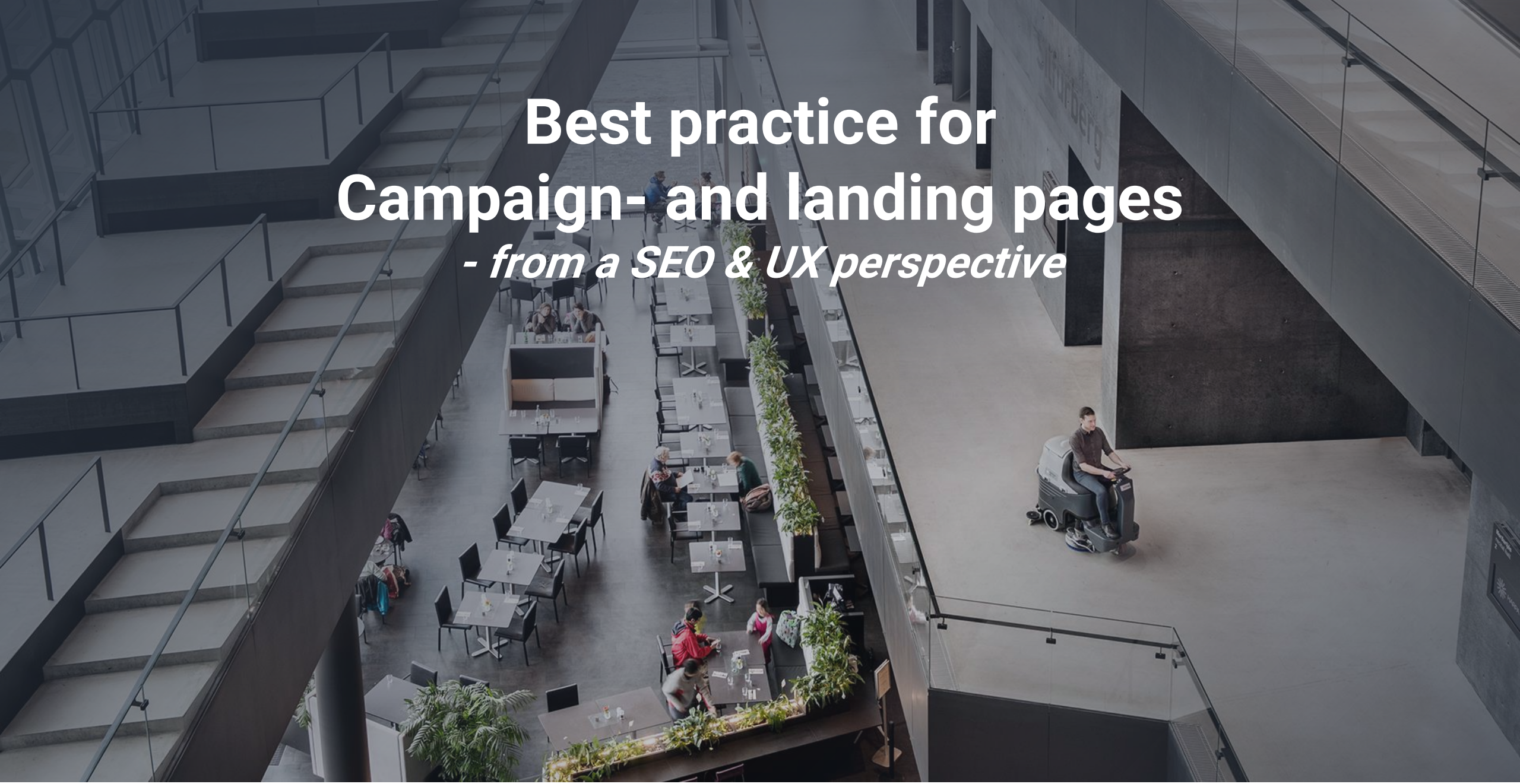

Best practice for Campaign- and landing pages

- from a SEO & UX perspective

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Agenda

1. Why SEO and best practice for web?
2. Web optimize content
3. Headers and URLs
4. Meta data (SEO)
5. Gated content
6. CTAs
7. Page length
8. Write for web
9. Responsiveness

