Google

Your Guide to Making Great Landing Pages for Tech B2B

June, 2024

Eldar Volovich
Maor Gross
Shay Shavit
Guy Zamir

Critical Landing Page Elements for B2B

- Value proposition
- Personalisation
- Clear Call-to-action (CTA)

Value proposition

Clear Call-to-action (CTA)

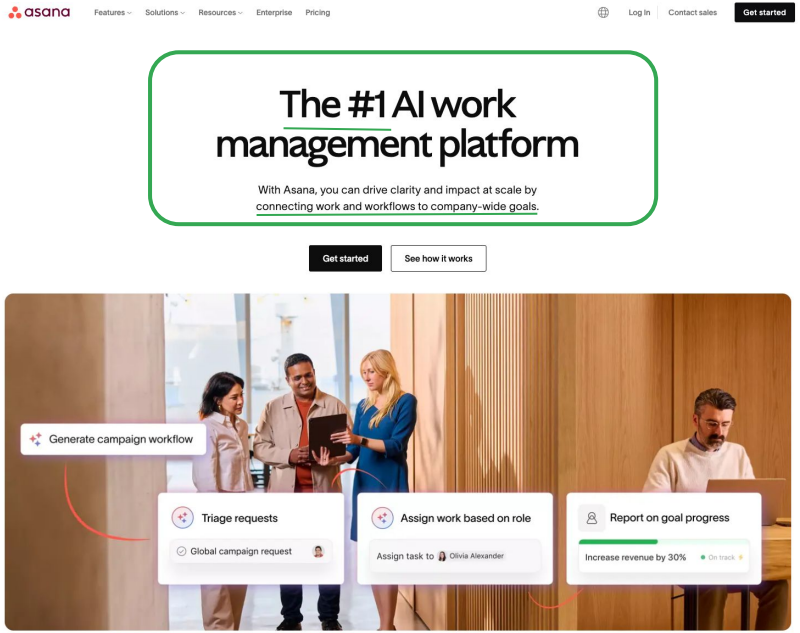
Personalisation

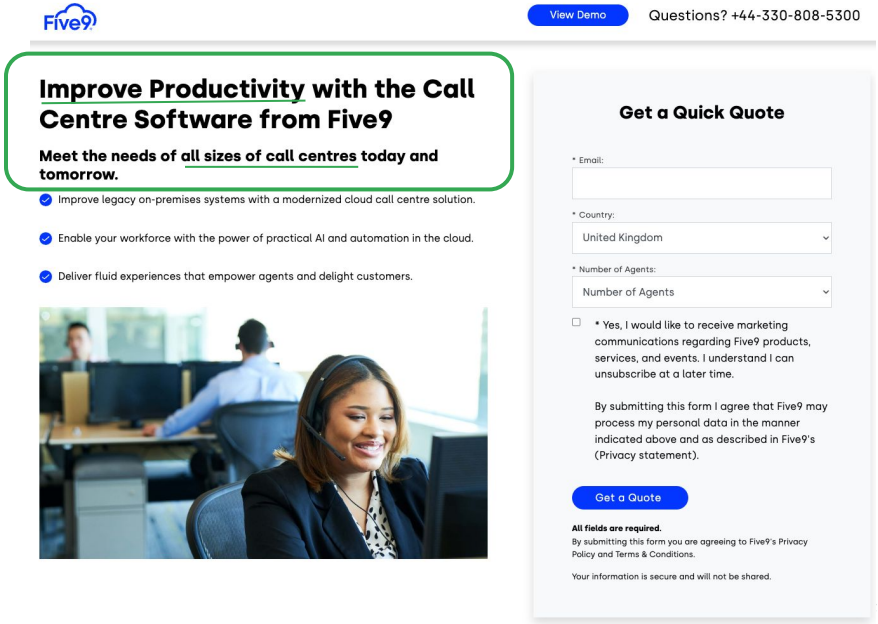
Recommendations

Value proposition

Highlight Your Advantage: Make your value proposition the first thing visitors see.

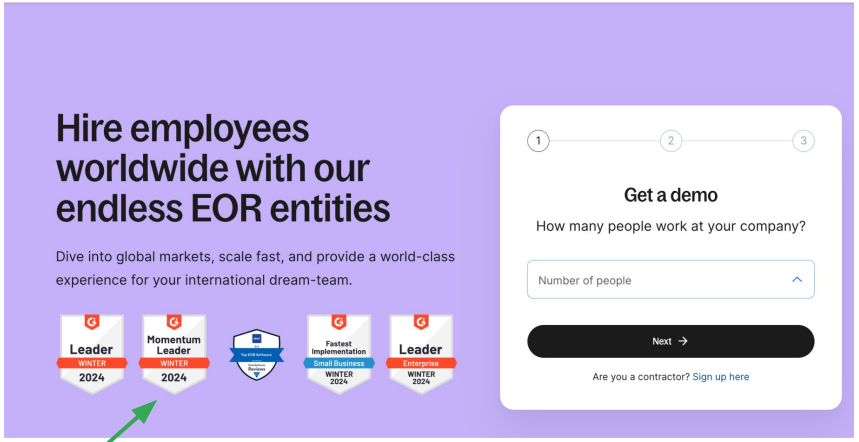
- Why you? (and not one of your competitors)
- Specific & Customer-oriented
- Explains how your product solves a problem
- Deliver Specific benefit
- Use Authentic Human-Focused Imagery Over Generic Text

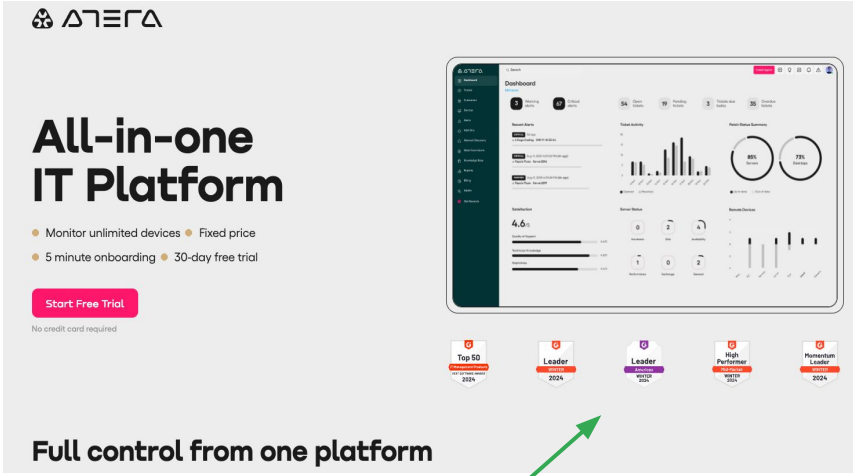


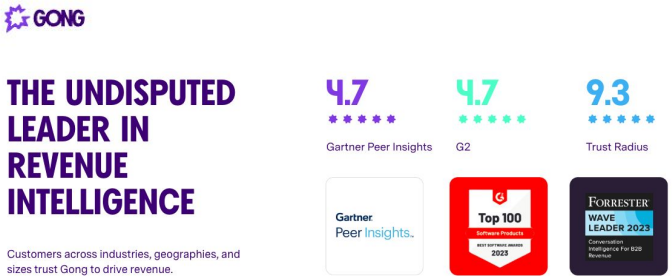


Build Trust with Social Proof: Feature reviews and awards from trusted sources like G2, Forrester, and Gartner

deel.

