

Help us to send

#1000SIGNSOFLOVE

and spread awareness for those with communication challenges.

DONATE SOME LOVE



GUIDE TO LANDING PAGES

How to use landing pages to drive conversion

Introduction

Most nonprofits use a variety of methods to communicate with constituents with the goal of increasing fundraising, raising awareness, or generally improving engagement.

- Direct mail
- Email
- Social Media
- PPC Advertising

Regardless of what communication methods your organization employs, understanding what landing pages are and how they work can help you boost conversion and cultivate more meaningful relationships with your constituents.

This guide starts with the basics, offering explanations and examples so you fully understand what a landing page is and how it is constructed.

Then, it walks through the 8 point process required to successfully employ a landing page in your next campaign.

What Is A Landing Page?

A landing page is a single web page. It may or may not be linked to the rest of your website.

It typically does not have navigation links or has reduced navigation options.

It is designed to present a visitor with a **single** compelling call to action.

It contains a form to enable a visitor to respond to the call to action without leaving the page.

How Is A Landing Page Different From A Donate Page?

Many people mistakenly equate a landing page with any page on a website. They are not the same thing.

The best way to explain this is to demonstrate. Here is the donate page on the Akron-Canton Regional Foodbank webpage:

EXPENSES

- Program Services: 93%
- Fundraising Expenses: 4%
- Supporting Services: 3%

REVENUE + SUPPORT

- In-kind Donations: 76%
- Contributions & Grants: 14%
- Program Fees: 8%
- Government: 1%
- Misc: 1%

DONATE ONLINE

\$1 = 4 meals, so even a small donation can help a person eat for a day. Your gift will immediately fight hunger in our community.

DONATE ONLINE

Donate Money

- Monthly Giving
- Tribute & Memorial Gifts
- Stocks & Securities
- Holiday Cards

Donate Time

Donate Food +

DONATE ONLINE

[CLICK HERE](#) to visit the site.

Find the calls to action on this page:

1. Donate Money
2. Donate Time
3. Donate Food
4. Donate Online
5. Learn More
6. Get Involved
7. Donate Now
8. Contact Us
9. eNews Signup
10. Visit our Resources page
11. Learn More (Monthly Giving)
12. Learn More (Tribute & Memorial Gifts)
13. Learn More (Stocks & Securities)

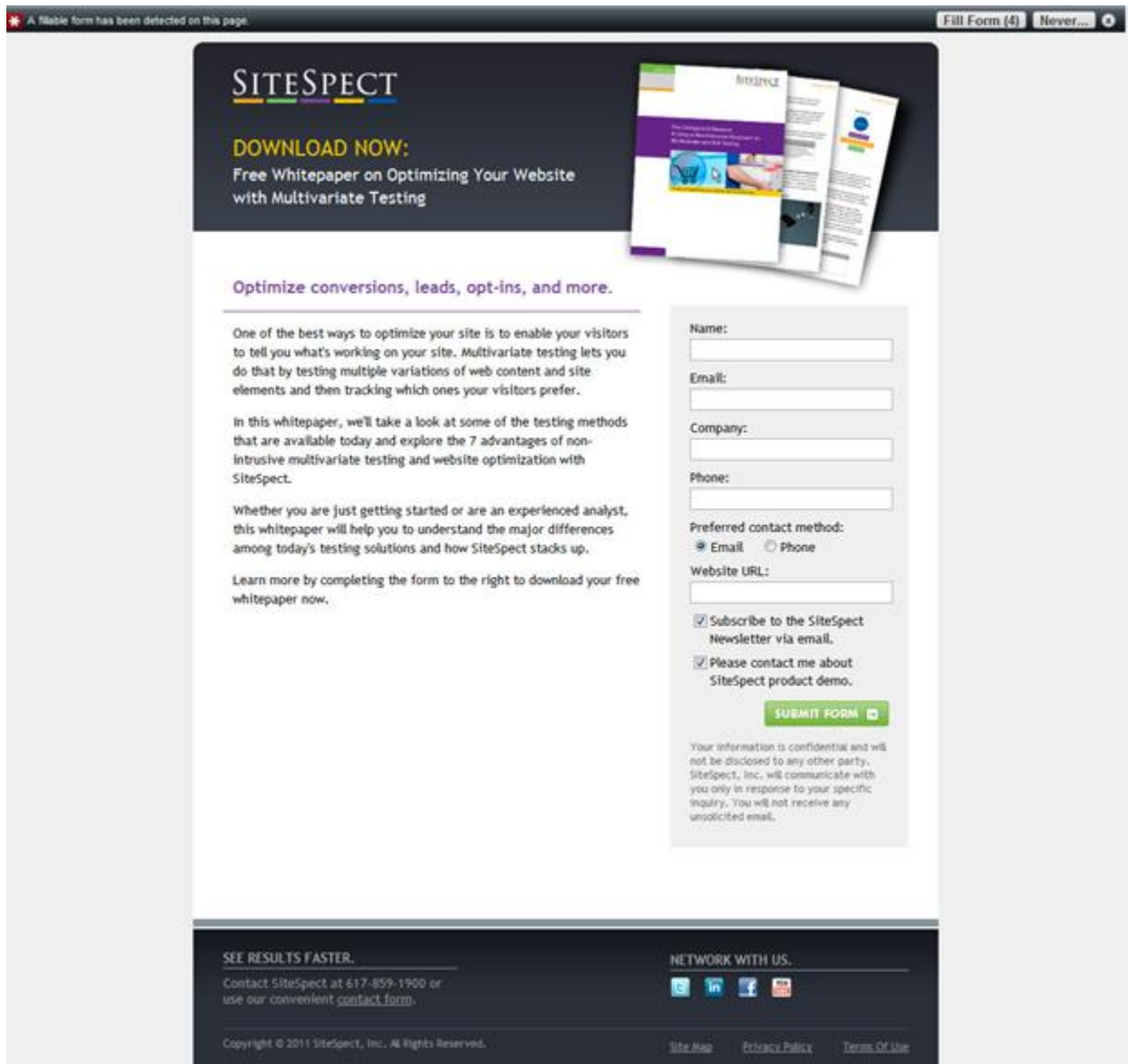
There are actually more than this, but we'll stop counting here.

