

**push**<sup>TM</sup>

**Agency Secrets to  
Generate Conversion  
Rates of 10%+ from PPC  
Landing Pages**



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# About push

- **Push are a Google Partner Agency established since 2007. They are focused on sending targeted traffic that converts to sales. They have been using landing pages to deliver outstanding results for their customers for several years and believe landing pages must be part of your advertising tools.**
- **Push have built a landing page system based on their knowledge to maximize returns from online advertising. They offer a fully managed designed to get proven landing pages that convert up and online fast. They know which pages work best for which sectors.**
- **All page structures are optimized for all devices to maximize the diverse ways customers search and read content. If you don't have a mobile friendly site a landing page is a great way to ensure you are not missing out on sales and leads from mobile.**
- **With their paid search experience you can use an agency who can take ownership of your landing pages and your ppc campaigns to really integrate your online marketing.**

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# The PPC Agency That Keeps You Ahead

## PPC

We truly believe we have the best process to deliver results from PPC. Whether you are a small company or a FTSE listed company our Adwords process will work for you.

## Display

We use the 2+ million websites available on the GDN get you leads. Using our processes driven by our skilled account managers using our very own internal software, the Push Analyser.

## Pages

Our own Push Pages system uses tried and tested landing pages to deliver a better return from your advertising. Conversion rates of 10% will change how you think about advertising.

## Social

We drive leads/sales from social platforms such as Facebook. PPC is not just from search engines like Google & Bing. Engagement on social platforms is best left to you.

## Plan & Strategise

Analyse Current Traffic & Landing Pages

Eye Tracking Software

Understanding Intent from Different Types of PPC Traffic

Correlation of Awareness & Content Length/Detail

What is a Good Conversion Rate?

