



BANANA SPLASH
A Smart Mobile Presence

A Complete Guide to Mobile Landing Page Optimization



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CHAPTER 1: Taking the Next Step with Conversion Optimization

CHAPTER 2: Mobile Statistics You Need to Know

CHAPTER 3: Getting Started with **Mobile** Conversion Optimization

- STEP 1: Where to start
- STEP 2: The Foundations of Mobile Optimization
- STEP 3: How to Establish a Mobile Content Strategy
- STEP 4: Getting Started with Mobile Web AB testing

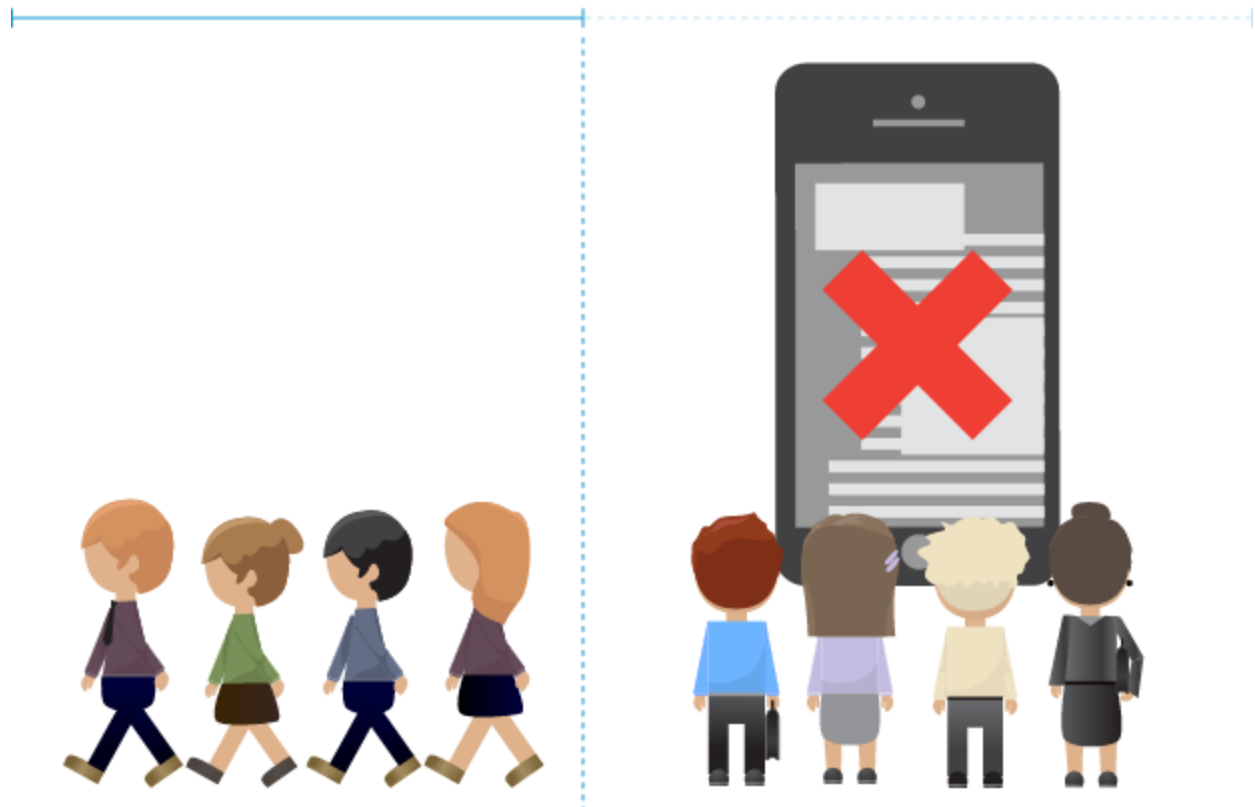
CHAPTER 4: Bridging the Gap between Mobile & desktop optimization

CHAPTER 5: Case Studies & Best Practices

Fact: Mobile isn't the next big thing, it already is. More and more people rely on the mobile web for research and discovery. We use our mobile phones to do, well, pretty much everything.

Did you know that 40% of your visitors will leave your site and click on another search result if your site isn't mobile compatible? Mobile traffic is on the rise, meaning mobile optimization has become more important than ever. It is extremely important to understand your mobile traffic better, analyze it and convert it.

