

# web optimization summit 2014

## **Calls-to-Action that Fail:**

The most common causes for why CTAs fail (and how you can achieve quick wins with small changes)

# Experiment: Background



**Experiment ID:** TP1785

**Record Location:** MECLABS Research Library

**Research Partner:** *[Protected]*

**Background:** A large global media company seeking to sell premium software to businesses.

**Goal:** To move visitors to the next step in the funnel.

**Research Question:** Which button text will result in a significant increase in clicks and leads captured?

**Test Design:** Single-factorial A/B split

# Experiment: Which CTA won?



# Experiment: Results



## 52% Relative increase in clickthrough

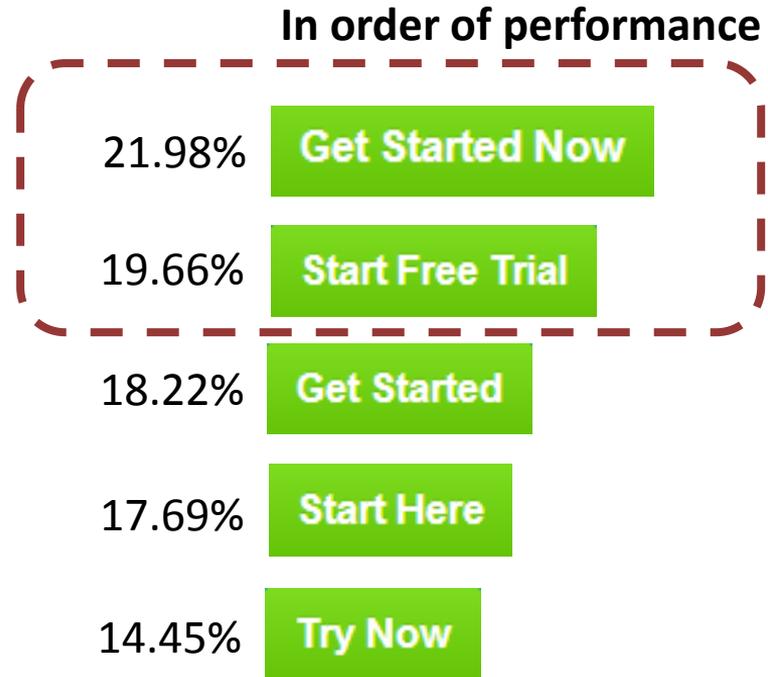
*"Get Started Now" significantly outperformed every other button text treatment.*

Button Text	Click Rate	% Rel. Change
Start Free Trial	19.66%	36.0%
Try Now	14.45%	--
Start Here	17.69%	22.4.%
Get Started	18.22%	26.1%
<b>Get Started Now</b>	<b>21.98%</b>	<b>52.1%</b>

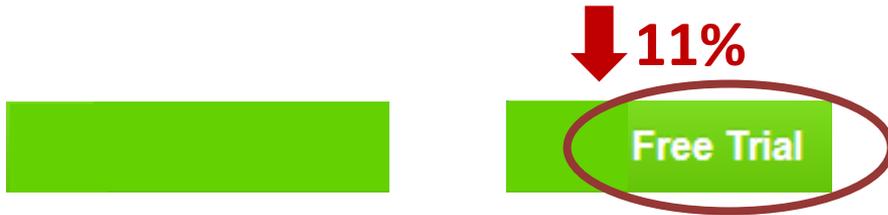


# Experiment: Results

*Why did we see these results?  
What made the difference in  
impact for these CTAs?*



# Experiment: Interpretation



**Observation #1:** Both “Get” and “Now” were used in CTAs that had lower CTR rates than “Start Free Trial.”

**Observation #2:** The notion of “starting” is presented in both calls-to-action.

**Question:** Doesn’t a “Free Trial” carry more value? What is it about “Free Trial,” in this case, that is causing a negative impact on conversion?

# Experiment: The context

Discover a better way of working

Web based email, calendar and documents that let you work from anywhere.

[Start Free Trial](#)

No credit card required.

Join the 5 million businesses using [redacted] Apps for Business

[redacted] Apps for Business is an **office application suite**, but better, as it utilizes the power of the cloud and [redacted] **technology**. It pays attention to the details for you, allowing you to **work smarter** and focus on what really matters.

Apps to fit your business

Webinars Events News

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[Instantly calculate your savings](#)

## Understanding the context:

- The CTA in this test was attempting to move prospects to try a collection of Web and mobile-based apps for business.

*How might this context impact the customer's perception of "free trial"?*

# Experiment: Hypothesis

Discover a better way of working

Web based email, calendar and documents that let you work from anywhere.

[Start Free Trial](#)

No credit card required.

Join the 5 million businesses using **Apps for Business**

**Apps for Business** is an **office application suite**, but better, as it utilizes the power of the cloud and **technology**. It pays attention to the details for you, allowing you to **work smarter** and focus on what really matters.

Apps to fit your business

Webinars Events News

[More webinars](#)

Instantly calculate your savings

## Hypothesis for why “Free Trial” may have had a negative impact:

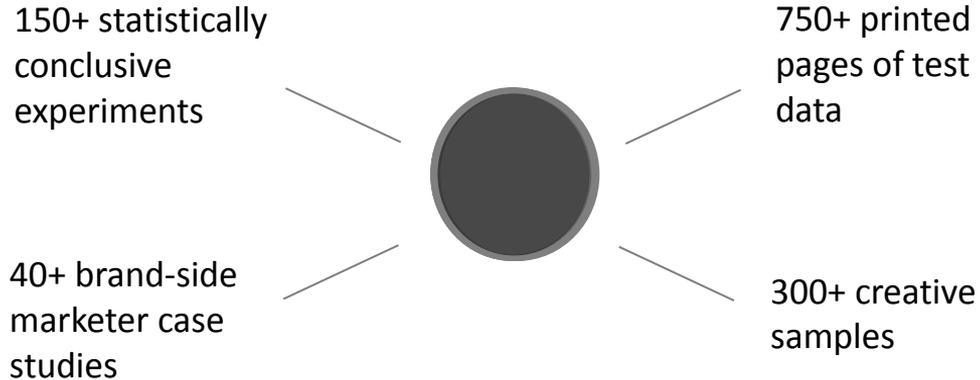
1. “Free Trial” conflicts with the prospect expectations. Most apps are free and do not require a free trial.
2. Those apps that do require a “trial” are generally limited in functionality and/or are associated with being an upsell.
3. In this case, the phrase “free trial” may be undermining the value and creating unnecessary anxiety.

# What you need to understand

## *Key Principles*

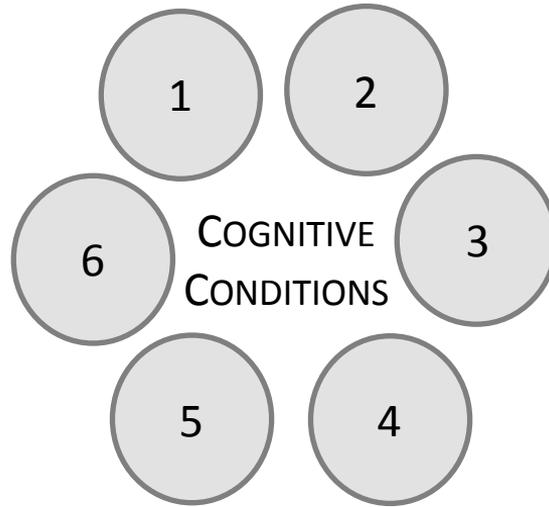
1. First, we must understand that a call-to-action is **more than a button**. It is a **critical moment** in the relationship with a customer.
2. If we only view CTAs in a vacuum (e.g., apart from the full relational context), our marketing collateral can produce **unintended cognitive conditions** in the experience of the customer.

# Meta-analysis



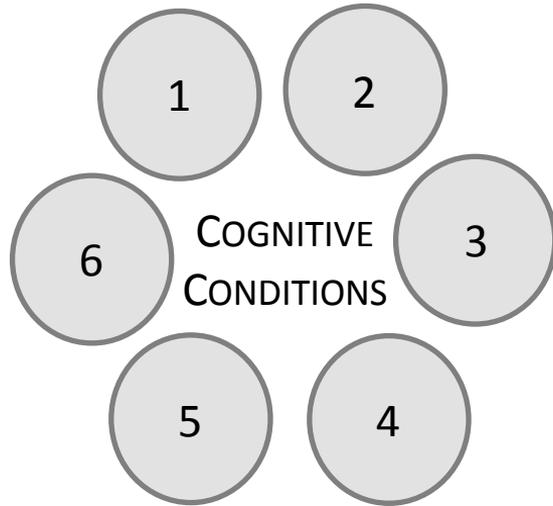
We noticed this tendency as we analyzed all case studies from our library and isolated the call-to-action as it relates to the customer conversation.

# Meta-analysis



In all, we identified **six negative cognitive conditions** experienced by the customer when encountering calls-to-action.

# Meta-analysis



*In today's Quick Win Clinic, we are going to review each of the six cognitive conditions and then show you how you can diagnose and treat them on your own webpages.*



**web optimization  
summit 2014**



**COGNITIVE CONDITION #1:**

**Internal detachment**



## Cognitive Condition: **Internal detachment**

### Definition:

A state of general apathy or disinterest due to a lack of relevance, urgency and importance in call-to-action cluster elements.

### Root Cause:

Commonly caused by a lack of empathy regarding the customer's motivations and/or an attempt to focus too narrowly (or broadly) on a particular offer.

### Signs and Symptoms:

- When there is **only one primary CTA**.
- When the text of your CTA is **too specific**.
- When the text of your CTA is **too general**.
- When the text of your CTA is **value neutral**.
- When the text of your CTA is **value negative**.

# Live Op: Audience-submitted CTA

*How appealing is the call-to-action?*

Choose the IDA-1S.

Fill out the form to receive a quote or a free demo.

 \*Please complete all fields

First Name	Last Name
<input type="text"/>	<input type="text"/>
Email	Company Name
<input type="text"/>	<input type="text"/>
Phone	Country
<input type="text"/>	<input type="text"/>
ZIP/Postal Code	I'm interested in (one or more):
<input type="text"/>	<input type="checkbox"/> Demo <input type="checkbox"/> Quote

Protecting your privacy is important to us. We will never sell, rent or disclose any of your personal information, including your email address, to any third party without your prior or explicit consent.