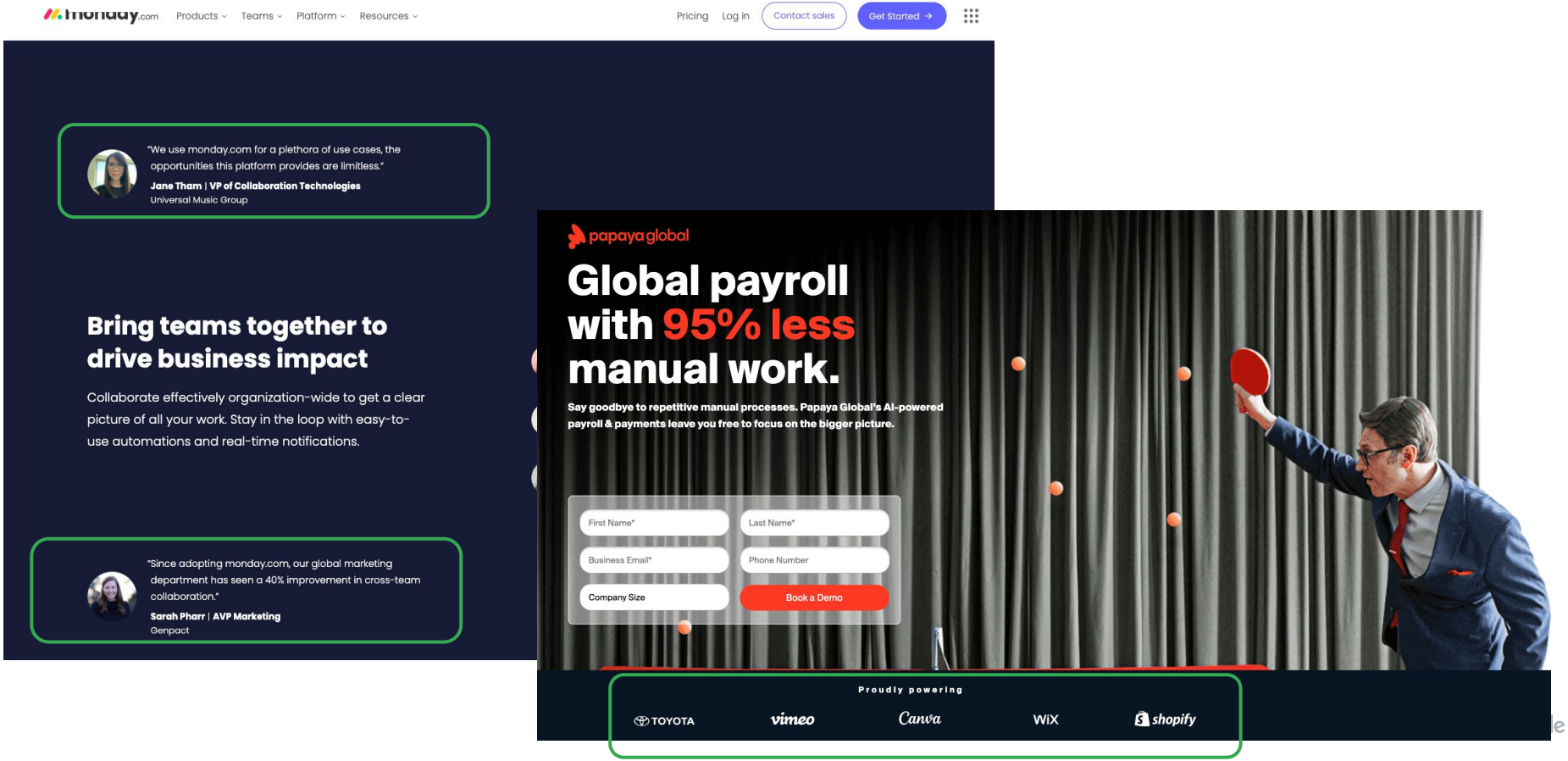






Value proposition

Increase Confidence with Social Proof: Use testimonials and client logos to build credibility



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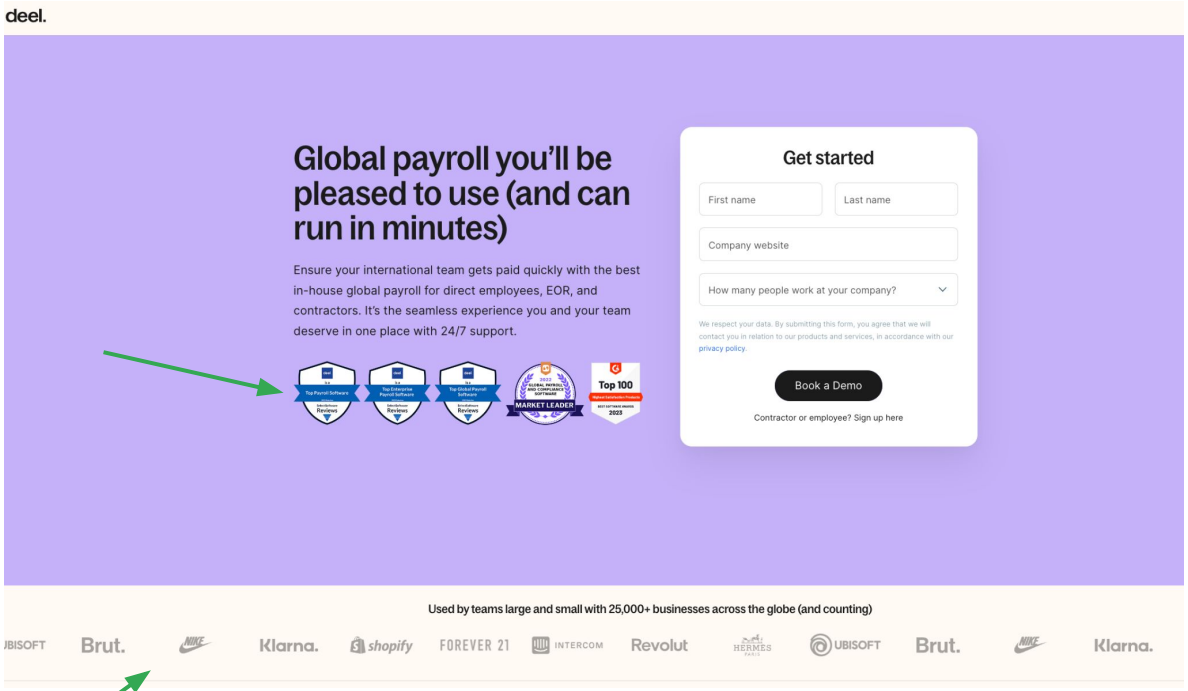
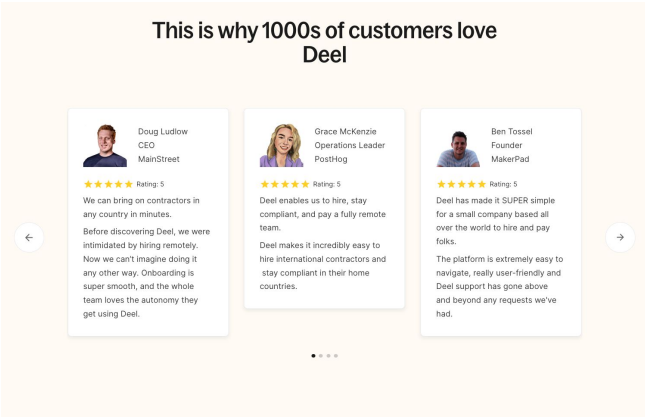