40% Leave Non Compatible Mobile Sites



People using their mobile devices to search the web have different searching patterns and different conversion patterns. Helping your mobile users complete your funnel and understanding the difference between a desktop user and a mobile user in more than just browser terms is key to higher revenue. In other words, simply using responsive design, isn't enough.

Getting Started with Conversion Optimization

Think about an actual clothing store (you know, the one's you actually go in and try clothes on). From outside the store, you can see large banners advertising a current promotion and when you enter, friendly attendants ask how they can help.

Mannequins wearing the store's latest styles are posed around the area to display the pieces in attractive ensembles.



All of these elements are designed to bring you into the store and encourage you to stay and shop. In fact, think about where the clearance items are usually placed. They're at the back, so that you have to walk all the way through the store, eying the newest (full-price/overcharged) items first. The goal is to draw you in and hook your interest, hopefully leading to a sale.

Conversion optimization is the same sort of concept, only for online venues. With your website, you want the people who come to your landing page to stick around for a while and learn what your site is all about..

Once they discover what you have to offer, you hope they will take a bite and become revenue-generating customers.

79% of Americans purchase online using their smartphone

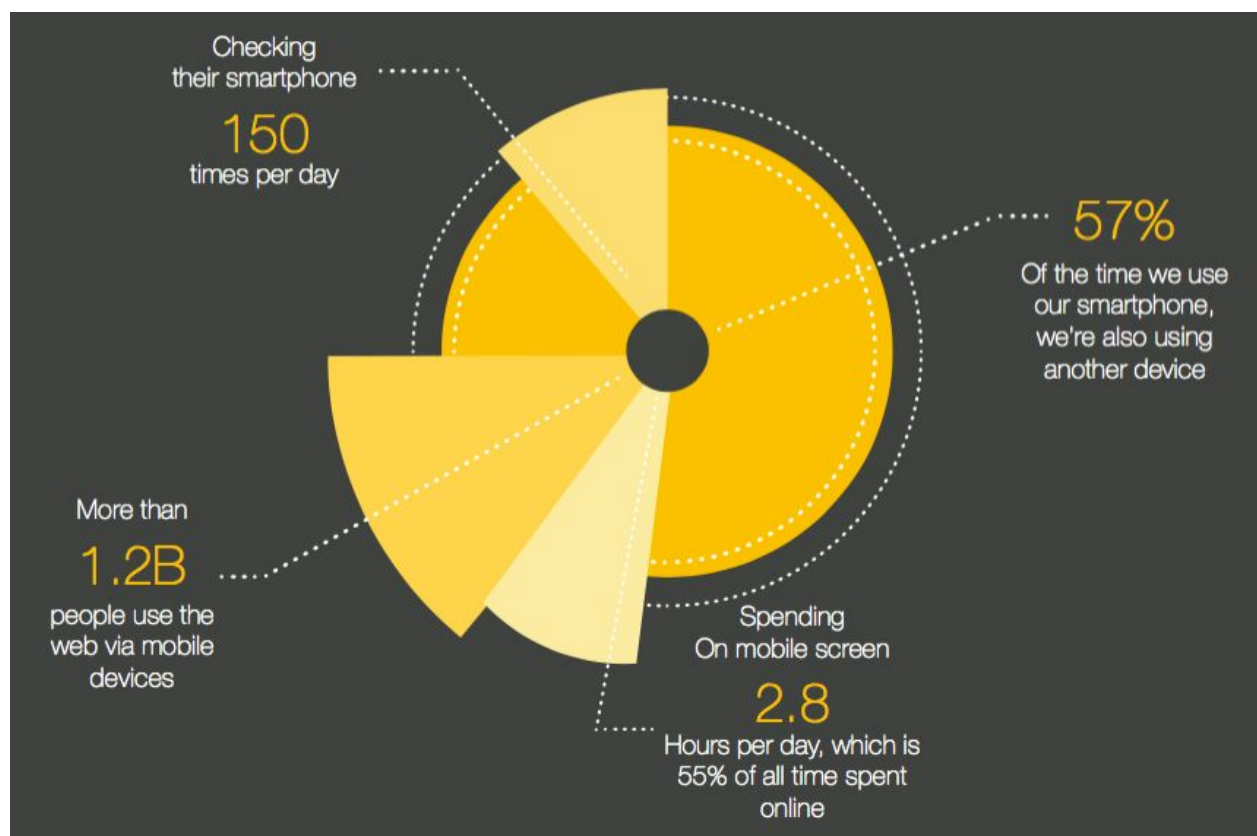
Simply put, conversion optimization is the process of creating a funnel in which your client base increases because more website visitors are converting into paying customers. As you are most likely paying in one way or another to get traffic to your site, your next step should be working on getting your visitors to convert to sales.