It's OK that there are so many calls to action on this webpage. The organization needs this page to be comprehensive. It doesn't know who might visit this page so it has to anticipate all possible questions/interests and provide access to information that addresses these.

BUT you can see that it is difficult to steer a visitor to take a particular action when there are so many paths that a user might take.

Landing Page Example

Now, let's take a look at a landing page. How is this different from the donate page we just examined?



A screenshot of a web browser displaying a landing page for SiteSpect. The browser's address bar shows "Fill Form (4)" and "Never...". The page features a dark blue header with the SiteSpect logo and a call to action: "DOWNLOAD NOW: Free Whitepaper on Optimizing Your Website with Multivariate Testing". To the right of the text is an image of the whitepaper. Below the header, the main content area is white with a purple horizontal line. The text reads: "Optimize conversions, leads, opt-ins, and more." followed by three paragraphs of text. To the right of the text is a form with fields for Name, Email, Company, and Phone. Below these fields are radio buttons for "Preferred contact method:" with "Email" selected. There is also a "Website URL:" field. At the bottom of the form are two checked checkboxes: "Subscribe to the SiteSpect Newsletter via email." and "Please contact me about SiteSpect product demo." A green "SUBMIT FORM" button is at the bottom of the form. Below the form is a small disclaimer: "Your information is confidential and will not be disclosed to any other party. SiteSpect, Inc. will communicate with you only in response to your specific inquiry. You will not receive any unsolicited email." The footer of the page is dark blue and contains the text "SEE RESULTS FASTER." with contact information, "NETWORK WITH US." with social media icons, and "Copyright © 2011 SiteSpect, Inc. All Rights Reserved." along with links for "Site Map", "Privacy Policy", and "Terms Of Use".

SITESPECT

DOWNLOAD NOW:
Free Whitepaper on Optimizing Your Website with Multivariate Testing

Optimize conversions, leads, opt-ins, and more.

One of the best ways to optimize your site is to enable your visitors to tell you what's working on your site. Multivariate testing lets you do that by testing multiple variations of web content and site elements and then tracking which ones your visitors prefer.

In this whitepaper, we'll take a look at some of the testing methods that are available today and explore the 7 advantages of non-intrusive multivariate testing and website optimization with SiteSpect.

Whether you are just getting started or are an experienced analyst, this whitepaper will help you to understand the major differences among today's testing solutions and how SiteSpect stacks up.

Learn more by completing the form to the right to download your free whitepaper now.

Name:

Email:

Company:

Phone:

Preferred contact method:
 Email Phone

Website URL:

Subscribe to the SiteSpect Newsletter via email.
 Please contact me about SiteSpect product demo.

SUBMIT FORM

Your information is confidential and will not be disclosed to any other party. SiteSpect, Inc. will communicate with you only in response to your specific inquiry. You will not receive any unsolicited email.

SEE RESULTS FASTER.
Contact SiteSpect at 617-859-1900 or use our convenient [contact form](#).

NETWORK WITH US.
[Twitter](#) [LinkedIn](#) [Facebook](#) [YouTube](#)

Copyright © 2011 SiteSpect, Inc. All Rights Reserved. [Site Map](#) [Privacy Policy](#) [Terms Of Use](#)

1. It has a single purpose: get visitors to submit contact information.
2. It offers an incentive to get people to provide contact information.
3. It contains a form.
4. It has no navigation links.

You can see that everything on this page is working to keep a visitor on the page and get him/her to submit contact information.

1. The Headline uses an image to give a glimpse of the free whitepaper. This promises a wealth of information.
2. The Headline also presents the call to action “Download Now” and an explanation of what a user will get in that download.
3. The Title is a short reiteration of impact. It answers the question, “What will I get out of this download?”
4. The Story offers a longer explanation of why a user should respond to the call to action.
5. The Form enables a visitor to respond to the call to action right there on the page.

Spot The Problems!

There are 2 major problems with this landing page. Can you spot them?

A flake form has been detected on this page. Fill Form (4) Never...

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Name:

Email:

Company:

Phone:

Preferred contact method:
 Email Phone

Website URL:

Subscribe to the SiteSpect Newsletter via email.

Please contact me about SiteSpect product demo.

SUBMIT FORM

Your information is confidential and will not be disclosed to any other party. SiteSpect, Inc. will communicate with you only in response to your specific inquiry. You will not receive any unsolicited email.

SEE RESULTS FASTER.
Contact SiteSpect at 617-859-1900 or use our convenient [contact form](#).

NETWORK WITH US.

Copyright © 2011 SiteSpect, Inc. All Rights Reserved. [Site Map](#) [Privacy Policy](#) [Terms Of Use](#)

See answers on page 9.