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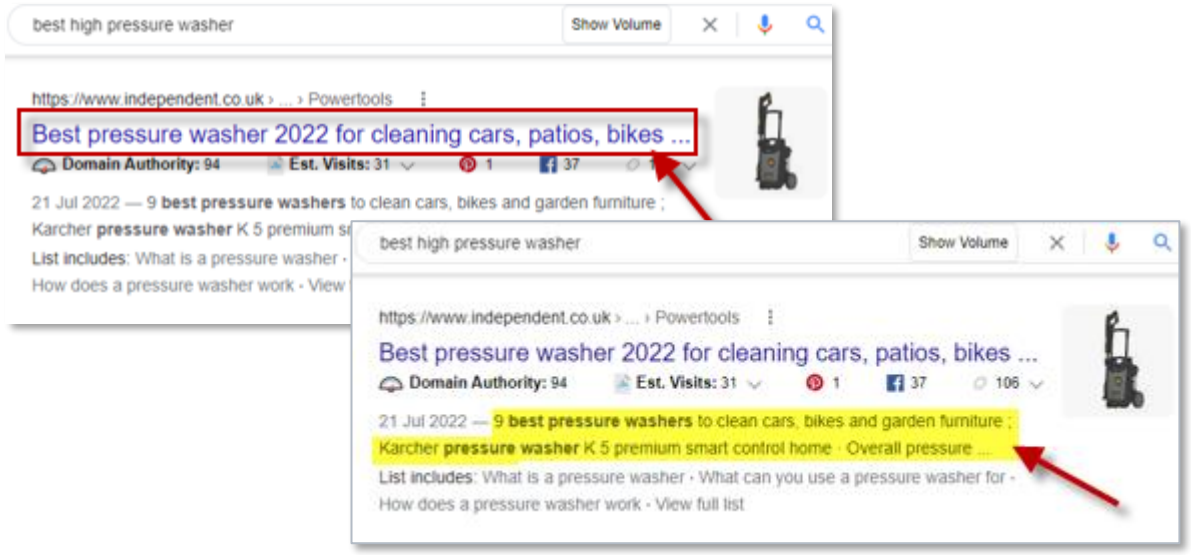
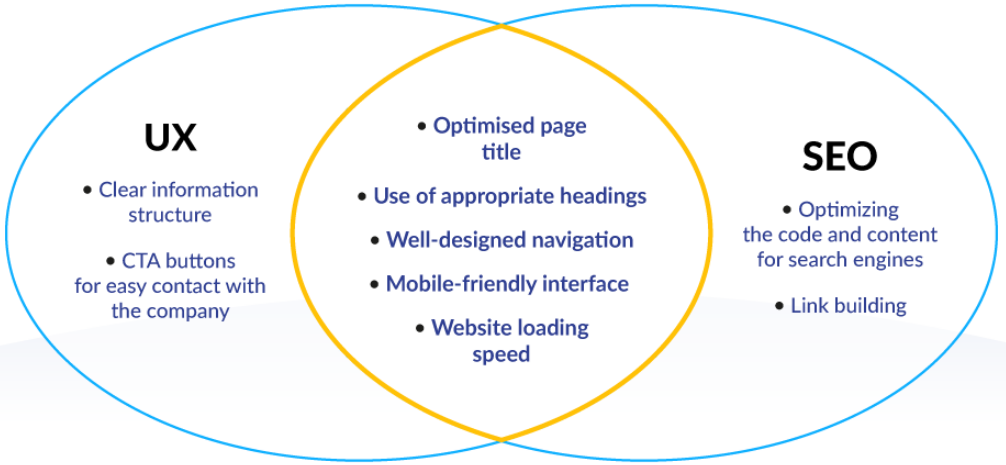
Why SEO and best practice?

SEO and best practices are important for:

- Google's ability to match, rank and show our content in the search results, based on the user's search intent.
- How easy users feel it is to understand and use our website and how likely they are to 'convert' – i.e., fill out form, sign up for newsletter, click on 'Read more'-links etc.

We can ensure that Campaign- and landing pages are more SEO- and user friendly by following the tips and tricks in this presentation.





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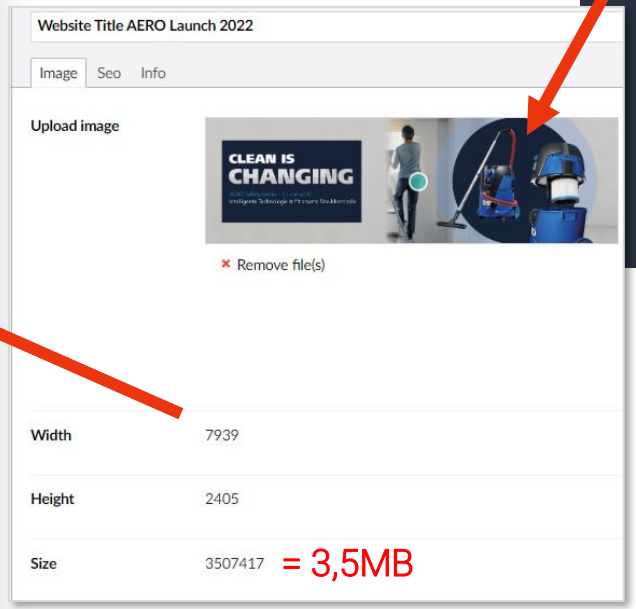
Web-optimize content

