

EBOOK

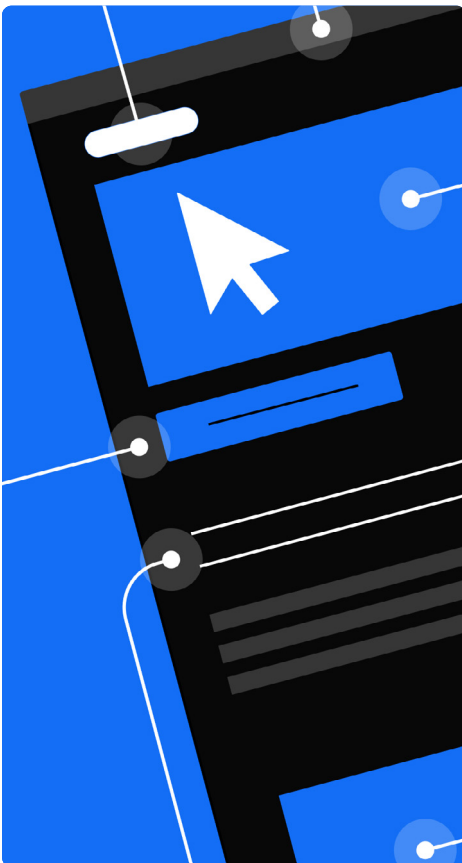
# Your ultimate guide to website optimization

Ideas for better experimentation, personalization,  
and user experience

# Transforming inspiration into conversion-generation web strategies

Imitation may be the sincerest form of flattery, but it also breeds inspiration for optimization! If you've been looking for guidance — and examples — on the best ways to optimize your most crucial web pages, you've come to the right place.

In this guide, we'll provide in-depth optimization examples and recommendations for some of the most common pages and elements on modern websites. Bringing concepts from UX and [psychology](#), these examples can help drive more visitors to stay on your site and convert.



While this may not be an exhaustive list, our hope is that you can combine insights from your own customer data with inspiration from the ideas put forth here. So, without further ado, let's dive into some inventive optimization examples you can start experimenting with today.

# Homepage

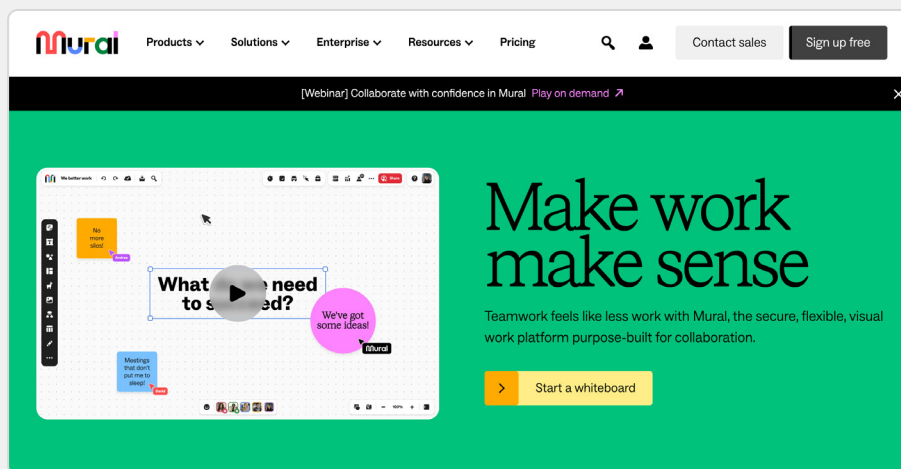
While [not always the first page](#) a person visits, your homepage is the most comprehensive look at who you are, what you do, and who you do it for. Your homepage is often the first impression so it should capture attention, clearly explain your business, and make it easy for visitors to navigate to other pages, learn more, and convert. Here's a look at some of the most common opportunities for optimization on your homepage.

## 1. Above-the-fold media

Use the space at the top of the page — often filled by hero banners — to grab visitors' attention through images or videos.

⚡ **Test:** Experiment with the type or format of media, the content, and even the size to fit different content above the fold.

Mural's hero banner contains an introductory video and a sign up CTA to quickly familiarize you with their terminology.