Problem #1

CTA in the header is “Download Now”.

CTA on the button is “Submit Form”

These don’t match, which is problem number one.

Also, they are not compelling. A user doesn’t really want to “download” anything or “submit” a form...she wants to “Optimize Now” or “Master Multivariate Testing” – so make the CTA reflect what the visitor wants out of the transaction.

Problem #2

There are too many fields in the contact block.

Only collect what is absolutely necessary. Research consistently shows that the less information requested, the better the conversion rate.

In this case, it might be enough just to ask for an email address. Then, the company can follow up and cultivate the lead to get more information later.

This definitely isn’t the place to ask for preferred contact method or suggest opting in for a newsletter or a demo.

If you are asking for donations, you will have to collect enough information to process payment, but don’t ask for anything more than is absolutely necessary.

Prepare For Success

Now that we know what a landing page is and understand how it is constructed, let's walk through the steps required to successfully employ a landing page in your next campaign.

1. Define Your Goal
2. Define Your Target Audience
3. Choose Your Story
4. Choose Your Medium
5. Define Your Call To Action / Impact
6. Set Up Analytics
7. Deliver The Story
8. Analyze Results

Define The Goal For Your Page

Notice the use of the word “goal” – singular. It is critical that you define ONE specific, measurable goal. It may be a fraction of a larger campaign goal.

For example:

- Gain 50 new donors
- Gain 25 new volunteers
- Get 100 \$50 donations by a particular date
- Get 25 new Facebook followers
- Get 30 people to opt-in to your e-newsletter
- Sell 50 tickets to an event
- Get 10 new corporate donors
- Convert 20 one-time donors to monthly recurring donors
- Get 300 advocates to contact a particular politician with a specific message

Good Landing Pages Require Good Data

As modern methods and tactics make communications increasingly nuanced and personal, it is critical for development and database administrators to work together to set meaningful goals and identify audiences.

How many of you typically identify these segments?

- Non donors
- New donors
- Lapsed donors
- Recurring donors
- LYBUNTS
- SYBUNTS
- Major Donors
- Planned Donors

How else might you segment?

- Age
- Interests
- Children / No Children
- Profession / Employer
- Giving Level
- Giving History
- Giving Pattern

Define Your Target Audience

As you segment, think about what data you have and how you can interpret that data to identify an audience and figure out how best to speak to that audience to get it to take the desired action.

Ask yourself, what is the persona of your target audience?

It might seem corny, but it can help to put up pictures as you imagine your audience. Think about the real people you are addressing.

- What do they look like?
- Where do they spend time?
- What do they value?
- What are their professions?
- What are their hobbies & interests?
- How old are they?

Why does this matter? Consider this scenario. You are attending a dinner party. You want to take the opportunity to introduce your organization and its mission to those attending. Would you begin a conversation with a rote articulation of your history and mission followed by an appeal for support? Or, would you get to know the people to find out a bit about who they are, what they do, what interests them so you could introduce the topic in a way that is a natural extension of the conversation?

If you would take the latter approach, then segmentation should interest you. It effectively allows you to have a natural conversation with a large group of people in order to get them to take a desired action.

Choose Your Story

Once you have a clear picture of your audience, you can begin to ask yourself, “What story can I tell that will resonate with them?”

Here are some additional questions you might consider:

1. Will your chosen audience respond better to emotion or reason?

2. If they will respond better to emotion, what emotion do you think will motivate them best?
 - Fear
 - Joy
 - Hope
 - Pride
 - Pity

3. Will they respond to social pressure / social proof?

4. Will they respond to a story of success or a story of need?

Choose Your Medium

Once you've decided what story you want to tell, it's time to consider *how* you can best tell it.

- Text
- Video
- Audio
- Images
- Infographic

Here is a great resource with advice regarding how to choose the medium that's best for your story. [CLICK HERE](#)

You want to think both about the story you are telling and about the audience.

It can be a good idea to look at how other organizations are using different mediums to tell their stories, so let's evaluate three examples to see what we can learn.

Traditional Storytelling

These days, we see advice everywhere alerting us that people have short attention spans and that content should be concise. While you absolutely want to use words wisely, don't be afraid to take as much time as you need to tell your story.

Here is an example from charity:Water: [The Last Walk For Water](#)

This is a brilliant example of nonprofit storytelling. It is a long story. It is a terribly sad story. It is a motivating story.

The narrative stands alone, however adding images breaks up the page and helps the reader to imagine the setting and the people referenced in the story.

Scott Harrison, Founder & CEO says, "The water crisis isn't about mind-numbing statistics. It's about ... real people with names and families. People living without hope and a future." This story shows the reader those real people. It shows what lack of hope looks like. And it shows a reader how supporting charity:Water can change the story for another real person.

This story isn't rushed. It isn't a sound-bite. It takes the time to make a reader care. And it works.

Video

Video doesn't have to have high-production value to have big impact. In fact, it can feel more "real" and organic if it's a bit rough around the edges. Here is a great example of a low budget video that packs a punch:



What's great about this video:

1. Social Proof – participation of people spanning wide ranging demographics
2. Making the viewer part of the conversation with the word "YOUR".
3. Fast paced
4. Cheap
5. Organic

It looks like the organization invited constituents to share images or short video clips of themselves holding signs to support their message and then created a montage.