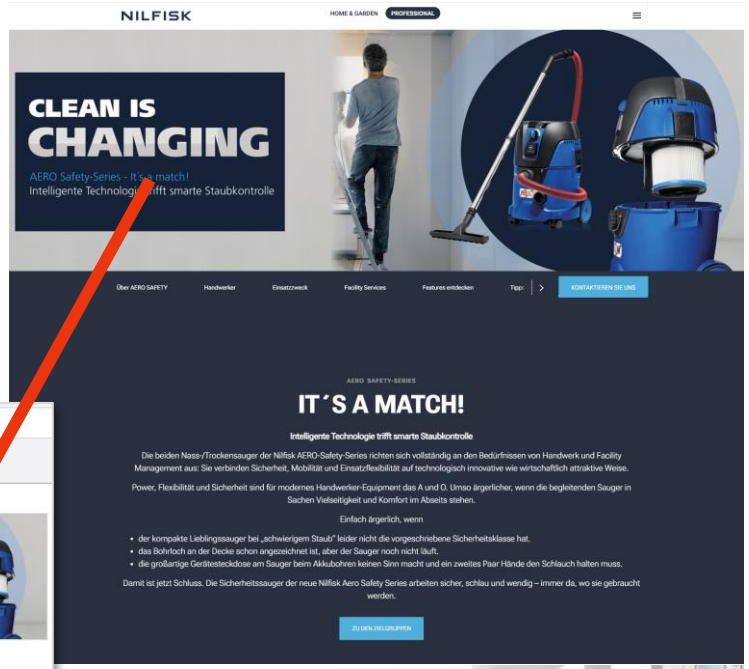
Heavy files → Affect the page load → Bad for our Google ranking

- Ensure all files (videos especially) are web-optimized and are not exceeding the allowed size – see file-size guide and link to compressing tools here
- **Example:** All images used on this page are from 3 to over 6MB. Image W x H are almost double the size of formats being used in any of our Umbraco elements (which is max W: 2450 X H: 810 pixels)

Solution

- Ensure all files are web-optimized and are not exceeding the allowed sizes – see file-size guide and link to compressing tools here
-

