

Optin Overdrive: Landing Page Testing Guide

The key to increasing your optin rates is to continually test and optimize every aspect of your landing page. To give you a starting point of ideas for your testing, we've listed over 50 things to test below:

1. Optin Bribe
2. Optin Bribe Format - PDF, Video, Audio
3. Optin Bribe Title
4. Headline Copy
5. Headline Font Type
6. Headline Font Size
7. Headline Font Color
8. Headline Drop Shadow
9. Quotes vs. No Quotes Around Headline
10. Body text copy
11. Body text font type
12. Page URL
13. Optin Box/CTA Location (Right or Left)
14. Arrows pointing at button/CTA area
15. Color of arrows
16. Shape and size of arrows
17. Pictures of people
18. Looking at button area
19. Men vs. Women
20. How people are dressed - Business, casual, sexy, etc.
21. Social Media Sharing Buttons
22. Social Media Share Buttons Number Counts
23. Trust Seals - Hackersafe, McAfee, TrustE, BBB
24. Reference to traffic source on page (JV partner name, solo-ad source "News Max Readers")
25. GEO Targeting: "Attention Detroit Home Owners", etc.
26. Segmenting by user type (different page for men vs. women, etc.)

27. Lightbox exit pop
28. Button size
29. Button color
30. Button text
31. Page background
32. Whitespace and margins
33. Video vs. text
34. Video script
35. Video format
36. Auto Play vs. Manual Play Video
37. Video controls vs. no controls
38. Call to action area box
39. CTA area background color
40. CTA Area copy
41. Adding your phone number to the page
42. What fields you ask for (Name, Email, Phone, etc.)
43. Button only with light box optin popup
44. Page length. Long vs. Short
45. Use of testimonials
46. Privacy statement near CTA
47. Double vs. Single Optin
48. Test news media logos (Business Wire)
49. Graphic representation of bribe
50. Company logo on page vs. no logo
51. Thanks/Confirmation page
52. Welcome email