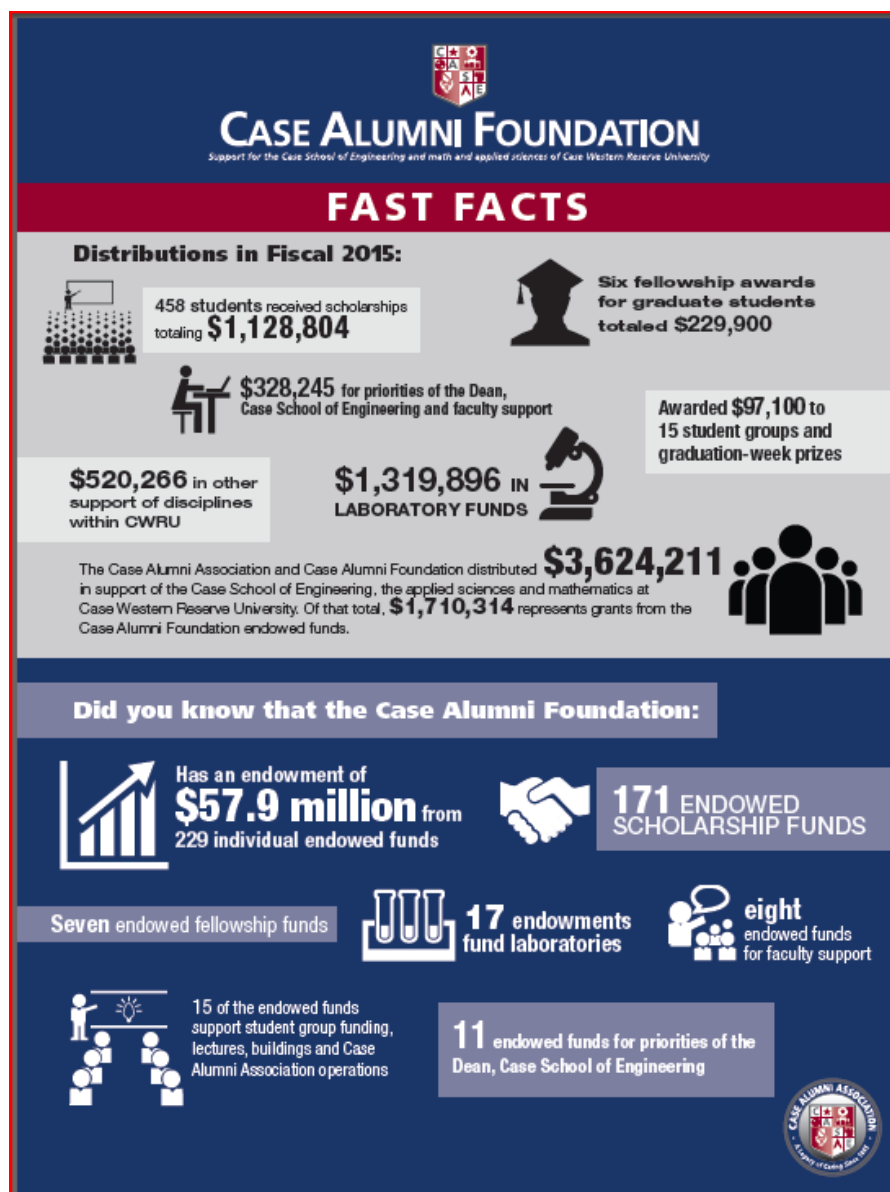
At the end of the video, a viewer feels caught up in the momentum of the rapid-fire messages and included in the community of people fighting for clean air.

The call to action is simple: Share this.

Infographic

Infographics are hugely popular because they distill complex information into an easy to digest, easy to share, image.

They can be used to communicate good stewardship and demonstrate impact. In fact, many organizations include infographics in their annual reports.



While they often appeal to the more rational / logical audience, they don't have to be dry or un-emotional.



HOW THE WAR IN SYRIA HURTS CHILDREN



4 MILLION
Syrian children need emergency help.

6.8 MILLION
Syrians are in need, many with limited access to humanitarian aid.

1 IN 3
children have been hit, kicked or shot at.

7,000 INNOCENT CHILDREN
have been killed, with many more injured, tortured or raped.

THE #1 REASON
children aren't attending school is fear of being killed.

2,000 SCHOOLS
have been bombed or damaged as a result of the conflict.

2 MILLION HUNGRY CHILDREN
are at risk for malnutrition.

THE WAR HAS DOUBLED
the price of food for hungry children.

70% OF HEALTH WORKERS
can't get to the children who need them because of danger and roadblocks.

75% OF CHILDREN
have lost a loved one.

THERE ARE 2 WAYS YOU CAN HELP

SIGN OUR PETITION TO THE U.N. 
www.SavetheChildren.org/Syria-Petition

 DONATE
www.SavetheChildren.org/Syria-Give

SOURCES:
HUNGER IN A WAR ZONE: The Growing Crisis Behind the Syria Conflict, Save the Children 2013
CHILDHOOD UNDER FIRE: The Impact of Two Years of Conflict in Syria, Save the Children 2013



How does this infographic insert emotion?

- Dramatic color scheme – red, white and black
- Image of the child peering out from behind harrowing statistics
- “bullet” points are literally bullet holes

No matter what story you tell or how you choose to convey it, it should leave a reader wanting to do something. It should prime them for response to your call to action.

Call To Action

The Bad News: nobody wants to give your charity money. Nobody wants to sign a petition. Nobody wants to sacrifice free time.

