Application Insights

Research

- https://instapage.com/blog/best-landing-page-examples
- https://www.clickfunnels.com/blog/landing-page-best-practices/

Insights (Hotjar & GA)

Inbound Landing Page:

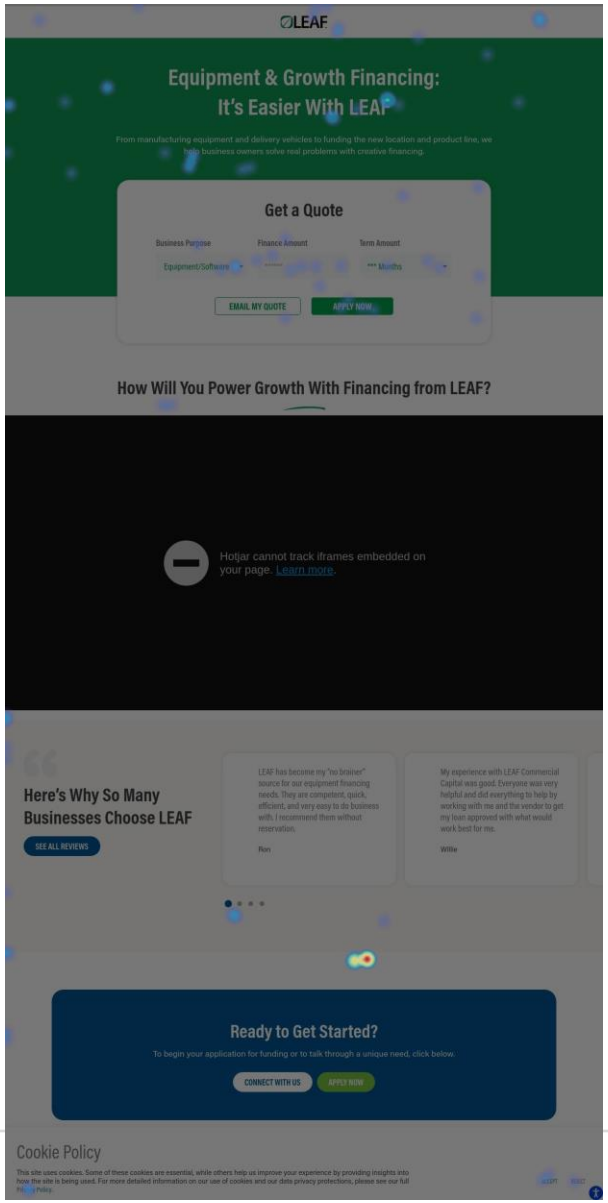
- Hotjar indicates that people could be getting confused by the multiple CTAs on the top of the page.
- Almost half of users who come to the landing page, bounce immediately.
- Most traffic to the inbound marketing page seems to come from Amazon Ad System and Google Search.
- The average page load time is over 8 seconds while the average time on the page is 0.01 seconds.
- Main Referral traffic is from direct and referral

Online Application:

