The Insurance Funnels Academy:
Session 2 – Landing Page Mastery

JOSH: Hey Everybody. Welcome to Session number 2 of the Insurance Funnels Academy. Today we're going to talk about Landing Page Mastery and Conversion Rate Optimization. So, for the prior 2 weeks we've been talking about Facebook ads and how to get traffic to your website. And now, today we're going to talk about how to convert that traffic using Conversion Rate Optimization and Landing Page techniques. So, I'm excited about today's lesson. So, we're going to dive right in.

Again, the academy is split into 3 parts. So, we are in Part 2 of 3. So, this is all about how to get more leads. So, the Facebook part was about getting traffic. This part is about getting leads. And then, when we transition here in a couple of weeks to the E-mail Sales Funnels. That'll be about getting sales and converting those leads into phone calls and sales. So, let's dive right in.

I want to first tell you what we're going to cover in today's training. First thing I want to talk about is why Conversion Rate Optimization matters. So, why does it matter that we spend time talking about this and optimizing our Landing Pages and website. So, we're going to get into that. And then, I'm going to share 6 Costly Conversion Mistakes that agencies make with their Landing Pages and website and then the 7 Elements of a highly effective Landing Page. We're going to get into those. And then, finally we're going to wrap up with the 7-Point Action Plan. So, I'll send you on your way with practical things you can do to implement this in your agency, things that we can cover in our weekly coaching calls next week.

So, let's go ahead and get started and talk about why CRO matters. And again, CRO is Conversion Rate Optimization and since that's a mouthful I'm going to abbreviate it and use CRO. It's just like SEO. It's one of those geeky online marketing terms. So, just add that to your vocabulary there if you're not familiar with it already. CRO, Conversion Rate Optimization. SEO, you know, is Search Engine Optimization.

So, I want to talk to you about 5,940 reasons why CRO matters to your agency. So, let's take an example of what this would look like in action. So, let's say you implemented the advice that we've been teaching the last couple of weeks about Facebook ads and you get to the place where your generating, let's say, 500 clicks from Facebook to a particular Landing Page and let's say you're paying $2 per click which is reasonable. A lot of agents that we're working with are paying close to $1, $1.50 a click. Sometimes it's higher. It just depends what niche you're targeting.

But, let's say it's $2 a click. So, you're spending 1,000 bucks a month getting 500 clicks and that page that you're sending them to is converting at, say, 3%. So, you're getting 15 leads and you're spending $66 per lead with that conversion rate. Now, let's say that you implement the advice that you're going to learn on today's training and fast forward, you know, 2 or 3 months down the road, you are able to bump that conversion rate to 6%. So, now you're getting 30 leads from that same 500 clicks. So, instead of spending $66 a lead, you're spending 33 bucks a lead. And so, you are able to save $495 a month because you're spending less per lead, right? You've cut your lead price in half. You multiple that by 12, so in a year you're saving almost $6,000 by just optimizing the conversion rate of one single page. So, you're still paying that thousand dollars. You're still paying to get that traffic to

your site. it's just now you are focused on optimizing and getting the most out of every click that comes there. So, that's $6,000 that you could be saving by just optimizing 1 page.

Now, imagine doing that to 2, 3, 4, 5 pages. You can see this quickly adds up, especially if you're investing money in paying for traffic to come to your website. So, that's why CRO matters. So really, what is Conversion Rate Optimization? It's simply measuring, analyzing, optimizing, testing and just repeating the cycle. So, we want to measure results. We want to analyze. We want to do testing, data analysis. We want to find the leaks in the website. We want to optimize according to Direct Response Marketing principles and copywriting and all that. And then, we want to test out different things and maybe some assumptions that we might have about 'we think this would convert better'. So, we want to test out those assumptions on the landing page and just measure it, look at the analytics and just stay in that cycle. So, that's what conversion rate optimization is in a nutshell.

And, before I go further, I want to talk about the compound effect because one thing I don't want to do is get you excited about this and say "Okay, cool. You made some changes. You know, I'm going to show you some strategies and some tips." And then, you go off and you optimize some of your pages and you see the results. And then, fast forward 2 or 3 months down the road, things get busy. This falls by the waist side and you don't do it anymore. I don't want that to happen. I don't want to run into you at an industry event a year from now and I ask "Hey, how are your Landing Pages doing? How's the Conversion Rate Optimization going?" And, you say "You know what, it was great. We implemented the advice for that first couple of months and then we just got busy and honestly we haven't touched anything in a year." You know, that would make me sad, really, I might get tears in my eyes. But, if I ran into you a year from now and you said, "You know what, we are systematically making improvements. Every month we're just doing a little bit of something to help boost that conversion rate. So, it's not perfect but we're just progressively getting better." That would make me happy.

So, and that, and in order for that to happen, you have to view this as a marathon. So, it's about, you know, the Compound Effect, not about just a one-time event. So, what is the Compound Effect? So, Darren Hardy, the author of The Compound Effect which is a great book, says "It's the small, smart choices plus consistency plus time and that will give you a radical difference over time." So, you may not see a major difference next week or next month but fast-forward a year, 2 years, your pages, your websites are going to be rocking and rolling. They're going to be converting higher than your competitors and, you know, that's exciting. So, it takes that compound effect mindset.

So, just like Compound Interest, I'm not going to dive all into this. I mean, do you guys get the Power of Compound Interest? You probably have seen something like this before, where, you know, Susan only invests $5,000 between, you know, she starts early at the age of 25. And then, Bill starts investing for his retirement but he doesn't start 'til age 35 and he invests $150,000 and she invests 50,000 and yet, you know, her money because of Compound Interest is going to be worth $1.1 million. Where, Bill's, you know, is only going to be worth $540,000 and he'll never be able to catch up to Susan and etc.

So, you guys are in insurance so you get numbers. I'm sure you get interest. But, I just want to remind you of, you know, of Compound Interest. It's an amazing thing isn't it? It's an amazing thing and it hurts a lot if you are in debt. But, if you're saving for retirement or you're investing it's a

wonderful thing, right? So, Einstein I think put it best, He said, “Compound interest is the eighth wonder of the world. He, who understands it, earns it. He, who doesn’t, pays for it.”