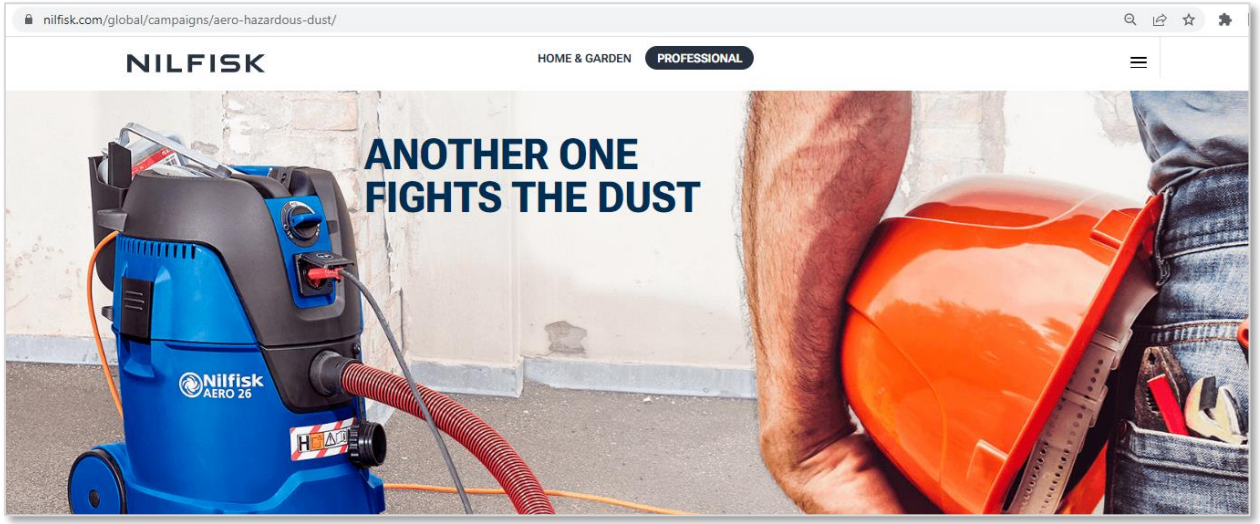


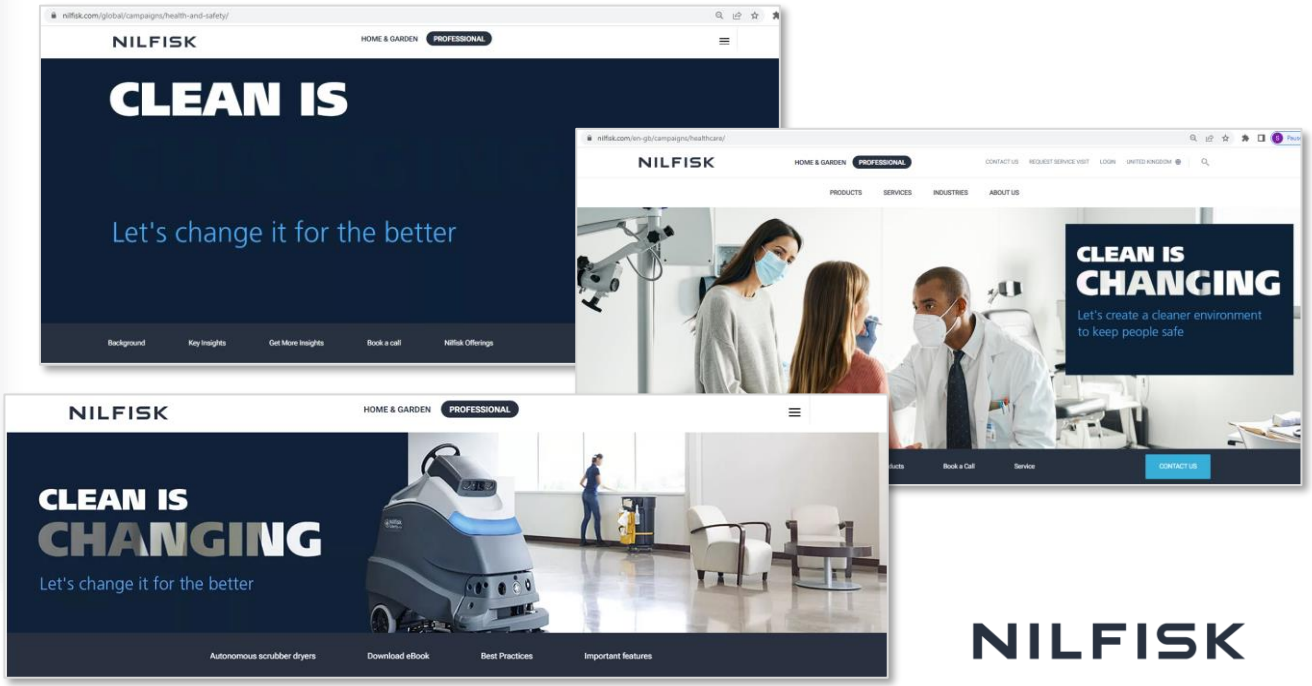


Descriptive header & URL

No <H1> and undescriptive URL → Bad for SEO and UX

- Ensure a descriptive page- or hero title
- Example 1: Aero
  - URL '/aero-hazardous-dust/' does not tell Google what the page is about. You need to know what kind of product AERO is because 'vacuum' is not mentioned.
    Suggestion for improvement: /aero-vacuum-fights-hazardous-dust/
  - Title 'Another one fights the dust' does not tell Google or the user what the page is about. Users do not always have a context when they see the page, i.e., from a SoMe-post
- Example 2: Misc. Campaign and Landing pages
  - No title at all
  - 'Clean is changing' text is part of the image and cannot be 'read' by search engines.





