations' with a sub-header 'November 2017' and the text 'Flying from London'.

m.travelrepublic.co.uk



The momondo mobile app interface has a dark blue theme. It features a navigation bar with icons for Flights, Hotels, Car hire, and Inspiration. The main heading is 'Find and compare cheap flights'. The search form includes a departure location field (Waterford (WAT)), a destination field (Fly to city, country or region), and date pickers for departure (12 Nov) and return (17 Nov). The passenger and class information is set to '1 passenger, Economy Class'. There are options for 'Return' and 'Direct preferred'. A large pink circular 'Search' button is centered below the form. At the bottom, there is a section titled 'Open your world' with the text 'Get inspired, find the best deals, and start an unforgettable journey' and a 'Read more' link.

travelsupermarket.com



The Travel Supermarket mobile app interface features a blue and orange color scheme. The main heading is 'Looking for a great travel deal?' with the sub-text 'Save money by comparing prices today'. There are navigation tabs for Holidays, Flights, Hotels, Car Hire, Insurance, and more. The search form includes a 'Depart from' field (Select Location), an 'Add another location' button, and a 'Holiday Destination' field (Enter Destination). The departure date is set to 07 Nov 17, and the number of nights is 7. The number of adults is 2, and the number of children (0-17) is 0. A large orange 'Search' button is located at the bottom of the form.

DISPLAY A CLEAR CTA ABOVE THE FOLD (car hire)

<http://www.rentalcars.com>

Rentalcars.com

Let's find your ideal car

Pick-up Location

Drop car off at different location

Pick-up Date: Fri 10 Nov 2017

Drop-off Date: Mon 13 Nov 2017

10 00 10 00

Driver aged between 30 – 65?

Purpose of rental (optional)

Business

Leisure

Search

No credit card fees

No amendment fees

24/7 phone support

<https://www.travelcar.com/rent-a-car>

TRAVELCAR

Smart rental

Pickup rental

Pickup date and time

11/10/2017 10:00 AM

Drop-off date and time

11/17/2017 10:00 AM

CALCULATE PRICE

<https://www.arguscarhire.com>

arguscarhire.com

The lowest price or the difference back. **Simple.**

Pick-up

Return to a different location

Pick-up date

Start date 10:00

Return date

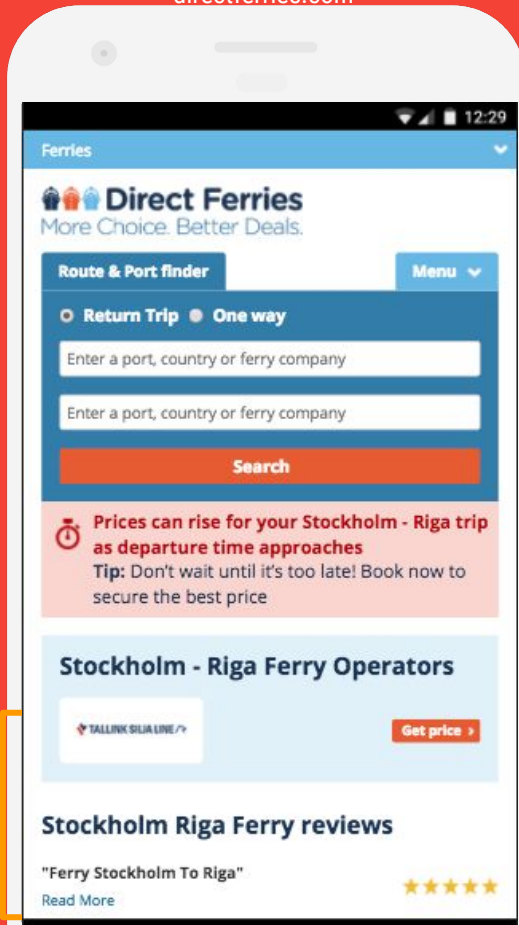
End date 10:00

Driver aged between 25-70

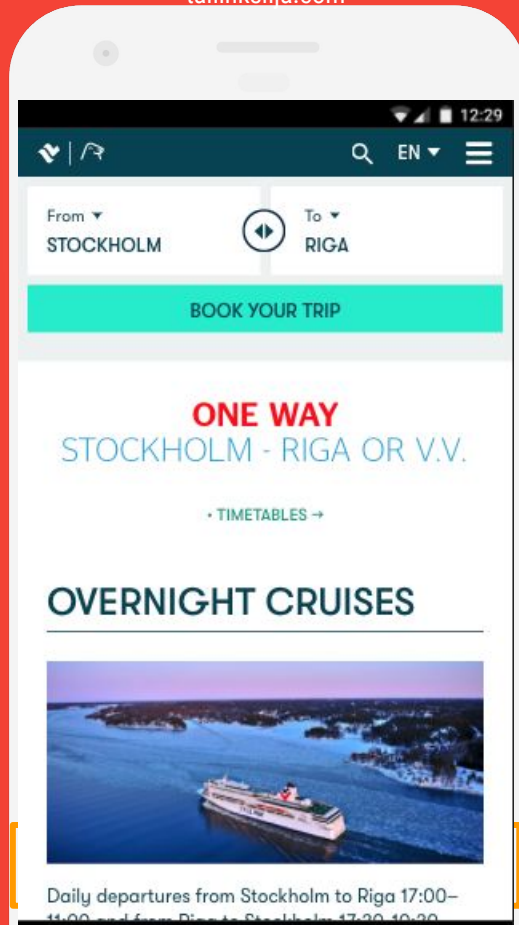
Search

DISPLAY A CLEAR CTA ABOVE THE FOLD (ferries & comparison sites)

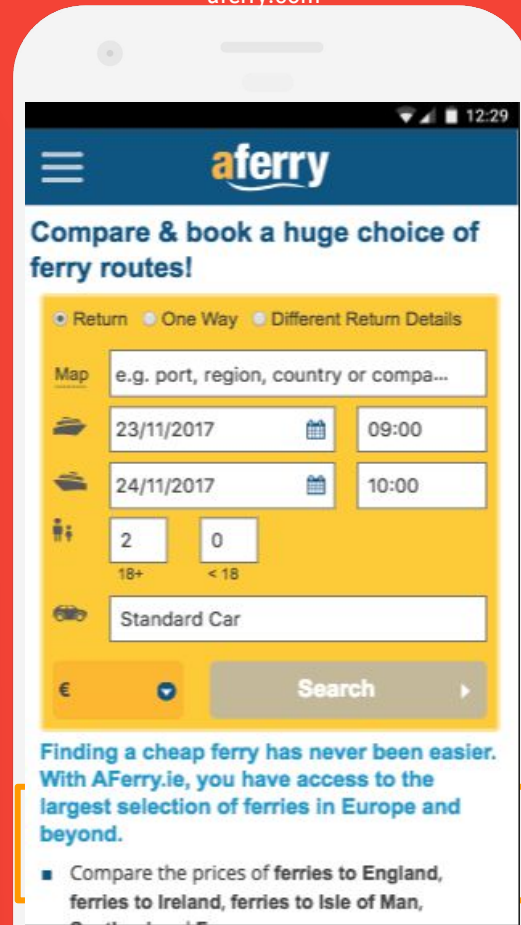
directferries.com



tallinksilja.com

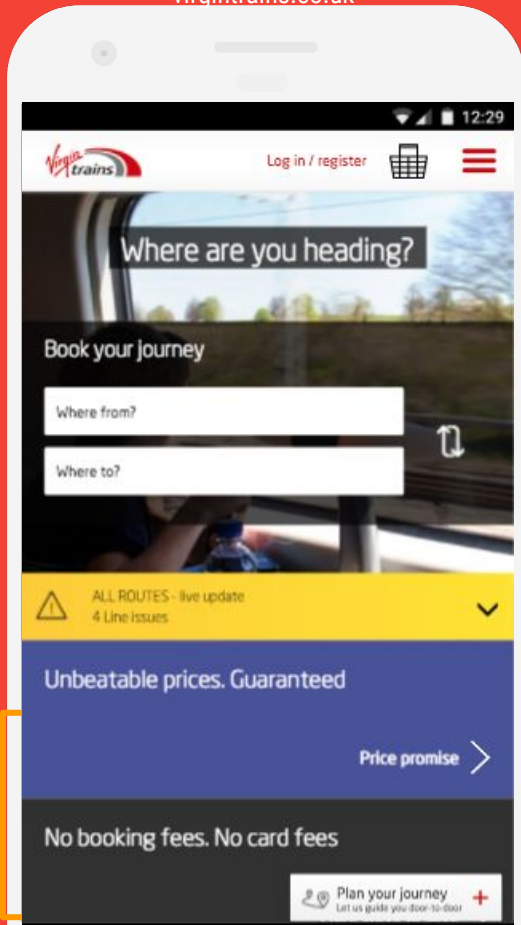


aferry.com

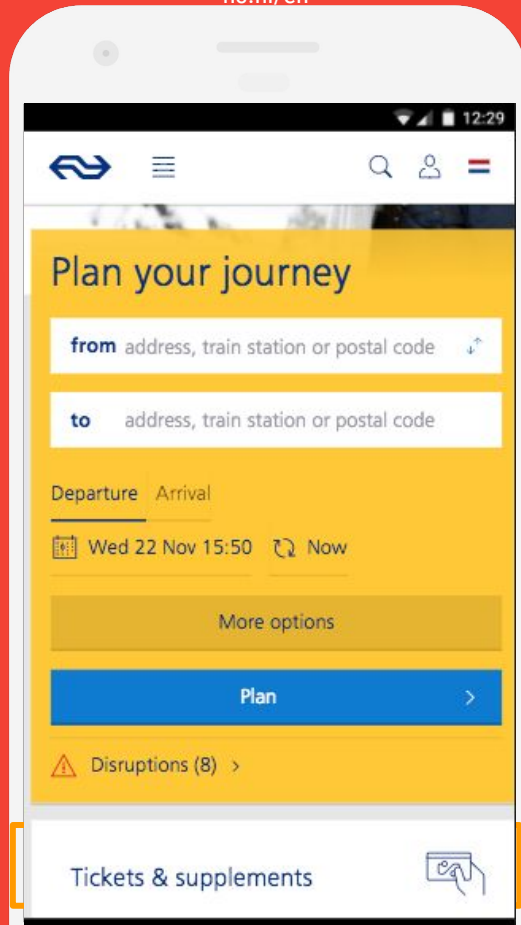


DISPLAY A CLEAR CTA ABOVE THE FOLD (trains)

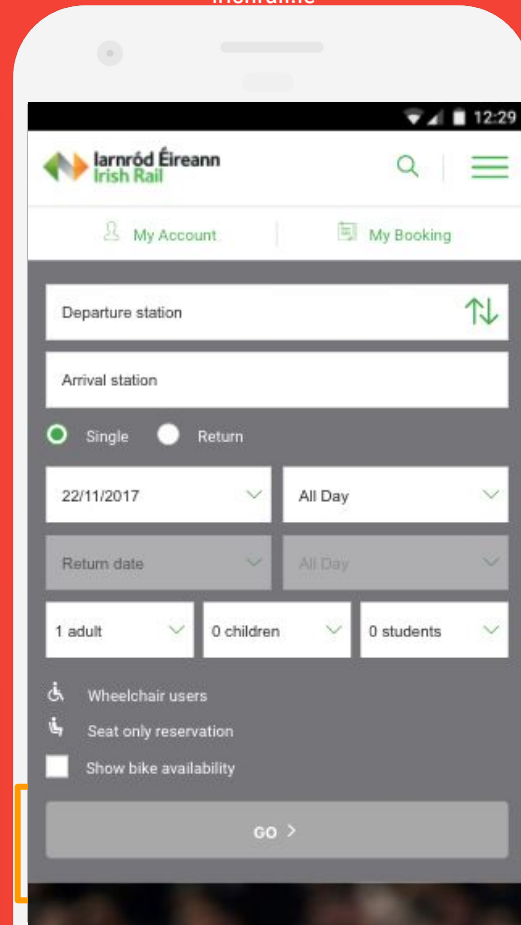
virgintrains.co.uk



ns.nl/en

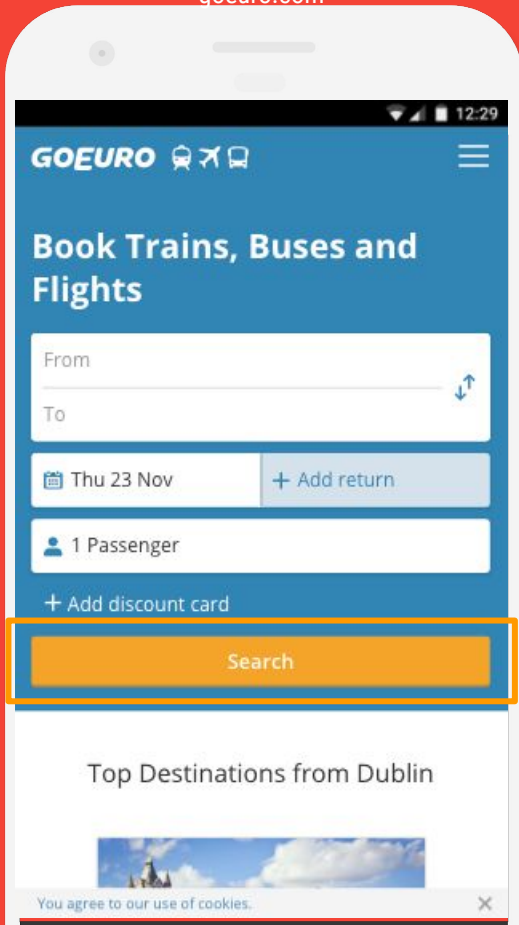


irishrail.ie

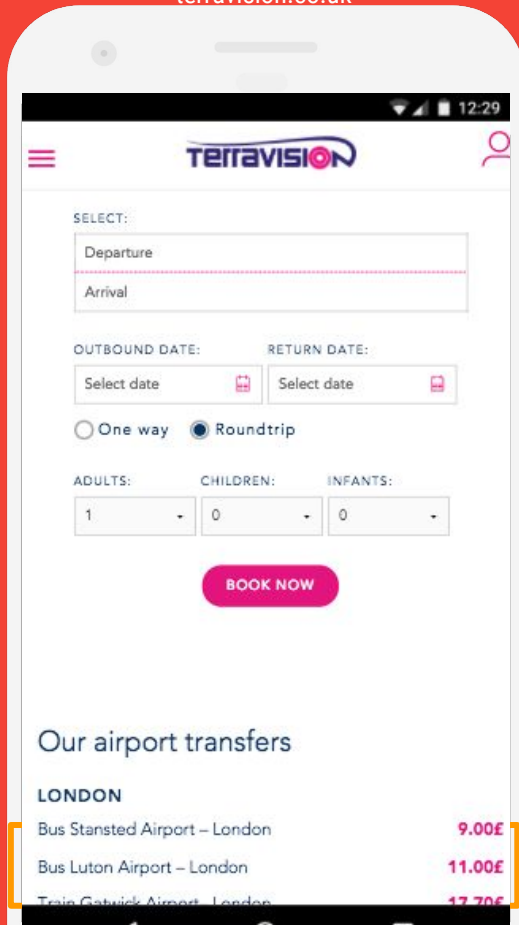


DISPLAY A CLEAR CTA ABOVE THE FOLD (buses)

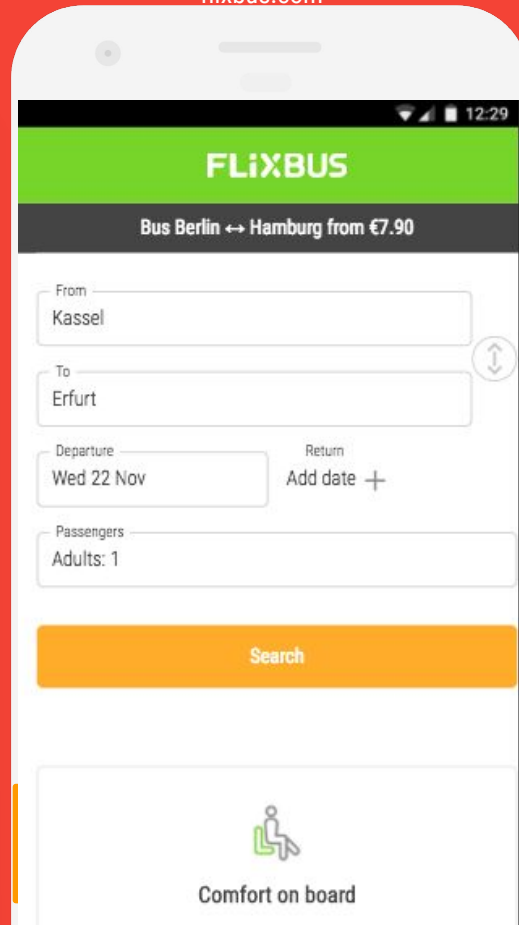
goeuro.com



terravision.co.uk



flixbus.com





One word can change the message.

The word “order” signifies that you have to go through a process – the word “get” focuses on the benefit rather than the process you have to go through





Use “encapsulation” and “color contrast” to make the call-to-action stand out

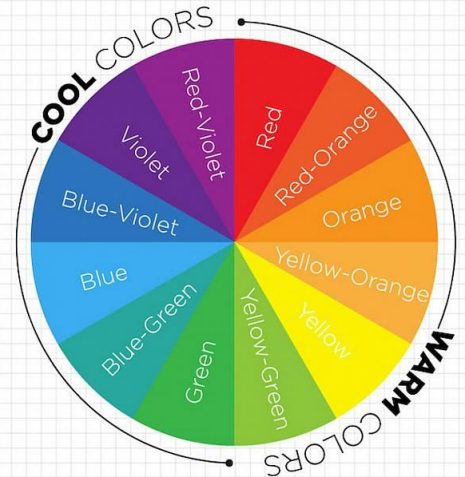




The color that contrasts best with the web page's background color is the one that will make your call-to-action button stand out on the page

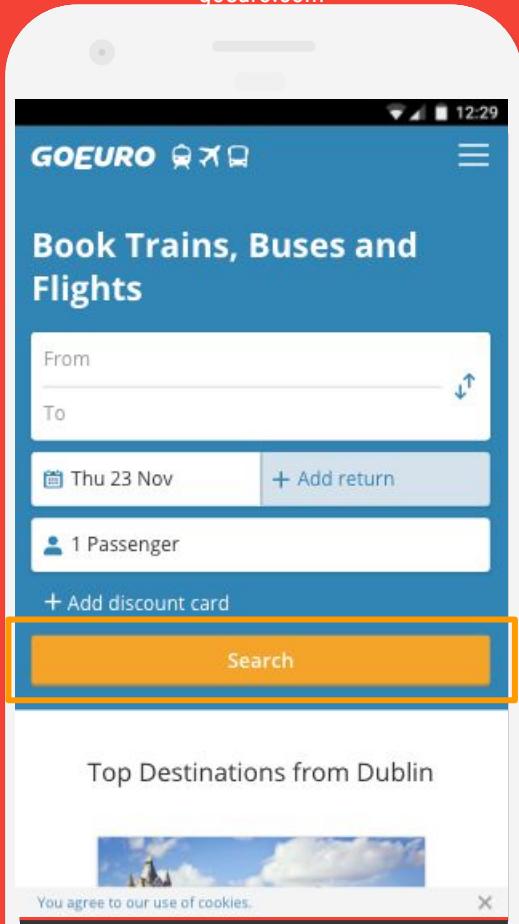
Simply pick the color shown opposite to your site's background color from the color wheel and test it out

COLOR WHEEL

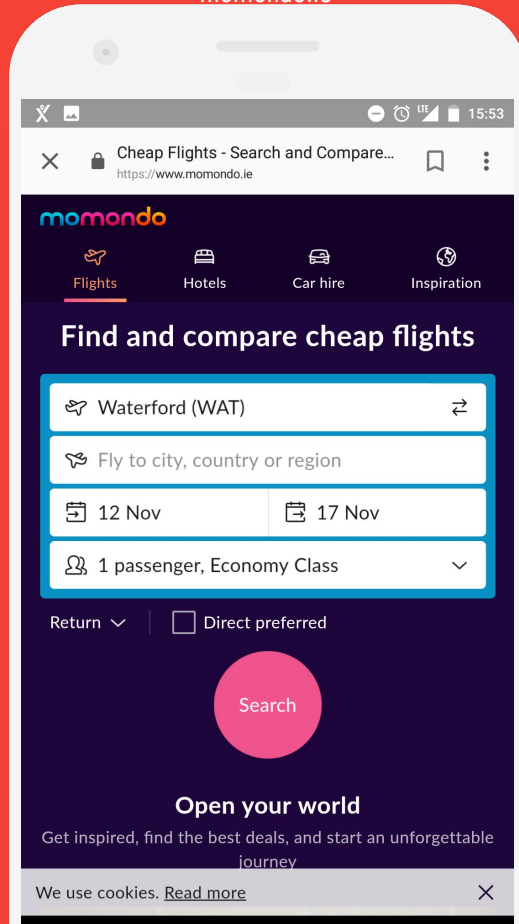


USE CONTRASTING COLOR IN CTAs

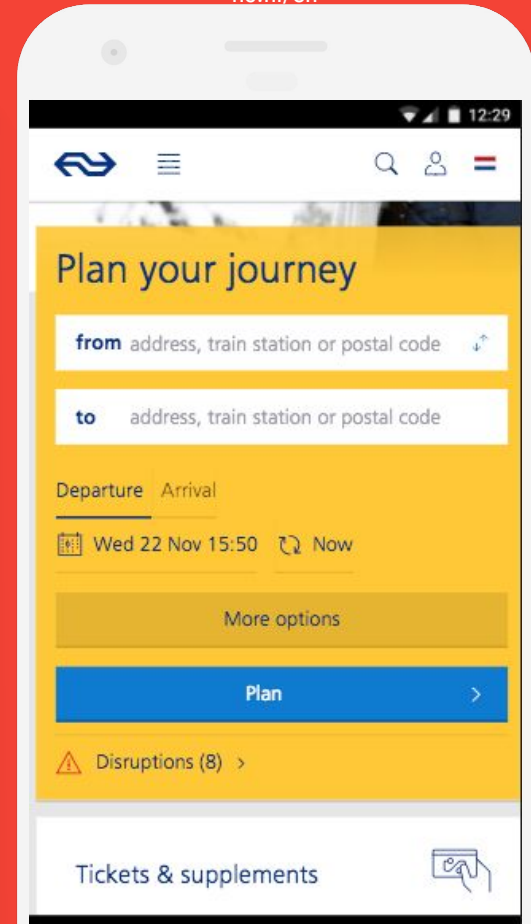
goeuro.com



momondo.ie



ns.nl/en





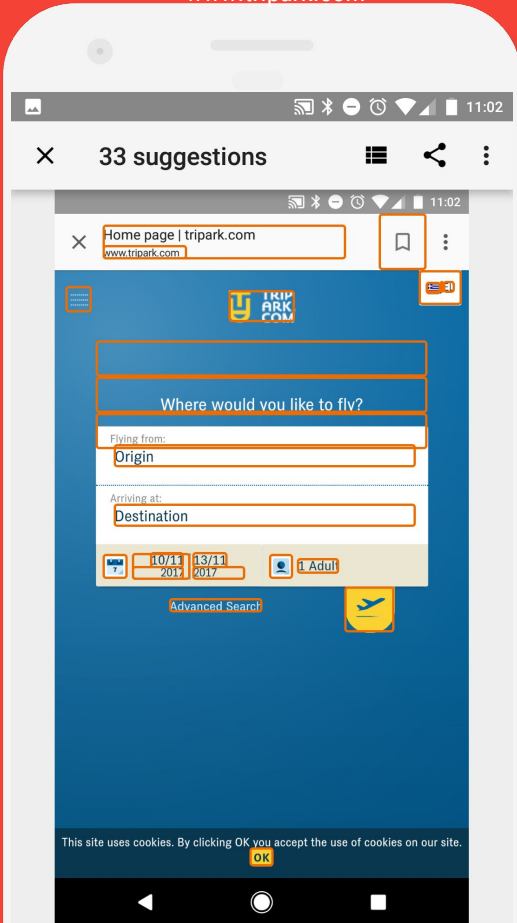
Don't use “ghost buttons” for primary CTAs

- Ghost buttons can fall too far into the background and frustrate users.
- The transparency of ghost buttons can lead to problems of legibility.
- Ghost button can sometimes become a real ghost and blend with the overall layout.

