

FS19 WED1

LANDING PAGES

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■ Recently stumbled upon: [The Evolution of Web Design \(2016\)](#)

- Webpages from 1991 – 2015
- Funny site...

■ 16.05.2019 [Der neue Edge-Browser könnte auch Chrome besser machen](#)

- IE-Modus, proprietäre IE-Engine wird direkt in Edge integriert
- Edge auf Linux möglich
- Privacy Tools
- Performance: Chromium-Edge mittlerweile wettbewerbsfähiger

■ 14.05.2019 [Employing QUIC Protocol to Optimize Uber's App Performance](#)

- QUIC/HTTP3 reduced latency by 50%

■ 12.05.2019: [Flexible data tables with CSS Grid](#)

- Intro into CSS Grid: [A Complete Guide to Grid](#)
- grid-template-columns: minmax(150px, 1.33fr) minmax(150px, 2.33fr);
- Resizing with JavaScript

■ 14.05.2019: [Better HTTP/2 Prioritization for a Faster Web](#)

- browser has been in control of deciding how and when web content is loaded
- Now “gives our servers control of prioritization”
- “50% faster on multiple occasions”

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Web Engineering - In the News



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Academic Partners



Web Engineering - Experience

■ **Expert for InnoSuisse**

- Working in South Korea
- 471 requests – I had the feeling that all requests were sequentially
- Almost 3 min to full load page... work was not fun, but once in cache, it was ok.

 Filter URLs										All HTML CSS JS XHR Fonts Images Media WS Other ☐ Persist Logs ☐ Disable cache No throttling ⚡ HAR ⚡									
Status	Method	Domain	File	Cause	Type	Transferred	Size	0 ms			40.96 s	1.37 min	2.05 min	2.73 min					
200	GET	analytics.innosuisse.ch	trigger.png	img	png	17.82 KB	17.21 KB							2514 ms					
200	GET	analytics.innosuisse.ch	checkbox.png	img	png	18.10 KB	17.50 KB							3856 ms					
200	GET	analytics.innosuisse.ch	date-trigger.png	img	png	18.03 KB	17.43 KB							3855 ms					
200	GET	analytics.innosuisse.ch	spinner.png	img	png	18.77 KB	18.17 KB							3854 ms					
200	GET	analytics.innosuisse.ch	mini-bottom.png	img	png	15.52 KB	14.92 KB							3437 ms					
200	GET	analytics.innosuisse.ch	loading.gif	img	gif	2.41 KB	1.81 KB							3224 ms					
200	GET	analytics.innosuisse.ch	tw-awesome.ttf?2rrzpy	font	octet-stre...43.50 KB	99.86 KB								4508 ms					
200	GET	analytics.innosuisse.ch	cti_appl_main.do?tw_action=mod_get_data&mod_action=read&_dc=1558055107944&...	xhr	json	693 B	12 B							1106 ms					
200	GET	analytics.innosuisse.ch	cti_appl_main.do?tw_action=mod_get_data&mod_action=read&_dc=1558055107945&...	xhr	json	739 B	58 B							1719 ms					
200	GET	analytics.innosuisse.ch	cti_appl_main.do?tw_action=mod_get_data&mod_action=read&_dc=1558055107947&...	xhr	json	2.02 KB	3.82 KB							2490 ms					
200	GET	analytics.innosuisse.ch	cti_appl_main.do?tw_action=mod_get_data&mod_action=read&_dc=1558055107968&...	xhr	json	1.06 KB	399 B							2096 ms					
200	GET	analytics.innosuisse.ch	cal-icon.png	img	png	3.71 KB	3.10 KB							324 ms					
200	GET	analytics.innosuisse.ch	fontawesome-webfont.woff2?v=4.7.0	font	octet-stre...76.03 KB	75.35 KB								4546 ms					
200	GET	analytics.innosuisse.ch	fa-solid-900.woff2	font	octet-stre...109.03 KB	108.29 KB								5167 ms					
200	GET	analytics.innosuisse.ch	up.png	img	png	801 B	185 B							338 ms					
200	GET	analytics.innosuisse.ch	down.png	img	png	801 B	185 B							324 ms					
 471 requests 12.59 MB / 4 MB transferred Finish: 2.86 min DOMContentLoaded: 1.90 s load: 2.40 min																			