Fortunately, it's not just a guessing game. Conversion optimization is the process of using real data, proven techniques and market information to turn the people who are already visiting your site into real customers, and real customers means real revenue for you. When we talk about CRO, we're talking about creating an engaging experience that encourages visitors to interact and to buy into what you have to offer. Like we said at the beginning, visitors are nice, but customers are nicer.

Mobile Numbers You Need to Know.

While optimizing your website so desktop users engage with your site is the first step to online revenue, in today's digital world, it's also important to think beyond the desktop monitor. Screens are everywhere, even in our pockets.

This is the age of the smartphone. Back in 2015 Google already revealed there are more mobile search than desktop ones, while Cisco revealed that over the course of the next 5 years, mobile traffic **will grow by 480%**. We check out smartphones 150 times a day and we spend over 2.8 hours a day on our smartphone.



According to statistics in Monetate's Q1 2015 Ecommerce Quarterly, in the first quarter of 2015, 19.93% of website visits were made from a smartphone. **That's 71% increase since 2014.**

A Nielsen report also revealed that smartphone usage spans all age brackets. It's not just young people using this technology. Over half of the mobile phone subscribers in the 55-and-up group own smartphones. From pre-teens to grandmas, everyone is engaging in mobile browsing. Even more interesting is the way we use our smartphones.

Some more mobile numbers:

- According to Forbes, 74% of people use their mobile phone to help them while shopping, with 79% making a purchase as a result of that search (ImpigeMobileStrategy.com).

Simply
Making Your
Website
Mobile
Responsive
Isn't Enough

74% search on smartphones while shopping



79% purchase in result of the search

- 50% of smartphone users have made a purchase via their phone (Prosper Mobile Insights).
- 73% of smartphone users say they used the mobile web to make a purchase instead of using an app (JumpTap.com).

50% of users purchase online



73% prefer mobile web to apps

- 16% of smartphone users have made a purchase because of a marketing message they received on a phone, and half of those who purchased made the purchase from the smartphone itself (ExactTarget.com).

Getting Started with Mobile Conversion Optimization



On average, consumers use 2.6 devices for converting online

It's important to remember that smartphones are not just miniaturized versions of the devices residing on our desks. As smartphones are now taking a significant share of the tasks that were once dedicated to desktops, it's important to design products that operate smoothly on multiple screens.

Assuming that a website that looks nice and functions well on a large screen will also do so on a smartphone is a glaring oversight that can lead to the loss of significant revenue. It's also a mistake to assume that visitors will put up with a site that functions poorly in a mobile setting. If your pages don't work well on mobile, don't expect visitors to stick around, and certainly don't expect them to become customers.

Mobile conversion optimization is the process of making your site compatible with mobile devices, so visitors have the best possible experience no matter what device they are using, which then leads them to becoming customers.

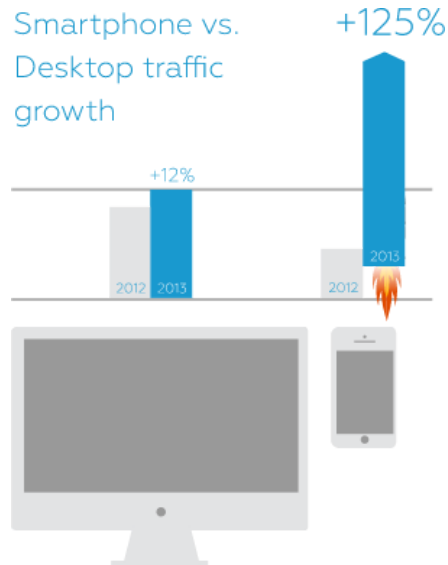
Mobile Optimization Requires:

- Quick load times
- Short titles
- Buttons that can be easily operated on a touch screen
- Functioning graphics and videos
- Important information placed at the top of the page for easy visibility
- Pages that fit within the limitations of the mobile screen, that eliminate the need to scroll back and forth. This should apply to both landscape and portrait modes.

Mobile traffic is pretty much a given these days, but whether you retain that mobile traffic and convert it into revenue depends largely on the mobile optimization strategies you use.