Value proposition

Clear Call-to-action (CTA)

Personalisation

Recommendations

Google

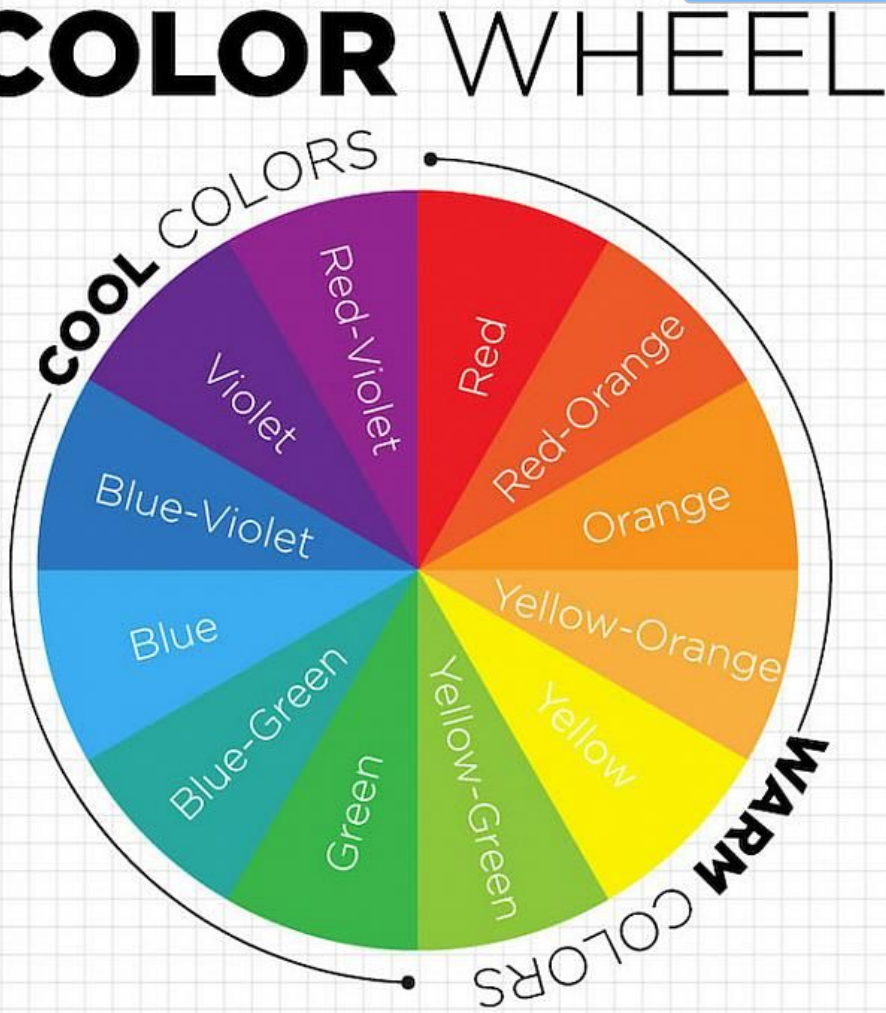
Use “encapsulation” and “color contrast” to make the call-to-action stand out

source: The Ultimate Guide To Conversion Centered Design, Unbounce.com

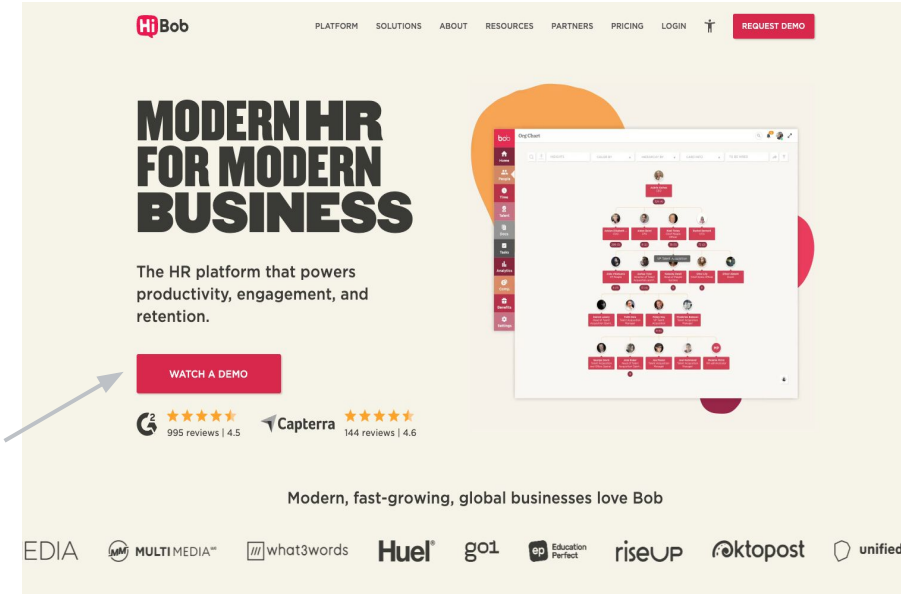
Call To Action

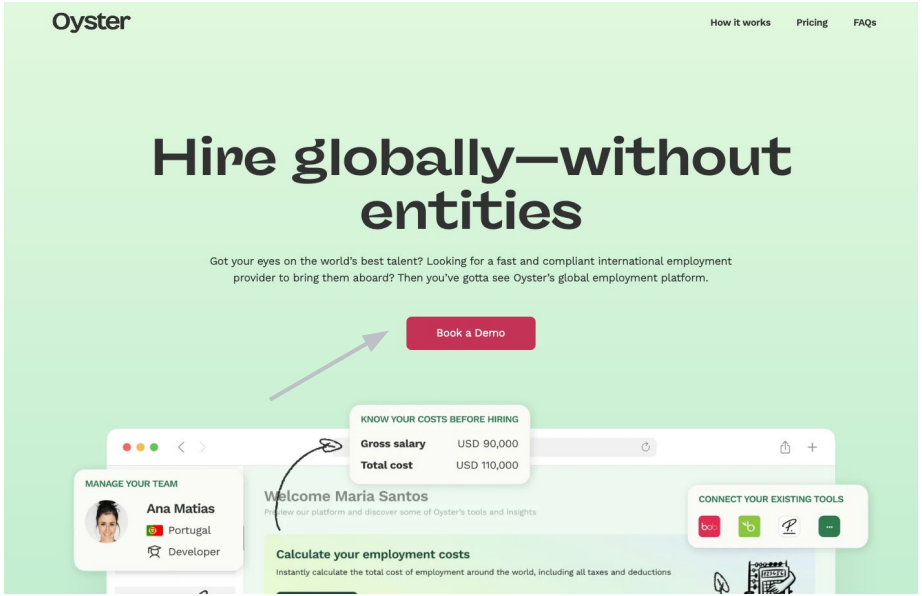
Boost Visibility: Ensure your CTA button pops by using contrasting colors.

