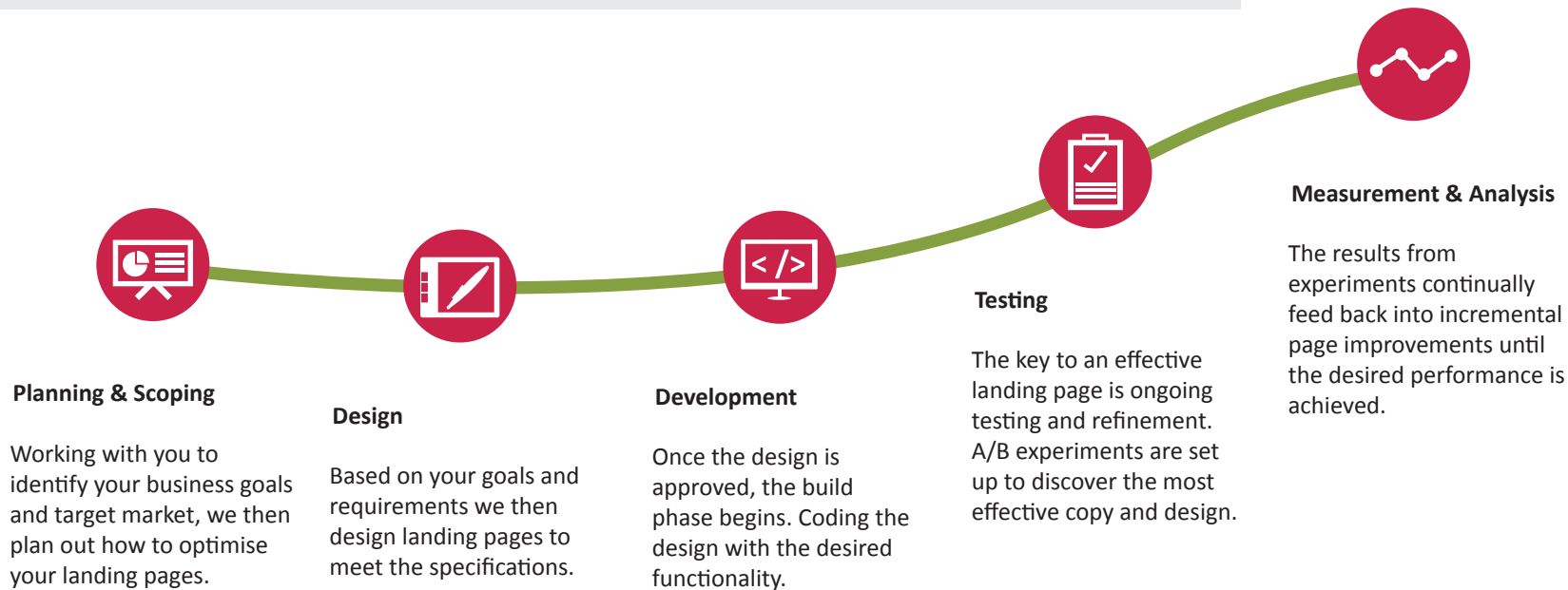# Digital Marketing Recipes

A step by step guide to optimising your website conversions...

Every website has a purpose, whether its to drive sales or bring in leads. The landing pages need to be optimised in order to best achieve your desired results.

Objectives

Maximise the number of conversions through your website using a methodical process of design, experimentation and implementation.

Planning & Scoping

Working with you to identify your business goals and target market, we then plan out how to optimise your landing pages.

Design

Based on your goals and requirements we then design landing pages to meet the specifications.

Development

Once the design is approved, the build phase begins. Coding the design with the desired functionality.

Testing

The key to an effective landing page is ongoing testing and refinement. A/B experiments are set up to discover the most effective copy and design.

Measurement & Analysis

The results from experiments continually feed back into incremental page improvements until the desired performance is achieved.

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Digital Marketing Ingredients

Planning & Scoping	Design	Development	Testing	Measurement & Analysis
Objective Establish clear goals and pathways for the web development project.	**Objective** Create designs for the required landing pages.	**Objective** Build the new landing pages to current web standards.	**Objective** Put design assumptions to the test to determine what most effectively gets the desired results.	**Objective** Analyse data collected through experimentation to inform incremental improvements to landing pages.
Measure of success • A clear outline of functional requirements • Project timeframes & responsibilities established	**Measure of success** • A functional design that achieves the intended goals and requirements	**Measure of success** • Fast, glitch-free landing pages	**Measure of success** • Multiple A/B tests created to test assumptions	**Measure of success** • Conclusive evidence in data report
Deliverables • Project plan • Requirements document	**Deliverables** • Design templates and elements • Landing page designs created	**Deliverables** • Fully responsive html landing pages. • Additional functionality as required	**Deliverables** • A/B tests set up for copy and design in Google Analytics to track results	**Deliverables** • Experiment data report with conclusive findings • Implementation of proven page attributes

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