[To learn about Fluke Biomedical's other infusion device analyzers, click here »](#)

# 1

## Known treatments



**TREATMENT #1:** Intensify the explicit or implicit value in the button text (i.e., point-first).

1

# Example

From this

Subscribe Now 

To this

Upgrade Now 

 **75%**  
in conversion

# 1

## Known treatments



**TREATMENT #1:** Intensify the explicit or implicit value in the button text (i.e., point-first).



**TREATMENT #2:** Select a completely different offer that is more closely matched to customer interests.

# Example

From this

Complete a free online budget analysis to help us understand your unique situation.

**Get Started Now**

To this

Estimate your single, low-interest monthly payment by entering your debt information on our secure site.

**Estimate My Monthly Payment**

1

# Example

From this

Complete a free online budget analysis to help us understand your unique situation.

Get Started Now

To this

Estimate your single, low-interest monthly payment by entering your information on our secure site.

↑ **125%**  
in conversion

# 1

## Known treatments



**TREATMENT #1:** Intensify the explicit or implicit value in the button text (i.e., point-first).



**TREATMENT #2:** Select a completely different offer that is more closely matched to customer interests.



**TREATMENT #3:** Add additional calls-to-action to reach multiple customer types.

# Example

**From this**

**Request more information**

Fill out the form below and a [redacted] Distribution Expert will contact you to:

- Provide pricing information
- Discuss your unique needs
- Answer any questions you may have

First Name:

Last Name:

Phone:

Email:

Organization:

Country:

State:

Annual Revenue:

[Request More Information](#)

**To this**

**Request more information**

Have questions, like to learn more, or discuss [redacted] services?

First Name:

Last Name:

Phone:

Email:

Organization:

Country:

State:

Annual Revenue:

[Request More Information](#)

**How much does it cost?**

offers distribution options that range in reach and price.

[Get pricing information](#)

Added an additional CTA to match the specific motivations of a key prospect segment.

# Example

**From this**

**Request more information**

Fill out the form below and a [redacted] Distribution Expert will contact you to:

- Provide pricing information
- Discuss your unique needs
- Answer any questions you may have

First Name:

Last Name:

Phone:

Email:

Organization:

Country:

State:

Annual Revenue:

[Request More Information](#)

**To this**

**Request more information**

Have questions, like to learn more, or discuss [redacted] services?

First Name:

Last Name:

Phone:

Email:

**229%  
in qualified leads**

[Request More Information](#)

**How much does it cost?**

offers distribution options that range in reach and price.

[Get pricing information](#)

Added an additional CTA to match the specific motivations of a key prospect segment.

1

# Example

**From this**

**To this**

**Request more information**

Fill out the form below and a Distribution Expert will contact you to:

- Provide pricing information

Email:

Organization:

Country:

State:

Annual Revenue:

**Request More Information**

**Request more information**

Have questions, like to learn more, or discuss your business?

First Name:

Last Name:

How much does it cost?

offers distribution options in a wide range in reach and price.

**Get pricing information**

**“Specificity converts. Indeed, for any reasonable sample size, the specific offer to the specific person will outperform the general offer to the general persons.”**

Reflection #20  
*The Marketer As Philosopher*  
[www.meclabs.com/philosophy](http://www.meclabs.com/philosophy)



**COGNITIVE CONDITION #2:**

# Non-sequential shock



## Cognitive Condition: **Non-sequential shock**

### Definition:

A state of negative surprise due to an improperly sequenced “ask” in the marketer-customer dialogue.

### Root Cause:

Commonly caused by the lethal assumption that the customer is further (or not far enough) along in the thought sequence than they truly are.

### Signs and Symptoms:

- The CTA asks for a significant commitment rather than a small step.
- The CTA is positioned on page extremities (top, bottom or sides).
- The CTA produces a high degree of friction (e.g., includes form fields).

# Live Op: Audience-submitted CTA

*Where does the call-to-action fall in the thought sequence?*



**Install Central Air Conditioning or Replace Your Central Air Unit  
Schedule an Air Conditioning Installation Estimate Today!  
1.800.287.6651**

**Don't Sweat It...We'll Cool You Off!  
Enjoy a cool home with a new central air conditioning unit.**

**Schedule your free estimate now!  
We'll be in touch today to arrange a convenient time for you.**

**Schedule an Estimate Now!**

- Prompt service to replace your central air conditioning unit
- 0% Financing Available**
- We're older home specialists, ready to resolve your cooling issues
- We accept all major credit cards
- Want air conditioning this summer? The time is now!
  - High efficiency furnaces / split systems for cooling and heating
  - We recommend High efficiency Energy Star® systems
  - Energy saving air conditioning fan coils
  - Air conditioning condensing units rated by Energy Star®
  - Super quiet ductless systems - Enjoy comfort without a duct system
  - Commercial and industrial HVAC systems and roof top equipment

*When it's hot and uncomfortable it's impossible for homeowners to get anything done, whether its household chores, getting your work done in a home office, family time, relaxing or sleeping. We're here to help!*

- We've been installing central air conditioning since the early 1960s.*
- We've got more than four decades of central air conditioning experience.*
- Our trained technicians focus on every detail to insure you get the right job.*

**Reputation, Expertise, Quality... that's Bornstein Sons!  
1.800.287.6651**

First Name \*

Last Name \*

Address \*

Town \*

Email (We will not share or sell your email address) \*

May we ask how you were referred to us? \*  
-Choose One- ▼

Best Telephone Contact Number \*

Best time to call you? \*  
-Choose One- ▼

How can we help you? \*

# Known treatments



**TREATMENT #1:** Aligning the CTA more logically to the thought sequence of the customer.

# Example

From this

Logo

Internet Detective Software Program for Investigating...  
Anything about Anyone Online  
Become a [Redacted] and explore a whole new world of valuable information.  
211 million name database

**Order Now**

- ✓ Check Criminal Records - **Find The DIRT now!**
- ✓ Uncover Your **OWN** Family History!
- ✓ Find Birth, Death, **SOCIAL SECURITY**, Adoption, DMV Records, and More!
- ✓ Find how to locate UNLISTED Phone Numbers!
- ✓ Powerful Reverse Search To Find Address, Phone Number and E-mail Addresses FAST!
- ✓ Investigate Your Own CREDIT REPORTS!
- ✓ Get Your Own FBI file and see what **BIG BROTHER** knows about YOU!
- ✓ Don't be a victim of stolen identity. Protect your Identity by reviewing your own Information as an ongoing part of your monthly bill-paying routine. Identity Theft happens everyday. Protect Yourself.

Current Database 211,461,546 US residents. New additions daily. **INSTANT ACCESS.**  
No download required. Order online NOW or by fax or mail.  
Join over 750,000 happy users.

To this

Logo

Internet Detective Software Program for Investigating...  
Anything about Anyone Online  
Become a [Redacted] and explore a whole new world of valuable information.  
211 million name database

- ✓ Check Criminal Records - **Find The DIRT now!**
- ✓ Uncover Your **OWN** Family History!
- ✓ Find Birth, Death, **SOCIAL SECURITY**, Adoption, DMV Records, and More!
- ✓ Find how to locate UNLISTED Phone Numbers!
- ✓ Powerful Reverse Search To Find Address, Phone Number and E-mail Addresses FAST!
- ✓ Investigate Your Own CREDIT REPORTS!
- ✓ Get Your Own FBI file and see what **BIG BROTHER** knows about YOU!
- ✓ Don't be a victim of stolen identity. Protect your Identity by reviewing your own Information as an ongoing part of your monthly bill-paying routine. Identity Theft happens everyday. Protect Yourself.

**Become A [Redacted] In Just 2 Steps!**

Step 1:

**Continue To Step 2**

Current Database 211,461,546 US residents. New additions daily. **INSTANT ACCESS.**  
No download required. Order online NOW or by fax or mail.  
Join over 750,000 happy users.

“Continue to Step 2” aligns more logically to the thought sequence.

# Example

From this

Logo

Internet Detective Software Program for Investigating...  
Anything about Anyone Online  
Become a **member** and explore a whole new world of valuable information.  
211 million name database

[Order Now](#)

- ✓ Check Criminal Records - Find The DIRT now!
- ✓ Uncover Your OWN Family History!
- ✓ Find Birth, Death, SOCIAL SECURITY, Adoption, DMV Records, and More!
- ✓ Find how to locate UNLISTED Phone Numbers!
- ✓ Powerful Reverse Search To Find Address, Phone Number and E-mail Addresses FAST!
- ✓ Investigate Your Own CREDIT REPORTS!
- ✓ Get Your Own FBI file and see what BIG BROTHER knows about YOU!
- ✓ Don't be a victim of stolen identity. Protect your Identity by reviewing your own Information as an ongoing part of your monthly bill-paying routine. Identity Theft happens everyday. Protect Yourself.

Current Database 211,461,546 US residents. New additions daily. INSTANT ACCESS.  
No download required. Order online NOW or by fax or mail.  
Join over 750,000 happy users.

“Continue to Step 2” aligns more logically to the thought sequence.

To this

Logo

Internet Detective Software Program for Investigating...  
Anything about Anyone Online  
Become a **member** and explore a whole new world of valuable information.  
211 million name database

[Continue To Step 2](#)

Step 1:

[Continue To Step 2](#)

Current Database 211,461,546 US residents. New additions daily. INSTANT ACCESS.  
No download required. Order online NOW or by fax or mail.  
Join over 750,000 happy users.

122%  
in conversion rate

# Known treatments



**TREATMENT #1:** Aligning the CTA more logically to the thought sequence of the customer.



**TREATMENT #2:** Relocating the CTA to different places on the page.



# Example

**From this**

The screenshot shows a product page for '1/4 Page Club Flyers'. The page includes a sidebar with navigation links, a main content area with product details and pricing, and a 'Design Online' button at the bottom. A callout box labeled 'From this' points to the 'Design Online' button.

**To this**

The screenshot shows the same product page, but with the 'Design Online' button moved to the top of the page. A large graphic is overlaid on the page, featuring an upward-pointing arrow and the text '87% in conversion rate'. An orange arrow points from the text 'Moved the CTA to the top of the page.' to the 'Design Online' button.

Moved the CTA to the top of the page.

2

# Example

From this

To this

- The treatment is nearly **twice the length** of the control and the **call-to-action is at the bottom** of the page.

# Example

**From this**

SIERRA TUCCSON (866) 900-0645

Home About Us Why Sierra Tucson? Treatment Therapy Complete Treatment Photos

## Serene, Private Center for Recovery

Sierra Tucson provides individualized treatment plans to promote healing

Request your FREE confidential assessment here. Let us help you make the first step to recovery.