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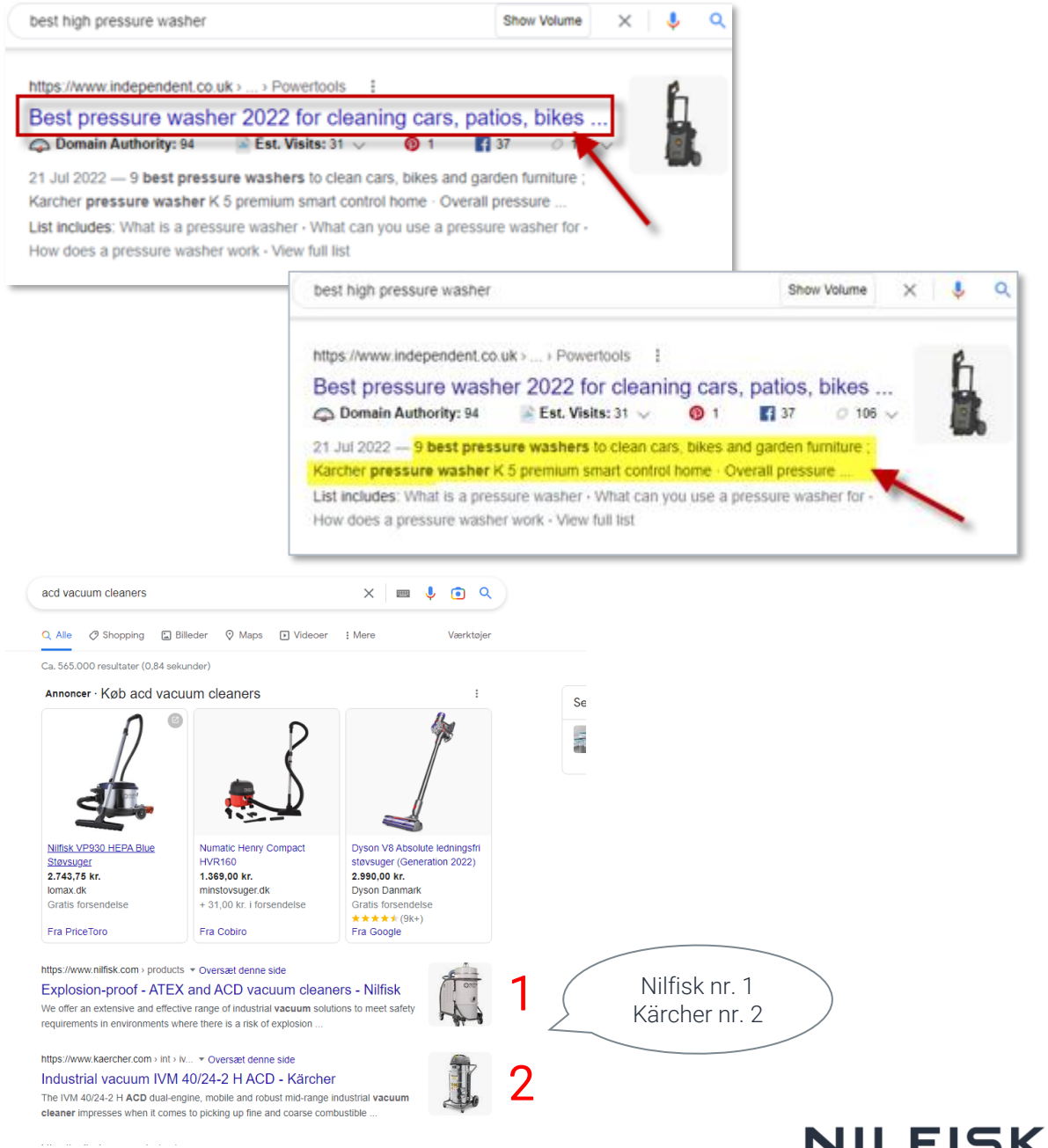
Meta Data (SEO)

Relevant/good meta data must be put on all pages, because:

- Meta data is shown in search results and allow search engines (Google) to match results with the users search intent
- Help us to rank higher
- Good meta data is relevant and interesting to the user, allows