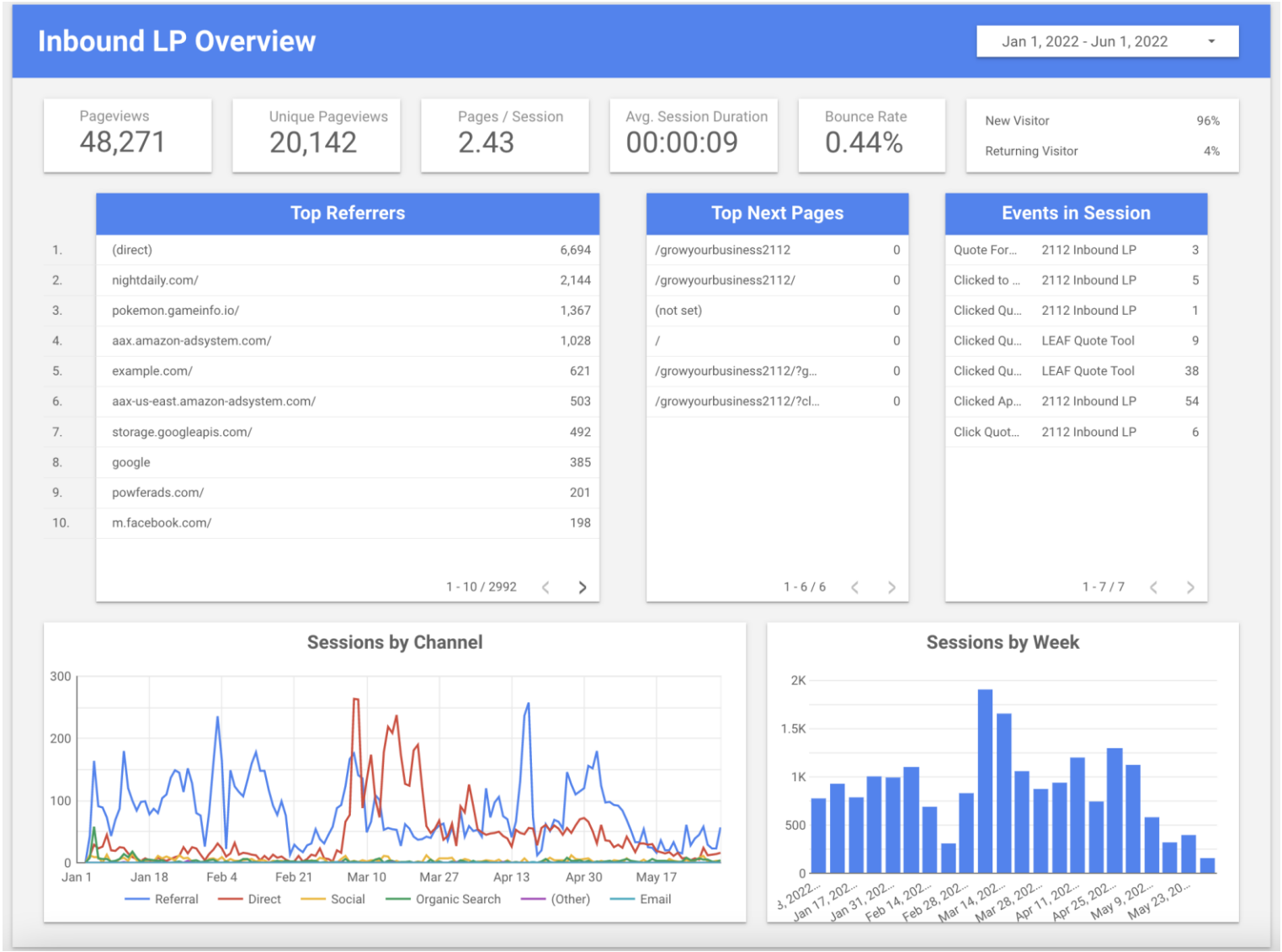
- The main drop off point for most application viewers is the on the "Ownership Details" section of the application.
- Almost half of users exit on the application start page.
- After direct traffic, organic search is the next highest traffic source.
- Search terms used to find the page are not necessarily for applying for financing. We are often sending users to the first part of the application before they potentially have even heard of LEAF.
- Average load time of the initial application page is 5.51 seconds, however the time on that page is 0.40 seconds.
- The most exited page is the home page (apply.leafnow.com), with almost half of new users leaving before the page loads.
- Most new viewers do not complete the application on initial visit. Returning viewers are more likely to complete or go further within the application.

**See next pages for reports

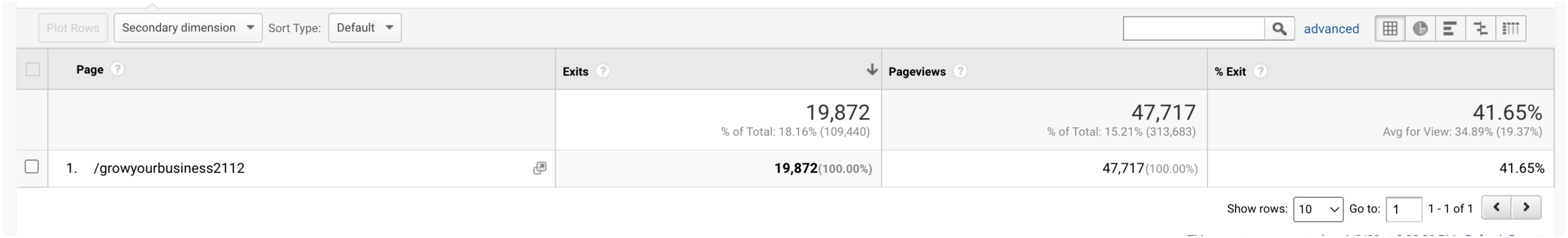
Inbound Landing Page



Inbound Landing Page



Inbound Landing Page



Plot Rows | Secondary dimension | Sort Type: Default | advanced

Page	Exits	Pageviews	% Exit
	19,872 % of Total: 18.16% (109,440)	47,717 % of Total: 15.21% (313,683)	41.65% Avg for View: 34.89% (19.37%)
1. /growyourbusiness2112	**19,872**(100.00%)	47,717(100.00%)	41.65%