## Landing Page Build Process

Analyse Current Pages & Performance

Build & Launch

Analyse & A/B Test

## What to Test to Increase Conversion Rates

Kiss

Form

Offers

Ad Copy & Landing Page Copy

Polls



# Plan & Strategise



# Analyse current traffic & landing pages

## Use Google Analytics

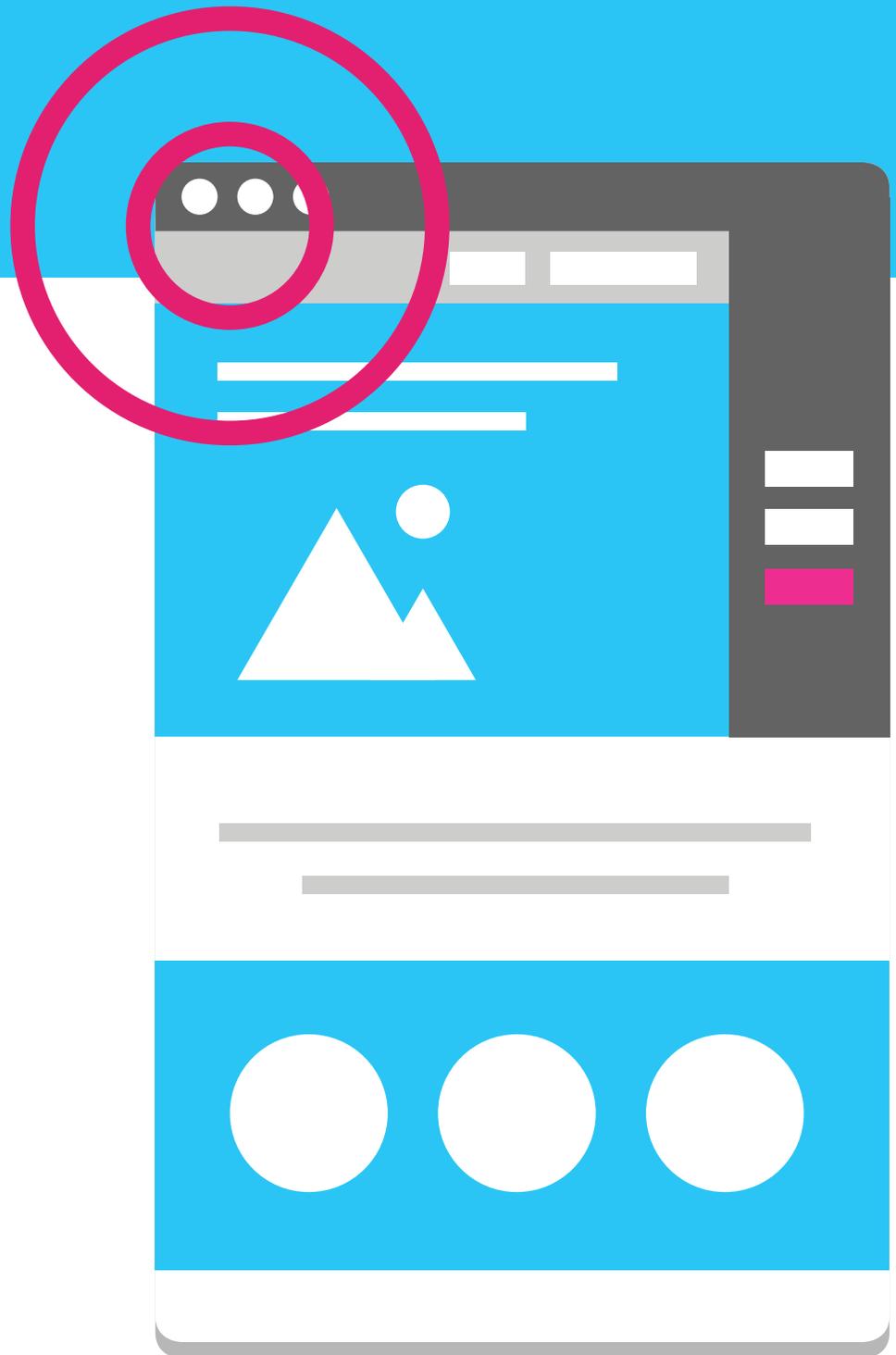
Use GA to identify most visited pages, devices most used, most popular pages, gender, traffic sources, & locations searched from.... and more. Use this to build up a picture of what areas to prioritise effort and money first.



# Eye tracking software

**Audit your current pages.  
Use artificial Intelligence eye tracking software to predict what areas of your page attracts the most attention and least attention. Your core message, and the action you want them to take should stand out most!**

**GET A FREE EYE TRACKING ANALYSIS OF  
YOUR WEBSITE OR LANDING PAGE**



# Understanding Intent from Different Types of PPC Traffic

The customer journey from problem to purchase and the role adwords ppc advertising has in that journey needs to be understood to maximise sales/leads. From the many different types of ppc campaigns, such as search, display, video, social, and email, you can segment these into separate intent groups.

It is important to segment by intent as it is important to deliver these different groups with different ads, offers, and content.

## For example

**Search ad** - highest intent to convert as they are actively looking

**Email ad** - least intent to convert as an ad would be interrupting them looking through their emails

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## Deliver Low intent examples

A softer conversion  
free guide, pdf, free webinar

## Deliver higher intent examples

Direct them straight to purchase.

Explore how marketing channels for  
Large businesses in the  
Arts & Entertainment industry in  
The U.S. influence the purchase decision.