The Good News: people do want to make a positive difference in the world. Which means they WILL give you money. They WILL sign your petition. They WILL sacrifice free time to volunteer.

When you ask them it's imperative that you embed the impact in the ask so it's clear that taking action means doing something they WANT to do and making a positive difference.

For example:

- **Not “Donate \$50” but “Feed 100 Kids”**
- **Not “Signup for our newsletter” but “Stay informed about...” or “Keep on the cutting edge of the fight for/against...”**
- **Not “Sign this petition” but “let your voice be heard”**

Set Up Analytics

You know your audience. You have a compelling story. You have a strong Call To Action. You're ready to publish your landing page and start driving traffic, right?

WAIT! NOT YET!

First, make sure you are prepared to collect information about the number of visitors to your landing page and the number of visitors who respond to your call to action.

The easiest and cheapest (you can't beat FREE!) way to collect and analyze this data is to use Google Analytics. *Even if you have Google Analytics enabled on your website, your transactional landing page will probably be hosted by a third party, so be sure that it is also enabled on your landing page.*

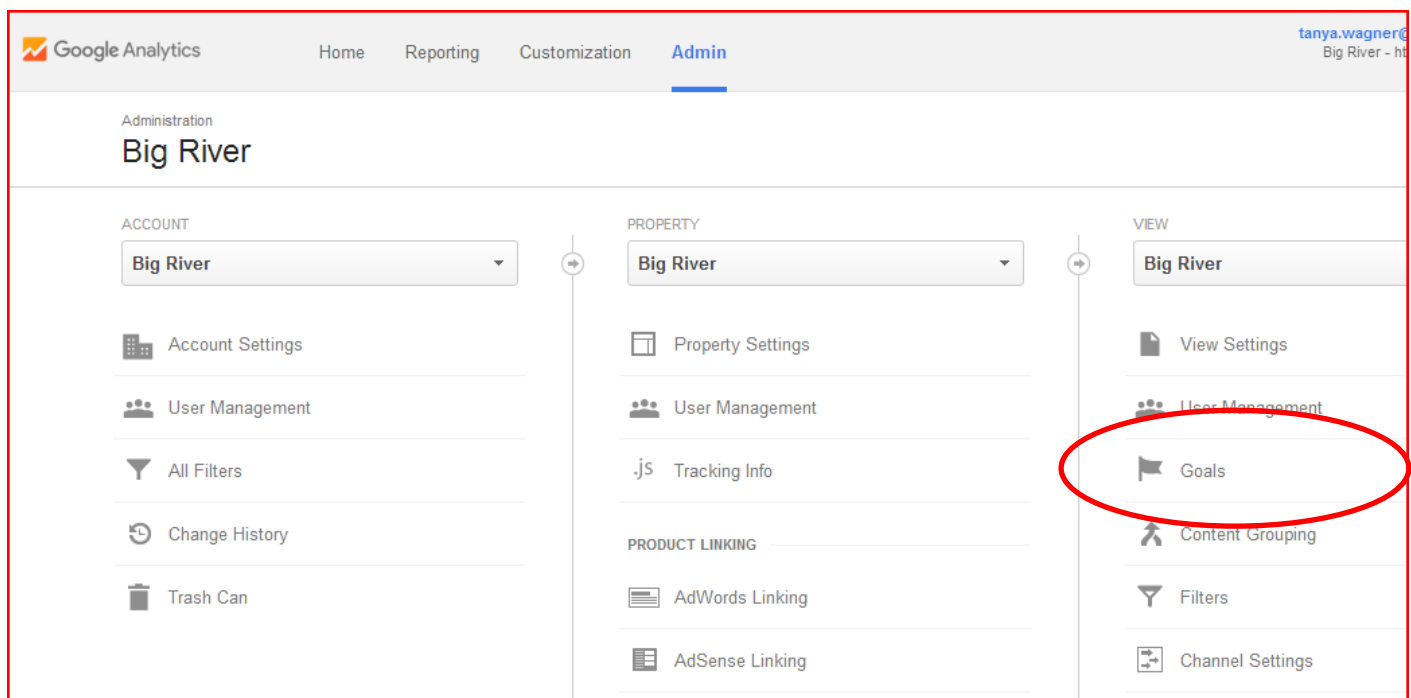
Here are basic step-by-step instructions.

Create A Goal

Goal Type: Destination

Goal Value: If you are asking for a donation or selling an event ticket, you can associate a dollar value with conversion.

1. Login to Google Analytics
2. Click “Admin” at the top of the page.
3. Click “Goals”.



4. Set up goal.

a. "Revenue" for monetary transactions

b. "Sign up" for opt-in to newsletter

1 Goal setup

Template

Select a template to start with a pre-filled configuration

REVENUE

Place an order Completed purchase or pre-order request

ACQUISITION

Create an account Successful sign up, account, or view created

INQUIRY

Contact us Viewed phone number, directions, chat or email

Read reviews Viewed reviews and ratings

Get callback Requested service or a phone call

Live chat Contacted via chat

Update Downloaded or installed new version

ENGAGEMENT

Compare information Compared features, products, or options

Add to favorites Saved product or information to a list

Media play Played interactive media, like a video, slideshow, or product demo

Share / social connect Shared to a social network or emailed

Sign up Subscribe to newsletter, update alerts, or join group

Custom

5. Describe Goal – be sure to give your goal a unique name so you can easily identify it in the future.

2 Goal description

Name

Donation on 2015 #GivingTuesday Page Goal ID 3 / Goal Set 1

Type

Destination ex: thanks.html

Duration ex: 5 minutes or more

Pages/Screens per session ex: 3 pages

Event ex: played a video

6. Define Goal Details – in this case, it’s easiest to do this by entering the URL for the destination page that will load after someone has responded to your call to action.

