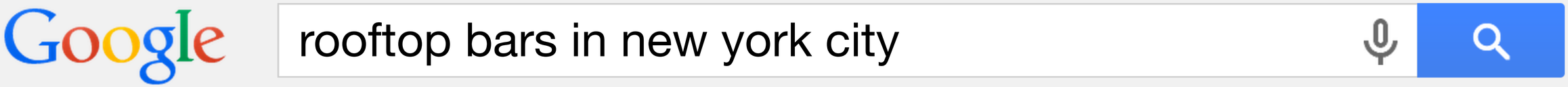
The Best Little
THE 12-STEP
LANDING PAGE
REHAB PROGRAM
by oli gardner



Rooftop Bar In Midtown

www.toniceast.com/

Sports Bar, Rooftop, Murray Hill

The Worlds Neighborhood Sports Bar!

UEFA CHAMPIONS LEAGUE FINAL

Ask your server / bartender about specials.

SATURDAY, JUNE 6

Barcelona vs Juventus 2:45pm

TONIC EAST
411 3rd Avenue
corner of 29th Streeet
New York NY 10016

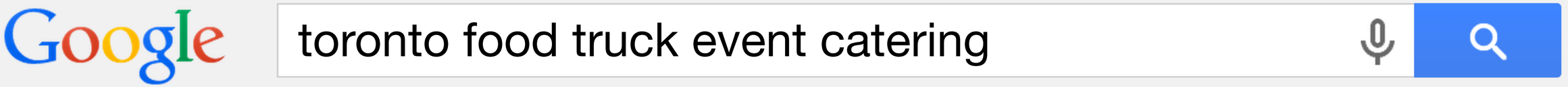
T 212-683-7090

ENTER TONIC EAST

TONIC TIMES SQUARE
727 Seventh Avenue
bet. 48th & 49th Sts.
New York NY 10020

T 212-382-1059

ER TONIC TIMES SQUARE



Catering & Event Services

www.classiquecatering.ca/

We Create You Celebrate!

Corporate,Weddings,Social & BBQ's

Classique

EVENT PLANNING & CATERING

BULLSHIT

CHECK OUT OUR NEW ...

INNOVATIVE MENU

chicago riverboat tours

Chicago Riverboat Tours

www.viator.com/chicago-cruises

Book 5-star Rated Chicago Cruises!
Cruise Lake Michigan or the River.

A division of Smart Destinations

Need help? Call 866-628-9031 | Chicago

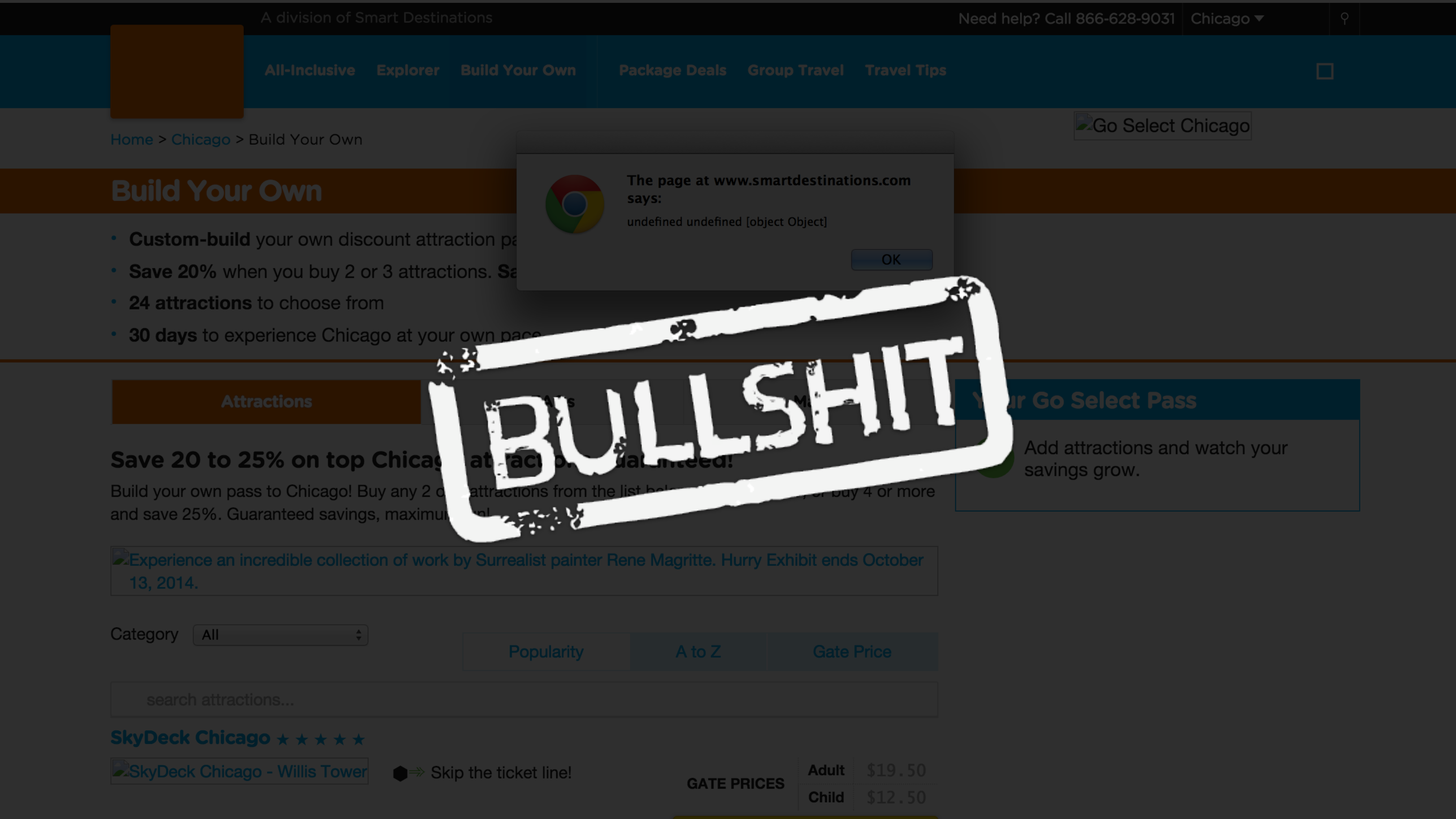
All-Inclusive | Explorer | Build Your Own | Package Deals | Group Travel | Travel Tips

Home > Chicago > Build Your Own

Go Select Chicago

Build Your Own

- **Custom-build** your own discount attraction pa
- **Save 20%** when you buy 2 or 3 attractions. Sa
- **24 attractions** to choose from
- **30 days** to experience Chicago at your own pace



Attractions | A

Save 20 to 25% on top Chicag attrac guaranteed!

Build your own pass to Chicago! Buy any 2 attractions from the list be buy 4 or more and save 25%. Guaranteed savings, maximu

Experience an incredible collection of work by Surrealist painter Rene Magritte. Hurry Exhibit ends October 13, 2014.

Category All

Popularity | A to Z | Gate Price

search attractions...

SkyDeck Chicago ★★★★★

SkyDeck Chicago - Willis Tower

Skip the ticket line!

GATE PRICES	
Adult	$19.50
Child	$12.50

Your Go Select Pass

Add attractions and watch your savings grow.

ALL THE MARKETING IS SICK!!

The Best Little
1. ADMIT THAT
YOU ACTUALLY
HAVE A PROBLEM

CTW
NSAMCWADLP

Horror Vacui (1999) 2/2

© Daniel Canogar

HORROR MAGU

www.cruise.co.uk

Deals · Reviews · Answers · Photos · Videos

FREEPHONE
0800 408 6200
Outside the UK call: (0044) 121 312 2809

Don't miss a thing!
Sign up to our newsletter for all the latest cruise news, reviews, photos and answers...
email address Submit

23k people like us
Like

Book securely online

European & World's Leading Cruise Agent 2010, 2011 & 2012!
ABTA and ATOL Protected

If you want outstanding service and a huge choice of Cheap Cruises & River Cruises then you're in the right place.With more than 100,000 cheap cruises and 150,000 real cruise reviews. We are fully ABTA & ATOL bonded making every booking fully protected. Cruises 2013

Cruises From

- Southampton
- All UK Ports
- Barcelona
- Venice
- Rome
- New York

Destinations

- Caribbean Cruises
- Cheap Med Cruises
- Baltic Cruises
- Norwegian Fjords
- Far East
- Transatlantic Cruise
- Cruises to Alaska
- South America
- River Cruises
- Australasia

Cruise Lines

- P&O Cruises

The Cruise Comparison Site

Live Prices

Deals (163440) | Reviews (40905) | Questions (39956) | Photos (18621) | Videos (1739)

Cruise Type: Ocean Cruises River Cruises

Date, Region, Line & Ship: 04 Nov 201 — 04 Jan 2014

--Any Destination--

--Any Cruise Line--

--Any Cruise Ship--

Sail From: All UK | Barcelona | Rome | Venice | All Europe | All Caribbean | All USA | ALL

Search Latest Deals

Daily Top 10 Deals

Click Here (last updated Sep 04 2013 01:05PM)

PRINCESS CRUISES
escape completely

Book by 31st October and receive the following **additional** benefits:

- A choice of Free Spending Money upto $200 per Stateroom
- Or Free Car Parking or Free Coach Transfers on selected voyages

off 2rd and 4th passengers

Daily Top 10 Deals
Click Here

Latest Questions

Q: We will be going to Bermuda on the Crown Princess docking at West End (royal naval dockyard) we...

By Brian, Swinton on 4th Sep 2013

1 Answer , 34 Views

Ask a Cruise Question

Q: Hi we have just booked a get away price cruise on Oceana in Nov on a garenteed balcony cabin, when...

By greenhall, guildford on 4th Sep 2013

1 Answer , 82 Views

Q: We are sailing on Celebrity in October up America's east coast and Canada. Has anyone...

By Ashworth, Halifax on 4th Sep 2013

2 Answers , 33 Views

Q: Has anyone docked in Shanghai and if so do the

Cruise Prices Slashed

★ DEAL OF THE DAY ★

Spain & France

Princess Cruises
Emerald Princess
3 May '14
7 nights

WAS £799pp

NOW from £599pp

★PLUS★
Up to $175 per Cabin
FREE On Board Spend

A Taste of Venice & the Canaries

MSC Cruises
MSC Armonia
30 Oct '13
14 nights

from ONLY £699pp

★INCLUDES★
✓ 2 nights hotel stay in Venice with breakfast
✓ Gondola Ride
✓ 4 nights hotel stay in Gran Canaria

ww.cruise.co.uk/cruise/princess-cruises/emerald-princess/03-may-14/73820fc/

The Best Little
2. GIVE THE GIFT OF
SIMPLICITY TO THOSE
YOU HAVE WRONGED

www.cruise.co.uk

Deals · Reviews · Answers · Photos · Videos

If you want outstanding service and a huge choice of Cheap Cruises & River Cruises then you're in the right place.With more than 100,000 cheap cruises and 150,000 real cruise reviews. We are fully ABTA & ATOL bonded making every booking fully protected. Cruises 2013

FREEPHONE
0800 408 6200
Outside the UK call: (0044) 121 312 2809

Don't miss a thing!
Sign up to our newsletter for all the latest cruise news, reviews, photos and answers...
email address
Submit

European & World's Leading Cruise Agent 2010, 2011 & 2012!
ABTA and ATOL Protected

23k people like us

Book securely online

Cruises From

- Southampton
- All UK Ports
- Barcelona
- Venice
- Rome
- New York

Destinations

- Caribbean Cruises
- Cheap Med Cruises
- Baltic Cruises
- Norwegian Fjords
- Far East
- Transatlantic Cruise
- Cruises to Alaska
- South America
- River Cruises
- Australasia

Cruise Lines

- P&O Cruises

The Cruise Comparison Site

Live Prices

Deals (1[illegible]) | Reviews (4[illegible]) | Questions (5[illegible]) | Photos (1[illegible]) | Videos ([illegible])

Cruise Type: Ocean Cruises | River Cruises

Date, Region, Line & Ship: 04 [illegible] 201[illegible] to 04 Jan[illegible]14

--Any Destination--

--Any Cruise Line--

--Any Cruise Ship--

Sail From: All UK | Barcelona | Rome | Venice | All Europe | All Caribbean | USA | ALL

Search Latest Deals

Daily Top 10 Deals

Click Here

(last updated Sep 0[illegible] 2013 01:05PM)

PRINCESS CRUISES
escape completely

Book by 31st October and receive the following **additional** benefits:

- A choice of Free Spending Money upto $200 per Stateroom
- Or Free Car Parking or Free Coach Transfers on selected voyages

[illegible] 2rd and 4th passengers

Daily Top 10 Deals

Click Here

Latest Questions

Q: We will be going to Bermuda [illegible]e Crown Princess docking at West End (royal naval dockyard) we...

By Brian, Swinton on 4th Sep 2013

1 [illegible]swer , 34 Views

Ask a Cru[illegible] Question

Q: Hi we have just booked a get away price [illegible]ruise on Oceana in Nov[illegible] a garenteed balcony cabin, when...

By greenhall, guildford on 4th Sep 2013

1 An[illegible] , 82 Views

Q: We are sailing on Celebrity in Octo[illegible]er up America's east c[illegible]st and Canada. Has anyone...

By Ashworth, Halifax on 4th Sep 2013

2 Answ[illegible] 33 Views

Q: Has anyone docked in Shanghai and if so [illegible]o the

Cruise Prices Slashed

★ DEAL OF THE DAY ★

Spain & France

Princess Cruises
Emerald Princess
3 May '14
7 nights

~~WAS £799pp~~

NOW from £599pp

★PLUS★

Up to $175 per Cabin
FREE On Board Spend

A Taste of Venice & the Canaries

MSC Cruises
MSC Armonia
30 Oct '13
14 nights

from ONLY £699pp

★INCLUDES★

✓ 2 nights hotel stay in Venice with breakfast
✓ Gondola Ride
✓ 4 nights hotel stay in Gran Canaria

Photo: Issei Kato/Reuters./ Published: 01/20/2014 12:06:38

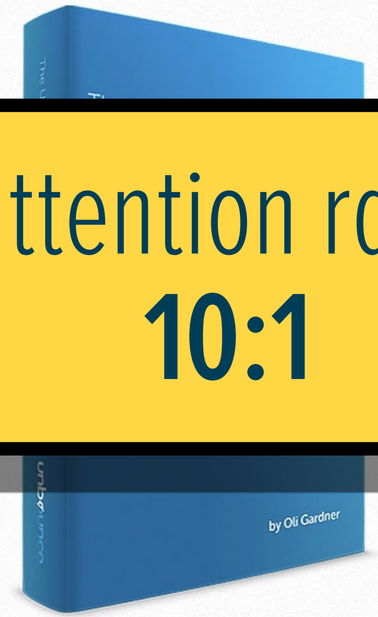
ATTENTION RATIO 82:1

the ratio of the number of things you can do on a page
to the number of things you should be doing

Photo: Issei Kato/Reuters./ Published: 01/20/2014 12:06:38

The Ultimate Guide to Landing Page Optimization

Everything You Need to Know to Design Landing Pages That Convert



What's in the ebook?

This 58-page guide will teach you everything you need to kno Landing Page Optimizatio

1. **What is LPO?** Learn how to constr converting landing p
2. **The LPO Process** 7 steps to create & o landing page includi research and A/B tes
3. **Landing Page Exam** Good and bad landi are broken down an for conversion
4. **Convincing Stakeholders** This section will show you how to show the value of LPO in terms that your boss or client will understand

Get The Ultimate Guide to Landing Page Optimization

nding pages to get higher your marketing

ee Guide Now

attention ratio
10:1

Other marketing resources you might be interested in

Ebooks

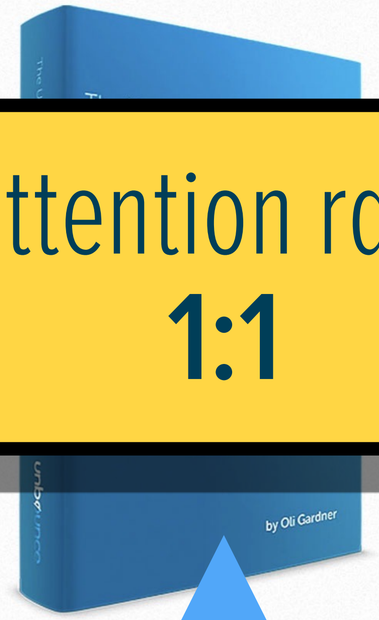
The Ultimat
The Ultimat
The Ultimat

THE LANDING PAGE BUILDER FOR MARKETERS

Copyright 2014 Unbounce.com - The Landing Page Builder For Marketers - Privacy Policy

The Ultimate Guide to Landing Page Optimization

Everything You Need to Know to Design Landing Pages That Convert



What's in the ebook?

This 58-page guide will teach you everything you need to kno Landing Page Optimizatio

1. **What is LPO?** Learn how to constr converting landing p
2. **The LPO Process** 7 steps to create & o landing page includi research and A/B tes
3. **Landing Page Exam** Good and bad landi are broken down an for conversion
4. **Convincing Stakeholders** This section will show you how to show the value of LPO in terms that your boss or client will understand

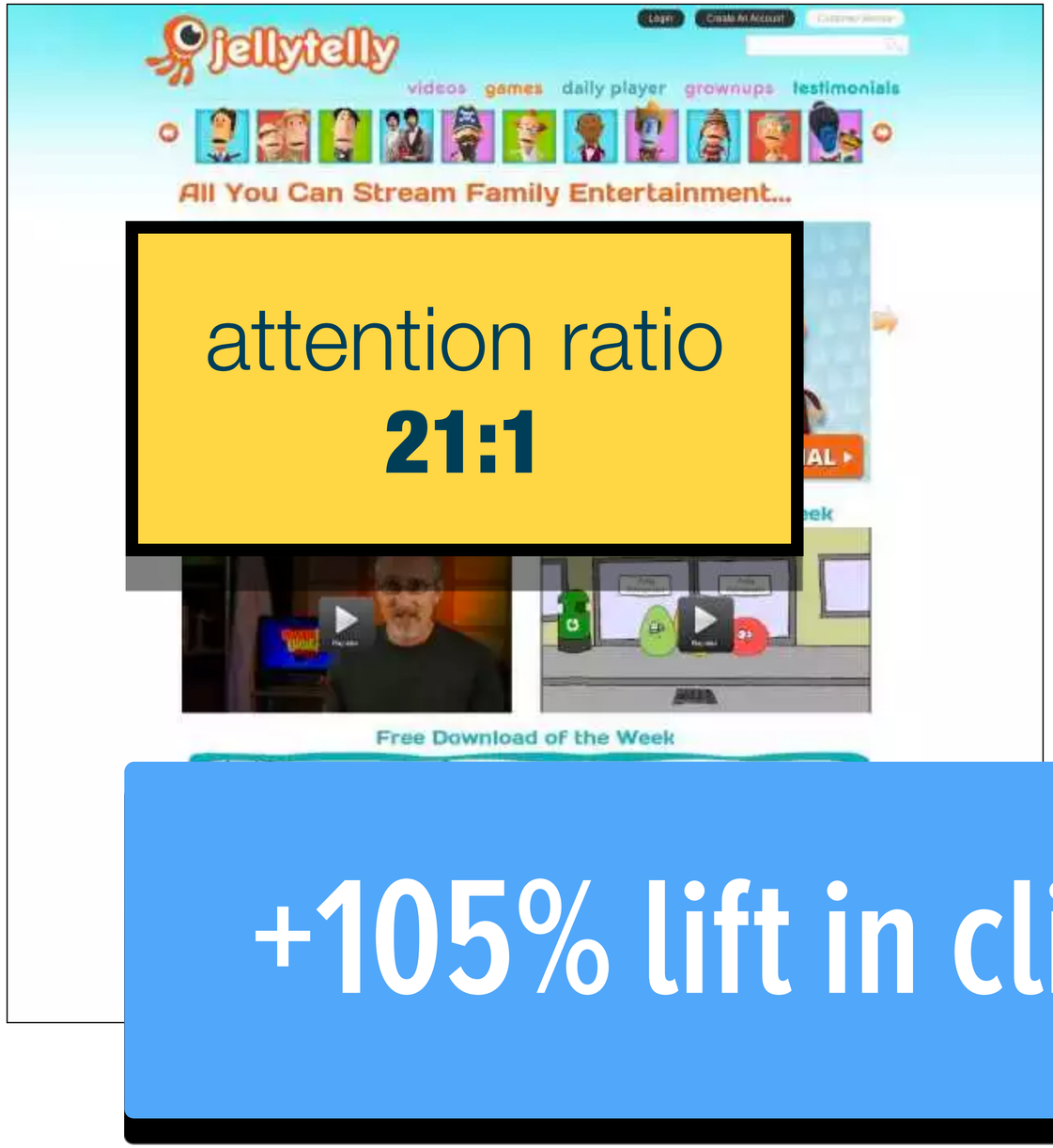
Get The Ultimate Guide to Landing Page Optimization

nding pages to get higher your marketing

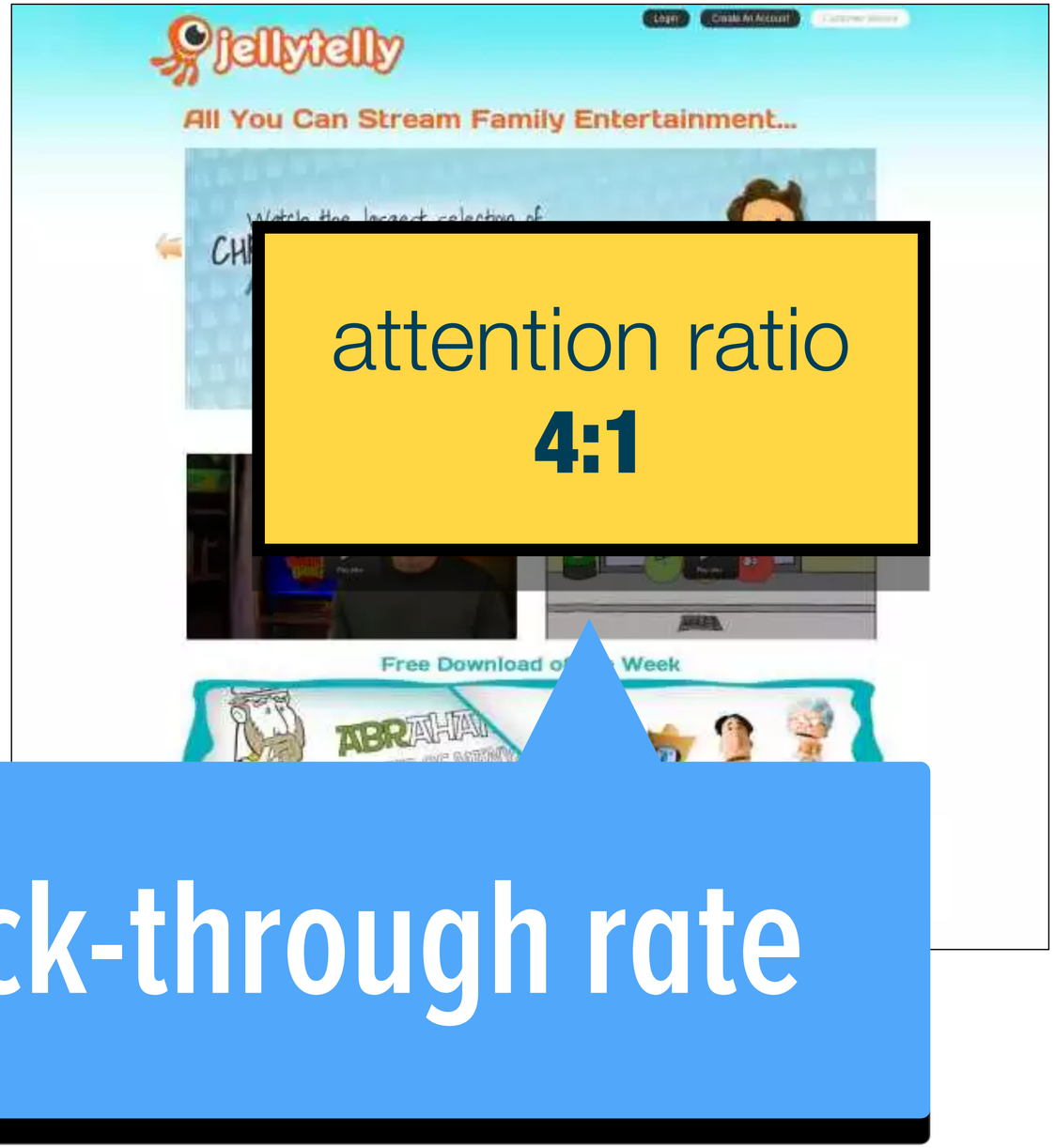
ee Guide Now

attention ratio
1:1

+31% lift in ebook downloads



attention ratio
21:1



attention ratio
4:1

+105% lift in click-through rate

AS ATTENTION RATIO GOES DOWN,

CONVERSION RATES GO UP

Please sir,
can I have just
one more link ?