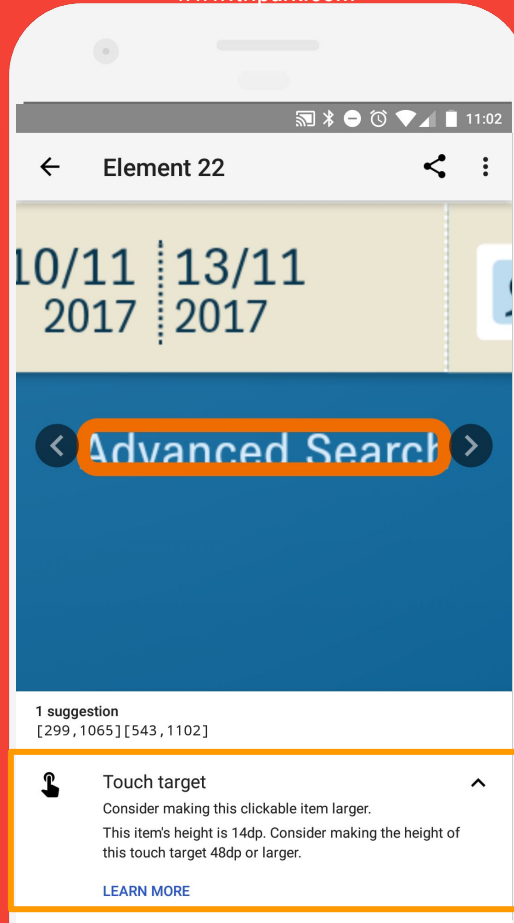
GHOST BUTTON

USE LEGIBLE FONT SIZES + LARGE TOUCH TARGETS (evaluate with Accessibility Scanner)

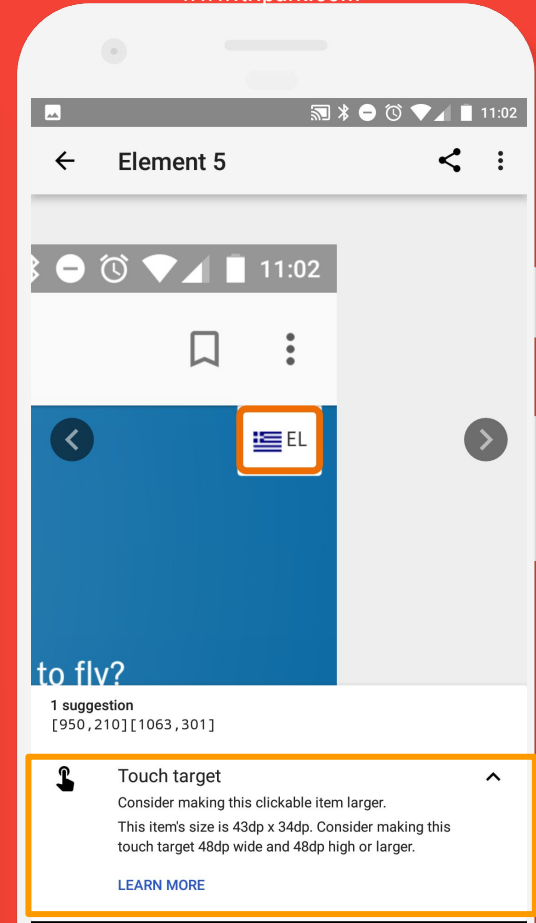
www.tripark.com



www.tripark.com



www.tripark.com

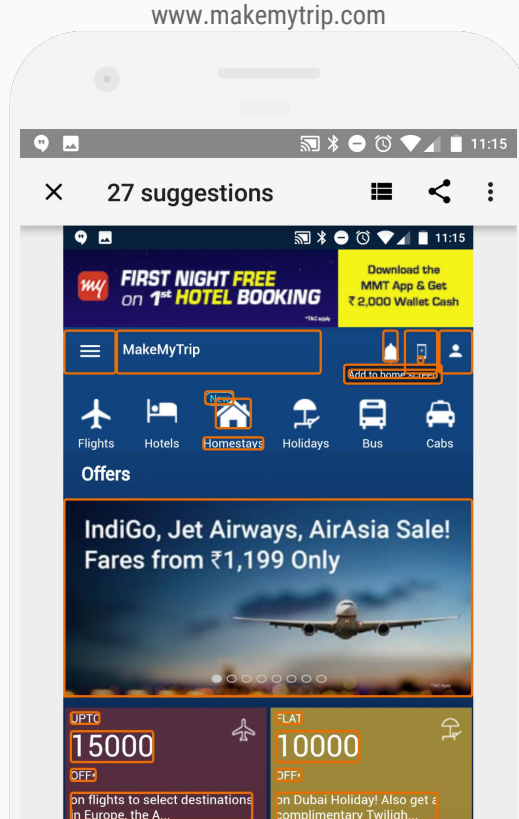


Is my mSite/PWA/app accessible for my users?

Problems to solve: Are the touch target areas convenient to use?
Correct contrast for accessibility matters?

Tools to assess:

- For mSites/PWA/apps: Accessibility scanner app ([Android](#) + [iOS](#))
- For web apps: <https://webaim.org/resources/contrastchecker/>
- For designers using this Sketch App plug is in great: <https://github.com/getflourish/Sketch-Color-Contrast-Analyser>
- General guidance from Google's accessibility UX team <https://sites.google.com/corp/google.com/a11y-ux-resources/home>





Present your value proposition as the first thing the visitors see on your landing page

Value proposition is a clear statement that:

- explains how your product solves customers' problems or improves their situation
- delivers specific benefits
- tells the ideal customer why they should use your service and not from the competition

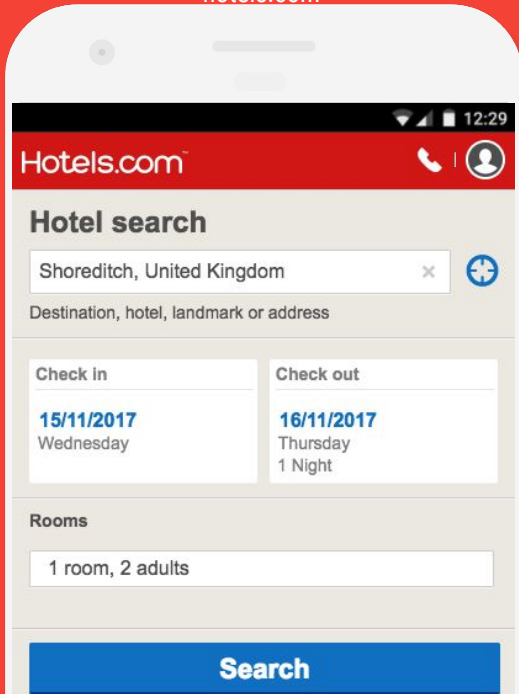


Elements of a good value proposition

- Add value/resolve anxiety from the start
- Not a slogan nor a positioning statement, but focused on your unique campaign proposition
- Focuses on clarity, not cleverness
- Specific, customer-oriented, with a clear benefit and answer to the question “Why you?”

DISPLAY A CLEAR VALUE PROPOSITION ABOVE THE FOLD

hotels.com



Hotels.com

Hotel search

Shoreditch, United Kingdom

Destination, hotel, landmark or address

Check in	Check out
15/11/2017 Wednesday	16/11/2017 Thursday 1 Night

Rooms

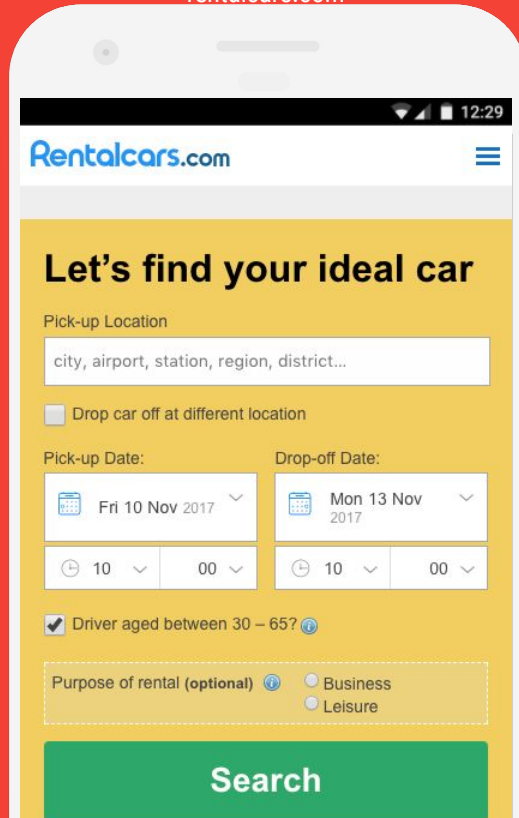
1 room, 2 adults

Search

Why use Hotels.com?

- ✓ **Pay now or later**
on most rooms
- ✓ **Free cancellation**
on most rooms

rentalcars.com



Rentalcars.com

Let's find your ideal car

Pick-up Location

city, airport, station, region, district...

Drop car off at different location

Pick-up Date: Fri 10 Nov 2017

Drop-off Date: Mon 13 Nov 2017

10 00 10 00

Driver aged between 30 – 65?

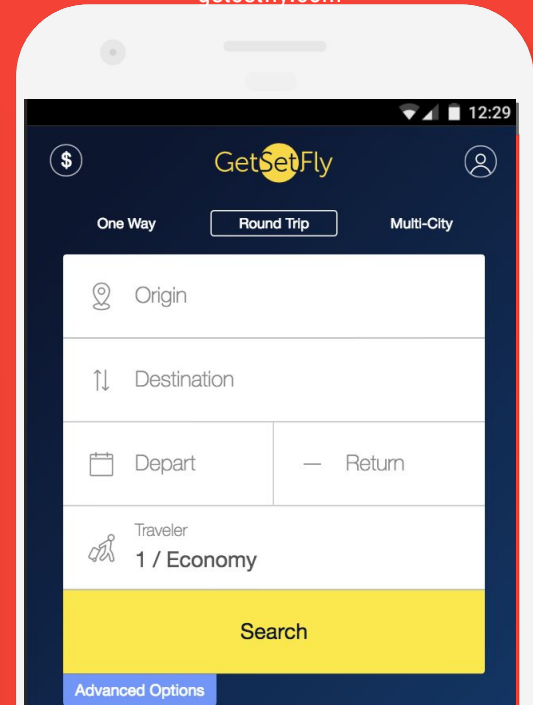
Purpose of rental (optional)

- Business
- Leisure

Search

- ✓ No credit card fees
- ✓ No amendment fees
- ✓ 24/7 phone support

getsetfly.com



GetSetFly

One Way **Round Trip** Multi-City

Origin

Destination

Depart Return

Traveler

1 / Economy

Search

Advanced Options



Best Price Guarantee



No Booking Fees



Triple Reward Points

ONE LINE COOKIE INFO, MOVE IT TO THE BOTTOM (easier to close with the thumb)

edreams.com

The screenshot shows the edreams.com mobile app interface. At the bottom, a yellow box highlights a cookie notice: "By using our website, you accept our Cookies Policy" with a close button (X).

ryanair.com

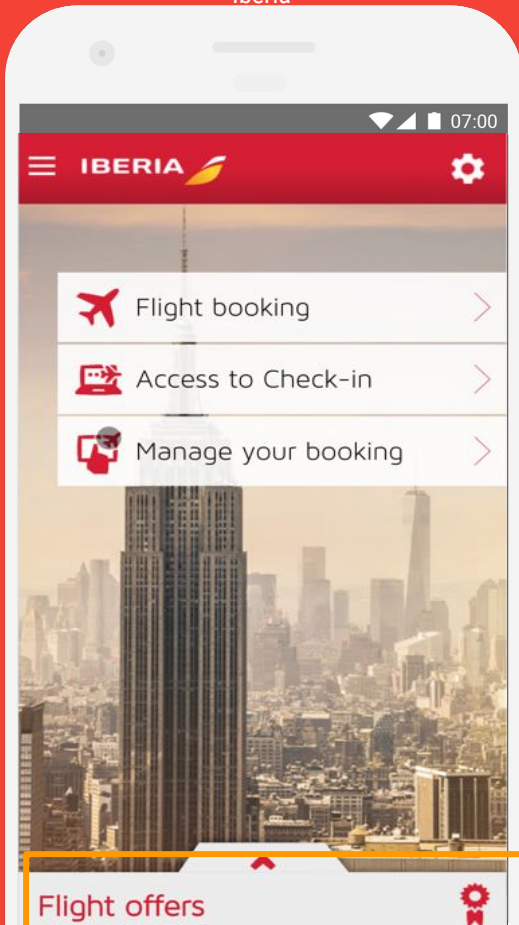
The screenshot shows the ryanair.com mobile app interface. At the bottom, a yellow box highlights a cookie notice: "By using our website you are consenting to our use of cookies in accordance with our Cookie Policy" with a close button (X).

lufthansa.com

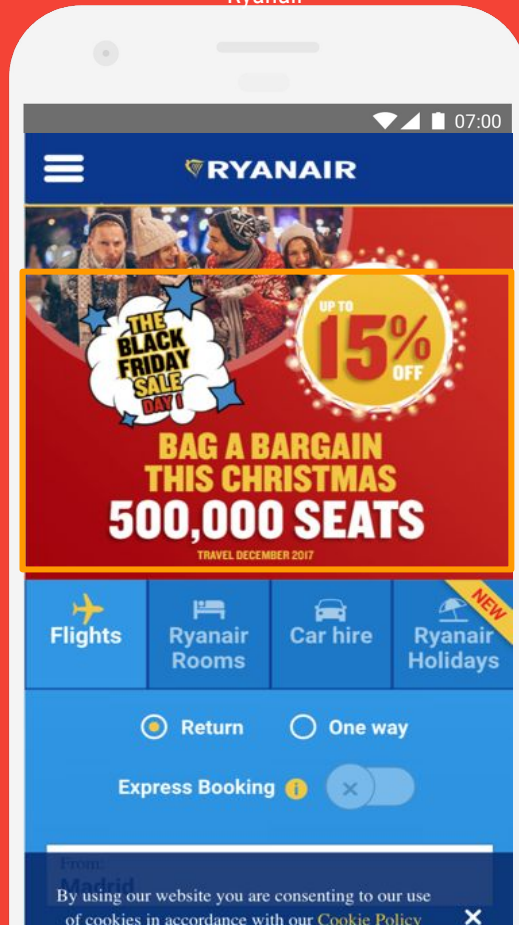
The screenshot shows the lufthansa.com mobile app interface. At the bottom, a yellow box highlights a cookie notice: "To personalize and improve your website experience this site uses cookies. By using LH.com, you agree to our → cookie policy." with a close button (X).

SHOW ASPIRATIONAL CONTENT + SHORTCUTS TO TOP OFFERS ABOVE THE FOLD

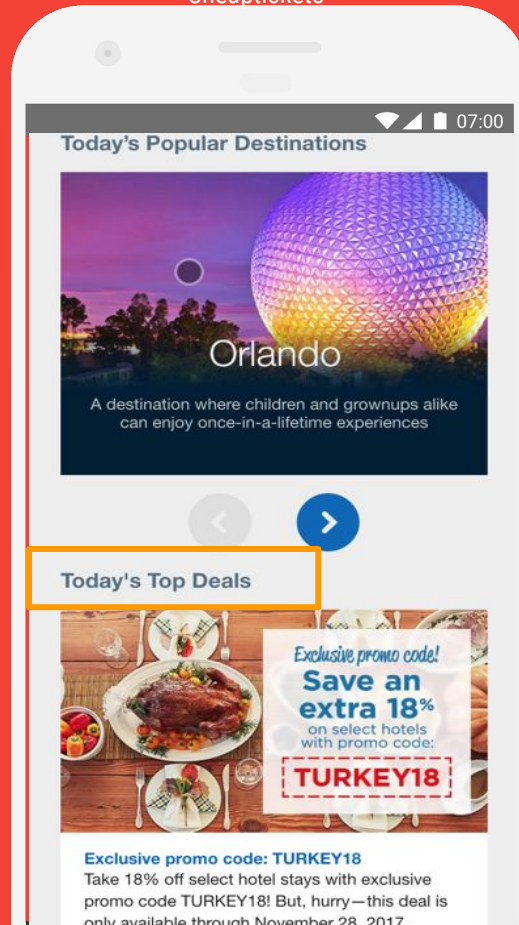
Iberia



Ryanair

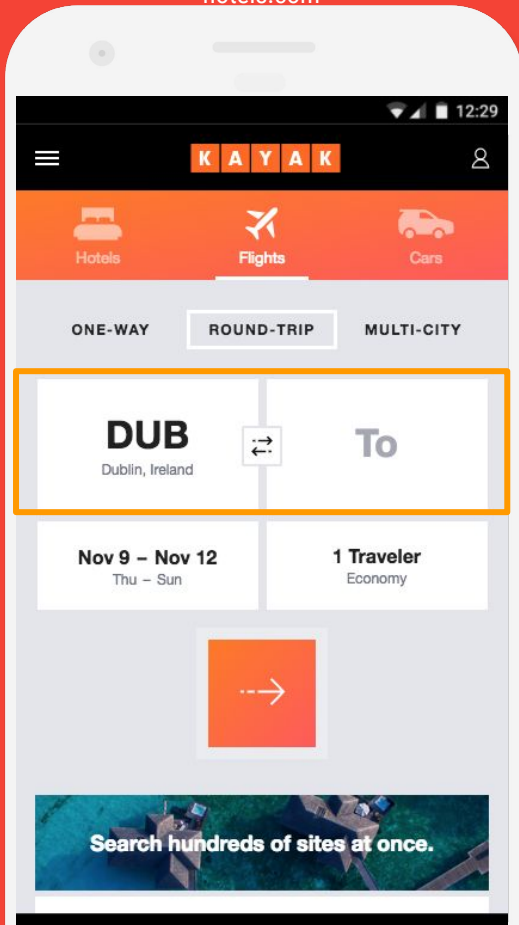


Cheaptickets

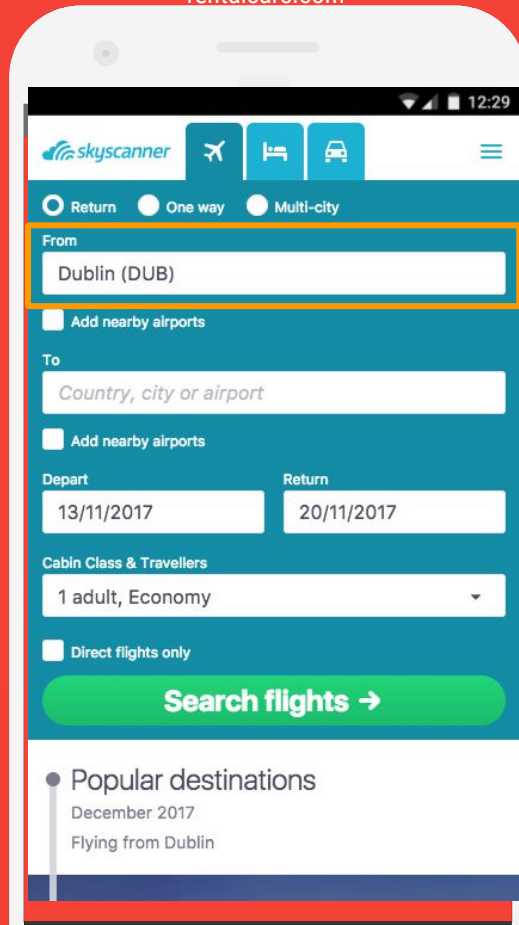


DETECT & PRE-FILL CURRENT LOCATION (flights & flight aggregators)

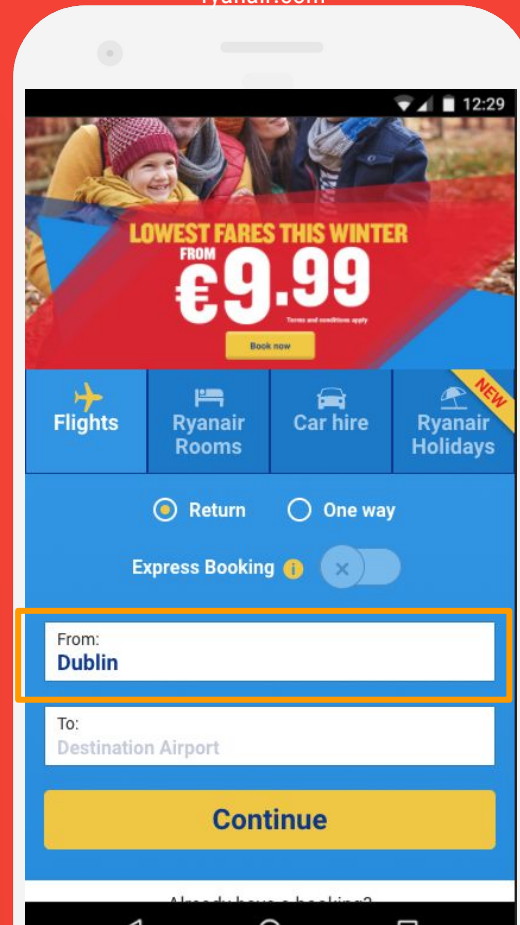
hotels.com



rentalcars.com

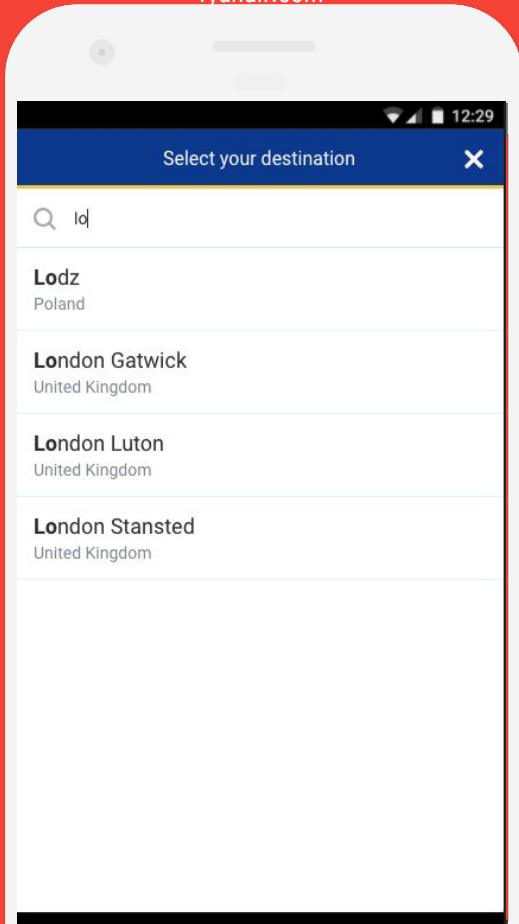


ryanair.com

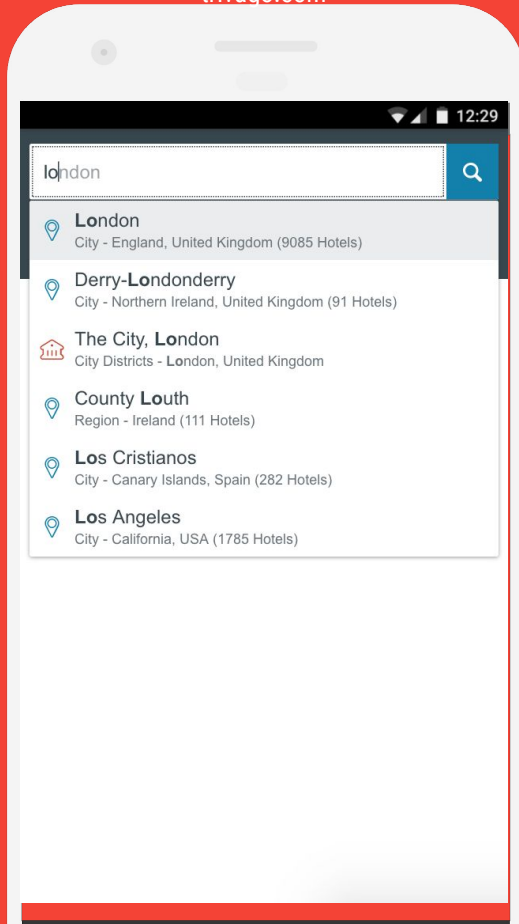


ALLOW TYPING FOR SEARCH, AUTO-SUGGEST AFTER 2 SYMBOLS TYPED

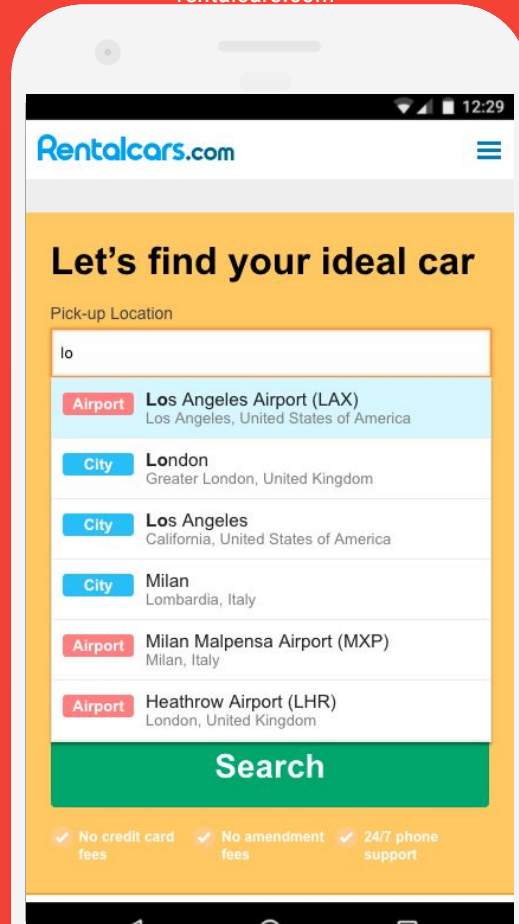
ryanair.com



trivago.com

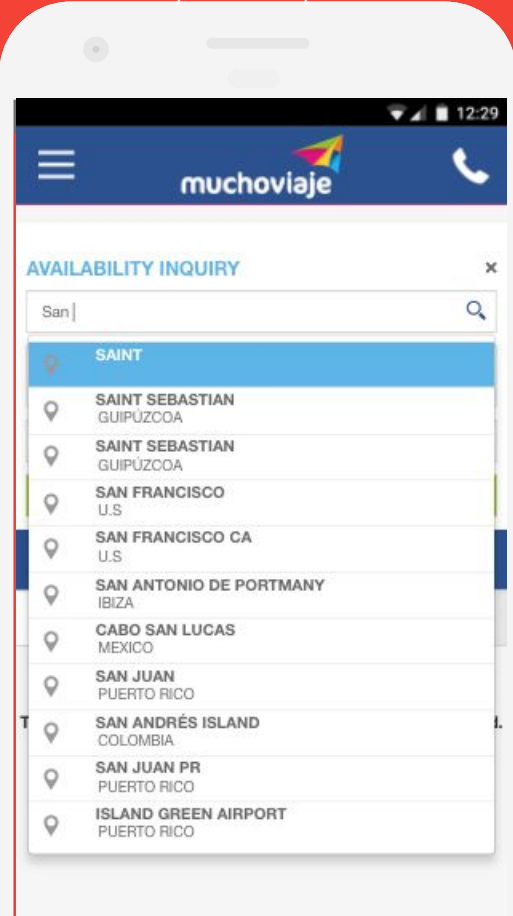


rentalcars.com

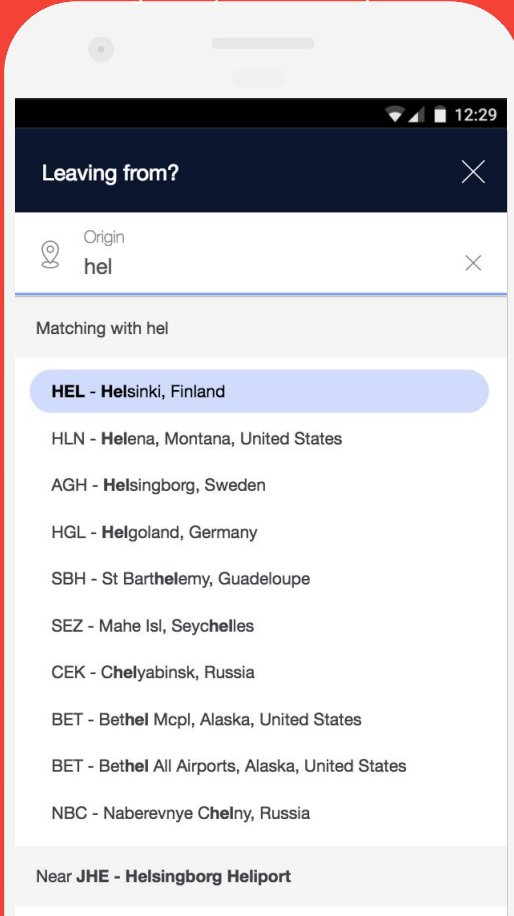


SHOW CLOSEST AIRPORT GEOGRAPHICALLY NOT THE BIGGEST GLOBALLY; GROUP AIRPORTS

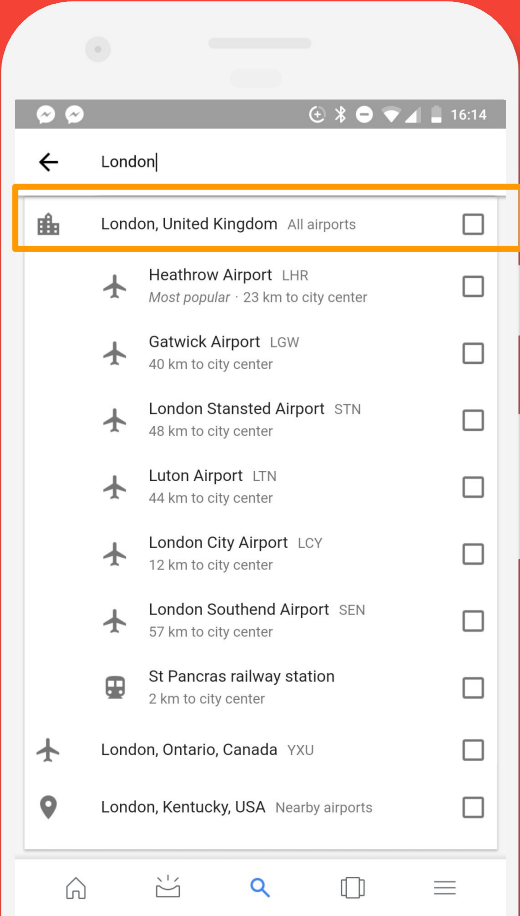
Muchoviaje.com for Spanish users



getsetfly.com for Europe



Google Flights



SURFACE & SHOW PREVIOUS SEARCHES (hotels & flights)