So, for example, when a visitor to your landing page completes a donation, he will be taken to a confirmation page that thanks him for his donation and confirms the details. That confirmation page is the “destination” and the only way to get there is to respond to your call to action. So, if you measure the number of visitors to the destination page, this tells you how many people took the desired action on your page.

3 Goal details

Destination

Equals to Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

OFF Assign a monetary value to the conversion.

Funnel optional

OFF

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

You’re done!

Deliver The Story

Now you are ready to reach out to your chosen audience to drive them to the landing page. How you reach people depends largely on how they prefer to communicate, so think about your chosen audience and deliver the URL to your page using a variety of methods:

- Include it in your Newsletter.
- Send an appeal-specific email. Include an image or teaser to get people to click through to your landing page.
- Include a link in your direct mail pieces.
- Craft Facebook posts with links to the landing page.
- Craft tweets with bit.ly URLs for the landing page. Be sure to use hashtags relevant to the campaign and/or to your organization
- Print a QR Code on flyers or materials at your front desk

Whatever you do, be sure the language, images and call to action in your communications match the landing page. Basically, you want the landing page to continue the conversation begun elsewhere so there needs to be continuity.

Spot The Problems!

Let's look at what NOT to do.

SCENARIO #1



This tweet promotes a special offer and contains a bit.ly link for users to click through for more detail.

So far so good. Let's click that link.

It takes us here:

Timeline Photos

Like Page

Back to Album · Cleveland Metroparks Golfs Photos · Cleveland Metroparks Golfs Page

Previous · Next



Cleveland Metroparks Golf

Last day to take advantage of special golf offer!

Sign up for your 2016 Golf Bonus Rounds membership for only \$20 and receive 18 holes of golf for FREE valid at any Cleveland Metroparks course (up to \$39 value!)

Learn more about Bonus Rounds, here: <http://bit.ly/1D2AbiY>

Like · Comment · Share · Yesterday

Album: Timeline Photos

Shared with: Public

Open Photo Viewer

Download

Embed Post

Report Photo



Write a comment...

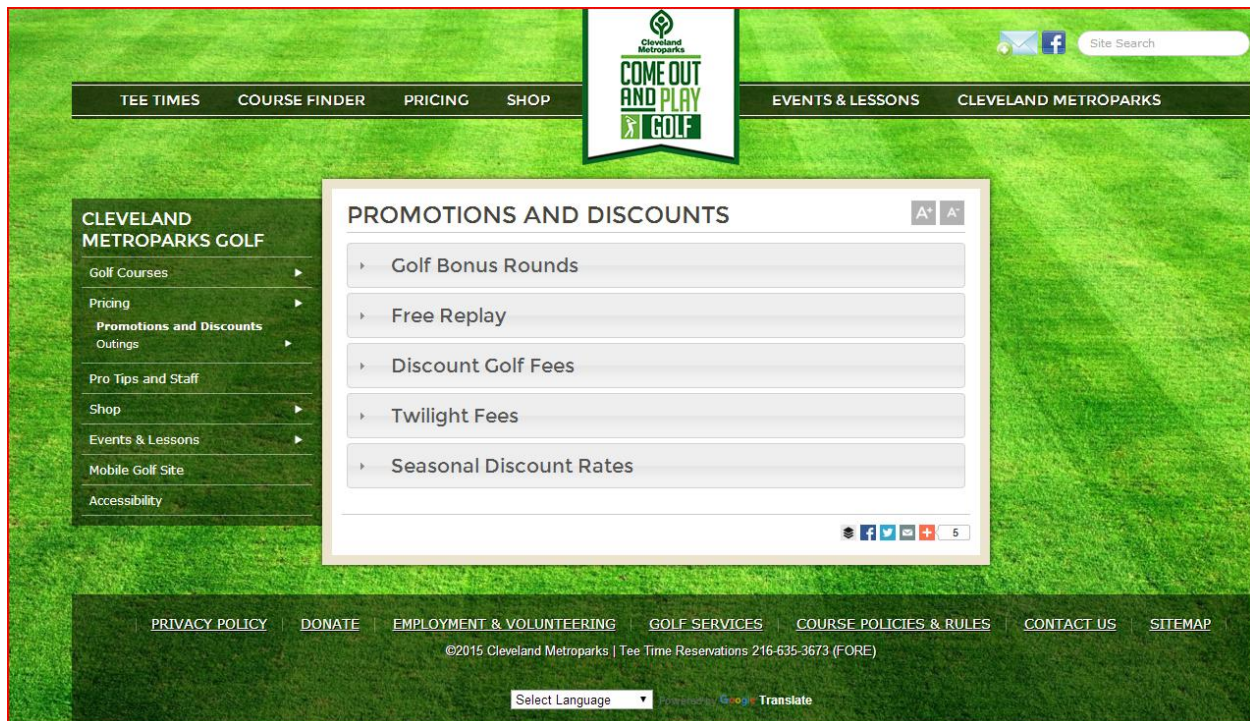


Ouch! A user who engaged on Twitter is now directed to Facebook.

Ouch! The user can read a bit more about the promotional offer, but there is no way to actually take advantage of the offer here.