So, just like Compound Interest, what it does to our money and things like that, I want you to think of that same dynamic at work with your online marketing. So, what could do starting now, starting early, don’t put this off ‘til next year or 5 years from now. Start now so you can start benefiting from the power of the Compound Effect because I want you to imagine how many more leads and how much more money could you be making if you got serious about making these small incremental improvements and smart choices about you conversions.

Alright, so let’s get right in to Part 1. So, Part 1, what are the 5 deadly conversion mistakes agencies make? So, number 1, well, before I get into that I want to talk about ‘The Obstacle is the Way’. So, there’s a book called The Obstacle is the Way by Ryan Holiday and before we dive into all of the, you know, mistakes that agents make. It can get kind of depressing if you’re looking at it from just a negative standpoint. But, I want to remind you that the obstacle in the path becomes the path. Never forget, within every obstacle is an opportunity to improve our condition.

So, as I point out mistakes that you may be making and, hey, I make a lot of this mistakes myself too. I’m not. I’m not perfect. I teach this stuff. I know it but I understand that, you know, there’s only so much time in a day. So, you know, I’m not perfect in all these areas either. So, as I bring up these mistakes, it’s not to shame you or say “Hey, you’re not doing things good.” It’s just to remind you of areas that, you know, you could be improving on and knowing that, you know, the obstacle really is the way. So, that’s my little pep talk before we dive in to the mistakes.

So, Mistake number 1 that I see agents making, when it comes to Conversion Rate Optimization or really digital marketing in general is that they get tactical without having any strategy in place. So, that’s mistake number one is ‘no strategy, just tactics’. And, I would like to ask you, you know, what’s your process? If you say, “Josh, we’re going to get serious about our Facebook ad. We’re going to get serious about our Landing Page Optimization.” And then, I’ll say “Okay, great. What’s your process for that? What does that look like?” And, you may not have a clear idea now but I’m going to give you some ideas of how you could develop that strategy and that process in just a moment. But, you know, remember that question, “What’s your process? Do you have a structured approach or are you just responding to the squeaky wheels? You just, every now and now they notice that “Hey, this Landing Page is not converting at all. So, now we’re going to go on and we’re going to work on this because I identified, you know, some page that’s just not working and I’m not going to do anything else for a few months until I find another problem. Then, I’m going to go and attack that.”

That’s not a structured approach. That’s just being in reaction, being just reacting to things instead of responding to things. So, do you have a structured approach and is it part of your agency’s DNA? So again, I want this to become part of your, you know, I want you to get in the rhythm of making improvements with Conversion Rate Optimization. I want it to really be part of your DNA and not just something that you do, you know, every now and then or once a year or whenever you redo the website. So, is it part of your agency’s DNA?

And, can you see the big picture? Now, going back to the example of the page that you improved the conversion rate from 3% to 6%, you remember that? You were able to save $6,000 a year. That’s big

picture stuff. You know, how many of those pages are out there that you could be improving and saving that kind of money or generating more business. So, if you can't describe what you're doing as a process, you don't know what you're doing. Pretty simple, right? It's a great quote. I love that.

Another great quote is "No one is a hundred times smarter than everyone else. So, why do certain super achievers gain levels of success so much higher than others? Answer is they have a better philosophical strategy." That comes from Jay Abraham. And, applied to this situation, I would say, you know, there's no agency out there that's a 100 times smarter when it comes to their digital marketing. And then, they don't really have a 100 times better website. It might feel like that but the reason that they're getting a 100 times better results than maybe you are is because they have a better strategy. It's not that they have better tactics. They have a better overall strategy. So, strategy is important. So, if you're thinking, "Well, okay. That sounds good. What does that actually look like? How can I develop my own strategy? I understand it can be challenging, you know, to take on something like this and develop a strategy internally.

So, I want to give you a few practical tips. Number 1 is 'state your objective'. So, for example, it could be "I want to go from 3% to 6% average conversion rate site wide by January first." So, if you're watching this now, it's end of May, almost June, so that would give you 6 months to reach that objective. That would be a good goal to have. You know, it doesn't have to be that but that's just an idea. There's no magic about these 3 to 6% numbers, by the way. I'm just using that as a consistent example. You could be going from 1½ to 3% or maybe you're at 5%, you want to go to 7. I'm just using these to keep it simple.

So, the second step to develop your strategy for CRO is 'Decide who will be responsible.' Who is going to really own this? Who is going to say "You know what, the website's mine and right now, you know, I know it's only converting at this much, you know, but I want to get that to 5% or 6% and this is my baby. This is what I'm going to own." Now, who has that ownership in your agency of your website? Because I'll tell you this, all too often as I'm consulting and meeting with agents, I find out that nobody really owns the website. Nobody like actually wants the responsibility of it. Let's be honest. But, that's not acceptable. Somebody has to own it.

It has to start with the leadership deciding that somebody will be responsible for it. Will it be, you know, on Senior Leadership? Will it be the main marketing person at your agency? If you're working with a marketing firm, will it be their responsibility? And if so, how will you hold them accountable? But, somebody needs to own the website and the pages on the website and how well they're converting.

Just like, you know, you want to give all these leads to agents or producers and then find out that, you know, they're not actually closing any of them. You're buying leads, you're getting these referrals and you find out, you know, John over there, he's closing zero out of the last 50 or 100 quotes. Something's wrong with John, you know, he's burning through your leads. That would be unacceptable. That's because someone has decided to own that part of your agency, right, when they get on the phone and you would train them and you would help them. You'd probably get rid of John, I mean if he's that horrible. But, if someone's just, you know, they're not performing as well as they could, you would probably have some sales training and things like that. But, that's because someone is taking ownership of that part of your agency. So, don't let your website fall by the waist side. Take ownership of that.