booking.com

Booking.com

Search

Destinations, properties, even an address

London

Check-in date
Wed 15 Nov 2017

Check-out date
Thu 16 Nov 2017

Wednesday night

Adults 2


Children 0

.genius Show my Genius discount first

Search

[Search nearby for tonight >](#)

Finish booking at:

 **Ace Hotel London Shoreditch**
London

Google Flights

Where to?

Recent destinations

- San Francisco SFO
- London
- Barcelona

MORE RECENT DESTINATIONS

Popular destinations Fri, Nov 24 - Tue, Nov 28

- London Nonstop · 1h 10m+ from €49
- New York City Nonstop · 7h 10m+ from €416
- Amsterdam Nonstop · 1h 35m+ from €61
- Paris Nonstop · 1h 35m+ from €65
- Manchester Nonstop · 1h 0m+ from €94

hotels.com

Pay now or later
on most rooms

Free cancellation
on most rooms

Continue your search [See all](#)

[Sligo, Ireland](#) ✕
Sun 19 - Mon 20 November 2017, 1 night, 1 room, 2 adults

[London, United Kingdom](#) ✕
Wed 15 - Thu 16 November 2017, 1 night, 1 room, 2 adults

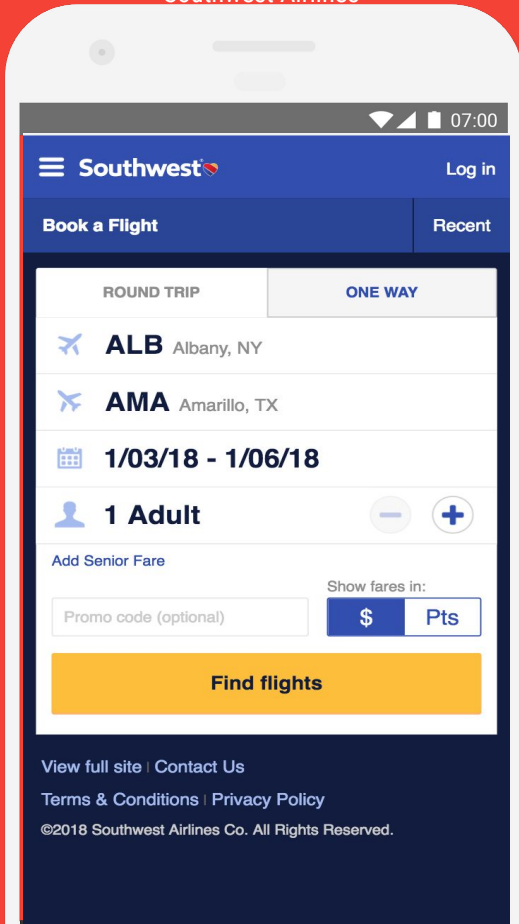
WINTER SALE

SAVE UP TO **40%**

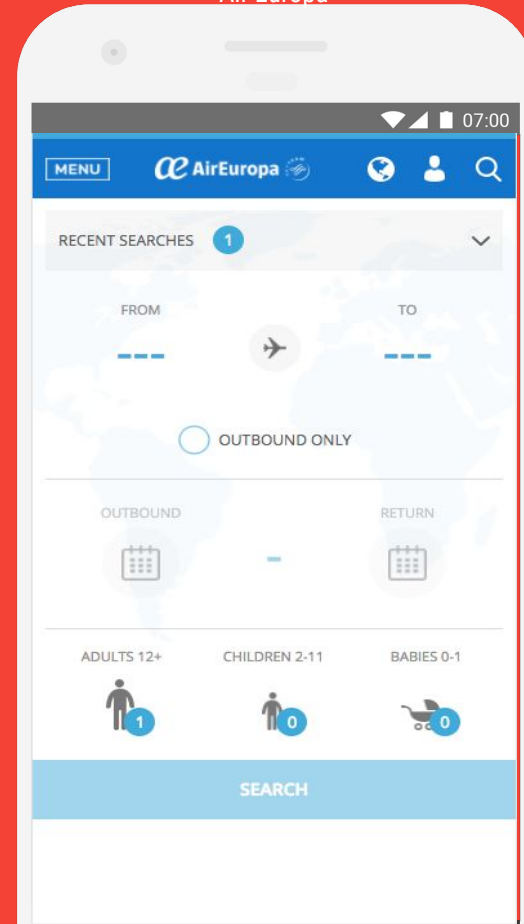
Winter Sale
Save up to 40%
[Book now](#)

Display recent searches

Southwest Airlines

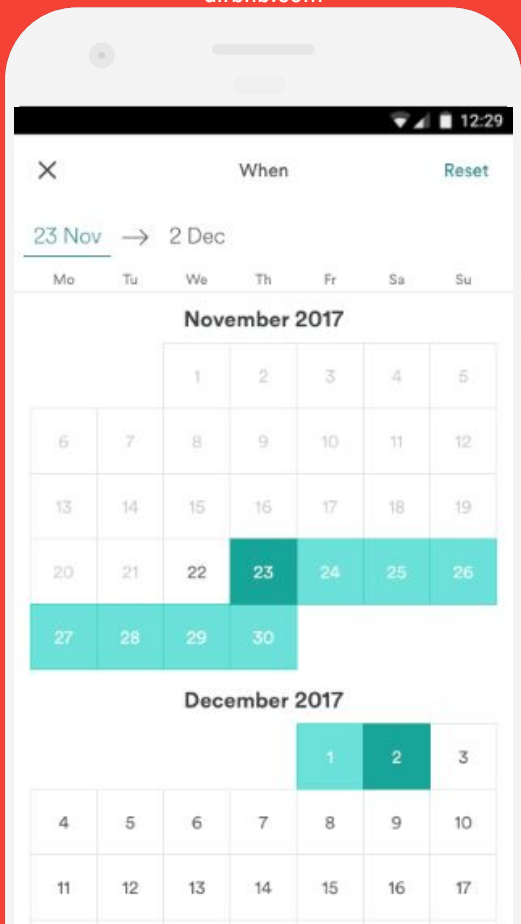


Air Europa

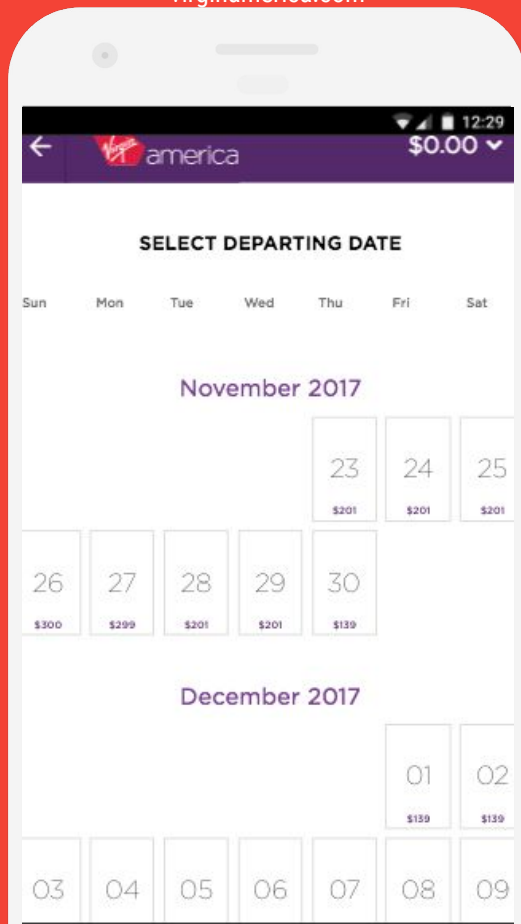


CALENDAR VIEW, AVOID DROP DOWNS; FOR FLIGHTS SHOW PRICE UPFRONT

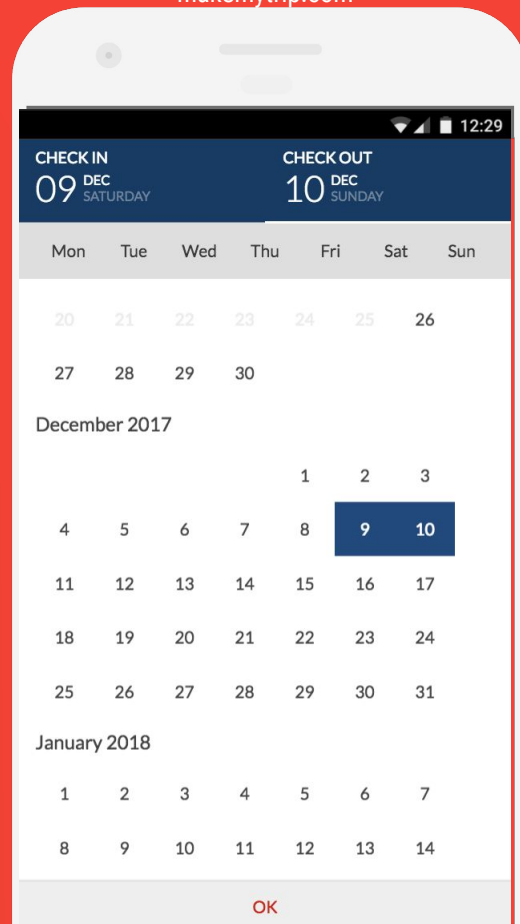
airbnb.com



virginamerica.com

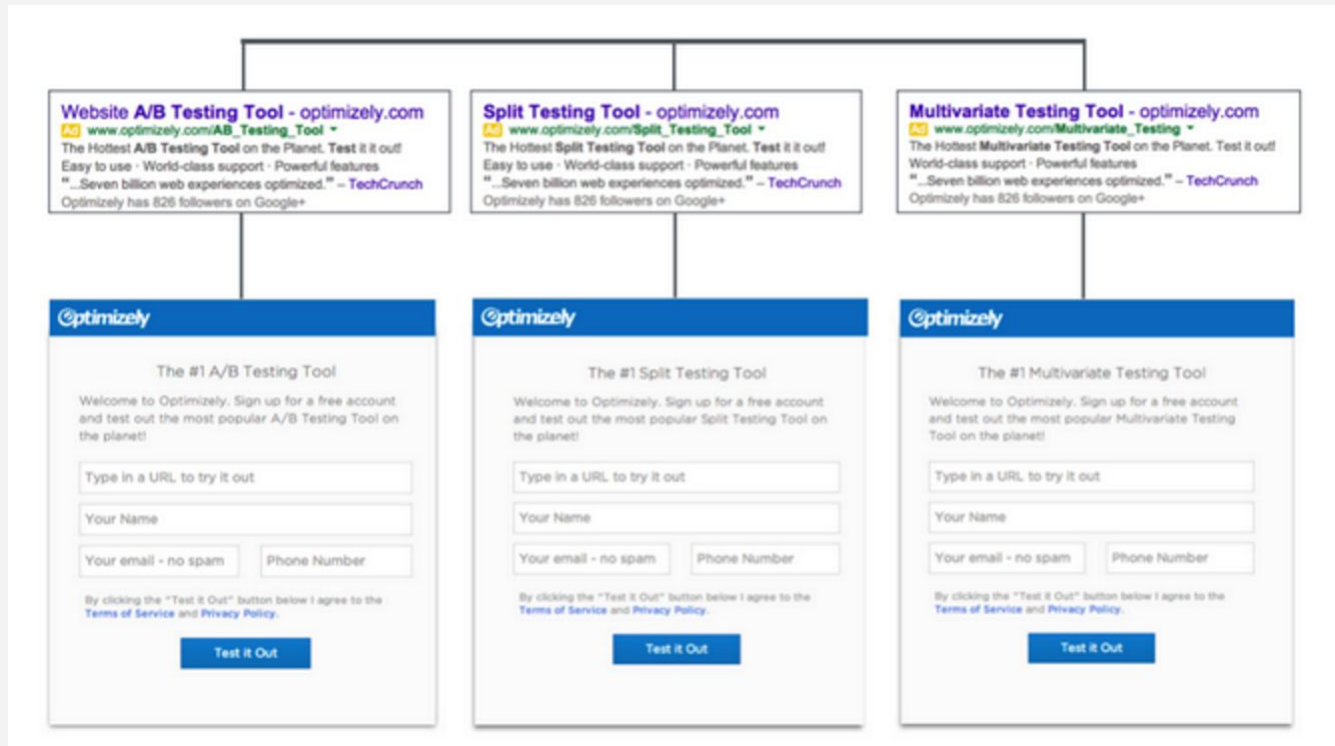


makemytrip.com





Use symmetric messaging on landing pages reflecting user intent / ad text





Use symmetric messaging on landing pages reflecting user intent / ad text

Optimizely

Experiment Variations

secret Escapes
Hand-picked hotels. Member-only rates.

Already a member? Sign in

Join now for free
Save up to 70% on luxury hotels and holidays.

Email:

JOIN NOW

or join with Facebook

You give us...
Just your email address

We give you...
access to the best rates, guaranteed, for hand-picked hotels in the UK and abroad.

Welcome to the worst-kept secret in luxury travel

SAVE UP TO 70%
SAVE UP TO 70%
SAVE UP TO 70%

Control - Generic landing page

secret Escapes
Hand-picked hotels. Member-only rates.

Already a member? Sign in

Join now for free
Save up to 70% on luxury spa breaks

Email:

JOIN NOW

or join with Facebook

You give us...
Just your email address

We give you...
access to the best rates, guaranteed, for hand-picked hotels in the UK and abroad.

Welcome to the worst-kept secret in luxury travel

SAVE UP TO 70%
SAVE UP TO 70%
SAVE UP TO 70%

Variation 1 - **26% increase in sign-ups**

Symmetrical sub-head & image

secret Escapes
Hand-picked hotels. Member-only rates.

Already a member? Sign in

Save up to 70% on luxury spa breaks
Join the worst kept secret in luxury travel

Email:

JOIN NOW

or join with Facebook

You give us...
Just your email address

We give you...
access to the best rates, guaranteed, for hand-picked hotels in the UK and abroad.

Welcome to the worst-kept secret in luxury travel

SAVE UP TO 70%
SAVE UP TO 70%
SAVE UP TO 70%

Variation 2 - **32% increase in sign-ups**

Symmetrical headline & image, updated sub-head

Listing/Detail Page as the Landing Page



70% of consumers trust consumer opinions online.
63% more likely to buy when reviews are displayed.
(Nielsen)

Social proof examples to include on landing pages:

- Number of tweets, followers, likes
- Number of comments / reviews
- Star ratings
- Written testimonials
- Video testimonials

USE LIMITED REAL ESTATE EFFICIENTLY, ALLOW TO COMPARE EASILY BETWEEN RESULTS

rentalcars.com

The screenshot shows the rentalcars.com mobile app interface. At the top, it displays the website name, a UK flag, and a notification icon. The search parameters are set to 'Dublin Airport (DUB)' for the dates 'Sat 11/11/17 10:00 AM - Sun 11/12/17 10:00 AM'. Below this, there are options to 'Sort by' and 'Filter'. A message states 'It's busy in Dublin Airport (DUB) on your dates, prices are likely to rise.' The main listing is for an 'Opel Astra' (Compact, Top seller) with a price of 23.17 €. The car features are listed as: 5 Seats | 4 Doors, Without Air Conditioning, Manual, Full to Full, Mileage: Unlimited, and FREE Amendments. A 'Book Now' button is visible. Below the Opel Astra, a 'Nissan Micra' listing is partially visible.

booking.com

The screenshot shows the booking.com mobile app interface. It displays a list of apartment listings in Shoreditch, London. The first listing is 'Shoreditch One' with a rating of 7.9 (Good) and a price of €144. The second listing is 'Shoreditch One' with a rating of 8.5 (Very good) and a price of €223. The third listing is 'Central Hoxton Shoreditch' with a rating of 8.0 (Very good) and a price of €118 (reduced from €160). The fourth listing is 'M by Montcalm Shoreditch London Tech City' with a rating of 9.0 (Superb) and a price of €298. Each listing includes a photo, a rating, a location, and a 'Latest booking' timestamp. The 'Central Hoxton Shoreditch' listing is highlighted with an orange border.

airbnb.com

The screenshot shows the airbnb.com mobile app interface. It displays a search for 'Anywhere · Experiences'. Below the search bar, there are filters for 'Dates', 'Guests', and 'Filters'. A message prompts the user to 'Enter dates to see full pricing'. The main content area shows a grid of experience listings. The first row includes 'WINE TASTING · BARCELONA...' and 'GUIDED HIKE · SYDNEY Blue Mountains Day Trip. Escape the...'. The second row includes 'GUIDED HIKE · BARCELONA Explore Montserrat Monastery &...' and 'WORKSHOP · PRAGUE Your own fragrance. Are Yo...'. Each listing features a photo, a title, a price per person, a star rating, and a number of reviews.

USE VISUALS/ICONS FOR EASIER INFO PROCESSING

airbnb.com

Overview · Reviews · The Host · Location

Amenities

- Internet
- Wireless Internet
- Family/kid friendly
- Free parking on premises

+ More

Prices

Cleaning Fee €25

Always communicate through Airbnb
To protect your payment, never transfer money or communicate outside of the Airbnb website or app.
[Learn more](#)

Sleeping arrangements

- 1 bed
- 2 beds

€81 per night
★★★★ 177

Book

booking.com

available on site. Some rooms feature a sitting ...

- Internet**
 - Free! WiFi is available in public areas and is free of charge.
- Parking**
 - Free! Free private parking is available on site (reservation is not needed).
- Pets**
 - Pets are not allowed.
- Food & Drink**
 - Restaurant
 - Room Service
 - Bar
 - Restaurant With Dining Menu
- Front Desk Services**
 - 24-Hour Front Desk
 - FREE Newspapers
 - FREE Safe
- Common Areas**
 - Grounds
 - Terrace
 - Library
- Entertainment and Family Services**
 - Babysitting/Child Services (additional charge)
 - Playground
- Cleaning Services**
 - Laundry (additional charge)
- Miscellaneous**
 - Facilities for Disabled Guests
 - Elevator
 - Heating

Missing some information?

Activities & Entertainment

- Tennis Court
- Golf Course (within 2 miles)
- Sauna
- Spa

booking.com

Standard Twin Room

Someone just booked this – reserve now while available!

Fits 2 people

Beds: 2 twin beds

Room with a view

Excellent breakfast included in the price

Flexible

- FREE cancellation before March 13, 2018
- NO PREPAYMENT NEEDED – pay at the property

Price for 2 nights
€ 418

Reserve

Jackpot! This is the cheapest price you've seen in Sneem for your dates!
2 nights (Mar 16 - Mar 18)

Book now, PAY AT THE PROPERTY
With FREE cancellation on most rooms

Double Room with Mountain View

Fits 2 people

Bed: 1 full bed

Bathtub

Excellent breakfast included in the price

Flexible

- FREE cancellation before March 13, 2018
- NO PREPAYMENT NEEDED – pay at the property

Price for 2 nights
€ 418

In high demand!

ALLOW EASY SORTING BETWEEN RESULTS

rentalcars.com

rentalcars.com

https://www.rentalcars.com/Search...
https://www.rentalcars.com

Rentalcars.com

Vilnius Airport (VNO)
Thu 09/11/17 10:00 AM - Sun 12/11/17 10:00 AM

Sort by

- Recommended
- Price Low to High
- Price High to Low
- Rating

Show all 195 cars

EXCELLENT VALUE
Fiat 500
or Similar
7.7 / 10

MINI LOCATION RATINGS

momondo.com

momondo.com

17 Dec
DEL - RIX

- CHEAPEST
278 EUR
12h 10m
- QUICKEST
2,075 EUR
11h 10m
- BEST
278 EUR
12h 10m

Estimated additional fares

Aeroflot Russian Airlines

01:25 DEL 12h 10m RIX 10:05
10 Economy 278 EUR

+ 13 more from Aeroflot Russian Airlines

Finnair

10:35 DEL 12h 35m RIX 19:40
9.9 Economy 323 EUR

Finnair

10:35 DEL 27h 35m RIX 10:40
8.2 Economy 323 EUR

Filter results
Showing all 449 results

airbnb.com

airbnb.com

Filters Reset

Travelling for work?

Business Travel Ready
Show homes with amenities for work trips like wife and 24-hour check-in.