Bridging the Gap Between Mobile and Desktop Optimization

Smartphone vs.
Desktop traffic
growth



Essentially, the prevalence of smartphones means that we're all carrying small computers around in our pockets and purses, and we're using them for most of the same things that we've traditionally used our desktops.

However, just because users can access the internet from both their desktop computers and their phones, that doesn't mean the experience will be the same in both situations. Here's a list of the main differences between mobile and desktops and why mobile conversion optimization needs to be treated differently:

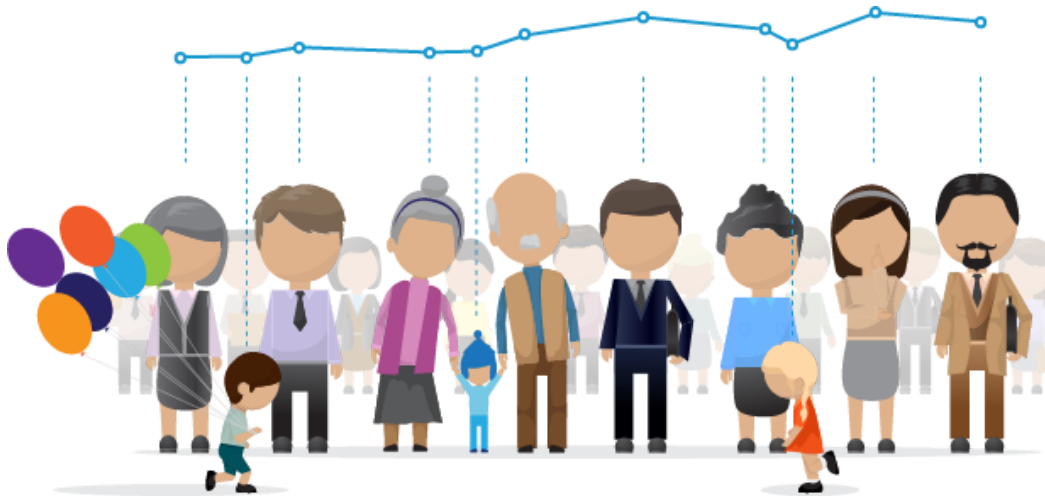
1. **Less "above the fold" space** - "Above the fold" refers to the part of the landing page that can be seen when the page first loads. On a phone, that space is about 100 pixels as opposed to a desktop which is 400 pixels. That means your entire strategy towards what the user sees first needs to change. Specifically, the first 100 pixels should feature the CTA. Mobile visitors tend to scroll immediately and automatically, which is why your goal is to capture their attention before they start aimlessly scrolling.
2. **Touch screens** - While people typically engage in desktop browsing with a keyboard and a mouse, smartphone browsing is more likely to be done on a touch-screen, both for typing and for clicking. This means that the way people use mobile is completely different than the way they use a desktop. This too needs to be addressed in mobile optimization.
3. **Screens rotate** - While desktop screens are always in landscape mode, smartphone screens can rotate from landscape to portrait mode, depending how the user is holding the device. This means that your design has to suit all screens.
4. **Connections** - Mobile data connections can be slower than home broadband connections. Users may run out of patience before your mobile site loads.

5. **Not everything is compatible** - Flash may look nice on a desktop browser, but it won't look like much of anything on most mobile users' screens. HTML5, GIFs and JPEGs are much more mobile-friendly.
6. **GEO Targeting** - GPS-enabled devices allow for specific, localized content which can be a great conversion provoker as opposed to a desktop.
7. **Data may be limited** - Most mobile subscribers don't have unlimited data plans. Users may be discriminating about how much of their limited data amounts they are willing to devote to a particular site or activity when not on Wi-Fi.
8. **On the Go** - Home and office computers are typically used at a desk or perhaps, in the case of laptops, at a coffee shop or on the couch. Phones, however, are easy to pull out anywhere. They can be browsed during a morning commute, while waiting for a class to start or in Aisle 5 mid-shopping trip. It's not just on-the-go, either. Smartphone users browse at home, too, whether it's at the table, in bed or as a second screen while watching TV.

Step 1: Where to start

So how do you get to where you need to go? How do you go about the process of making your site mobile-friendly, so visitors will stick around and become customers? You need a strategy that involves paying attention to metrics, running tests and adapting your site in accordance with your findings.