## 2. Promotional/benefits bar

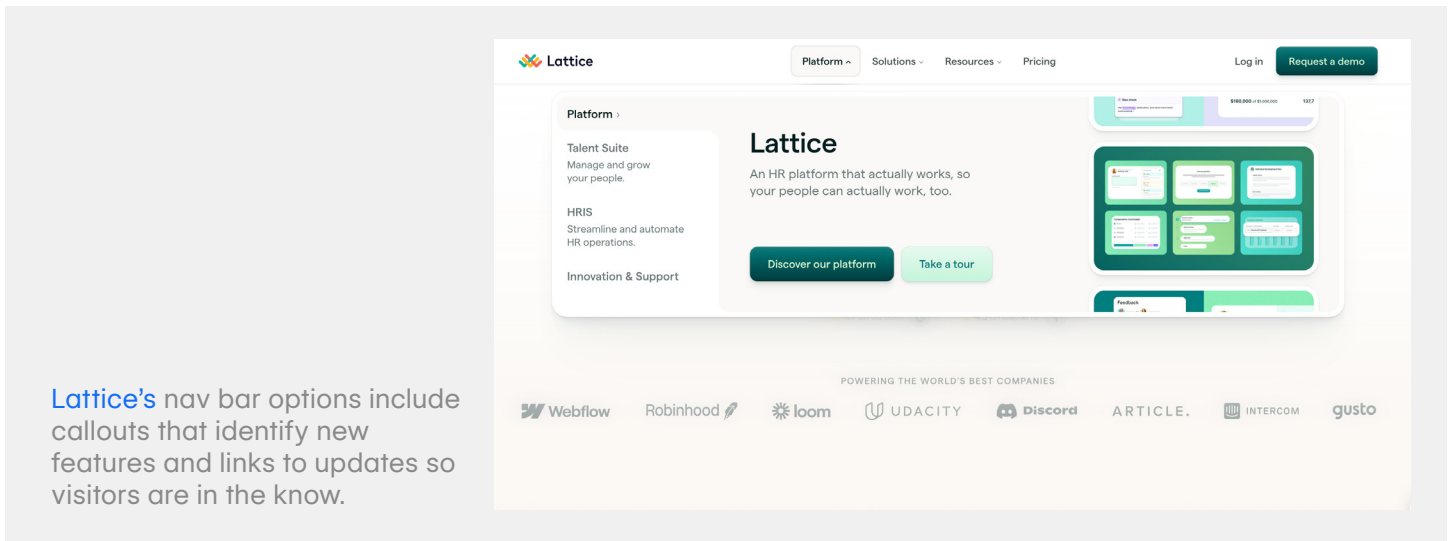
This fixed homepage banner can display text announcing new product features, company events, or other newsworthy content.

- ⚡ **Test:** Incorporate behavioral insights to test different content to see what resonates with visitors.
- ⚡ **Test:** Changing the color or size of the bar can also have a big impact on engagement and user behavior.

## 3. Static navigation bar

A stationary navigation bar makes it easy for visitors to access your product or solutions pages, topical pillars, resources, contact information, and other internal pages.

- ⚡ **Test:** Consider testing the content of your nav bar or dynamic content sections in your nav bar to highlight sales, events, or other product recommendations that fit your business.



Lattice's nav bar options include callouts that identify new features and links to updates so visitors are in the know.

## 4. Social proof, testimonials

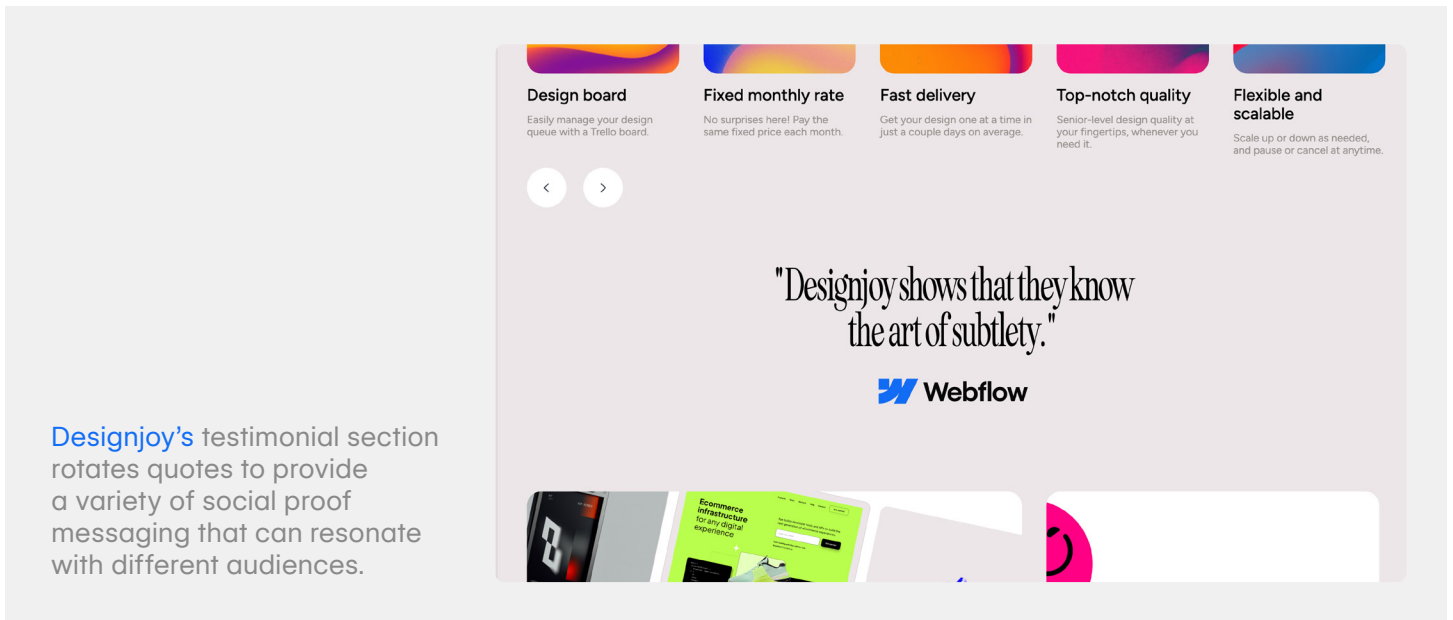
Third-party validation is huge in building trust with your visitors. Highlight customers' successes with visual representations, such as image blocks or slideshows.