the user assess if a search result is relevant for them or not
- Leads to better clickthrough rate

….and from end October the meta data fields became mandatory to fill out for all our pages!



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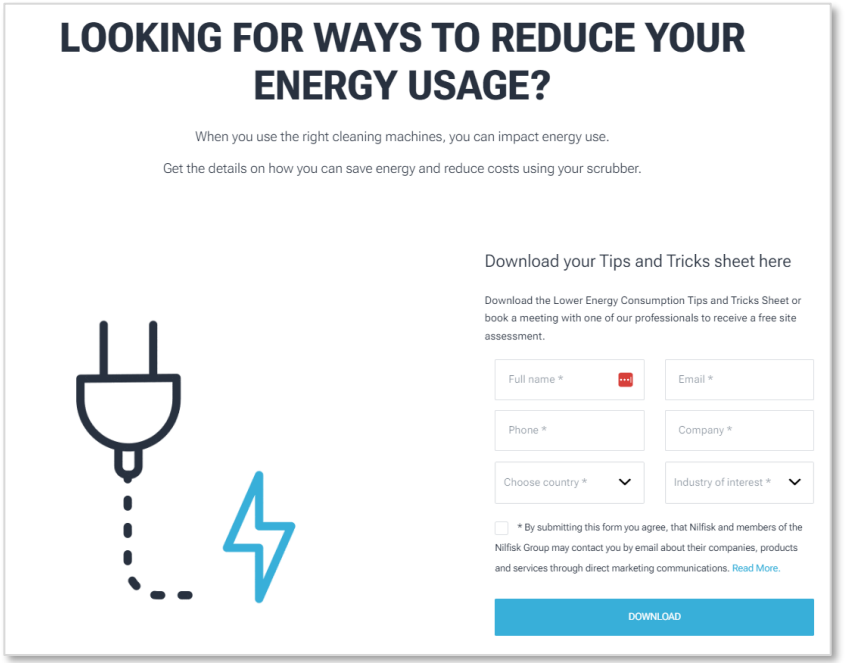
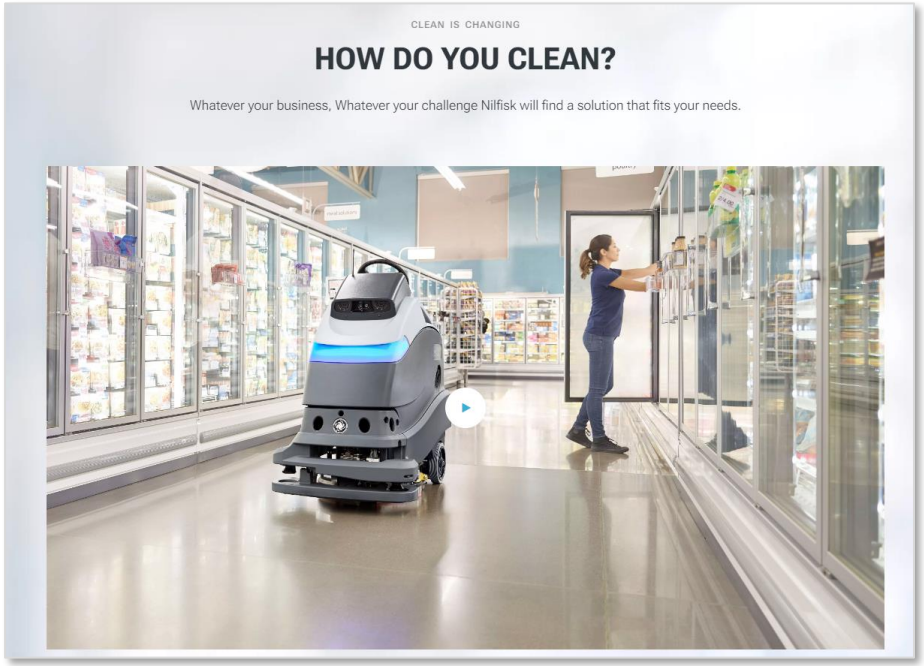
Gated content – ‘What is in it for me?’