Show rows: 10 Go to: 1 1 - 1 of 1

Landing Page	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	19,895 % of Total: 18.10% (109,913)	96.50% Avg for View: 51.26% (88.26%)	19,199 % of Total: 34.08% (56,342)	0.38% Avg for View: 11.91% (-96.83%)	2.41 Avg for View: 2.85 (-15.49%)	00:00:08 Avg for View: 00:02:13 (-94.11%)
1. /growyourbusiness2112	**19,895**(100.00%)	96.50%	19,199(100.00%)	0.38%	2.41	00:00:08

Online Application

LEAF Application Website Activity

Jan 1, 2022 - Jun 1, 2022

	PAGEVIEWS	SESSIONS	SESSION DURATION	% EXIT	NEW VS. RETURNING
Overall Application Page	3,061 ↑ 44.5%	1,493 ↑ 45.1%	00:00:52 ↑ 27.2%	48.4% ↑ 0.3%	

User Type	Pageviews...	% Δ
New Visitor	1,856	58.1%...
Returning Visi...	736	38.6%...

	EVENTS	UNIQUE EVENTS
Get Started	658 ↑ 578.4%	381 ↑ 429.2%
Business Information	161 ↑ 198.1%	381 ↑ 429.2%
Ownership Information	173 ↑ 203.5%	1 No data
Finance – Bank Upload	84 ↓ -1.2%	3 No data
Finance ACH	112 ↑ 348.0%	No data No data
Invoice Upload (Equipment/Software & Vehicle Financing)	No data No data	No data No data
Summary	125 ↑ 443.5%	1 No data

USER FLOW %

Event Label	Page	Unique Events
Get Started Button	/get-started	0.63%
Get Started Button	/	39.08%
Get Started Button	/business-info	0.1%
Business Info Next Button	/business-info	12.12%
Ownership Info Next Button Cl...	/ownership-info	12.75%
Finance Bank Upload Next But...	/finance-bank-uplo...	4.6%
Finance ACH Next Button	/finance-ach	9.09%
Finance Invoice Upload Next B...	/finance-invoice-u...	10.55%

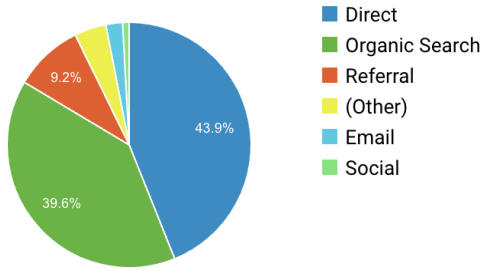
Event Label	Pageviews	% Δ
Get Started Button	0	-
Business Info Next Button	0	-

	PAGEVIEWS	SESSIONS	TIME ON PAGE	% EXIT	NEW VS. RETURNING
Confirm Account	402 ↓ -0.2%	136 ↓ -17.6%	00:00:20 ↑ 19.3%	42.0% ↓ -3.2%	

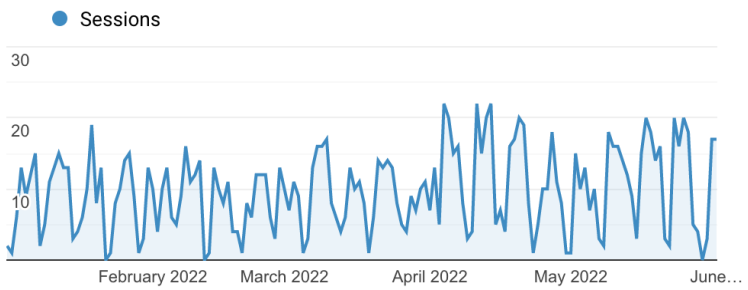
User Type	Pagevie...	% Δ
New Visitor	354	-10.2...
Returning Visitor	48	433....

