

Landing page ideas email

From: <your.email@whiteopal.com>

To: Norman Oshiro <oshiro@whiteopal.com>

Subject: Ideas for the landing page

Hi Norman,

I've reviewed the scroll and click heat maps for the landing page. Here are a few possible suggestions for ways to increase email signups:

- 1. Move 20% off deal to the top of the page. This is where we are seeing the highest user engagement. Also have users sign up for emails prior to locking in this deal.**
- 2. Ask for less information on the email signup. Clicks are decreasing as users move down the list of information for sign up. Just use name and email to increase sign-ups.**
- 3. Move email signup to top of page. Users are not scrolling down to the bottom of the page, put right at the top with the 20% off deal. Also, make email sign-up button pop more.**
- 4. (Not email related) Include collections on home page, rather than specific products. More people are searching via search bar and collections on the navigation bar rather than clicking on specific products.**

The heat map data gave some great insights about how customers are interacting with our site, and I think the ideas I've described above could really help increase signups. If the team agrees, we can plan some A/B tests to find out how they perform. We could also set up a meeting with the design team to discuss our priorities for this page.

Thanks,

E-commerce Specialist

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