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Comments: \_\_\_\_\_

**CONTACT ME**

or  
Call Us:  
(866) 900-0645

Sierra Tucson provides individualized treatment designed to promote recovery from the following:

- ✓ Trauma & Abuse
- ✓ General Addiction/Compulsivity
- ✓ Obsessive-Compulsive Disorder
- ✓ Drug Addiction/Chemical Dependency
- ✓ Alcohol Addiction
- ✓ Depression, Bipolar, and Mood Disorders
- ✓ Anxiety/Panic Disorders
- ✓ Pain Management
- ✓ Eating Disorders
- ✓ Dual Diagnosis/Co-Occurring Disorders

[Chat Online with an Advisor Now](#) [Click Here](#)

**About Sierra Tucson**

Sierra Tucson is a multi-licensed, accredited psychiatric hospital that is internationally known and respected as a leader in the treatment of addiction and behavioral disorders. Professional, experienced, and caring staff develop individualized treatment plans for each patient. Progressive, effective therapists help every individual discover, confront, and learn to manage the issues of the very heart of human behavior and disease.

[Read More](#)

**Success Stories**

"My 30 days at Sierra Tucson literally saved my family and got me focused on my new journey." —Paul, TX

"Sierra Tucson has turned my life around 180 degrees. Every aspect of my life is greatly improved and enhanced!" —Crista, CA

"Sierra Tucson gave me 'new life'! With continuing in my program, I feel that my life is better... better than I have ever experienced. For me, Sierra Tucson was a 'life-saver'!" —Bob

"You gave me a 'life over' in life, and my children and I are eternally grateful." —Susan, GA

**Take the First Step to Recovery**  
Call Us:  
(866) 900-0645

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Sierra Tucson 10000 N. 103rd St. Phoenix, AZ 85024-8778 (USA) (866) 900-0645  
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**To this**

SIERRA TUCCSON (866) 900-0645

## Sierra Tucson Offering Premium Individualized Treatment & Recovery Programs for More Than 35 Years

**About Sierra Tucson**

Sierra Tucson is an internationally renowned treatment facility that has revolutionized addiction treatment through the use of experiential, nature-based, and equine-assisted therapies. Our treatment programs are based on the science of addiction and behavioral disorders. With a 40-year reputation for excellence in addiction assessment and treatment, Sierra Tucson is a leader in the field of addiction treatment. Our programs are designed to help individuals discover, confront, and learn to manage the issues of the very heart of human behavior and disease.

**Sierra Tucson provides individualized treatment designed to promote recovery from the following:**

- ✓ Trauma & Abuse
- ✓ General Addiction/Compulsivity
- ✓ Obsessive-Compulsive Disorder
- ✓ Drug Addiction/Chemical Dependency
- ✓ Alcohol Addiction
- ✓ Depression, Bipolar, and Mood Disorders
- ✓ Anxiety/Panic Disorders
- ✓ Pain Management
- ✓ Eating Disorders
- ✓ Dual Diagnosis/Co-Occurring Disorders

**Treatment Therapies**

Sierra Tucson is a multi-licensed, accredited psychiatric hospital that is internationally known and respected as a leader in the treatment of addiction and behavioral disorders. Professional, experienced, and caring staff develop individualized treatment plans for each patient. Progressive, effective therapists help every individual discover, confront, and learn to manage the issues of the very heart of human behavior and disease.

**A Typical Day at Sierra Tucson**

The day at Sierra Tucson is well-balanced and includes a 5:30 a.m. to 9:00 a.m. morning exercise program, a 9:00 a.m. to 12:00 p.m. morning program, a 12:00 p.m. to 2:00 p.m. afternoon program, a 2:00 p.m. to 5:00 p.m. afternoon program, and a 5:00 p.m. to 8:00 p.m. evening program. The day at Sierra Tucson is well-balanced and includes a 5:30 a.m. to 9:00 a.m. morning exercise program, a 9:00 a.m. to 12:00 p.m. morning program, a 12:00 p.m. to 2:00 p.m. afternoon program, a 2:00 p.m. to 5:00 p.m. afternoon program, and a 5:00 p.m. to 8:00 p.m. evening program.

**Family Program**

Sierra Tucson's Family Program is an integral part of the treatment process. Patients are strongly encouraged to bring family members with them to the program. The Family Program is a multi-licensed, accredited psychiatric hospital that is internationally known and respected as a leader in the treatment of addiction and behavioral disorders. Professional, experienced, and caring staff develop individualized treatment plans for each patient. Progressive, effective therapists help every individual discover, confront, and learn to manage the issues of the very heart of human behavior and disease.

**How To Contact Sierra Tucson**

To request an admission assessment or to learn more about our programs, please contact us at (866) 900-0645. We will be happy to assist you in making the first step to recovery.

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_

**Call Us: (866) 900-0645**

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Sierra Tucson 10000 N. 103rd St. Phoenix, AZ 85024-8778 (USA) (866) 900-0645  
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- The treatment is nearly **twice the length** of the control and the **call-to-action is at the bottom** of the page.

# Known treatments



**TREATMENT #1:** Aligning the CTA more logically to the thought sequence of the customer.



**TREATMENT #2:** Relocating the CTA to different places on the page.



**TREATMENT #3:** Relocating the CTA to previous or subsequent pages.

# Example

From this

## Set Up Your Free Account

To access the RegOnline event software enter your

,  ,  
 &  .

Select  for your event fees,  
 your  for account support, and an  
 estimated number of annual event registrants:

**Get Free Access** 

When you click "Try RegOnline" you'll be taken to our secure server to create your username and password.

Safeguarding your personal information is taken seriously at Active Network. See our [Privacy Policy](#)

To this

## Set up your free account

Name:

Email:

**Get Free Access** 

Safeguarding your personal information is taken seriously at Active Network. See our [Privacy Policy](#)

## Your Profile is Almost Complete

Company Name:

Company Phone:

Company Website:

Account Currency Type:  

Estimate how many people will come to your events in 12 months:

**Continue to Free Access Now** 

# Example

From this

## Set Up Your Free Account

To access the RegOnline event software enter your

,  ,  
 &  .

Select  for your event fees,  
 your  for account support, and an  
 estimated number of annual event registrants:

**Get Free Access** 

When you click "Try RegOnline" you'll be taken to our secure server to create your username and password.

Safeguarding your personal information is taken seriously at Active Network. See our [Privacy Policy](#)

To this

## Set up your free account

Name:

Email:

Get Free Access 

 **108%**  
in conversion rate

Your Profile is Almost Complete

Company Name:

Company Phone:

Company Website:

Account Currency Type:  

Estimate how many people will come to your events in 12 months:

**Continue to Free Access Now** 

# Example

**From this**

Electronics and Computer Science Engineering Technology Degree

Computer Engineering Technology

Computer Science Degree

**Electronics Engineering Degree**

Engineering Management Technology Degree

Information Systems

Information Systems Security

**Electronics Engineering Degree**

Grantham's Degree Programs

Grantham's Degree Programs	Credit Hours
Bachelor's Degree in Electronics Eng. Technology	126 credit hours

Description Curriculum Careers

**Program Description**

**Bachelor of Science**

The Bachelor of Science in Electronics Engineering Technology (BS-EET) program emphasizes electronics lab work and includes courses in DC/AC circuit design, advanced microprocessor design and applications, and digital and analog electronics and signal processing. Elective courses are available in power systems, control systems, and communications systems. Students learn the principles and techniques that allow them to design and evaluate electronic systems and to make recommendations regarding their use and modification.

**REQUEST MORE INFORMATION**

First Name  Last Name

Phone  Email

Which services are you interested in? Check all that apply.

Financial Aid

Military Tuition Assistance or Veterans Education Benefits

Tuition Reimbursement

**GET STARTED**

APPLY ONLINE

PROGRAM SELECTOR

SUBSCRIBE

ONLINE D

**To this**

Electronics Engineering Degree

Similar Degree Programs

Description	Curriculum	Careers	Next Steps
Electronics and Computer Science Engineering Technology Degree			<b>Next Steps</b>
Computer Engineering Technology			
Computer Science Degree			
<b>Electronics Engineering Degree</b>			

**Program Description**

**Bachelor of Science**

The Bachelor of Science in Electronics Engineering Technology (BS-EET) program emphasizes electronics lab work and includes courses in DC/AC circuit design, advanced microprocessor design and applications, and digital and analog electronics and signal processing. Elective courses are available in power systems, control systems, and communications systems. Students learn the principles and techniques that allow them to design and evaluate electronic systems and to make recommendations regarding their use and modification.

Call-to-action is on the right column of first page.

Call-to-action is moved to a subsequent page.

# Example

From this



Call-to-action is on the right column of first page.

To this



Call-to-action is moved to a subsequent page.

**120%**  
in conversion rate

# Example

From this

Call to action is on  
the right column  
of first page.

“There are two flawed “asks” that will mitigate the power of our message: (1) an “ask” to the wrong person, (2) an “ask” at the wrong time. **Doing the right thing is more important than doing the thing right.** The marketer must deliver the right message to the right prospect at the right time – or it is no longer the right message.”

To this

Call-to-action is  
moved to a  
subsequent page.



Reflection #12

*The Marketer As Philosopher*

[www.meclabs.com/philosophy](http://www.meclabs.com/philosophy)

## Essential detachment

- Is the call-to-action specific enough to appeal to the customer segment?
- Are there enough calls-to-action on the page to account for potentially distinct customer segments?
- Is the call-to-action immediately relevant to the customer's situation?
- Does the call-to-action connect to an important problem in the customer's situation?
- Does the call-to-action give the customer an inherent reason (not a command) to act now rather than later?

## Non-sequential shock

- Does the call-to-action connect to a logical sequence in the conversation?
- Is the call-to-action placed carefully above or below the fold based on customer insight rather than best practice?
- Does the page minimize the length-oriented friction required for the customer to reach the call-to-action?
- Does the page provide enough value before the placement of the call-to-action?
- Does the call-to-action ask for the minimum effective micro-yes(s) in the thought sequence?



**COGNITIVE CONDITION #3:**

# Compositional paralysis



## Cognitive Condition: **Compositional paralysis**

### Definition:

A state of confusion that halts the momentum of the prospect caused by the design of choices relative to the surrounding elements on a page.

### Root Cause:

Commonly caused by an attempt to accomplish too many company objectives with a single page.

### Signs and Symptoms:

- When the CTA is not visually distinct from the rest of the page.
- When there is a high degree of difficulty-oriented friction on the page.
- When the CTA does not fall naturally into the main eye-path of the offer.