Let's click the link promoted here.

It takes us here:




This website looks pretty. But...

Ouch! I click “Golf Bonus Rounds” I get a lot of information, but I can’t take advantage of the special offer.

So now a user is lost on a website with a lot of different links and no clear path to respond to the call to action. So, what does a user do?

1. Give up and leave the site.
2. Call the organization – requiring staff to pick up the phone and take care of the transaction.
3. Click around to discover that bonus rounds can be purchased in the “Shop”.



This offer could have had greater impact and (I'd wager) much greater conversion if a landing page was employed.

The call to action was very specific and had a fixed deadline to create urgency. The link in the tweet should have taken a user to a specific page explaining Bonus Golf Rounds and enabling the user to buy them with no additional clicks.

SCENARIO #2



Again we have a tweet that promotes a special offer and contains a bit.ly link for users to click through for more detail.

So far so good. Let's click that link.

It takes us here:



GILCREASE MUSEUM
Thomas Gilcrease Institute of American History and Art

Search

Calendar | Directions | Contact Us | The University of Tulsa

VISIT **EXPLORE** **LEARN** **SHOP** **DINE** **SUPPORT**

Support

- › Join Gilcrease Museum
- ▼ **Gift Memberships**
 - › Annual Fund
 - › Make a Gift to the Collection
 - › Corporate Matching Gifts
 - › Business Art Alliance
 - › Volunteer Opportunities
 - › Update Membership Records
 - › The Gilcrease Council
 - › Gilcrease Jazz Night
 - › Events Calendar

SHARE GILCREASE +

See Also:
Membership Categories

Home > Support > **Gift Memberships**

Gift Memberships

A museum membership makes the perfect gift for those hard-to-shop-for friends, family and co-workers. By giving a Gilcrease membership, you are ensuring a year of art, history and discovery while supporting the museum.

Plus, gift memberships are 100% tax deductible. A special package, including a print from the Gilcrease collection, is included at no additional charge.

Order online by December 13, 2015 to ensure delivery to the recipient by December 25, 2015.

If you would prefer to personally deliver your gift package, please contact the Membership Office at 918-596-2758. For your convenience, you may pick-up your gift package in the Museum Store or we will ship it to you!

We will continue to take gift membership orders for pick-up in the store by phone and at the museum through December 20, 2015. Orders received after December 20 will assume post-holiday processing.

Purchase a gift membership online

Our Newsletter **Events Calendar** **Buy Tickets Online** **News & Publications**

This page talks about gift membership, which was promoted in the tweet. That’s good. Unfortunately, there is no way for a user to purchase a gift membership. So let’s click “Purchase a gift membership online”.

GILCREASE MUSEUM

Thomas Gilcrease Institute of American History and Art

[Calendar](#) | [Directions](#) | [Contact Us](#) | [The University of Tulsa](#)

[VISIT](#) | [EXPLORE](#) | [LEARN](#) | [SHOP](#) | [DINE](#) | [SUPPORT](#)

Support

Join Gilcrease Museum

- Director's Society
- Member Reciprocal Programs

Gift Memberships

- Annual Fund
- Make a Gift to the Collection
- Corporate Matching Gifts
- Business Art Alliance
- Volunteer Opportunities
- Update Membership Records
- The Gilcrease Council
- Gilcrease Jazz Night
- Events Calendar

Did You Know?

Approximately six percent of the museum's collection is on view at any one time.

[The Collection](#)



[Home](#) > [Support](#) > [Join Gilcrease Museum](#)

Join Gilcrease Museum

Memberships

Membership gifts provide essential operating funds for Gilcrease Museum. Click the membership level below to join or renew today!

Gift Memberships


A Gilcrease gift membership is the gift that gives all year long! Click the membership level below to purchase a gift membership today.

Membership Benefits

Members at all levels enjoy the following Universal Benefits:

- Membership valid for 12 months
- Complimentary subscription to the award-winning *Gilcrease Journal*, member magazine and e-newsletter
- Invitations to members-only events
- 10% discount in the Museum Store and The Restaurant at Gilcrease
- Discounted rates and priority registration for museum programs
- Opportunity to purchase guest passes at half price (2 per visit)

<p>Individual \$50.00</p> <ul style="list-style-type: none"> • All universal benefits • Complimentary admission for 1 adult (children 18 and under are free) 	<p>Family/Dual \$65.00</p> <ul style="list-style-type: none"> • All universal benefits • Complimentary admission for 2 adults (children 18 and under are free) 	<p>Friend \$125.00</p> <ul style="list-style-type: none"> • All Family/Dual benefits • Eligible to participate in the Western Reciprocal Program and the North American Reciprocal Program. Click here to learn more. • Exclusive invitations to select Museum Store pre-sales and events



Ouch! Here a user finds more information about memberships, but still cannot purchase a gift membership.

Ouch! Membership levels are defined and a user can click through to purchase them, however there is no detail for gift membership and no mention of the special promotional poster.

Ouch! At this point, a user has clicked multiple times to respond to the call to action in the tweet, but still hasn't seen what the promotional poster looks like.

THOMAS GILCREASE MUSEUM

Gilcrease Museum

Please enter your information below. When you are finished, click Continue.