Online Application

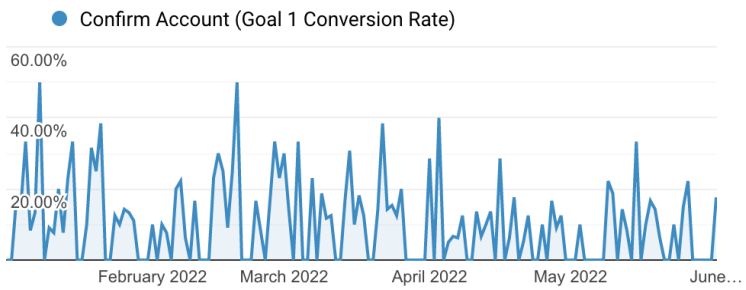
Top Channels



Sessions



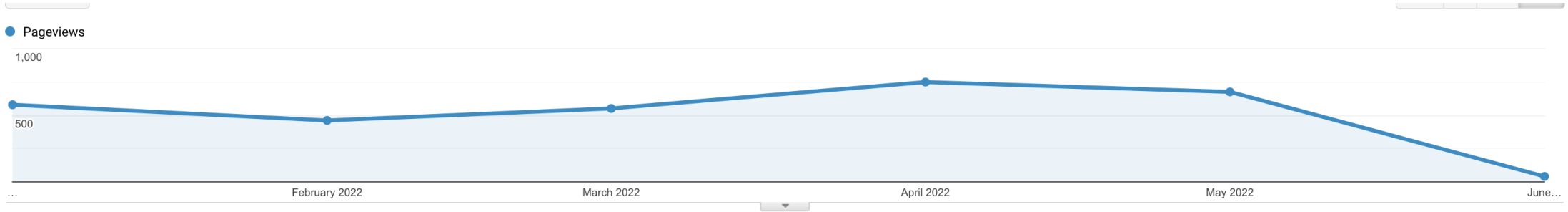
Conversions



	Acquisition			Behavior			Conversions		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 Conversion Rate	Goal 1 Completion	Goal 1 Value
	1,494	76.91%	1,149	24.77%	2.05	00:00:52	11.45%	171	$0.00
1 Direct	656			24.39%			21.04%		
2 Organic Search	592			22.64%			2.70%		
3 Referral	137			27.74%			3.65%		
4 (Other)	63			25.40%			4.76%		

Show All

Online Application



Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
3,063	1,521	00:00:40	24.77%	48.42%