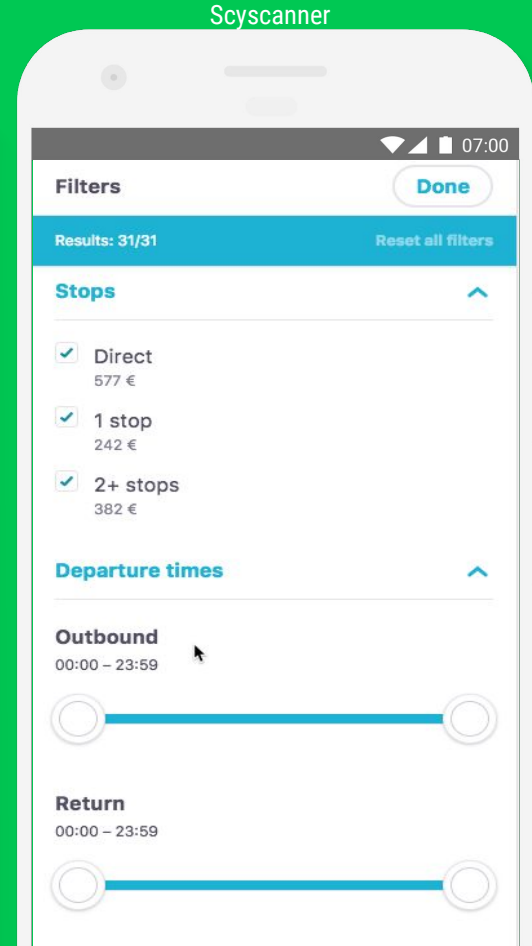
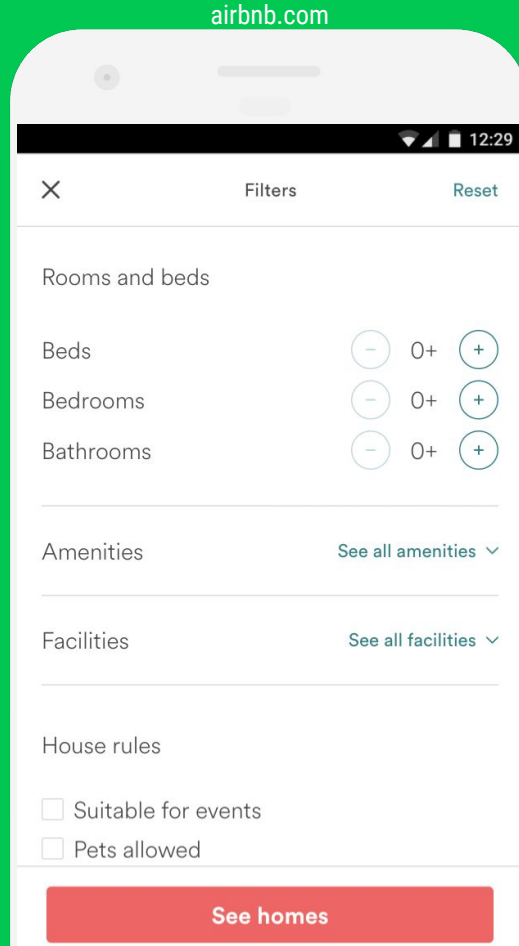
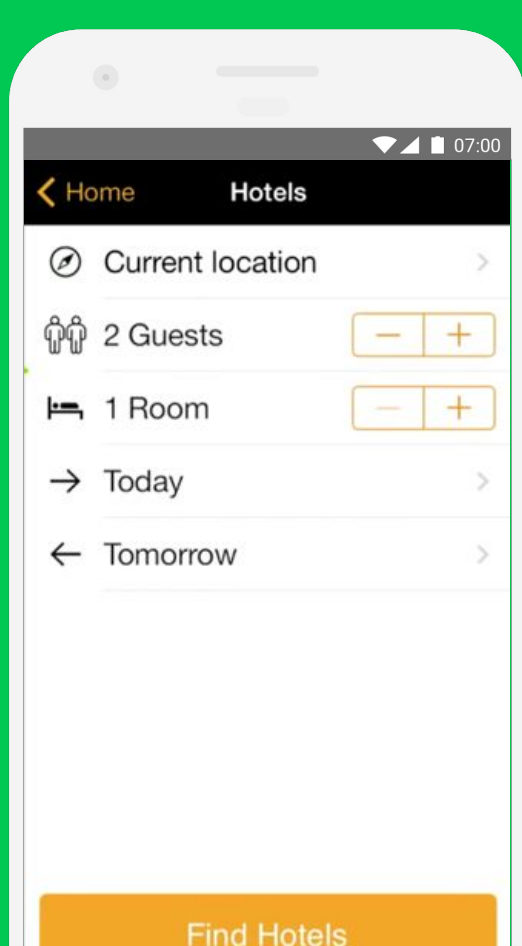
Room type

- Entire place
Have a place to yourself
- Private room
Have your own room and share some common spaces
- Shared room
Stay in a shared space, like a common room

Price range

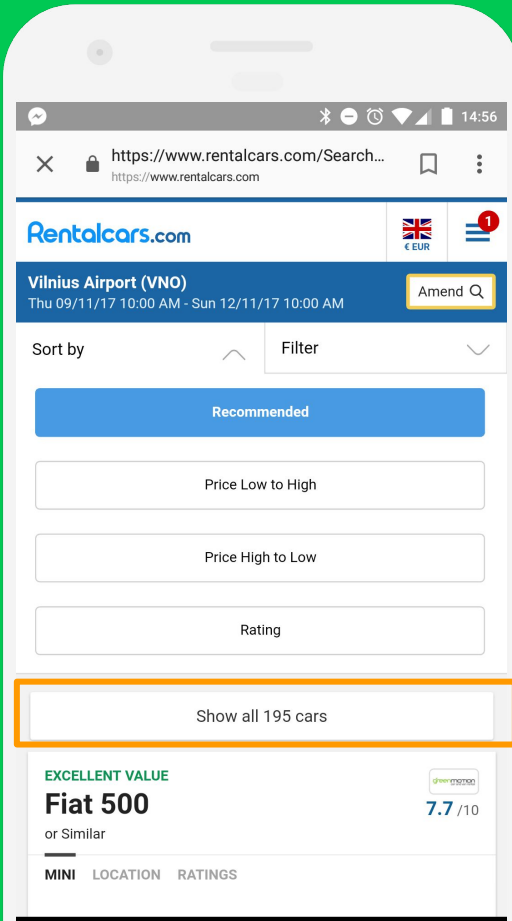
See homes

AVOID DROP DOWNS, MEASURE UX IN NUMBER OF TAPS TO COMPLETE ACTION

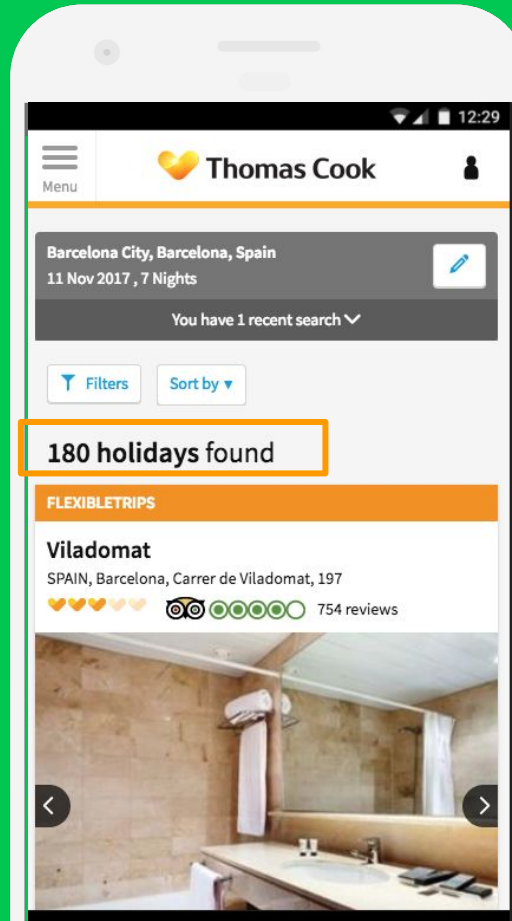


SHOW TOTAL NUMBER OF RESULTS

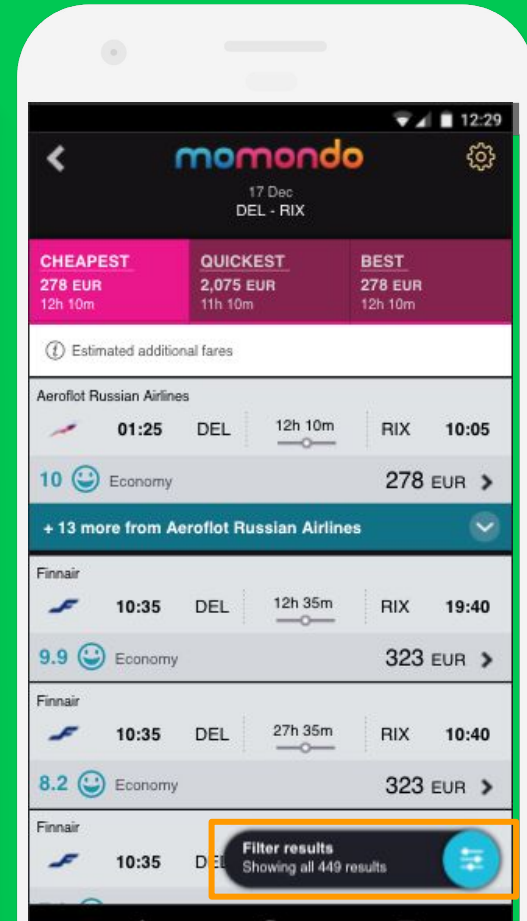
rentalcars.com



thomascook.com

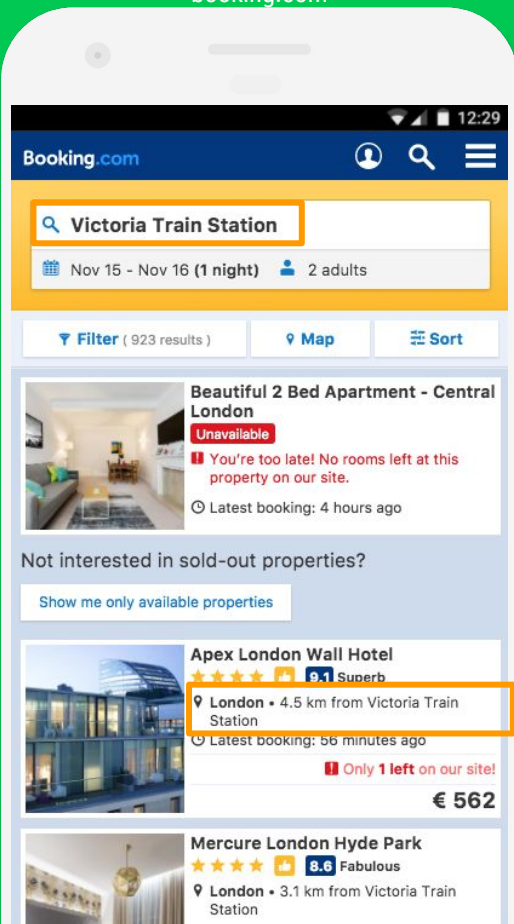


momondo.com

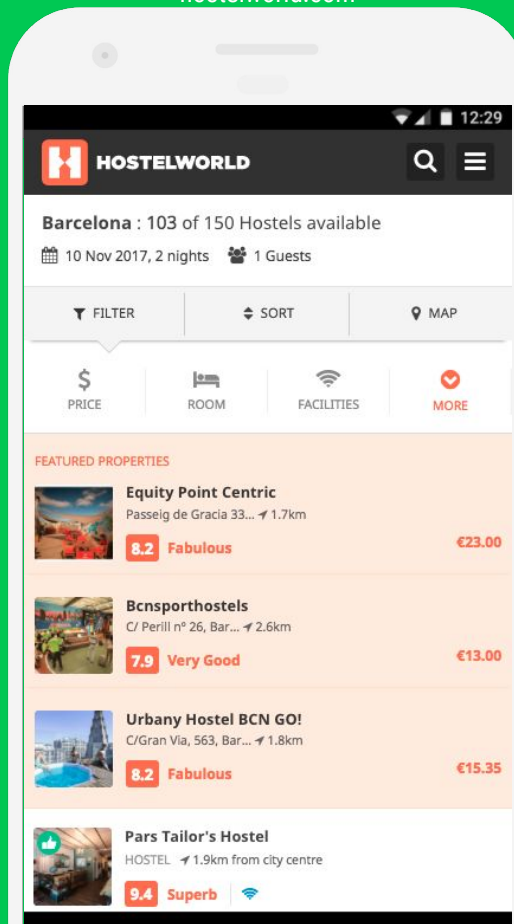


IF EXACT LOCATION CHOSEN, SHOW EXACT DISTANCE TO IT; ALLOW MAP VIEW/SEARCH

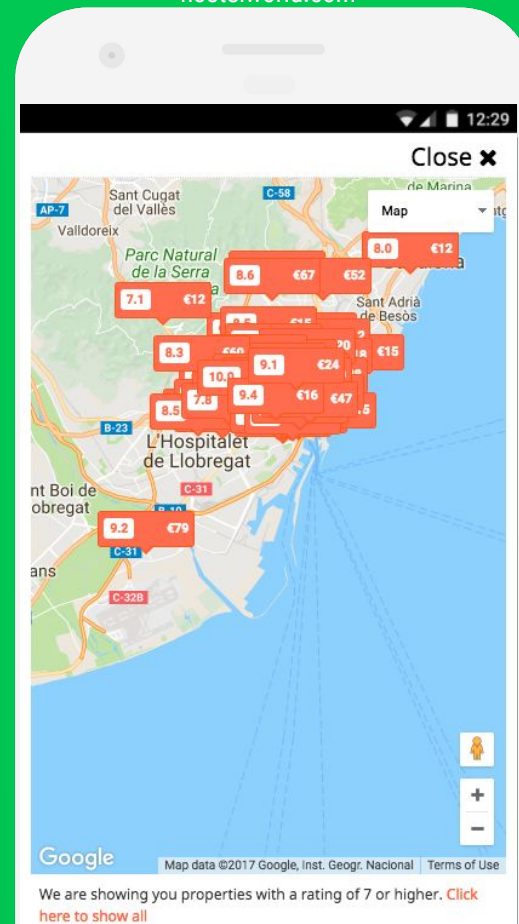
booking.com



hostelworld.com



hostelworld.com

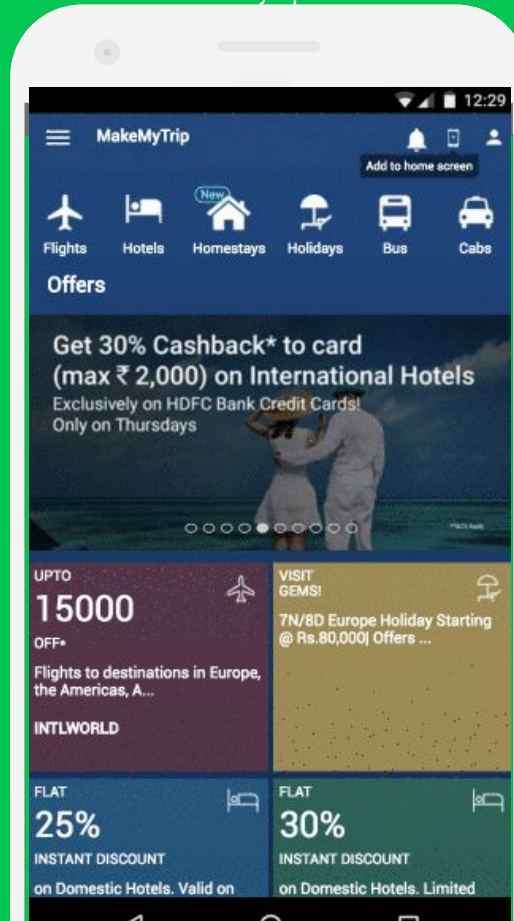


ALLOW SCROLLING BETWEEN IMAGERY/OFFERS IN THE LISTING; LAZY LOAD IMAGES

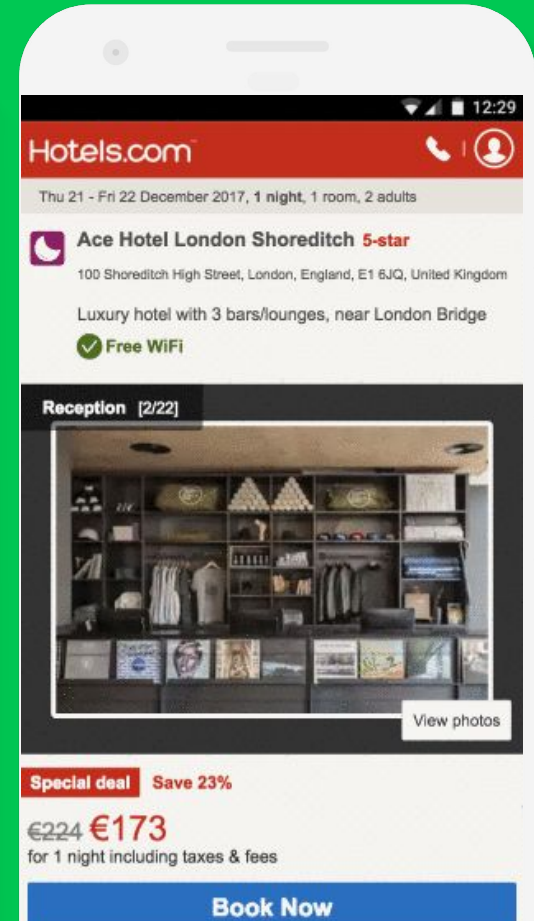
airbnb.com



makemytrip.com

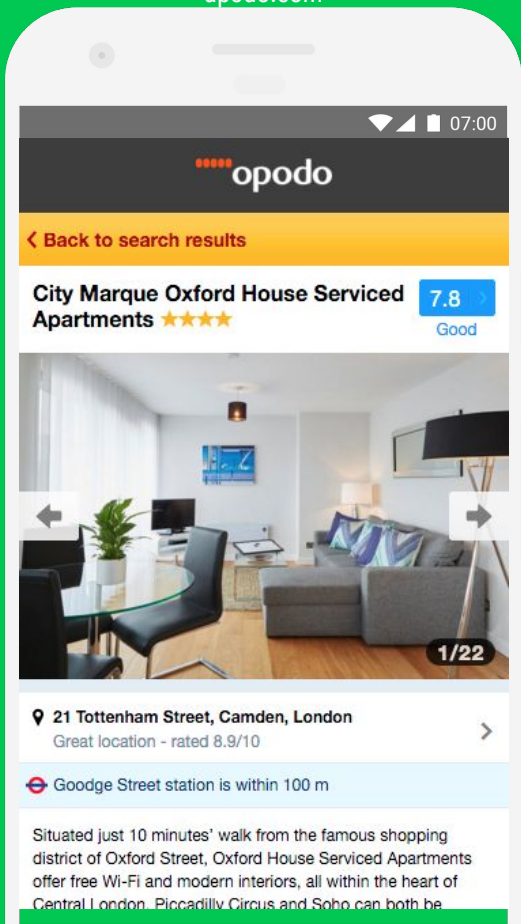


hotels.com

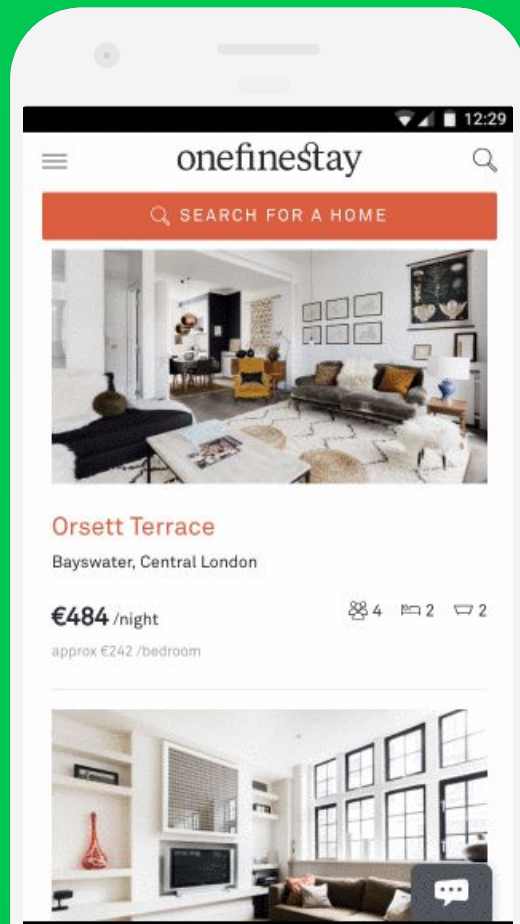
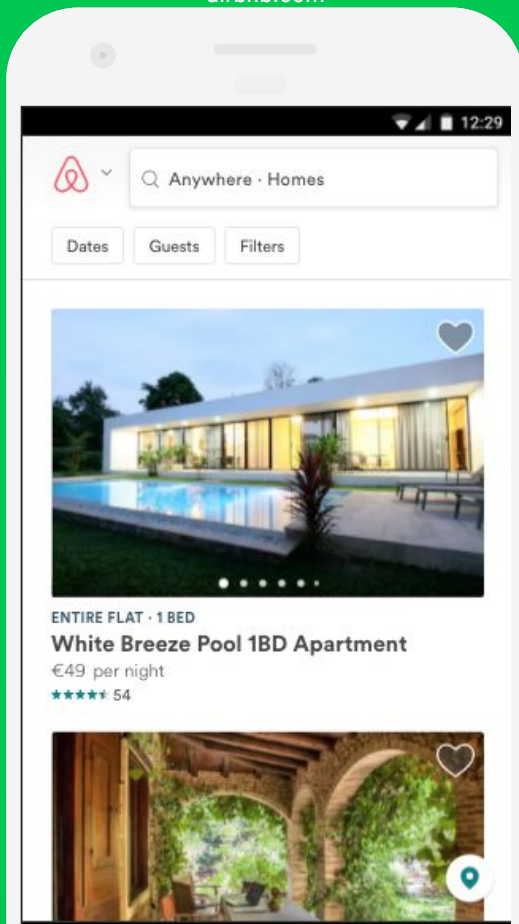


USE PROFESSIONAL IMAGERY; ALLOW TO SWIPE BETWEEN IMAGES, LAZY LOAD THEM

apodo.com



airbnb.com



MAXIMIZE IMAGERY VIEW, AVOID ELEMENTS THAT BLOCK IT

apodo.com

07:00

opodo

< Back to search results

City Marque Oxford House Serviced Apartments **7.8**
★★★★★
Good

21 Tottenham Street, Camden, London
Great location - rated 8.9/10

Goodge Street station is within 100 m

Situated just 10 minutes' walk from the famous shopping district of Oxford Street, Oxford House Serviced Apartments offer free Wi-Fi and modern interiors, all within the heart of Central London. Piccadilly Circus and Soho can both be

airbnb.com

12:29

Anywhere · Homes

Dates Guests Filters

ENTIRE FLAT · 1 BED

White Breeze Pool 1BD Apartment
€49 per night
★★★★★ 54

makemytrip.com

12:29

3.9/5
VERY GOOD

Entire Home

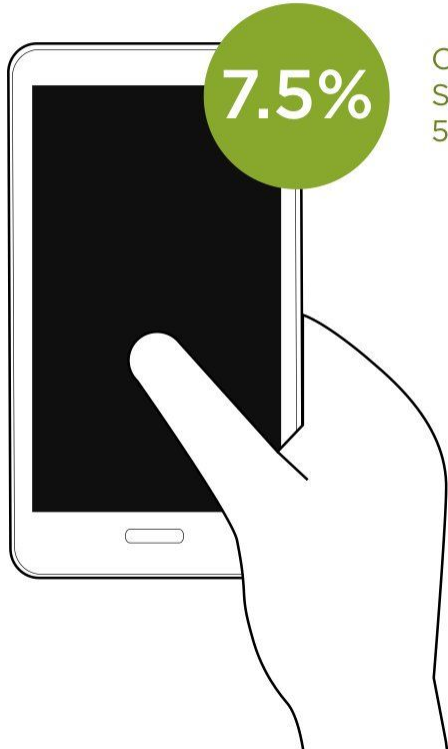
Lavish Rooms in an Apartment in Vasco da Gama
₹3,000
Per Night

Velsao - Pale, Goa
2 Bedrooms | 4 Guests
Book Now

Homely • Spacious rooms
Entire apartment at ₹ 1,500 per person

DEAL Use code HOMES. Discounts upto 50%.

2014



7.5%

OF ACTIVE
SMARTPHONES HAVE
5.5"-6" SCREENS

VS

2017

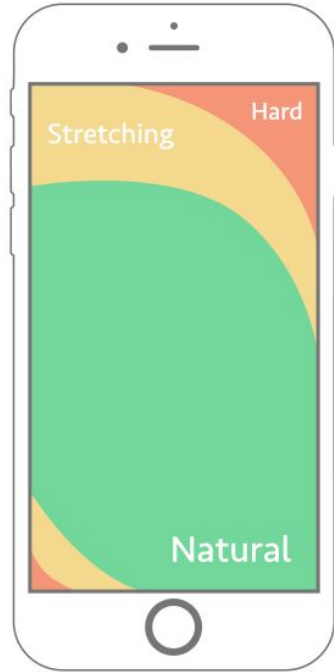


43%

OF ACTIVE
SMARTPHONES HAVE
5.5"-6" SCREENS



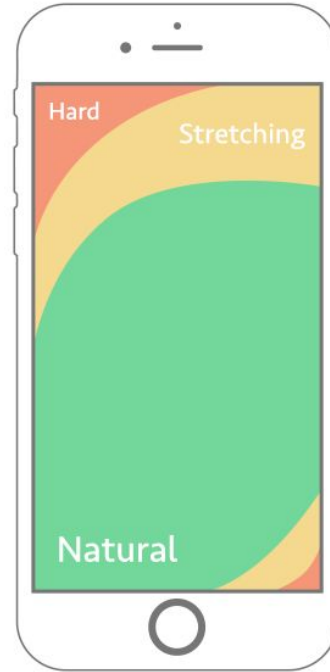
Avoid dead ends in the user experience



Left Hand



Combined



Right Hand

HAVE FLOATING OR 2X REPEATED CTA, SHOW EXACT PRICE HANDY

airbnb.com

airbnb.com

Overview · Reviews · The Host · Location

Availability

1 night minimum stay

[View calendar](#)

370 Reviews ★★★★★

Q Search reviews

Accuracy ★★★★★
Communication ★★★★★
Cleanliness ★★★★★
Location ★★★★★
Check In ★★★★★
Value ★★★★★

€65 per night
★★★★★ 370

Book

icelolly.com

icelolly.com

03331223688

Provided by : SaveOnSun [About](#)
Quote Ref : SO776426204

25th Nov 2017
Bed & Breakfast
7 nights
London Stansted

[Info](#)

Save **Share**

Details and prices uploaded on Nov 23, 2017 at 08:49 GMT
[Report](#)

Top Hotel Features

- Swimming Pool
- Close to Beach
- Internet access
- Family-friendly Hotel

03331223688

makemytrip.com

makemytrip.com

Lavish Rooms In An Apartment In ...
Dec 09 - Dec 10 2

Lavish Rooms in an Apartment in Vasco da Gama
Entire Apartment | Velsao - Pale, Goa

About Rules Reviews Location

DEAL Use code HOMES. Discounts upto 50%.