# Live Op: Audience-submitted CTA

*How easy to digest is this call-to-action?*

**JENSEN PRECAST**

HOME PRODUCTS LOCATIONS GALLERY CONTACT US

Our forms, your function. Jensen Precast is among the largest independently owned precast concrete companies in the United States. Precast concrete is our only business, and our 40 years of expertise reflects that singular concentration. We design and manufacture standard and custom precast concrete products to meet large-scale infrastructure demands for highway construction, retaining walls, electric and gas utility, telecommunications, water, on-site wastewater, and sewage applications.

Product Categories

- Access Hatches & Covers
- Agricultural
- Box Culvert
- Electrical
- Fuel Containment Systems
- Gas and Water
- Handhole & Meter Boxes
- High Security Utility Lids
- Industrial Waste
- Onsite Wastewater Treatment
- Pipe
- Pump and Lift Stations
- Redi-Rock® Retaining Walls
- Septic Tanks
- Sewer and Storm Drain
- StoneTree Precast Fence
- Stormwater
- Stormwater Treatment Systems
- Telephone
- Transportation
- Universal Applications

Browse Products

- Browse by Agency & Utility ▶
- Browse by Location ▶

Browse Media

- YouTube Videos
- Image Gallery

**Featured Content**

**Stormvault™**

Designed by nationally recognized storm water experts, STORMVAULT was invented to capture runoff and then slowly release it to receiving waters. STORMVAULT's process of capturing and controlling the release is specifically designed to catch small particles and minimize their re-suspension. [more >](#)

**Featured Products**

**Intercept Vault Installation**

In May 2012, Jensen Precast provided a four piece PTS-69 intercept vault for AT&T to enclose existing telephone cables at a job in Pacific Grove, California. The configuration of the "intercept" type vault allows enclosure of the existing cables without having to disconnect or disturb them providing a quick and easy enclosure solution. [Our AT&T products >](#)

**Electrical Vault Installation**

Installation of Precast Concrete Main Terminal Substation (MTS) Electrical Vault at Middle Harbour, Port of Long Beach, California as a phase of the Middle Harbour Redevelopment Project in June of 2012. [video >](#)

What is MICC?

I would like to welcome you to our website. There have been many changes in the precast concrete industry since we started in 1968. [more >](#)

**Locations**

Fontana (909) 350-4111  
Fresno (559) 248-0270  
Honolulu (808) 528-1175  
Las Vegas (702) 649-0045  
Lockeford (209) 727-5573  
Orland (530) 865-4277  
Phoenix (602) 268-0228  
Sacramento (916) 991-8800  
Sparks (775) 359-6200  
Tucson (520) 748-1607

# Known treatments



**TREATMENT #1:** Reducing the number of CTA options on the page.

# Example

From this

Experience All

has to Offer with Premium Access

	Premium Options			Basic
	1 Year	3 Month	1 Month	
Deviations Per Pag	120	120	120	24
Browse Ad Free	✓	✓	✓	
Access the Archives	✓	✓	✓	
Make Polls & Journals	✓	✓	✓	
Use CSS Templates	✓	✓	✓	
Download Art to Phone	✓	✓	✓	
Become a Beta-Tester	✓	✓	✓	
Price	\$29.95	\$7.95	\$4.95	Free
Savings	50%	46%	N/A	N/A
	<a href="#">Get Access</a>	<a href="#">Get Access</a>	<a href="#">Get Access</a>	<a href="#">Get Access</a>

Differences in options are difficult to discern

To this

Experience all

has to offer with Premium Access

- ▶ Get **up to 120** Deviations per page when browsing
- ▶ Browse with **No Ads**
- ▶ Browse **Way Back** all the way to 2000
- ▶ Make Polls & Journals
- ▶ Use CSS Templates
- ▶ Download Art to your Phone

Get all the Premium Benefits	Premium	Free
Deviations Per Page	120	24
Browse Ad Free	✓	
Access the Archives	✓	
Make Polls & Journals	✓	
Use CSS Templates	✓	
Download Art to Phone	✓	
Become a Beta-Tester	✓	
Customize Your Channels	✓	
Customize How You Get Paid	✓	

Select Your Subscription Preference

- \$4.95 billed every month
- \$7.95 billed every 3 months (you save 46%)
- \$29.95 billed every 12 months (you save 50%)

[Get Premium Access](#)

Options are simplified

# Example

From this

Experience All has to Offer with Premium Access

	Premium Options			Basic
	1 Year	3 Month	1 Month	
Deviations Per Pag	120	120	120	24
Browse Ad Free	✓	✓	✓	
Access the Archives	✓	✓	✓	
Make Polls & Journals	✓	✓	✓	
Use CSS Templates	✓	✓	✓	
Download Art to Phone	✓	✓	✓	
Become a Beta-Tester	✓	✓	✓	
Price	\$29.95	\$7.95	\$4.95	Free
Savings	50%	46%	N/A	N/A
	<a href="#">Get Access</a>	<a href="#">Get Access</a>	<a href="#">Get Access</a>	<a href="#">Get Access</a>

Differences in options are difficult to discern

To this

Experience all has to offer with Premium Access

▶ Get up to 120 Deviations per page when browsing  
 ▶ Browse with No Ads  
 ▶ Browse Way Back all the way to 2000  
 ▶ Make Polls & Journals  
 ▶ Use CSS Templates  
 ▶ Download Art to your Phone

Get all the Premium Benefits

	Premium	Free
Deviations Per Page	120	24
Browse Ad Free	✓	
Access the Archives	✓	
Make Polls & Journals	✓	
Use CSS Templates	✓	
Download Art to your Phone	✓	
Become a Beta-Tester	✓	
Customize Your Channels	✓	
Customize How You Get Paid	✓	

36% in paid subscriptions

[Get Premium Access](#)

Options are simplified

# Example

From this

HEALTH CARE	BUSINESS	INFORMATION TECHNOLOGY
<ul style="list-style-type: none"> <li>Registered Nurse to B.S. Nursing</li> <li>Registered Nurse to M.S. Nursing with five specializations</li> <li>M.S. Nursing with five specializations</li> <li>MBA Health Care</li> <li>Doctor of Nursing Practice Executive Leadership</li> <li>Doctor of Nursing Practice Educational Leadership</li> <li>Infection Prevention and Control Certificate</li> </ul>	<ul style="list-style-type: none"> <li>B.S. Business Administration</li> <li>MBA</li> <li>MBA Health Care</li> <li>M.S. Business Intelligence</li> </ul>	<ul style="list-style-type: none"> <li>A.S. Geographic Information Systems</li> <li>B.S. Computer Science, Software Development</li> <li>B.S. Geographic Information Systems</li> <li>B.S. Information Systems</li> <li>B.S. Information Technology, Networking</li> <li>M.S. Computer Science with three specializations</li> <li>M.S. Information Systems</li> <li>Master of Geospatial Information Systems</li> <li>Geospatial Information Systems Graduate Certificate</li> </ul>

To this

HEALTH CARE	BUSINESS	INFORMATION TECHNOLOGY
<p>offers several online health care degrees designed to meet the evolving demands of the health care sector.</p>	<p>offers several bachelor's and master's degree programs tailored to meet the demands of today's organizations.</p>	<p>offers programs designed to give student the tools, technologies and skills to better their organizations through technology.</p>
<div style="background-color: #333; color: white; padding: 5px; border-radius: 10px; display: inline-block;">View Programs</div>	<div style="background-color: #333; color: white; padding: 5px; border-radius: 10px; display: inline-block;">View Programs</div>	<div style="background-color: #333; color: white; padding: 5px; border-radius: 10px; display: inline-block;">View Programs</div>

The design creates difficulty for customers trying to understand what they can expect from a click.

This design is adjusted to ensure that customers will clearly understand where they will go and what they should expect.

# Example

From this

HEALTH CARE	BUSINESS	INFORMATION TECHNOLOGY
<ul style="list-style-type: none"> <li>Registered Nurse to B.S. Nursing</li> <li>Registered Nurse to M.S. Nursing with five specializations</li> <li>M.S. Nursing with five specializations</li> <li>MBA Health Care</li> <li>Doctor of Nursing Practice Executive Leadership</li> <li>Doctor of Nursing Practice Educational Leadership</li> <li>Infection Prevention and Control Certificate</li> </ul>	<ul style="list-style-type: none"> <li>B.S. Business Administration</li> <li>MBA</li> <li>MBA Health Care</li> <li>M.S. Business Intelligence</li> </ul>	<ul style="list-style-type: none"> <li>A.S. Geographic Information Systems</li> <li>B.S. Computer Science, Software Development</li> <li>B.S. Geographic Information Systems</li> <li>B.S. Information Systems</li> <li>B.S. Information Technology, Networking</li> <li>M.S. Computer Science with three specializations</li> <li>M.S. Information Systems</li> <li>Master of Geospatial Information Systems</li> <li>Geospatial Information Systems Graduate Certificate</li> </ul>



The design creates difficulty for customers trying to understand what they can expect from a click.

This design is adjusted to ensure that customers will clearly understand where they will go and what they should expect.

# Example

From this

Bookmark | Tell a Friend | Site Map | FAQ's | Media | Search

CUSTOMER LOGIN  
VIEW SHOPPING CART

Research Your Next Vacation  
Book Your Tickets and Lodging  
Share Your Experiences

CUSTOMER SUPPORT

Activities | Hotels | Groups | Vacation Packages | Contact Us

DESTINATIONS : CABO SAN LUCAS, MEXICO : SHOPPING CART

Current Order Details	Total
<b>America's Cup Sailing</b>	\$265.90
<b>Details:</b> 2 Adults \$132.95 Each Date: Tuesday, May 19, 2009 10:00 AM Location: Cabo San Lucas, Baja California Sur Update Your Date/Time Preference: Tue, May 19, 2009 at 10:00 AM	
<a href="#">View Lodging Options</a>   <a href="#">Add More Activities</a>   <a href="#">Checkout Without Lodging</a>	
<b>TOTAL DUE:</b> <b>\$265.90 USD</b>	

(All prices are in US Dollars)

Site Map | Gift Certificates | Privacy Policy | Terms of Use | Terms of Sale | Advertise | Vendors | Travel Agents | Contact Us

To this

Bookmark | Tell a Friend | Site Map | FAQ's | Media | Search

CUSTOMER LOGIN  
VIEW SHOPPING CART

Research Your Next Vacation  
Book Your Tickets and Lodging  
Share Your Experiences