And then, 'Document a process'. After you get through with your strategy, document it. If that's your goal, from 3 to 6% by a certain date, write it down. Put it somewhere. And then, what's your process to go about making that happen. We're going to talk about that in a second. And then, the framework we like to use around here with the clients we work with on a monthly basis is simple. It's analyze, plan, execute and this, we usually come back to on a quarterly basis. So, every quarter, "Hey, let's take a look. Let's analyze. Let's assess the situation. Let's look at the facts. Let's gather everything." And then, from there, let's make a plan. Once we know all the facts, we know where we're at, let's plan for the next quarter and then, let's execute. Let's get back to work and let's execute on the plan. And then, next quarter we do it all again: analyze, plan, execute. So, I just offered that as a simple framework for, you know, living within your strategy.

And, a good book, if you're interested in taking this further, really wanting to get more strategic in your approach to marketing and just business in general is The 4 Disciplines of Execution. I highly recommend that. There are 4 disciplines. The outline in the book are 1 is 'Focus on the Wildly Important Goals'. So, for you it could be that going from 3 to 6% Conversion Rate for your websites and Landing Pages.

And then, 'Act on the Lead Measures'. And, I actually think this is the most important part of the book, at least that I walked away with and I want to tell you about Lead Measures here in a second. Three of four, the 3rd discipline is to 'Keep a Compelling Scorecard'. So, you want to keep score. You want to have easy access to the Conversion Rate of your website. You want to have Dashboards installed. You want to be able to quickly pull up and see how well your campaigns are performing and your website is converting.

And then, 4, well, I just talked about someone has to be accountable, has to be responsible so 'Create a Cadence of Accountability'. So, meaning regularly check in with whoever is responsible for the website or the Landing Pages and work with them. Not just say "Hey, you know, you're doing your job." It's not that attitude but the attitude of coming together as a team and say, "Hey, what's going on? Are you running into obstacles? How can I help?" You know, so let's develop that kind of on-going, you know, conversation.

And then, Lead Measures, you know that was Discipline number 2, 'Act on the Lead Measures'. So, if you've never heard that term before. A Lead Measure is different from a Lag Measure, you know, Lag. Lead is different from Lag. A Lag Measure would be like that, like we want to go from 3 to 6%. That would be a Lag Measure. Getting to 6% Conversion Rate is a goal. But, you can't actually control that, right? You can't just will that into existence and say "I'm just going to, we're just going to try really hard. We're going to get to the 6%." Okay, well, what are you going to do? And, the 'what you're going to do', those are the Lead Measures. Those are things you have complete control over because you really don't have control over what someone does when they come onto your website, right? You can change things and all this but you can't stress out about that. You don't have control over that. So, focus on the areas you do have control over.

So, for example, it could be one of your Lead Measures would be 'we're going to have a certain number of split tests performed a month'. We're going to do, you know, 3 or 5 split tests on pages a month. You have control over that. You can say we're going to do those tests. Another thing could be we're going to have 1 Conversion Rate Optimization meeting a month. So, we're going to set aside time. Again, we're going to make it part of the agency's DNA. We're going to put it as a high

value and we're going to at least meet about it once a month. Does it mean you have to have it all figured out? No. Your meeting, first meetings might be "Let's figure this stuff out." You don't know what we're doing. Well, we're going to set aside time to get to answer the questions that we have and come up with good questions." So, that could be one of your Lead Measures.

Another one could be, you're going to head develop 1 new lead magnet offer a quarter, so maybe 1 new free report or 1 new webinar a quarter. That's something you have control over. So, that would be an offer that you test out. That's how it relates to Conversion Rate Optimization. And then, you could say, "We're going to write 25 different headlines when we launch a new Program Specific Landing Page." So, that could be something you have control over. Again, these are all things you have control over. Those are the Lead measures. And then, you can test them out. You can say, "Well, you know, we did so many split tests. Is that affecting our Lag Measure? Is that boosting our Conversion Rate? Is meeting about this, do we feel like that is helping us move the knee also?" You get the idea there.

So, one last thing about strategy, a quote from Robert Greene in The 33 Strategies of War, says "In grand strategy you look beyond the moment, beyond your immediate battles and concerns and you concentrate instead on what you want to achieve down the line. So, controlling the temptation to react to events as they happen, you think in terms not of individual battles but of a campaign." And, that's how I want you guys to think about your website, your digital marketing. It's not so much the individual battles but of the overall campaign and strategy.

Alright, moving on to Mistake number 2, the second most common mistake I see is agencies sending all their traffic to their homepage and that is a waste of money. That's just bottom line, you're wasting money if you're sending all of your traffic to your homepage, especially if you're paying per traffic because when visitors get to your homepage, most likely they're getting lost. You know, if you're paying for, let's say, AdWords or Facebook Ads or, say you, took out an ad in a trade publication, you're spending money to get some of the tension and then they pulled off their phone and they went to your website and if they just went to your homepage, now you're, now they have the responsibility to say, "Okay, I'm trying to find, you know, whatever my niche is." The commercial trucking that your contractors or whatever it is that they went to go find. Now, they have to go weed through your website to go find that instead of just going to that Landing Page. So, you are flushing money down the toilet if you're paying for advertising and the call to action is your homepage. You need to stop doing that as soon as possible and get some kind of Landing Page up because you'll want to measure the results too.

Another downfall, not only do people get lost when they go to your homepage, that's one of the main reasons why you shouldn't do that, but another reason is because you can't actually measure the effectiveness of your advertising. For example, say you go and attend a tradeshow and you spend this money on advertising, you know, you have a booth. You even take out an ad in whatever kind of publication they have there. And, let's say you go real crazy. You take out a billboard in that city too. So, you're spending all this money for this some big event that you're going to. And then, at the end of the day you say, "Okay. Well, how many leads did we get? How much business did we get from that?" You say, "Well, we walked away with so many business cards, you know, at the booth." Okay, that's great but what about the digital part of it? How many people went to your website that were at the event and how many of those people raised their hand and requested more

information? And, if you're sending all that traffic to the homepage, the answer is I don't know because if you're ad in the trade publication is just www.Johnsinsuranceagency.com, you don't know how those people got there. You know, was it, they were just on Google or they heard about you somewhere else. But, if you send that to a specific Landing Page, like, you know, thefreecontractorsreport.com and that Landing Page is only used for that particular campaign, you can say "Well, let's go pull up the analytics on our Landing Page. Let's see exactly how many visits we got from our efforts there. Let's see exactly how many leads we got and let's see exactly how many of those turned into actual phone calls and sales." So, if you're just sending traffic to your homepage, you can't do that. So, stop, stop doing this. Don't argue. Don't negotiate. Just stop doing that. It's wasting money and get some Landing Pages built.