Motivation

■ Importance

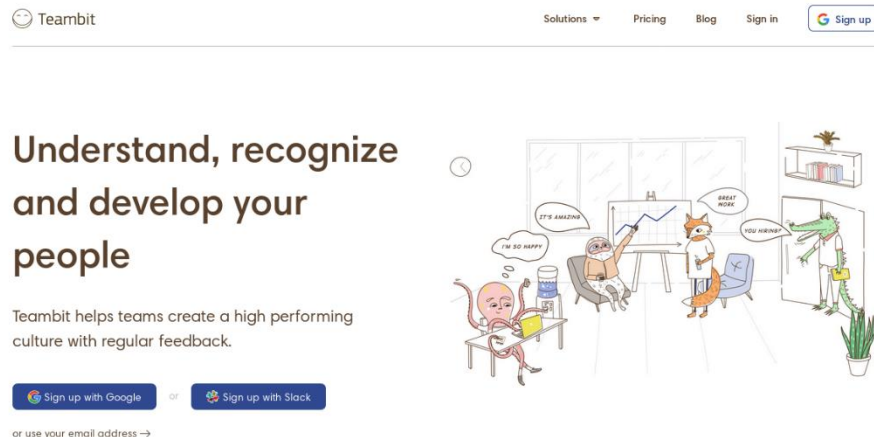
- Often first impression
- A short introduction to problem / solution

■ Two options

- Homepage == landing page
- Specific pages to target in campaigns

■ Common mistakes in startups

- Tell story of startup instead focus on customer journey

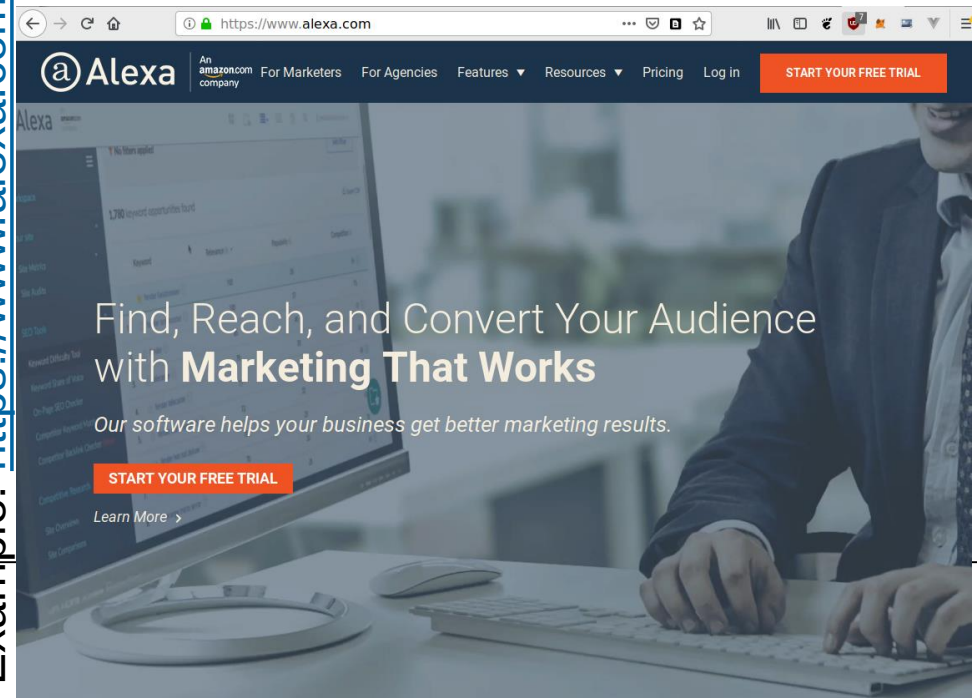


Example: <https://teambit.io>

■ Quick wins

- Answer objections (if anticipated)
- Focus on “you” not “we”
- Wrong: “We offer service xyz”
- Better: “Keep your business running without interruption. xyz is a service...”