CUSTOMER SUPPORT

Activities | Promotions | Hotels | Groups | Vacation Packages | Contact Us

DESTINATIONS : WILLIAMSBURG : SHOPPING CART

Current Order Details	Total
<b>Busch Gardens 1 Day Pass</b>	\$123.90
<b>Details:</b> 2 Adults \$61.95 Each Attend Any Day During Your Vacation Location: Williamsburg, VA <a href="#">Add Another Activity</a>	
<b>Lodging:</b> <a href="#">Add Lodging to Your Activities</a>	
<b>Total:</b> \$123.90 USD <small>(All prices are in US Dollars)</small>	

"Great fun. Easy to order tickets and book hotels over the net and ran very smoothly on arrival."  
 Karen Blakesley - Lansing, KS

[Email me this vacation](#) | [Checkout](#)

BBB OnLine RELIABILITY PROGRAM

Site Map | Gift Certificates | Privacy Policy | Terms of Use | Terms of Sale | Contact Us

# Example

From this

Bookmark | Tell a Friend | Site Map | FAQ's | Media | Search

CUSTOMER LOGIN  
VIEW SHOPPING CART

Research Your Next Vacation  
Book Your Tickets and Lodging  
Share Your Experiences

CUSTOMER SUPPORT

Activities | Hotels | Groups | Vacation Packages | Contact Us

DESTINATIONS : CABO SAN LUCAS, MEXICO : SHOPPING CART

Current Order Details		Total
America's Cup Sailing		\$265.90
Details: 2 Adults \$132.95 Each		
Date: Tuesday, May 19, 2009 10:00 AM		Update Your Date/Time Preference:
Location: Cabo San Lucas, Baja California Sur		Tue, May 19, 2009 at 10:00 AM
<a href="#">View Lodging Options</a> <a href="#">Add More Activities</a> <a href="#">Checkout Without Lodging</a>		<b>TOTAL DUE:</b> <b>\$265.90 USD</b>
(All prices are in US Dollars)		

Site Map | Gift Certificates | Privacy Policy | Terms of Use | Terms of Sale | Advertise | Vendors | Travel Agents | Contact Us

To this

Bookmark | Tell a Friend | Site Map | FAQ's | Media | Search

CUSTOMER LOGIN  
VIEW SHOPPING CART

Research Your Next Vacation  
Book Your Tickets and Lodging  
Share Your Experiences

CUSTOMER SUPPORT

Activities | Promotions | Hotels | Groups | Vacation Packages | Contact Us

DESTINATIONS : WILLIAMSBURG : SHOPPING CART

Current Order Details		Total
Busch Gardens 1 Day Pass		\$123.90
Details: 2 Adults \$61.95 Each		
Attend Any Day		Update Your Date/Time Preference:
Location: Williamsburg		Tue, May 19, 2009 at 10:00 AM
<a href="#">Add Another</a>		<b>TOTAL DUE:</b> <b>\$123.90 USD</b>
Lodging: <a href="#">Add Lodging to your reservation</a>		
		<b>Total:</b> \$123.90 USD <small>(All prices are in US Dollars)</small>

36.5%  
in conversions

"Great fun. Easy to order tickets and book hotels over the net and ran very smoothly on arrival."  
Karen Blakesley - Lansing, KS

[Email me this vacation](#) [Checkout](#)

BBBOnline RELIABILITY PROGRAM

Site Map | Gift Certificates | Privacy Policy | Terms of Use | Terms of Sale | Contact Us

# Known treatments



**TREATMENT #1:** Reducing the number of CTA options on the page.



**TREATMENT #2:** Adding contrast to the CTA relative to the rest of the page.

# 3

## Example

The primary, desired call-to-action is difficult to clearly see in this design.



This design is adjusted to ensure customers will see the opportunity to create a free alert.



↑ 2,793%  
in alerts created

# Known treatments



**TREATMENT #1:** Reducing the number of CTA options on the page.



**TREATMENT #2:** Adding contrast to the CTA relative to the rest of the page.



**TREATMENT #3:** Moving the CTA into the main eye-path of the page.

# Example

From this

The original product page for 'Convict Conditioning' features a dark header with navigation links (PRODUCTS, FORUMS, MEDIA CENTER, WORKSHOPS, ARTICLES, INSTRUCTORS, CATALOG, OUR DIFFERENCE) and a search bar. The main content area includes a quote from Pavel Tsatsouline, a product image, a 'One-Year, 100% Money Back Guarantee' badge, a 'RATED 5.01 out of 5.0' star rating, a price tag of '\$39.95', and an 'ADD TO CART' button. Below the product description, there is a 'FREE REPORT' offer and a 'BESTSELLERS' section with a 'Enter the Kettlebell' button.

To this

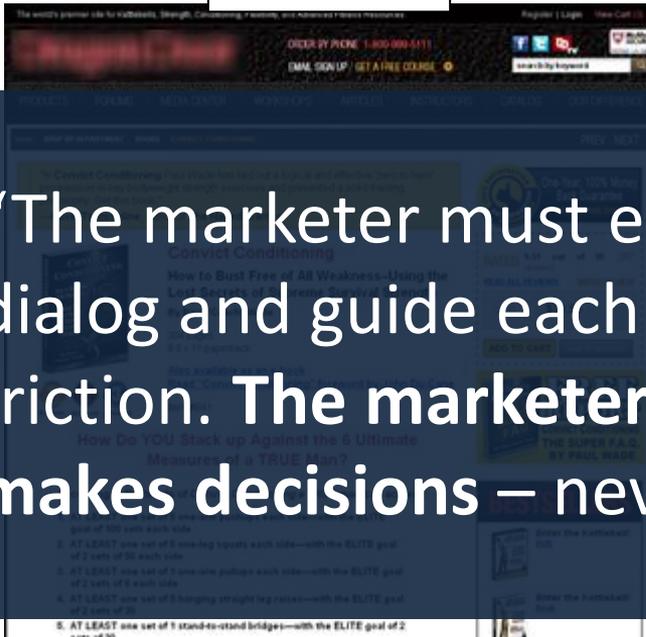
The optimized product page for 'Convict Conditioning' features a clean, white layout. The header is dark with navigation links and a search bar. The main content area includes a product image, the title 'Convict Conditioning by Paul "Coach" Wade', a sub-headline 'How to Bust Free of All Weakness—Using the Lost Secrets of Supreme Survival Strength', and a detailed description. A 'Read Convict Conditioning foreword + by John Du Cane' section is highlighted. A 'GUARANTEED' badge is prominently displayed. The 'ADD TO CART' button is a large, yellow, rounded rectangle. Below the product description, there is a 'FREE REPORT' offer and a 'BESTSELLERS' section with a 'Enter the Kettlebell' button.



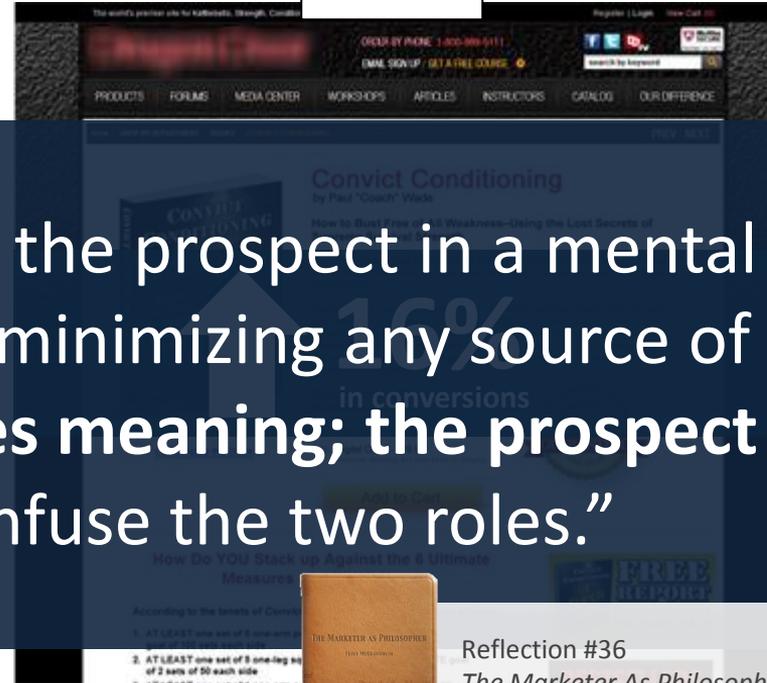
16%  
in conversions

# Example

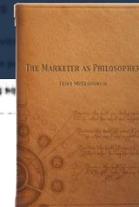
From this



To this



“The marketer must engage the prospect in a mental dialog and guide each step, minimizing any source of friction. **The marketer makes meaning; the prospect makes decisions** – never confuse the two roles.”



Reflection #36

*The Marketer As Philosopher*

[www.meclabs.com/philosophy](http://www.meclabs.com/philosophy)



**COGNITIVE CONDITION #4:**

# Elemental paralysis



## Cognitive Condition: **Elemental paralysis**

### Definition:

A state of confusion that halts the momentum of the prospect caused by the similarity of substance among competing CTAs.

### Root Cause:

Commonly caused by the marketer's inability to see and/or explain the differences between two or more "asks."

### Signs and Symptoms:

- When there are two or more similar CTAs on the page.
- When there are two or more primary customer profiles coming to the page.
- When there are two or more incremental levels of motivation in a single customer profile.

# Live Op: Audience-submitted CTA

*How distinct is the substance between the CTAs on this page?*

The screenshot displays the Humana website's Medicare section. At the top, the Humana logo is on the left, and navigation links for 'For Individuals & Families', 'For Employers', 'For Agents & Brokers', and 'For Providers' are on the right. Below the logo, there are links for 'Investor Relations', 'Customer Support', and 'Español', along with a search bar. A secondary navigation bar includes 'Individuals & Families >', 'Medicare >', 'Insurance Through Your Employer >', and a prominent green 'Sign in or Register >' button.

The main content area features a large background image of an elderly couple on a beach. Overlaid on this is a white box with the heading 'Shop 2014 Medicare Coverage'. Below the heading, it says 'Enter your ZIP code below to view plans in your area. Compare benefits, estimate costs and enroll online!'. There is a text input field labeled 'Zip Code' and a green 'Go' button with a right-pointing arrow.

Below this, there is a breadcrumb trail: 'Home Medicare Products and Services'. The next section has the heading 'Find the right Medicare plan for your unique needs' and a small image of a woman working on a laptop. Below the heading, it says 'Are you new to Medicare, or looking to explore your options? Humana can help. With Humana's online enrollment tools you can compare benefits, estimate costs, and enroll online.' At the bottom of this section is a green button with a right-pointing arrow and the text 'Find a plan'.