3.9/5
VERY GOOD

KEY HIGHLIGHTS OF THIS PROPERTY

₹ 4,000 Per Night

BOOK NOW

SUPPORT CROSS-DEVICE BEHAVIOR (MAKE SHARING LINKS EASY)

icelolly.com

12:29

From **£171pp**

Grand Atilla Hotel
Alanya, Antalya Area

Flying from Manchester [Info](#)
6th Jan 2018
Bed & Breakfast
3 Nights

0330 037 0816

View Deal

Share

Facebook, Twitter, Email, Pinterest, WhatsApp

Limited availability. Prices based on 2 sharing
Quote Ref No: ICE8-934351-123
Provided by: [Verycheapholidays.co.uk](#) (Summer Bargains) [About](#)

Chat Now

airbnb.com LISTING

12:29

Search

Design, quiet & best location in town

Overview · Reviews · The Host · Location

Entire flat · Avianon

€65 per night
★★★★★ 370

Book

View Photos

airbnb.com

12:29

Share

Check out this awesome listing on Airbnb: Trullo del 1800 in Valle dltria - Houses for Rent in Cisternino, Brindisi

Facebook

Twitter

Email

Messenger

Copy Link

Embed

CREATE URGENCY TO DRIVE CONVERSIONS

rentalcars.com

Rentalcars.com

Dublin Airport (DUB)
Sat 11/11/17 10:00 AM - Sun 11/12/17 10:00 AM

Sort by Filter

Show all 177 cars

It's busy in Dublin Airport (DUB) on your dates, prices are likely to rise.

Opel Astra or Similar
This car is likely to sell out soon!
Compact Top seller

5 Seats | 4 Doors
Without Air Conditioning
Manual
Full to Full
Mileage: Unlimited
FREE Amendments

23.17 € **Book Now**

Nissan Micra or Similar
Economy Excellent value

4 Seats | 2 Doors
Without Air

airbnb.com

Anywhere · Homes

23 Nov - 2 Dec Guests Filters

Only 12% of listings are left for these dates. We recommend booking a place soon.

SAVE €12

PRIVATE ROOM · 3 BEDS
Villa San Gennariello B&B
€60 per night
★★★★★ 149 · Superhost

expedia.com

Arc la Rambla
Gothic Quarter
4.0/5 Very good! (2,469 reviews)
Booked in the last 2 hours

We have 3 left at
~~\$292~~ **\$267**
per person includes flight + hotel, taxes and fees

NOV 11
55% booked! Barcelona is a popular location on your dates.

Vincici Bit
Barcelona
4.3/5 Excellent! (1,009 reviews)

~~\$230~~ **\$223**
per person includes flight + hotel, taxes and fees

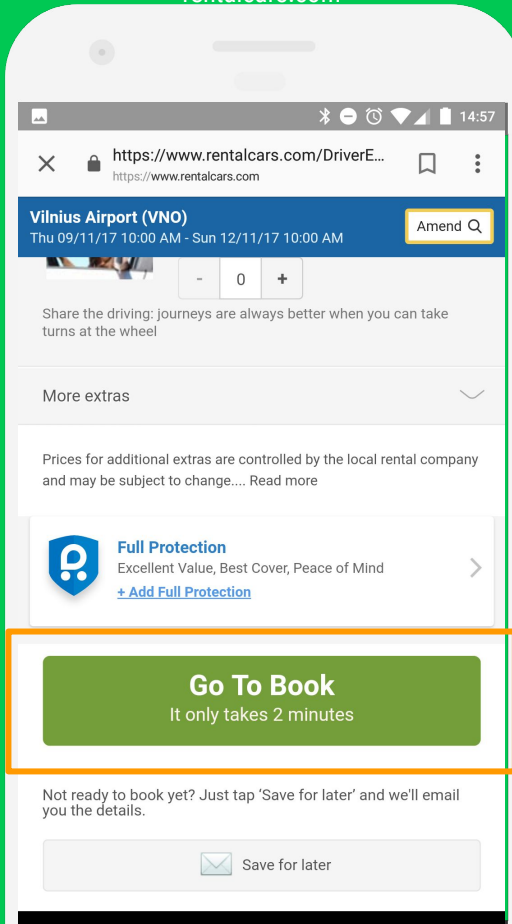
Vincici Marittimo
Barcelona
4.2/5 Very good! (1,818 reviews)

~~\$230~~ **\$214**
per person includes flight + hotel, taxes and fees

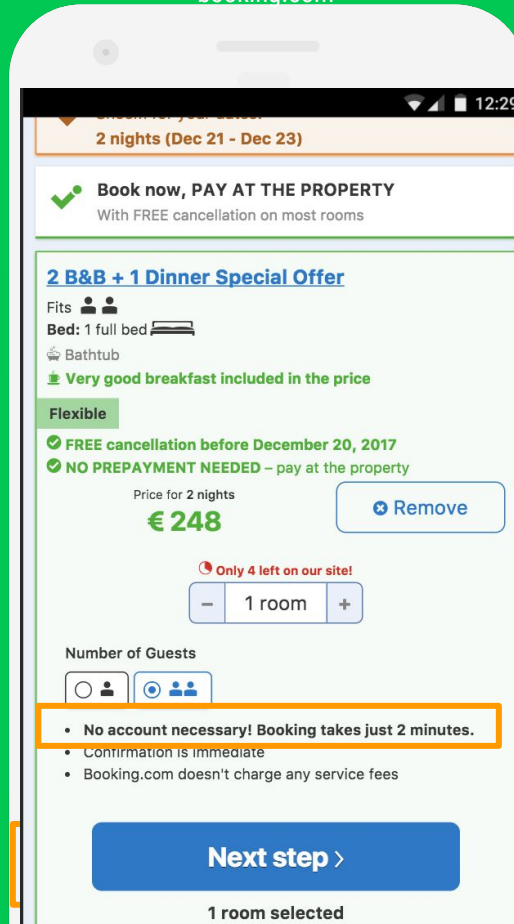
Hotel SB Glow
Sant Marti
4.4/5 Excellent! (47 reviews)

HELP ESTIMATE HOW LONG IT WILL TAKE TO COMPLETE THE BOOKING

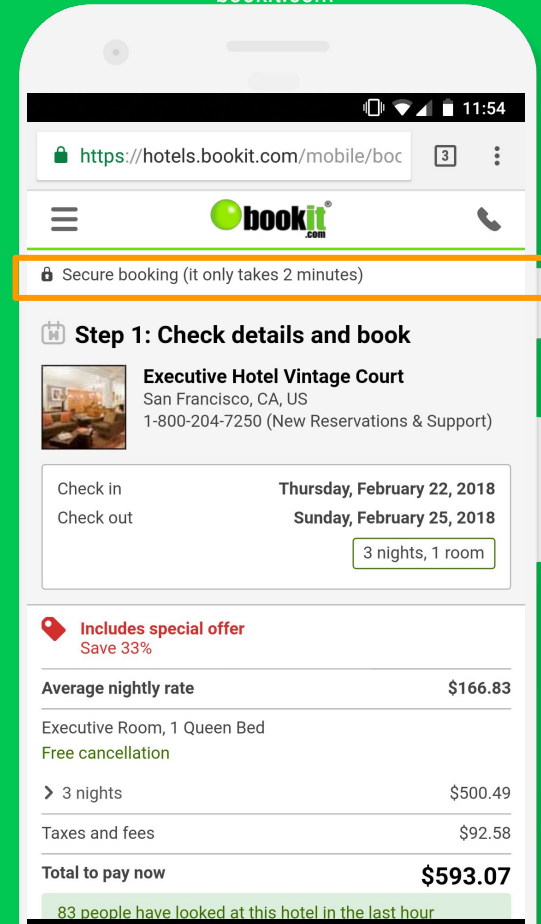
rentalcars.com



booking.com



bookit.com



Finance



Homepage as the Landing Page



Focus your landing page on one goal

- Sending visitors from a specific ad to a generic website leads to high bounce rates and low conversion rates.
- The more targeted and specific the landing page, the better it performs.
- Make sure your landing page focuses on a single goal. It should:
 - Have a single CTA
 - Have no distracting navigation links
 - Match the visitor's search intent and ad message
 - Be personalized based on the visitor's stage in the funnel, demographics, and interests



There are two critical elements that should be on landing pages

1

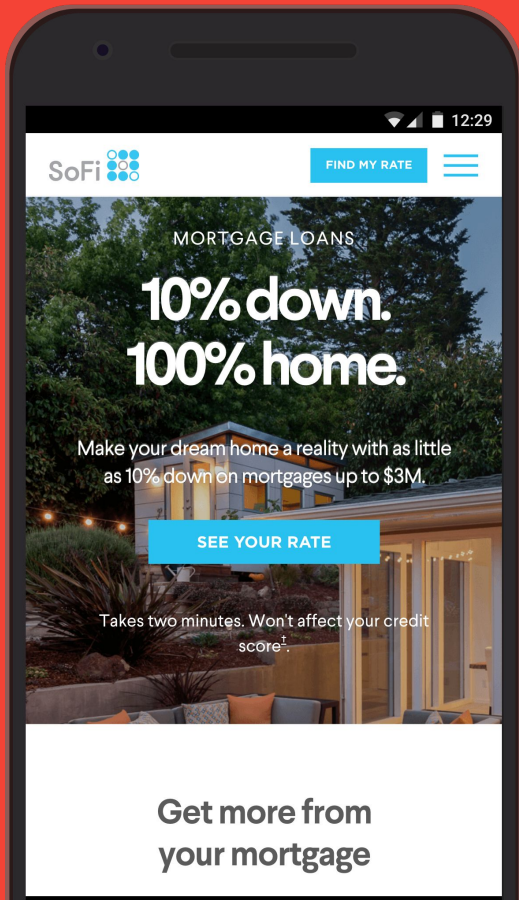
Call-to-action (CTA)

2

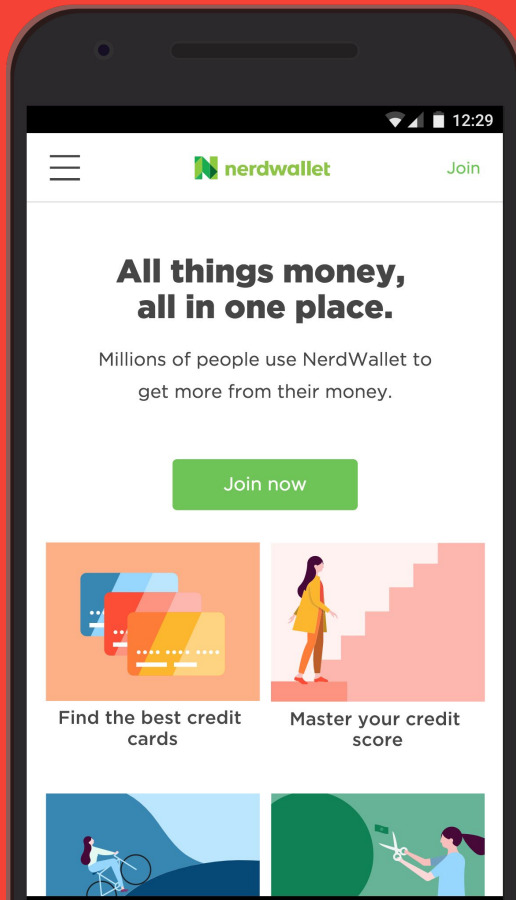
Value proposition

DISPLAY CLEAR, DESCRIPTIVE CTAS ABOVE THE FOLD

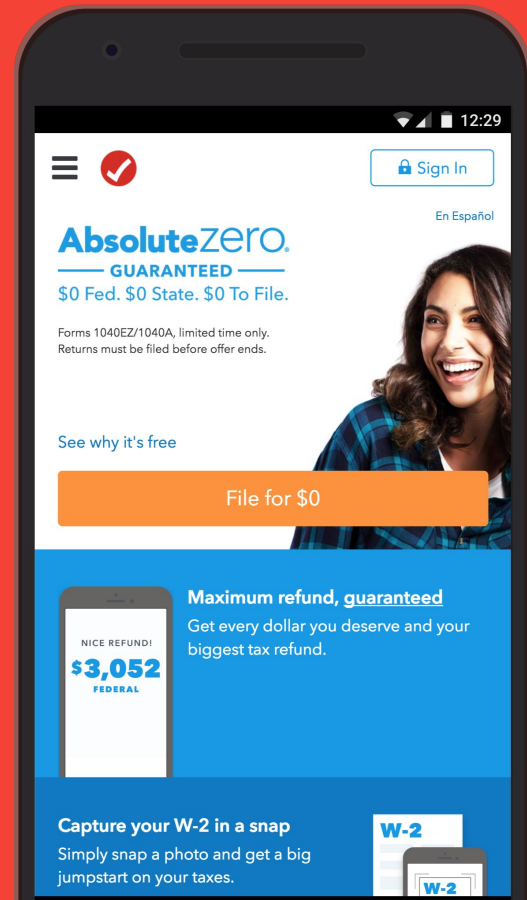
sofi.com



nerdwallet.com



turbotax.com



DISPLAY CLEAR, DESCRIPTIVE CTAS ABOVE THE FOLD

confused.com

12:29

Confused.com MENU

RETRIEVE A QUOTE MY ACCOUNT

Save on car finance

Compare finance options and see your exact monthly payments.

GET A QUOTE
Approval in 3 mins

"I saved over £1800 by using Confused.com - Absolutely made up!"
Mr Adam Percy - Confused.com customer

★★★★★

★★★★☆
4.55 Average
128 Reviews

experian.com

12:29

experian.

Your identity is valuable. We can help protect it.

Get better identity theft detection, protection & resolution from Experian.

Your Protection Level
High

Free for 30 days, then just \$19.99 /month¹

Start for free >

Learn More

¹IMPORTANT INFORMATION

citi.com

12:29

citi

The Citi® Double Cash Card
Earn Cash Back Twice

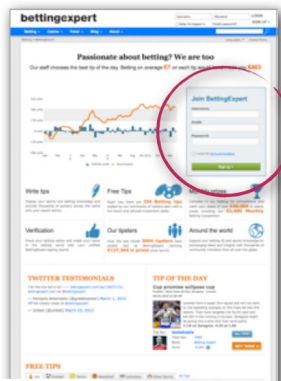
1% CASH BACK + 1% CASH BACK
ON PURCHASES AS YOU PAY FOR THOSE PURCHASES

APPLY NOW

[See Pricing and Other Important Information for Details](#)

Plus a Balance Transfer Offer: 0% intro APR for 18 months on balance transfers; after that, the variable APR

Research: Benefit oriented call-to-actions



Control:

Treatment:

Join BettingExpert

Username:

Email:

Password:

I accept the [Terms and Conditions](#)

Sign up +



Get FREE Betting Tips

Username:

Email:

Password:

I accept the [Terms and Conditions](#)

Sign Up & Get the Best Daily Tips

BettingExpert.com tweaked the **form copy** (headline & button text), led to an increase of **33% in membership sign-ups**

Original: Sign Up

Test: Sign Up & Get the Best Daily Tips

RESEARCH:

[Contentverge.com, 7 Universal Conversion Optimization Principles Report](#)

[Good UI](#)- loss aversion vs gains for CTAs

[Good UI](#)- benefit vs task buttons



One word can change the message.

The word “order” signifies that you have to go through a process – the word “get” focuses on the benefit rather than the process you have to go through





Don't use “ghost buttons” for primary CTAs

- Ghost buttons can fall too far into the background and frustrate users.
- The transparency of ghost buttons can lead to problems of legibility.
- Ghost button can sometimes become a real ghost and blend with the overall layout.

GHOST BUTTON



Use “encapsulation” and “color contrast” to make the call-to-action stand out

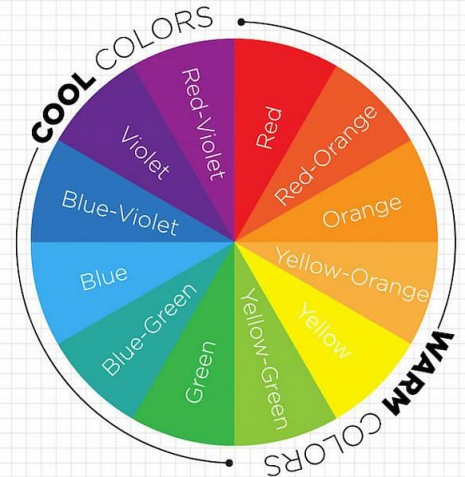




The color that contrasts best with the web page's background color is the one that will make your call-to-action button stand out on the page

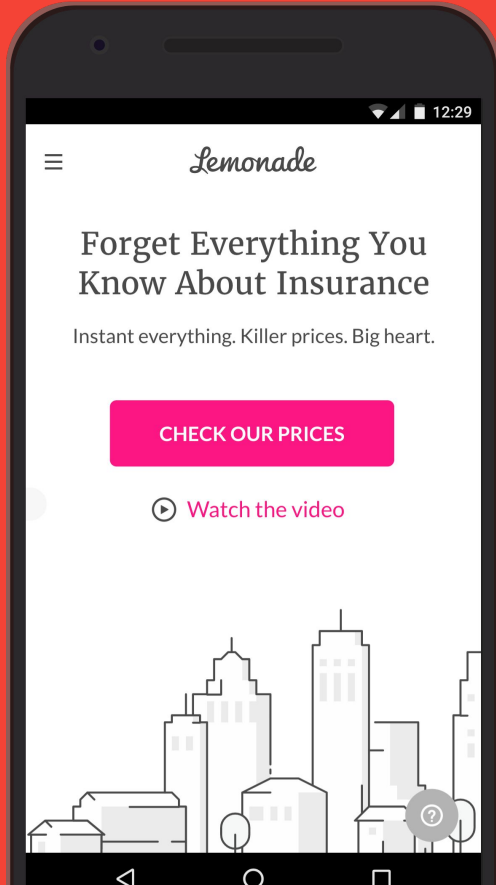
Simply pick the color shown opposite to your site's background color from the color wheel and test it out

COLOR WHEEL

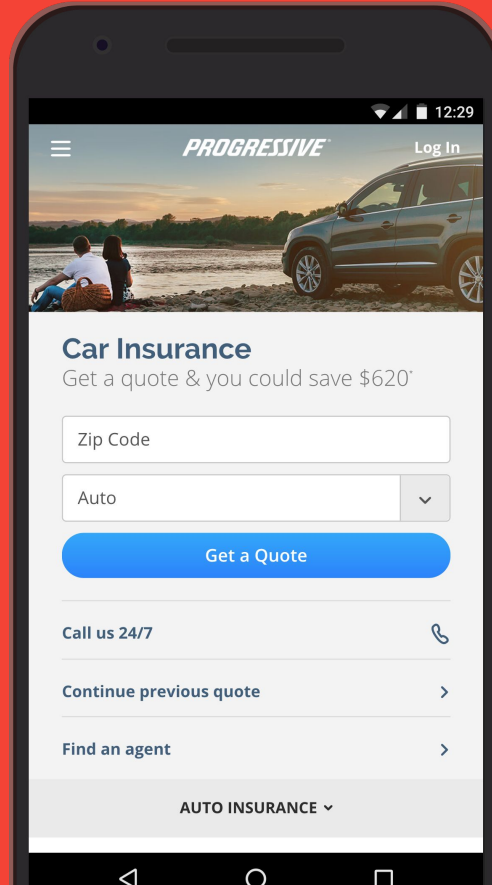


PRIORITIZE THE MOST IMPORTANT CTA (THOUGH CONTRAST, COLOR, BOLDNESS)

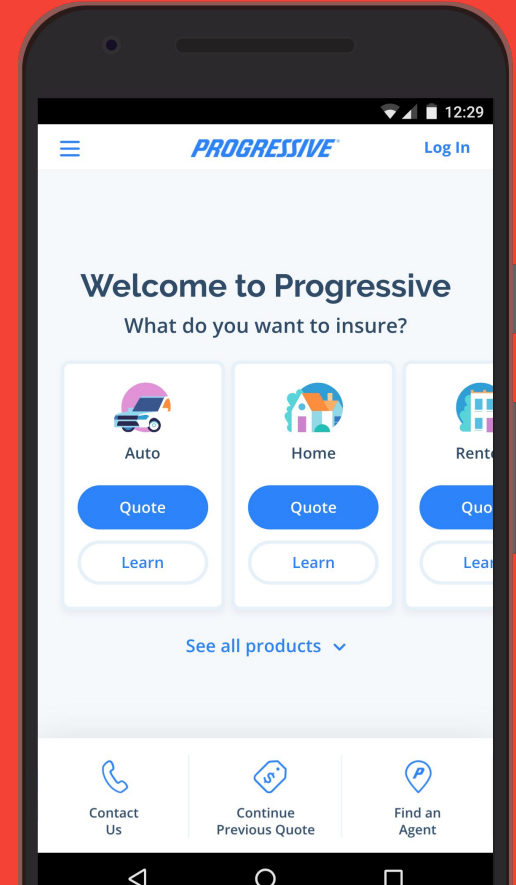
lemonade.com



progressive.com



progressive.com





Present your value proposition as the first thing the visitors see on your landing page

Value proposition is a clear statement that:

- explains how your product solves customers' problems or improves their situation
- delivers specific benefits
- tells the ideal customer why they should use your service and not from the competition

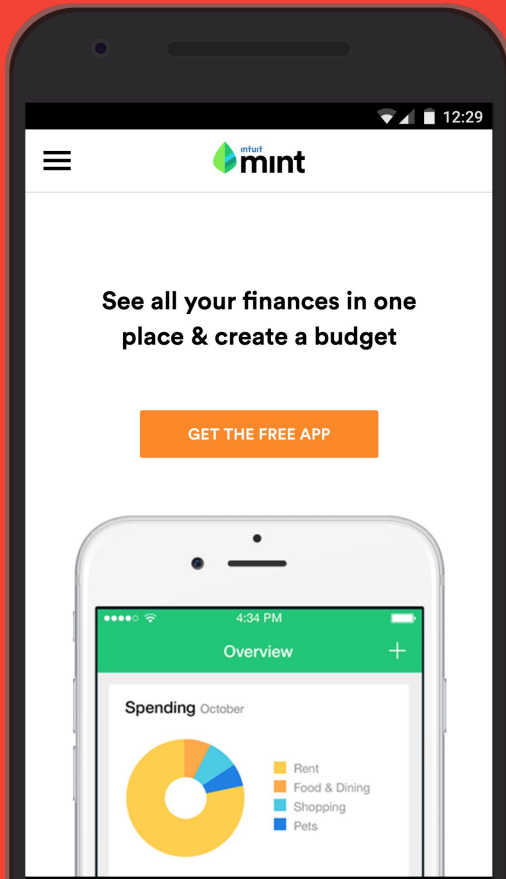


Elements of a good value proposition

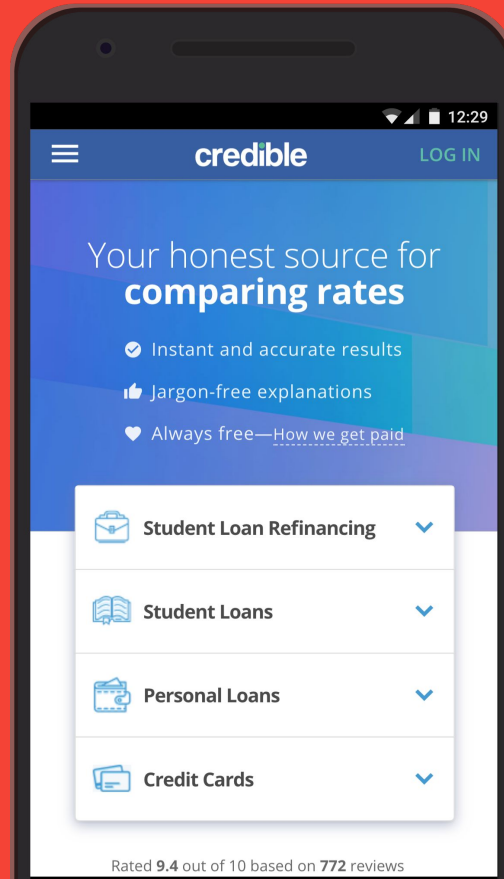
- Add value/resolve anxiety from the start
- Not a slogan nor a positioning statement, but focused on your unique campaign proposition
- Focuses on clarity, not cleverness
- Specific, customer-oriented, with a clear benefit and answer to the question “Why you?”