Example: <https://www.alexa.com/>



Focus on «you»

- <https://offers.impactbnd.com/generate-more-leads-from-blog>



— The IMPACT Conversion Collection —

Free Guide: How to Generate Even More Leads from Your Blog



Learn how to turn more of your blog readers into customers through conversion rate optimization.

While traffic growth on your blog is important, it's also meaningless without conversions. Effective conversion rate optimization means making small changes (to your calls-to-action, copy, etc.) based on behaviors that yield big results.



GET MY COPY NOW!

First Name*

Last Name*

Email (Privacy Policy)*

- <https://www.credible.com/refinance-student-loans>



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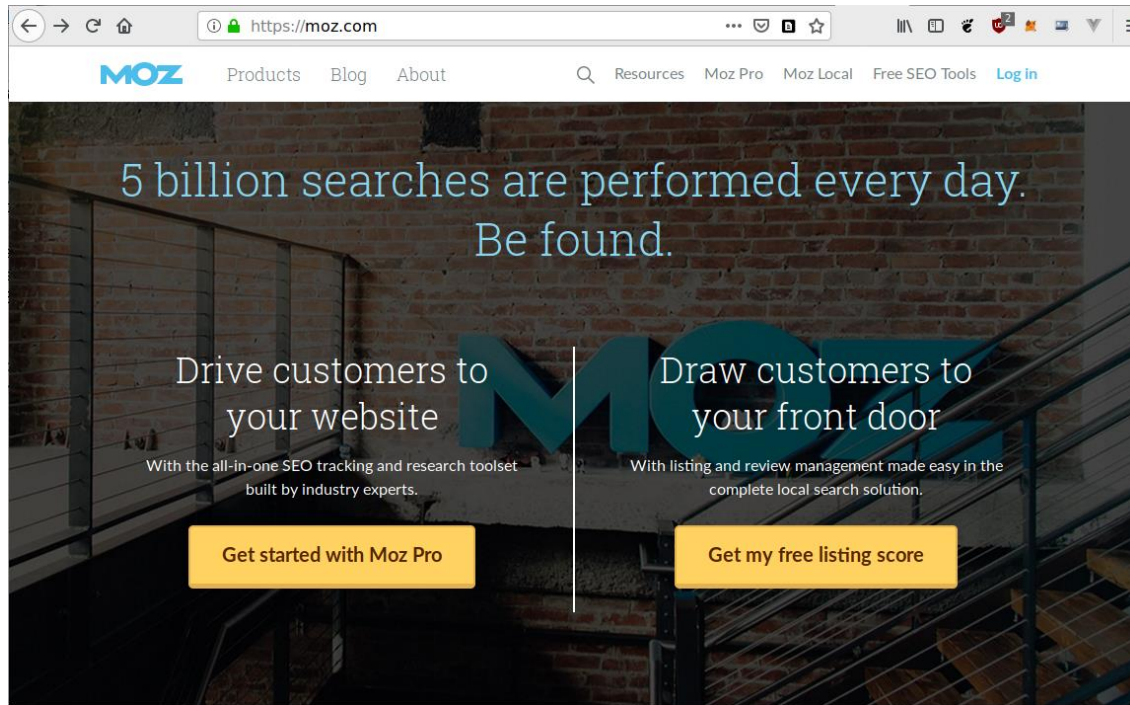
[Find My Rate](#)



Featured in
Forbes  NIGHTLY NEWS THE WALL STREET JOURNAL

Rated 9.5/10 based on 1,000+ reviews
 TRUSTPILOT 

How to Refinance Your Student Loans with Credible



Example: <https://moz.com/>

■ Example from: <https://stripe.com/de-ch/atlas/guides/landing-page-copy>

- We: We monitor your sites without a rest, see what we have done today yourself.
- You: You can rest easy. Because we'll monitor your site without rest.
- We: We help you keep your business running.
- You: How would you know if your website was suddenly down?