# Correlation of Awareness & Content Length/Detail

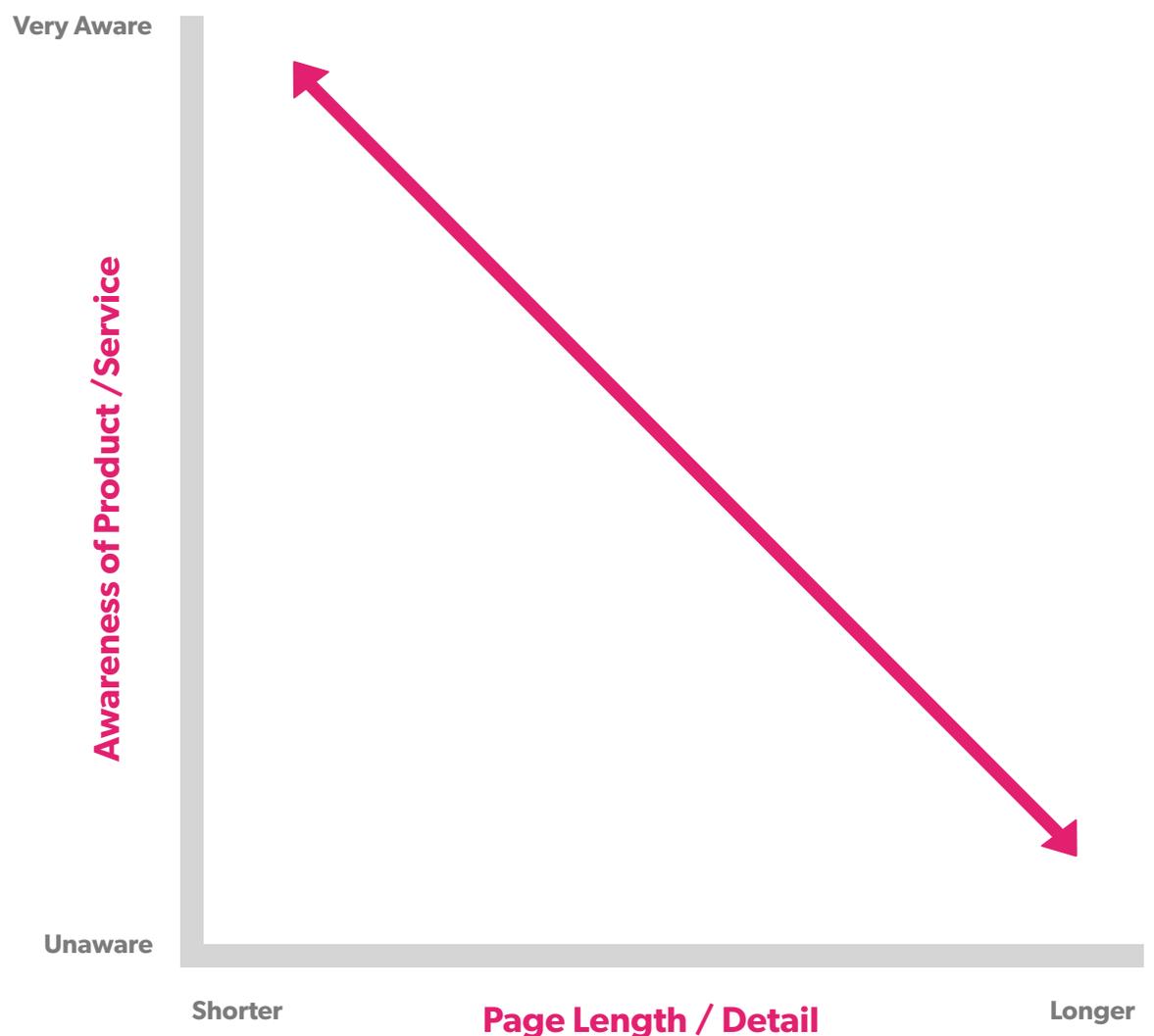
This graph demonstrates the length and detail the landing page should have, based on how aware visitors are of your product/service