SHOW A CLEAR, BENEFIT ORIENTED VALUE PROPOSITION ABOVE THE FOLD

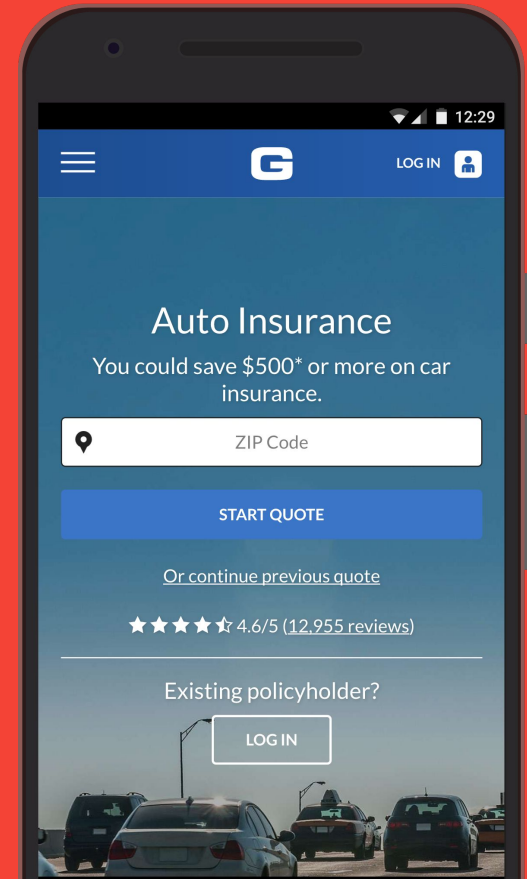
mint.com



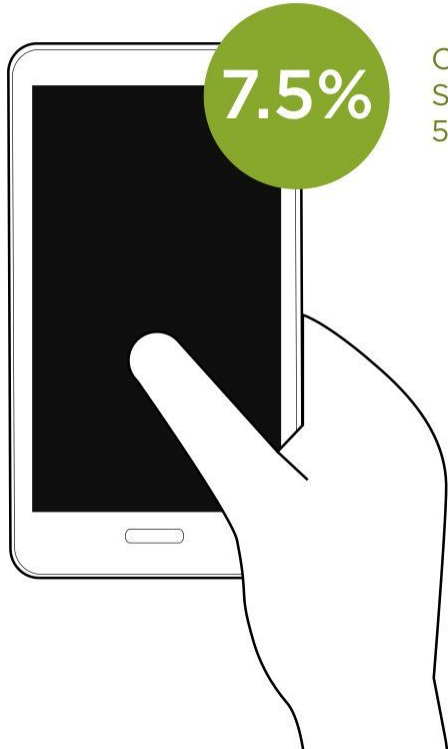
credible.com



geico.com



2014



7.5%

OF ACTIVE
SMARTPHONES HAVE
5.5"-6" SCREENS

VS

2017

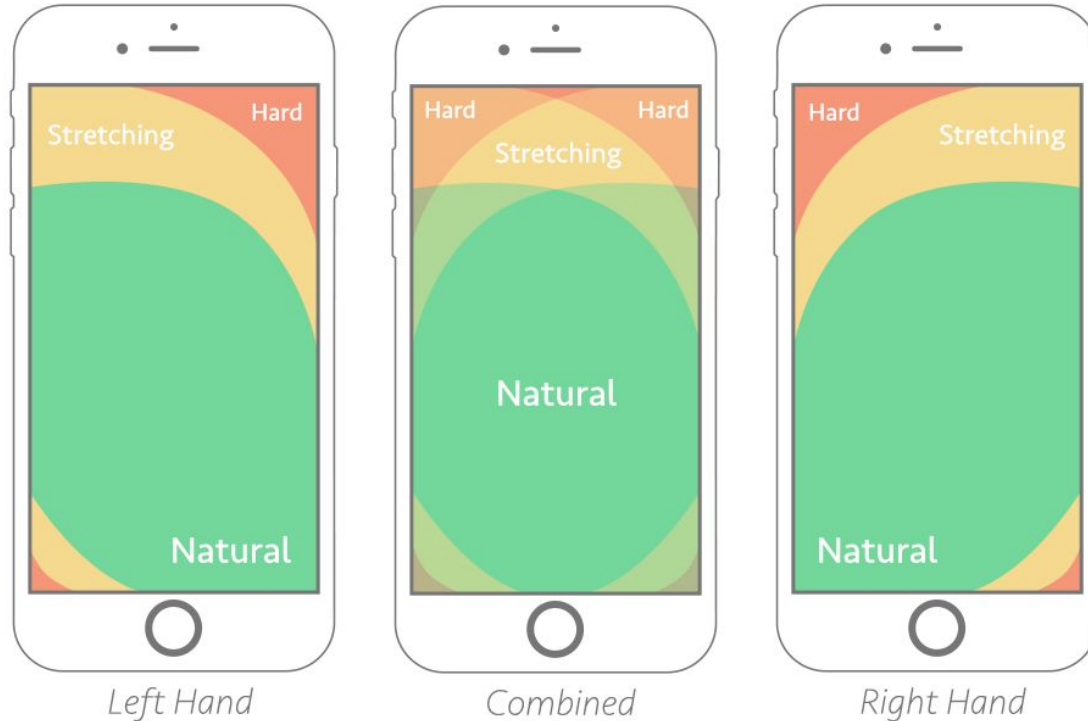


43%

OF ACTIVE
SMARTPHONES HAVE
5.5"-6" SCREENS

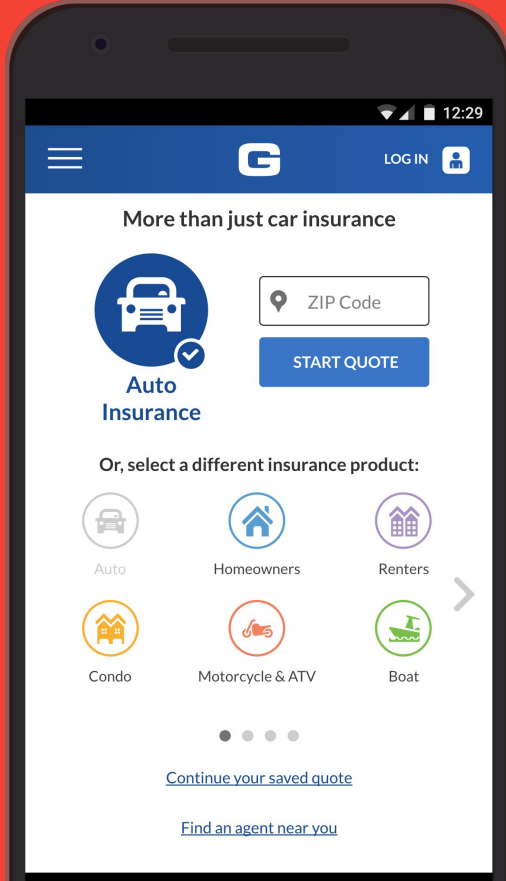


Avoid dead ends in the user experience

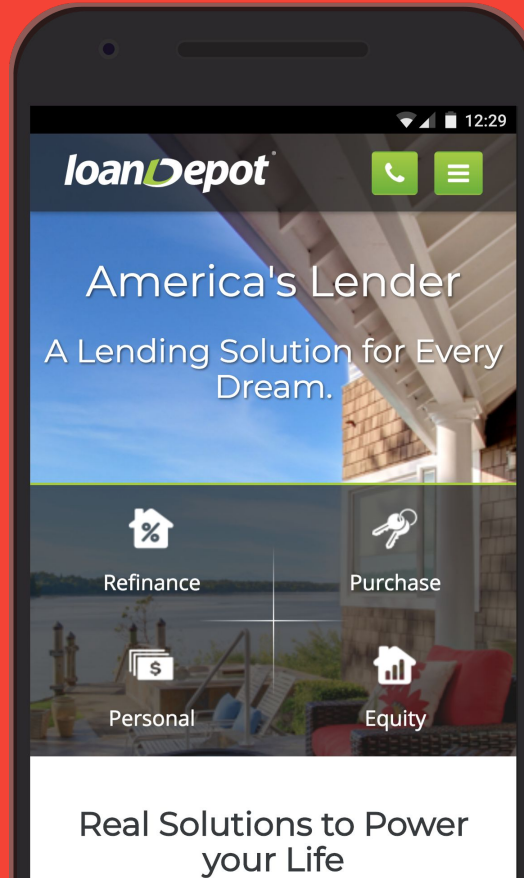


IF MULTIPLE PRODUCTS/SERVICES, DISPLAY THEM ON THE HOMEPAGE FOR EASY NAVIGATION

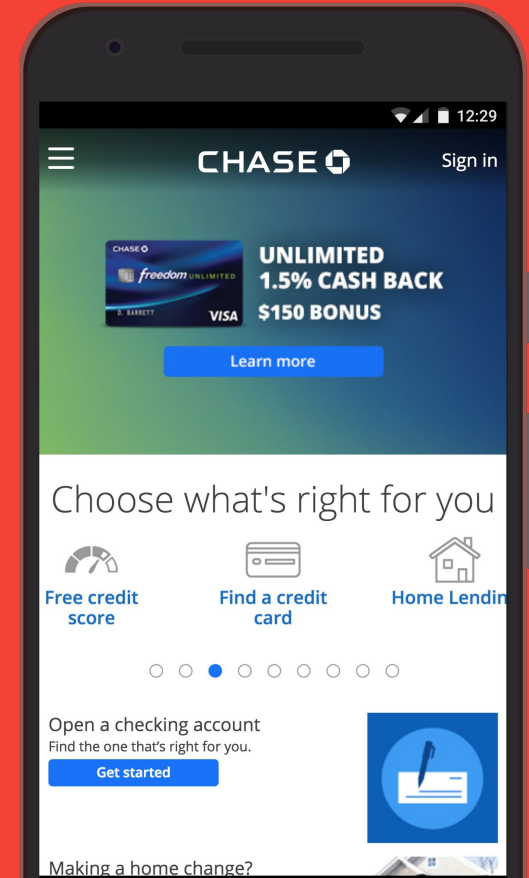
geico.com



loandepot.com



chase.com





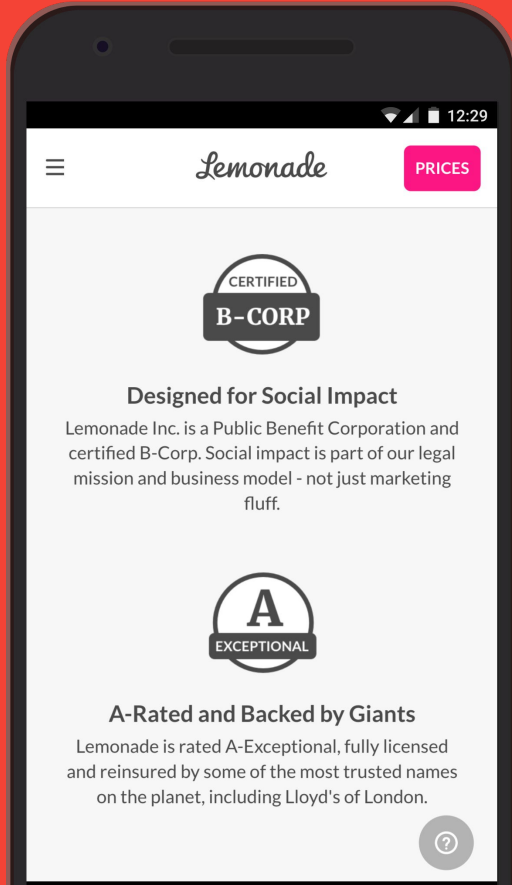
70% of consumers trust consumer opinions online.
63% more likely to buy when reviews are displayed.
(Nielsen)

Social proof examples to include on landing pages:

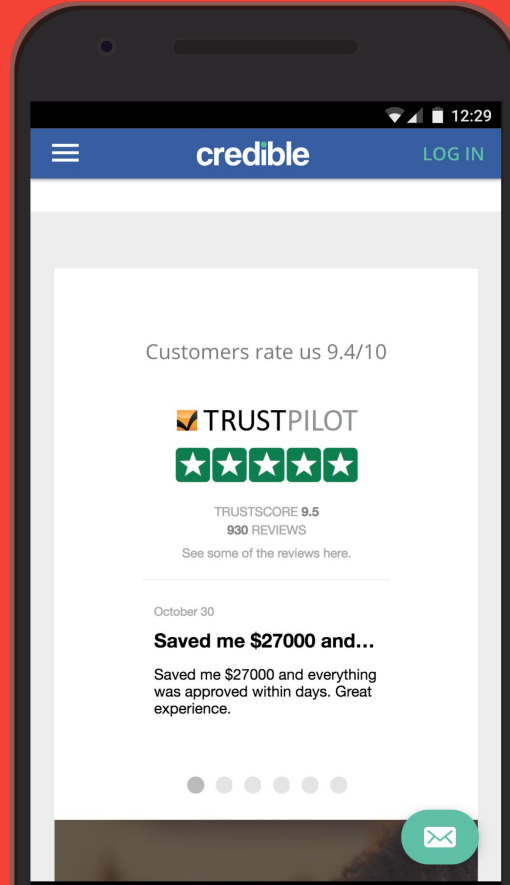
- Number of tweets, followers, likes
- Number of comments / reviews
- Star ratings
- Written testimonials
- Video testimonials

USE SOCIAL PROOF TO GAIN USER TRUST

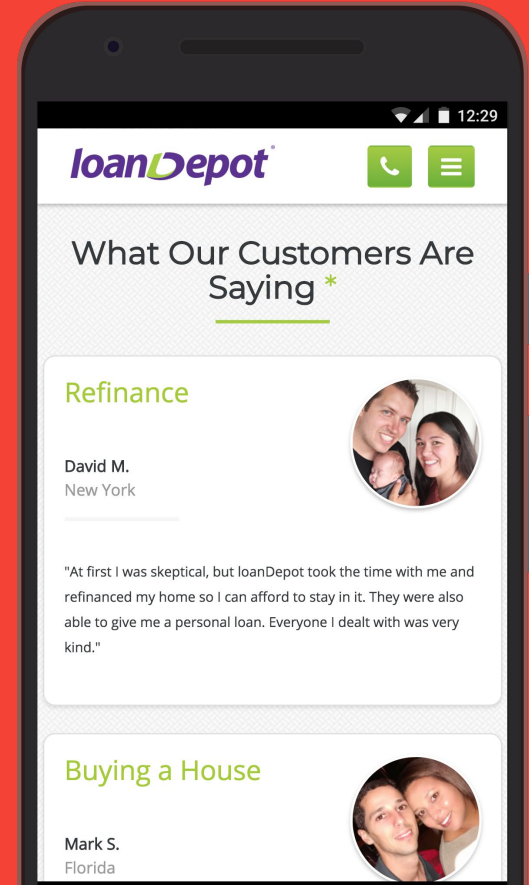
lemonade.com



credible.com



loandepot.com



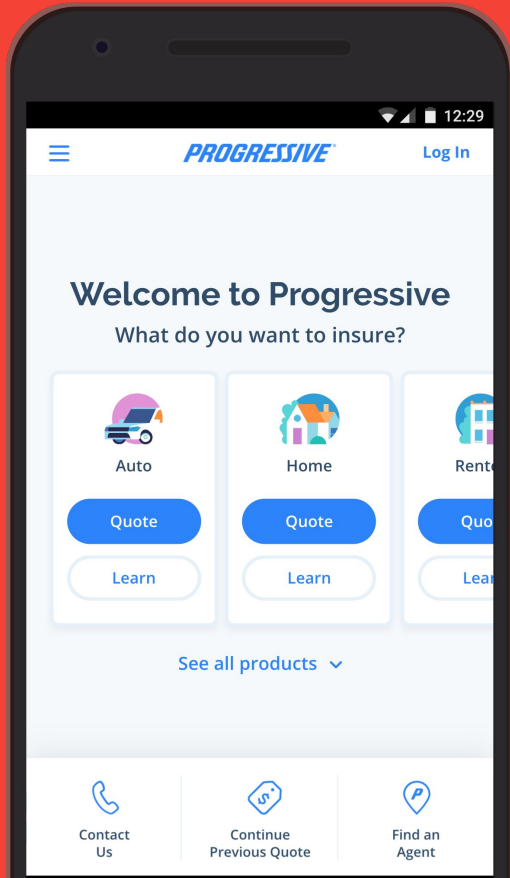


Automatic image sliders or carousels on homepage should be avoided or the frequency should be decreased

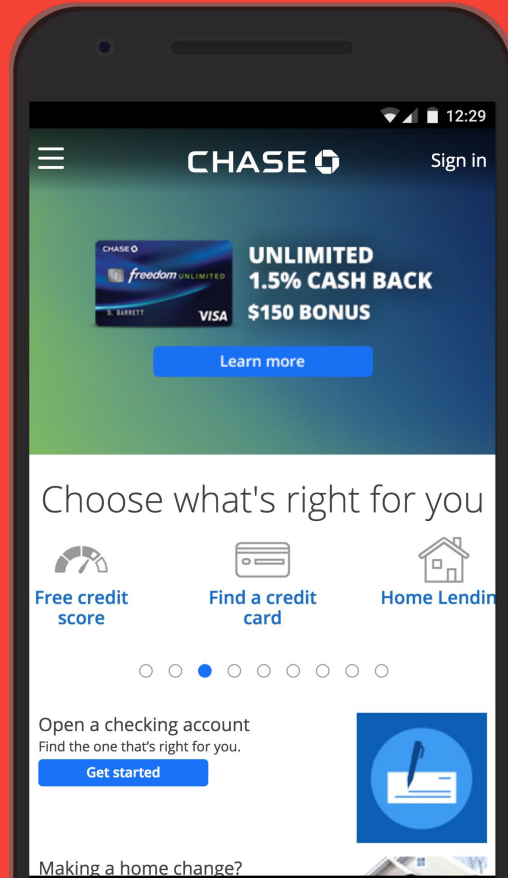
- Lower page speed: loading 5 visuals
- Carrousels look like banners
- The first slide triggers most interaction
- UX design is often bad
- Not everything can be important
- Human Eye Reacts To Movement
- It moves while being read

DON'T USE AUTOMATIC IMAGE CAROUSELS, INSTEAD OPT FOR USER INITIATED

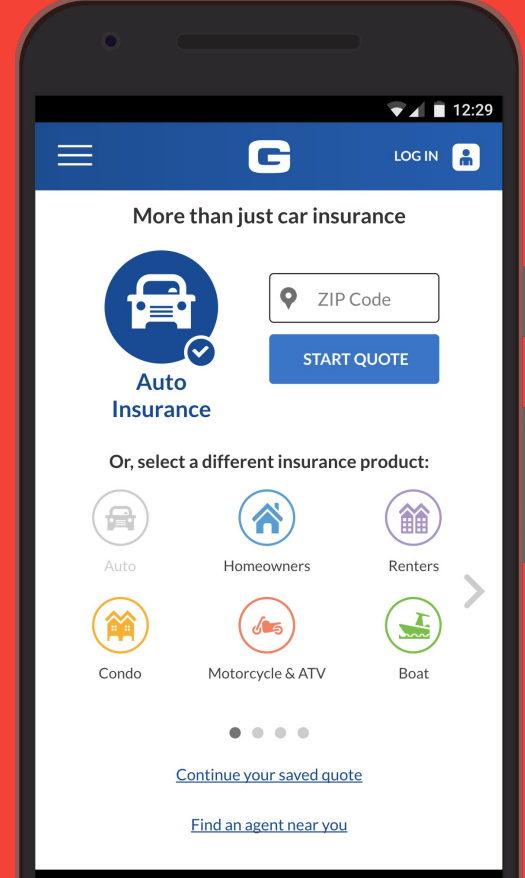
progressive.com



chase.com

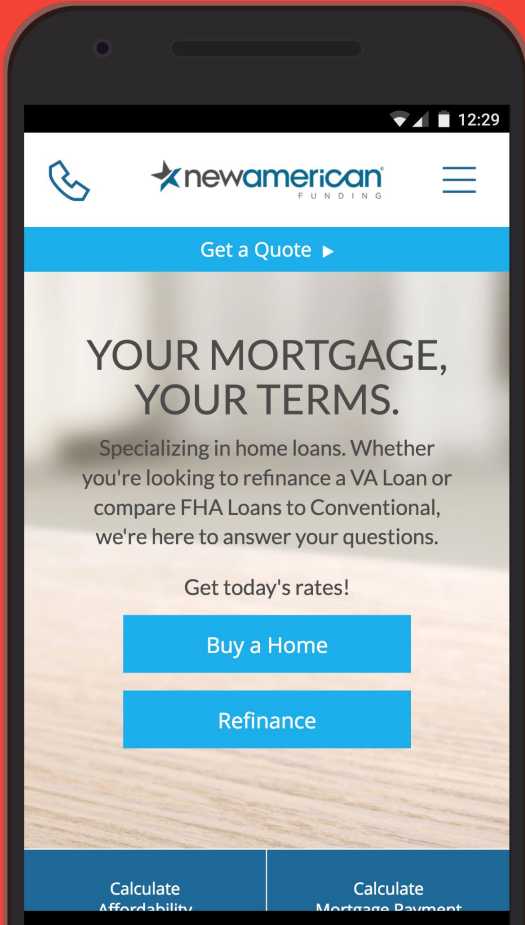


geico.com

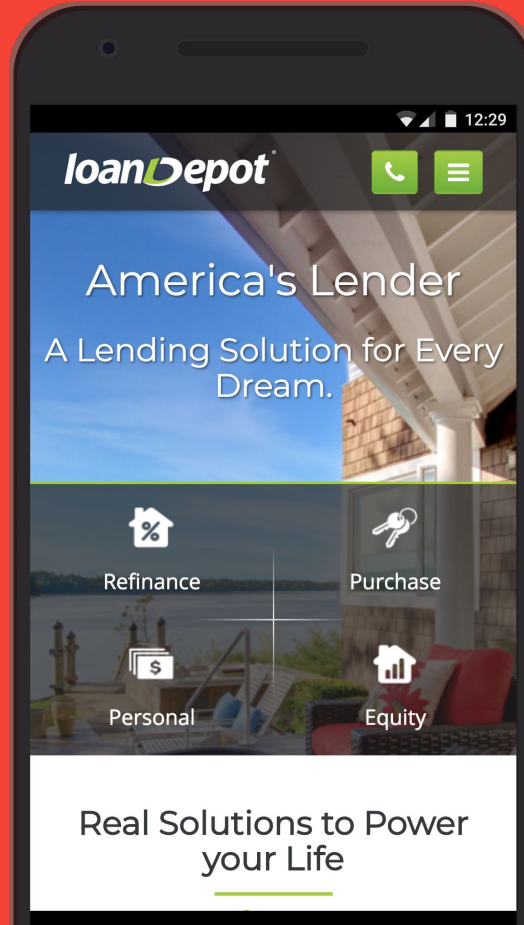


IF CALLS ARE IMPORTANT, DISPLAY CLICK TO CALL BUTTON IN THE TOP NAVIGATION

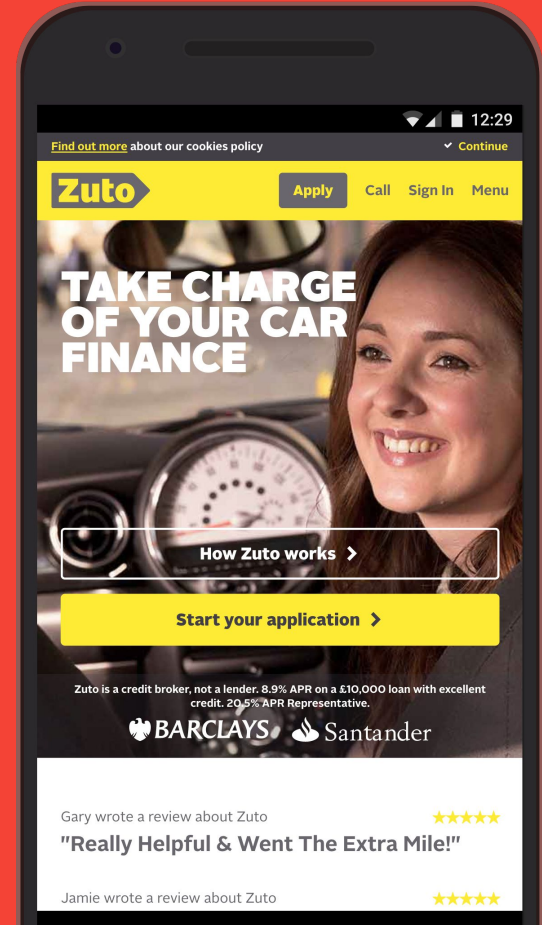
newamericantesting.com



loandepot.com

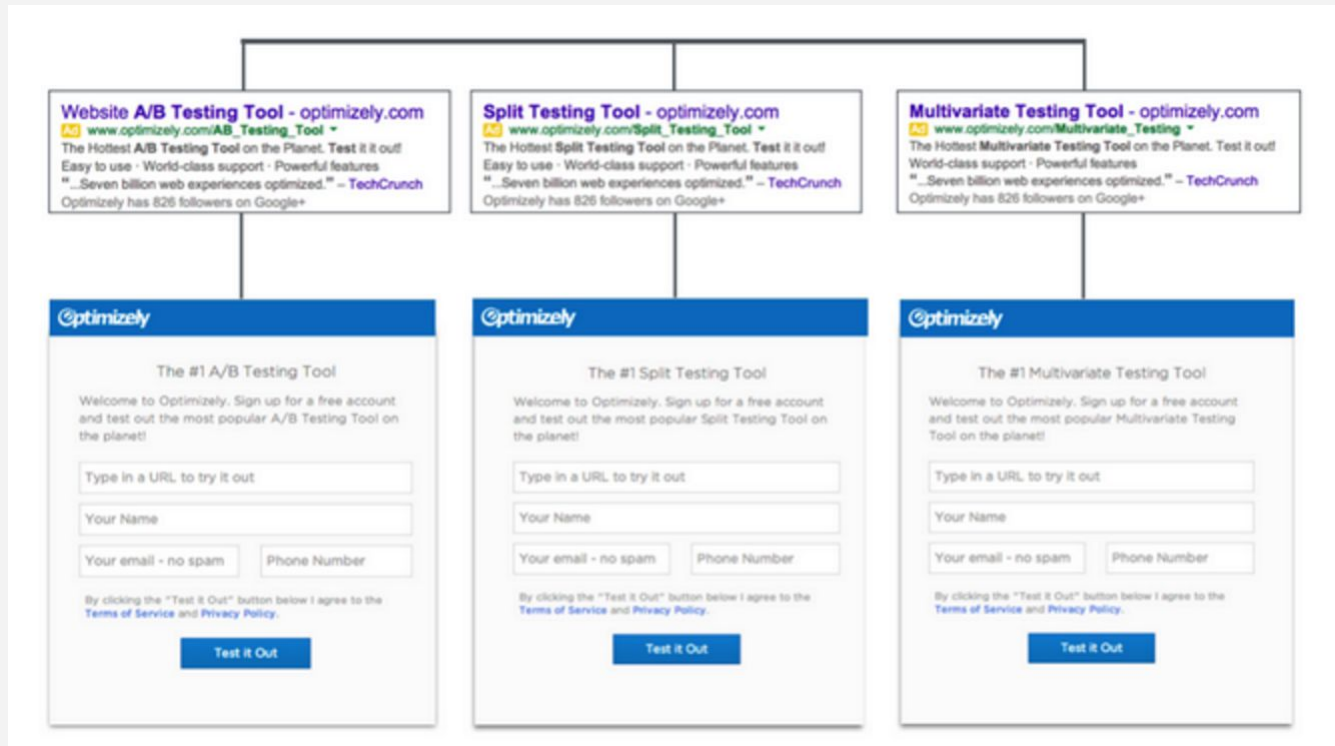


victorianplumbing.com





Use symmetric messaging on landing pages reflecting user intent / ad text





Use symmetric messaging on landing pages reflecting user intent / ad text

Optimizely

Experiment Variations

secret Escapes
Hand-picked hotels. Members-only rates.