🔗 **Test:** With only a few seconds to grab attention, test your imagery, quotes, data, or statistics to see what captures interest.

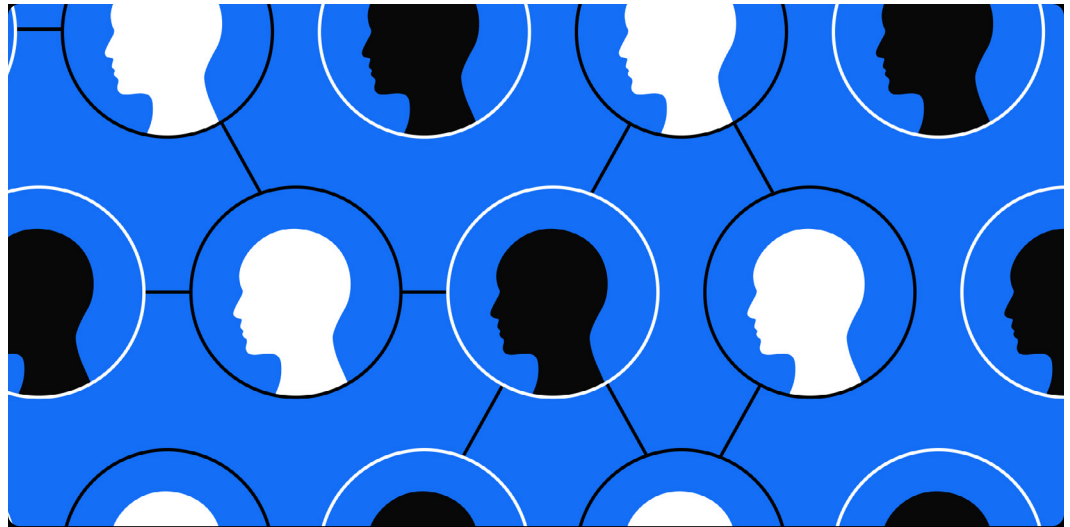
## 5. Image carousels

Take advantage of additional image carousels to display product screenshots, resources, or other features, breaking things down into visual and digestible takeaways for the visitor.

🔗 **Test:** Beyond testing the image and content itself, you only have limited space for copy so experiment with what you say within carousels — but be sure to stay on brand!



Designjoy's testimonial section rotates quotes to provide a variety of social proof messaging that can resonate with different audiences.



## Audience

A key piece of optimization is knowing who you're optimizing for. With that in mind, it's important to also consider the intended audience with each of the experiments in this guide.

### New visitors vs. return visitors

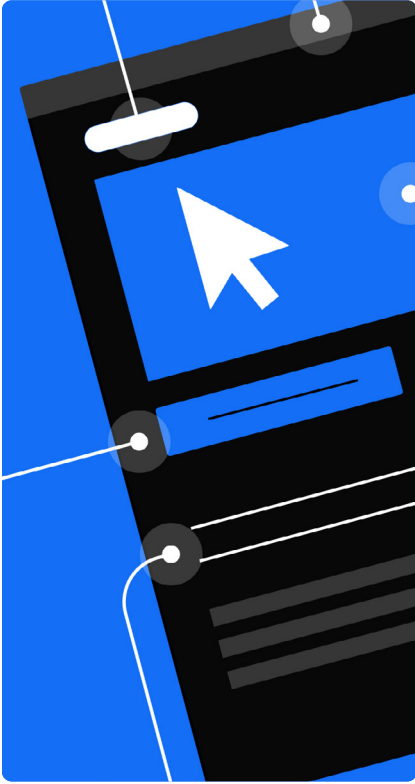
If someone is accessing your website for the first time, your messaging might be warm and introductory. A repeat visitor, however, should see messaging that acknowledges they're farther along in the buyer journey, even if they have not converted yet.

