

QUICK GUIDE

WHEN YOUR DIGITAL ADVERTISING IS NOT PERFORMING AS YOU'D HOPED, THE CHANCES ARE IT'S NOT YOUR ADS THAT ARE LETTING YOU DOWN, IT'S YOUR DESTINATION PAGES.

Naturally most companies direct paid traffic to their websites but more often than not, unless its ecommerce that's a sure-fire way to waste a lot of budget very quickly.

WHY?

Because most websites are not built to convert, they're built to inform.

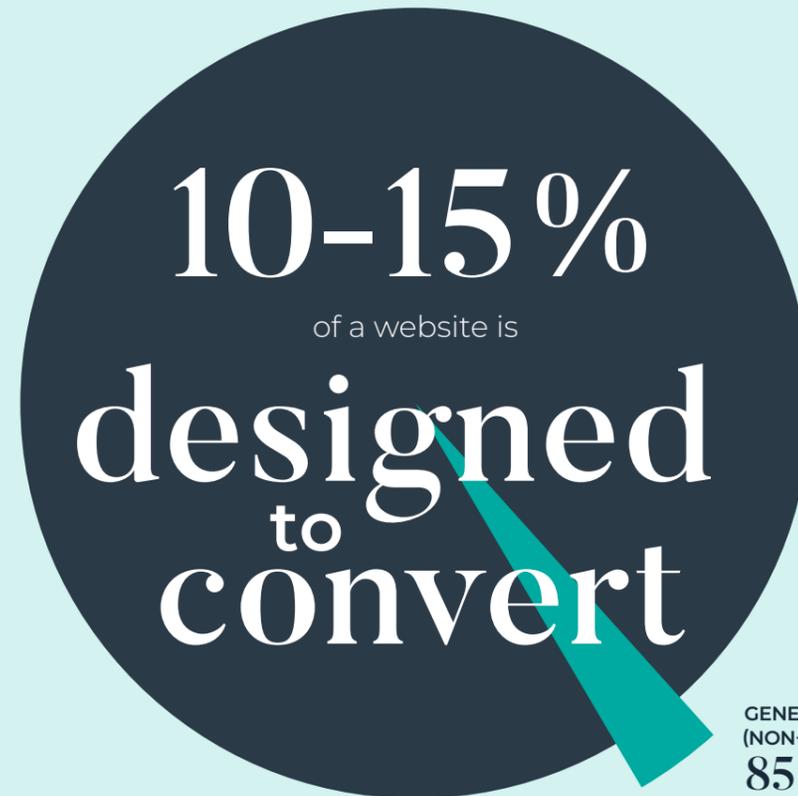
If you really want to maximise the number of conversions you receive from your digital advertising activity, the key to success is to swap your web pages to purpose-built campaign landing pages.

Landing Pages - The Wish 85/15 Principle

Website

Around 10-15% of content on an average business website is designed to convert – contact us page, phone number, newsletter sign up.

The rest of the site is designed to tell visitors who you are, what you do, where you've come from, what activities you get involved in, what jobs you're recruiting for etc. It's very easy for a visitor to get distracted, which moves them further away from becoming a lead/potential sale with every passing second.

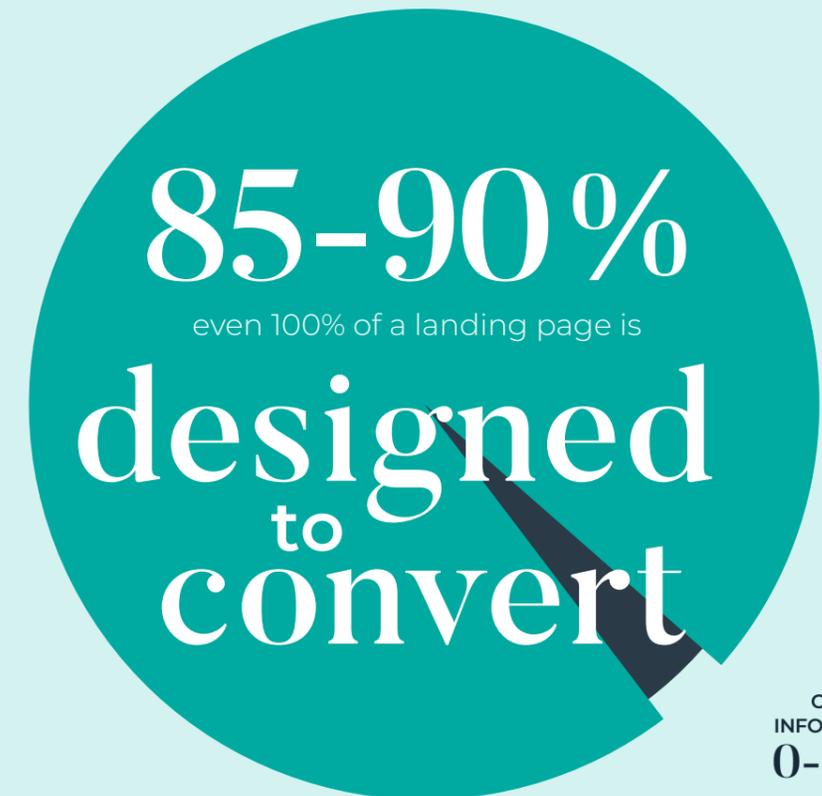


Consequently, the average conversion rate for a business website is **between 1.5 - 3%**

Landing Page

Landing pages are purpose built with conversion in mind. They do away with unnecessary noise and distraction, promoting one aspect of your business very clearly and concisely. Unlike business websites, around 85% of all real estate is designed to convert. Navigation is removed and all imagery, video, copy, calls to action, serve to reinforce one key message.

When the visitor is ready to convert, the prominently displayed contact form ensures there's no additional navigation needed, and form fields are kept to only the essential information to reduce barrier to conversion.



Conversion rates for campaign landing pages differentiate greatly but tend to start at around 10% and can be as **high as 50%**.



Imagine what a 5-10 fold increase in conversion rate would do for your digital campaigns!

Convert with Wish. 0113 468 4340 | wishagency.co.uk