THE SMART MARKETER'S

LANDING PAGE CONVERSION COURSE

Landing pages increase conversions by focusing your marketing message. This translates directly into higher conversions on your PPC, email, banner and social media campaigns.

In this free course you'll learn how to use landing pages to increase the conversion rates of your campaigns.

Learn how to use landing pages for higher conversions

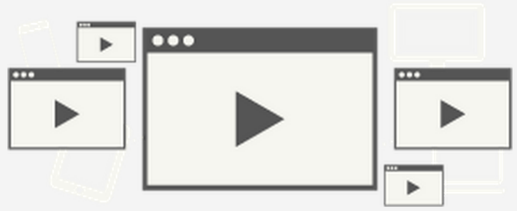
Start Part 1 of This Free Conversion Course Now

Free expert marketing advice from 10 world-renowned conversion experts

What's in the course?

In this 11-part course **landing page expert Oli Gardner** and friends will walk you through how to create high-converting landing pages.

The course includes **step-by-step instructional videos** so that you



Step By Step Instructional Videos

THE SMART MARKETER'S LANDING PAGE CONVERSION COURSE

Landing pages increase conversions by focusing your marketing message. This translates directly into higher conversions on your PPC, email, banner and social media campaigns.

In this free course you'll learn how to use landing pages to increase the conversion rates of your campaigns.

Learn how to use landing pages for higher conversions

Start Part 1 of This Free Conversion Course Now

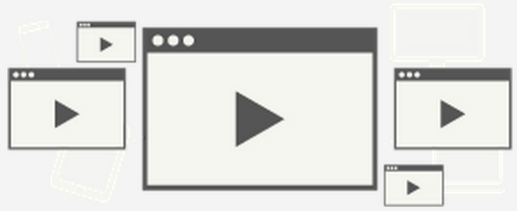
OR start a free trial of Unbounce
The Landing Page Builder for Marketers

Free expert marketing advice from 10 world-renowned conversion experts

What's in the course?

In this 11-part course **landing page expert Oli Gardner** and friends will walk you through how to create high-converting landing pages.

The course includes **step-by-step instructional videos** so that you



Step By Step Instructional Videos

A/B Test Centre

Reset Stats | Preview Variants | Add Variant

Current Champion		Weight	Visitors	Views	Conversions	Conversion Rate	
T	**Ungated** Updated 7 days ago	50%	1048	1253	320	**30.53%**	
Challenger Page Variants							Confidence
U	**Anchoring Subtext - Free trial of Unbounce - Feb 10, 2015** Updated 6 days ago	50%	1067	1312	278	**26.05%** ↓ -14%	98%

-14% people starting the course

THE **EXCEPTIONS**

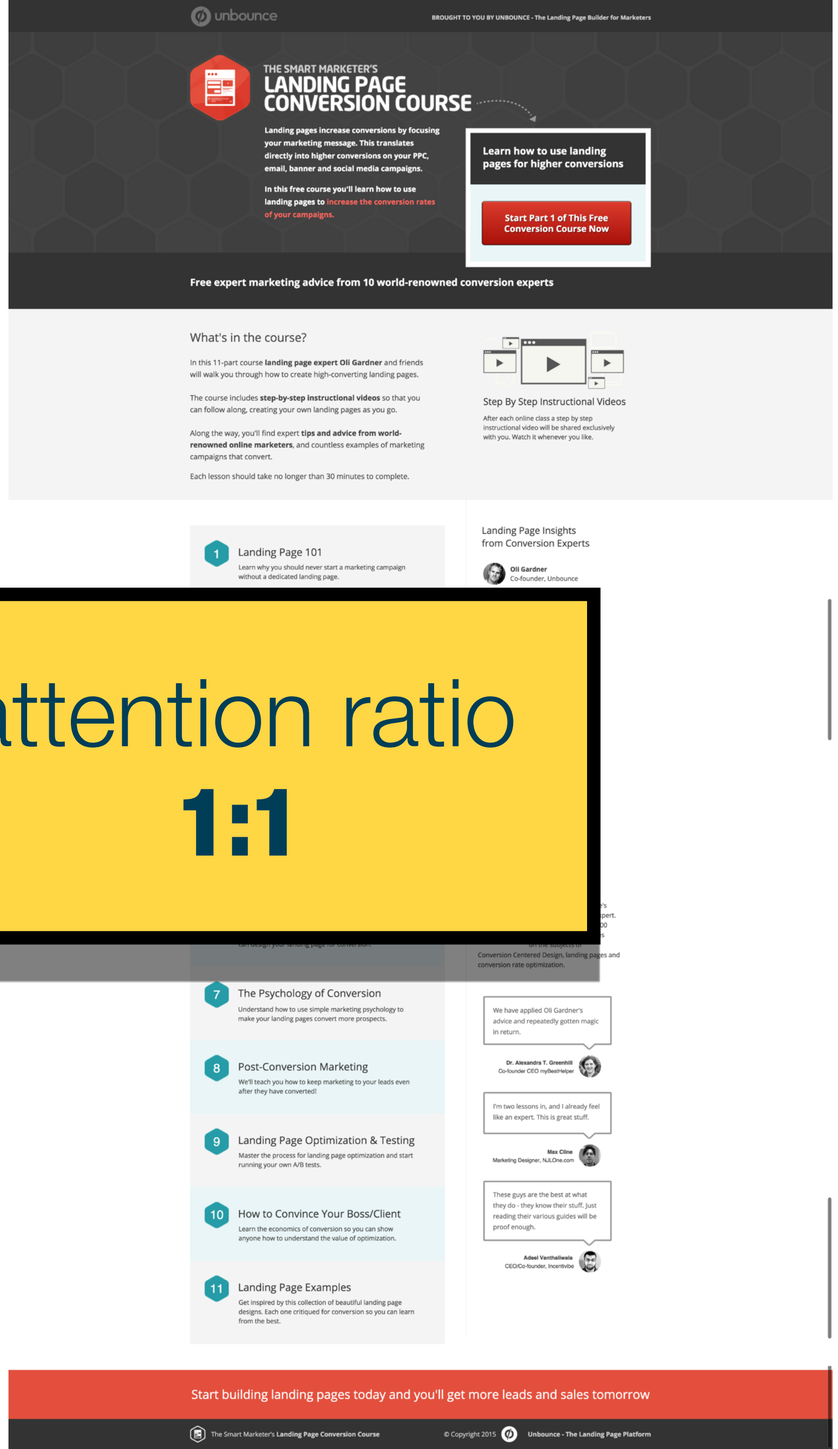
THE **EXCEPTIONS**

MULTIPLE LINKS WITH THE SAME GOAL

THE **EXCEPTIONS**

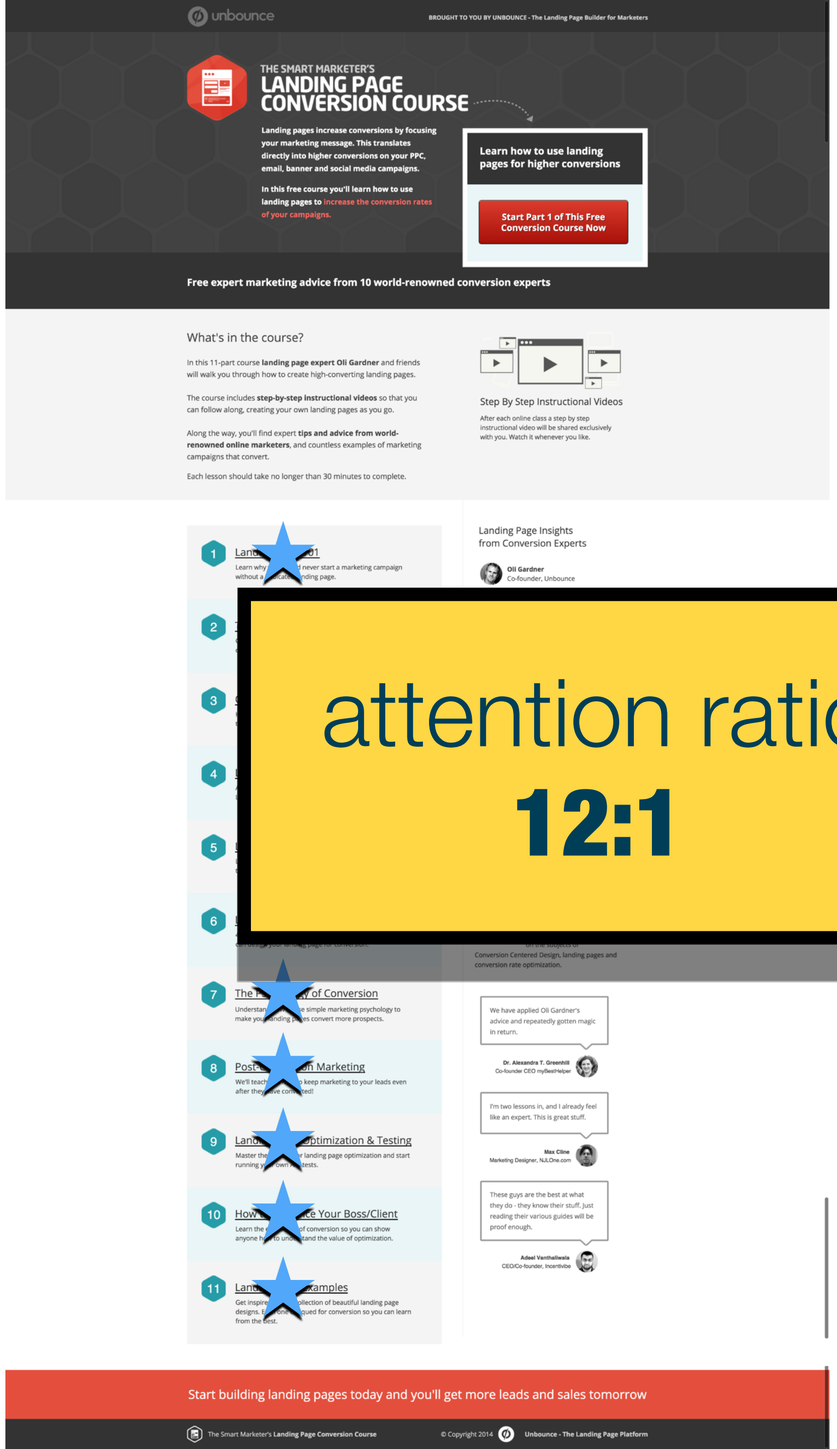
MULTIPLE LINKS WITH THE SAME GOAL

OR WHEN THERE'S IN-PAGE ANCHOR NAVIGATION



attention ratio

1:1



attention ratio

12:1

The Smart Marketers Landing Page Conversion Course

Change URL http://do.thelandingpagecourse.com/

118599 VISITORS

33823 CONVERSIONS

28.52% CONVERSION RATE

Created about a year ago, updated less than a minute ago. Last Published less than a minute ago.

No ge yet.
Ed

+15% CTR

A/B Test Centre

R iant

Current Champion		Weight	Visitors	Vie			
V **Ungated** Updated less than a minute ago	Edit	50%	1462	1828	336	22.9	
Challenger Page Variants							Confidence
W **Ungated - Chapter Links (Same Goal)** Updated less than a minute ago	Edit	50%	1556	1934	413	26.54% ↑ 15%	98%
Discarded Page Variants							

The Best Little
3. UNDERSTAND THE
ROLE DESIGN PLAYS
IN YOUR RECOVERY

DESIGN rules

design RULES

VISUAL HIERARCHY
IS ONE OF THE EASIEST WAYS TO
STRENGTHEN
OR **WEAKEN** A DESIGN

- Joshua Porter (@bokardo)

The 23 principles of

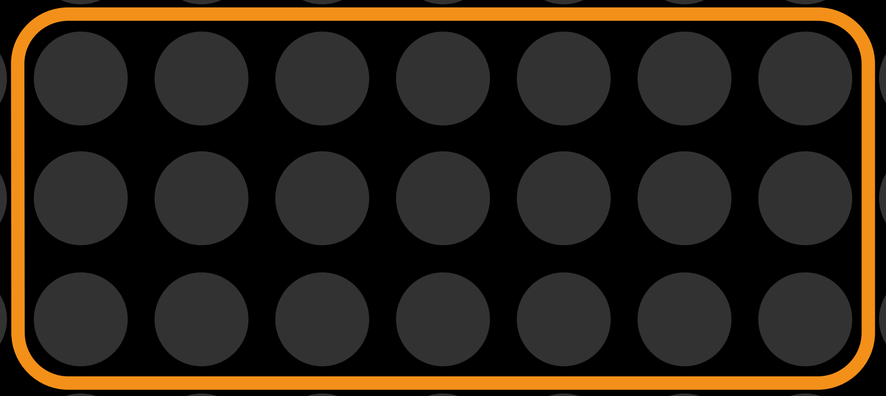
Attention Driven Design

AFFORDANCE
ALIGNMENT
ANOMALY
CONSISTENCY
CONTINUATION
CONTRAST
DIRECTION
DISTRACTION
DOMINANCE
ENCAPSULATION
GROUPING
HIGHLIGHTING
INTERRUPTION
MOTION
NESTING
OVERLAPPING
PERSPECTIVE
PROXIMITY
REPETITION
SIZE
SYMMETRY
VISUAL HIERARCHY
WHITESPACE

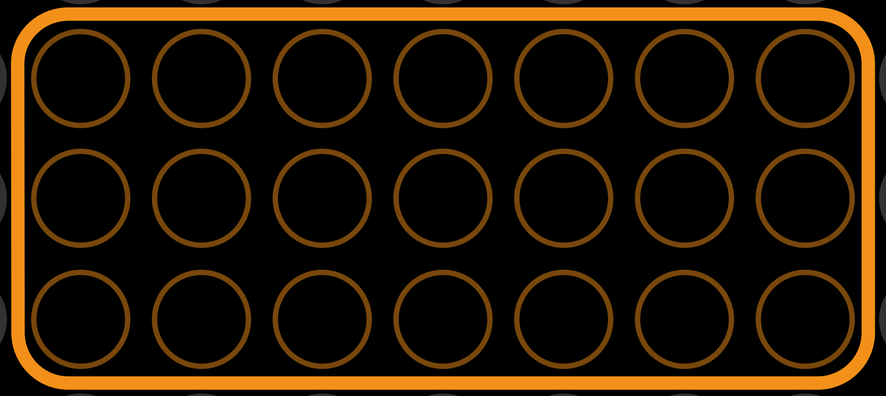
The 23 principles of

Attention Driven Design

AFFORDANCE
ALIGNMENT
ANOMALY
CONSISTENCY
CONTINUATION
CONTRAST
DIRECTION
DISTRACTION
DOMINANCE
ENCAPSULATION
GROUPING
HIGHLIGHTING
INTERRUPTION
MOTION
NESTING
OVERLAPPING
PERSPECTIVE
PROXIMITY
REPETITION
SIZE
SYMMETRY
VISUAL HIERARCHY
WHITESPACE

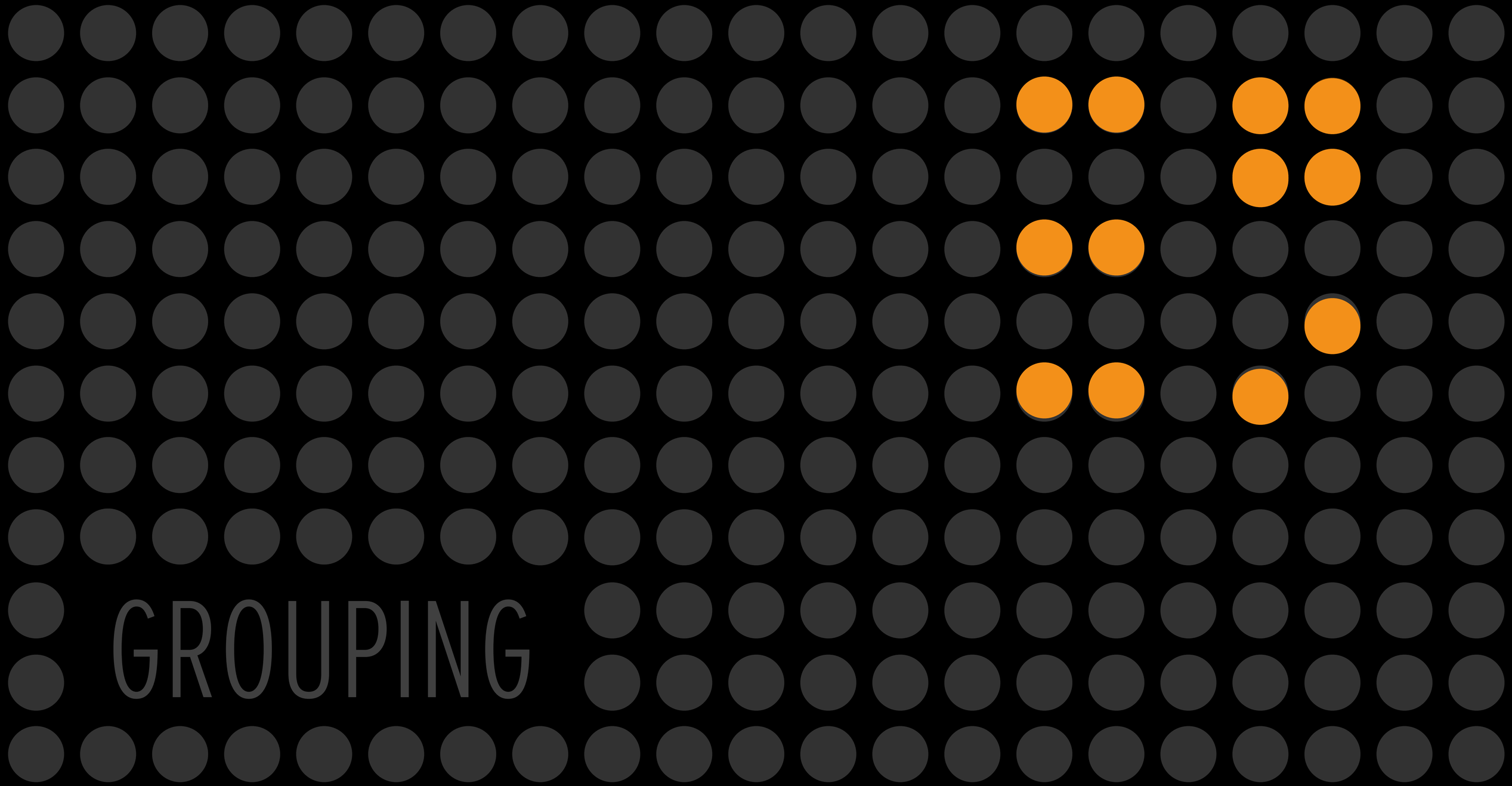


ENCAPSULATION



ENCAPSULATION

PROXIMITY


GROUPING

Home > Home Organizers > Closet Storage and Organization > Garment Racks and Wardrobes > **ADJUSTABLE GARMENT RACK**

VIEW LARGER IMAGE

ADJUSTABLE GARMENT RACK (Item #29433)

~~was $29.98~~ **now $19.99**

In stock and ready to ship? **YES**

+10% lift in conversion rate

- Grouping
- Proximity
- Encapsulation

Home > Home Organizers > Closet Storage and Organization > Garment Racks and Wardrobes > **ADJUSTABLE GARMENT RACK**

VIEW LARGER IMAGE

ADJUSTABLE GARMENT RACK (Item #29433)

Adjustable Garment Rack provides easy access to shirts, pants, jackets or other apparel. Handy for laundry rooms; as an auxiliary rack when closets overflow. Notches lock poles into place at the desired height. Adjusts from 371/4 to 653/4"H. Lower rack is ideal for shoes. Tubular steel, 17 1/4 x 32 3/4 x 65 3/4".

Ready to Purchase?

✔ In stock

~~was $29.98~~ **now $19.99**

4.5

Quantity 1

Add to Cart

Add to wishlist

flight only, where available.

- Maple Leaf Lounges are available at these airports: St John's (NF), Halifax, Montreal, Ottawa, Toronto Pearson, Regina, Winnipeg, Calgary, Edmonton, Vancouver, L[illegible]
- Connecting t[illegible] passengers t[illegible]
- Lounge acce[illegible] and Jazz, as
- Minors (as d[illegible] accompanied by an adult when visiting a Maple Leaf Lounge.