## Visual

**Low awareness** - longer page, more detail, educational style and goal.

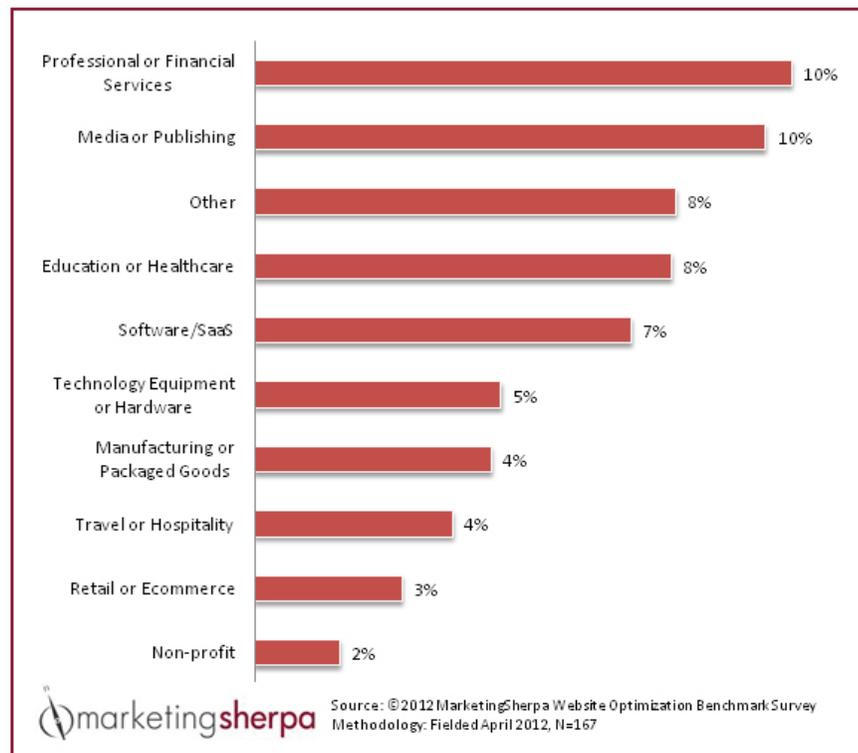
**High awareness** - shorter page, directing them quicker to purchase.

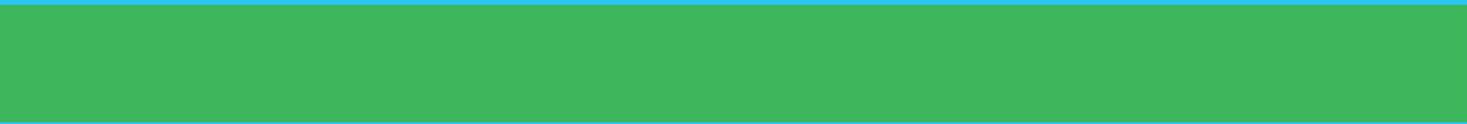
On top of this, also consider if your product/service typically has high or low consideration to purchase.



# What is a Good Conversion Rate?

## Industry Averages





# Landing Page Build Process



# Analyse Current Pages & Performance

Understand as much about how people use your website already and glean any insights from it.

What information/pages are they spending the most time on, what pages are least engaging in. This will help in writing the content for the page, and what should and shouldn't be on there.