■ How to Design a Landing Page that Turns Visitors into Customers:

- Defining the value offering in a single line of text
- Explaining the benefits of the service in no more than two or three sentences
- Showing why you are different from your competitors
- Efficiently clarifying the solutions that you offer to your clients
- Focusing on the language of the client (on a landing page, don't state the mission of the company)
- Avoiding superlatives like “the best”, “the most efficient”, “the fastest”, etc.

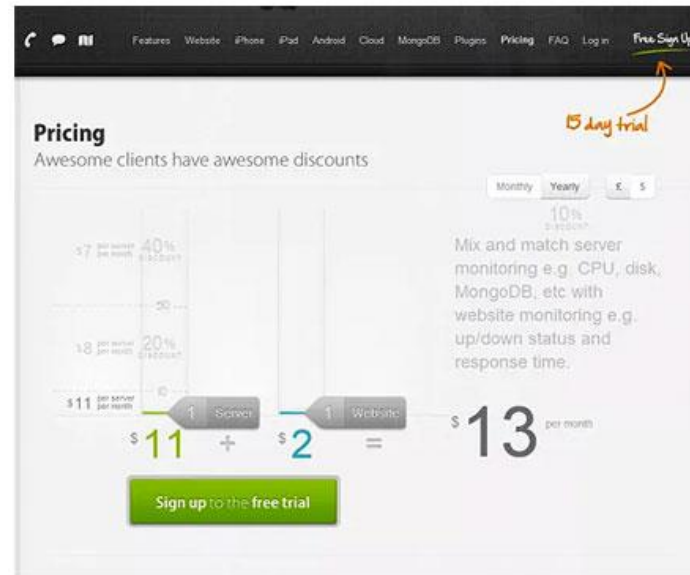
■ 7 Landing Page Design Mistakes to Avoid

- No Clear Call to Action
 - Call to action (CTA) is what you want visitors to do – click here, sign up
- Not Having a Responsive Design
 - Mobile devices!
- Too Much Clutter
 - less “clutter” and more “white space”
- Inconsistent Design
- Misplacement of the Sign-up Form
- Lack of a Customer Focus (focus on “you”)
- Not Conducting A/B Tests