Hidden content vs. searchable content

- ‘Hidden content’ -> the user must do something extra to access the content (fill out form, click a play- or download button etc.)
- Too much gated/not searchable content does not support SEO, so always identify risks/ pro- and cons with gated content – when is it worth it, and when is it not?
- Question: How many leads do we generally get from these initiatives?
- Example 1: Tips and tricks sheet – how much info is on the sheet. Is it worth giving up my data for? (may the user think)
- Example 2: Videos – What can engage the user to click the video? What will the user get out of watching the video (it must be very clear)

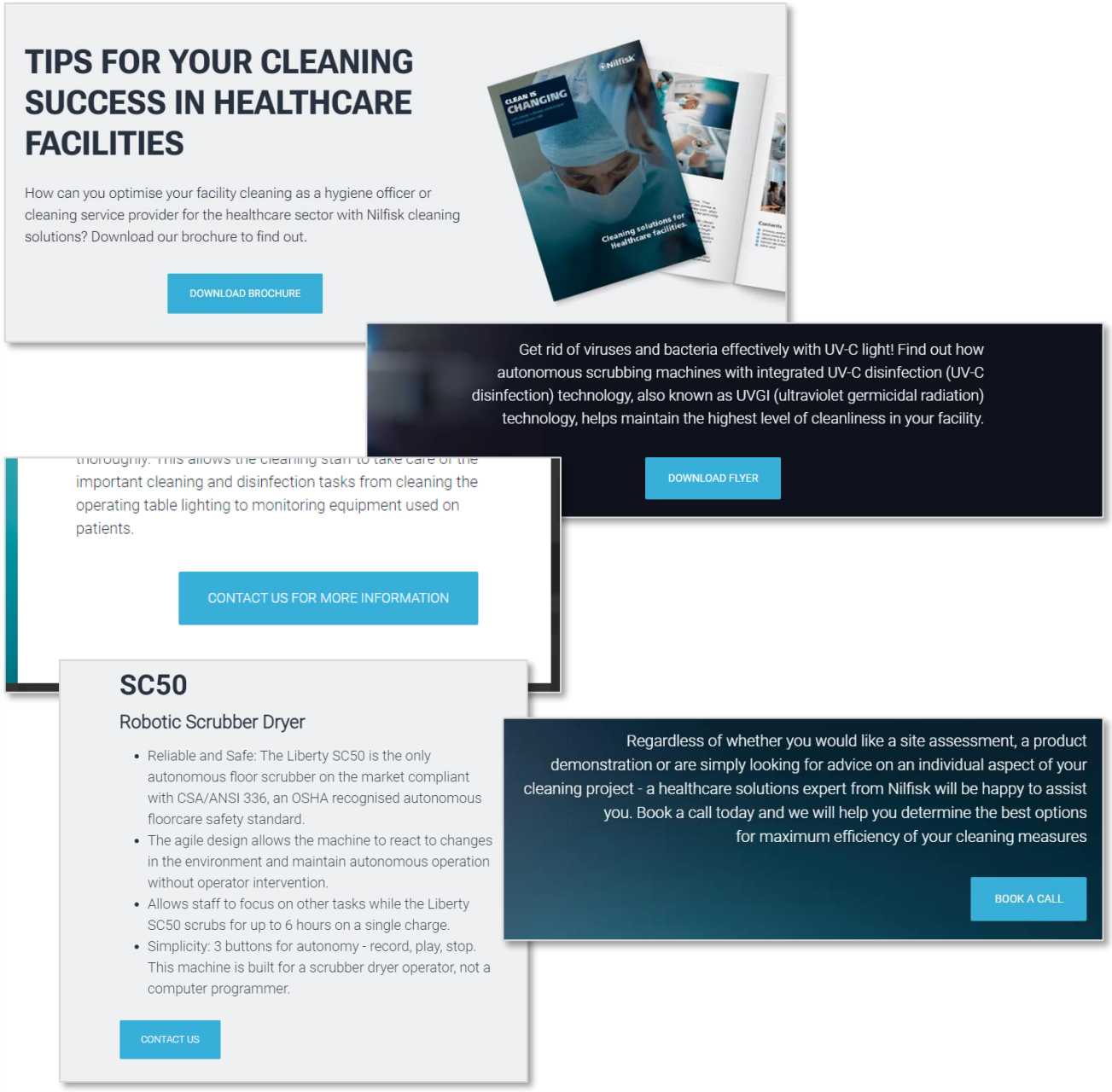




CTAs

What is the goal of the page? What do we want the user to do?

- What is the best CTA(s) for a specific page? I.e., to present Recommended products can ensure 'no-dead-ends'
- How many CTAs are too many?
- Example: Campaign page with:
  - 17 x Contact us (called Contact us, Get in touch and Contact us for more information)
  - 1 x Download Brochure
  - 1 x Download Flyer
  - 1 x Book a call
  - 1 x Contact Nilfisk Service
- Find inspiration here – i.e., how many CTAs on a page: https://www.gosquared.com/blog/call-to-action-buttons



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Page length

Too long pages and too much information can increase the EXIT-rate. **What is the ideal length of a landing page?**

- …there is no size-fits-all-answers, but define what's the goal of the page and what it takes to achieve:

> *My rule of thumb is: the more you're asking of your visitors, the longer your landing or sales page should be.*

Are you asking them to **give you their email address in exchange for a free ebook?** That's not a big commitment, so a fairly short landing page will do.

Are you asking them to **invest thousands of pounds into your high-ticket programme?** Then your landing page will need to be waaaaaaaaay longer.

- For SEO: At least 300 words, but:

Focus on VALUE over fluff or strict word counts!

There is **absolutely *no point* in stuffing your web pages with useless or repetitive sections**, nor using twenty words when four could do just so you can obtain a longer word count.

Hero

Intro

CTA

Read more

Explore

Testimonial

Recommended Products

CTA

CTA

Example of a campaign page

Users spend over half of their page-viewing time above the fold! --> So, catch their interest in the top of the page

Fold

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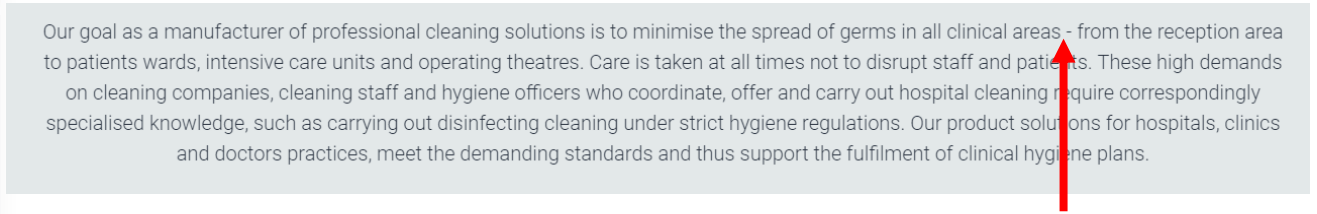
Write for web

A lot can be done to help the users de-code pages and content

- Users skim pages, they do not read-read, so your message must be clear and easy to decode
- Content must be updated from time to time to let Google know that we value the page
- Use images, short line length, bullet points, sub headers and easy-to-read-language (not too technical)
- Read level for the average user is 7th to 8th grade:

Score	School Level	Notes
100.00-90.00	5th grade	Very easy to read. Easily understood by an average 11-year-old student.
90.0–80.0	6th grade	Easy to read. Conversational English for consumers.
80.0–70.0	7th grade	Fairly easy to read.
70.0–60.0	8th & 9th grade	Plain English. Easily understood by 13- to 15-year-old students.
60.0–50.0	10th to 12th grade	Fairly difficult to read.
50.0–30.0	College	Difficult to read.
30.0–0.0	College Graduate	Very difficult to read. Best understood by university graduates.