# Known treatments



**TREATMENT #1:** Aligning each path to distinctly separate customer interests.

# 4

## Example

To the customer, these three calls-to-action are difficult to separate.

- *Are You a Candidate?*
- *News*
- *Research*

These three calls-to-action, however, are written to help the customer immediately identify their ideal path.



# Known treatments



**TREATMENT #1:** Aligning each path to distinctly separate customer interests.



**TREATMENT #2:** Aligning each path to distinctly separate products.

# Example

**From this**

**SearchReach »**

Get your message online and in search for \$129 per release.

Order SearchReach

- ✔ Post to PRNewswire.com, the industry's most trafficked website
- ✔ Make your news findable by search & news engines (Google, Bing, Yahoo!)
- ✔ Drive traffic to your website with live site preview
- ✔ Reach subscribers and bloggers with RSS
- ✔ Find your release posts with a search-friendly permalink URL
- ✔ Take your message viral via our embedded social media toolbar

**WebReach »**

Enhance your message with an image and drive traffic to your site for just \$299 per release.

Order WebReach

All the benefits of SearchReach +PLUS

- ✔ Optimize your message with an image
- ✔ Distribute to the iReach syndication network of 1,000+ websites
- ✔ Leverage your message to get links from authoritative websites
- ✔ Measure visibility via PR Newswire's ReleaseWatch™ reporting

**WebReach Plus »**

Reach millions of viewers and display your photo on the Reuters Sign in Times Square for \$449 \$399 per release.

Order WebReach Plus

All the benefits of WebReach +PLUS

- ✔ Distribute to the iReach syndication network of 1,000+ websites
- ✔ Showcase your photo on the Reuters Sign in the heart of Times Square and demand the attention of a diverse audience
- ✔ Receive a low-resolution webcam snapshot of your photo and headline displayed on the Reuters Sign, one of the world's largest digital signs
- ✔ View sample photos

- To the customer, the only immediate, discernible difference between the three options is the name and price.

**To this**

**Choose a distribution option below to start creating:**

Post to PRNewswire.com, the industry's most trafficked website.	✔	✔	✔
Make your news <b>findable by search &amp; news engines</b> (Google, Bing, Yahoo!)	✔	✔	✔
<b>Drive traffic</b> to your website with <b>live site preview</b> .	✔	✔	✔
<b>Reach</b> subscribers and bloggers with <b>RSS</b> .	✔	✔	✔
Find your release posts with a <b>search-friendly permalink URL</b> .	✔	✔	✔
<b>Go viral</b> with our <b>social media toolbar</b> .	✔	✔	✔
Optimize your message with an <b>image</b> .	✔	✔	✔
Distribute to the iReach syndication network of <b>1,000+ websites</b>	✔	✔	✔
Leverage your message to get links from <b>authoritative websites</b>	✔	✔	✔
<b>Measure visibility</b> via PR Newswire's <b>Release Watch reporting</b> .	✔	✔	✔
Showcase your photo on the <b>Reuters' sign*</b> in the heart of <b>Times Square</b>	✔	✔	✔
Receive a <b>webcam snapshot</b> of your photo and headline displayed on the Reuters sign.	✔	✔	✔
<b>Choose the option that best fits your need:</b>	<b>\$129</b>	<b>\$299</b>	<b>\$399</b>
	Order Search Reach	Upgrade to Web Reach	Upgrade to Web Reach PLUS

\* Through a partnership with Times Square2, PR Newswire distributes clients' photos and headlines directly to the Reuters Sign in New York City's Times Square.

- In this treatment, copy is rewritten and presented to provide an immediate distinction between products, helping customers identify their ideal path.

# Example

**From this**

**SearchReach »**

Get your message online and in search for \$129 per release.

Order SearchReach

- ✔ Post to PRNewswire.com, the industry's most trafficked website
- ✔ Make your news findable by search & news engines (Google, Bing, Yahoo!)
- ✔ Drive traffic to your website with live site preview
- ✔ Reach subscribers and bloggers with RSS
- ✔ Find your release posts with a search-friendly permalink URL
- ✔ Take your message viral via our embedded social media toolbar

**WebReach »**

Enhance your message with an image and drive traffic to your site for just \$299 per release.

Order WebReach

All the benefits of SearchReach +PLUS

- ✔ Optimize your message with an image
- ✔ Distribute to the iReach syndication network of 1,000+ websites
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All the benefits of WebReach +PLUS

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- ✔ Showcase your photo on the Reuters Sign in the heart of Times Square and demand the attention of a diverse audience
- ✔ Receive a low-resolution webcam snapshot of your photo and headline displayed on the Reuters Sign, one of the world's largest digital signs
- ✔ View sample photos

**To this**

**Choose a distribution option below to start creating:**

Post to PRNewswire.com, the industry's most trafficked website.	✔	✔	✔
Make your news <b>findable by search &amp; news engines</b> (Google, Bing, Yahoo!)	✔	✔	✔
<b>Drive traffic</b> to your website with <b>live site preview</b> .	✔	✔	✔
Reach subscribers and bloggers with RSS	✔	✔	✔
Find your release posts with a search-friendly permalink URL	✔	✔	✔
Go viral with our social media toolbar	✔	✔	✔
Optimize your message with an image	✔	✔	✔
Distribute to the iReach syndication network of 1,000+ websites	✔	✔	✔
Leverage your message to get links from authoritative websites	✔	✔	✔
Measure visibility via PR Newswire's ReleaseWatch™ reporting	✔	✔	✔
Showcase your photo on the Reuters Sign in the heart of Times Square	✔	✔	✔
Receive a <b>webcam snapshot</b> of your photo and headline displayed on the Reuters sign.	✔	✔	✔



# 63%

## in revenue/visit

<b>Choose the option that best fits your need:</b>	\$129	\$299	\$399
Order Search Reach	Upgrade to Web Reach	Upgrade to Web Reach PLUS	

\* Through a partnership with Times Square2, PR Newswire distributes clients' photos and headlines directly to the Reuters Sign in New York City's Times Square.

- To the customer, the only immediate, discernible difference between the three options is the name and price.

- In this treatment, copy is rewritten and presented to provide an immediate distinction between products, helping customers identify their ideal path.

# Known treatments



**TREATMENT #1:** Aligning each path to distinctly separate customer interests.



**TREATMENT #2:** Aligning each path to distinctly separate products.



**TREATMENT #3:** Aligning each path to distinctly separate steps in a process.

# Example

From this

**3 Easy Ways to Get Started with [Company] Trading** BARRON'S Top Rated 2009

Learn	Compare	Get Free Access
<ul style="list-style-type: none"> <li>• Forex</li> <li>• Stocks</li> <li>• Options</li> <li>• Futures</li> </ul>	<ul style="list-style-type: none"> <li>• Commissions</li> <li>• Trading Platforms</li> <li>• Order Routing System</li> </ul>	<ul style="list-style-type: none"> <li>• Live Forex and Equity Account Demos</li> <li>• Live webinars on popular topics</li> <li>• Setup a live [Company] Account</li> </ul>

- This call-to-action set assumes most arriving customers are interested in quickly finding the right information.

To this

**3 Easy Ways to Get Started with [Company] Trading** BARRON'S Top Rated 2009

Join a Webinar	Try a Real Time Demo	Open a Live Account
See how our pros trade with live webinars and training.	Experience all [Company] has to offer with a free, live demo.	Get approved for a live account and begin increasing your bottom line.

- This call-to-action tests to discover if arriving customers are interested in various degrees of first steps.

# Example



- This call-to-action set assumes most arriving customers are interested in quickly finding the right information.
- This call-to-action tests to discover if arriving customers are interested in various degrees of first steps.

# Example

From this

“Marketers, in their role as philosophers, must keep management from gaining **internal clarity at the expense of external clarity**. It is dangerous to succumb to the illusion that the prospect sees our company the way we see it.”

- This call-to-action set assumes most arriving customers are interested in quickly finding the right information



Reflection #24

*The Marketer As Philosopher*

[www.meclabs.com/philosophy](http://www.meclabs.com/philosophy)

## Compositional paralysis

- Does the page have the minimum number of calls-to-action possible?
- Does the call-to-action design “pop” in the context of the rest of the page?
- Does the button for the call-to-action appear to be clickable?
- Is the call-to-action in the main eye-path of the offer messaging?
- Does the call-to-action naturally draw the eye through the page to the final decision point?

## Elemental paralysis

- Is each call-to-action on the page categorically different from the others?
- Does each call-to-action appeal to a specific customer segment that is significant in the visitor demographics?
- Is the correct path for a significant customer segment immediately clear?
- Is the primary offer clearly emphasized and distinct from tertiary offers?



**COGNITIVE CONDITION #5:**

# Terminal anxiety



## Cognitive Condition: **Terminal anxiety**

### Definition:

A state of impending decision reversal or hesitation due to unaddressed questions or concerns.

### Root Cause:

Commonly caused by underestimating the concern or last-minute fears of the customer.

### Signs and Symptoms:

- When the CTA requires information through a form.
- When the CTA is closer to the macro-yes of the offer.
- When the CTA lacks nearby credibility indicators.

*What concerns are left  
unaddressed for this CTA?*

**Order your free book today.**

\*Country

\*First name

\*Last name

\*Email

\*Address Line 1

Address Line 2

\*Zip Code

\*City

\*State

How did you hear about GFA?

Receive our weekly Email Digest—be inspired as you see how God is transforming lives in South Asia.

Send me text messages for urgent updates

**Order Free Book**

# Known treatments



**TREATMENT #1:** Overcorrecting for any last-minute specific concerns that may have arisen in the process.

# Experiment: Background



**Experiment ID:** TP1070

**Record Location:** MECLABS Research Library

**Research Partner:** *[Protected]*

## Research Notes:

**Background:** A national computer hardware and multimedia retailer with a significant online and offline presence.

**Goal:** To increase total cart conversions and revenue per conversion.

**Research Question:** Which treatment will generate the highest conversion rate and revenue per conversion?

**Test Design:** A/B variable cluster test

# Experiment: Control

Control cart

## Your Cart

DESCRIPTION	QTY	AVAILABILITY	UNIT PRICE	TOTAL
A180-1242 :: Acer AcerPower S290-UC4201P Intel Desktop PC - Intel Celeron 420 1.60GHz, 512MB DDR2, 80GB SATA, Dual Layer DVD±RW, 10/100 LAN, Windows XP Professional (60 lbs)	2	In Stock	\$369.99	\$739.98

Click  to remove the item from your cart.            SUBTOTAL \$739.98

Enter Zip Code to Calculate Shipping & Tax:  (60)      S&H Enter a Zip Code

(We only charge tax in FL, IL and NC)      TAX -----

TOTAL \$739.98

Total Cart Weight: 60 lbs

Or Use

Fast checkout through Google      Safe Shopping Guarantee

---

**Quick Cart**    Select to search by:  Item #     Mfr. Part #         ?

May we recommend the following items with your order...