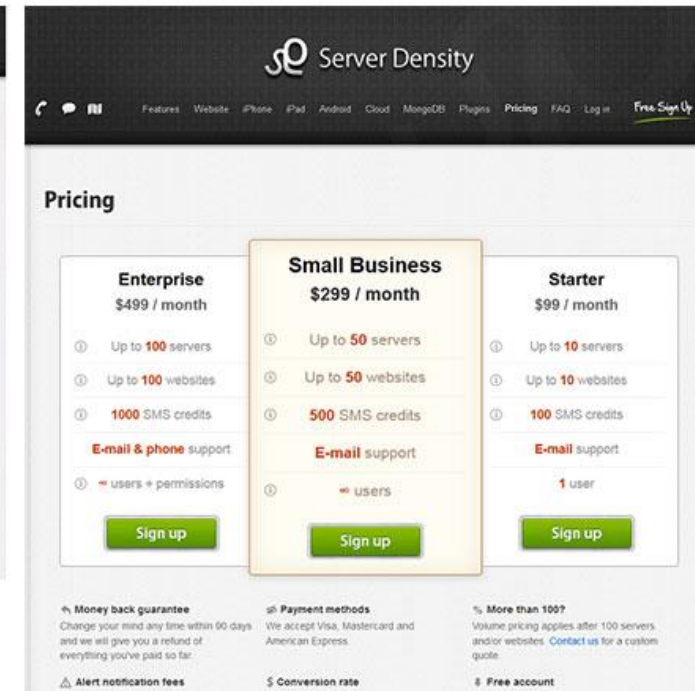
URL:
b.socrative.com/student/

Room: HSR

Original



Test

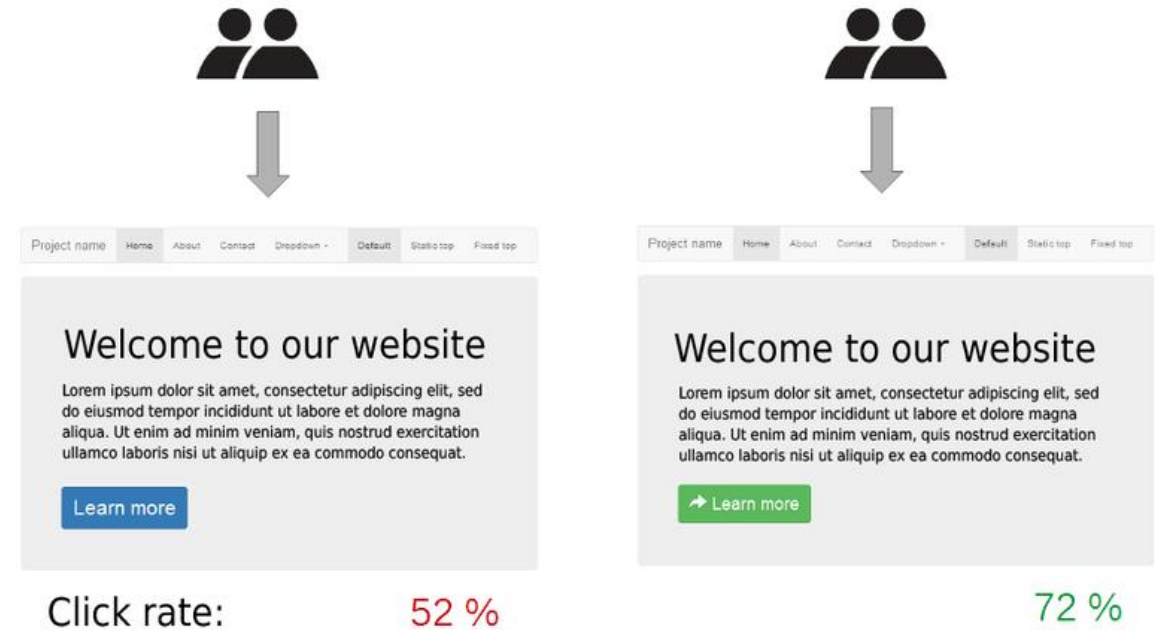


- **You want visitors to do an action (conversion)**
 - Successful action = conversion rate
 - E.g. how many visitors signed up for 20\$/year
- **Showing 2 variants of the same webpage**
 - The one with higher conversion rate wins
- **Process of A/B testing**
 - Collect data: find pages with low conversion rates or high drop-offs
 - Identify goals: e.g., more signups
 - Hypothesis: what could increase the signup numbers
 - Variations: create improvement
 - Experiment: deploy two versions, wait for data

- Analyze data: make sure its statistically significant

- **Example**

- Change of colors



Source: https://en.wikipedia.org/wiki/File:A-B_testing_example.png

■ Common Mistakes

- A/B for all traffic (including bots)
- Use a 302 (temporary) redirect rather than a 301 (permanent) redirect
- Testing too many elements together
- Ignoring statistical significance
- Using low traffic
- Other sites with common mistakes: [here](#), [here](#), [here](#), and [here](#)

■ Don't use tips/suggestions without testing

- Sites are unique, different visitors, different preferences, etc.

■ Test your changes!

URL: b.socrative.com/student/

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Questions?

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