Okay, Mistake number 3 is overcomplicating this whole topic of CRO. Now, just like with SEO, CRO is, it can be overwhelming. I admit it because it's a whole world of conversion and analytics and psychology and all these different things. So, it can be overwhelming. But, so can SEO. SEO can be overwhelming too, right? If you're trying to really dig into it and understand all the nuances and how complex it can get. But, let me tell you this. You can benefit from SEO without being SEO expert. What do I mean? If you start publishing good quality content on a regular basis, let's say you start blogging and it's actually really good content, you know that, you know, you can just know a little bit about SEO to know that's good. Google likes that.

And so, you're going to benefit from your activity of just simply, you know, not knowing everything. Not knowing all this stuff about spiders and backlinks and page rank and everything. But, just knowing, you know what, I've heard that it's good to publish really good high quality content on regular basis and we're going to do that. When you start doing that, you're going to see your rankings climb. So, you don't have to understand at all with SEO.

Same thing with Conversion Rate Optimization, if you start Googling around and searching you're going to see there's a whole, there's endless amount of information out there and a lot of it is good. A lot of it's, you know, not as good but it, but you don't need to go digest all of that before you can start implementing it. So, keep it simple. The things that you're learning right here, on this training, you know, for most of you that's enough to get you going probably for the next 6 to 12 months before you need to get into more advanced things. So, just keep it simple. You don't need to know it all to take the first step. You know, you just need to start taking, taking action.

Alright, Mistake number 4 is 'Not Knowing What to Test'. So, a lot of agents, they say "Okay. I understand the value now of Conversion Rate Optimization. It wasn't of value before. I can see how we're leaving money on the table. So, I want to start doing this. But then, sometimes the obstacle is I don't know what to test. You know, do I test the headline? Do I test the buttons? Do I test the images? Do I test the forms? You know, whoops, what is it, you know, what do I test?" And, when we get in and, just a second, I'm going to give you the 7 Elements of a Highly Effective Landing Page. That's what you start testing. So, if your question 'what is it', you know, just start with these 7 elements I'm about ready to get into. That's where you need to start testing. So, don't tell me "I don't know where to start." I'm telling you where to start and that's where we're going to get into in just a moment. So, don't let that stop you, not knowing where to start.

So, another mistake that agencies make is not having the right tools to do your job when it comes to CRO. So, one of the main tools that's a free tool, most of you have it, is Google Analytics. So, make

sure that that's installed on all of your pages. If you're using any other, like a Landing Page software or pages outside of your normal website, make sure you install that Google Analytics tracking script on that page. So, wherever you have pages online, make sure Google Analytics is installed.

So, another good tool is Heat Mapping software. I'm going to talk about the one that we recommend and use here in the next slide. But, that is a good tool to take your analytics to the next level. And then, Split Testing Tools. You want to have the ability to easily Split Test Landing Pages. If you don't have that I'm going to recommend a few different programs that don't cost a lot of money that you can start using to split test your Landing Pages.

And then, for the more advance marketers out there, there are Marketing ROI tools that will allow you to trace the customer lifetime value all the way back to like your costs per click on Facebook and AdWords. So, you can say "Okay, this person clicked on Facebook and then they became a customer and they spent X amount of dollars with me over the life of them as a customer." So, that's kind of advanced talk. I'm not going to get into that right now. But, as you start getting the foundation in place, you know, maybe 6, 12 months down the road you want to start exploring that more because that's where you can get really serious, especially with paid advertising, when you can really drill down and note to the penny how much it's costing you to acquire a customer and how much the lifetime value is of that customer that allow you to be a more confident marketer when it comes to, you know, advertising online.

So, these are the tools that I recommend. Google Analytics, you know, most of you have that. You understand what that one is. But, Crazy Egg is the heat mapping software that I mentioned that we recommend and I'm going to show you a couple of screenshots from some of the heat maps I have installed on one of my Landing Pages to show you what it looks like. And then, the ones on the bottom, those are Landing Page software companies and they can integrate with your existing website. So, if you have WordPress, you can plug these in. Unbounce and Thrive is actually the easier of the 3 to integrate with your WordPress website because you can just get plug-ins and all that. Leadpages, you can do that too. Just, it's a little bit more complicated. So, either one of these. We've used all 3. I like all 3 of them. They all have their strengths and weaknesses. We don't really use Leadpages that much anymore. We kind of outgrew that. There's a lot of good templates in there but, you know, as we started getting more advanced, wanting to test things, we needed more freedom. So, that's why we moved to Unbounce and Thrive. So, I can send you links to all of these, you guys and you can go check them out. But, I want to show you the heat mapping software from Crazy Egg.

So, this is the academy sales page that many of you saw before you signed up and what I had installed on here is a heat map. And so, what I could tell is how many people are actually scrolling down versus just looking at the top part of the page. So, you see where it turns blue there. That, only about 25% of the people scrolled down where it was blue. So, most of the people stayed up top, you know, where it's red and they just didn't take the time to scroll down and this page went down even further, even 2 or 3 times the length of this and imagine that even going down further and most people, you know, didn't go down there. Some did but most just stayed at the very top. So, it's just good to recognize that. Another good thing with Crazy Egg is you can do things like this. You can actually see where people are clicking and, you know, where their mouse is and everything on the website. So, this was interesting because I thought, you know, more people would be interested into

more leads and more sales part of the training. But, as you can see, most people were drawn to getting more traffic. It's like, okay, but that's why we want to test out our assumptions. You don't want to say "You know, I know what people want. They want more. They're going to be drawn to this. That's what I think." But, let's test that with real world results and see really what are people being drawn to.