Read friendly length of lines are approx. 68 characters



120 with spaces /144 without

Expect skimming rather than reading…

People only read word-by-word on the web when they are really interested in the content. They usually skim the pages looking for highlighted keywords, meaningful headings, short paragraphs and scannable list. Since they're in a hurry to find the very piece of information they're looking for, they'll skip what's irrelevant for them.

So don't expect people to read content that seems neither easily scannable nor relevant for them, therefore long text blocks, unnecessary instructions, promotional writing and "smalltalk" should be avoided on the web.

Free tools to check how easy your texts are to read:

- Texts in Danish: https://tekstr.dk/app/
- Texts in English: https://app.readable.com/text/, or https://datayze.com/readability-analyzer or https://www.readabilityformulas.com/free-readability-formula-tests.php

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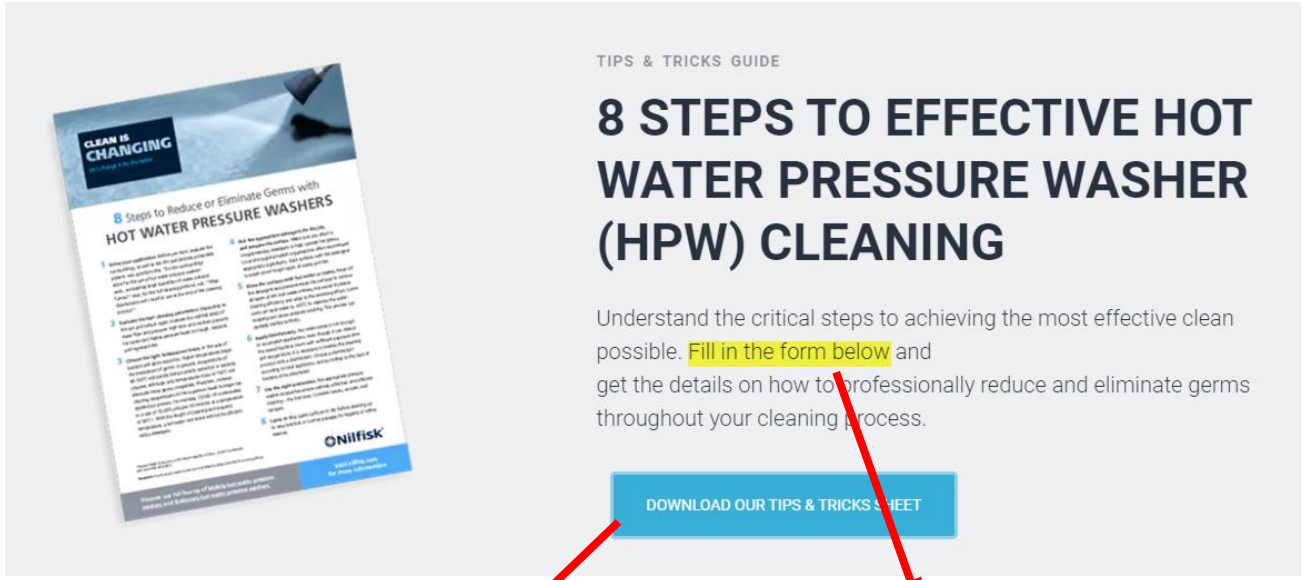
Wording does matter!

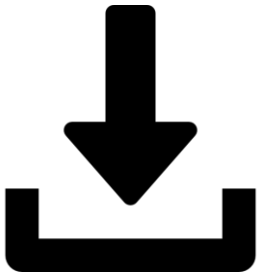
What happens when I…?

- Users skim pages, they do not read-read, so your messages and interactions must be clear and easy to decode => call a spade a spade
- Users pay more attention to images, headlines and links/buttons than to body text

Skimming rather than reading…



What you think happens



What actually happens

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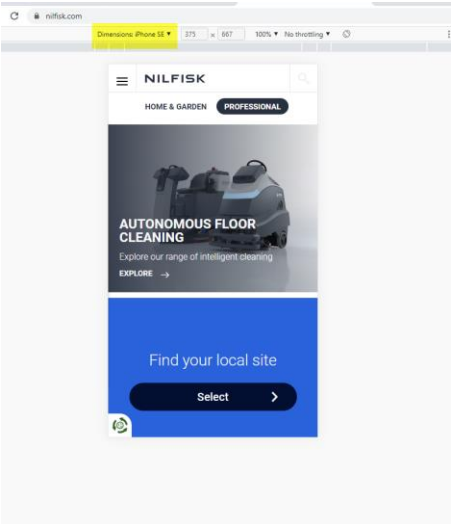
Responsiveness / Mobile view – test, test, test…

Pages <u>MUST</u> be tested in mobile view, (not just on PC view) before go-live

- You can test from your PC by pressing CTRL + SHIFT + I on your keyboard, then you'll see how it looks on a mobile:



- If it not working and Marketing Service created the campaign for you, give feedback in the ticket and ask them to fix it.

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