

## DEFINING PAGEPERFECT

Wpromote's revolutionary PagePerfect service is the most powerful end-to-end service available to optimize landing pages. The landing page is the first page that a potential client reaches after clicking on an ad or search engine result. Landing page optimization is focused on the goal of increasing conversion rates on a webpage. The smallest changes to content, color, layout and a variety of other factors on the page can increase sales and leads a great deal.

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*For companies spending at least \$5,000 a month in PPC Management, PagePerfect is a service they cannot afford to pass up.*

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## A PAGEPERFECT CLIENT CAN EXPECT

- Guaranteed ROI
- Dedicated Specialists Who Care About Their Clients
- Expert Analysis of PPC Management
- Professional Optimization Testing
- Increased Leads
- Detailed Reporting of Landing Page Performance
- No Aggravation, No Stress, Just Results!

## WHY PAGEPERFECT WAS CREATED

Time and time again, Wpromote noticed that clients were running very successful PPC and SEO campaigns but conversions were being lost when visitors reached the landing page. Wpromote realized that making a few changes that would motivate users to take action made a profound difference. Many businesses launch their site or landing page without doing sufficient multivariate testing. By failing to do so, these businesses are losing out on maximizing their profits. Even after it is launched, many companies do not go back and make changes on a regular basis to see if their pages could perform even better. These efforts in testing are viewed as a daunting task and one that requires expertise and vast knowledge. Recognizing a great need, PagePerfect was born.

## SERVICE DESCRIPTION


Landing Page Optimization by PagePerfect is a process performed with care and attention by our dedicated team of optimizers. Each step of the way, Wpromote pledges to work tirelessly so that our clients don't have to. Here are the steps PagePerfect optimizers do for each and every client:

1. Website Analysis & Consultation
2. Market & Competitor Research
3. Define Goals & Attributes For Testing
4. Website Layout & Copyrighting
5. Design and Code Landing Page
6. Create Optimization Plan
7. Implement Optimization
  - a. A-B Split Testing
  - b. Repeated A-B Hybrid
  - c. Multivariate Landing Page Testing
8. Full Reporting, Statistics & Analysis
9. Delivery of Winning Landing Page


## PAGEPERFECT CASE STUDY

**Client: Lumineers**


**Old Landing Page**



**Starting Conversion Rate: 4.67%**



**PagePerfect Landing Page**



**New Conversion Rate: 10.28%**

**120% Increase in Conversion Rate**  
**1,256 More Conversions a Month Without Increasing Spend**