Already a member? Sign in

Join now for free
Save up to 70% on luxury hotels and holidays.

Email:

JOIN NOW

or join with Facebook

You give us...
Just your email address

We give you...
access to the best rates, guaranteed, for hand-picked hotels in the UK and abroad.

Welcome to the worst-kept secret in luxury travel

SAVE UP TO 80%

SAVE UP TO 80%

SAVE UP TO 80%

Control - Generic landing page

secret Escapes
Hand-picked hotels. Members-only rates.

Already a member? Sign in

Join now for free
Save up to 70% on luxury spa breaks

Email:

JOIN NOW

or join with Facebook

You give us...
Just your email address

We give you...
access to the best rates, guaranteed, for hand-picked hotels in the UK and abroad.

Welcome to the worst-kept secret in luxury travel

SAVE UP TO 80%

SAVE UP TO 80%

SAVE UP TO 80%

Variation 1 - **26% increase in sign-ups**

Symmetrical sub-head & image

secret Escapes
Hand-picked hotels. Members-only rates.

Already a member? Sign in

Save up to 70% on luxury spa breaks
Join the worst kept secret in luxury travel

Email:

JOIN NOW

or join with Facebook

You give us...
Just your email address

We give you...
access to the best rates, guaranteed, for hand-picked hotels in the UK and abroad.

Welcome to the worst-kept secret in luxury travel

SAVE UP TO 80%

SAVE UP TO 80%

SAVE UP TO 80%

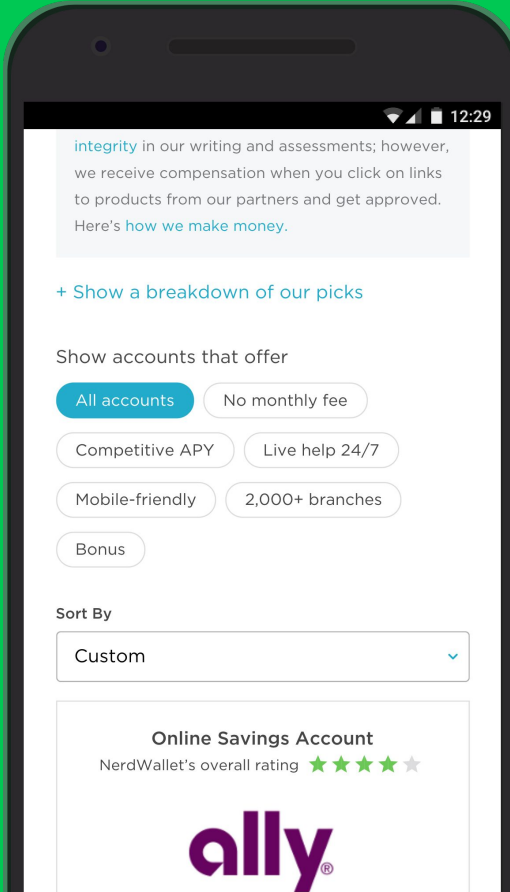
Variation 2 - **32% increase in sign-ups**

Symmetrical headline & image, updated sub-head

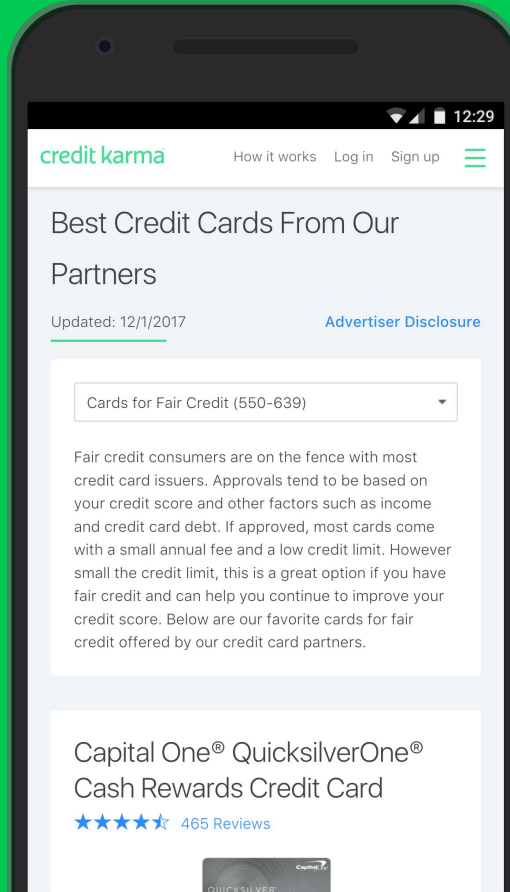
Listing/Product Page as the Landing Page

ENABLE USERS TO SORT, FILTER AND NARROW DOWN PRODUCT CHOICES

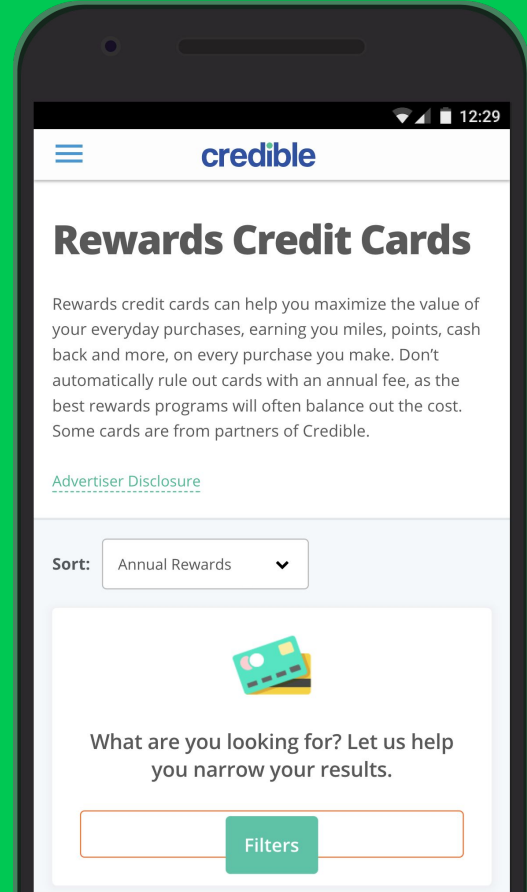
nerdwallet.com



creditkarma.com



credible.com



ENABLE USERS TO SORT, FILTER AND NARROW DOWN PRODUCT CHOICES (cont)

moneysupermarket.com

Close

Refine your quote

Change your quote using the options below

Type of cover

Comprehensive Cover

Voluntary excess

£250

Payment type

Annual Monthly

[← Edit full quote details](#)

insurify.com

< Start your investment plan

Tell us a little about yourself and we'll recommend some investment goals to get started.

Enter Age

Not retired Retired

\$ Enter Income

Get Started

credible.com

Reset Filter

I am looking for

Rewards

Cash Back

Travel

∨ Show more

I want...

No annual fee

Welcome offer

Rewards

No balance transfer fee

No foreign transaction fee

My credit score is

Excellent (720-850)

See 28 results

ANCHOR PRODUCTS AND PRICING (MARK 'BEST VALUE', 'MOST POPULAR, ETC)

turbotax.com

Free Edition **AbsoluteZERO.**
Simple tax returns (1040EZ/1040A)

\$0 Federal. \$0 State. \$0 To File.

★★★★★ (4.8/5 | 89600 reviews)

File for \$0

Deluxe **MOST POPULAR**
Maximize tax deductions and credits

~~\$59.99~~ \$39.99* State additional

★★★★★ (4.7/5 | 123943 reviews)

Start for Free

- Easy prep, print and e-file with 100% accurate calculations **guaranteed**
- Get a big jumpstart on your taxes by snapping a photo of your W-2

lifelock.com

LifeLock **LIVE AGENT**

Select a plan. Don't worry, you can switch it later.

LIFELock ULTIMATE PLUS™ \$29⁹⁹/mo **OUR BEST**

Choose this plan if you:

- Have investments or a 401(k)
- Have higher net worth

Plus applicable sales tax
Pricing details below*

START MEMBERSHIP

Show Details ▾

LIFELock ADVANTAGE™ \$19⁹⁹/mo

Choose this plan if you:

- Have 2+ Bank accounts
- Have savings to protect

Plus applicable sales tax
Pricing details below*

START MEMBERSHIP

Show Details ▾

LIFELock STANDARD™ \$9⁹⁹/mo

Choose this plan if you:

- Have a SS#
- Have basic assets

Plus applicable sales tax
Pricing details below*

START MEMBERSHIP

Show Details ▾

hrblock.com

H&R BLOCK **MY ACCOUNT** 🔍

Free Online Tax Filing Best for new filers, simple tax returns and homeowners	Deluxe Online Tax Filing Best for getting the most deductions
\$0 + \$0 per state filed ★★★★★ 4.5 File For Free	\$34.99 \$54.99 + \$36.99 per state filed ★★★★★ 4.0 Start For Free
Premium Online Tax Filing Best for investors and rental property owners	Self-Employed Online Tax Filing Best for small business owners \$

ALWAYS PROVIDE CONSISTENT COMPARISON CATEGORIES

comparethemarket.com

The screenshot shows a mobile app interface for 'comparethemarket.com'. It displays insurance features for two providers: AIG and LVE (Liverpool Victoria). Each provider's card includes the company logo, 'Established' year, 'Life claims paid' percentage, 'Monthly' cost in pounds (£), and 'Apply online' and 'Set-up speed' options. A green 'More details' button is at the bottom of each card.

Provider	Established	Life claims paid	Monthly
AIG	2008	92.2%	£3.64
LVE (LIVERPOOL VICTORIA)	1843	98.0%	£5.00

turbotax.com

The screenshot shows a mobile app interface for 'turbotax.com'. It displays two tax return options: 'Free Edition' and 'Deluxe'. Each option includes the edition name, a brief description, the price, a star rating with the number of reviews, and a 'File for \$0' or 'Start for Free' button. The 'Deluxe' option is marked as 'MOST POPULAR'.

Edition	Description	Price	Rating	Reviews
Free Edition	Simple tax returns (1040EZ/1040A)	\$0 Federal, \$0 State, \$0 To File.	★★★★★	(4.8/5 89600 reviews)
Deluxe	Maximize tax deductions and credits	\$59.99 \$39.99* (State additional)	★★★★★	(4.7/5 123943 reviews)

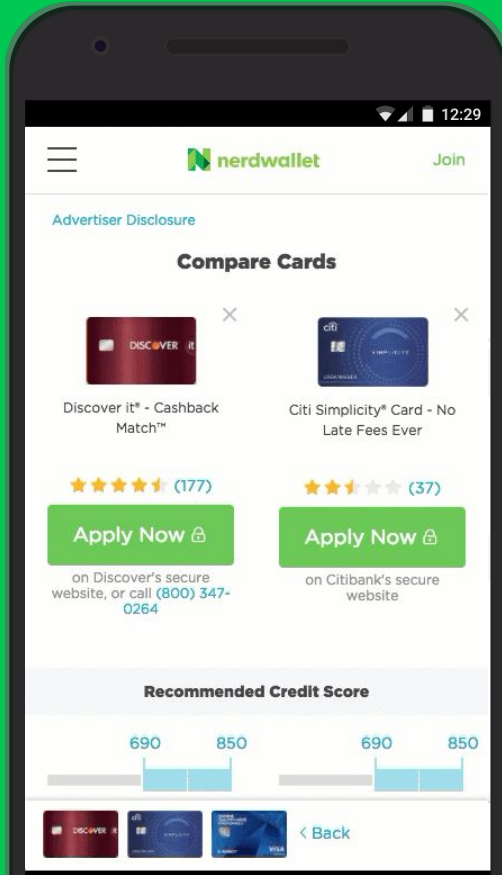
credible.com

The screenshot shows a mobile app interface for 'credible.com'. It displays two credit card options: 'Chase Sapphire Preferred® Card' and 'Discover it® Miles'. Each option includes the card image, the card name, an 'Apply' button, and the application location. Below the cards is a 'DETAILS' section with a table of card features.

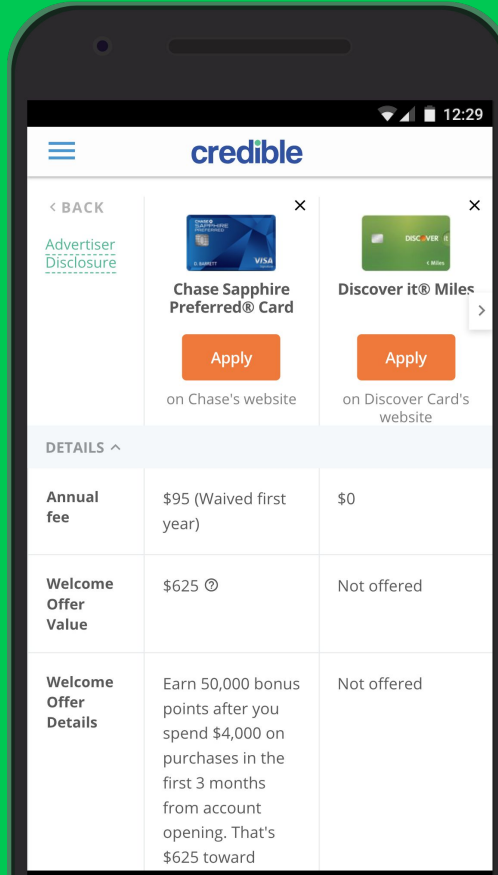
Feature	Chase Sapphire Preferred® Card	Discover it® Miles
Annual fee	\$95 (Waived first year)	\$0
Welcome Offer Value	\$625 ☺	Not offered
Welcome Offer Details	Earn 50,000 bonus points after you spend \$4,000 on purchases in the first 3 months from account opening. That's \$625 toward	Not offered

TEST ALLOWING USERS TO SWIPE BETWEEN PRODUCTS (HORIZONTAL VS VERTICAL)

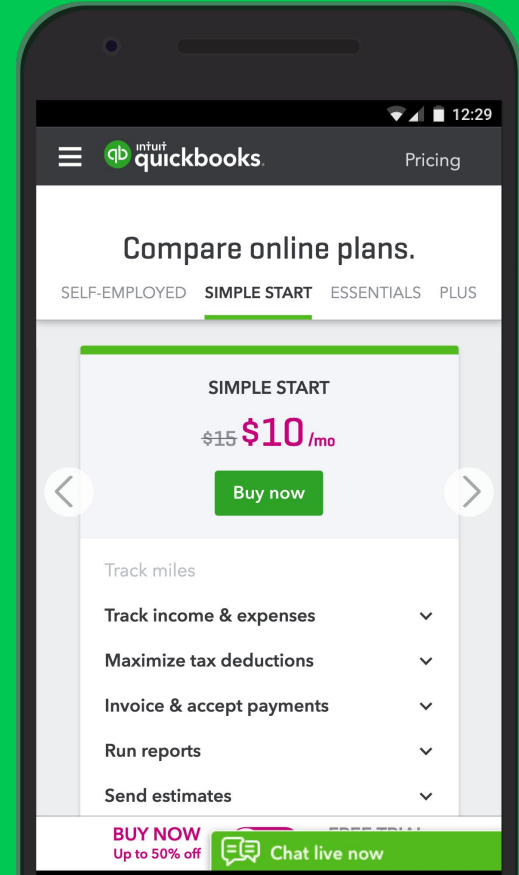
nerdwallet.com



credible.com



quickbooks.com



RESPONSIVE EXAMPLE: TURBOTAX (PRICING COMPARISON ON A SMALL SCREEN)

MOBILE

Show Recommendation

Free Edition **AbsoluteZERO**
Simple tax returns (1040EZ/1040A)

\$0 Federal, \$0 State, \$0 To File.

★★★★★ (4,651 | 89600 reviews)

File for \$0

Deluxe **MOST POPULAR**
Maximize tax deductions and credits

\$59.99 \$39.99* State additional

★★★★★ (4,751 | 123943 reviews)

Start for Free

- Easy prep, print and e-file with 100% accurate calculations guaranteed
- Get a big jumpstart on your taxes by snapping a photo of your W-2
- Searches 350+ tax deductions and credits
- Maximizes mortgage and property tax deductions
- Turns charitable donations into big deductions with ItsDeductible™

Expand Features +

Premier
Investments and rental property

Premier
Investments and rental property

\$79.99 \$59.99* State additional

★★★★★ (4,651 | 24882 reviews)

Start for Free

Self-Employed
Personal & business income and expenses

\$149.99 \$89.99* State additional

★★★★★ (4,651 | 23259 reviews)

Start for Free

NEW **turbotaxlive**
CPA or EA advice on demand and a final review

\$179.99 \$149.99* State additional

★★★★★ (4,751 | 71 reviews)

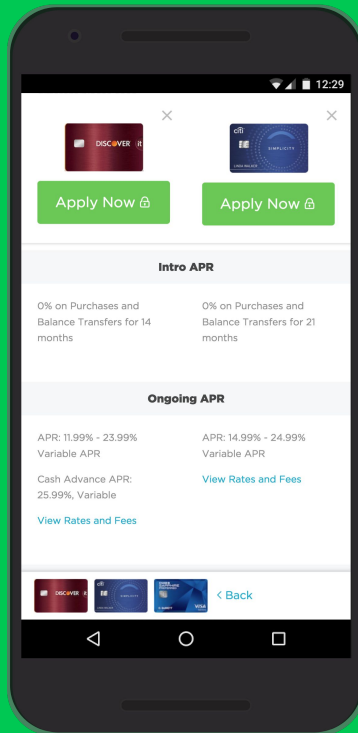
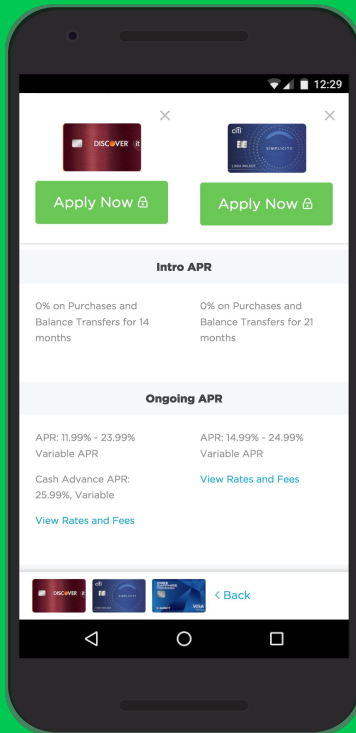
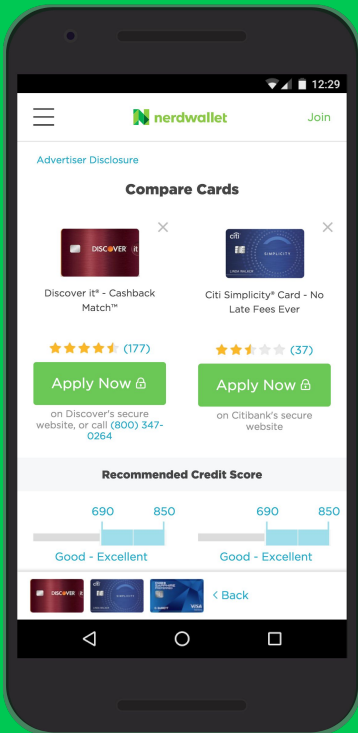
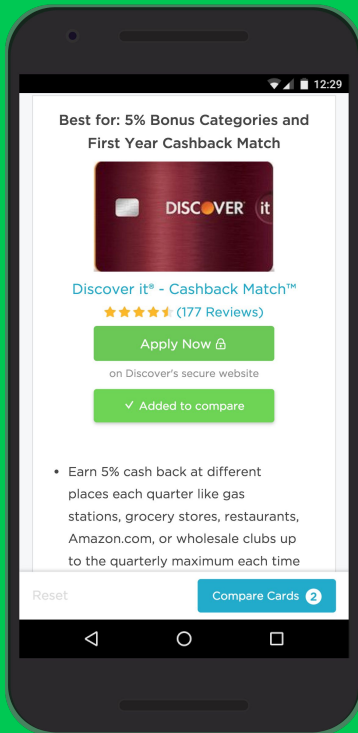
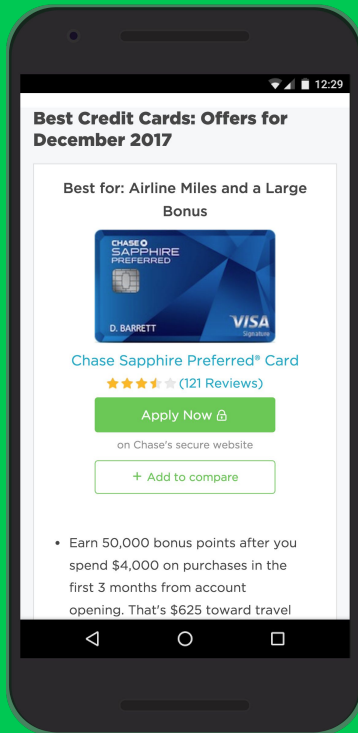
Start for Free

- Maximum refund guaranteed
- Every detail reviewed
- 100% accurate calculations

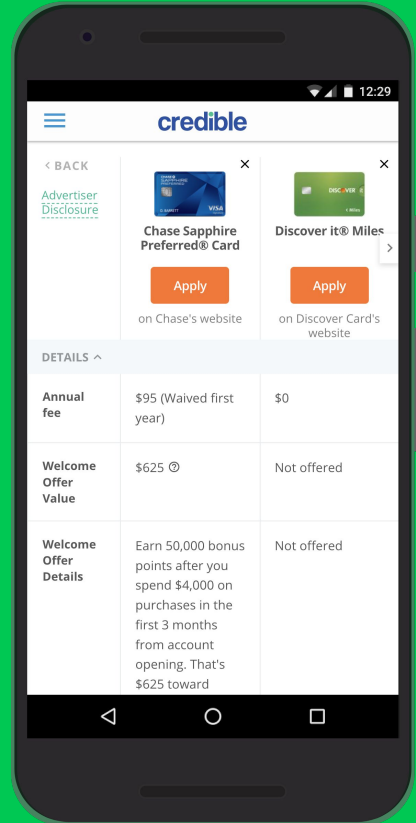
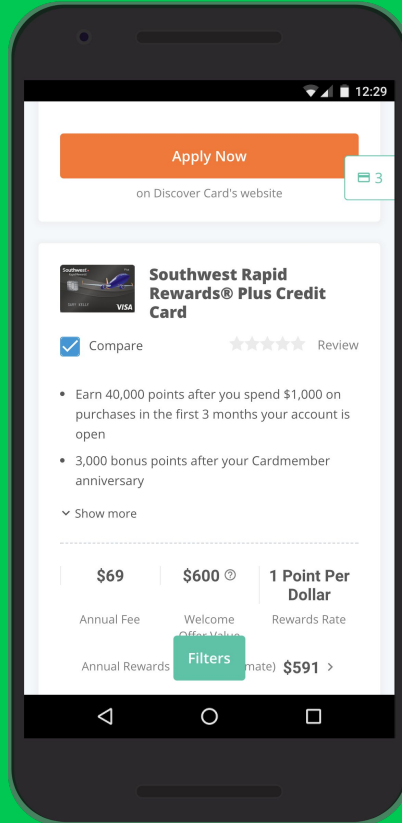
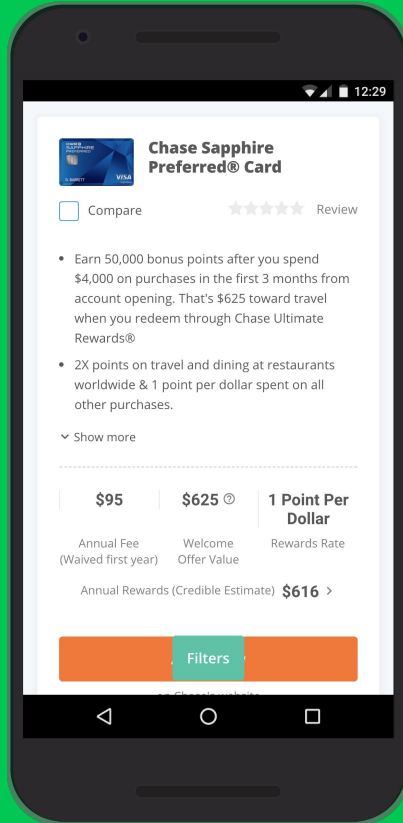
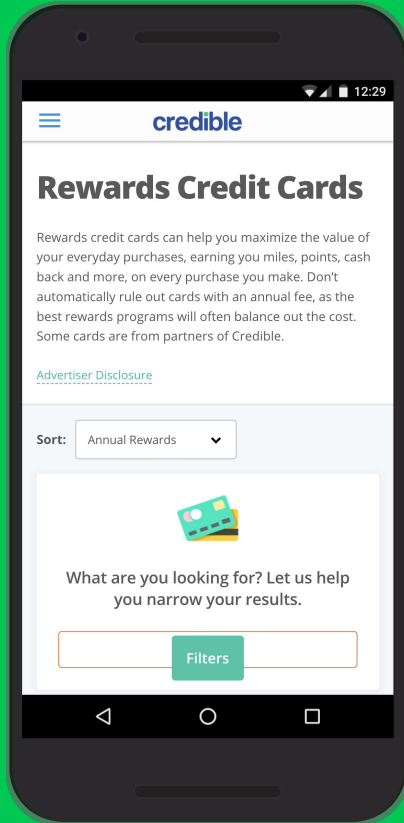
DESKTOP