Simply pick the color shown opposite to your site's background color from the color wheel and test it out



Example of “encapsulation” and “color contrast” CTA





Additional ideas for testing

- Changing CTA copy makes a difference:
  - “Get Started” vs. “Start Free Trial”
  - “Book a Demo” vs. “Request a Demo”
- Test Benefit oriented call-to-actions (Good UI - loss aversion vs gains for CTAs / Good UI - benefit vs task buttons)
- Urgency is a powerful motivator, if done well (quantity and time limitations could be relevant for gated assets)

Value proposition

Clear Call-to-action (CTA)

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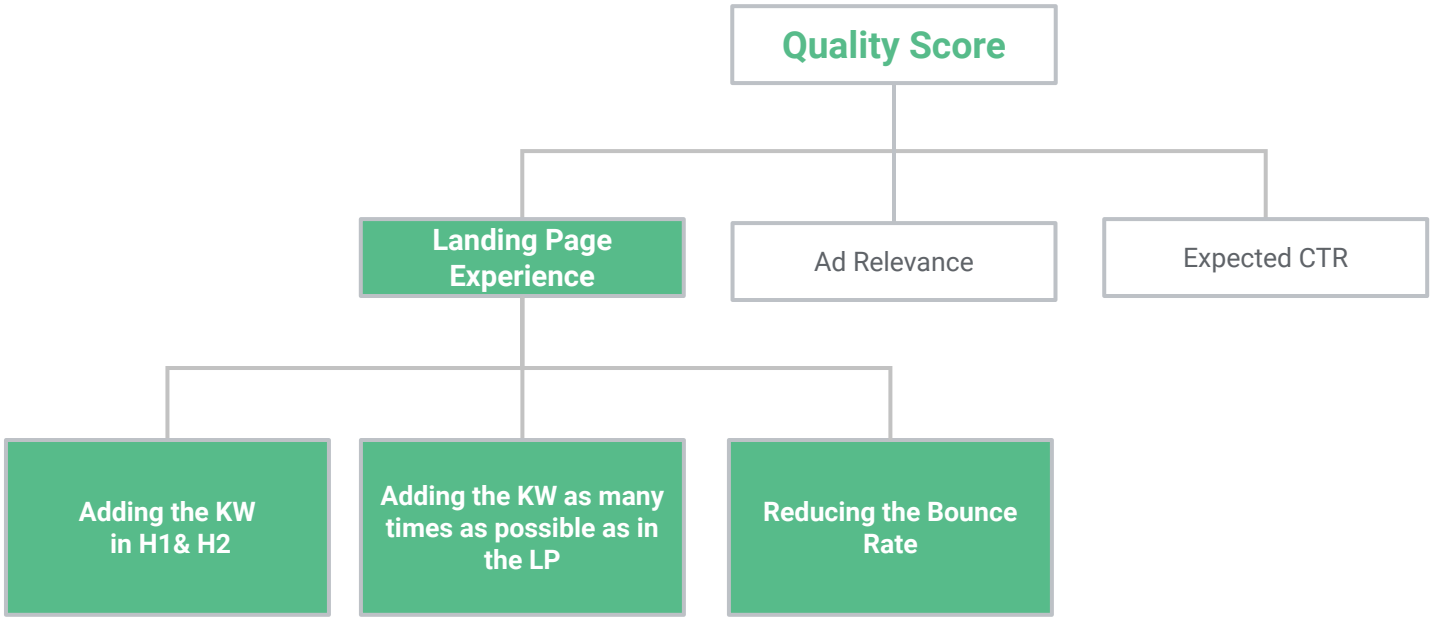
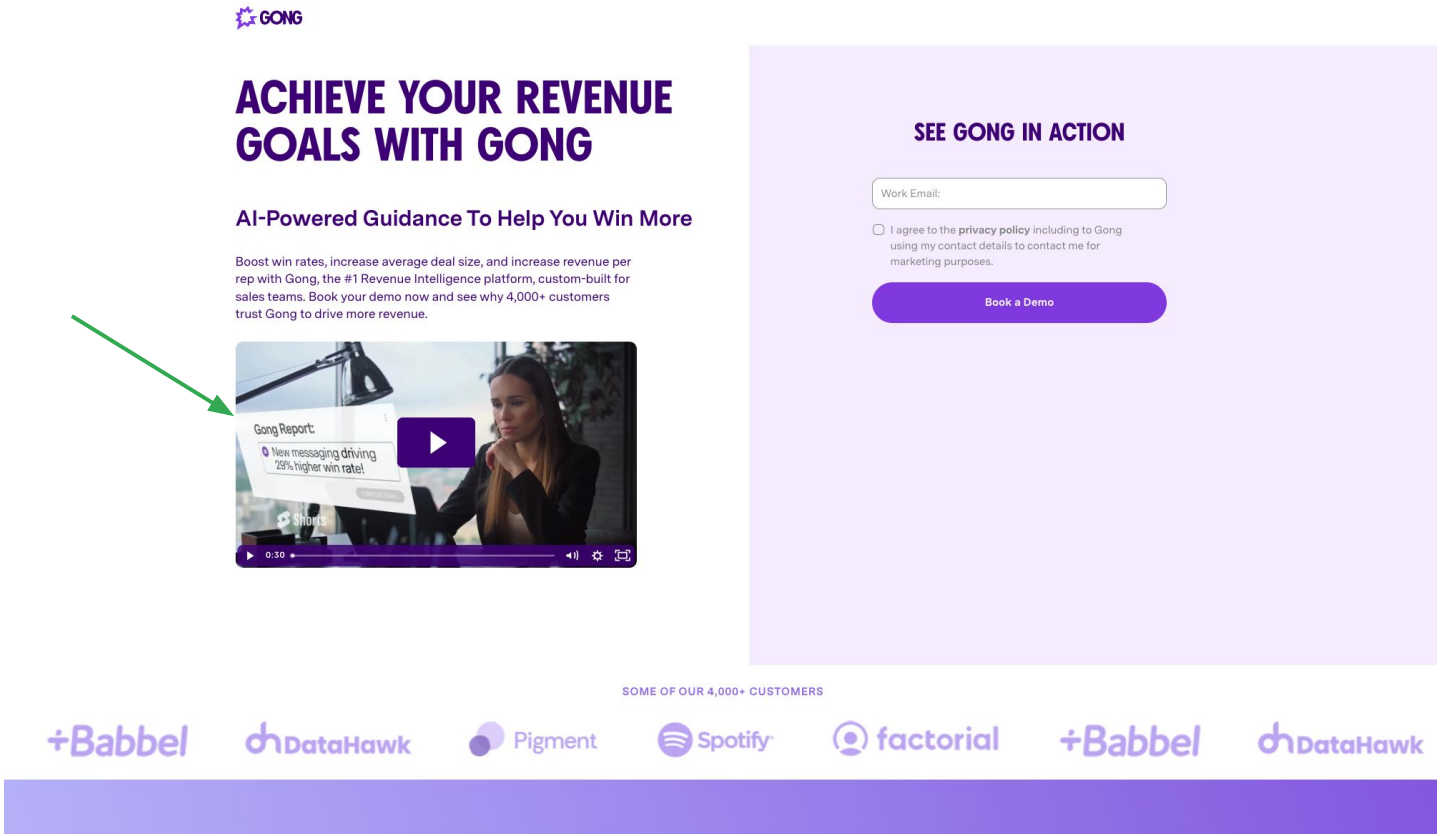
Above Average Landing Page experience directly results in higher ROI on Google Search