Site Content

- Page
- Page Title

Site Search

- Search Term

Events

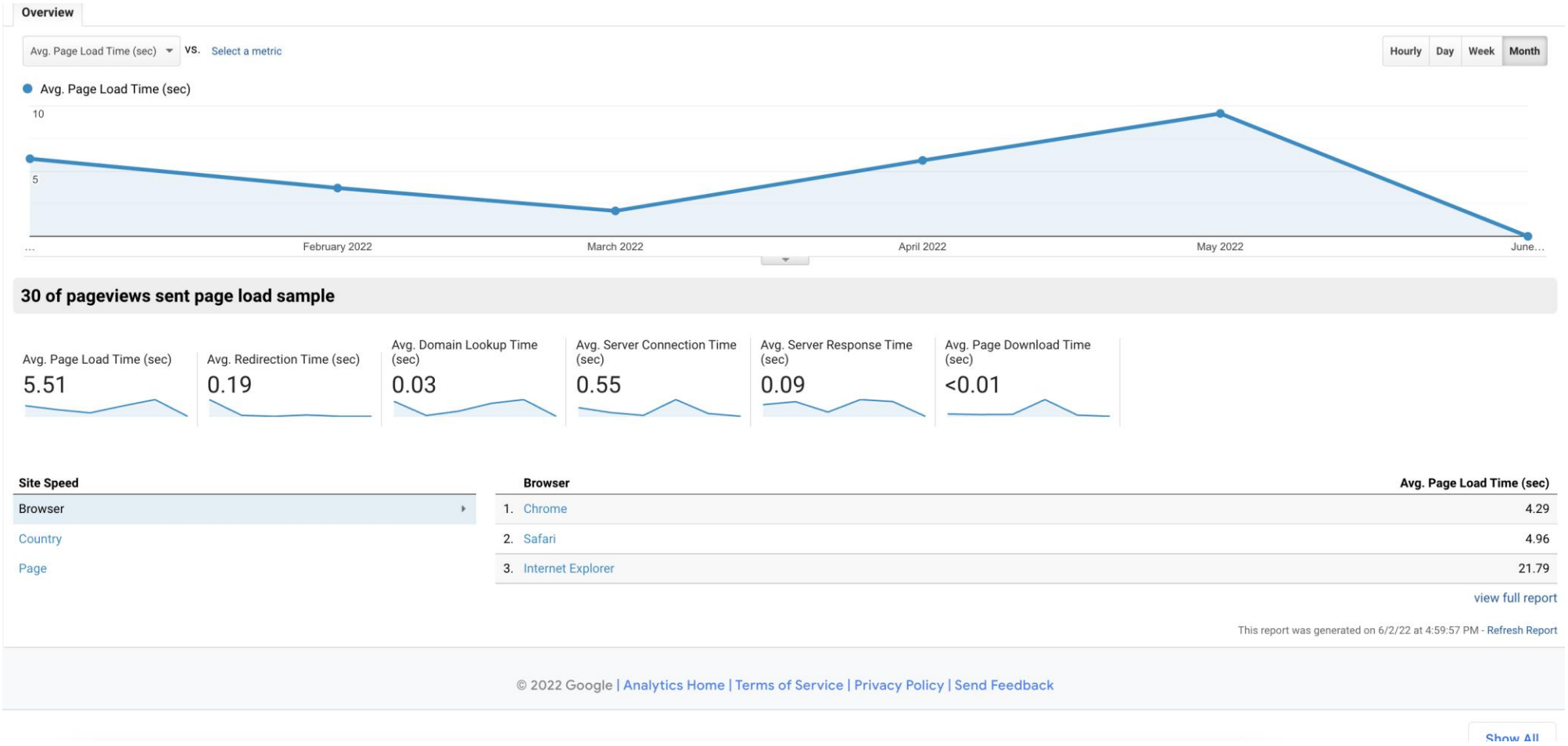
- Event Category

	Page	Pageviews	% Pageviews
1.	/	2,592	84.62%
2.	/get-started	47	1.53%
3.	/confirm-account?t=6f7f063e-c14e-4910-86ea-c7c9d30b5b98	10	0.33%
4.	/confirm-account?t=fca9eea6-b9a2-4bb8-b421-77fd4d59c365	10	0.33%
5.	/confirm-account?t=fac98b19-8bae-441a-b5d8-22fe898ddcd2	7	0.23%
6.	/confirm-account	6	0.20%
7.	/confirm-account?t=6feeac36-4d0c-4ecf-8c6e-2a025f2e0186	6	0.20%
8.	/confirm-account?t=24f80dd8-3526-46c9-ab72-dd0f1c1be409	5	0.16%
9.	/confirm-account?t=3673a74b-472a-488d-986e-28a3c4bb9b12	5	0.16%
10.	/confirm-account?t=557c0d44-6ab2-46d5-8e6a-ea3cd0ff6032	5	0.16%