And, the last thing I want to show you with Crazy Egg is if you have an FAQ page, you can walk away with some good insights here like "Now, here's 4 questions that I could see people were really wanting to know the answers to this question and the bottom question. So, the first question was "What if I can't attend some of the live trainings?" That was a concern of some people and then what type of marketing automation software do I need to do this? That was also something that people really wanted to know the answer to. So, that's good. That just helps me as I'm marketing and talking to people to know what's on people's mind.

Alright, Mistake number 6 is having 'Too Many Options'. So, I know I said I was going to give you the 5 mistakes agents make but at the end here I was like 'I can't leave this one out." This is something I see all too often. So, this is the bonus mistake for you, is having too many options on your Landing Page and there was a famous study. It's called the Jam Study and what happened was these psychologists set up 2 different booths. So, they set up a booth one week at a grocery store and on that booth they had 24 different jams and they wanted to see, you know, how many people would buy those jams when they had 24 jams out. And then, they went to that same supermarket, same time of day, same day of the week and they did that the following week and they only had 6 types of jams out on the booth.

And, what they found was that consumers were 10 times more likely to purchase jam when there's only 6 different options than when there was 24. So, people walked up and they saw all of these jams and they were overwhelmed of choices and so they walked away. They didn't buy anything. But then, when they took out, what is that, 18 of those and we're just left with 20 or just left with 6, people came and they're like "Okay. These are my choices" and more people buy. It's the same thing online, you guys. So, when you have a Landing Page and you're trying to cram everything on there and the fear is "Well, I want them to know that we also offer this insurance and this thing." You want to cross sell. I get that. You know, you do want to cross sell but there's a time and a place for that. You want to simplify your page so that they are not presented with too many options so that you can have more conversions. Trust me on this and, you know, if you don't believe me, let's test it out. You know, let's have a Landing Page, have it very simple, Let's have another one and let's have all the choices, you know, that you want on there and let's see what people do. You know, I'll say 9 times out of 10, you're going to notice that the simple one is outperforming the one with all the options. So, less choice, more sales. More choice, fewer sales. Remember that. Less is more.

Alright, so let's recap the 6 mistakes: one, having tactics and no strategy. Two is sending all the traffic to your homepage, not using Landing Pages. Three is over complicating CRO and four, not knowing what to test and we're going to get in right now to the 7 elements of a highly effective Landing Page so you will know exactly what to test. Five is not having the right tools in place to do your job. Sixth one we just mentioned is having too many options.

Alright, let's get into Part number 2. Now, we're going to talk about the 7 Elements of Highly Effective Landing Pages. These are the 7 best practices of what you should be doing on your pages.

We can go ahead and filter your pages through these different elements to see, you know, how you're doing and where you can improve.

So, Number 1 is a compelling headline. Your Landing Page must have a compelling headline. And, I want to remind you what's the only job. Do you know what the only job of a headline is? It's not to sell something. It's not to get them to click. A headline has one specific job. So, it's to stop your visitor from leaving and to compel her to read the next sentence on your page. That's the only job of the headline. So, don't put more pressure on the headline than that. It has a very important job but a very specific job. It's just to stop the visitor. You know, they're going all around. They're clicking on everything.. They're on Facebook. They're on this. They're on that. They're and, you know, they come to your page, stop them. Stop them with a headline. Give them a reason to read more. So, a headline does not have to sell or even mention your product. So, if you want, you know, a quote for, if it's about getting a homeowner's insurance quote, you don't even have to mention homeowner's insurance, you know, in your headline. You act like "What, what?" No, you don't even have to do that. I'll show you what I mean.

So, a good example is you could save nearly $600. I'm going to show you where this comes from here in a second. A bad example of headline: auto insurance. I see so many pages, of quote pages, Landing Pages and it just says like the name of the product, auto insurance. Like, that's, it's not the best headline. You can save nearly $600 for auto insurance. So, who has this: "You could save nearly $600." What do you think? Of course, Progressive. "You could save nearly $600." Look at that headline. Does it say auto insurance anywhere right there? No. On the dropdown menu, you can choose Auto or Home or different lines but, you know, that's where it says. It doesn't even say it in the headline. So, you don't have to mention your product in the headline. And, this is a beautiful Landing Page, by the way.

A company that spends, you know, 6 or 700 million dollars a year on marketing, you should pay attention to what they're doing. You know, pay attention to Progressive and Geico, whether, you know, you like them or not. They spend a lot of money on testing. You may as well become a student of what they're doing and use it, you know, to your benefit and to your advantage.

So, look at this page versus this page. So, this is Progressive's Landing Page for an auto quote. This is an independent agent's page for an auto quote. Now, it's, don't worry, I didn't use any of you guys'. I didn't take any screenshots from any of you guys' pages. So, breathe deep, you don't have to worry about that. I'm not going to publicly shame any company. I'm not into that so I blur out any information so you can't identify who this is. But, just look at it. You know, you come to this page and you're like "Oh man, Automobile Insurance Quote Request is the headline up here." And then, you have all these fields and the first thing that pops up is a field that says "This field cannot be empty." It's like you're doing something wrong. Like, I didn't do anything. I just came to the page and all of a sudden it's, I'm presented with all these fields and telling me I'm doing something wrong. That's not a good feeling, that just inside it doesn't feel good.

Versus, I come here "Oh, hey Flo, I could save." Okay, you know, like there's something about it just unconsciously, like something feels good about this. And, you come here, something does not feel good about this and this is why companies like this are dominating online and getting all these quote request on why so many independent agents are struggling is because of things like this. Now, you don't have to be Flo. You don't have to be Progressive but you do need to take into consideration,

you know, what you're learning today and start making improvements so your pages are going to all look like this.

Okay, the second element of a Highly Effective Landing Page is what I call a Brain Dead Offer. In other words, an offer that really would not make sense for them to refuse, it's going to be so good and you're asking for so little that it's just a "brain dead of course", you know, "Of course, I'll give you my e-mail address. Of course, I'll request a quote. I mean if this is what I stand to gain, yeah, you know, I'll do that."