Confirm Skip Cancel

Really easy to make a mistake

ex 27.06

ex 74.48

ex 27.06

4h 49m (AirCanada) Fare Rules

#194 **YVR** → **YUL** 11:10 am > 06:59 pm

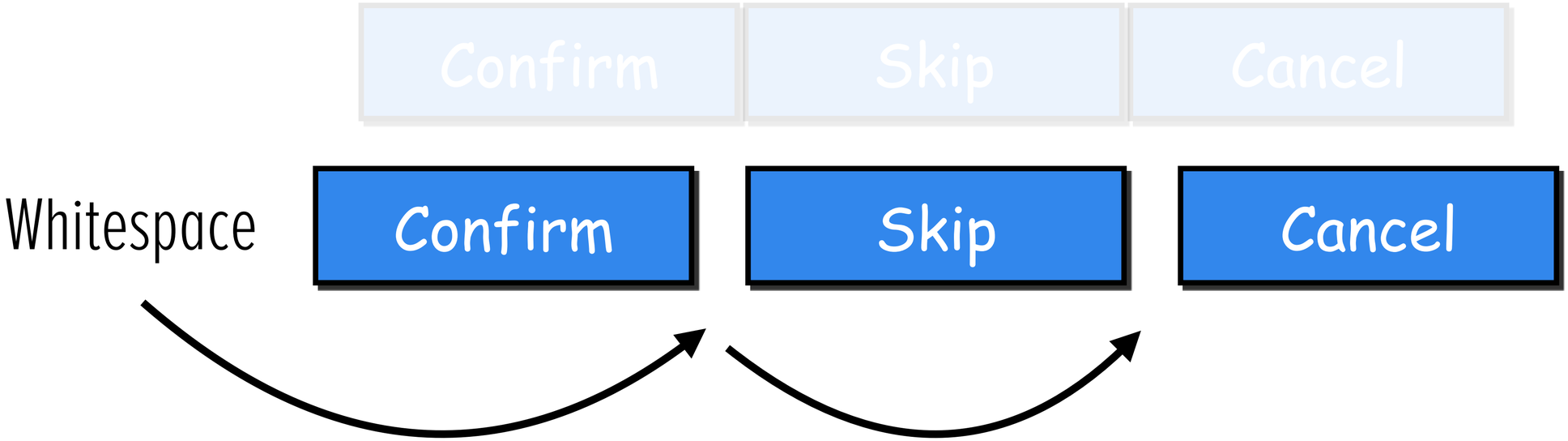
Air Canada Airbus Industrie A320-100/200 Stops: 0

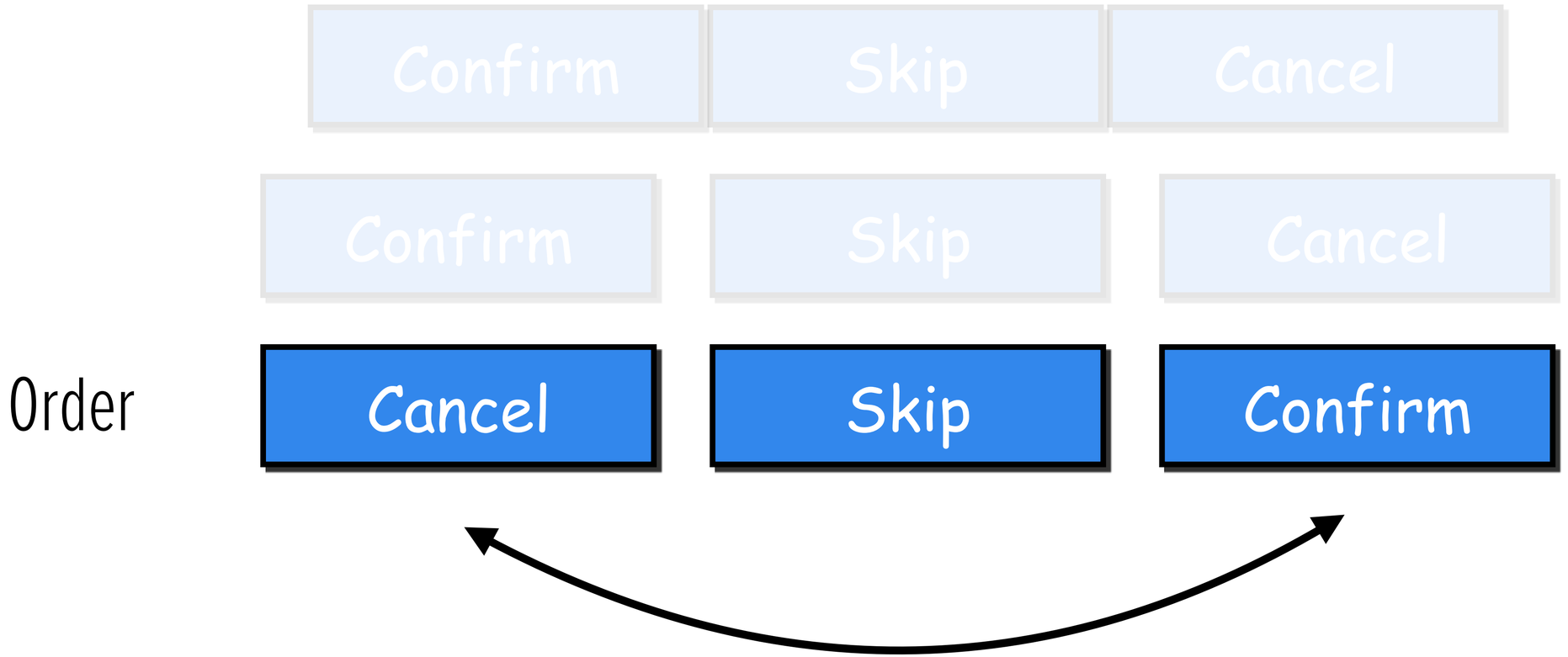
Tango C$460.03 Flex C$574.48

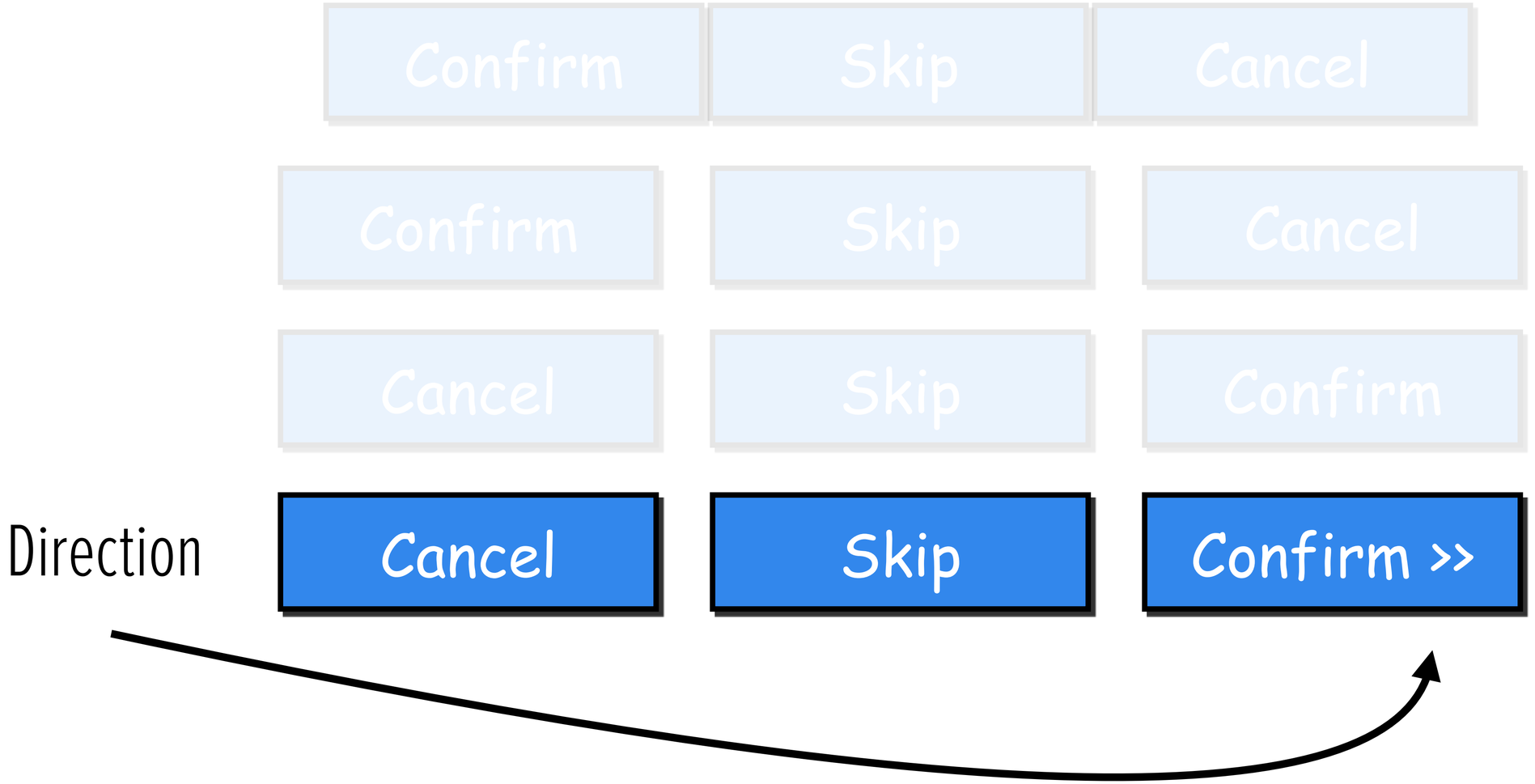
4h 49m (Sabre) Fare Rules

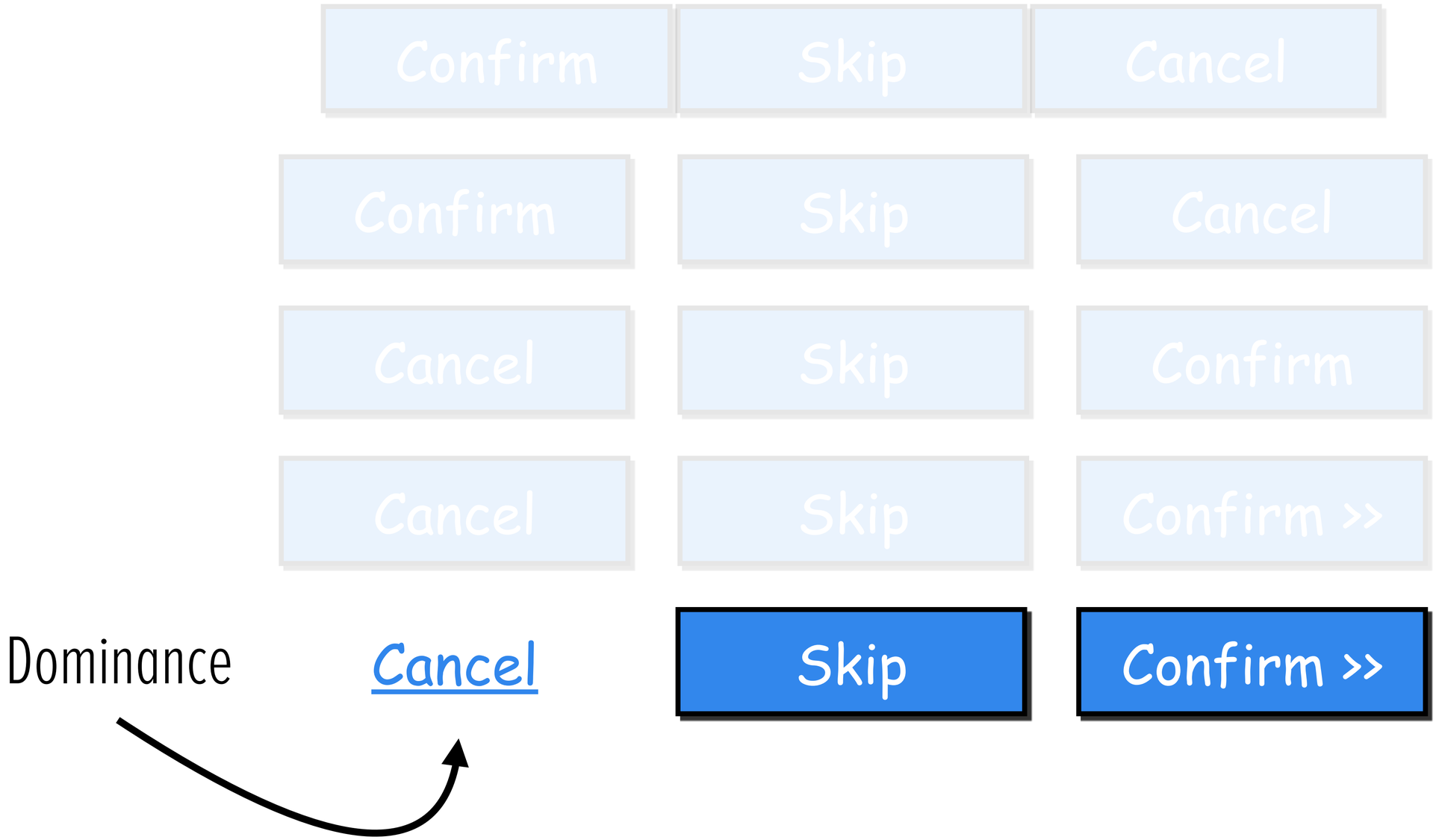
Fix by applying
5 principles of **A.D.D.**

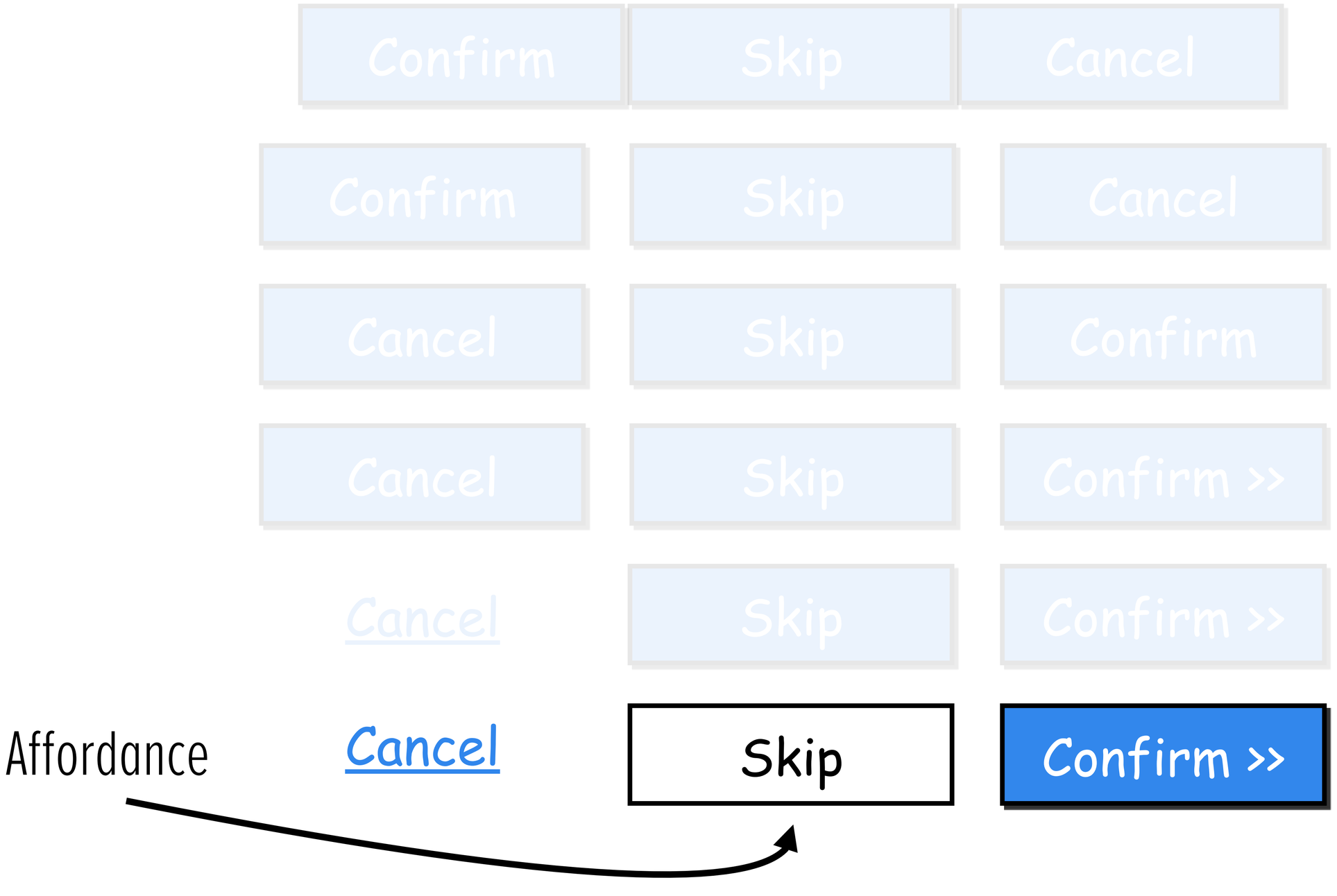
Confirm
Skip
Cancel


Confirm
Skip
Cancel
Whitespace
Confirm
Skip
Cancel


Confirm
Skip
Cancel
Confirm
Skip
Cancel
Order
Cancel
Skip
Confirm

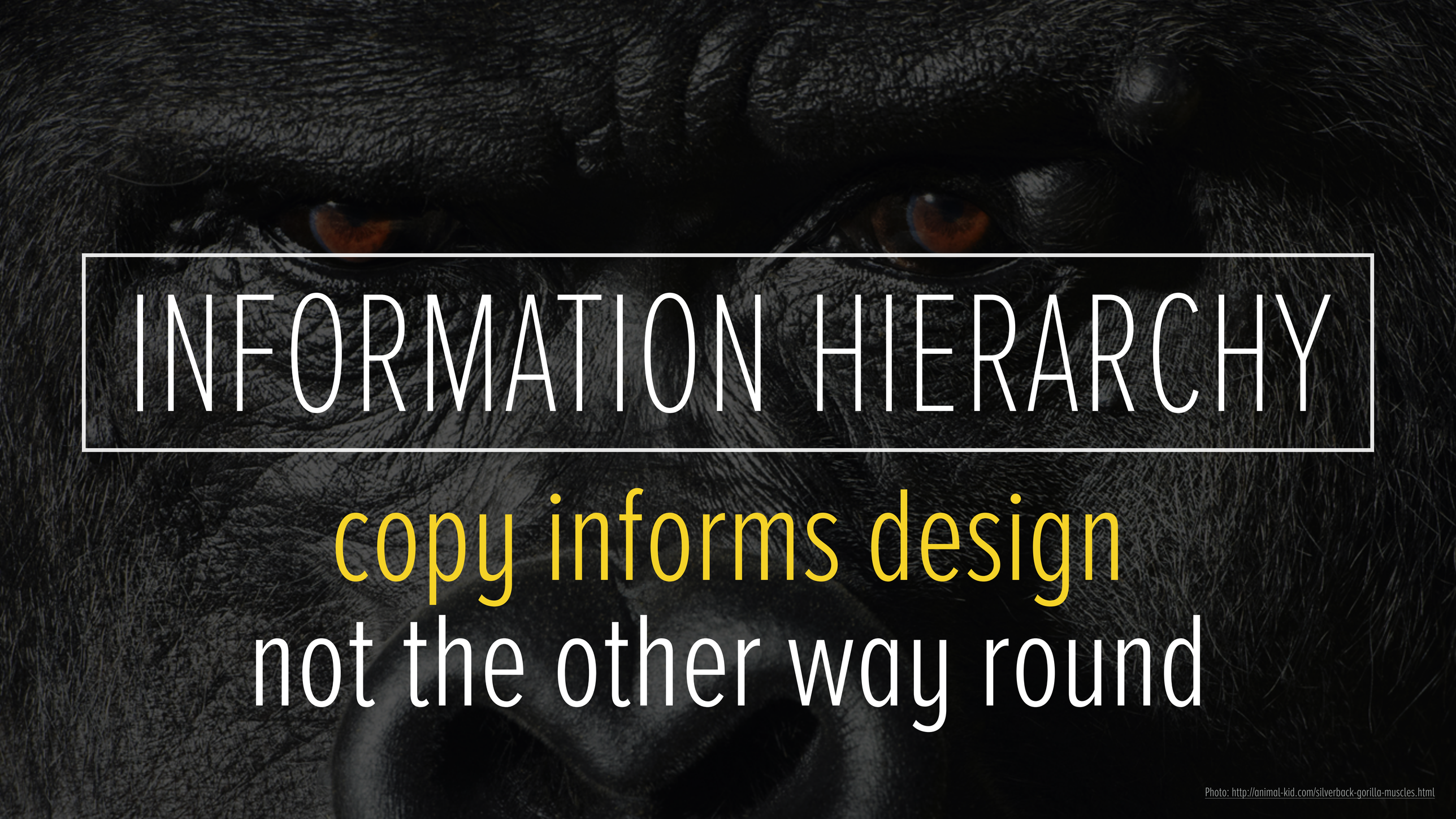

Confirm
Skip
Cancel
Confirm
Skip
Cancel
Cancel
Skip
Confirm
Direction
Cancel
Skip
Confirm >>


Confirm
Skip
Cancel
Confirm
Skip
Cancel
Cancel
Skip
Confirm
Cancel
Skip
Confirm >>
Dominance
Cancel
Skip
Confirm >>


Confirm
Skip
Cancel
Confirm
Skip
Cancel
Cancel
Skip
Confirm
Cancel
Skip
Confirm >>
Cancel
Skip
Confirm >>
Affordance
Cancel
Skip
Confirm >>

VISUAL HIERARCHY

Photo: http://animal-kid.com/silverback-gorilla-muscles.html



INFORMATION HIERARCHY

copy informs design

not the other way round

Photo: http://animal-kid.com/silverback-gorilla-muscles.html

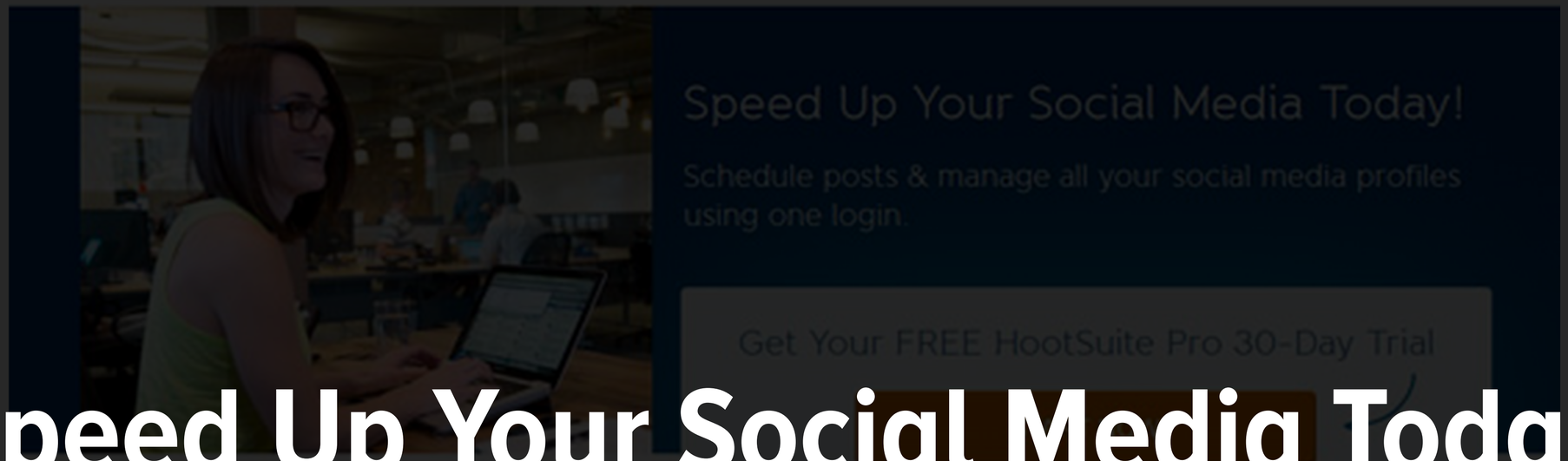
The Best Little
4. GET YOUR STORY IN ORDER BEFORE YOU TELL IT

. Quote From Man Stabbed
www.khq.com
"What are you gonna do, stab me?"
KHQ
HD 11:01

Wasting Time With CRO?

Run smarter tests, get results faster, and find bigger wins with Qualaroo.

hootsuite



Speed Up Your Social Media Today

Schedule posts and manage all your social media profiles using one login

Schedule Posts

Save time by scheduling 100's of messages and launching multiple campaigns at once.

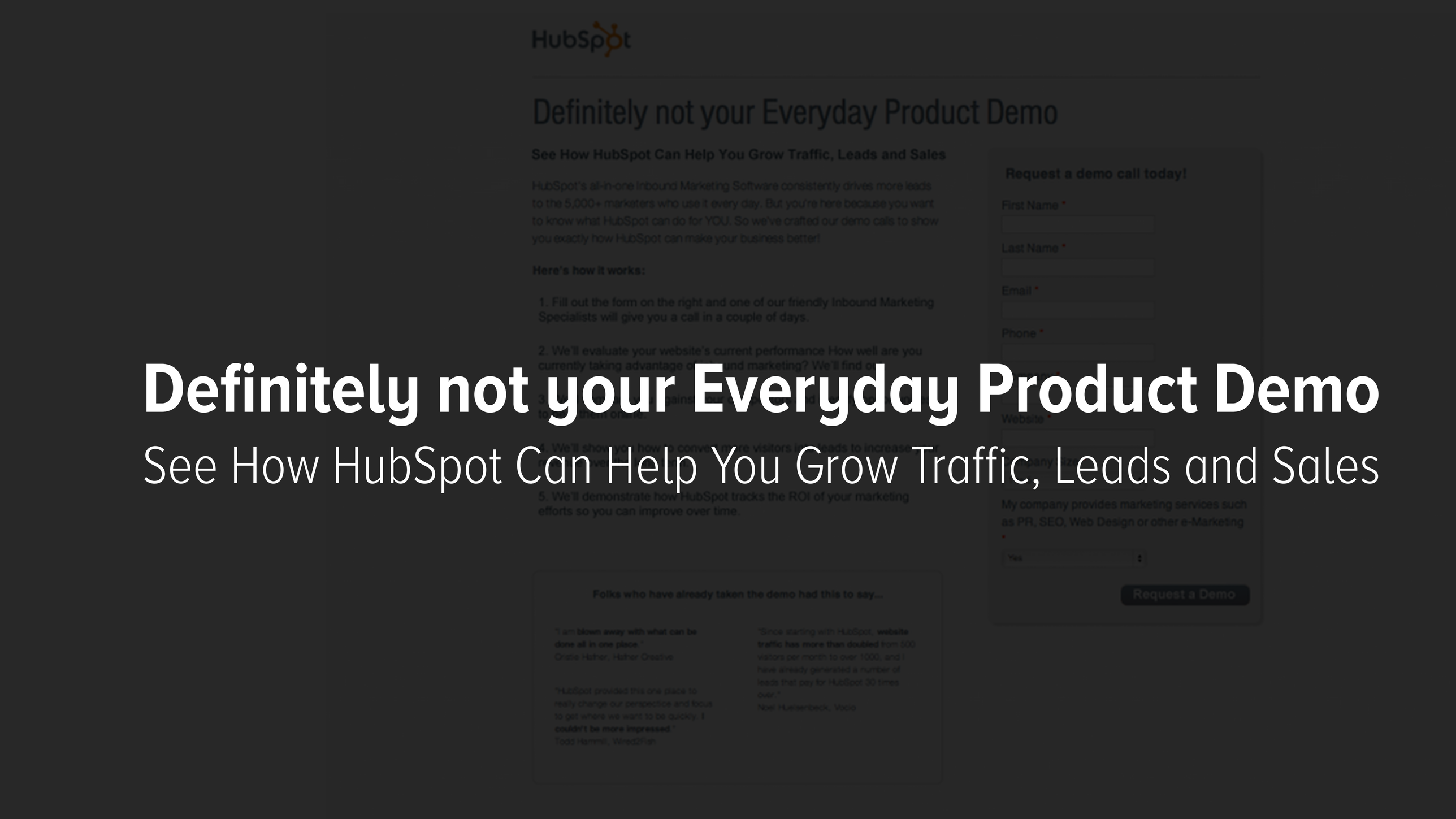
Multiple Networks

Monitor and manage up to 100 Social Profiles such as Twitter, Facebook, LinkedIn and Google + Pages from one web-based dashboard.

