

Traffic Source:
This landing page is for traffic from Google search ads, .

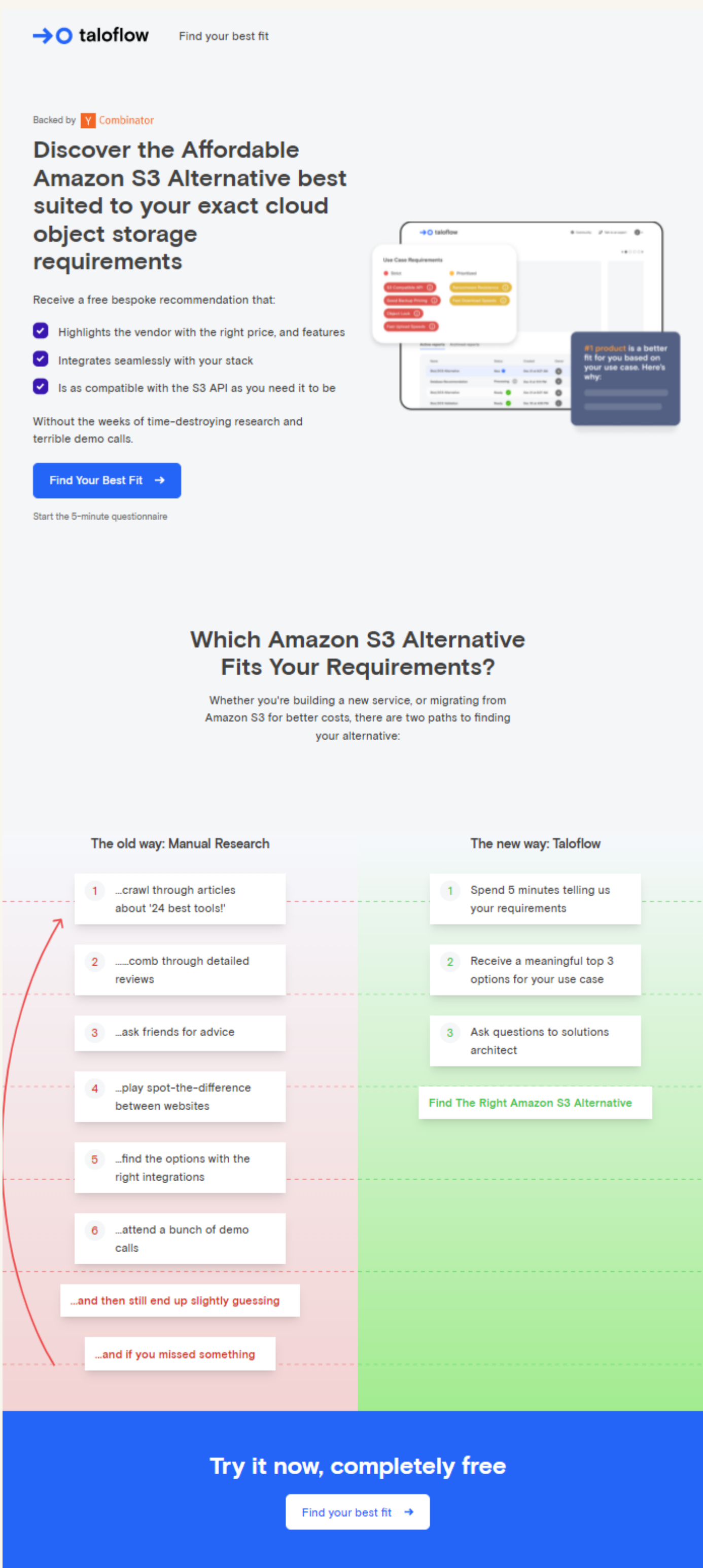
Hypothesis:
The original page was unfocused in what outcome it was promising and pain points it was targeting.

After talking to the team, it became clear that the problem they are addressing is the complexity of working out which tool best fits a use case. The current main method of review sites are good for an overall vouch of confidence, but not for learning whether a tool fits a specific combination of needs.

Strategy:
The new version was repositioned to emphasise the "find your best fit" outcome. The details required were:

- 1) showing it's better than manual research
- 2) making the process look easy
- 3) giving confidence in the recommendations
- 3) why Referral Rock is the best option

The result was a boost in conversions from 3.2% to 7.2%.



The hero section was expanded to give more detail about how the recommendations are tailored, with a reference to the current awful alternative of manual research.

A large proportion of visitors convert after seeing just this top section.

The CTA for the page was simplified to Find Your Best Fit, a clear action that matched up with the promise of the product.

Instead of the usual feature comparison, we built in an experience comparison. The aim is to show just how much more straightforward it is to choose a tool using Taloflow.

Cost is only one factor for defining the best tool, so the new page highlights the five criteria that Taloflow uses.

Where the original page went into lots of detail about the questions, the new version gives just enough information to make them appear quick and easy.

Showing the requirement summary further emphasises the promise of understanding the user's situation in order to give an idea recommendation

A sample recommendation then shows the level of detail included describing exactly why a specific recommendation is given.

Then to finish, the page reassures readers that any recommendations are from highly rated tools, not just any possible provider.