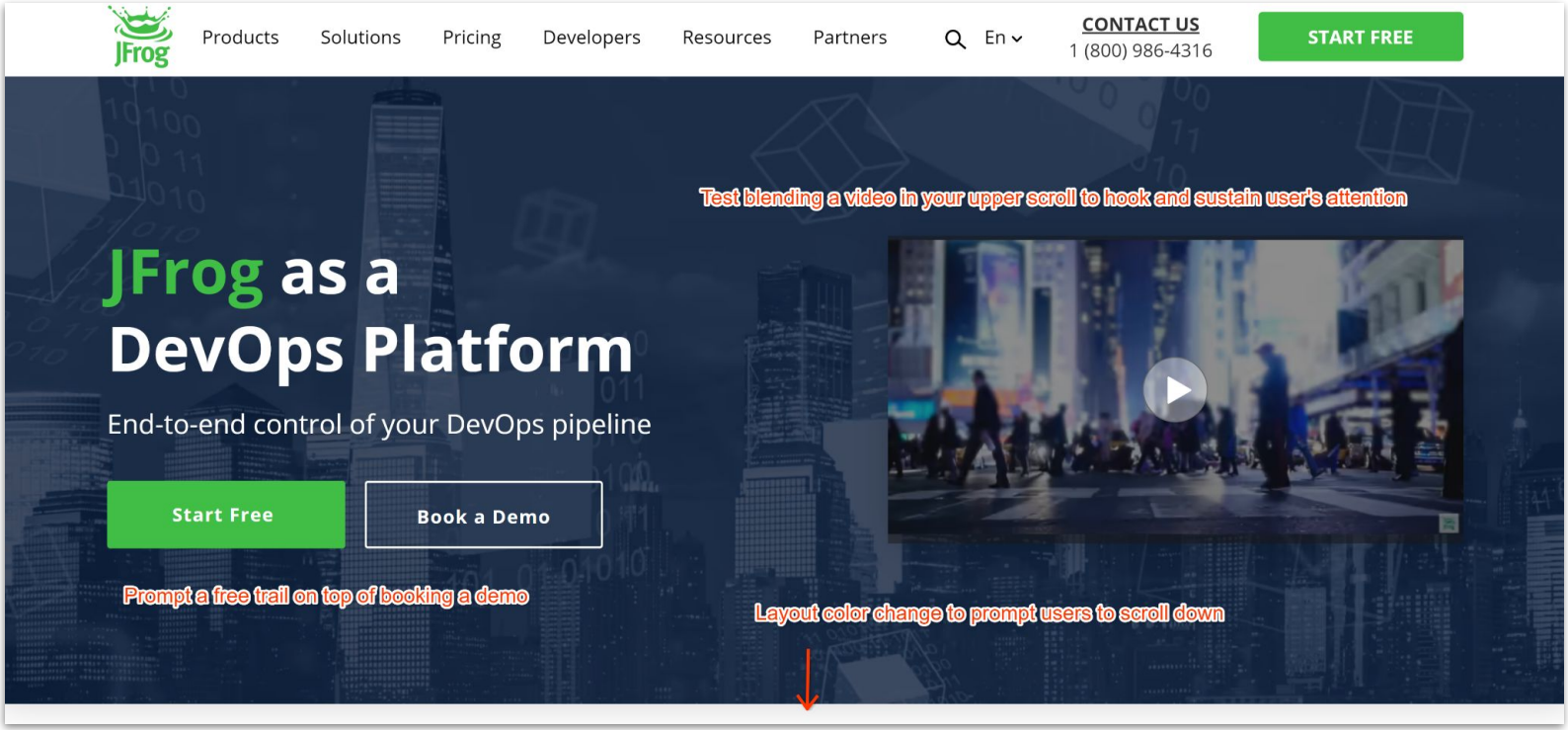


Engage with Video: Boost engagement and reduce bounce rates by incorporating relevant videos.

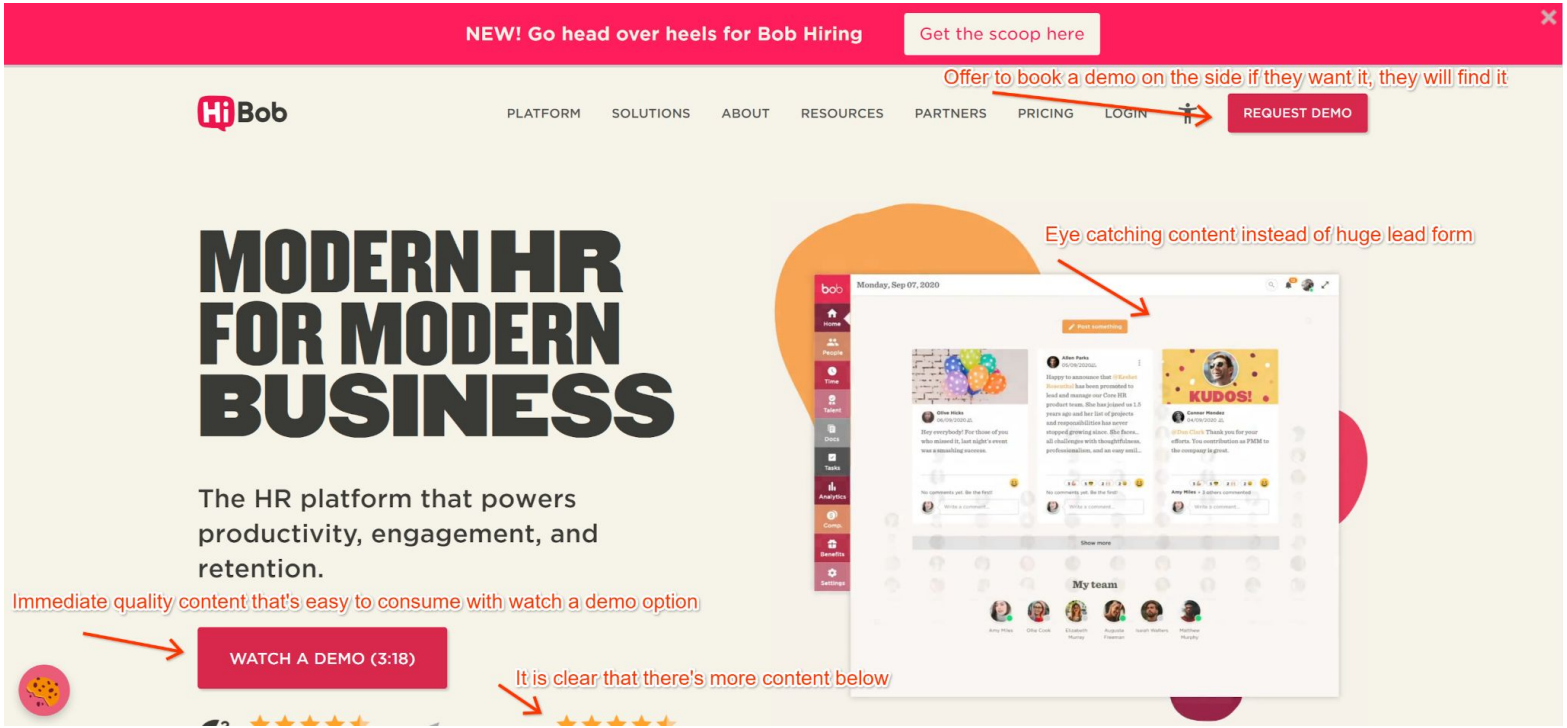


(*Video views on a LP could be leveraged as an additional signal and used as a conversion action for upper funnel activities)

Guide Users with Color: Use a color change to encourage scrolling.