You also need to understand your potential customers better and try to analyze why they want to use your product/service. Keep in mind that you don't have to optimize your entire site at once. Start with the most popular and significant pages on your site and go from there. Let's start with metrics. Those are performance indicators that let you know how your site is doing. The 3 most important elements you want to track for mobile conversion optimizations are; the behavior of traffic, demographics and buying patterns.



Top Mobile Metrics You Need to Follow:

Landing Pages

First impressions count - use this metric to see what are the most popular pages mobile visitors get to and how they're doing. You'll be surprised to see that these aren't always the same pages as desktop visitors land on.

Exit Pages

As opposed to bounce rate that tells you how many people land on a page but don't go any farther than that, exit pages show you the main drops in your mobile funnel. See how people perform within a funnel and what pages cause the most drop outs.

Bounce Rate

A high bounce rate is a sign that your landing page or ad leading to it may need to be optimized. Something may be preventing your customers from continuing the funnel or furthermore, your message may not be the right one.

Mobile Device Report

This can be used to see if there is a problem with a specific device/operating system. With the mobile device report on Google Analytics, you can learn which pages your visitors are accessing through mobile devices and what actions they take from those pages. When you know which devices are most frequently used by your mobile visitors, you can make the pages they land on a top priority.

Acquisition

For this report you'll need to segment mobile traffic only. Hover over to the "All Sessions" section and click on "+Add Segment", Choose mobile and then Click 'Add Segment'. In this report you can see which channels are converting the most and which aren't. Many times you'll find that for example even though your largest traffic source is ppc campaigns, you have a referral site that is converting much better. This is where you will ask yourself why - is it your content/promise of the ad creative? Or is your ad messaging not compatible with your landing page?

Funnel Visualization

(under Conversions > Goals > Goal Flow) - Funnel Visualization is another tool available in Google Analytics. (In other words, if you aren't using Google Analytics, you should be.) With this tool, you set a Goal of where you want mobile site visitors to end up, such as your shopping cart or a "thank you" page. You can see how visitors move along the path to the Goal and, if they leave the path, where they go instead.

Site Speed Report

(under content speed report) Add 'device' as a secondary dimension and learn more about your mobile loading time. Add 'device' as a secondary dimension and see if you should be optimizing your keywords for mobile. You can create specific segments for mobile tracking on Google Analytics that will exclude desktops and tablets.

Add to your reading list:

- [Setting up Google Analytics](#) - A guide by Google
- [Building Your Marketing Funnel with Google Analytics](#) - Older post by Moz with relevant information.

Step 2: Mobile Optimization

Foundations & Tips

Before covering the context and content part of mobile optimization, there are some technical tips, as well as big and small changes that should be made to ensure your mobile site is optimized.

These simple foundation tips correlate directly with the unique properties of mobile browsing and the ways users interact with them. They have also been tested by us on many different sites and have proved to be very insightful and helpful for mobile conversions:

Personalization



Personalization is key for addressing your mobile visitor's real time behavior and converting them immediately. In fact, 86% of consumers will pay up to 25% more for a better customer experience and personalization and 78% of consumers and visitors are more likely to be a repeat customer or repeat their visit if a business provides them with targeted, personalized offers and messaging (Infosys). So, the question is no longer "if" you should do personalization, it's how.

['Banana Splash'](#) is a tool we've developed just for that. We identify your customer's behavior in real time and trigger the right call to action dynamically. Built for marketers, it requires no design or coding skills and allows you to place these smart layers on your site in a matter of minutes.



Simplified browsing & search

The simpler, the better. Make it easy on your user to browse quickly through your items, and get to what they need quick. Have the search element in a key position to ensure people find what they want fast.

Email marketing

The majority of smartphone conversions comes from either email marketing or a direct link. Use emails to carry the identity of your users into your mobile platform.

Save for Later

An early study by Google revealed that 65% of all online purchases start on mobile. Some continue their shopping experience on desktop or tablet, others convert on mobile. For those who don't make it easy for them to complete their purchases on other devices and to convert later. Offer a simple way to complete the funnel on another device via email or save-to-cart functionality.

Checkout optimization

As mentioned, some customers don't feel comfortable completing a purchase on their mobile phone. Sometimes the case is that times your mobile checkout flow just isn't as easy as it is on desktop and people get stuck using it. To help customers complete their purchase you can add a chat component or offer a click-to-call button. We've ran hundreds of AB test on Banana Splash using a click-to-call splash and have seen results of over 200% increase in conversion rates.

Keep it clean

Focus on the most important elements needed for a user to complete a task and remove all unnecessary requests. Keep it at minimum and try to drill down to one actionable element.