Get Organized

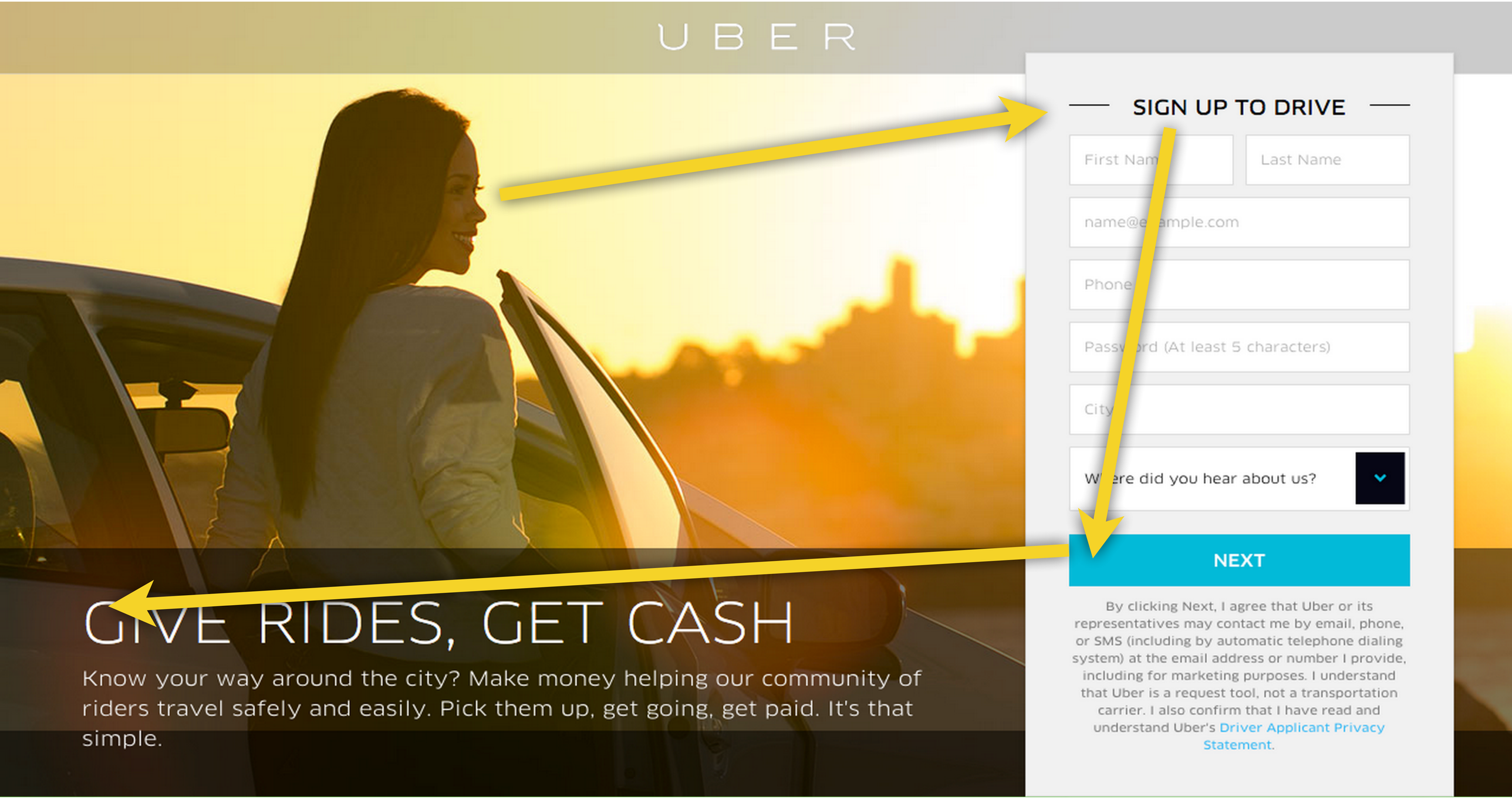
Add team members to your social profiles and assign tasks to ensure that no message goes unanswered.

Over 6 million users and the world's top brands trust HootSuite



Definitely not your Everyday Product Demo

See How HubSpot Can Help You Grow Traffic, Leads and Sales


UBER
SIGN UP TO DRIVE
First Nam
Last Name
name@example.com
Phone
Password (At least 5 characters)
City
Where did you hear about us?
NEXT
By clicking Next, I agree that Uber or its representatives may contact me by email, phone, or SMS (including by automatic telephone dialing system) at the email address or number I provide, including for marketing purposes. I understand that Uber is a request tool, not a transportation carrier. I also confirm that I have read and understand Uber's Driver Applicant Privacy Statement.
GIVE RIDES, GET CASH
Know your way around the city? Make money helping our community of riders travel safely and easily. Pick them up, get going, get paid. It's that simple.

unbounce

BROUGHT TO YOU BY UNBOUNCE - The Landing Page Builder for Marketers

THE SMART MARKETER'S
LANDING PAGE CONVERSION COURSE

La… pages increase conversions by focusing your ma… message. This translates directly into h… conversions on your PPC, email, banner and s…

In this free course you'll learn how to use landing pages to increase the conversion rates of your campaigns.

Learn how to use landing pages for higher conversions

Start Part 1 of This Free Conversion Course Now

No email address required

Free expert marketing advice from 10 world-renowned conversion experts

What's in the course?

In this 11-part course **landing page expert Oli Gardner** and friends will walk you through how to create high-converting landing pages.

The course includes **step-by-step instructional videos** so that you can follow along, creating your own landing pages as you go.

Along the way, you'll learn expert **tips and advice from world-renowned online marketers**, and countless examples of marketing campaigns that convert.

Each lesson should take no longer than 30 minutes to complete.

Step By Step Instructional Videos

After each online class a step by step instructional video will be shared exclusively with you. Watch it whenever you like.

1. **Landing Page 101**
   Learn why you should never start a marketing campaign without a dedicated landing page.
2. **The 5 Core Landing Page Elements**
   Get the blueprint for the perfect landing page, and find out how to create a great one using the 5 core elements.
3. **Call-to-Action Design & Placement**
   How you design your call-to-action, and where you put it on the page can have a big impact on your campaign success.
4. **Lead Capture Forms**
   Almost every marketer wants to capture more leads. Learn how to design lead forms that convert.
5. **Landing Page Copywriting**
   Learn effective techniques for writing great headlines, calls to action, benefit statements and more.
6. **[illegible]**
   4 classic design principles are examined to show how you can design your landing page for conversion.

Landing Page Insights from Conversion Experts

- **Oli Gardner** — Co-founder, Unbounce
- **Rand Fishkin** — Wizard of SEOZ
- **Peep Laja** — ConversionXL
- **Michael Aagaard** — Content Verve
- **Brian Clark** — Copyblogger
- **Hubspot**
- **Joanna Wiebe** — Co-founder, Copyhackers
- **Ruba Bustos** — Get Elastic
- **Rich Page**
- **Roberta Rosenberg** — The Copywriter Maven

About The Course Author

Oli Gardner
Oli Gardner is Unbounce's resident landing page expert. He's looked at over 30,000 landing pages, and writes on the subjects of Conversion Centered Design, landing pages and conversion rate optimization.

THE SMART MARKETER'S
LANDING PAGE CONVERSION COURSE

BROUGHT TO YOU BY unbounce

Learn how to use landing pages for higher converting campaigns

A free 11-part course with expert marketing advice from 10 world-renowned conversion experts

Start My Free Course Now

No email address required.

What's in the course?

1. **Landing Page 101**
   Learn why you should never start a campaign without a dedicated landing page
2. **The 5 Core Landing Page Elements**
   Get the blueprint for the perfect landing page, and find out how to create a great page using the 5 core elements
3. **Call-to-Action Design & Placement**
   How you design your call-to-action, and where you put it on the page can have a big impact on your campaign success.
4. **Lead Capture Forms**
   Almost every marketer wants to capture more leads. Learn how to design lead forms that convert.
5. **Landing Page Copy**
   Learn effective techniques for writing great headlines, calls to action, benefit statements and more.
6. **Landing Page Design Principles**
   4 classic design principles are examined to show how you can design your landing page for conversion.
7. **The Psychology of Conversion**
   Understand how to use simple marketing psychology to make your landing pages convert more prospects.
8. **Post-Conversion Marketing**
   How to keep marketing to your leads even after they have converted!
9. **Landing Page Optimization & Testing**
   Learn landing page optimization and start testing.
10. **How to Convince Your Boss/Client**
    Learn the economics of conversion so you can show your boss/client the value of optimization.
11. **Landing Page Examples**
    Get inspired by this collection of landing page designs. Each one critiqued for conversion so you can learn from the best.

Landing Page Insights from 10 Conversion Experts

- **Oli Gardner** — Co-founder, Unbounce
- **Rand Fishkin** — Wizard of MOZ
- **Peep Laja** — ConversionXL
- **Michael Aagaard** — Content Verve
- **Brian Clark** — Copyblogger
- **Rich Page**

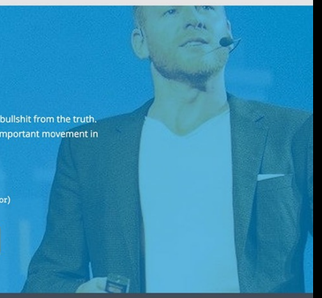
"Conversion optimization is essential because it lets us separate the bullshit from the truth. Data-informed copywriting, design, and communication is the most important movement in the history of marketing."

Oli Gardner

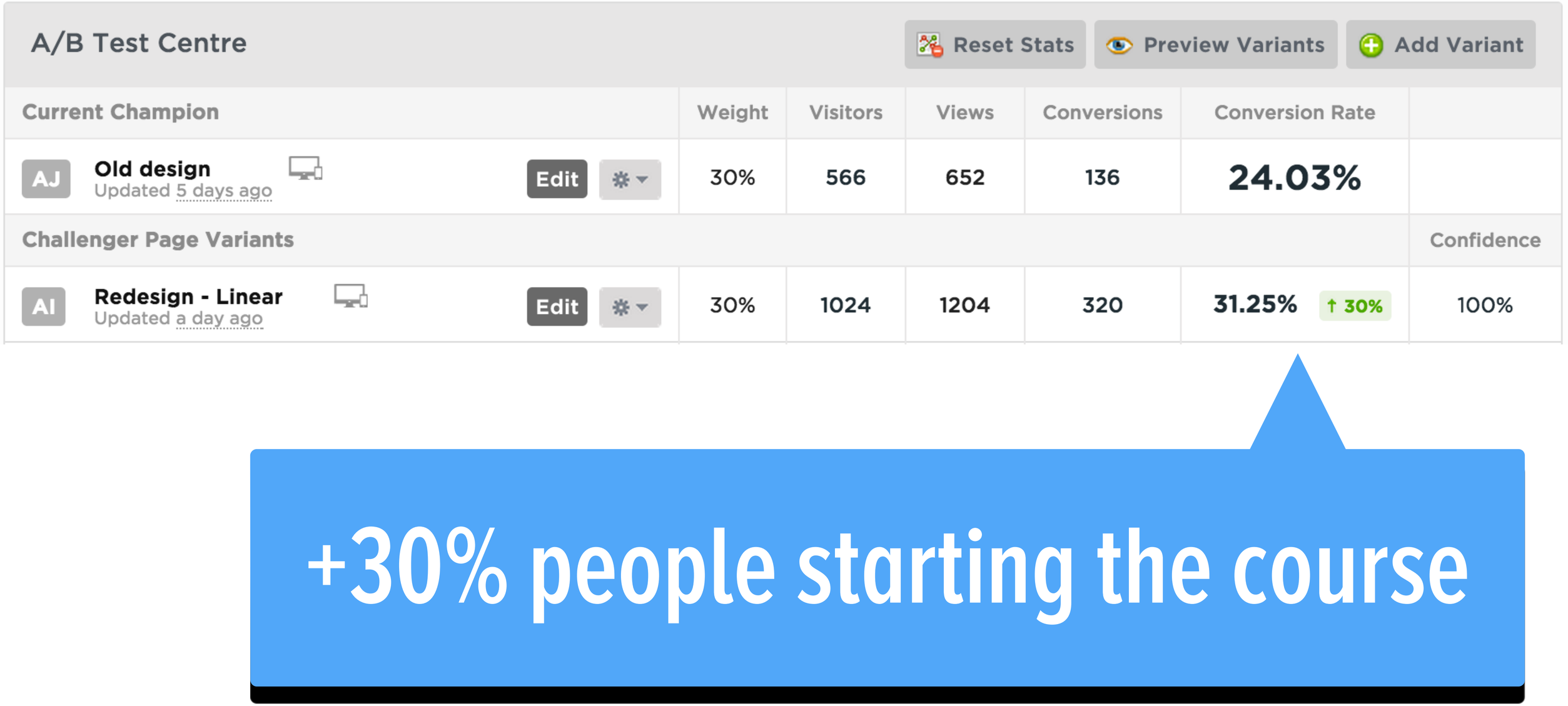
Co-Founder of Unbounce (and primary course author)

Start My Free Course Now

No email address required.



Copyright © 2015 Unbounce. All rights Reserved.


A/B Test Centre
Reset Stats
Preview Variants
Add Variant
Current Champion
Weight
Visitors
Views
Conversions
Conversion Rate
AJ
Old design
Updated 5 days ago
Edit
30%
566
652
136
24.03%
Challenger Page Variants
Confidence
AI
Redesign - Linear
Updated a day ago
Edit
30%
1024
1204
320
31.25%
↑ 30%
100%
+30% people starting the course

Messag...(4)
Bryan F
Edit
So how was the date last night
first date we went to dinner and then walked her home
then i killed her in the woods outside her house and left
Killing her seems a bit harsh. Did she order the lobster and filet mignon at dinner or something?
**********KISSED wtf
Send

The Best Little
5. WHAT THE F#CK ARE YOU TALKING ABOUT?

Scuse me while I **kiss this guy**

- Jimi Hendrix

There’s a **bathroom on the right**

- CCR

Sparing his **wife** from his **warm sausage tea**

- Queen

Hold me closer **Tony Danza**

- Elton John

Hold me close **and tie me down sir**

- Elton John

It doesn't make a difference

if we're naked or not

- Bon Jovi

How do I get you **a loan**

- Heart

It’s a death row **hard-on** two minutes too late

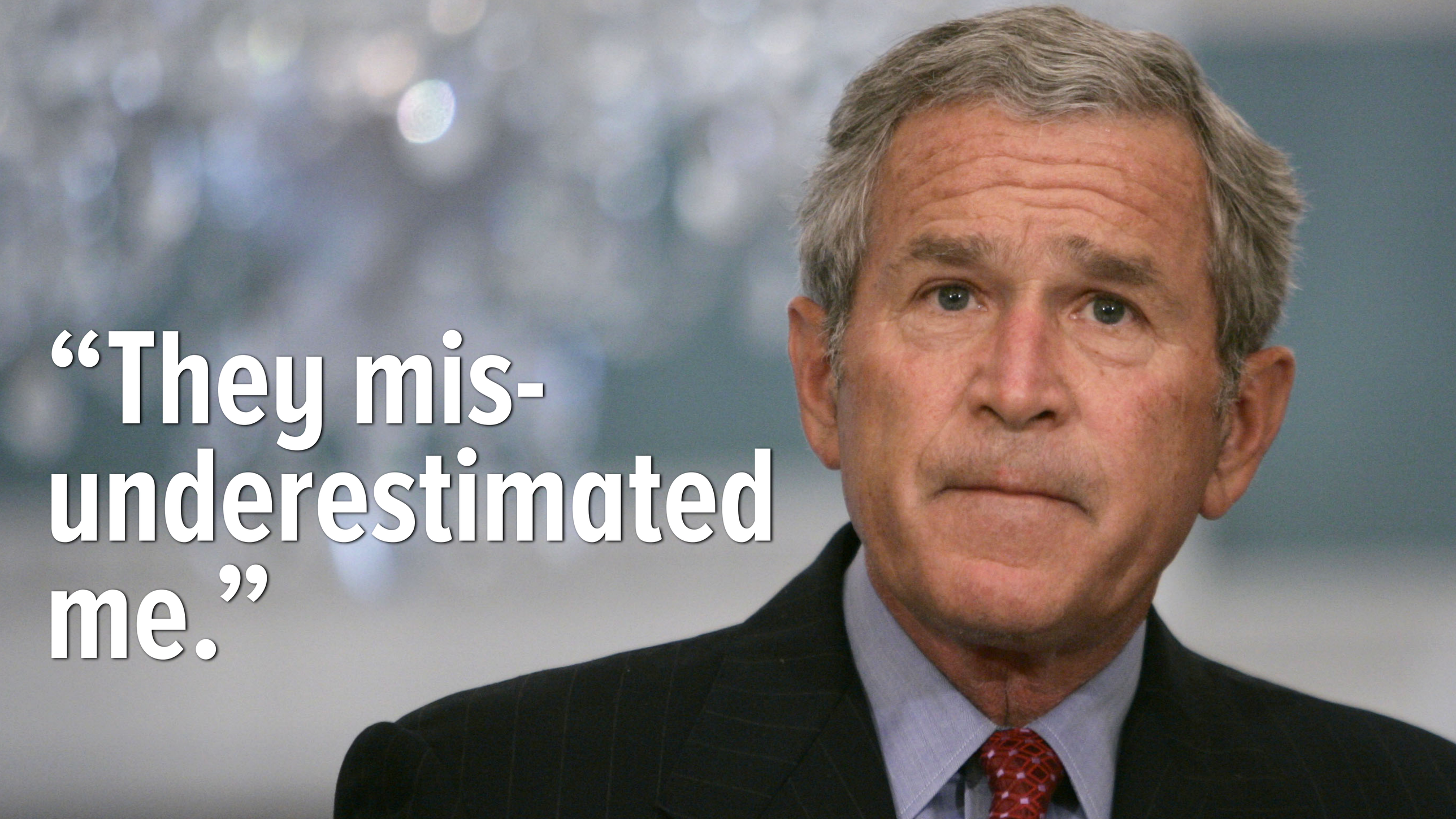
- Alanis Morissette

COME ON OLI

DON’T LEAVE US HANGING!

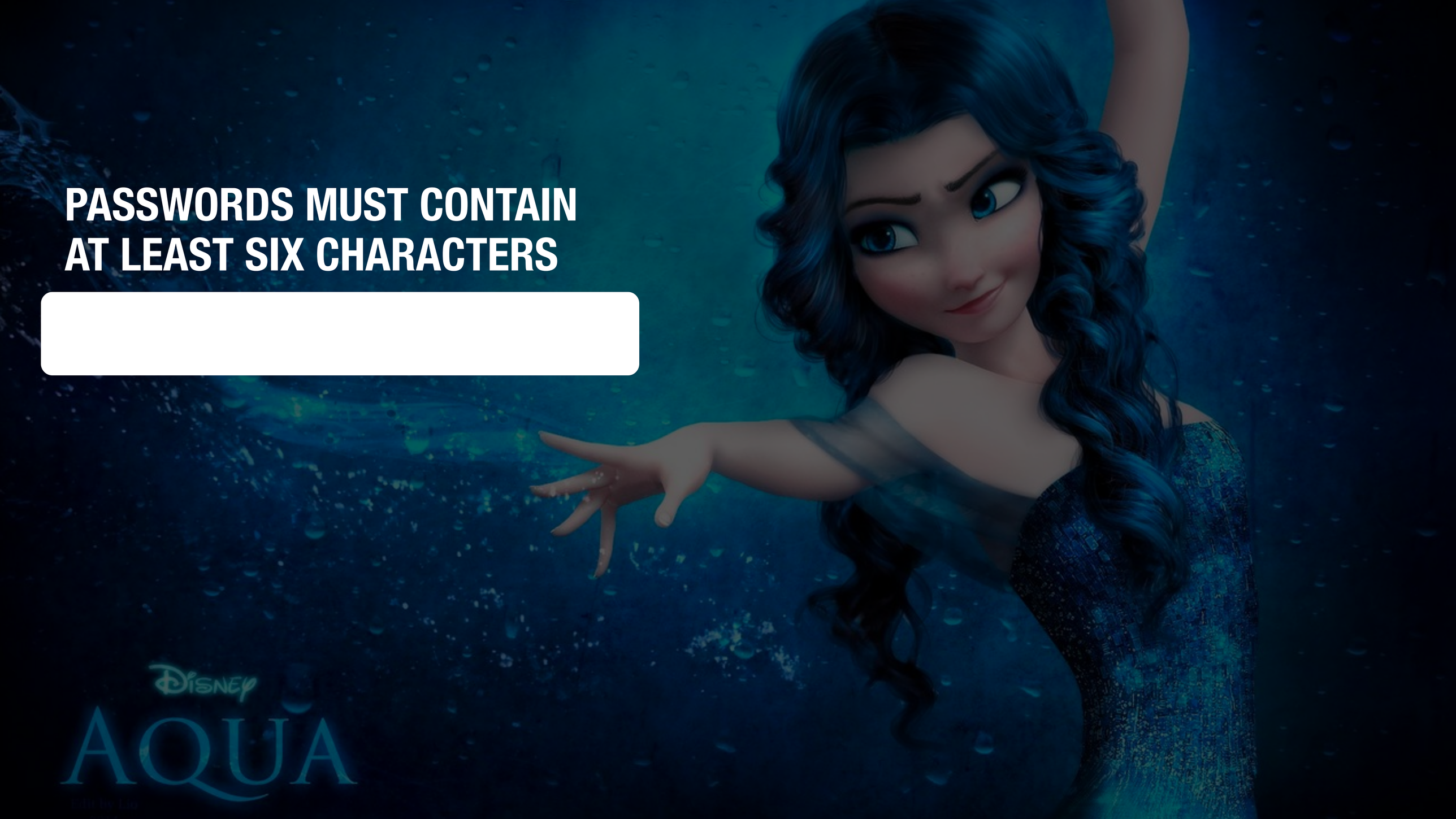
It’s like **ray-ee-aiiiiiiiiiin**

- Alanis Morissette


“They mis-
underestimated
me.”

http://www.fanpop.com/clubs/disney-princess/images/36571769/title/walt-disney-fan-art-queen-elsa-photo

****
Disney
AQUA


PASSWORDS MUST CONTAIN
AT LEAST SIX CHARACTERS
Disney
AQUA

MICKEYMINNIE**GOOFY**PLUTO**SNOWWHITE**MOWGLI**DUMBO**

how do you know if you have a clarity problem?