* Denotes Required Information

Your Registration Information

Title	<input type="text"/>
First Name	<input type="text"/>
Last Name*	<input type="text"/>
Address*	<input type="text"/>
City, State ZIP*	<input type="text"/> , <input type="text"/> <input type="text"/>
Country*	<input type="text" value="United States"/>
Phone	<input type="text"/>
Fax	<input type="text"/>
Email*	<input type="text"/>
<input checked="" type="checkbox"/> I wish to receive future email correspondence.	
<input type="checkbox"/> I prefer to make my donations anonymously.	

Additional Information

- I have visited Gilcrease Museum before.
- Please e-mail me information about all events and exhibits

Ouch! If I do click through to purchase a membership, I end up on a transaction page that makes no mention of gift membership or of the special offer.

Based on the content of the original tweet, one has to assume that the goal is to increase the sale of gift memberships. It is a good bet that those who clicked through the link in the tweet had some interest in gift membership so it should have been fairly easy to convert them.

Unfortunately, the path to conversion was convoluted and confusing. Each time a user has to wonder what to do next, or find an answer to a question, it becomes increasingly likely that he will just give up.

Ideally, a user should have clicked through the tweet and gone to a transactional landing page with the sole purpose of explaining gift membership, promoting the special offer and giving the user a way to buy.

This should be a TWO CLICK process.

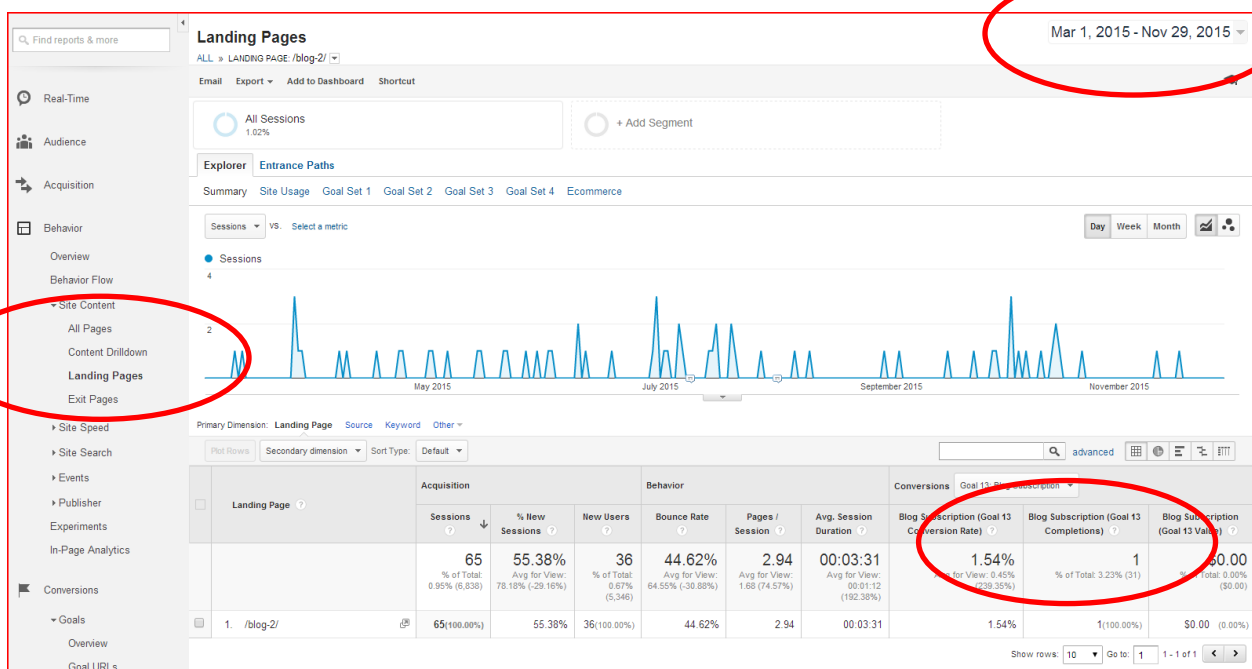
1. Click the link in the tweet.
2. Click to finalize the purchase of the gift membership.

Analyze Results

Now that you know how to identify an audience, tell it a good story, and make it easy for them to respond to your call to action, all that's left is to analyze your results.

If you used the recommended Google Analytics setup, this is easy enough to do:

1. Login to Google Analytics
2. Select a Date Range.
3. In the left menu click “Behavior” – “Site Content” – “Landing Pages”
4. Click on the desired landing page from the list of pages presented.
5. In the dropdown next to “Conversions” select the goal for that page.



A few things to evaluate:

1. What is the average conversion rate?
2. How does this conversion rate compare to the conversion rate for other pages?
3. Are there specific days/times when response was best?
4. Where did traffic come from (source)?
 - Email
 - Facebook
 - Twitter
 - Direct Mail
 - Google Ad
5. What operating system were users on when they accessed your page?
6. Where, geographically, were your visitors?
7. If users found your page using a search, what key words did they use?

Parting Thoughts

It takes a little extra time to craft a good landing page, but it is well worth it! You will improve response and create a better experience for your constituents.

Landing page experts report that landing page conversion rates are at least 25% better than conversions on general web pages. With potential results like that, don't wait to give it a try!

Need some more guidance? Want a custom transaction landing page built for your next campaign? We're happy to help.

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FUNDRAISING THAT FITS

This guide is provided by Big River Online. Big River fundraising software was designed specifically to help nonprofit organizations raise more money online with easy-to-use, innovative tools. Big River provides unified solutions for all kinds of donor commerce including donations, recurring donations, events, memberships, raffles and more.