Completing a goal

Provide a quick way for people to follow your call to action and make it easy on people to complete the funnel. Make your call to action button visible and easy to click on with a touch screen (the recommended size is 38x pixels).

Keep pages short

The "above the fold" section on a phone is only 100 pixels. This means you need to put your key information or call to action in this area. Keep your messaging short and to the point.

Social behavior

Social media is a major activity for which people use their smartphones. Encourage visitors to interact socially with your product, right from your site. For example, provide easy links to "Like" you on Facebook, Pin your product to their Pinterest boards or follow you on Twitter.

Localization

The thing about mobile is that it holds a lot of information about the user which can be used to personalize the experience and journey. The more information you use beforehand, meaning the less the user needs to submit, the better. GPS for example allows you to provide localized information for people who come to your site and narrows down a lot of the work for them.

Fit it to the screen

People don't want to have to scroll back and forth or zoom in to see the content on your page. The zooming part is especially important. Set up a mobile site/landing page in which the content is easily viewable in both landscape and portrait mode.

Click to Call

Use click to call buttons to help lost users. No need for it to be front and center but people appreciate the option to fill out their forms and purchases on the phone rather than online where they might feel insecure.

Case Study:

To address hesitant mobile visitors in real time, Banana Splash identified once a mobile visitor had been idle for over 4 seconds on the registration page and triggered a splash inviting people to call for additional assistance. This brought an 35% uplift for JDate.



Ask for less

As opposed to desktop sites (which should be the same by the way), make sure you ask for the minimum possible on mobile. Remember that people do not feel 100% secure purchasing or filling out forms on their mobiles, meaning the less you ask, the better.

Registration form optimization

Your goal is to make it as simple as possible for people to complete your forms. Test break forms into multiple, simple steps that will allow for easier flow.

Exclusivity

For people who prefer checking out on desktop, you can offer mobile exclusive sales to reduce friction and increase sales.

Step 3: Establishing Mobile Content

The biggest question is what content should your mobile experience feature. Most marketers use a responsive design to cover this crucial part - Using the same content they use on desktop on their mobile site. The advantage of this tactic is that responsive design looks good on mobile and saves us time. However the main disadvantage is that it does not cater to the mobile visitor's specific needs and state of mind.

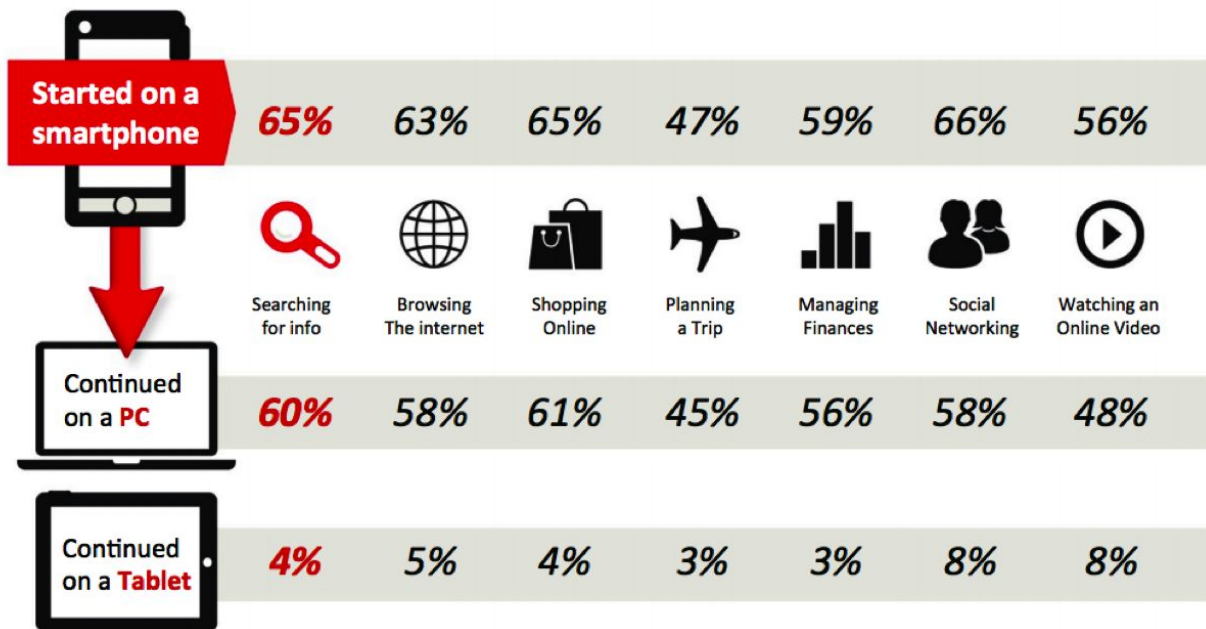
On average, consumers use 2.6 devices for converting online (millwardbrown), this means that as consumer we use multiple devices throughout the day to take different actions, which also means each device has its own different purpose.

