This quick-and-easy tool helps you decide when you need a new landing page to target a more specific audience





#### **OVERVIEW**

### LANDING PAGE SEGMENTATION WORKSHEET

The more segmented and targeted your messages, the more effective they will be.

However, many brands decide to segment their messages by factors like product type or demographics when they should segment based on **customer motivations**. Because the role of a landing page is to tap into those customer motivations — and ultimately convert them to action.

It can hurt conversion to have a landing page serve multiple motivations. However, not all motivations make business sense to invest in creating a standalone landing page.

This worksheet is designed to help you determine which customer motivations your landing page needs to serve, and if it is worthwhile to edit current landing pages or create new landing pages to make sure they are being served.

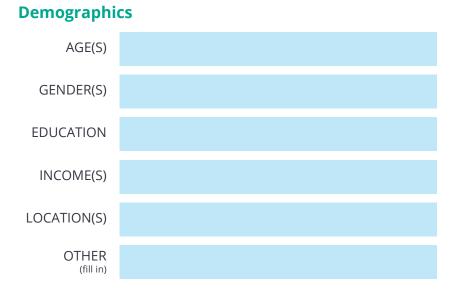




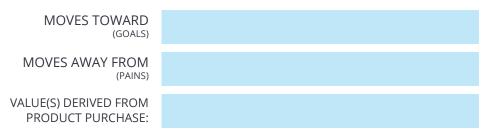
#### STEP 1:

### WHAT DO YOU KNOW ABOUT THE CUSTOMERS?

Who are your ideal customers? (Possible sources of data to answer this question: transactional data, social media reviews, customer interviews, customer service interactions, A/B testing, etc.)







Who does this page need to serve? (Possible sources: traffic source, survey data)

Never visited, unaware of category value Returning visitor, new to product

Never visited, unaware of company value Returning visitor, aware of product

Never visited, unaware of product value Repeat purchaser



#### STEP 2:

# BASED ON WHAT YOU KNOW, WHAT CAN YOU HYPOTHESIZE ABOUT THE CUSTOMERS?

What are the motivations of visitors? (Possible sources: the previous info, inbound traffic source, previous pages viewed, A/B testing results, site search keywords, PPC keywords, customer service questions, testing, etc.)

Motivation A	<b>Motivation B</b>		Motivation C
WHY DO THEY HAVE MOTIVATION A? (KEEP ASKING WHY UNTIL YOU GET TO THE CORE MOTIVATION.)	WHY DO THEY HAVE MOTIVATION B?		WHY DO THEY HAVE MOTIVATION C?
What must the landing page do to serve these motivations? (Possible sources: the previous info, previous customers, analytics, previous purchases, intuition)			
The landing page must do		<b>SO CUSTOMERS (</b> (Use as many as apply.)	can

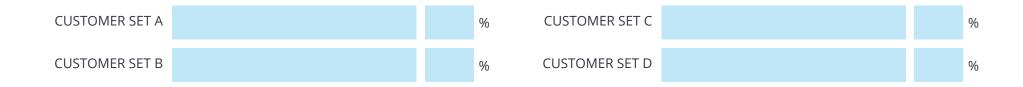


#### **STEP 3:**

# BASED ON CUSTOMER MOTIVATIONS, DOES IT MAKE BUSINESS SENSE TO CREATE A NEW LANDING PAGE?

What distinct customer sets am I trying to serve, and what percent of profits does each generate? If it helps to identify

them, assign a name to customer sets that have similar motivations. (Possible sources: the previous info, transactional and analytics data)



How many resources does it take to create a new landing page? (Possible sources: web or design agency,

outside consultants, internal development team, etc.)



#### **DECISION:**

### **DO I NEED A NEW LANDING PAGE?**

Landing page closely enough matches the motivations of the profitable core of customers Landing page will work with edits to match the motivations of the profitable core of customers New landing page(s) is needed to more closely serve motivations of a profitable subgroup of customers



#### **RELATED RESOURCES**

TAKE A CERTIFICATION COURSE

**Landing Page Optimization Online Certification Course** 

**FURTHER READING** 

Landing Page Optimization: How Aetna's HealthSpire startup generated 638% more leads for its call center

Customer Motivation: How a craft brewery tapped into the element that most affects conversion

Landing Page Optimization: 57 guides, case studies, examples and experiments to help you increase conversion and sales

**Landing Page Optimization: 6 common traits of a template that works** 

**Landing Page Optimization: Simple, short form increases leads 40%** 

Landing Page Optimization: What a 29% drop in conversion can teach you about friction

**FURTHER WATCHING** 

Landing Page Optimization: How The New York Times generated a 1,052% cumulative conversion gain

Optimizing Tactics vs. Optimizing Strategy: How choosing the right approach can mean all the difference in your optimization efforts

Landing Page Optimization: The levels of micro-yes(s) necessary for getting customer conversion

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