So, if it's a quote page, what do they stand to gain? Tell them. You know, could they save $600. If it's a Lead Magnet, what other bonuses could you give away? So, like if it's a webinar, for example, as your Lead Magnet, instead of just saying "Well, register for their webinar and you'll get to attend the webinar", go beyond that. What else could you give away? You could say "Well, you also get a copy of the slides and we will send you a copy of the recording, even if you can't make the live version, don't worry. Just register, you'll get the recording. Why not register?"

You know, and then take it even another step further and say "And, you'll also get our 13-point checklist about, you know, whatever the webinar is about. So, you get to attend the live webinar. Ask questions. You get the slides. You get recording. You get the 13-point checklist. All we're asking in return is your e-mail address." The person says "Duh, yeah, brain dead offer. I'll do that." Versus, "Hey, register for our webinar." See what I mean?

And then, think about what your visitor really wants. You know, is it really a "quote"? Or, are they really trying to save money or are they frustrated with their current company? What is it that they really desire? Even with like the free reports and the webinars, what desires are you touching on? What benefit is in it for them? So, focus on your customers', your prospects' desires not your own. Because, of course, you know, your own is you want quotes. You want new business. You got to set that aside and say "Okay, if I want to get what I want, how can I help them get what they want first?" So, focus on their desire not yours.

And, some examples of offers that you can make on your Landing Pages, it's more than just a quote, of course, that's one of them. You know, you have an ad to a quote page and you can test that out. But, that's just one type of offer. So, you could also have videos. You know, Facebook is, a video on Facebook ads are huge right now. So, if you can get yourself in front of a camera or create some screencast and, you know, get some videos out there. That could also link to a page with like a video series. So, maybe you have a video ad, you know, a little 30-second ad and they're inviting them to go watch this 3-part video series, teaching them something. So, that's, that could be an offer. It could be a free report, you know, "The 7 Mistakes that Contractors Make with Their Insurance and How To Avoid Them", you know, whatever it is. Have a free report. A webinar, we talked about that. You could offer an audit or analysis of their company. You know, you are their advisors. You're the risk consultants. What could you put together as far as an offer? Could be a checklist, you know, an industry survey or study. Get creative with your offers and test those out.

Alright, number 3 is we want to 'reinforce the scent'. What I mean by that is your Landing Page should match the ad that the person clicked on. So, if they clicked on the ad on Facebook or if they clicked on the ad in AdWords and they come to a page, there should be no disconnect between the copy and the image of what was on that ad versus what's on the Landing Page. If there is a

disconnect, then we say that you've lost the scent. It's like there's this dog, you know, imagine this bloodhound and he's just sniffing and he's on a trail. That's what your prospects do and if they're researching online, they're looking for an answer. If they want a quote, they're looking for something and they clicked on your ad for a reason. So, don't lose that scent.

And, avoid "bait and switch". What I mean by that is don't give into to the temptation to get like super hype or promise something on your ad that your Landing Page fails to deliver. That's just going to make people mad. Don't do that. And, just be consistent. You know, be consistent with your marketing. A good idea here is if you're developing a Landing Page, pull up a screenshot of that ad. Maybe have it on your other monitor, if you have 2 monitors. Like look at that, just send your portfolio and say "Okay, that's the ad. This is the page I'm designing around that ad." So, make sure you're consistent there.

Alright, the fourth key to Effective Landing Page is 'Powerful Body Copy'. So again, we already talked about the headline. Remember, that was number 1. But, the other thing that's important is the actual body copy. So, the only way to really get better at this is you got to study good copywriting. You got to practice good copywriting. You got to hire a copywriter or you got to get better at this skill set. So, you don't have to master this but you do have to be, you know, better at it than you are now.

So, a book that I highly recommend is called "Breakthrough Advertising" by Eugene Schwartz. I've read many marketing books and copywriting books and this one is by far the best. Written in, I believe, that's 1966. If you read this book, highlight it. Implement what Eugene Schwartz teaches in this book. You're going to be heads and shoulders above your competitors. It's expensive. I mean you go to Amazon, you'll probably find it selling for 100 bucks right now, even still today. You're like "A hundred bucks." But, just pay the hundred bucks and you'll be thanking me later. So, be concise in your copy. Remove any words that don't need to be there. Simplify, simplify, simplify.

Read also the book, "The Elements of Style". That's a good one. Just keep it simple. Be concise and use bullet points. So, for example, if your page, if you have like 3 paragraphs of text, try having 1 paragraph and then a bunch of bullet points and then a small paragraph at the end. So, break up your text that way. And, use short words and paragraphs. So, just keep everything short, the words, the sentences, the paragraphs, keep everything short online.

Okay, so the fifth element of a Highly Effective Landing Page is intuitive and simple design. So, the way that your page is designed and laid out is very important and affects your conversion rate. You want a friendly design and I know that there is a lot of talk out there about, you know, your design should basically be ugly because that's what's going to help convert people more. You know, it's the whole Dan Kennedy style of marketing and I respect Dan. I've read a lot from him. I've learned a lot of great things from Dan. He's very smart when it comes to Direct Response and Marketing and all that. But, what I have seen people make a mistake of doing is they don't really like fully understand the depth that Dan Kennedy does with marketing and direct response.

And so, they've tried to like emulate and so they do all these, you know, red marks and they just, you know, they make their websites and their direct mail just really ugly because you think "Well, that's going to get people to click or to respond and, you know, when done right, yes, it can work but all too often I see that people over simplify what that is and they actually are damaging their brand

and they're not actually helping conversions. Because, think about that, if you'd go on a page, even you know, if it's a sales page or something you want it to be friendly right? You like, you want to enjoy the process of going through and clicking and even if you're buying something, you want that experience to be good.

