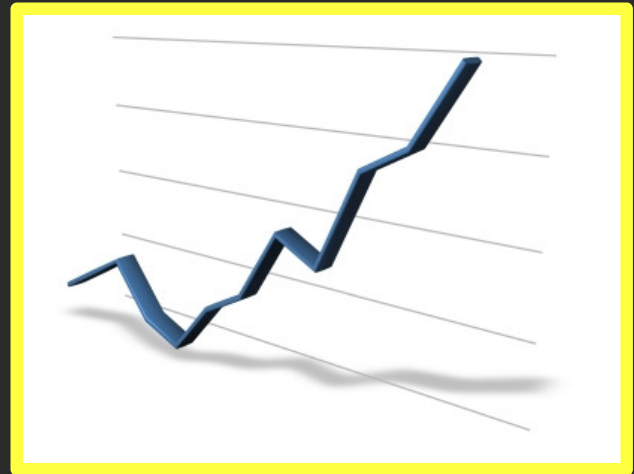


Landing Page Optimisation

“Without a well planned and thought out structure, you may as well be throwing your money down the drain.”

Nick Duncan, Online Marketing Consultant



AT A GLANCE

Company

Limtech

Industry

Safety & Security

Key Challenges

Convert more visitors into potential customers.

Date

July 2010

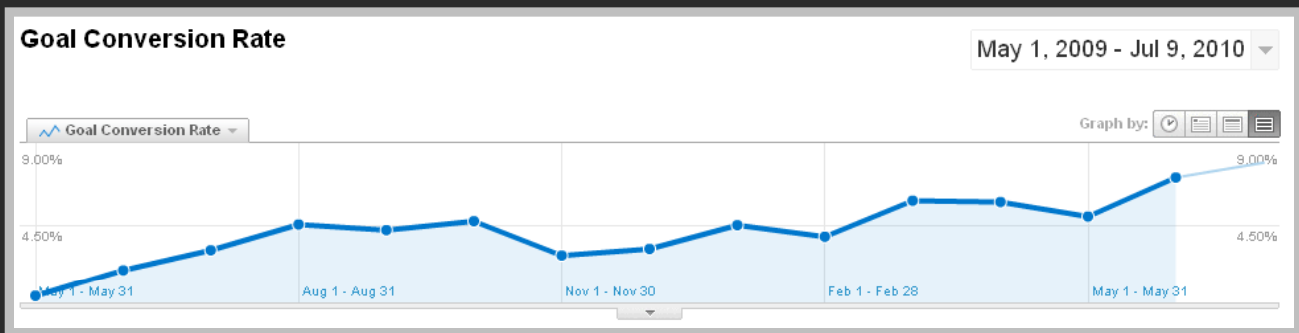
Introduction

One of the most critical factors in determining how many of your visitors will convert into sales or leads depends on the design and layout of your page and site as a whole. Without a well planned and thought out structure, you may as well be throwing your money down the drain. Landing Page Optimisation or LPO, is a procedure within Search Engine Optimisation that aims at increasing conversions by analyzing and modifying existing key pages.

When Limtech first started making use of our Online Marketing services, the website's conversion rate was hovering around 0.3%. Through constant calculated experimentation being carried out on the website, we managed to raise the conversion rate to over 3% in the first two months. Today, the customer enjoys a conversion rate of over 8%.

Results

Immediate results could be seen in the first month and as the months went by the conversion rate increased dramatically. The majority of the conversions recorded originated from organic visitors.



May 1, 2009 - May 31, 2009	0.38%
Jun 1, 2009 - Jun 30, 2009	1.89%
Jul 1, 2009 - Jul 31, 2009	3.07%
Aug 1, 2009 - Aug 31, 2009	4.58%
Sep 1, 2009 - Sep 30, 2009	4.25%
Oct 1, 2009 - Oct 31, 2009	4.76%
Nov 1, 2009 - Nov 30, 2009	2.76%
Dec 1, 2009 - Dec 31, 2009	3.16%
Jan 1, 2010 - Jan 31, 2010	4.55%
Feb 1, 2010 - Feb 28, 2010	3.86%
Mar 1, 2010 - Mar 31, 2010	5.95%
Apr 1, 2010 - Apr 30, 2010	5.87%
May 1, 2010 - May 31, 2010	5.04%
Jun 1, 2010 - Jun 30, 2010	7.31%
Jul 1, 2010 - Jul 9, 2010	8.18%

Method

Throughout the time that the customer has been making use of our online marketing services, many calculated experiments were created and tested. These tests consist of simply changing the location of an image or link to more complicated tests where multiple instances were altered in order to further test the difference between two, three, four or more variations of the original landing page and/or sections of the original page.

A simple example

Access Security Products

Alarms

- + DSC Security Alarm System – 8 to 64 Zones
- + LED and LCD Keypad Display options
- + Indoor / Outdoor Passives
- + Perimeter Protection Beams
- + Emergency Panic and Strobe Warning Lights
- + Interface to Reaction Response
- + SMS Alert Response function
- + Remote arm/disarm functionality
- + Multiple Partition Support



Access Control Security

- + Digipad Pin Code Access Control – up to codes
- + Magnetic Locks – 150kg (medium duty) (heavy duty)
- + Door Closer – heavy duty and medium duty
- + Electronic Strike Locks
- + Emergency Break Glass / Call Points
- + Keyswitch Overrides



Intercoms

- + Commax and BPT Intercom Solutions
- + 1:1 and 1:Many Gate Station to Handset Solutions
- + Audio and Video Intercoms



Gate Motors

- + D3 and D5 Gate Motor Kits with Steel / RA2 Rack
- + A10 and Hansa heavy duty industrial motors
- + 12V, 24V and 220V options
- + Battery backup supplies for power outage
- + Swing and Slide Gate options
- + Remote Control and Receivers



Original

Access Security Products

Alarms

- + DSC Security Alarm System – 8 to 64 Zones
- + LED and LCD Keypad Display options
- + Indoor / Outdoor Passives
- + Perimeter Protection Beams
- + Emergency Panic and Strobe Warning Lights
- + Interface to Reaction Response
- + SMS Alert Response function
- + Remote arm/disarm functionality
- + Multiple Partition Support



Access Control Security

- + Digipad Pin Code Access Control – up to 1000 user codes
- + Magnetic Locks – 150kg (medium duty) + 300kg (heavy duty)
- + Door Closer – heavy duty and medium duty options
- + Electronic Strike Locks
- + Emergency Break Glass / Call Points
- + Keyswitch Overrides



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CONTACT US



Variation

Call to action

Chance to Beat Orig. ?	Observed Improvement ?	Conv. Visitors ?
—	—	271 / 1423
99.9%	26.9%	340 / 1407