Ask people
“what is this page about?”

FULL SAIL UNIVERSITY. Online

Earn your Internet Marketing Master's Degree in 12 months! *Online*

Internet Marketing

Master's Degree- ***Online***

Not every super hero wears a cape to work.

Today's marketing champions summon the power of the Internet to protect and propel their brand.

From search engines to social networks, the tools are at your fingertips – Full Sail University's Internet Marketing program shows you how you can use them to become a modern-day marketing marvel.

Specialized Areas of Study:

- Web Metrics & Analytics
- Social Media Optimization
- Business Storytelling & Brand Development
- New Media Distribution Channels

Internet Marketing Fundamentals:

- Email Marketing
- Pay Per Click Campaign Development
- Search Engine Optimization

Request FREE Information

* First Name:

* Last Name:

* Email:

Phone:

* Zip:

I would like to receive text messages.

SUBMIT

By submitting this form, I give consent to Full Sail University and its partners (RMCAD and LA Film School) to contact me by telephone (including autodialed and prerecorded

What course was offered on this page?

What course was offered on this page?

What certification level was the course for?

What certification level was the course for?

5% got it right

FULL SAIL UNIVERSITY. Online

Earn your Internet Marketing Master's Degree in 12 months! *Online*

Internet Marketing

Master's Degree- ***Online***

Not every super hero wears a cape to work.

Today's marketing champions summon the power of the Internet to protect and propel their brand.

From search engines to social networks, the tools are at your fingertips – Full Sail University's Internet Marketing program shows you how you can use them to become a modern-day marketing marvel.

Specialized Areas of Study:

- Web Metrics & Analytics
- Social Media Optimization
- Business Storytelling & Brand Development
- New Media Distribution Channels

Internet Marketing Fundamentals:

- Email Marketing
- Pay Per Click Campaign Development
- Search Engine Optimization

Request FREE Information

* First Name:

* Last Name:

* Email:

Phone:

* Zip:

I would like to receive text messages.

SUBMIT

By submitting this form, I give consent to Full Sail University and its partners (RMCAD and LA Film School) to contact me by telephone (including autodialed and prerecorded

FULL SAIL UNIVERSITY. Online

Earn Your Master's Degree in Internet Marketing in 12 Months

Earn Your Internet Marketing Master's Degree in 12 Months.

Not every super hero wears a cape to work.

Today's marketing champions summon the power of the Internet to protect and propel their brand.

From search engines to social networks, the tools are at your fingertips – Full Sail University's Internet Marketing program shows you how you can use them to become a modern-day marketing marvel.

Specialized Areas of Study:

- Web Metrics & Analytics
- Social Media Optimization
- Business Storytelling & Brand Development
- New Media Distribution Channels

Internet Marketing Fundamentals:

- Email Marketing
- Pay Per Click Campaign Development
- Search Engine Optimization

Request FREE Information

* First Name:

* Last Name:

* Email:

Phone:

* Zip:

I would like to receive text messages.

SUBMIT

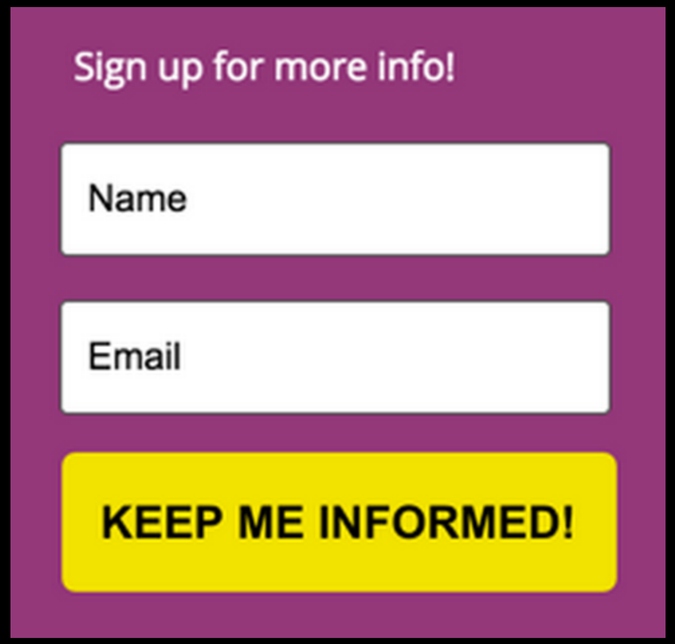
By submitting this form, I give consent to Full Sail University and its partners (RMCAD and LA Film School) to contact me by telephone (including autodialed and prerecorded

What course was offered on this page?

45% got it right

What certification level was the course for?

The Best Little
6. RECOVERY STARTS WITH BUILDING A SOLID FOUNDATION


Sign up for more info!
Name
Email
KEEP ME INFORMED!

NEED MORE INFORMATION?

Fill up the form
and we will contact you shortly.

Name and surname *

Email

Phone

County

I WANT DETAILS!

First Name *

Last Name *

Email *

Country *

- Please Select -

Company Name *

Download

FORM-FIRST DESIGN

YORK

Getting New Businesses Started

We'll Incorporate Your Small Business in 24hrs

Get our headstart small business package for only $199

Get Started Now

As soon as you contact our expert team, this will be the only form you have to fill in!

Name *

Email *

Phone

Message

REQUEST A CALLBACK

We will never share your email address with anyone and won't bombard you with emails. Promise.

Enjoy a one-on-one personalized service

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

Designed for your small business

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

YORK

Getting New Businesses Started

We'll Incorporate Your Small Business in 24hrs

Get our headstart small business package for only $199

Get Started Now

As soon as you contact our expert team, this will be the only form you have to fill in!

Name *

Email *

Phone

Message

REQUEST A CALLBACK

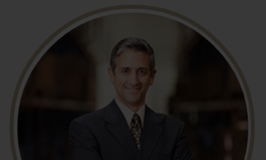
We will never share your email address with anyone and won't bombard you with emails. Promise.

Enjoy a one-on-one personalized service

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

Designed for your small business

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.



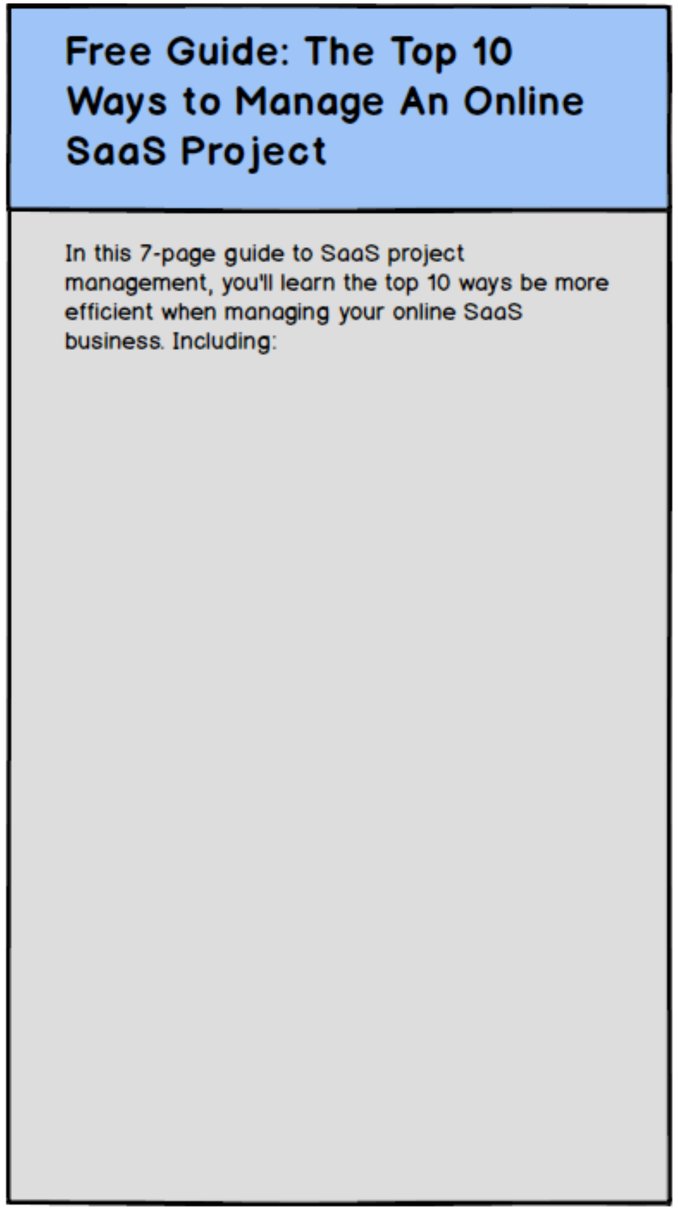
THE ANATOMY OF A HIGH-CONVERTING FORM

Free Guide: The Top 10 Ways to Manage An Online SaaS Project

1

FORM HEADLINE

Your form headline should introduce the “What” of your offer. What will I be getting if I interact with your form.



1

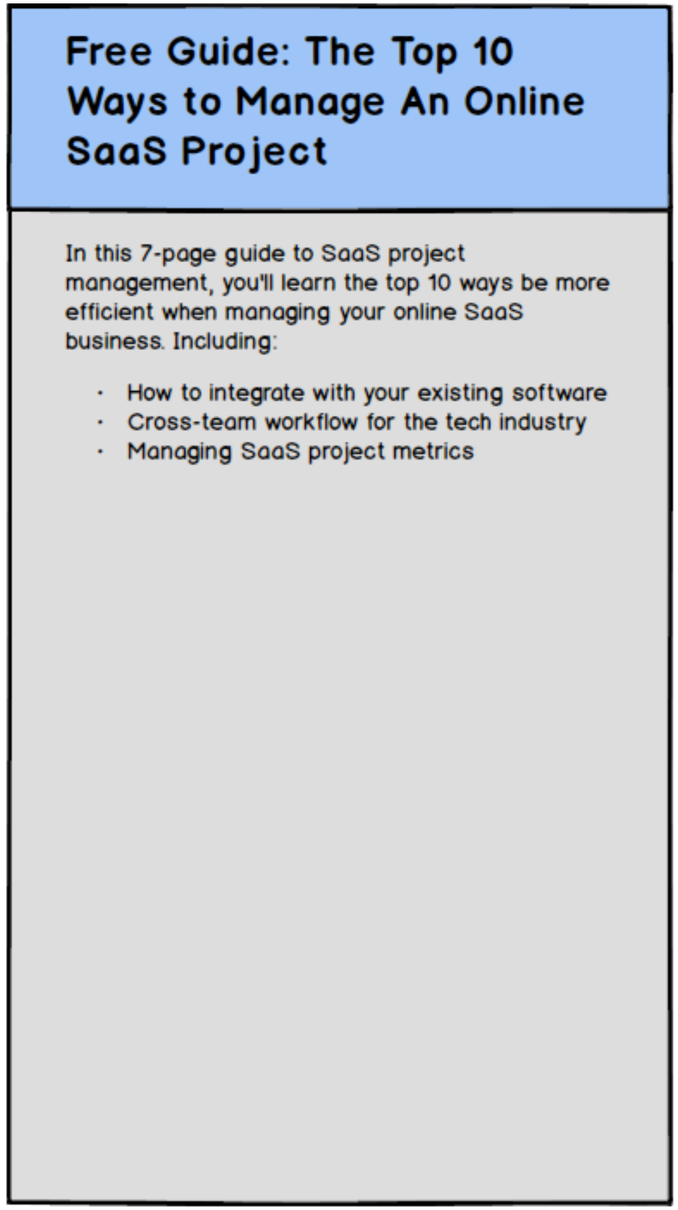
FORM HEADLINE

Your form headline should introduce the “What” of your offer. What will I be getting if I interact with your form.

2

SUBHEAD

The subhead can be used to add a clarifying description of what the offer is, this is the first part of “Why” I should care about your offer.



1

FORM HEADLINE

Your form headline should introduce the “What” of your offer. What will I be getting if I interact with your form.

2

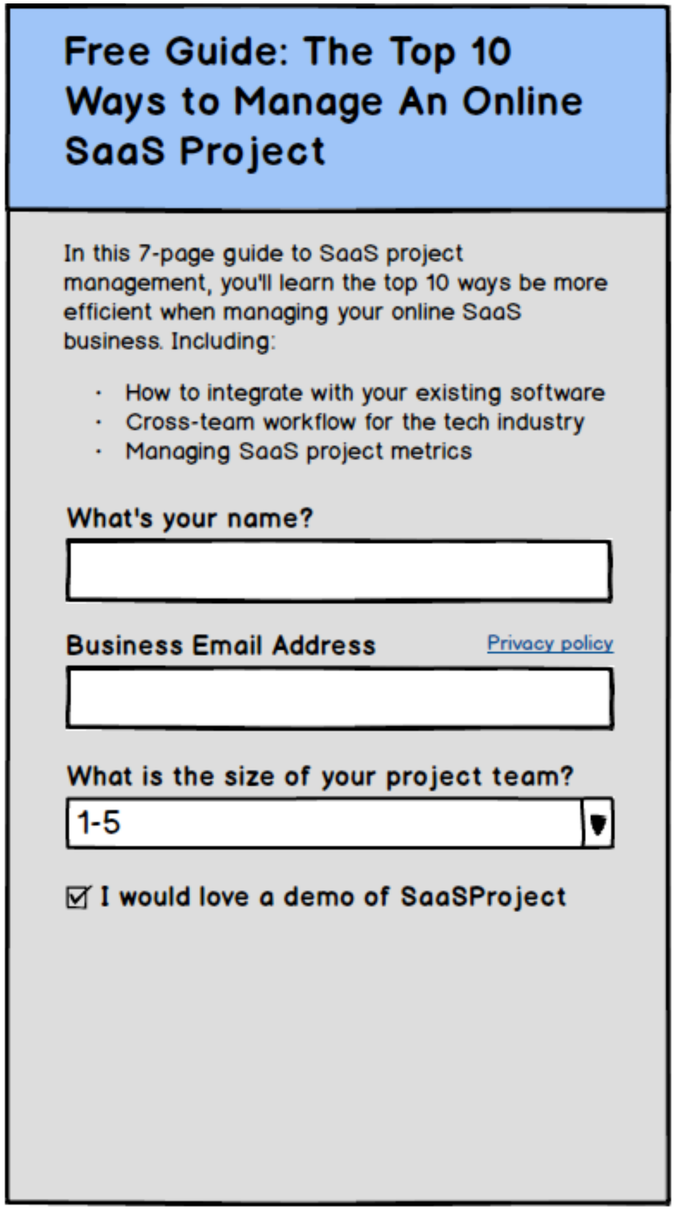
SUBHEAD

The subhead can be used to add a clarifying description of what the offer is, this is the first part of “Why” I should care about your offer.

3

BENEFITS BULLETS*optional

The benefits extend the “Why” in an easy to read format.



1

FORM HEADLINE

Your form headline should introduce the “What” of your offer. What will I be getting if I interact with your form.

2

SUBHEAD

The subhead can be used to add a clarifying description of what the offer is, this is the first part of “Why” I should care about your offer.

3

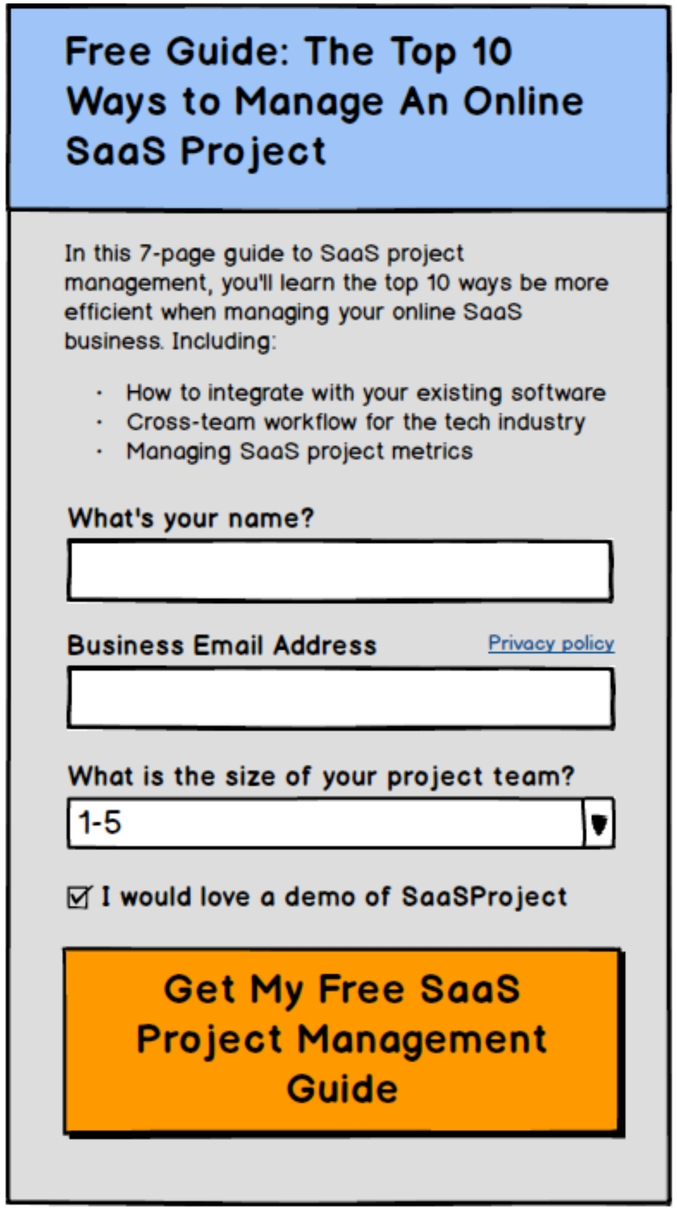
BENEFITS BULLETS*

The benefits extend the “Why” in an easy to read format.

4

A FORM

This one’s easy. Your form goes here now that it’s purpose has been introduced.



1

FORM HEADLINE

Your form headline should introduce the “What” of your offer. What will I be getting if I interact with your form.

2

SUBHEAD

The subhead can be used to add a clarifying description of what the offer is, this is the first part of “Why” I should care about your offer.

3

BENEFITS BULLETS*

The benefits extend the “Why” in an easy to read format.

4

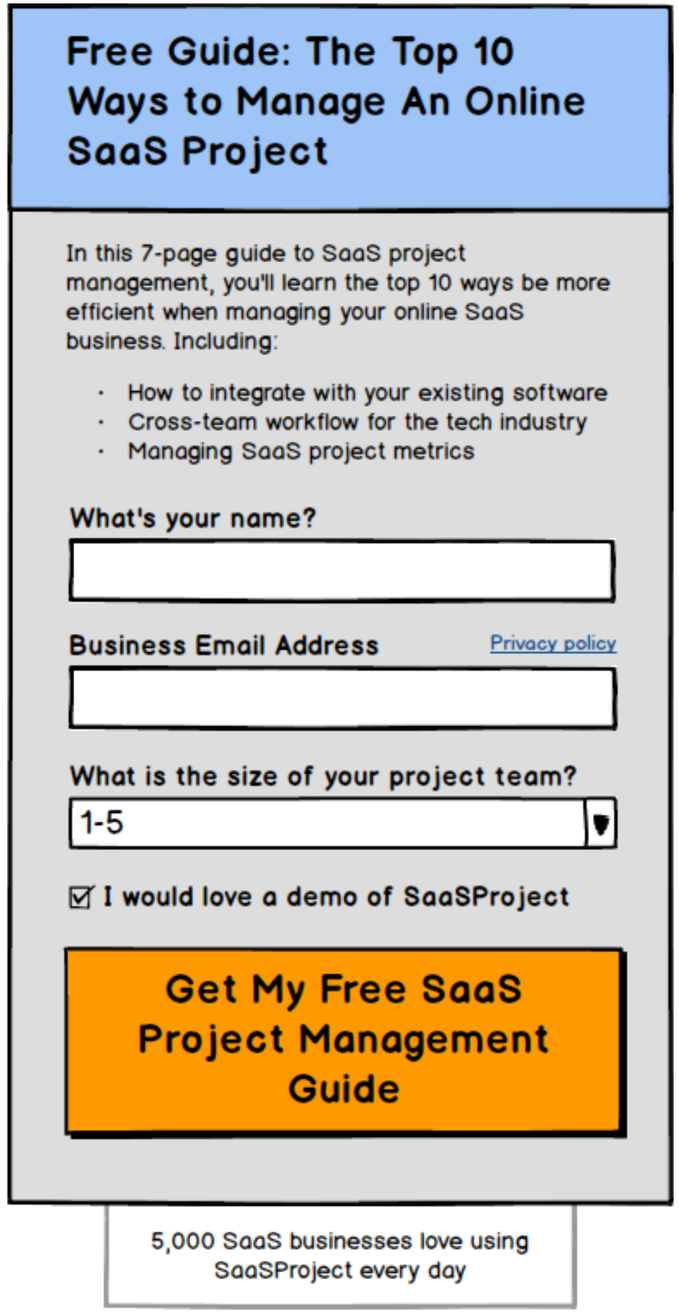
A FORM

This one’s easy. Your form goes here now that it’s purpose has been introduced.

5

CALL TO ACTION

Your all-important call to action that describes what will happen when you click, or reinforces what it is you’ll be getting.



1

FORM HEADLINE

Your form headline should introduce the “What” of your offer. What will I be getting if I interact with your form.

2

SUBHEAD

The subhead can be used to add a clarifying description of what the offer is, this is the first part of “Why” I should care about your offer.

3

BENEFITS BULLETS*

The benefits extend the “Why” in an easy to read format.

4

A FORM

This one’s easy. Your form goes here now that it’s purpose has been introduced.

5

CALL TO ACTION

Your all-important call to action that describes what will happen when you click, or reinforces what it is you’ll be getting.

6

THE CLOSER

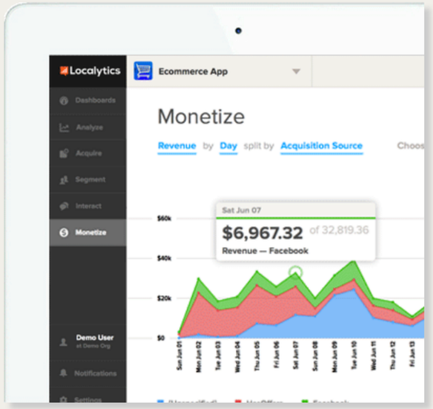
A closer is intended to add a last minute nudge to encourage a click. It can be social proof, urgency, a trust statement, or important details such as “Free” or “No credit card required” etc.

Localytics

Try Localytics' mobile app analytics and marketing software for **free**.

Get powerful data insights to build a more successful app.

Localytics' all-in-one analytics and marketing platform helps you understand how people use your mobile and web apps in real time so you can increase app engagement and generate more revenue.



With Localytics:

Grow your app: Act on real-time data and see your app improvements impact user growth and engagement immediately.

Monetize your app: Send messages to users based on their actions and preferences so they complete in-app purchases or goal actions.

Stay top-of-mind: Measure the interval between uses and send targeted push-messages to entice users back to your app.

Measure your ROI: Attribute users and engagement to specific ad campaigns you're running so you can stop wasting money on ads that don't work.

Fill out the form to create your Localytics account, **free** for 30 days or until you reach 10K monthly active users. **No credit card required.**

Try Localytics for Free

Name

First

Last

Phone

Company

Job Role

Choose one...