This means that in order to truly turn mobile visitors into customers we must design a different experience for each device our customers use and cater to their specific needs.

When we're on our smartphone we behave differently than we do on a laptop. In fact according to a recent study by SeeWhy, 41% of smartphone users use their phone for searching and browsing but plan on converting elsewhere, while 46% aren't ready to convert yet.

In fact in 2012 Google released information revealing that most customers start their purchase journey on mobile and continue it on desktop, which means that if you don't create the right experience for a visitor on their mobile phone, they won't continue with you to desktop which may result in less desktop conversions too.

Smartphones are the most common starting place for online activities



This means we need to understand what our consumer's need is on each device and create the right journey, messaging, design and site for each one of the devices.

Mobile optimization isn't about elements, it's about context. If we're able to understand what context our consumers are looking for in each device we'll be able to increase our metrics and conversions.

For example, by recognizing visitors who are visiting a site for the second time and see a few pages in one session we trigger a splash suggesting to download an app. This kind of splash identifies when the visitor is most engaged and could be interested in getting more out of their experience using the app. Using this technique drove **81% increase in app downloads and 52% increase in purchases** for an ecommerce site.



81% increase in app downloads. 52% increase in purchases.

However it's not just about the behavior, it's also the emotion. Every purchase we make has an emotional reason to it and it's up to us as marketers to identify those emotional triggers and deliver them in our

Using emotional targeting can be very useful to understanding mobile context and the user's needs. By understanding the basic psycho emotional triggers of our audience, we can create better mobile landing pages, mobile checkout processes, mobile registration forms and much more.

Emotional targeting helps in understanding why people make decisions, and even more importantly, helps in understanding what customers are looking for in your product or service emotionally. By showing the right emotional images, the right colors and emotional messaging we can capture our client's attention and help them complete our funnel.

Step 4: A/B Testing Your Way To Success

Next, to learn how changes you make to your site positively or negatively affect your conversion rates, you'll want to run tests. AB testing is a method of presenting two different options and determining which one is more successful.

Ideally, testing will be a regular part of your optimization process. While you should continually test, testing alone isn't sufficient. It needs to be followed up with analysis of the data, research of how best to apply the data and a design that incorporates the findings. And then... more tests! It's a cycle that needs to continue repeatedly.

However, that doesn't mean you just run test upon test. Quality is better than quantity. The following tips can help you run useful, productive tests.

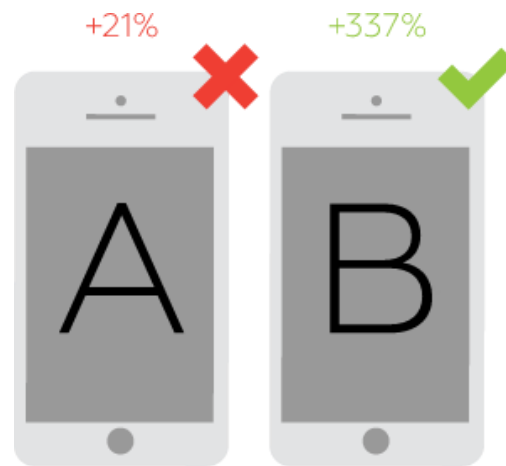
Testing KPI's

Before setting out to start testing, you need to establish your business needs and translate them into digital KPIs. Determine what your goals are, and which KPI's can influence them and monitor them.

Give your tests plenty of time

Statistical significance is the name of the game. Rather than running continuous tests that may not have any impact on your conversion, you have to reach statistical significance before concluding your tests. Another important reason you need statistical significance (meaning, giving your test enough time to run) is - learning. Each test can teach us a lot and help us understand our audience better. To make sure we are reading the information correctly and are

gaining the right conclusions from our tests, we need to make sure the changes are actually significant and not due to some abnormal event.



Sample size

Run your tests with a large enough sample size. Make sure you have a large enough sample for testing and if not, make sure to wait for statistical significance.