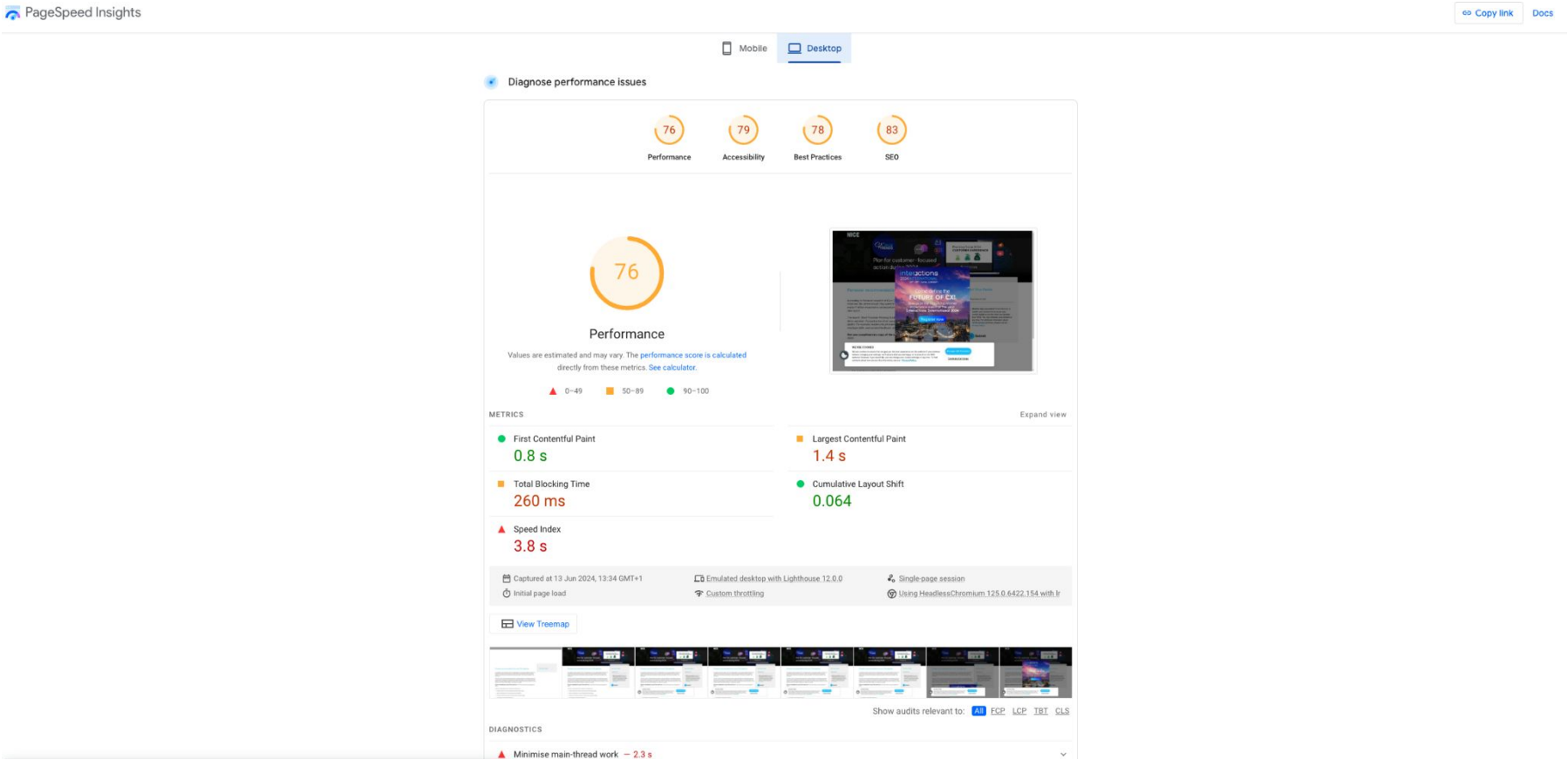


Make it clear there is more content to explore and consider offering several options to engage with your website



Personalisation - > Reducing the Bounce Rate

A slow-loading page is the quickest way to lose potential customers
Use tools like Google PageSpeed Insights to identify and fix bottlenecks



Value proposition

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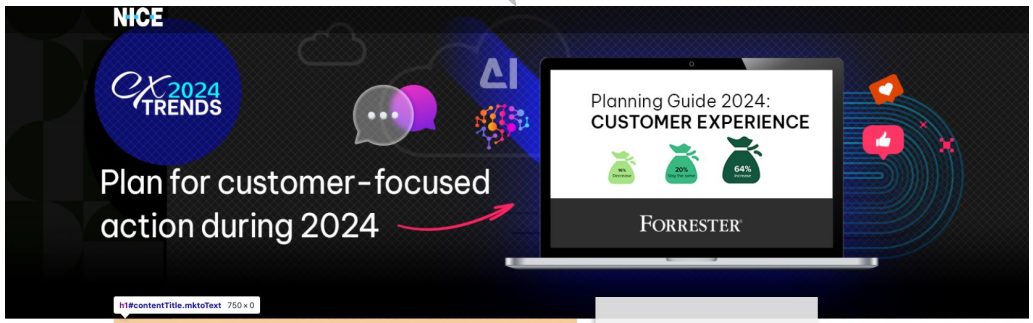
This is what your users see when they search for “customer experience” and click your ad

customer experience



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Forrester recommendations for your CX budgeting

According to Forrester research, 64% of CX leaders expect to have larger budgets in 2024 for CX initiatives. But where should they spend the funds? Which technologies will have the greatest impact? Which investments are important in people and skills? You can find the answers in this new report.

The report, titled “*Forrester Planning Guide 2024: Customer Experience*,” recommends investing to drive customer-focused action that supports an organization’s goals to turn around declining CX quality. For example, leaders should invest “more in tech to create and improve experiences, critical employee skills, unstructured feedback, and predictive modeling.”

Get your complimentary copy of the report now, so you can plan for success and growth in 2024.

Learn how to get ahead of the competition, including how to:

- Invest in top drivers of CX in customer service and contact center
- Improve interactions in real-time with journey orchestration
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https://get.nice.com/forrester-2024-Trends