So, make sure that your design is friendly. Make sure that it's easy to navigate. You know, people don't have to like jump around to find the quote for them or anything like that. Make it intuitive, easy to navigate. And, of course, make it mobile friendly. People are on their phones all the time and yes, they're even looking at insurance things on their phones. They're not just on their desktop. So, make sure your pages are mobile friendly. And, use big buttons, you know, especially people are on their phones, you know, pretend that you're creating a page for someone that has really big fingers, you know, the fat-finger syndrome. So, imagine that that person has a lot of money that they want to spend with your agency and the only thing standing between them and you is they can't click on your button. Don't let that happen. Make your buttons big. And, make your font big so it can be easily readable. Most agencies' font is too small. So, make sure your font is a good enough size.

Alright, have you heard of this little company, Geico, spends a billion dollars a year on their marketing. Again, just like Progressive, you want to study what they're doing, right, and apply it to your own agency. This page is very intuitive. It has a very friendly design. You know, this invites you to want to come in and interact with it. You know, you got the image right here, very simple. "I want auto insurance. My zip code is 98642." Yeah, put that in, get a quote. Like, I know what to do. Everything flows right here in the middle. I'm not distracted with tons of different options on top. You know, they only have Products, Information and then Log In if you're a customer. Very simple design, you can bet that they spend a lot of money on Conversion Rate Optimization. So, you know, benefit from that. You know, apply the principles that they spent millions of dollars on to your agency.

So, here's the screenshot from an agency, an independent agency that isn't practicing this so well. So, their headline, again, Auto Insurance, not that captivating or compelling. At least, they have bullet points here. Body copied not that great. It says "Your vehicle is a central part of your lifestyle. It's your connection…" I mean it's just that, it's not that great. I'm not going to go into all of that. But, the thing I want to point out here is look at the form. It's on the right hand side bar. You guys, that's horrible because what we do is we, so many times when you to a page, what's on that right hand side bar, right, ads. Like, a lot of times there's banner ads and things. So, we don't think about it but we just kind of unconsciously ignore certain parts of websites and webpages. So, we know that usually the stuff on the right hand side bar is not that important. And so, that's one of the most important parts of this page, it's stuck over here where usually like an ad would be. You want to get that form here so as people are reading this, they're scanning. They're reading the bullet points. The next thing they would do is their eyes would fall onto the form.

So, here's Chris Huntley's page. He's an independent agent, you know, a life insurance agent. He's actually a client of ours and he is, he does it really when it comes to Conversion Rate Optimization and, you guys, he's applied the Power of the Compound Effect at his agency. So, he didn't just overnight get to where he's at but, you know, this has come years of testing and trying different things. So, as you can just see, you know, he has a powerful headline. Look at that button. It's nice and big. It's very simple. You have a nice, you know, this big picture of him, friendly and then he has

some social proof down here, places that he's been featured on. So, he does so many things well on this page. It's a very intuitive and friendly design.

Okay, so the 6th element of a highly effective page is using Social Proof, especially testimonials. If you have testimonials, add them to your website. Add them to your quote page. If you don't have testimonials, go get some. I'm sure you have customers that want to say nice things about you. So, get them to say nice things and then tell the world about that. If you have customer reviews, you know, you have so many 4 or 5-star reviews, showcase that on your Landing Pages. You know, whatever you got flaunt it. You got it, flaunt it. Trust logos, like if you have different security kind of logos, VeriSign, Norton. We got the Trusted Choice, you know, the BBB, whatever you've got, that is going to add, you know, just that feeling of trust with the visitor. Make sure to add those. They don't have to be huge but put them somewhere, maybe towards the bottom of your page and I want to go back to testimonials. This is a template that we've created. We're actually going to give to you. You can take this and modify it and use it on your own website. Now, we have a couple of templates we're going to give you for being part of the academy.

But, did you notice on our page, see how big, you know, the testimonials are. You know, and actually there's 4 of them. So, this is the first half of the page. This is the second half of the page. So, it's actually 4 testimonials. And, you know, it has the image. It has the headline. It's got the bullet points. It's got the nice big button and then it's got social proof. So, you have 4 headlines there or 4 testimonials and then the companies that you represent, you know, put that on there too. That's a form of social proof. So, this is a good example of that. And again, you're going to get this. You're going to have that in your arsenal to use later.

Okay, the last thing I want to talk about when it comes to effective use of Landing Pages is Forms and Buttons. So, the buttons actually make a difference on your Landing Page as far as conversion goes. You want to be testing everything. And, one of the things you never want to use is the word submit. So, study after study proves that the word "submit" is not, it hurts your conversion rate. So, just scratch that from all of your buttons. Don't use the word "submit". Never submit. Never submit. Just remember that. Less fields, the better. So, keep it simple. Like, this one, you know, you got First Name, Last Name, Primary E-mail. I'm not asking for tons of information for them to register for the webinar. So, the less fields that you have, the higher your conversion rate is going to be.

And then, make your buttons big. Don't make these tiny little puny buttons. Make them big. We talked about that. And, make sure the button color stands out. And then, also tell them what happens when they click. Like, if they click here, obviously, they registered for a webinar but, you know, "Save my seat". They're saving their seat at the webinar. So, tell them what will happen when they click on the button.

So, here's a screenshot from another agency's that I was lurking and then found this, so kind of what not to do. See how you see, it's not friendly. And again, you got that horrible 'submit' word right there. So, Submit Request in the button is just puny down here. Imagine this on a phone. You know, this is not a good form. Here's another one where you're just like "Whoa", is overwhelmed of the information and you might say "Well, Josh, we need more than just Name, E-mail, Phone Number for, if we're going to…" You know, I get that. Okay, well then, break it up. You know, have the first 4 fields here and then have a button that says, you know, Next or Continue and then they go to the next page and then there's another 4 fields. You know, break it up for them. Don't ask for everything

right out of the way because that's going to overwhelm them and they're going to say "You know what, I don't got time to do this. I'm out of here." But this, this form is especially bad because even if they said "You know what, I'll take the time to fill out all these forms. I'll get down to the bottom." Then, you're like "Hello, where do I go? Oh, there's a button way over here to the right, Next." Like, that's so easy to miss, you guys. That's a horrible button. So, you want to have the button where it's big in a place that it makes sense.