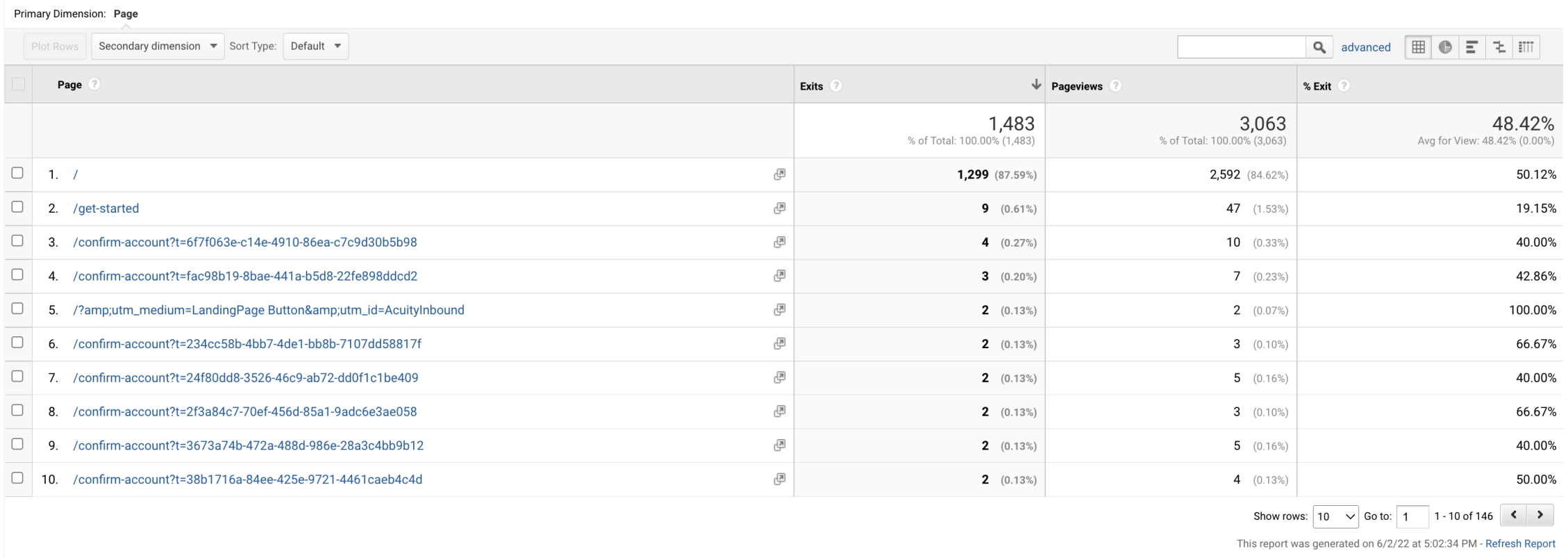
view full report

Show All

Online Application



Online Application



Primary Dimension: **Page**

Plot Rows | Secondary dimension | Sort Type: Default | advanced

	Page	Exits	Pageviews	% Exit
		1,483 % of Total: 100.00% (1,483)	3,063 % of Total: 100.00% (3,063)	48.42% Avg for View: 48.42% (0.00%)
1.	/	**1,299** (87.59%)	2,592 (84.62%)	50.12%
2.	/get-started	**9** (0.61%)	47 (1.53%)	19.15%
3.	/confirm-account?t=6f7f063e-c14e-4910-86ea-c7c9d30b5b98	**4** (0.27%)	10 (0.33%)	40.00%
4.	/confirm-account?t=fac98b19-8bae-441a-b5d8-22fe898ddcd2	**3** (0.20%)	7 (0.23%)	42.86%
5.	/?amp;utm_medium=LandingPage Button&utm_id=AcuityInbound	**2** (0.13%)	2 (0.07%)	100.00%
6.	/confirm-account?t=234cc58b-4bb7-4de1-bb8b-7107dd58817f	**2** (0.13%)	3 (0.10%)	66.67%
7.	/confirm-account?t=24f80dd8-3526-46c9-ab72-dd0f1c1be409	**2** (0.13%)	5 (0.16%)	40.00%
8.	/confirm-account?t=2f3a84c7-70ef-456d-85a1-9adc6e3ae058	**2** (0.13%)	3 (0.10%)	66.67%
9.	/confirm-account?t=3673a74b-472a-488d-986e-28a3c4bb9b12	**2** (0.13%)	5 (0.16%)	40.00%
10.	/confirm-account?t=38b1716a-84ee-425e-9721-4461caeb4c4d	**2** (0.13%)	4 (0.13%)	50.00%

Show rows: 10 Go to: 1 1 - 10 of 146

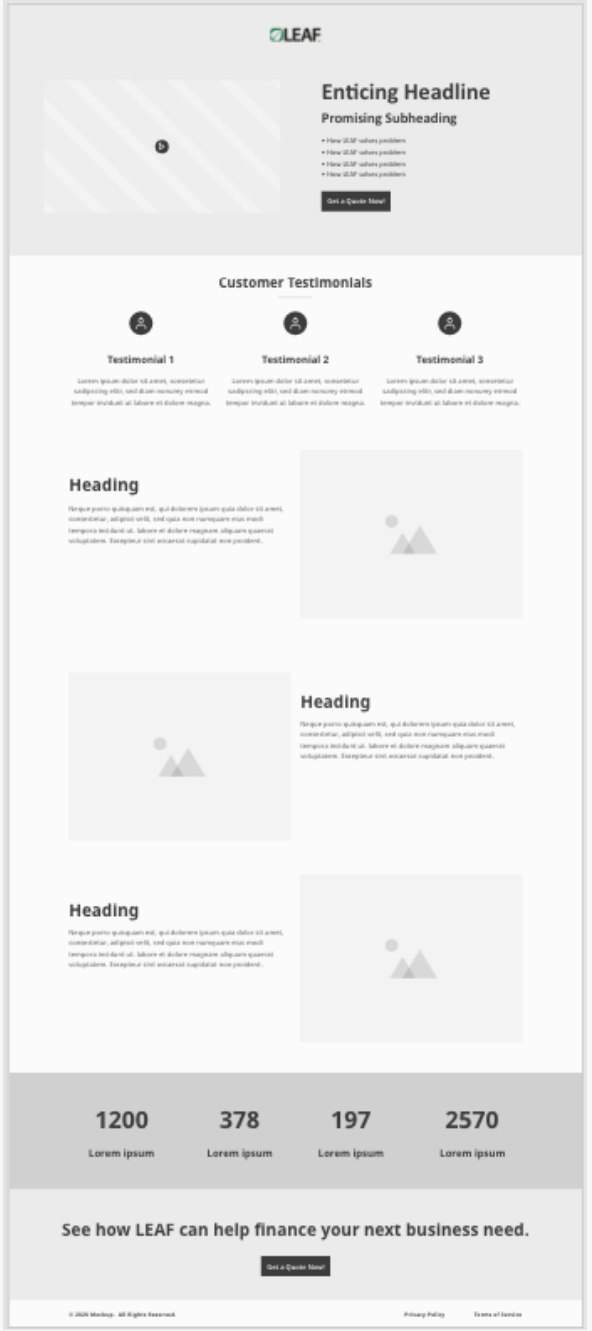
This report was generated on 6/2/22 at 5:02:34 PM - Refresh Report