# Build & Launch

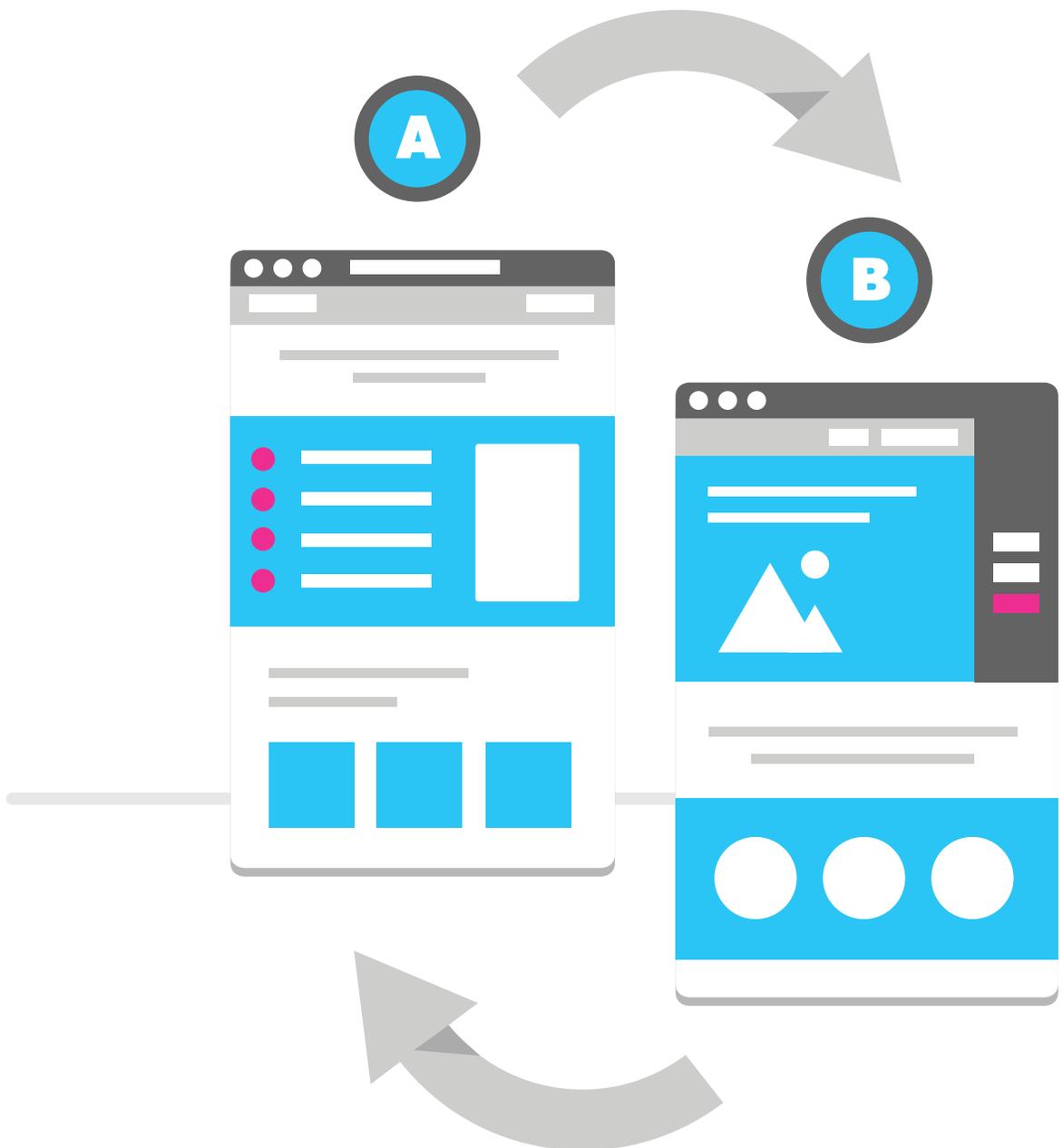


# Analyse & A/B Test

Analyse the fruits of your (initial) labour! What worked and what didn't? Use heatmaps, recordings, polls, and surveys to build up a hypothesis to create your first test to try and improve the conversion rate further.

**Then after that...**

**Analyse, test, analyse, test!**





# What to Test to Increase Conversion Rates



# Kiss!

**'Keep it simple stupid'**

when it comes to A/B testing. Only test changing one thing at a time. Simple testing ideas you can implement are as follows...



# Form

If your goal for the landing page is lead generation? Start a/b testing content & elements of the form. Give this test high priority, as this is where you will find some of the biggest gains in conversion rate!

## Test idea

Tell visitors exactly what to expect to get in return for completing the form, in a short explanation above the form.

## Our results testing this idea

Increased conversion rate by just over 50% on a virtual office provider.

**YOUR OFFER**

Exciting explanation of offer!  
Well thats just magical.

Name

Email

Phone

Fav Colour

**SEND NOW**

# Offers

One of the single biggest things you can change to improve conversion rates and click through rates on your ads, is to deliver a different offer or usp. Be creative and/or put a spin on the offer.

## Test idea

Free Consultation, Free Trial. Is that what everyone offers? Change it up for something different. Just following the crowd is the worst thing you can do!

If it is a high value product you're selling try reframing the price to become more appealing.

**For example purposes:**  
90 day online course from £299 could turn into 90 day online course from £3.30 a day

**Our results testing this idea**  
By reframing the cost into a more digestible chunk on our premium personal trainer clients new landing page, we improved conversion rate by over 103%!

£1799 for 50 sessions changed to simply saying, From £34 per session



# Ad Copy & Landing Page Copy

Almost all ad copy and landing page copy we initially see never match up.