Free Edition AbsoluteZERO	Deluxe MOST POPULAR	Premier	Self-Employed	NEW turbotaxlive
Simple tax returns (1040EZ/1040A)	Maximize tax deductions and credits	Investments and rental property	Personal & business income and expenses	CPA or EA advice on demand and a final review
\$0 Fed \$0 State \$0 To File	\$59.99 \$39.99* State additional	\$79.99 \$59.99* State additional	\$119.99 \$89.99* State additional	\$179.99 \$149.99* State additional
File for \$0	Start for Free Pay only when you file	Start for Free Pay only when you file	Start for Free Pay only when you file	Start for Free Pay only when you file
★★★★★ (4.8/5 89600 reviews)	★★★★★ (4.7/5 123943 reviews)	★★★★★ (4.6/5 24882 reviews)	★★★★★ (4.6/5 23259 reviews)	★★★★★ (4.7/5 71 reviews)
More Details ▾	More Details ▾	More Details ▾	More Details ▾	More Details ▾
<ul style="list-style-type: none"> Easy prep, print and e-file with 100% accurate calculations guaranteed Get a big jumpstart on your taxes by snapping a photo of your W-2 <p>See why it's free</p>	<p>Everything in Free Edition, plus</p> <ul style="list-style-type: none"> Searches 350+ tax deductions and credits Maximizes mortgage and property tax deductions 	<p>Everything in Deluxe, plus</p> <ul style="list-style-type: none"> Covers stocks, bonds, ESPPs, and other investment income Automatically imports investment income 	<p>Everything in Premier, plus</p> <ul style="list-style-type: none"> Guidance for independent contractors, freelancers and business owners Uncovers industry-specific deductions personalized to you 	<p>NEW</p> <p>CPA or EA advice and review</p> <ul style="list-style-type: none"> Do your taxes and get a one-on-one review of your tax return with a CPA or EA <p>We'll make any necessary</p>

EXAMPLE: NERDWALLET (PRODUCT COMPARE ON A SMALL SCREEN)

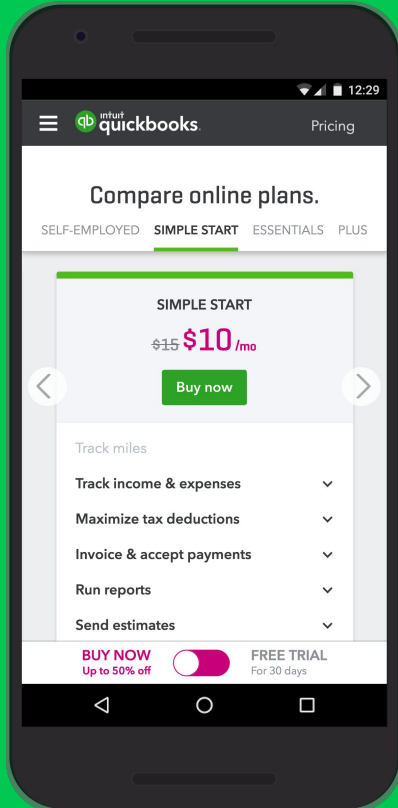


EXAMPLE: CREDIBLE (PRODUCT COMPARE ON A SMALL SCREEN)



EXAMPLE: QUICKBOOKS (PRICING COMPARISON ON A SMALL SCREEN)

MOBILE

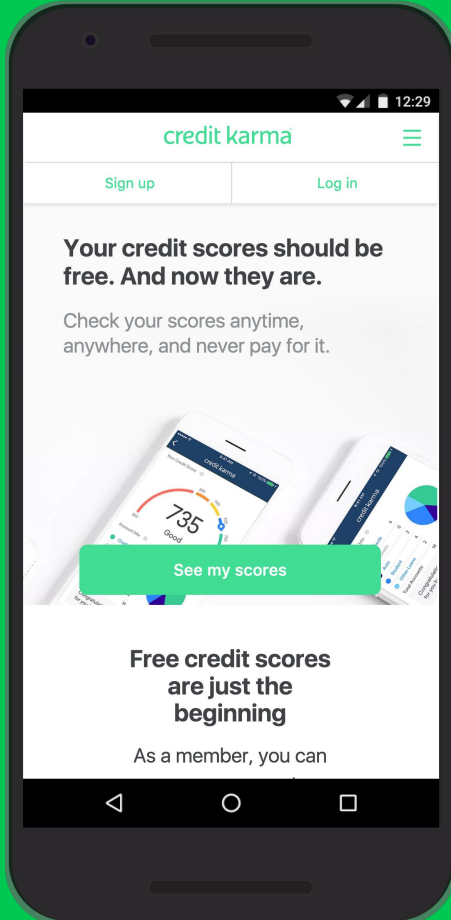


DESKTOP

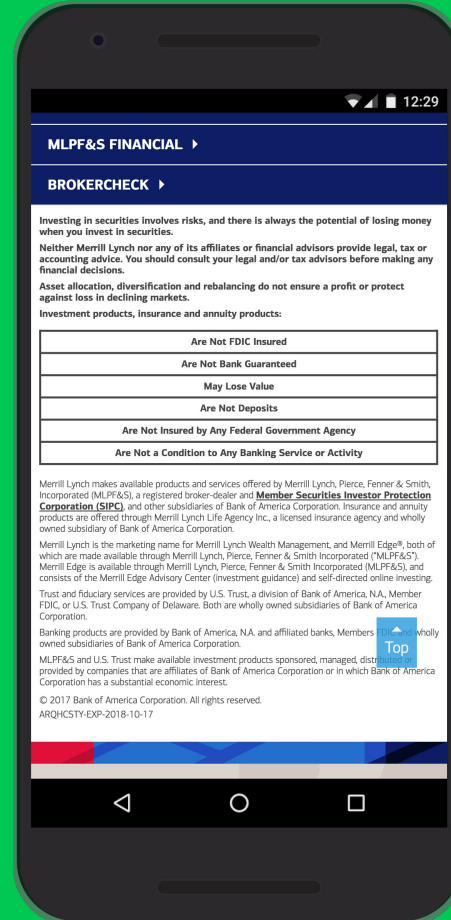
The desktop website interface shows the 'Choose your QuickBooks Online plan' page. The header includes the QuickBooks logo, navigation links (Plans & Pricing, How it Works, Support), and contact information (For Sales: 1.877.683.3280, Sign in). The main heading is 'Choose your QuickBooks Online plan. Buy now to save or start your free trial.' Below this, there are four plan columns: Independent Contractors (SELF-EMPLOYED), Small Businesses (SIMPLE START), Small Businesses (ESSENTIALS), and Small Businesses (PLUS). A 'BUY NOW' button with a 'FREE TRIAL' toggle is positioned above the plans. A purple banner indicates 'UP TO 50% OFF FOR 6 MONTHS'. The PLUS plan is marked as 'MOST POPULAR'. A table below compares features across the plans.

	Independent Contractors SELF-EMPLOYED	Small Businesses SIMPLE START	Small Businesses ESSENTIALS	Small Businesses PLUS
Track miles	✓	×	×	×
Track income & expenses	✓	✓	✓	✓
Maximize tax deductions	✓	✓	✓	✓
Invoice & accept payments	✓	✓	✓	✓
Run reports	✓	✓	✓	✓
Send estimates		✓	✓	✓
Track sales & sales tax		✓	✓	✓
Manage bills			✓	✓

USE LEGIBLE FONTS- 16px or more

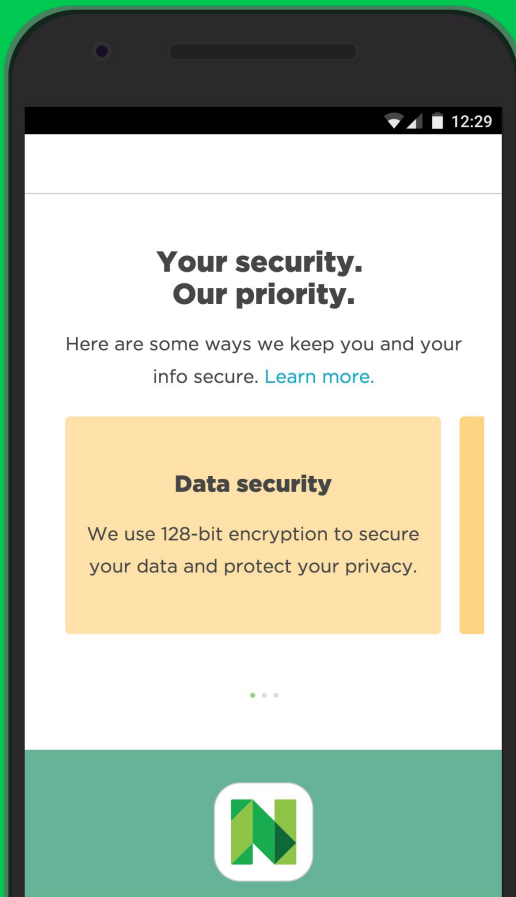


VS.

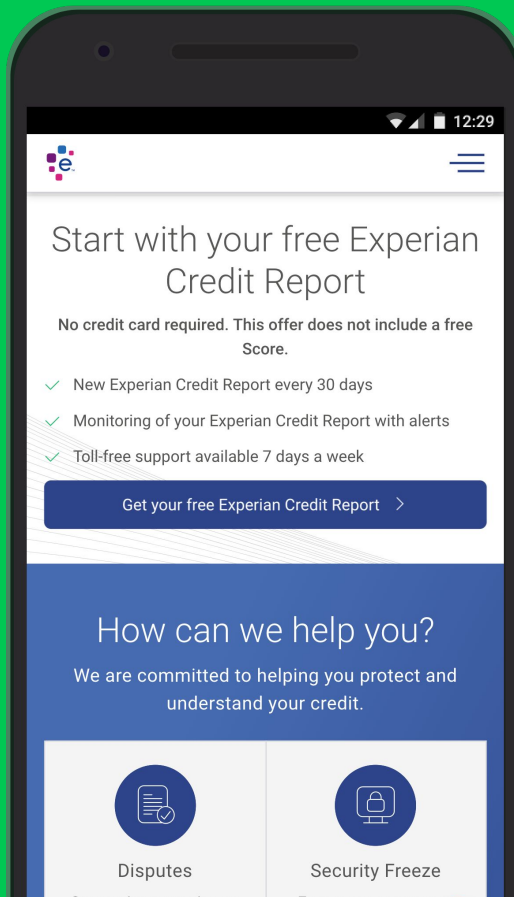


ENSURE PRODUCT INFORMATION IS READABLE BY USING BULLETS, HEADLINES AND MOBILE SPECIFIC FORMATTING

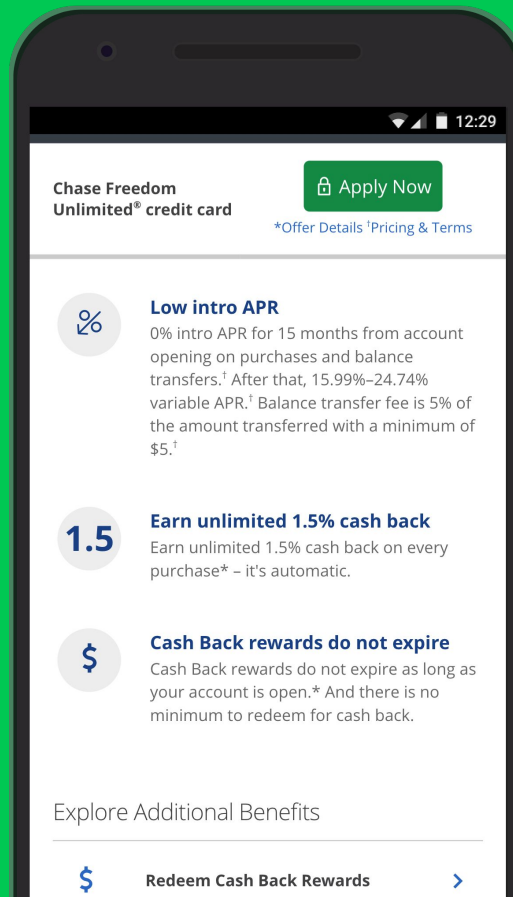
nerdwallet.com



experian.com

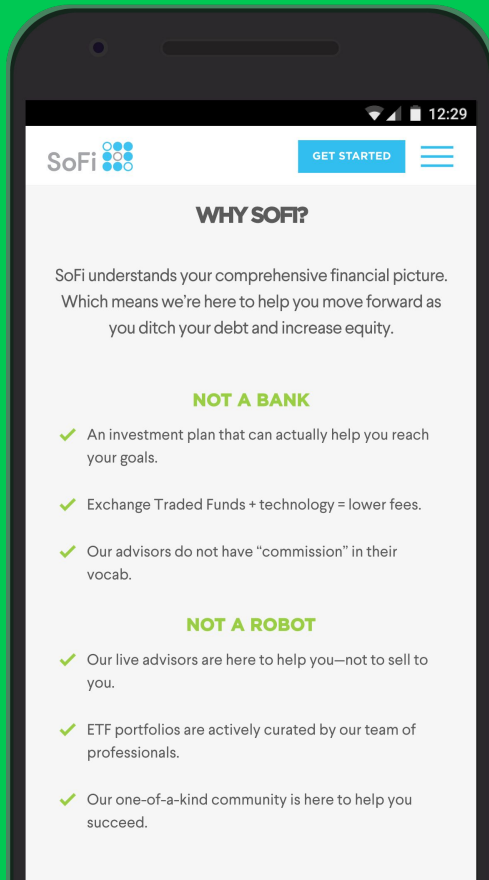


chase.com

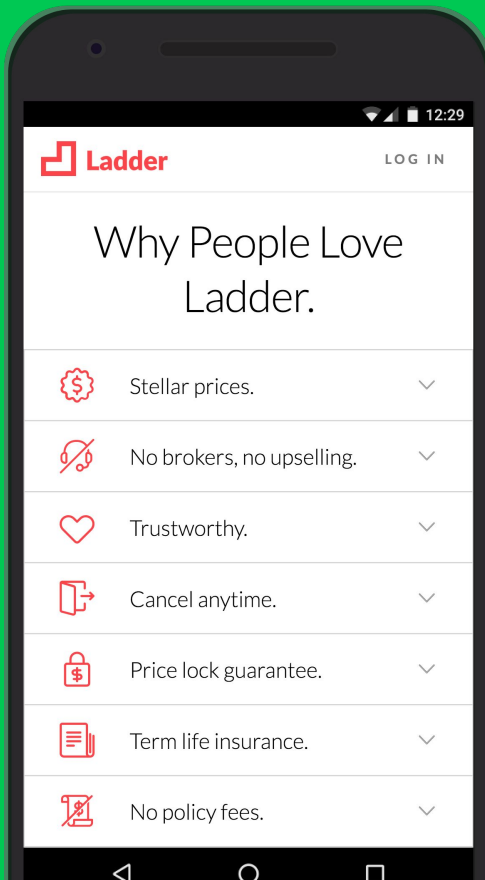


ENSURE PRODUCT INFORMATION IS READABLE BY USING BULLETS, HEADLINES AND MOBILE SPECIFIC FORMATTING

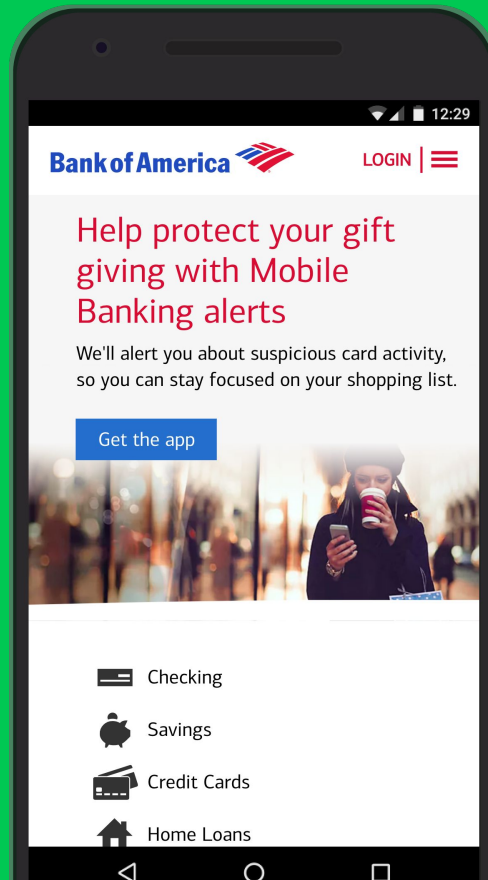
sofi.com



ladderlife.com



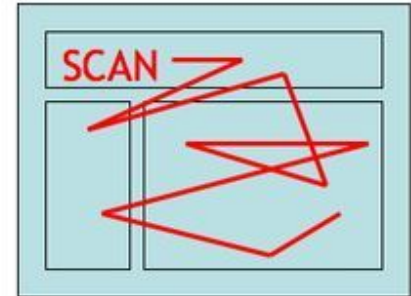
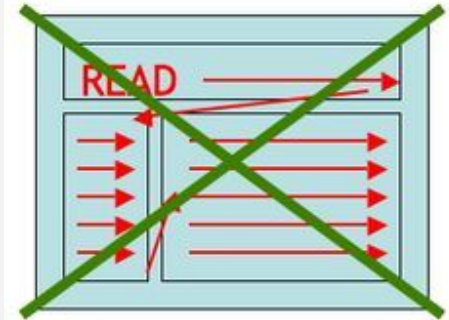
bankofamerica.com





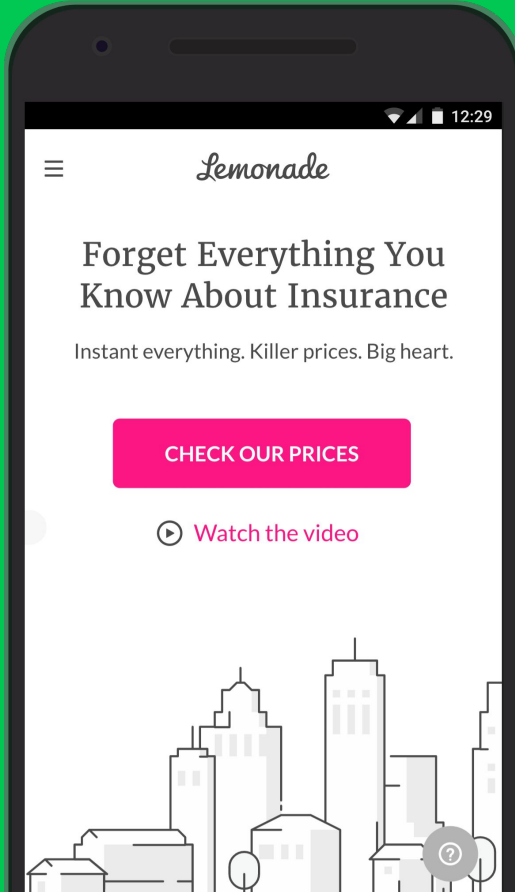
People don't read they skim

- 79% of people don't read, they just skim
- The main thing they DO read is the headline
- Keep the focus on value propositions



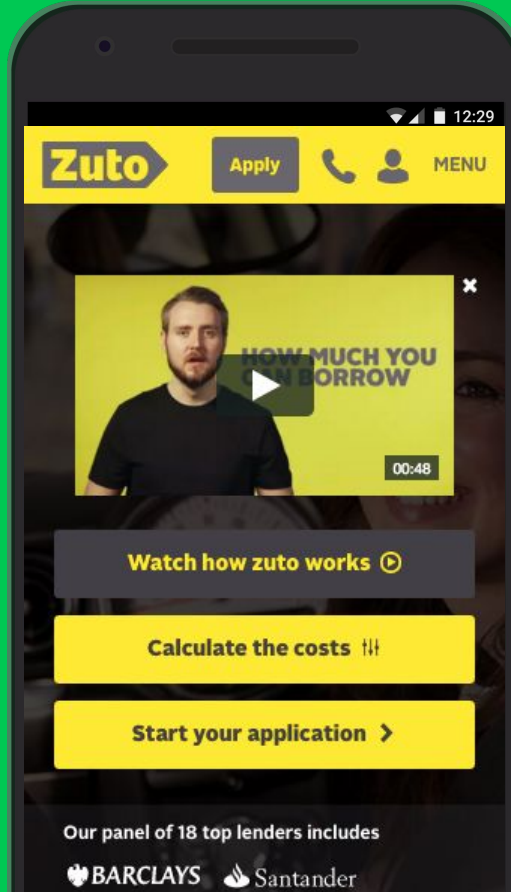
USE VIDEO AS A WAY TO EDUCATE USERS

lemonade.com



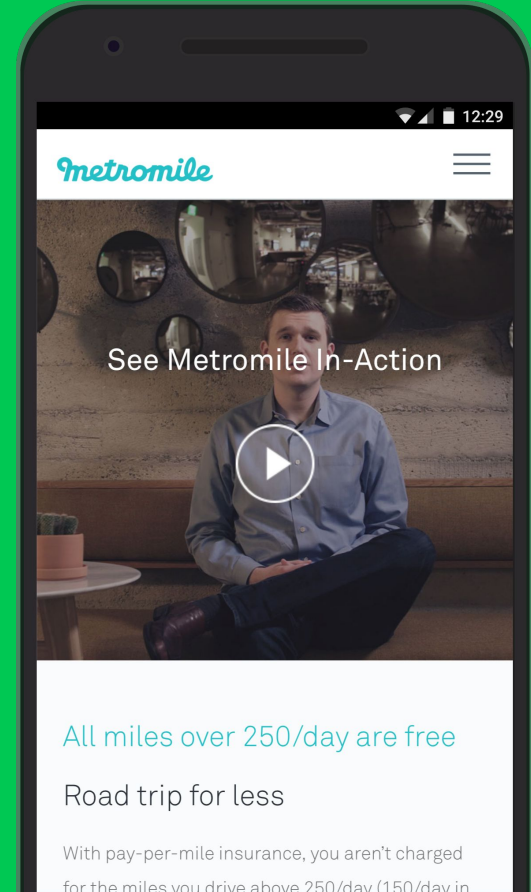
The screenshot shows the Lemonade mobile website. At the top, the Lemonade logo is centered. Below it, the headline reads "Forget Everything You Know About Insurance" with the subtext "Instant everything. Killer prices. Big heart." A prominent pink button says "CHECK OUR PRICES". Below the button is a video player icon and the text "Watch the video". At the bottom, there is a stylized line-art illustration of a city skyline.

zuto.com



The screenshot shows the Zuto mobile website. The Zuto logo is at the top left, with an "Apply" button and a "MENU" icon to its right. A video player is embedded in the center, showing a man speaking with the text "HOW MUCH YOU CAN BORROW" overlaid. Below the video player is a button that says "Watch how zuto works" with a play icon. Underneath that are two large yellow buttons: "Calculate the costs" and "Start your application". At the bottom, it says "Our panel of 18 top lenders includes" followed by logos for Barclays and Santander.

metromile.com



The screenshot shows the Metromile mobile website. The Metromile logo is at the top left. A video player is embedded in the center, showing a man sitting on a bench with the text "See Metromile In-Action" overlaid. Below the video player, the text reads "All miles over 250/day are free" and "Road trip for less". At the bottom, there is a paragraph of text: "With pay-per-mile insurance, you aren't charged for the miles you drive above 250/day (150/day in..."

RESEARCH: Video can be a strong driver of conversions

- Video is the **closest** you can get **to seeing the product in person** (better than images)
- You can present a ton of information with just a **30 second video** – equivalent of **half a page of text**.
- **Zappos** uses the **video to describe, use and demonstrate the products**. Those videos are said to have a sales impact of **6 to 30%**.
- **Treepodia** says video is one of the few strategies that seems to work well regardless of the category.

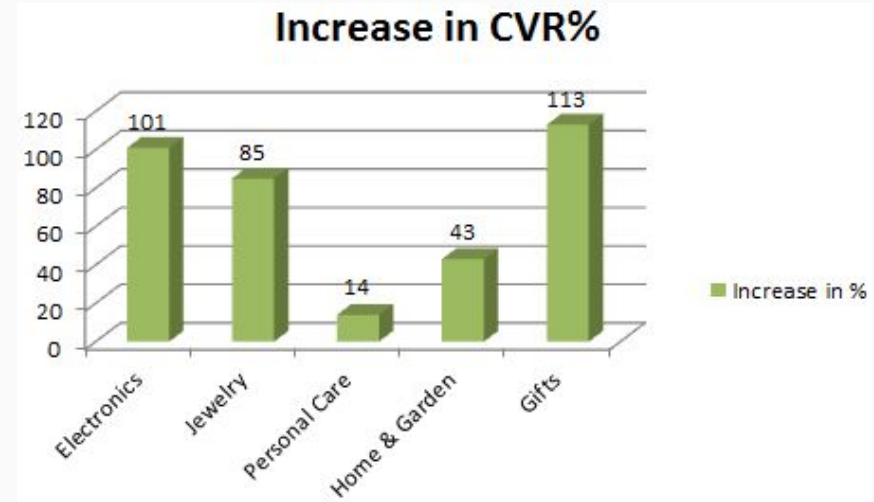


Chart shows the conversion rate increases for shoppers who watched product videos

THANK YOU