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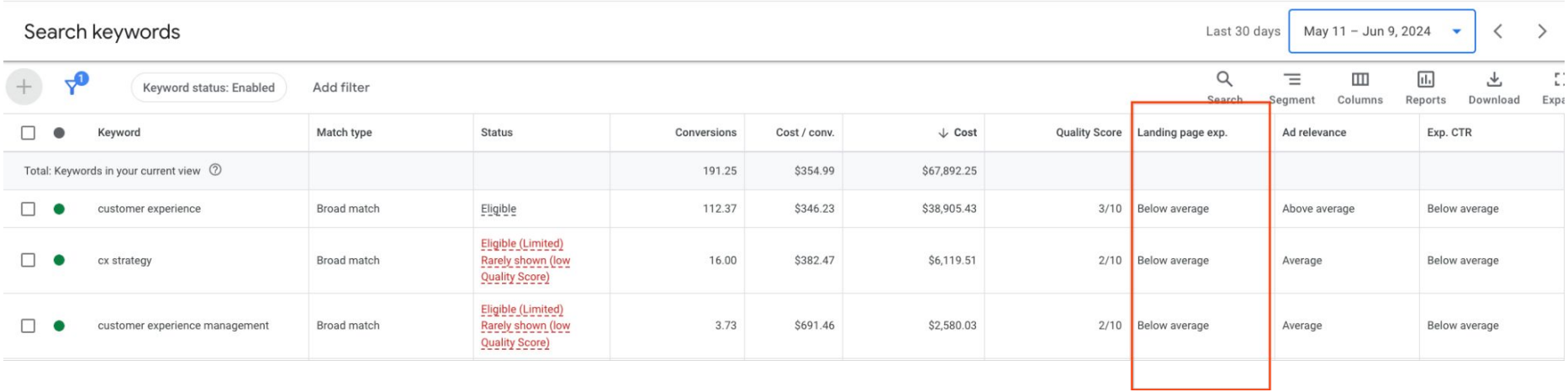
Landing Page experience is “Below Average” for the top KWs Which impact our serving and drive up the cost



Search keywords

Last 30 days | May 11 – Jun 9, 2024

Keyword status: Enabled | Add filter

Search | Segment | Columns | Reports | Download

Keyword	Match type	Status	Conversions	Cost / conv.	Cost	Quality Score	Landing page exp.	Ad relevance	Exp. CTR
Total: Keywords in your current view			191.25	$354.99	$67,892.25				
customer experience	Broad match	Eligible	112.37	$346.23	$38,905.43	3/10	Below average	Above average	Below average
cx strategy	Broad match	Eligible (Limited) Rarely shown (low Quality Score)	16.00	$382.47	$6,119.51	2/10	Below average	Average	Below average
customer experience management	Broad match	Eligible (Limited) Rarely shown (low Quality Score)	3.73	$691.46	$2,580.03	2/10	Below average	Average	Below average

Campaign: IP | US | EN | Search | Restructure - Industry and Market | Generic - > Ad Group: CX

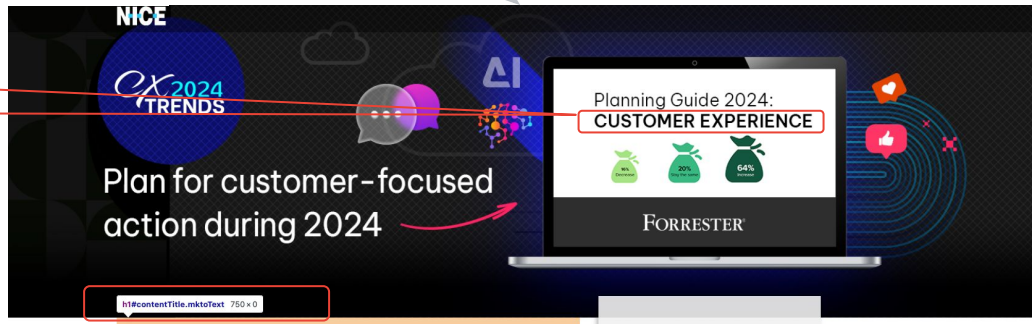
Let's review some Basic recommendations we can implement

customer experience

The term "Customer Experience" in the image- > Make sure to include it as text

Your H1&H2 are the main influencers on LP Experience score - make sure it is set correctly and match it with the user intent - > Include the term "Customer experience " in H1 and H2 (not only "CX" as the Crawler refers to it as a different term even if it has the same meaning)

The term "Customer Experience" appears only one time in the LP - make sure to add it several times (in addition to H1 and H2)



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Google

Let's review some tests ideas and best practices

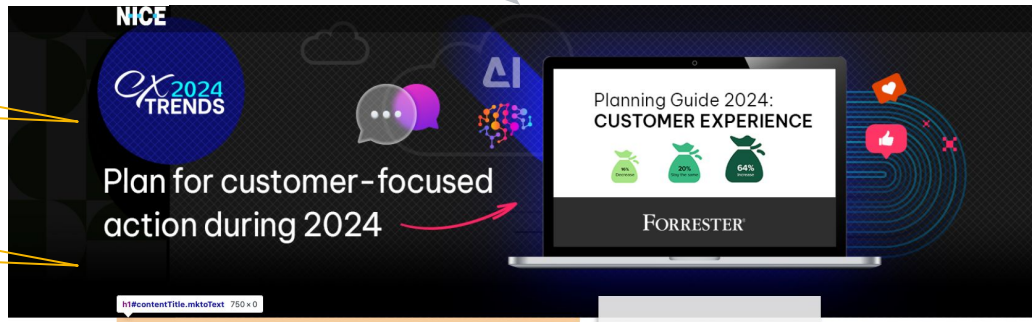
customer experience

Add a clear value proposition "Why should the user leave their details?"

Consider using Human-Focused Imagery

Can we shorten this text? Who will read it?

Make the CTA Button Encapsulated and in a Contrast colour (use the colour wheel) ...Do we need " Get your guide" and " submit" ? - > consider moving "Get your Guide" instead of "Submit"



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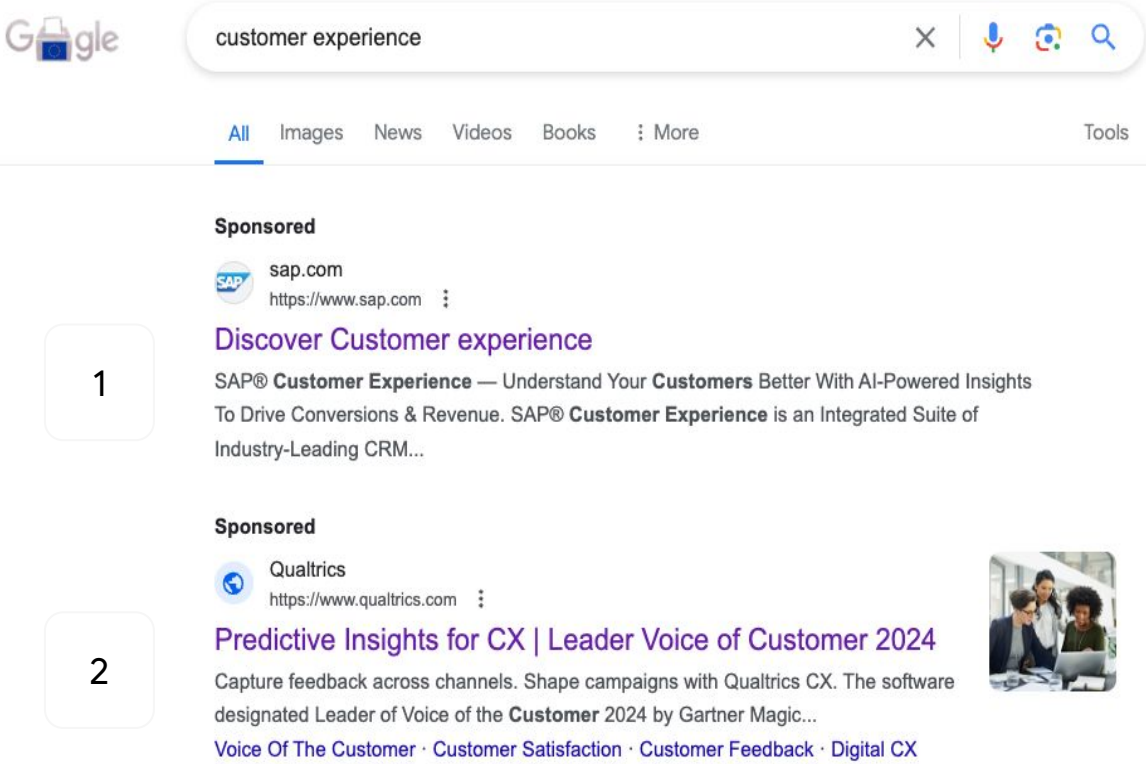
Google