Email

Password

Confirm Password

I agree to Localytics' Terms of Service

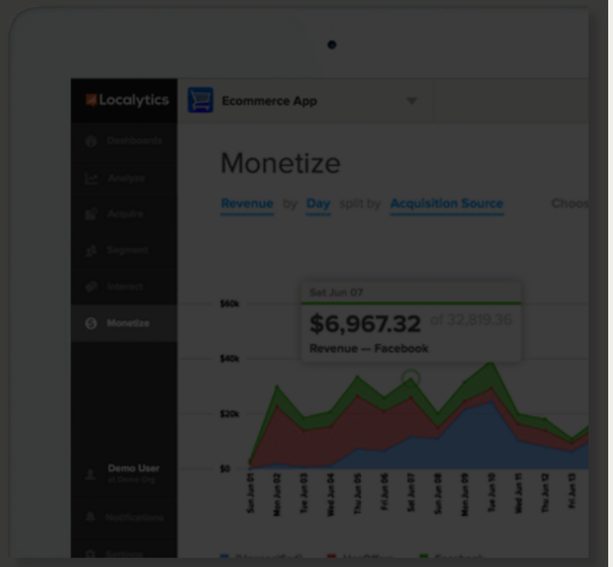
TRY LOCALYTICS FREE

© 2015 Localytics Privacy | Terms

TRUSTe Certified Privacy

Get powerful data insights to build a more successful app.

Localytics' all-in-one analytics and marketing platform helps you understand how people use your mobile and web apps in real time so you can increase app engagement and generate more revenue.



With Localytics:

Grow your app: Act on real-time data and see your app improvements impact user growth and engagement immediately.

Monetize your app: Send messages to users based on their actions and preferences so they complete in-app purchases or goal actions.

Stay top-of-mind: Measure the interval between uses and send targeted push-messages to entice users back to your app.

Measure your ROI: Attribute users and engagement to specific ad campaigns you're running so you can stop wasting money on ads that don't work.

Fill out the form to create your Localytics account, **free** for 30 days or until you reach 10K monthly active users. **No credit card required.**

Try Localytics for Free

Name

First

Last

Phone

Company

Job Role

Choose one...

Email

Password

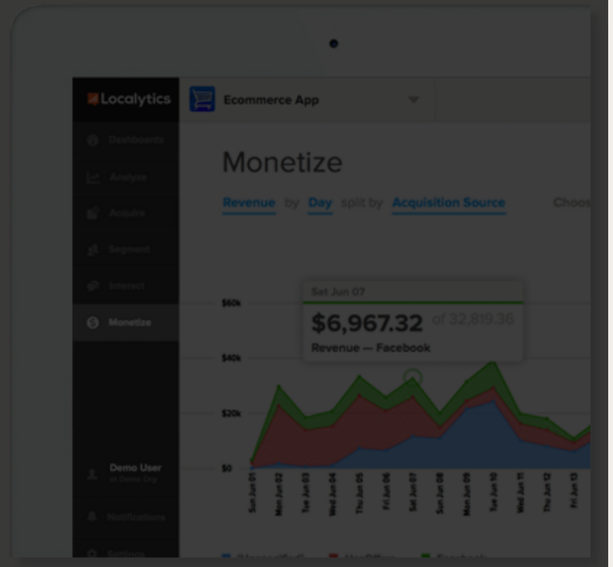
Confirm Password

I agree to Localytics' Terms of Service

TRY LOCALYTICS FREE

Get powerful data insights to build a more successful app.

Localytics' all-in-one analytics and marketing platform helps you understand how people use your mobile and web apps in real time so you can increase app engagement and generate more revenue.



With Localytics:

Grow your app: Act on real-time data and see your app improvements impact user growth and engagement immediately.

Monetize your app: Send messages to users based on their actions and preferences so they complete in-app purchases or goal actions.

Stay top-of-mind: Measure the interval between uses and send targeted push-messages to entice users back to your app.

Measure your ROI: Attribute users and engagement to specific ad campaigns you're running so you can stop wasting money on ads that don't work.

Fill out the form to create your Localytics account, **free** for 30 days or until you reach 10K monthly active users. **No credit card required.**

Try Localytics for Free

1

To start understanding how people use your mobile and web apps.

2

Name

First

Last

Phone

Job Role

4

Choose one...

Email

Password

I agree to Localytics' Terms of Service

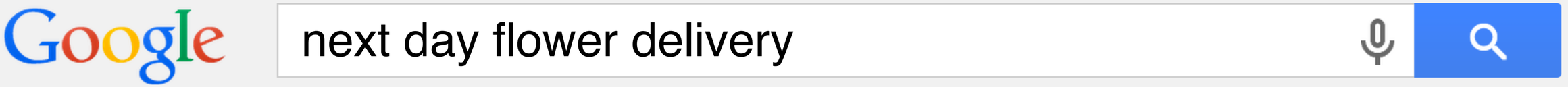
TRY LOCALYTICS FREE

5

"We doubled app retention after implementing insights from Localytics."
-- Joe Awesome, Awesometown

6

The Best Little
7. CREATE SEARCH INTENT PAGES FOR E-COMMERCE



Next Day Flower Deliveries UK

www.iflorist.co.uk/**NextDayFlowers**

Get 10% Off A Beautiful Range Of **Flowers** Arranged By Local Florists

iflorist
the world's local florist

Live support offline | Set Currency | 0 items, £0.00

Track Orders | Cookie Policy | What are you looking for?

SAME DAY | FLOWERS UK | SEASONAL FLOWERS | BOUTIQUE | POSTAL | OCCASIONS | GIFTS | FUNERAL FLOWERS | INTERNATIONAL

Send flowers » Flowers UK

Welcome, please sign-in or register

THE QUEEN'S AWARDS FOR ENTERPRISE: INTERNATIONAL TRADE 2012

AWARD WINNING FLOWERS

"Blooming Marvellous"

★★★★★

"The thing that stands out, apart from the lovely flowers is the fact that they always deliver when they say they will. I have never been let down which in this day and age is something of a rarity!"

"Exceptionally Good Service"

★★★★★

"Beautiful fresh flowers, great speedy service, and I got exactly what I asked for. Superb customer satisfaction. Tulips I ordered have lasted for a week and were great value for money"

save SAVE $10 on all flowers. 100% Satisfaction Guaranteed! Same-Day Delivery available.
Your discounted prices are displayed below. (click here for details).

teleflora. *Fresh flowers hand-delivered daily.*

ENGLISH SEARCH

LOGIN WITH FACEBOOK 800-595-6390 MY ACCOUNT MY CART(0)

graduation deal of the day + birthday + occasions + flowers + plants & gifts same-day delivery

Teleflora's Brilliant
Birthday Blooms
~~$44.95~~ $34.95

Share Image

birthday surprise.

Birthday bouquets starting at $29.99

SHOP NOW »

SAME-DAY DELIVERY ON ALL BOUQUETS

birthday get well just because sympathy same day

Shop By Occasion

- Latest Deals
- Anniversary
- Birthday
- Congratulations
- Get Well
- I'm Sorry
- Love & Romance
- New Baby
- Sympathy & Funeral
- Thank You
- Wedding

Shop By Price

The Pink Lily Bouquet by FTD® - VASE INCLUDED

~~$39.99~~
$29.99

The Birthday Bouquet by FTD® - VASE INCLUDED

~~$44.99~~
$34.99

The Light of My Life™ Bouquet by FTD® - VASE INCLUDED

~~$39.99~~
$29.99

The Wondrous Nature™ Bouquet by FTD® - BASKET INCLUDED

~~$44.99~~
$34.99

The Sunny Sentiments™ Bouquet by FTD® - VASE INCLUDED

~~$44.99~~
$34.99

The FTD® Deep Emotions™ Rose Bouquet

~~$54.99~~
$44.99

The Because You're Special™ Bouquet by FTD® - VASE INCLUDED

~~$44.99~~
$34.99

save • Thank you for shopping with Flowers by Sears. Save 10% on your order today! Your offer will be automatically applied at the checkout. Promotion code: SCADWD10. Click here for details.

Spring

Birthday

Bestsellers

Get Well

Sympathy

RING IN SPRING

shop now

Deal of the Day

- biggest bouquets
- freshest flowers
- best value

shop now

Birthday

starting at $39.95

shop now

Bestsellers

starting at $31.95

shop now

The local florist difference

- Hand-arranged
- Hand-delivered
- Never in a box

Bloomex

FRESH * FAST * FAIR

Live Chat click here

1-888-912-5666

Search by Keyword, Product SKU or Price

Cart is Empty Checkout

Smiles Delivered...
1,275,664 and counting

Hi! Thanks for the last minute flower delivery! They were beautiful and perfect! ★★★★★

Jennifer, Etobicoke.

Wow, thank you so much!! The flowers were beautiful and I appreciate that they got there so quickly. I will definitely buy flowers from you again!!! ★★★★½

Cindy, Regina.

1/2 Price Friday Roses... from $24.99

Rose & Card Special

RP55-01 **$14.99**

Blue Iris Bouquet

LF13-10 **$19.99**

Melody Bouquet

MD-01 **$24.99**

Sweet Blossoms Collection II

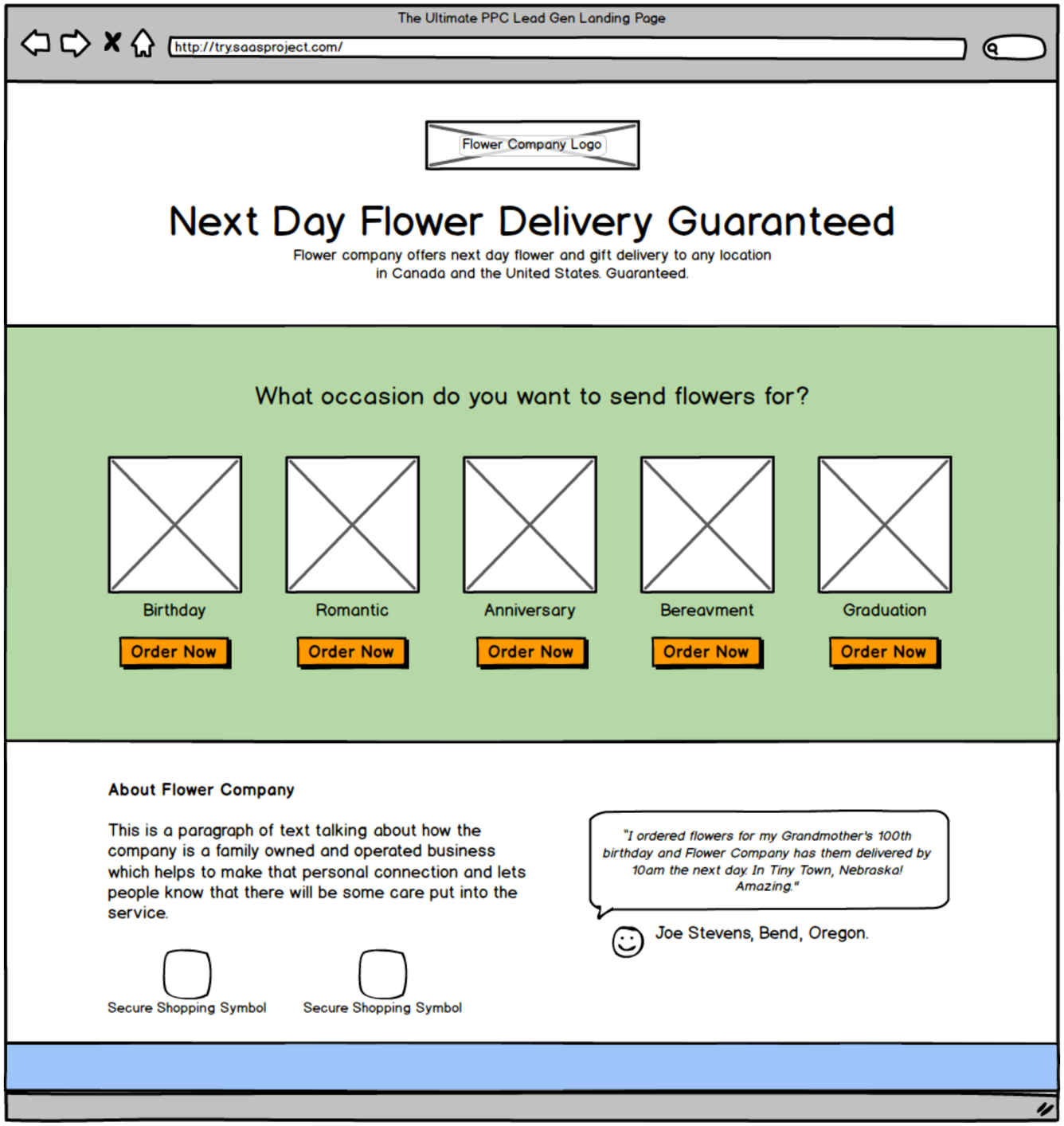
SB-02 **$24.99**

Bid on your company's unique benefits and **design specific experiences** for each.

Context & intent confirmed

Correct Information Hierarchy

Confirm *then* push down the purchase funnel



The Best Little
8. DON'T BET YOUR SHIRT ON WHAT OTHER'S TELL YOU

THE SMART MARKETER'S
LANDING PAGE CONVERSION COURSE

BROUGHT TO YOU BY unbounce

Learn how to use landing pages for higher converting campaigns

A free 11-part course with expert marketing advice from
10 world-renowned conversion experts

Start My Free Course Now

No email address required.

Control:

✔ **Insights and experience from 4 years of research and over 350 A/B tests** distilled into one 26-page free ebook

Explain the time involved, to reduce "effort" anxiety.

Treatment:

✔ **Read the book in just 25 minutes and get Insights from 4 years of research and over 350 A/B tests**

18.59% more downloads

Statistical Confidence 98%

THE SMART MARKETER'S
LANDING PAGE CONVERSION COURSE

BROUGHT TO YOU BY unbounce

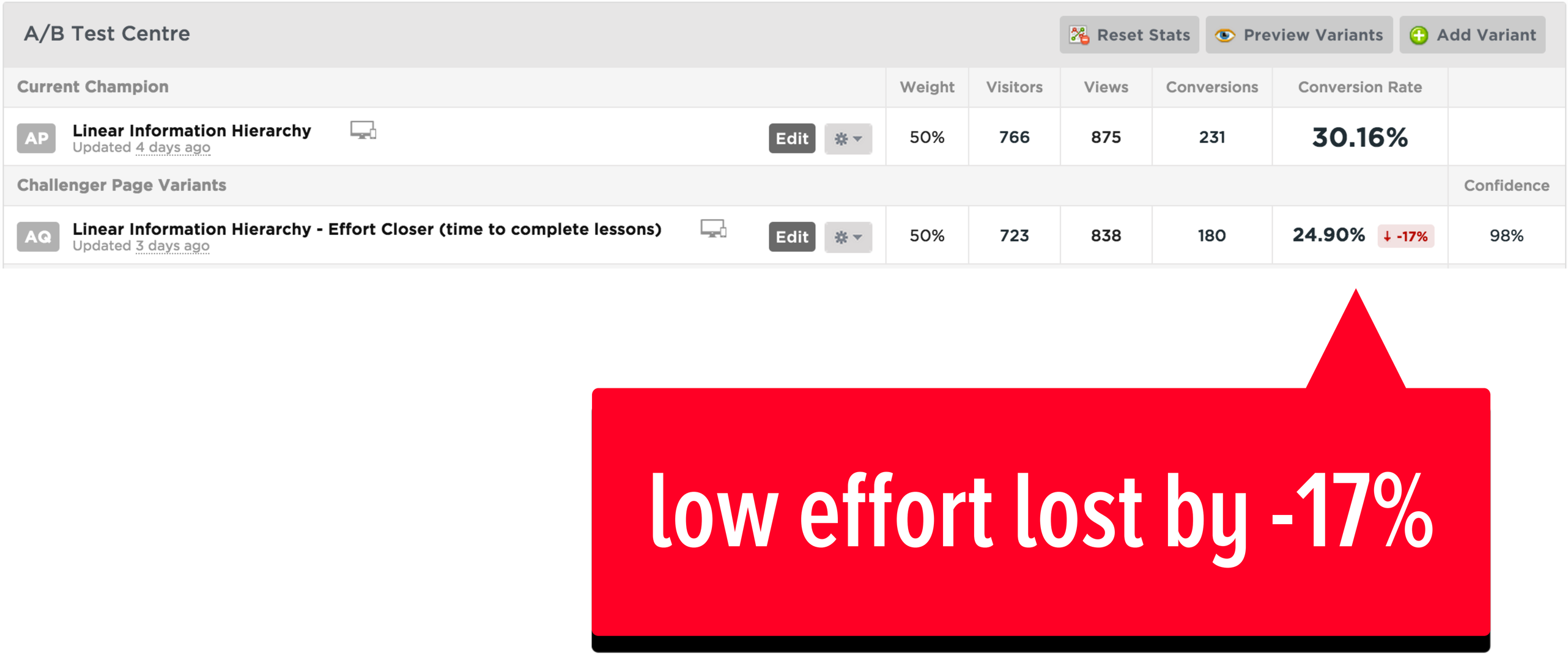
Learn how to use landing pages for higher converting campaigns

A free 11-part course with expert marketing advice from
10 world-renowned conversion experts

Start My Free Course Now

Each lesson takes less than 30 minutes.

No email address required.