Inbound Landing Page Recommendations

- Remove link on logo
  - This will help bounce rates on the page and is a good practice on landing pages.
- Add an image showing a screenshot of the application
  - Showcases how the app looks when viewers are filling it out or an image of the confirmation will help users know what to expect when entering the application.
- Add a checklist above the fold with what to expect while filling out the app and/or what is required to complete the app
  - This will help with bounce rates as it will alleviate them not having this information on hand before beginning the applicati on
- Capture initial information about viewers
  - I would recommend capturing some information about the viewer as soon as they visit the page. Potentially changing the inital form to make it Name, Business, and email would at least allow us to capture the customers contact info to continue retargeting them with additional ads to help them move down the sales fu nnel.
- Update headline and subheadline to target what customers pain point.
  - Having the headline to something that the prospect might think "That would be awesome", their next thought should be "How is that possible?" (which is the rest of the copy and social proof aka. testimonials)
- Including a quick video that explains the LEAF and how it can help businesses with Financing
  - This will help viewers understand how the process works after establishing what the page is about and trust factors - testimonials
- Reduce to one CTA on page, make a contrasting color to rest of page, and make CTA text more descriptive and exciting
  - Implementing an orange or yellow/orange color for the CTA will help draw the eye of the viewer to that area and increase conversions
  - Multiple CTAs are causing confusion for viewers.
  - Recommend an A/B test. One page with the "Email Quote" and one with "Apply Now" to test which is more effective at driving in teractions
  - Having a more action-oriented message on the CTA helps viewers to not only know what they are getting when converting but also gives a sense of urgency (ex. Get Financing Now!, Get a Quote Today!)
- Have one CTA (same as header) in footer of page
  - This can help with bounce rates as people are given an additional opportunity to interact with the page
  - This also gives another opportunity to encourage more conversions because you are not making the viewer scroll to the top
- Add privacy link to page
  - It is highly recommended to have a link to the privacy policy on landing pages to increase viewers trust, making prospects fe el more comfortable with submitting their personal information.
- Updating the meta description
  - Having a better description of what the page is and why to apply with LEAF.

Application Recommendations

- Update flow of application for easier user experience.
  - Creating an app that not only showcases what is needed to successfully complete the application could reduce drop offs throughout
- Making the initial application page more informative and add content to help users understand the purpose of the application
  - This would reduce some drop off traffic as it would indicate what the page is about.
- Remove indexing and add updated meta description to application page
  - Traffic that is not necessarily ready to buy is being sent to this page when Googling LEAF and its products. Removing the indexing from this page and updating the meta description will help with sending traffic more intentionally to the application
- Reduce load speed by updating page optimization
  - Having the page load as quickly as possible will help users stay on the page longer because they won't be waiting for sections to load. This includes reducing files sizes, server requests, and content on the page.

Next Steps

1. Create mockups of both the landing page and application experience via recommendations and wireframe
2. Update optimization of page and application to decrease load time
3. Remove indexing from application
4. Update meta descriptions on both landing page and application
5. Create an A/B test of different CTAs
    - Test, Review, and update based on findings