## Test idea

Test by simply matching up the ad copy to the headline and subheadline copy

## Our results testing this idea

33% increase in number of total conversions from a remarketing campaign offering a towbar fitting service.

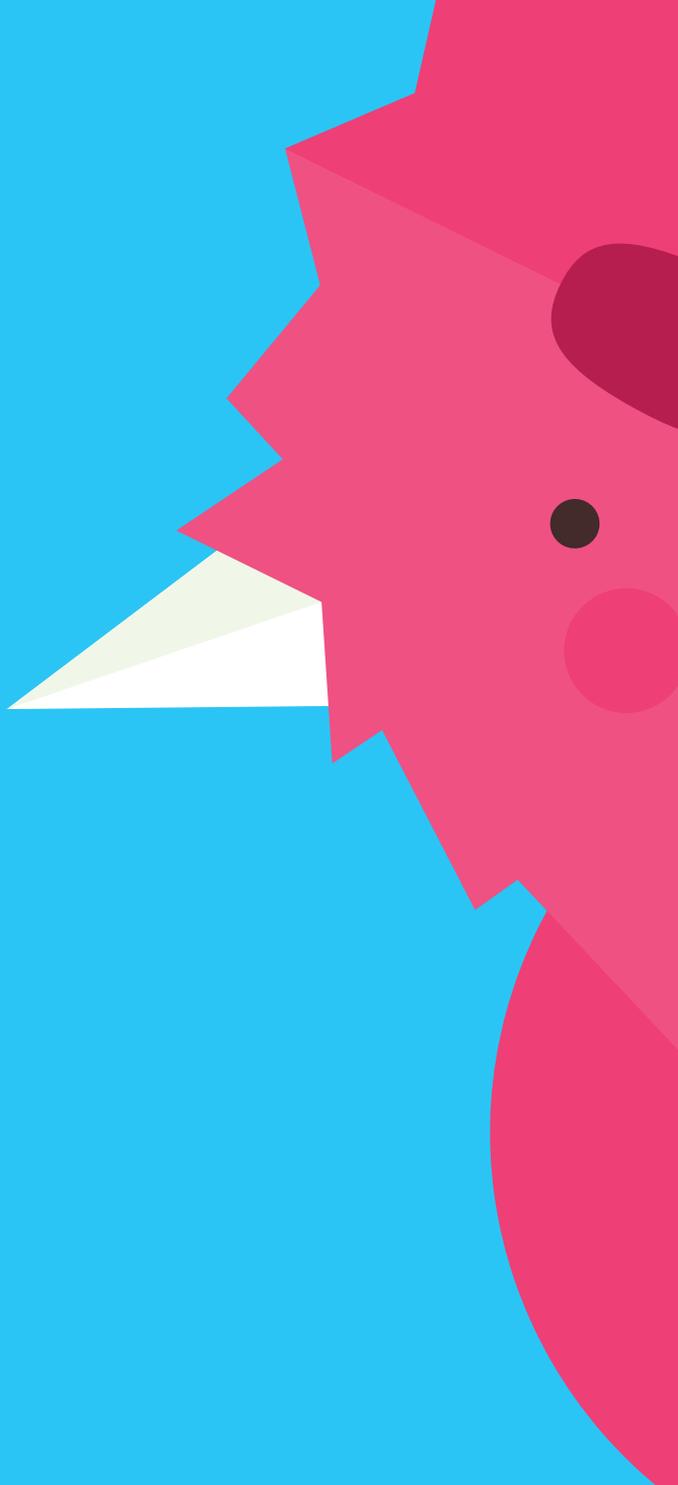


# Polls

Struggling on what USP/benefit most people really care about so you can put it in your subheadline or coming up with a new idea for a new offer? Ask them in a poll on your landing page.

Using survey/poll software, great questions to ask to discover that killer offer that will make you stand out from the rest of the ads in the search listings could be:  
What are you looking for in 'X' product/service? What would make this product/service the best? What other features/benefits do you want in this product/service?





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