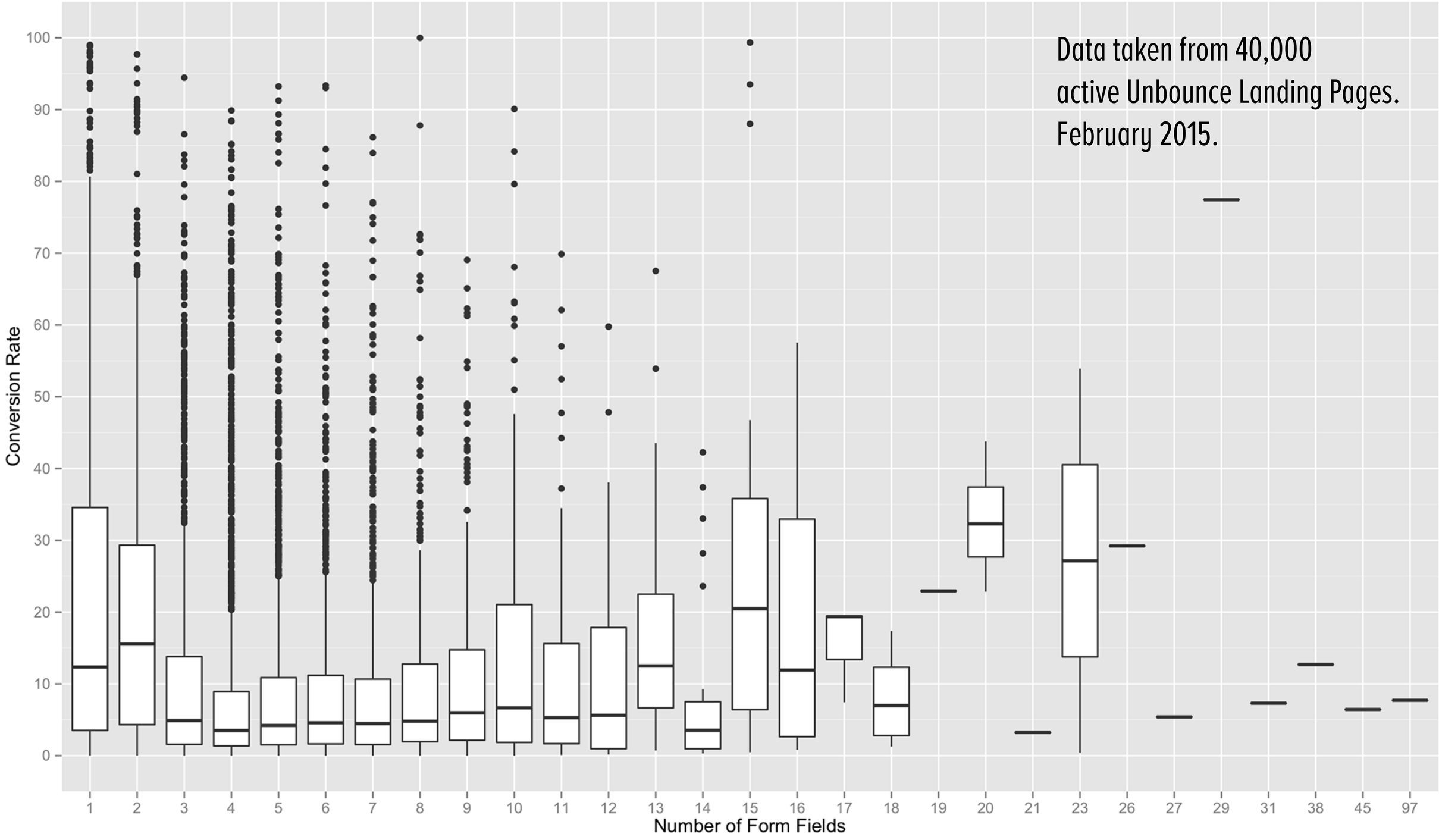


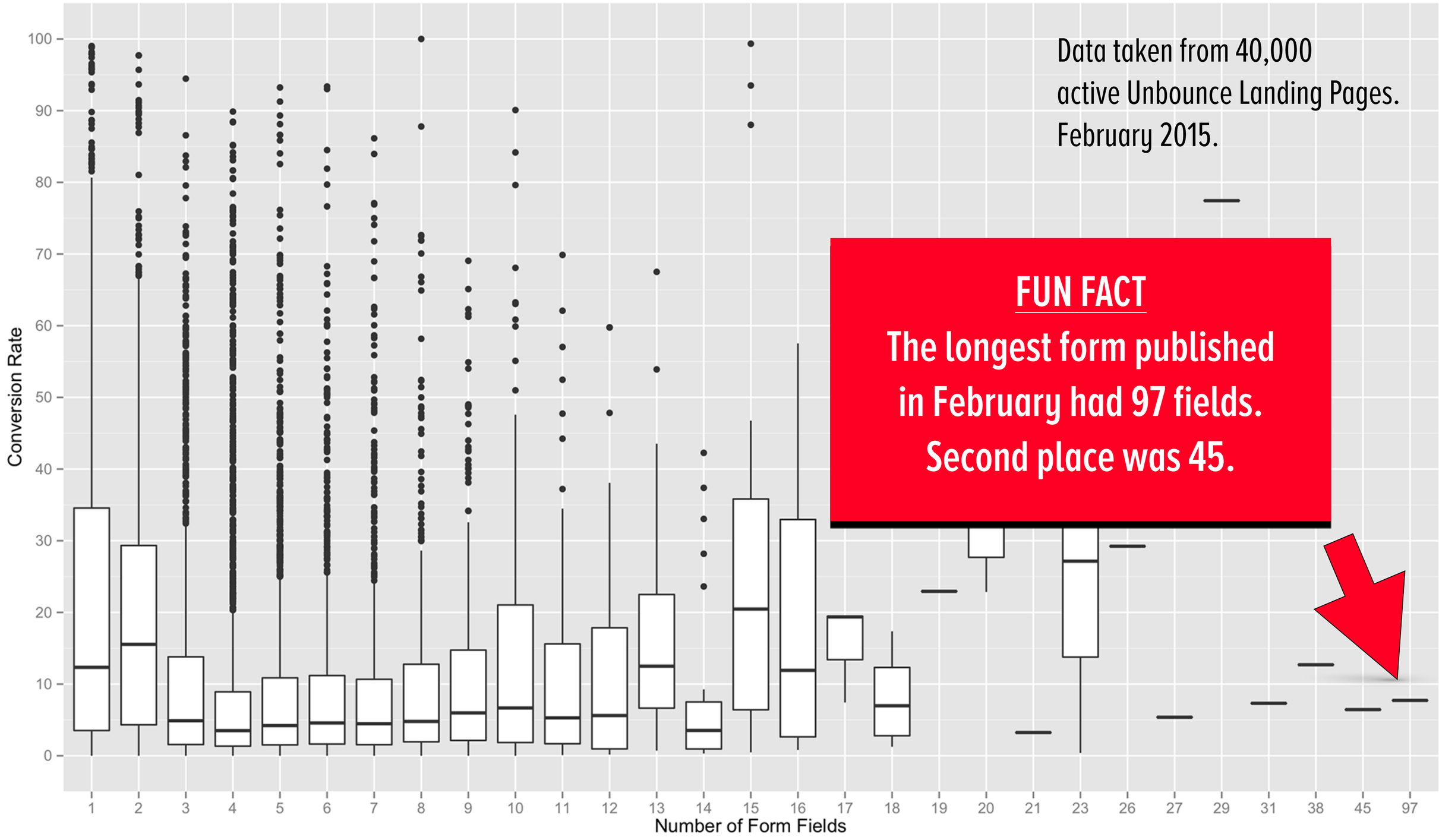
low effort lost by -17%

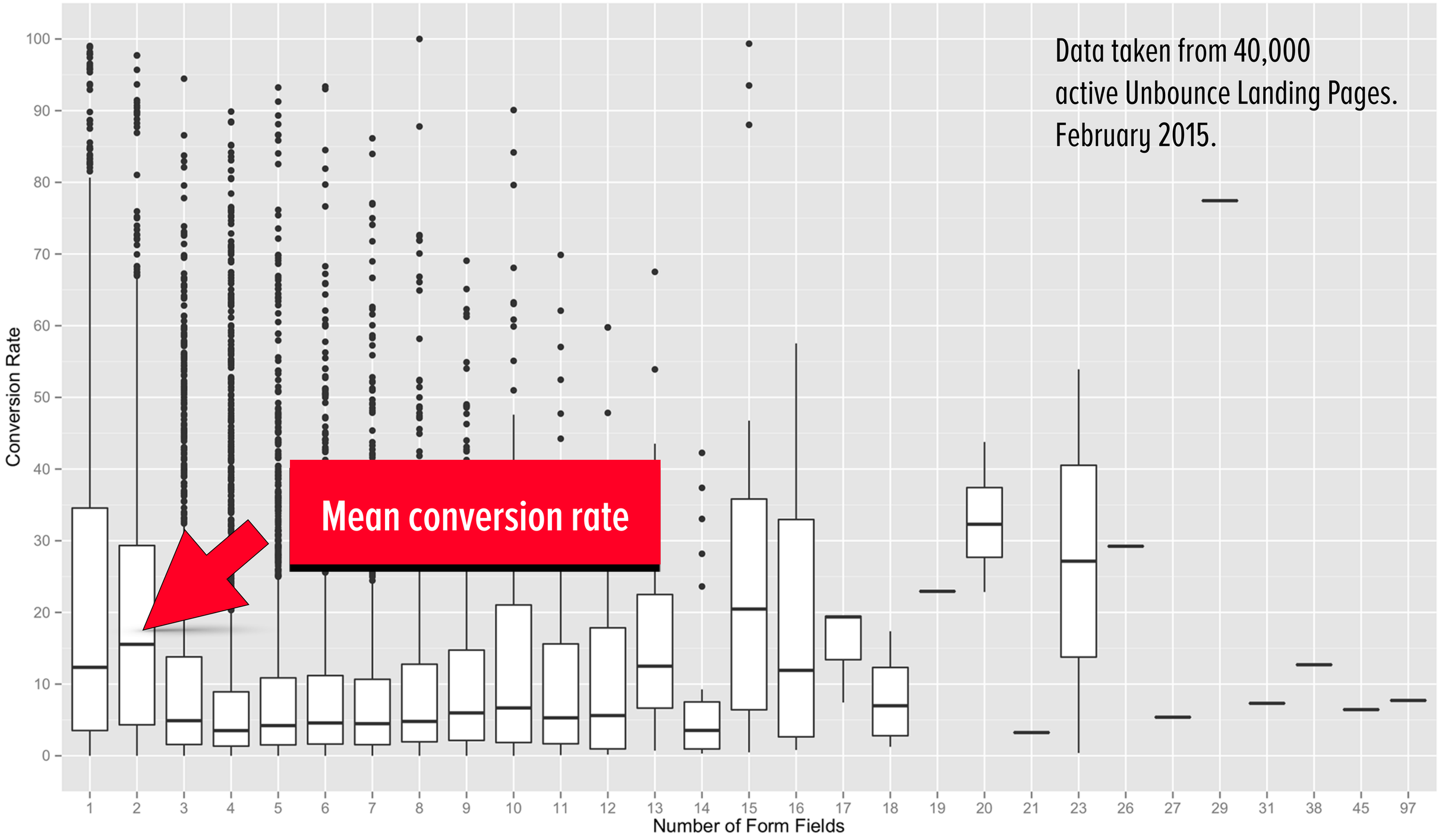
YOUR BLOG POST ISN'T HELPING ME

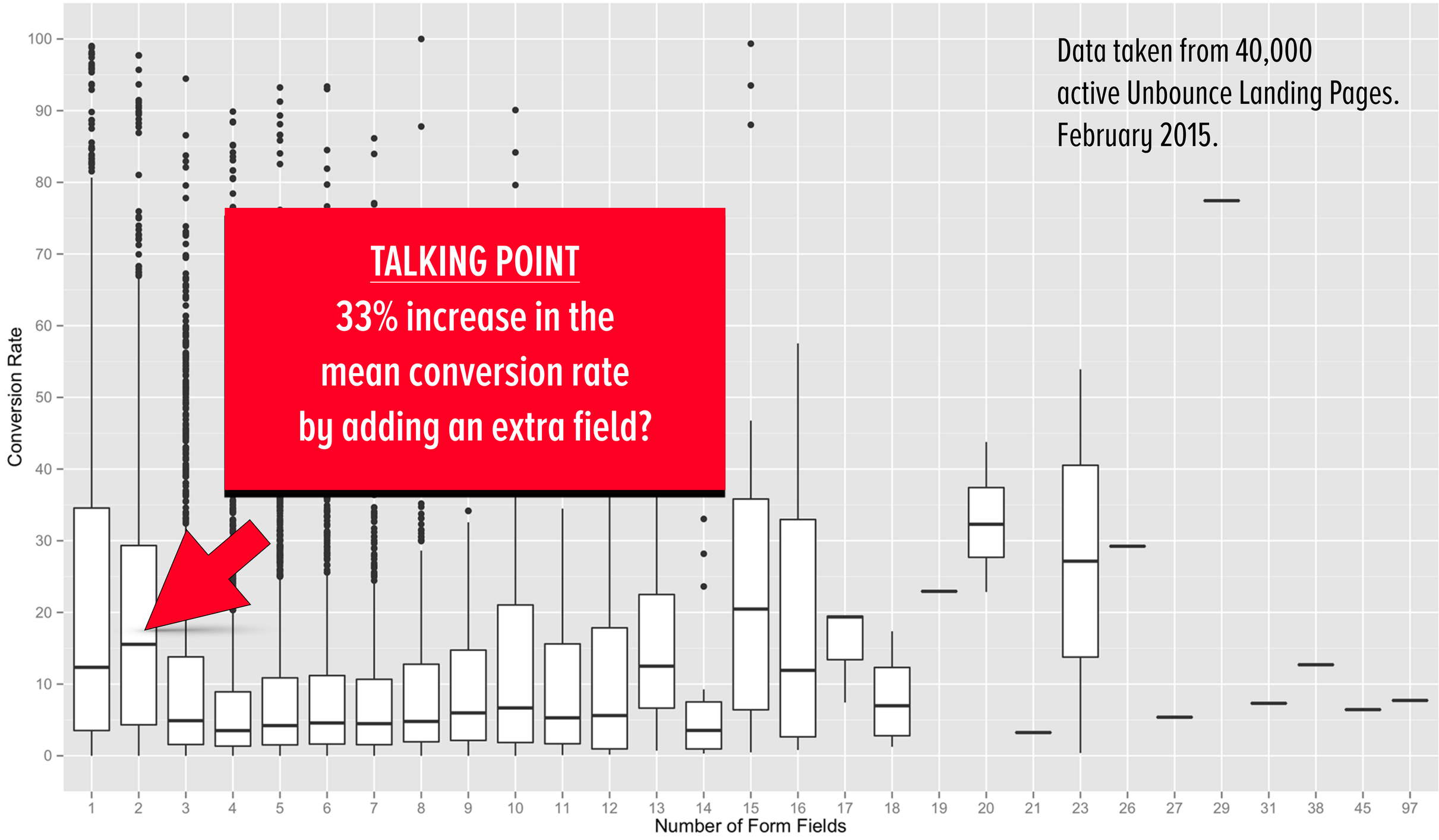
The Best
9. FIELDS ARE FOR FARMERS NOT FORMS

how many form fields?


Data taken from 40,000
active Unbounce Landing Pages.
February 2015.
Conversion Rate
Number of Form Fields
0
10
20
30
40
50
60
70
80
90
100
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
23
26
27
29
31
38
45
97


Data taken from 40,000
active Unbounce Landing Pages.
February 2015.
FUN FACT
The longest form published
in February had 97 fields.
Second place was 45.
Conversion Rate
Number of Form Fields
0
10
20
30
40
50
60
70
80
90
100
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
23
26
27
29
31
38
45
97


Data taken from 40,000
active Unbounce Landing Pages.
February 2015.
Mean conversion rate
Conversion Rate
Number of Form Fields
0
10
20
30
40
50
60
70
80
90
100
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
23
26
27
29
31
38
45
97


Data taken from 40,000
active Unbounce Landing Pages.
February 2015.
TALKING POINT
33% increase in the
mean conversion rate
by adding an extra field?
Conversion Rate
Number of Form Fields
0
10
20
30
40
50
60
70
80
90
100
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
23
26
27
29
31
38
45
97

unbounce

The Landing Page Builder For Marketers

The 7-Day Lead Gen Landing Page Course

Learn how to create landing pages that will keep your funnel full

Great landing pages are the cornerstone of a killer lead generation strategy. Whether you've never made a landing page before, or simply want to polish your existing ones to a prospect-pulling shine, this free 7-day email course will arm you with everything you need to convert.

Your Best Email Address *

START THE COURSE NOW

unbounce

The Landing Page Builder For Marketers

The 7-Day Lead Gen Landing Page Course

Learn how to create landing pages that will keep your funnel full

Great landing pages are the cornerstone of a killer lead generation strategy. Whether you've never made a landing page before, or simply want to polish your existing ones to a prospect-pulling shine, this free 7-day email course will arm you with everything you need to convert.

First Name *

Your Best Email Address *

START THE COURSE NOW

The 7-Day Lead Gen Landing Page Course

Edit Name

Change URL http://the.unbounce.com/lead-generation-course/

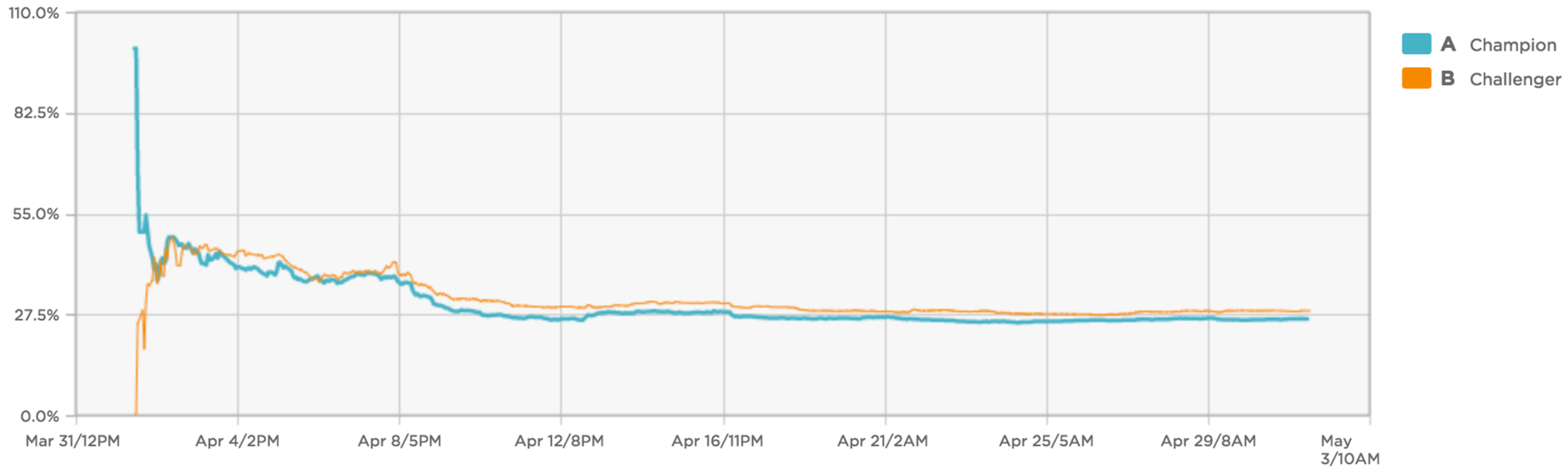
Zero difference in conversion with an extra field

A/B Test Centre

Reset Stats | Preview Variants | Add Variant

Current Champion		Weight	Visitors	Views	Conversions	Conversion Rate	
A **Email** Updated about a month ago	Edit	50%	3304	3894	1369	**41.43%**	
Challenger Page Variants							Confidence
B **Name & Email** Updated about a month ago	Edit	50%	3413	4044	1415	**41.46%** no delta	2%
	Overall:	100%	6717	7938	2784	**41.45%**	

Conversion Rate Chart - Last 30 Days



Leads (2966)

View Leads

Generate CSV of Leads

Basic Form Integrations

Email Me New Leads

WebHook: POST to URL

The Best Little
10. DESIGN FOR
YOUR *IDEAL*
CUSTOMER

SPONSORED Create Ad

Want to grow Unbounce ?
hireme.sylvainbailly.com
Top10 reasons why hiring me in your digital marketing team would be good for your business

Bailly Sylvain
Digital Content Strategist

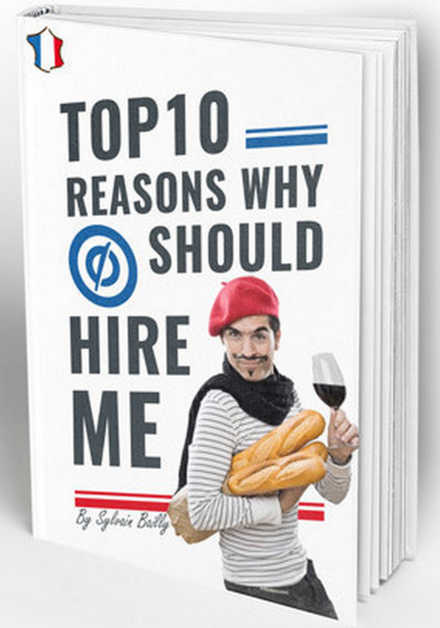
Free Ebook : Top10 reasons why Unbounce should hire me

The best seller finally available in Vancouver to download

Why Unbounce should hire a Me ? Yes you read that right. So how could I say something so crazy, you ask?

You're looking for new talents with **analytical skills, creativity and others interpersonal/commercial skills.** Full of applicants, you have some difficulties to make a choice.

To help you to take the best decision, this Ebook will present you the top 10 reasons why hiring me would be good for your business.



1. **I'm a "universal donor"...**
2. **I'm a geek with an incurable passion for outdoor activities...**
3. **I'm a farmer's son with a cheese addiction...**
4. **I'm a high level cross country skier...**
5. **I'm unstoppable...**
6. **I'm a challenger who prefer to die than to finish 2nd...**
7. **I'm a webmarketer Junkie...**
8. **I prefer to stand out and cross the line...**
9. **Sorry, I work with a PC and Android phone...**
10. **I'm ready to work with you...**

Tweet 0 | +1 0 | Recommend 20 | Share

Grab your free copy of this guide on hiring a french person today in Vancouver "almost for free" by filling out the form.

Download the Ebook Now

First Name *

Email *

Company Name *

What are you interested in? *

Please Choose

GET THE EBOOK

100% Privacy Guaranteed.

PLEASE! Give me Spread the word

I have imagined, developed and managed digital contents since 3 years. Every project has 100% creativity and satisfaction guarantee. I'm seeking a full time position in Vancouver to create and manage digital content.

After my Master degree in digital communication, I've worked from the hearth of the french alps to the Golden Gates Bridge in San Francisco. Price comparison, mobile gaming, sport industry, communication agency, I've learned, shared and developed competences for a variety of business including Tech-Startups and State

Check Out My Resume

Check Out My Blog Skills

Joel McDonald

Customer Success

Support Coach

E: joelamcdonald84@gmail.com

L: ca.linkedin.com/pub/joel-mcdonald

C: 778-847-5408

Montreal, QC

2 Ways Dynamic Text and Keywords Can Save You Money and Increase Conversions

by: Joel McDonald

e: joelamcdonald84@gmail.com

l: linkedin.com/joel-mcdonald

Can your ads morph like a Power Ranger? Photo courtesy Saban Brands

If there's one thing that the Google loves, it's relevancy. In a perfect marketing world, all PPC ads and their corresponding landing pages would match the exact keyword the user is searching word for word. This utopian dream is not unobtainable, and all it takes is dynamic keyword insertion and a landing page with dynamic text.

These seriously features can affect your ROI in a big way - increasing your click-through rate, quality score and conversion rate. Dynamic keywords and text are easy to set up and can be altered at anytime to help your marketing efforts stay up to date and relevant.

How Does DKI Works In Google Adwords?

First, let's take a look at an example of using Dynamic Keyword Insertion (DKI) in

keyword brought up my ad. The destination URL in our Adwords campaign will now be switched to:

http://www.bebearaware.com?type={keyword: Bear Awareness}

For more info make sure you check out Unbounce's detailed instructions on how to use the dynamic text feature. It comes with handy videos and you can even watch an hour long demonstration video that includes an insightful Q&A session near the end.

So now when a customer searches for 'Grizzly Bear Safety', my ad will appear with the keyword inserted into my ad headline and tag. If the customer clicks on my ad they will be taken to my landing page, which will also have its headline automatically changed to 'Grizzly Bear Safety'. My click through rate will increase, which will increase my quality score and lower my CPC, and my conversion rate will increase as customers feel the comfort of relevance and consistency within my sales funnel.

Success.

Sign Up For Unbounce Pro 99 And Start Using Dynamic Text

About The Author

Joel McDonald has been working in the field of marketing for the past 3 years. He has a BBA from the University of the Fraser Valley and has consulted numerous organizations on their digital marketing efforts. In his spare time he enjoys ball-hockey, biking and playing music in various bands.

Check Out My Landing Page

Copyright 2014 - Joel McDonald

Careers

Apply Now

Do not send a resume, it will be deleted. They're wholly unhelpful.

Instead, we've got a small (and hopefully fun) challenge for you! We want you to create your own personal landing page, to highlight why you would be great for Paysavvy.

Apply Now

Tweet Share LinkedIn

1. Sign up for Unbounce (it's free)
2. Create and publish a landing page. Include things like:
    - Some background on who you are, your past experience, and why you want to work at Paysavvy.
    - Why you're the best person for this position.
    - Links to your Twitter, LinkedIn, blog, or personal website.
3. Send the link to your landing page along with what makes you awesome to hiring@paysavvy.com.

unbounce

The Landing Page Builder For Marketers

The 7-Day Lead Gen Landing Page Course

Learn how to create landing pages that will keep your funnel full

Great landing pages are the cornerstone of a killer lead generation strategy. Whether you've never made a landing page before, or simply want to polish your existing ones to a prospect-pulling shine, this free 7-day email course will arm you with everything you need to convert.

Your Best Email Address *

START THE COURSE NOW

Email Address 29%

START THE COURSE NOW

Your Best Email Address 40%

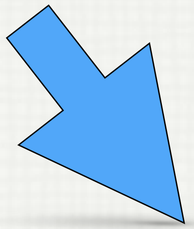
START THE COURSE NOW

Business Email Address 50%

START THE COURSE NOW

Do I *earn* less money?
Or *spend* less money?

647 smart marketers like *you*.



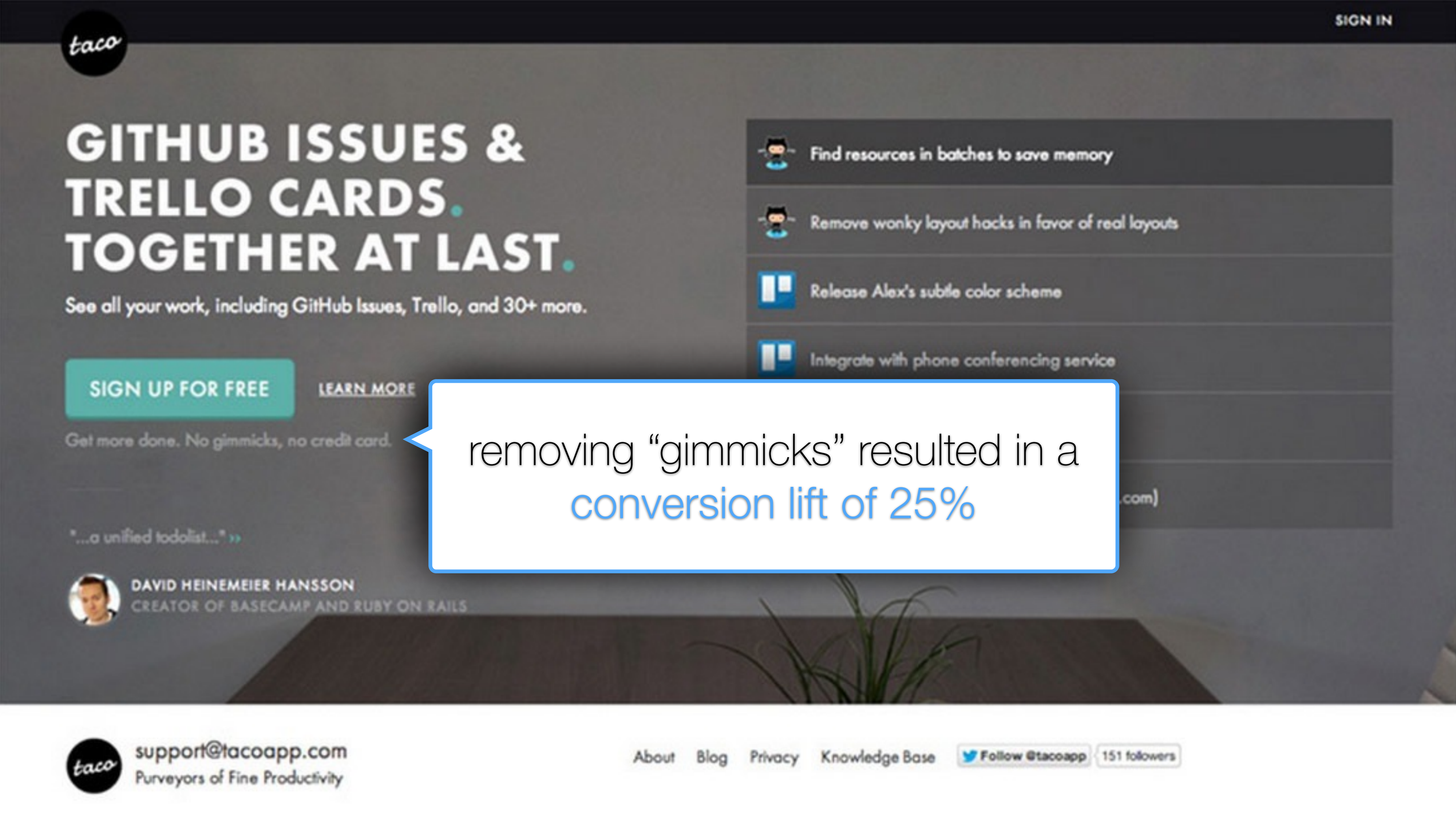
Better results, less money!
Get my newest, best ideas
free!

Your first name...

Your email address...

I want brainy ideas!

The Best Little
11. IF THEY'RE ABOUT
TO BUY, KEEP YOUR
F#@&!NG MOUTH SHUT!


taco
SIGN IN
GITHUB ISSUES &
TRELLO CARDS.
TOGETHER AT LAST.
See all your work, including GitHub Issues, Trello, and 30+ more.
SIGN UP FOR FREE
LEARN MORE
Get more done. No gimmicks, no credit card.
"...a unified todolist..." »
DAVID HEINEMEIER HANSSON
CREATOR OF BASECAMP AND RUBY ON RAILS
Find resources in batches to save memory
Remove wonky layout hacks in favor of real layouts
Release Alex's subtle color scheme
Integrate with phone conferencing service
.com)
removing "gimmicks" resulted in a
conversion lift of 25%
taco
support@tacoapp.com
Purveyors of Fine Productivity
About
Blog
Privacy
Knowledge Base
Follow @tacoapp
151 followers

Proximity
Elements that are closer together are perceived as being related.