 <p>Ultra 512MB PC4200 DDR2 633MHz Memory</p>	 <p>Acer 2 Year Extended Service Plan for Desktops</p>	 <p>Ultra 1024MB PC4200 DDR2 633MHz Memory</p>
--	---	---

- A closer look at the control cart page reveals that all supporting content is focused on making an upsell.

#WebOpt14

web optimization  
 summit 2014

# Experiment: Treatment

Treatment cart

## Your Cart

DESCRIPTION	QTY	AVAILABILITY	UNIT PRICE	TOTAL
 S168-1218 :: Sony VGP-BPL5A VAIIO Laptop Battery - Large Capacity Li-Ion Battery for Sony VAIIO TX600, TX700, TX800 & TXN series (1 lbs)	1	Ships within 24 Hours	\$249.99	\$249.99

Click  to remove the item from your cart. UPDATE QTY. ▲

Enter Zip Code to Calculate Shipping & Tax: (We only charge tax in FL, IL, TX, and NC)  GO

SUBTOTAL \$249.99  
S&H  
TAX  
TOTAL \$249.99

Total Cart Weight: 1 lbs

### 3 Convenient Ways To Check Out

  
 Fast checkout through Google  
What is Google Checkout?

Or

  
 Check out with PayPal  
The safer, easier way to pay

Or

  
 PROCEED TO SECURE CHECK OUT  
Safe Shopping Guarantee

Payments as low as \$10/mo. DOWN Later  
Subject to credit approval. Details

**CONTINUE SHOPPING**

**"You guys ROCK!"**  
*It is very rare that you can find BOTH the best price AND get the best service. I have no idea how I recieved it so soon after placing the order. I had expected my cable router the following week. It was remarkably safely packed and factory sealed.*  
 Reviewed by: AJCrowe on Apr 27, 2007






Deal Alerts:   Bookmark To: 

Have Questions?

**Live Chat**  
Click to chat with an agent 

Give Us A Call Toll Free  
800-800-8300 

**Testimonials**

**YES!!!**

I have been ordering parts from [redacted] for the last 4 years for both personal and business related projects. Each time I have been completely satisfied with the quality of the products that I have ordered and with the service. I did have a part come in bad, but they were so fast to replace it themselves instead of having to deal with the manufacture. The thing that I like most about [redacted] is that most other web-based companies can't do is the excellent descriptions and photo galleries of the products. This has helped me countless times to ensure that I am getting the right product and I have always received the product exactly as it is advertised. Great place to shop!

Reviewed by: creekbeast

- Instead of using this space to make an upsell, we use it to address specific concerns about service, price and security.

# Experiment: Side by side

**Your Cart**

Control cart

DESCRIPTION	QTY	AVAILABILITY	UNIT PRICE	TOTAL
A180-1242 :: Acer AcerPower S290-UC4201P Intel Desktop PC - Intel Celeron 420 1.60GHz, 512MB DDR2, 80GB SATA-, Dual Layer DVD±RW, 10/100 LAN, Windows XP Professional (60 lbs)	2	In Stock	\$369.99	\$739.98

Click (X) to remove the item from your cart.

Enter Zip Code to Calculate Shipping & Tax: (We only charge tax in FL, IL and NC)

UPDATE QTY:

SUBTOTAL: **\$739.98**

S&H: Enter a Zip Code

TAX: -----

TOTAL: **\$739.98**

Total Cart Weight: 60 lbs

Fast checkout through Google

Or Use

**PROCEED TO SECURE CHECK OUT**

Safe Shopping Guarantee

**CONTINUE SHOPPING**

**Quick Cart** Select to search by:  Item #  Mfr. Part #  Enter Search Value

May we recommend the following items with your order...

Ultra 512MB PC4200 DDR2 533MHz Memory

Acer 2 Year Extended Service Plan for Desktops

Ultra 1024MB PC4200 DDR2 533MHz Memory

**Today's Gift Deal!**

**GeForce 7300 GT**  
512MB DDR2 PCI Express DVI/VGA/HDTV SLI Ready

**SAVE \$10 \$3999\***

Deal Ends noon (ET) Tuesday

[CLICK HERE!](#)

0 days, 18 hours, 28 minutes and 11 seconds left

**My Account**

Welcome! [Log In](#) or [Create Account](#)

[Invoice Copies](#)

**Your Shopping Cart**

1 Items  
Total: \$739.98

**No Wallet. No Worry.**  
Subject to credit approval. Details.

**Bookmark This Page!**

**Testimonials**

Best Website Online For Computers And Electronics

**Your Cart**

Treatment cart

DESCRIPTION	QTY	AVAILABILITY	UNIT PRICE	TOTAL
S188-1218 :: Sony VGP-BFL5A V/AID Laptop Battery - Large Capacity Li-Ion Battery for Sony VAIO TX800, TX700, TX600 & TX5 Series (1 lbs)	1	Ships within 24 Hours	\$249.99	\$249.99

Click (X) to remove the item from your cart.

Enter Zip Code to Calculate Shipping & Tax: (We only charge tax in FL, TX, and NC)

UPDATE QTY:

SUBTOTAL: **\$249.99**

S&H: Enter a Zip Code

TAX: -----

TOTAL: **\$249.99**

Total Cart Weight: 1 lbs

**3 Convenient Ways To Check Out**

Fast checkout through Google

What is Google Checkout?

Or

The safer, easier way to pay

Or

**PROCEED TO SECURE CHECK OUT**

Safe Shopping Guarantee

**CONTINUE SHOPPING**

Payments as low as \$10/mo. Checkout **BillMeLater**. Subject to credit approval. Details

**"You guys ROCK!"**

*It is very rare that you can find BOTH the best price AND get the best service. I have no idea how I received it so soon after placing the order. I had expected my cable router the following week. It was remarkably safely packed and factory sealed.*

Reviewed by: AJCrowe on Apr 27, 2007

TESTED DAILY 28-AUG

4.56

Deal Alerts:

Bookmark To:

# Experiment: Results



## 11.6% increase in revenue per conversion

*The treatment generated 3.69% more conversions and 11.6% more revenue per conversion.*

Design	Revenue/Conversion
Control	\$49.14
Treatment	\$54.84
<b>Relative Difference</b>	<b>11.6%</b>



**What You Need to Understand:** By addressing anticipated anxiety at critical points of decision, the treatment generated 3.69% more sales in addition to 11.6% more revenue per cart, **resulting in a projected \$53,000,000+ annual increase in revenue.**

# Known treatments



**TREATMENT #1:** Overcorrecting for any last-minute specific concerns that may have arisen in the process.



**TREATMENT #2:** Addressing customer questions or concerns in close proximity to the call-to-action.

# Example

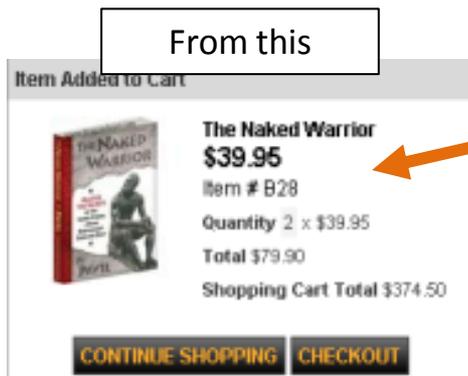


This “add to cart” pop-up summarizes their action with essential product information.

This pop-up, however, re-emphasizes a money-back guarantee presented earlier in the process.



# Example



This “add to cart” pop-up summarizes their action with essential product information.

This pop-up, however, re-emphasizes a money-back guarantee presented earlier in the process.



# Example

This call-to-action form isolates all content before the information exchange begins.

From this

City:

State/Province:

Postal Code:

Country:

Email Address:

This form, however, adds a single testimonial to support the moment of action.

To this

City:

State/Province:

Postal Code:

Country:

Email Address:

"We chose  because it offered the most complete set of tools that we needed in order to meet our goal."  
— Bruce Ray Buck, Design Engineer  
Dometic Corporation

# Example

This call-to-action form isolates all content before the information exchange begins.

From this

City:

State/Province:

Postal Code:

Country:

Email Address:

This form, however, adds a single testimonial to support the moment of action.

To this

City:

State/Province:

Postal Code:

Country:

Email Address:

**35%**  
in conversion

"We chose \_\_\_\_\_ because it offered the most complete set of tools that we needed in order to meet our goal."  
— Bruce Ray Buck, Design Engineer  
Dometic Corporation

# Example

This call-to-action form isolates all content before information exchange begins.

This form, however, adds a single

“Anxiety is the emotional cost of risk, and often this cost outweighs the rational expectation of the marketer. **Anxiety cannot be corrected with a rational measure;** the marketer must assault the source of anxiety with a full-on barrage of credible counters.”



Reflection #37

*The Marketer As Philosopher*

[www.meclabs.com/philosophy](http://www.meclabs.com/philosophy)



**COGNITIVE CONDITION #6:**

# Transitional vertigo



## Cognitive Condition: **Transitional vertigo**

### Definition:

A state of mismatched expectation caused by a disconnect in the messaging of the CTA in a previous page and the messaging of the offer in the subsequent page.

### Root Cause:

Commonly caused by focusing too much on one step and ignoring the overall path.

### Signs and Symptoms:

- When the CTA does not logically connect with the headline of the subsequent page.
- When the CTA fails to set the proper expectation of the next step in the process.
- When the customer cannot gain clarity within seven seconds after clicking the CTA.

# Live Op: Audience-submitted CTA

## Shopping Cart

[Proceed to Checkout](#)

	Product Name	Unit Price	Qty	Subtotal	
	Stay+Play Wireless Fence® PIF00-12917	\$299.95	<input type="text" value="2"/> <a href="#">Update</a>	\$599.90	<a href="#">Remove Item</a>

[Continue Shopping](#)  [Proceed to Checkout](#)

---

### Discount Code

Enter your coupon code

[Apply Coupon](#)

### Estimate Shipping and Tax

Enter your destination to get a shipping estimate.

\*Country

State/Province

Zip/Postal Code

### Your Order

Subtotal	\$599.90
Grand Total	\$599.90

[Proceed to Checkout](#)

*Is the expectation produced by the CTA met on the subsequent page?*

## Checkout

1 Checkout Method

### Login

Already registered? Please log in below:

Email Address\*

Password\*

[Forgot Your Password?](#)

[Login](#)

### Register to Create an Account

By creating an account with our store, you will be able to move through the checkout process faster, store multiple shipping addresses, view and track your orders in your account and more.