Exclude irregular days

The aim of your tests should be to conduct them in an environment that will give you the most authentic results. That means no skewed results because of a special holiday, event or paycheck day, (during these days consumers may purchase more or less according to the event). It is important to be able to learn from the tests and apply their results on the site.

Amount of tests

Conduct only one test at a time, unless you have sufficient traffic to run simultaneous tests with different test groups. Avoid running multiple tests on the same visitors at the same time, as you will have a hard time understanding the results.

QA, QA, QA

Make sure you review your pages on different screen types, browsers and devices. Check your analytics to discover the most commonly used devices on your site and make sure they're all working well. Don't forget to make sure that they have the experiment code.

Segmentation

Segment your tests, not only according to traffic sources, but also try according to devices.

Test Strategies, not elements

After you've taken care of all the technological issues and elements that can increase conversion, be sure to start testing strategies to better understand your users. Testing button colors or titles will only get you to a certain point. In order to gain larger wins and learn more from your tests, you need to start testing emotional strategies.

The test results are only as good as they way you setup your experiments, so make sure to configure them correctly and monitor the right metrics.

Case Studies & Best Practices

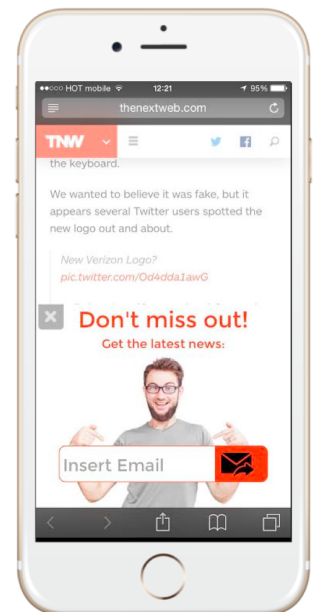
Over the past 2 years we have run thousands of tests on mobile sites to increase leads and sales. By delivering single calls to action according to the mobile visitor's behavior we have learned a lot and have seen great increases in conversion rates.

Gaining High Quality Mobile Subscribers

One of The Next Web's main goals is to increase newsletter signups from mobile web visitors to target them later via email marketing.

Our treatment:

1. **CTA:** Provide visitors with one unique and clear call to action on article pages only.
2. **Segmentation:** Segment mobile visitors according to their device show one look and feel for IOS devices and another for Android.
3. **Timing:** Trigger the call to action when visitor's intent is at peak and when they are more likely to convert. To ensure we trigger the splash when engagement is at peak we set it to appear after a mobile visitor has scrolled over 900 pixels of an article (approx 3 thumb scrolls).
4. **Design:** The splash was designed to seamlessly integrate with the site and imitate the IOS look and feel using an IOS personal message. For Android users an image of the editor in-chief was used to maximize the effect of the splash.



The results:

- 34% Conversion rate to newsletter signup
- 45% more conversions on mobile than desktop

Engaging mobile visitors in real time

Jdate, one of the largest and well known online dating sites in the world puts a lot of time and energy in creating a better experience for their customers and as a result increasing their conversion rates. Working with Jdate we had 3 goals:

1. Increase app downloads
2. Increase clicks to call (getting more people through to the sales team)
3. Increase product engagement by providing personalized value to visitors at the right time in the product.

Our treatment:

1. **Address hesitant visitors** - Once Banana Splash identifies that a mobile visitor has been idle for over 4 seconds on the registration page it triggers a splash inviting people to receive a call for additional assistance.



2. **Address engaged visitors** - Banana Splash recognizes visitors who have visited the site a certain amount of times, visit a few pages in one session and triggers a splash suggesting to download the app



3. **Upsells** - Once Banana Splash identifies a customer who's paid subscription finished 7 days ago it triggers a splash with a new offer.

The results:

- 20% Increase in direct calls to sales team
- 14% increase in app downloads
- 35% increase in engagement

Over to you

Mobile isn't the next big thing, it already is. The only question left to answer is not why or when to optimize the mobile journey, but how. It's time to get to know your mobile visitors better and differentiate between them and your desktop visitors. Mobile visitors aren't just "mini" desktop ones. Identify the unique behavior of your mobile visitors and research their specific behavioral and emotional needs.

This guide is here to get you started with identifying your mobile visitors and creating a better and converting experience for them. If you'd like some assistance, have a question or comment, contact me here: contact@banana-splash.com.



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