



# BusinessSuites

Landing Page  
Optimization

A Harte Hanks Company

## Client:

BusinessSuites, which provides companies with full furnished, work-ready offices in a number of locations across the U.S.

## Challenge:

BusinessSuites wanted to design an updated landing page with a focus on the form fill; the project included a cycle of testing against their current page. 3Q Digital did research on landing page best practices and provided BusinessSuites with tips, recommendations, landing page examples, and mock-up ideas using existing elements. The 3Q and BusinessSuites teams traded a few revisions before settling on the final design to address the goal of increasing fill-form leads and improving conversion rate and cost per acquisition.

## Our Recommendations:

**Simplify the page.** The old landing page featured lots of information and detail about services that were helpful to some site visitors but may have distracted from the page's conversion goal. The new page is clean and simple and focuses on the goal.

**Keep the fill form short.** The old fill form had 7 sections, while the new only has 3.

**Keep the focus on the goal.** The old page had a navigation bar at the top and multiple links throughout. The new page has no navigation links, and the only action you can take is submitting the fill form.

**Establish immediate trust.** The old landing page included trusted third-party logos, but those were at the very bottom. The first draft of the new page did not include these, but we recommended adding them and giving them more prominent placement, which is reflected in the final version.



# OLD CREATIVE

The screenshot shows the old website layout. At the top, the BusinessSuites logo is on the left, and navigation links (Locations, Services, Brokers, Client Reviews, About Us, Careers, Blog) and a 'Call Now 1.757.926.5380' button are on the right. The main heading is 'Lease Executive Office Suites in Newport News, Virginia'. Below this, there's a section for 'BusinessSuites Oyster Point' with an address and phone number. A large image of the building is shown. To the right is a contact form with fields for First Name, Last Name, Company Name, Phone, Email Address, and Specific needs or questions, plus a 'SEND INQUIRY' button. Below the form is a 'Call 1.757.926.5380' button. At the bottom, there's a 'Which option is right for your business?' section with links for 'Full Service Offices', 'Virtual Offices', and 'Meeting Rooms', along with a 'Map & Location' button and a 'Compare Service Options' section.

# NEW CREATIVE

The screenshot shows the new website layout. The BusinessSuites logo is at the top left. The main heading is 'Offices Available in Newport News' with sub-headings 'Fully-furnished | Move-in Ready | Flexible Terms'. A large image of an office interior is shown. To the right is a 'Get a Quote' form with fields for Name, Email or phone, and Specific needs or questions, plus a 'Get a Quote' button and a note 'We will respond within 15 minutes during normal business hours'. Below the image is an 'Offices Include:' section with six icons and descriptions: 'Private, furnished office with 24/7 access', 'High-speed internet and business phone', '8 hours / month meeting room time w/ online scheduling', 'Receptionist answers calls, greets guests', 'Cafe w/ FREE coffee, tea and refreshments', and 'Easy to understand agreements, no hidden fees'. At the bottom, there are logos for 'SMALL BUSINESS', 'FRAUD Watch', and a '4.9 (203)' rating.



# Results

We ran the landing page test in Google from Feb. 10 to Feb 26 2015. The test was launched in Bing on Feb 24 and was still running as of mid-March 2015.

- On Google, the new landing page registered a CVR increase of 88% over the old landing page. The average CPA of the new page was 45% lower.
- On Bing, CVR of the new page was 113% higher, and CPA of the new page was 59% lower.
- On March 1st, we shifted the Google campaign to the new landing page. To date, we are projecting an increase of 174% conversions from the average of the previous 6 months (Aug. 2014-Jan. 2015) using the old landing page, with a CPA reduced by approximately half.



For more information on how **3Q Digital, A Harte Hanks Company** can help your marketing campaigns:

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