CTA

SPAM

THE SMART MARKETER'S LANDING PAGE CONVERSION COURSE

Landing pages increase conversions by focusing your marketing message. This translates directly into higher conversions on your PPC, email, banner and social media campaigns.

In this free course you'll learn how to use landing pages to increase the conversion rates of your campaigns.

Learn how to use landing pages for higher conversions

Start Part 1 of This Free Conversion Course Now

Free expert marketing advice from 10 world-renowned conversion experts

unbounce

BROUGHT TO YOU BY UNBOUNCE - The Landing Page Builder for Marketers

THE SMART MARKETER'S

LANDING PAGE CONVERSION COURSE

Landing pages increase conversions by focusing your marketing message. This translates directly into higher conversions on your PPC, email, banner and social media campaigns.

In this free course you'll learn how to use landing pages to increase the conversion rates

A winning smile, amirite?

Learn how to use landing pages for higher conversions

Start Part 1 of This Free Conversion Course Now

I hope you enjoy this free course.
Oli Gardner
Course author & Unbounce Co-founder

The Smart Marketers Landing Page Conversion Course

Change URL http://do.thelandingpagecourse.com/

122131 VISITORS

34672 CONVERSIONS

28.39% CONVERSION RATE

Created about a year ago, updated a day ago. Last Published a day ago.

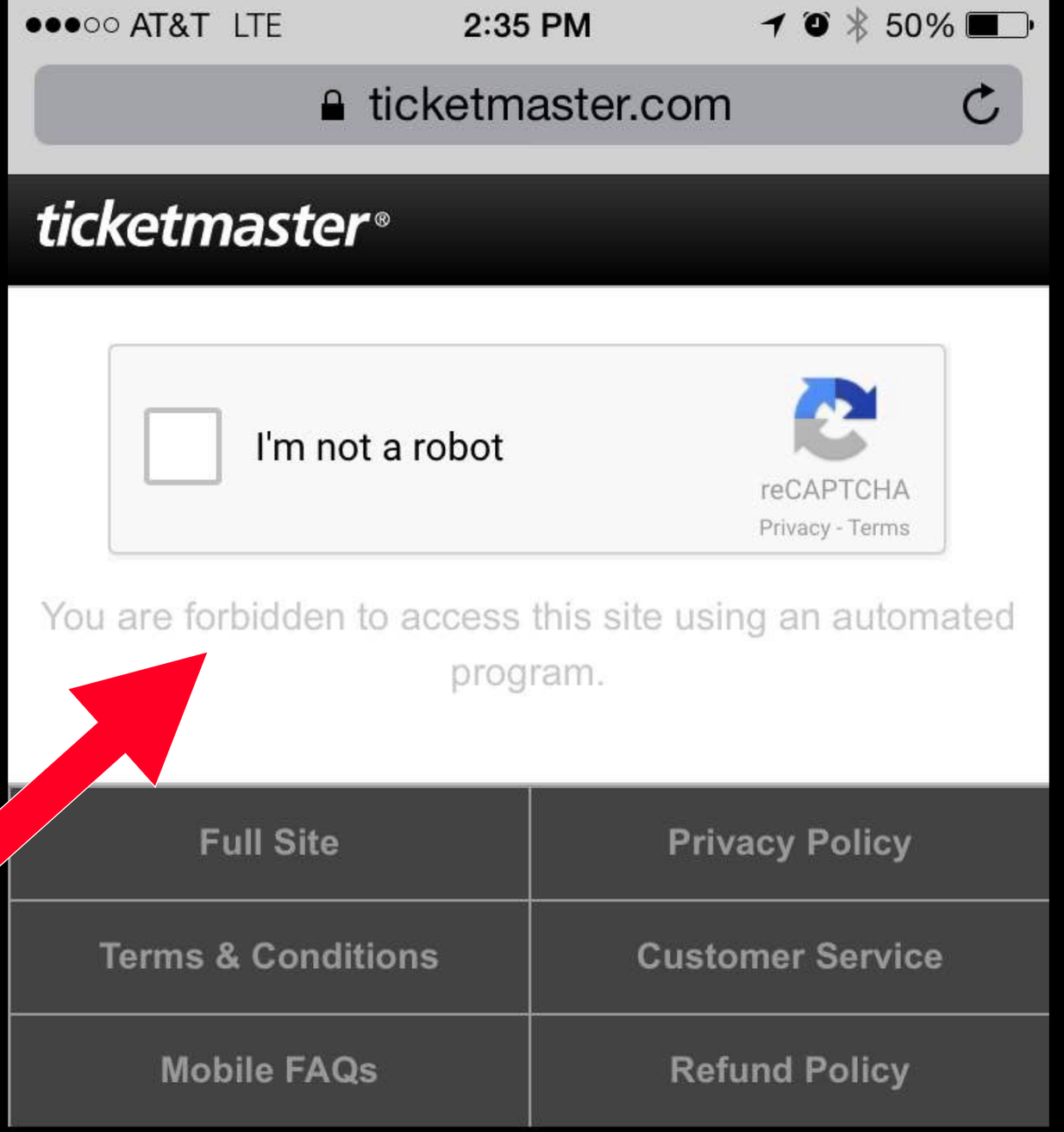
No notes or details have been made about this page yet.
Edit Notes »

A/B Test Centre

Reset Stats | Preview Variants | Add Variant

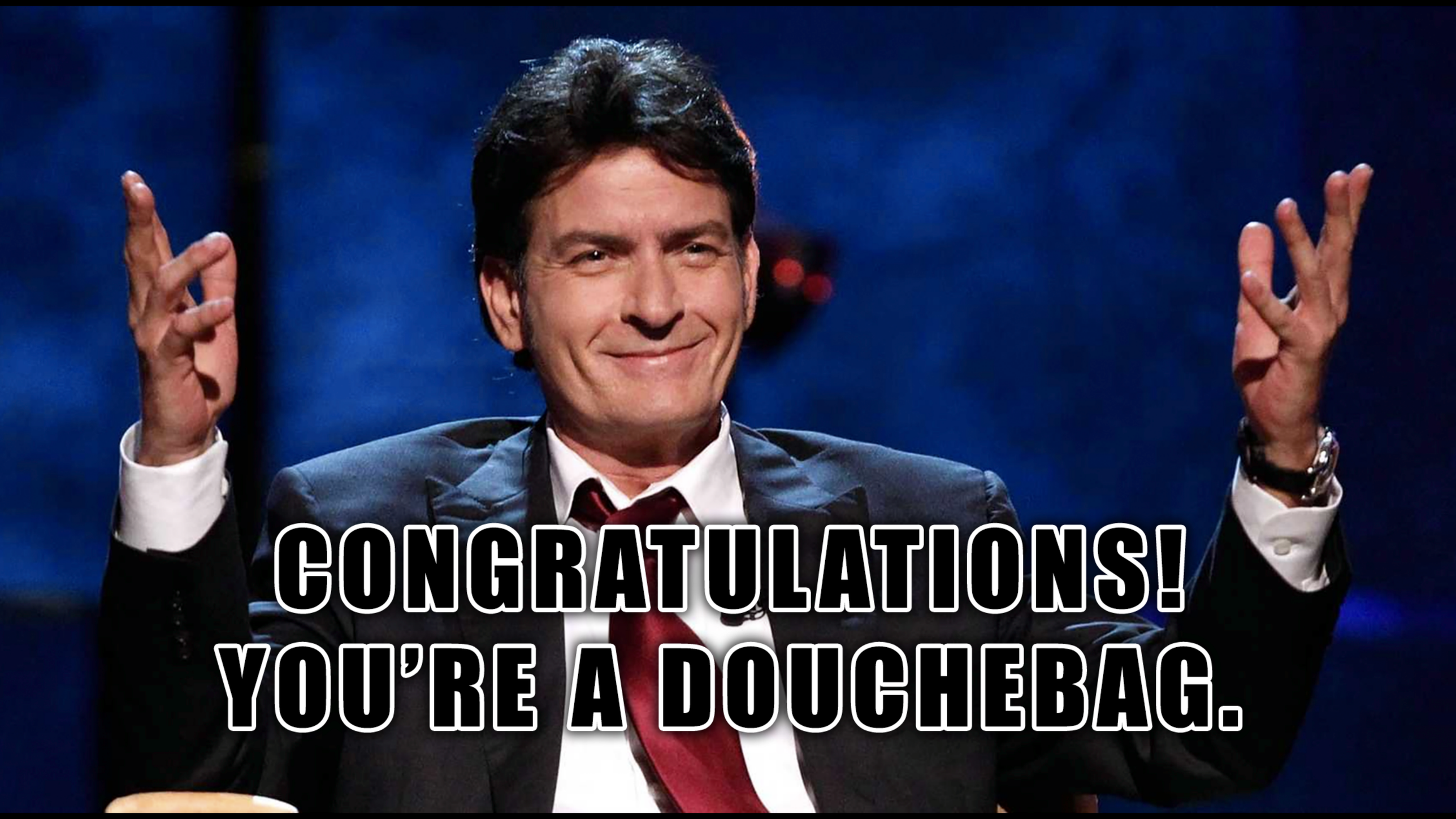
Current Champion		Weight	Visitors	Views	Conversions	Conversion Rate	
AC **Ungated** Updated 9 days ago	Edit	10%	997	1205	263	**26.38%**	
Challenger Page Variants							Confidence
AD **Ungated - Closer "Oli Quote"** Updated 8 days ago	Edit	90%	2824	3336	636	**22.52%** ↓ -14%	99%
Discarded Page Variants							

my face lost by -14%



Forbidden?

© 1999-2015 Ticketmaster LLC. All rights reserved.


CONGRATULATIONS!
YOU'RE A DOUCHEBAG.

Join our newsletter / Enter your email address, we promise we won't spam =)

Yay! Subscribe me

Join our newsletter / Enter your email address, we promise we won't spam =)

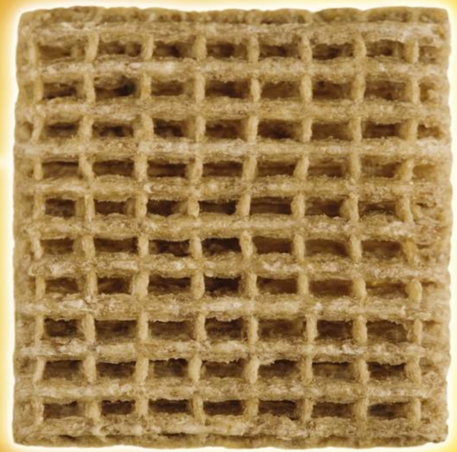
Your sarcastic “smiley” face makes me hate you even more.
You won’t be getting my email address.

YUP. STILL A
DOUCHEBAG.

NEW

Diamond Shreddies

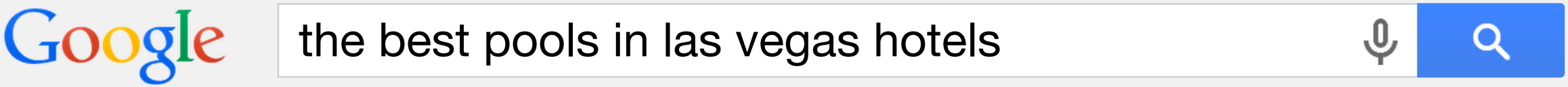
Cereal



OLD
(Boring)

NEW
(Exciting!)

12. MAKE AMENDS BY BEING A DELIGHTFUL MARKETER.



Mandalay Bay Resort

www.mandalaybay.com

Enjoy your stay in Las Vegas

Better amenities & amazing views!

VIEW ALL PROMOTIONS

ARRIVAL DATE

DEPARTURE DATE

OF ADULTS

BOOK

ROOM & AIR PACKAGES

email@domain.com

txt:9867045061

Get exclusive offers via email or text!

SIGN UP

"Mandalay bay is by far the best Las Vegas Hotel in the entire strip. The rooms are always excellent and in great condition, and the customer service from the entire staff is always exemplary."

Romel, one of our recent guests, has just unleashed a wave of **exclusive hotel perks**. Unlock one now.

UNLOCK NOW!

RESORTISTS™ YOU'VE ARRIVED.

+ EXPLORE + SPECIALS + HAPPENINGS + CONNECT

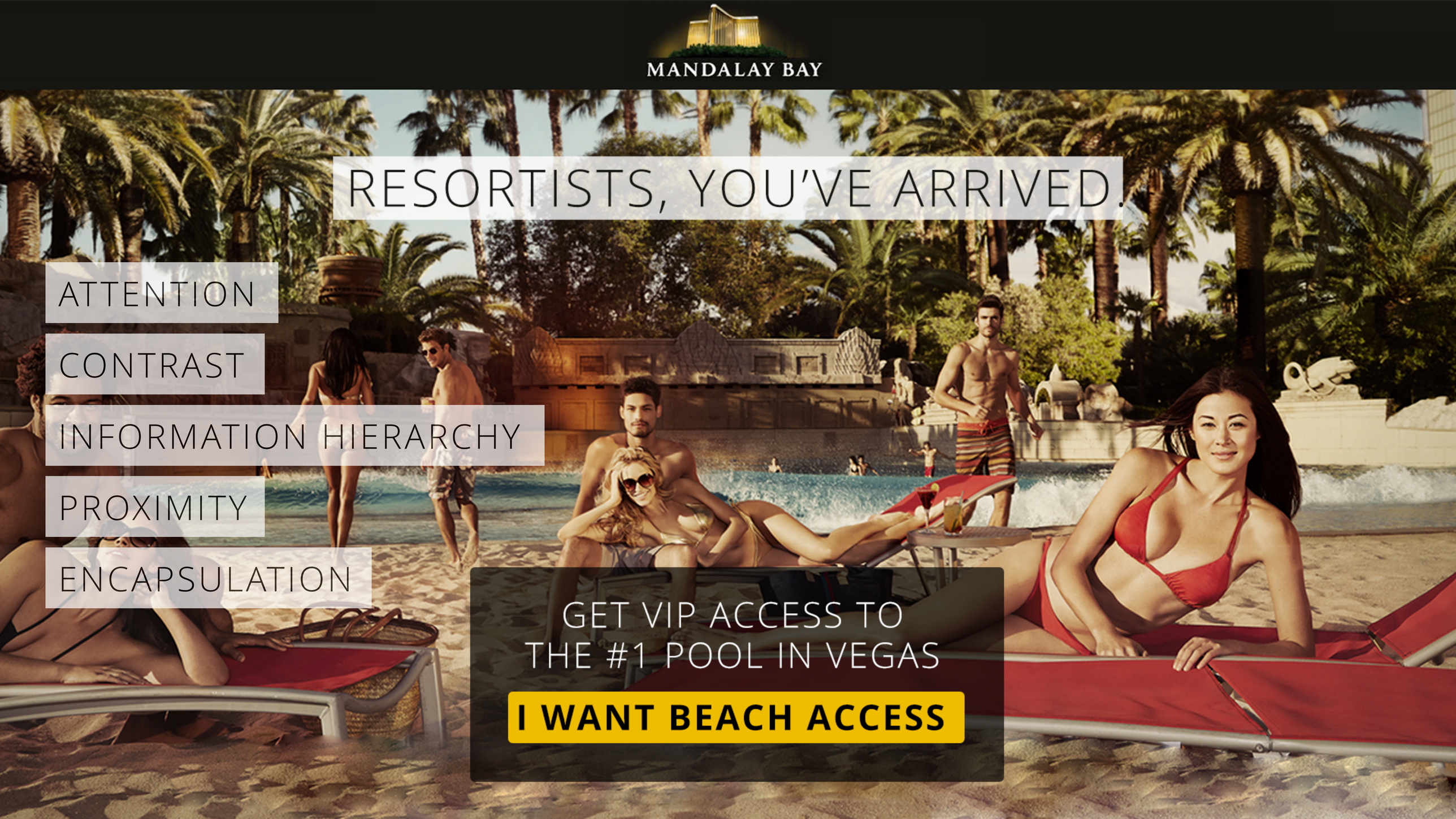
Best Rate Guarantee
Lowest Rates Available On Our Site

© 2015 MGM Resorts International. All rights reserved.

Mom love great gospel & brunch? Take her to #Crossroads @HOE

contact us + hotel info

MGM Resorts International

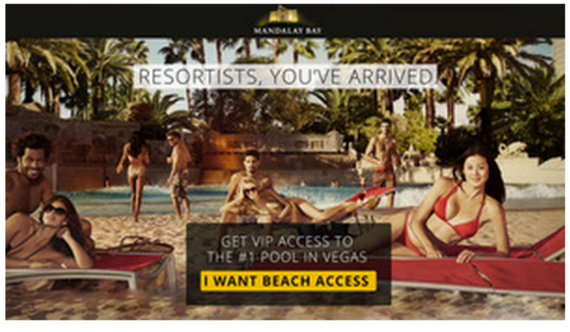

MANDALAY BAY
RESORTISTS, YOU'VE ARRIVED.
ATTENTION
CONTRAST
INFORMATION HIERARCHY
PROXIMITY
ENCAPSULATION
GET VIP ACCESS TO
THE #1 POOL IN VEGAS
I WANT BEACH ACCESS

Then I ran a **Preference Test**

(at UsabilityHub)

Instructions: If you were searching for "The best pool in vegas", which of these two pages would you choose?

Alternative #1

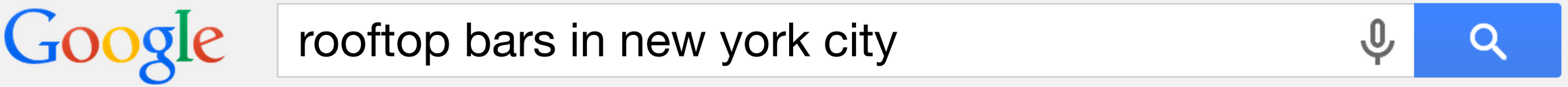


CHOSEN	SUCCESS RATE	AVERAGE TIME TO CHOICE
19 times	95.0%	21 seconds

This alternative is performing better, and the difference is **99.99%** likely to be statistically significant. This means that you can be **extremely confident** that it is actually better, and not performing better due to random chance.

Alternative #2

CHOSEN	SUCCESS RATE	AVERAGE TIME TO CHOICE
1 times	5.0%	22 seconds



XVI Lounge NYC Rooftop

www.birthdaybottleservice.com/

VIP Party Planning at XVI Lounge.

Buy 1 Get 1 Free Bottle Deals

ATTIC

251 W 48th St New York, NY 10036

Type: Bar, Lounge, Rooftop

Neighborhood: Hell's Kitchen

BOTTLE PACKAGE

- Buy 1 Get 1 Free Bottle Deal
- VIP Table
- VIP Guest List
- Reservation Specialist

BOOK NOW

NO-COST PACKAGE

- VIP Guest List
- Reservation Specialist

Birthdaybottleservice.com

ATTIC

251 W 48th St New York, NY 10036

Type: Bar, Lounge, Rooftop

Neighborhood: Hell's Kitchen

BOTTLE PACKAGE

- Buy 1 Get 1 Free Bottle Deal
- VIP Table
- VIP Guest List
- Reservation Specialist

Reserve a rooftop table now >>

toronto food truck event catering

Urban Smoke Food Truck

urbansmokefoodtruck.com/

The Urban Smoke food truck is brought to you by The BBQ Gourmet.

BRINGING FUSION BBQ to the STREETS of TORONTO

URBAN SMOKE FOOD TRUCK

URBAN SMOKE NEWS

URBAN SMOKE
FUSION BBQ

Book this fucking food truck >>

BRINGING FUSION BBQ to the STREETS of TORONTO

chicago riverboat tours

Chicago Riverboat Tours

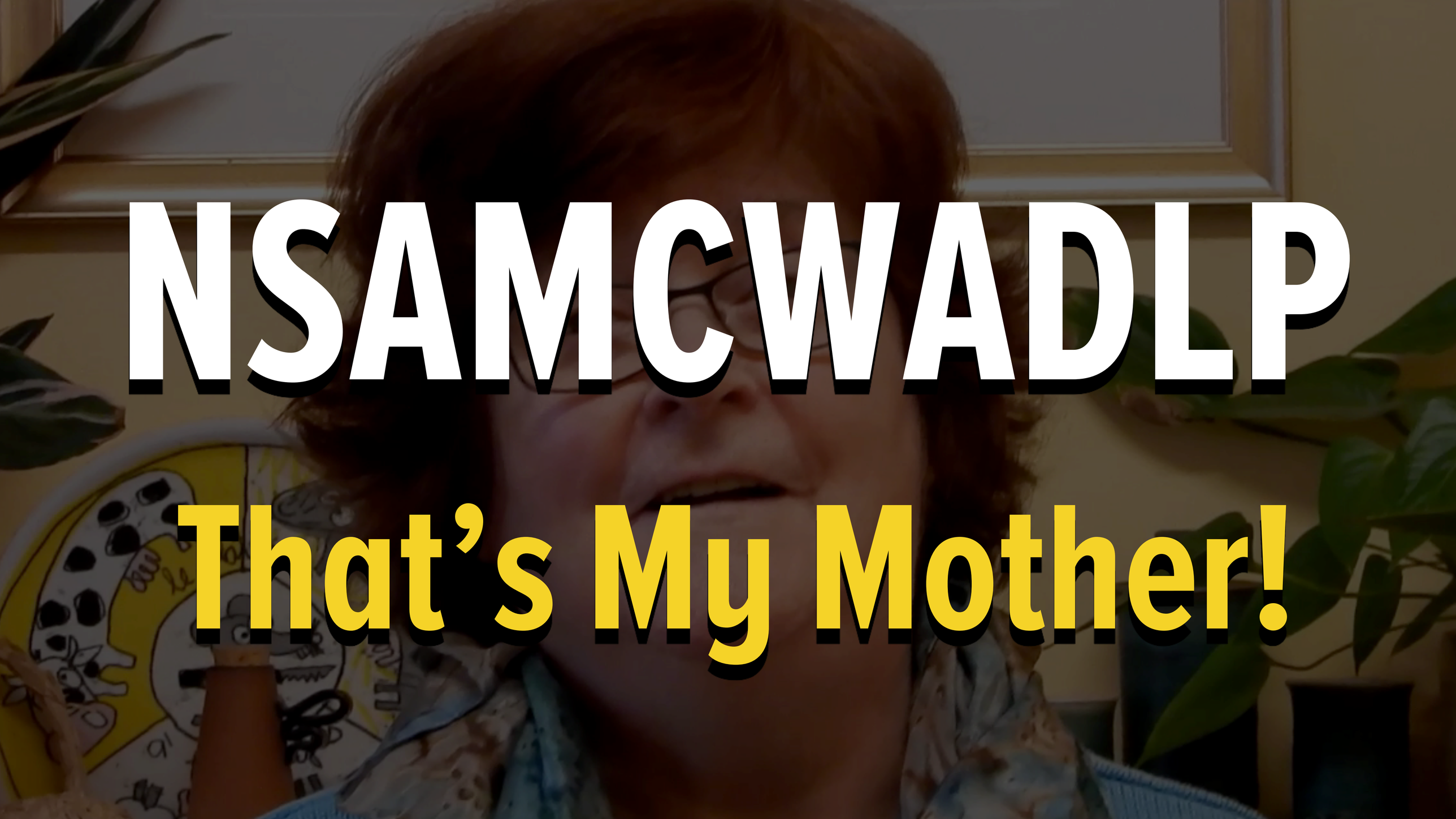
www.viator.com/chicago-cruises

Book 5-star Rated Chicago Cruises!
Cruise Lake Michigan or the River.

75-MINUTE RIVER & LAKE CHICAGO ARCHITECTURE TOUR

Seadog Chicago's River and Lake Architectural Tour is the only tour to take you from the lakefront, through the locks and along the Chicago River all the way to the famous Willis Tower! Departing from Navy Pier, this 75-minute architecture cruise is the best way to get up close to all of

TO RECAP


NSAMCWADLP
That's My Mother!

Thank You! @oligardner