[Register](#)

\* Required Fields

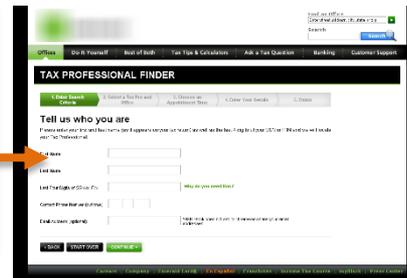
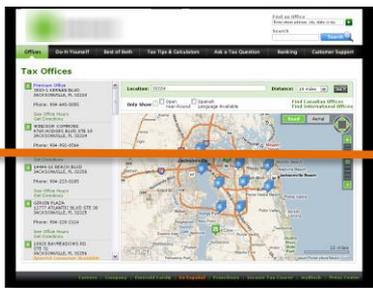
# Known treatments



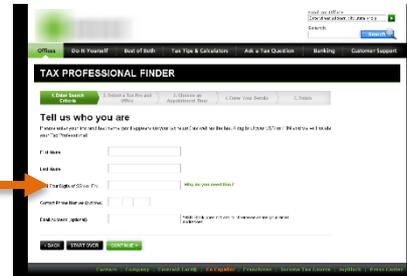
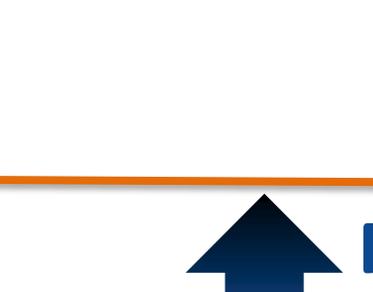
**TREATMENT #1:** Changing the destination URL to a page that aligns more closely to the substance of the previous “ask.”

# 6 Example

From this



To this



533%  
in conversions

# Example

From this

From key bodyweight strength exercises and presented a solid training  
Get this book"  
satsoulne, author of *The Naked Warrior*

Item Added to Cart

**Convict Conditioning**

\$39.95  
Item #B41  
Quantity 1 x \$39.95  
Total \$39.95  
Shopping Cart Total \$39.95

Continue Shopping **Checkout**

100% MONEY BACK GUARANTEED

SHOPPING CART Already a Member? Sign In Username Password SIGN IN Forget Password?

View Saved Orders Save Your Order Need help with your order? Continue shopping Bring me back to:

ITEM NAME	PRICE	QTY	TOTAL	EDIT
Enter the Kettlebell Item #B1	\$39.95	2	\$79.90	EDIT DELETE

Shipping Cart Support Promotions **UPDATE SHOPPING CART**

Shipping \$0.00  
Sub Total \$79.90  
Total \$79.90  
**PROCEED TO SECURE CHECKOUT**  
REGISTER FOR MORE COURSES

SHOPPING CART Already a Member? Sign In Username Password SIGN IN Forget Password?

View Saved Orders Save Your Order Need help with your order? Continue shopping Bring me back to:

**STEP 1: BILLING INFORMATION**

**Address** As it appears on credit card statement Indicates required field

First Name Last Name  
Address  
City Country United States  
State Select State Zip/Postal Code  
Phone

**Email**

Email  
 Yes, I would like to receive periodic email newsletters from DragonDoor

**CONTINUE**

STEP 2: SHIPPING AND DELIVERY  
STEP 3: PAYMENT INFORMATION  
STEP 4: REVIEW ORDER

**SHOPPING CART**

Enter the Kettlebell  
Item #B33 Qty: 2 Total: \$69.90

Product Subtotal \$69.90  
Shipping \$0.00  
Estimated Total \$69.90

To this

From key bodyweight strength exercises and presented a solid training  
Get this book"  
satsoulne, author of *The Naked Warrior*

Item Added to Cart

**Convict Conditioning**

\$39.95  
Item #B41  
Quantity 1 x \$39.95  
Total \$39.95  
Shopping Cart Total \$39.95

Continue Shopping **Checkout**

100% MONEY BACK GUARANTEED

**29%**  
in order rate

# Known treatments



**TREATMENT #1:** Changing the destination URL to a page that aligns more closely to the substance of the previous “ask.”



**TREATMENT #2:** Changing the subsequent page copy to better align with the substance of the previous “ask.”

# Example

From this

Products | Services | Customers | Industries | Partners | Platform | Resources | Company

Home > Products > **Software**

## Run your Entire Business Better with One System

is the industry's first and only online business application that supports your entire company—from customer relationship management (CRM) to enterprise resource planning (ERP) to Web capabilities. is the first and only web-based application to offer everything in a single, integrated and powerful solution. Additionally, enables you to make better, faster decisions through real-time business intelligence.

**What this means is sales representatives can view the complete customer record, including support cases, billing issues and more. Warehouse managers can instantly view approved sales orders on their Dashboards, and accounting personnel are able to view support issues when calling customers to collect payments.**

**BENEFITS**

business software gives growing businesses a competitive edge.

- Make better decisions by giving each employee real-time information.
- Use one powerful solution that's quick to deploy, easy to use, and flexible enough to support all your business processes.
- Eliminate IT costs and concerns associated with maintaining and upgrading separate applications.
- Increase collaboration and improve relationships with partners, customers and vendors.

Web Store, Website, Sales Force Automation, Marketing Campaigns, CRM, Partner Portal, Customer Support, Order Management, Financials, Inventory, Payroll, Accounting/ERP, Shipping, Purchasing, Vendor Portal, Customer Portal

**SCHEDULE A DEMO**

**CONTACT ME**

Related Links

Home > Resource Center > **Free Trial**

## Get Your Free Trial of Software Now

Experience for yourself how can help you run better.

Just enter your information below. A representative will respond promptly to give you access to your trial.

Fields marked with an \* are required.

First name\*  
Last name\*  
Email address\*  
Phone number\*  
Company name\*  
Zip/Postal Code\*  
Contact Role\*  
Country\*  
Number of employees\*  
Type of business\*  
How did you hear about us\*

Area Code or Country Code flat, excluding 1, 011, and + dialing directions

Are you working with a Solution Provider?  
What is the Solution Provider's name? (if known)  
Referral code (if known)  
 Yes, I would like to receive information from  
**Get Free Trial Now**

**FREE TRIAL**

**Privacy Assurance:** respects and protects your privacy. does not share your information with outside companies for their promotional use. To view our complete privacy policy, [click here.](#)

# Example

To this




**The World's #1 On-Demand Business Software**  
6459+ Customers World Wide ... and still growing!




- Companies Worldwide Manage Their Business with [blurred]. We have thousands of customers globally, spanning a wide range of industries, company sizes and business needs. [blurred] is the all-in-one solution that can grow with your business.
- One System For Your Entire Company. Eliminate IT costs and concerns associated with maintaining and upgrading separate applications.
- Software That Grows With You. You work hard to expand your business, ensures that your growth won't outpace your business systems.
- Real-Time Dashboards. [blurred] is a web-based solution, giving you and your employees the ability to make better, faster decisions and access info from virtually anywhere. We have a long list of satisfied customers that save thousands of dollars every year due to streamlining their businesses with [blurred] comprehensive solution. These savings are within your grasp when you join the [blurred] community.



**Start Your No Obligation Free Trial of [blurred] Today!**

[Get My Free Trial!](#)

"[blurred]...gives you unprecedented control of your company."  
Inc Magazine

"We saved \$1 Million by switching to [blurred] from SAP, and reduced costs from 3% of revenue to 0.15%."  
David Stover, CFO, Asahi Kasei

"We save more than \$200,000 annually in transaction costs and \$70,000 per year in IT costs."  
Jim Graham, CEO, Full [blurred]

"In a class of its own."  
eWeek




**The World's #1 On-Demand [blurred] Software**

Almost there! To begin your **FREE TRIAL** of [blurred], please complete the simple questionnaire below:

First Name

Last Name

Company Name

E-mail Address  [Privacy Policy](#)

Phone Number

Postal Code

Country

Area Code or Country Code first, excluding 1, 011, and +, dialing directions

The following information will help us personalize your free trial experience.

Your title  [Privacy Policy](#) respects and protects your privacy. [blurred] will not share your information with outside companies for their promotional use.

Age of [blurred]

Referral Code (if known)

Are you working with a Solution provider?

Solution Provider's Name (if known)

Referral Code (if known)

Yes, I would like to receive information from [blurred]

**Start Your Free Trial of [blurred]**

[FREE TRIAL](#)

"[blurred]...gives you unprecedented control of your company."  
Inc Magazine

"We saved \$1 Million by switching to [blurred] from [blurred], and reduced costs from 3% of revenue to 0.15%."  
David Stover, CFO, Asahi Kasei

"We save more than \$200,000 annually in transaction costs and \$70,000 per year in IT costs."  
Jim Graham, CEO, Full [blurred]

# Example

To this

The World's **#1** On-Demand Business Software

6459+ Customers World Wide - and still growing!

**Get My Free Trial!**

The World's **#1** On-Demand Business Software

Almost there! To begin your **FREE TRIAL** of [Software], please complete the simple questionnaire below:

**FREE TRIAL**

↑ **97%**  
in free trial subscriptions

# Example

To this

“Confusion impedes progress. And on the Web, people resolve confusion not with effort, but with regress. Indeed, with just one click, they can terminate the conversation and thus, for all practical purposes, your existence (relative to themselves).”

Get My Free Trial!

In a class of its own,  
eWeek

Start Your Free

FR



Reflection #25

*The Marketer As Philosopher*

[www.meclabs.com/philosophy](http://www.meclabs.com/philosophy)

## Terminal anxiety

- Does the call-to-action provide credibility indicators at the source of highest potential anxiety?
- Is it immediately clear to the customer that taking action now will not result in regret later?
- If your call-to-action collects information, does the surrounding copy provide a logical reason why the information is needed?
- Do the credibility indicators connect to the exact source of anxiety for the call-to-action?

## Transitional vertigo

- Does the call-to-action logically connect to the headline of the subsequent page?
- Does the call-to-action prepare the customer to answer the three essential questions of any transition:
  - Where am I?*
  - What can I do here?*
  - Why should I do it?*
- Does the subsequent page take the customer through the minimum number of steps required to cash in the expectation of the call-to-action?

# web optimization summit 2014

## **Calls-to-Action that Fail:**

The most common causes for why CTAs fail (and how you can achieve quick wins with small changes)