Alright, so let's recap. What are the 7 Elements of an effective Landing Page? One, compelling headline, two, a Brain-Dead Offer. Three, you want to Reinforce the Scent from the ad that they clicked on. Four, you want to use Powerful Copy Writing in the body. Five, you want to have an intuitive and simple design. Six, you want to incorporate social proof. And, seven, you want to effectively use the forms and buttons on your page.

So, you do have 2, like I said, Landing Page templates that we're going to be giving you. I can explain on our coaching call how you can use these and implement them on your website. We're happy to be connected with your web person if you use a web developer. But, there's 2 pages that we're going to give you and before I'd show you those pages, I want to show you how we kind of come up with our designs too because in case you want to kind of mock up your own.

There's a product called Balsamiq. You just go to Balsamiq, with a Q,.com and what that lets you do is very easily come up with these kind of wire frame, these sketches of pages and you could take this and hand it to a web designer and say "I want something like this." And, I mentioned that because if you, do you want to be more hands on with this? If you want to incorporate those 7 different elements that I have mentioned, you could try to sketch something out yourself and then give it to the designer because a designer is not necessarily, they might be good at design but they might not be taking all those different, the 7 different elements for conversions into effect. They might be good at making it look pretty but they might be leaving certain things out. So, if you want to go in and say "You know, I want a page for a new program that we're launching and, you know, I want bullet points up here. I want some testimonials here." You know, use Balsamiq for that. That's a good tool.

So, here's the templates that we're giving you. One, I already showed you, it's that, just a simple quote request page and the other one here, on the right hand side is a Webinar Landing Page that we've had very good success with. I mean a lot of times they've seen over 50, you know, 50, 60% conversion rate which is awesome. You know, that's like 1 out of 2 people are registering when they come into that pages. So, it doesn't happen all the time but that's a, it's a template we've used with a lot with us and a lot of our clients and it works well.

So, this is a typical webinar registration page when we go to Webinar and out of everything I just said, I think you understand that, you're probably looking at this now too and saying "Wow, this is not doing the job." This fails in so many areas. So, don't just go to webinars typical sign up page. Instead, use something like ours where you got the headline up there, front center, a nice clean design. You got the place for a copy and then you scroll down. You got the nice big button there. You got the bullet points and the bonuses, a place for testimonials and another spot to register, you know, at the bottom of the page. So, use something like that instead of this.

Okay, so your Action Plan, so we're coming up to the end of the training here. You guys have done well. I want to send you home with an Action Plan. So, number 1, verify Google Analytics is installed

on your website if you haven't done so already. Most of you probably already have that. Now, make sure that that's installed and working properly. Install Crazy Egg. Go sign up for Crazy Egg and install that on your most popular pages. So, you can start doing the heat mapping tracking. Three, develop a strategy and a process for CRO. Four, start optimizing the pages that you're sending paid traffic to. So, that only makes sense if your spending money to send traffic to that page, you should start there and optimize those pages. And then, five, audit the pages, audit all of your pages according to the 7 best practices that you just learned. So, take time to go through and just run through those filters and ask those questions.

And then, six, I'm going to challenge you to test one thing on at least 3 different pages, here before at the end of the academy. So, over the next few weeks, pick 3 pages and change just 1 thing on each of those pages and try to boost the conversion rate. I challenge you to do that. And then, seven, get a Google Analytics website audit. So, most of you who have already taken me up on my offer of that free audit, so, I'll go over that with you on your next coaching call but if you haven't already, grant me access to your Analytics account, I can do my audit and then I can share the findings with you.

And, just to give you a sneak peak of some of the things that I'll be going over on that is I'll be pointing out, you know, what are your most popular pages. You might already know this but, you know, a lot of times, we forget. But, like for example, this is one of the students I just got into their analytics and found out that, you know, their second most popular page is their About page. And, I'll tell you, 9 out of 10 times that's true. No matter what industry, it is too. I worked in other industries, not just in insurance. The first page, obviously, is your homepage. That's what that little slash means. That's your most popular one. The second most one is about people. I don't know, they want to know what you're about. So, your About page tends to be one of your most popular pages. The reason I bring that up is 'cause I want to ask you, how well do you think your About page is converting? You know, is it doing a good job at directing people to other parts of the website after they read what you're about. So, you want to prioritize, you know, these most important pages. So, we'll be going over that in the coaching.

We're also going to talk about your Bounce Rate and your Exit Rate just real briefly. Your Bounce Rate, if you're not familiar with that is the % of people who land on a page and then they leave. So, that means they just came and they visited one page and they left your website, said "Thanks but no thanks." You don't want to hide Bounce Rate. And then, the Exit Rate means that it's the percentage of people who left your site from that particular page. So, they may have come and visited several pages but then that is the page that they exited on. So, you can use this to identify like where your website is leaking. So, if you notice that there is one page that people go to and, man, they leave all the time when they go to that page. It's like, "What's wrong with that page? Why is that leaking visitors?" So, let's stop the leak. So, we'll go, I'll go over that in the training. So, a high percentage in either one of these is bad. So, you don't want a high Bounce Rate. You don't want a high Exit Rate.

And then, we'll talk about, you know, mobile versus desktop users so you can get an idea of, you know, how many mobile visitors are you getting and like if you need to optimize your site for mobile. If you're not getting very many mobile ones, you know, maybe it's not as big of a priority to you right now. However, it's we had to change as more people are going mobile. Another cool thing is we can actually, I'll show you like which devices people are using to access your site. So, like this one, the

number one device, iPad. That's interesting. So, you know, what does your website look like? What do your Landing Page look like on an iPad? If you have an iPad, go home, pull it up on your iPad and say "Hey, it might look different from your desktop version or even your phone version, although the tablet version might look different. There might be some things that look a little weird or off.

So, we just want to be aware of how people are actually interacting with your website so we can make a, you know, good decisions with our conversion rate stuff. So, that's the end. Thank you, guys, for your time. I hope you enjoyed and got value out of this. You're going to get a copy of these slides and we are going to review this material in our coaching call. But, I just appreciate your time and I'd love to get your feedback on today's training, what you liked, what you would have liked to see more of. We're always trying to improve these. So, thanks again and I wish you all the best. Have a great week.

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