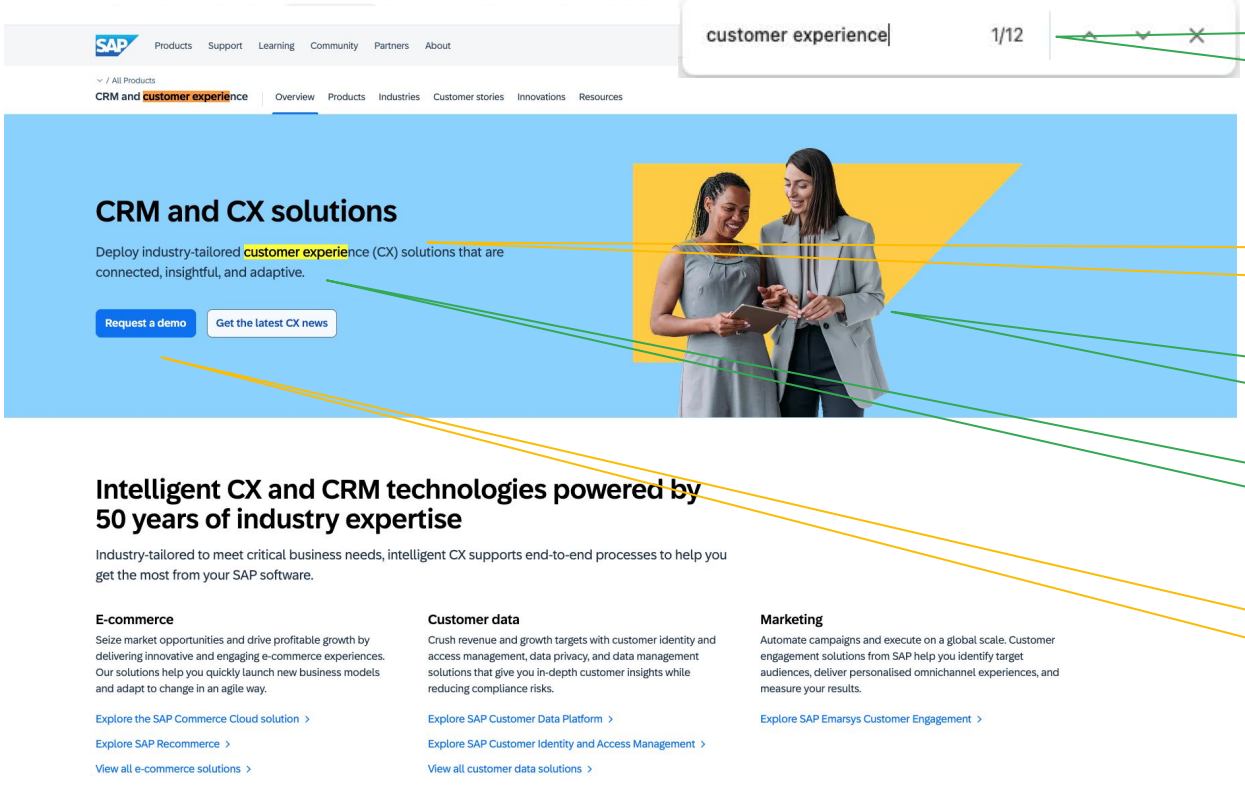
Let’s take a look at your competitors’ LPs



1

2

1. SAP.COM LP - Link



The term “ Customer Experience” mentioned 12 times on the LP

“ Customer Experience” as a text Still room to add it as H1

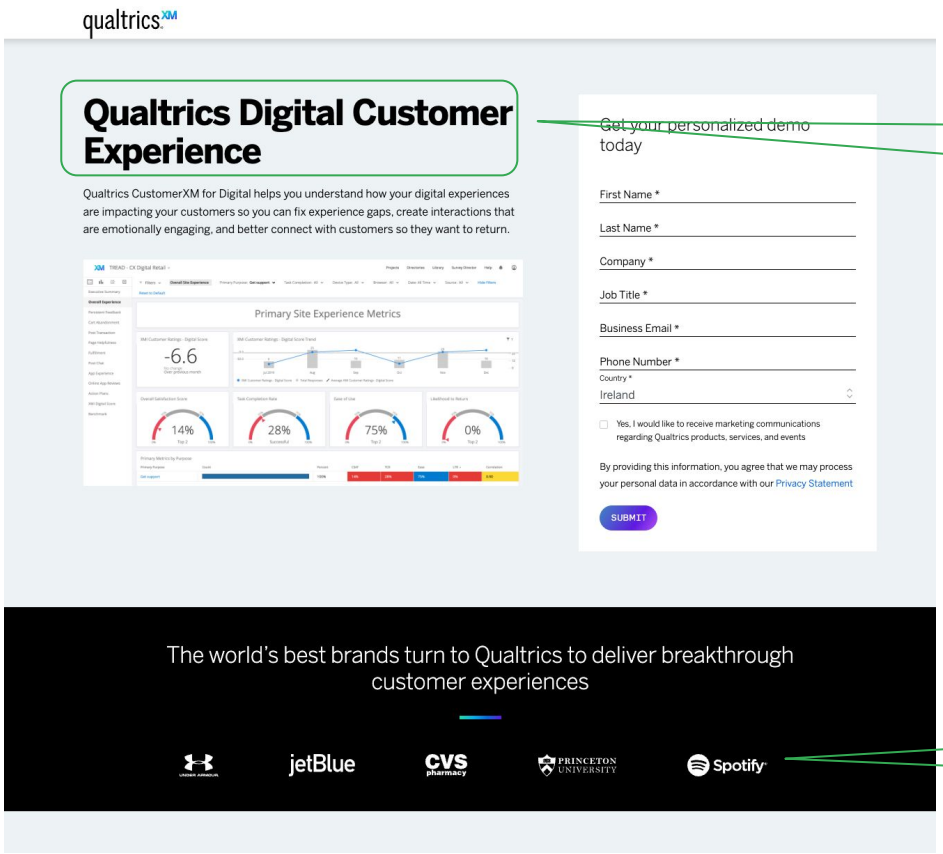
Human-Focused Imagery

Clear Value proposition

Encapsulated CTA button

Google

1. Qualtrics - Link



The term " Customer Experience" As a text in H1

Social Proof

Google

Proprietary + Confidential

Next steps

- Add the main terms (i.e- “Customer Experience”) in the image- > Make sure to include it as text
- Include the term “Customer experience “ in H1 and H2
- The term “Customer Experience” appears only one time in the LP - make sure to add it several times (in addition to H1 and H2)
- Make the CTA Button Encapsulated and in a Contrast colour
- Consider moving “Get your Guide” instead of “Submit”
- Add a clear value proposition “Why should the user leave their details?”
- Consider using Human-Focused Imagery
- Shorten the text

Thank you

Google