↳ **Test:** Copy, images, and product recommendations are just a few examples of what you can personalize to the visitor's experience with your brand.

### Prospect vs. customer

Prospective customers and existing customers need different messaging to help them decide to either become a customer or stay a customer.

↳ **Test:** Prospects might be targeted with free trials or demos, while existing customers might receive product recommendations or upsells.



# Landing Pages

Landing pages are designated stops for website visitors that encourage them to take a specific action, like downloading an asset or registering for an event. These can vary from an abstract and form fill all the way to fully interactive resource hubs. Both are worth testing, but within that content there are more spots to test, test, test!

## 6. Messaging

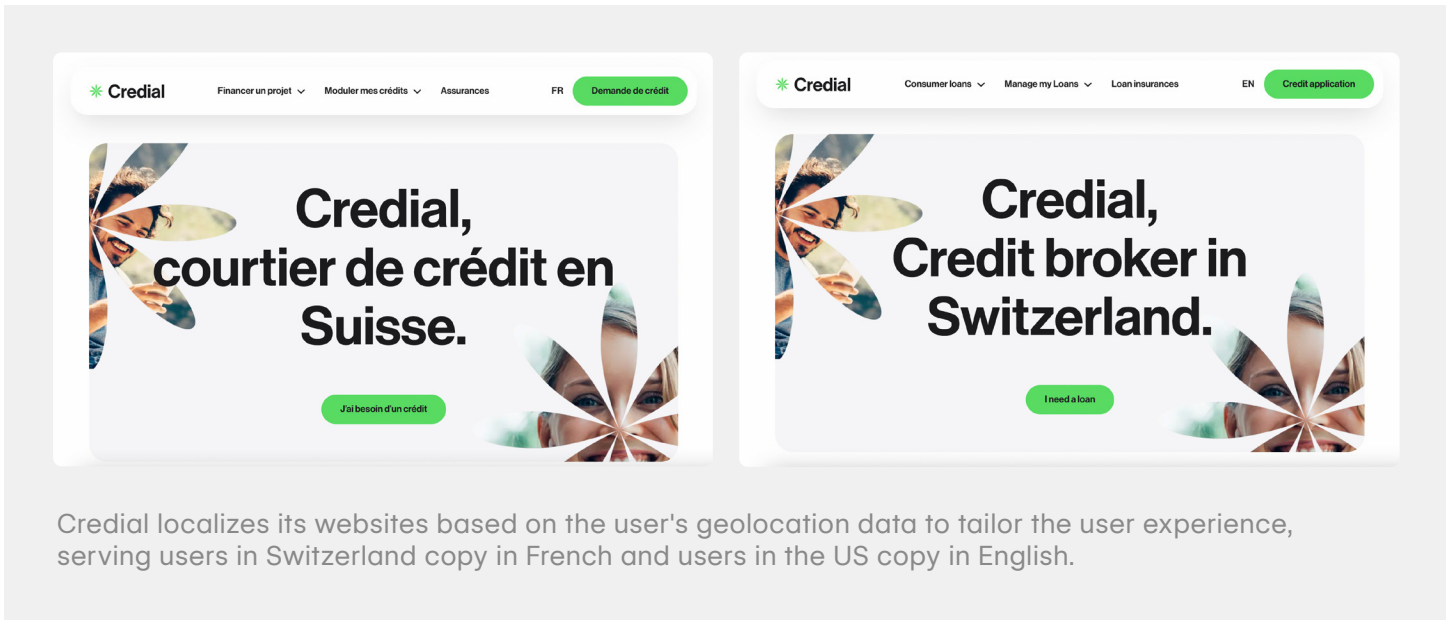
Landing pages can often have a singular goal in mind — think: resource downloads or webinar registration. In order to create a cohesive brand experience throughout your site, use consistent terminology, voice, and tone across all pages.

↳ **Test:** Length of copy, tone, formatting, or even recommended content or pages can uplevel the performance of a landing page. And always optimize for SEO!

## 7. Personalization

How visitors find themselves on your landing page will vary dramatically. Some will organically find it; others will click an ad; and others will find it through email or ABM campaigns. Optimizing your landing pages to adapt to a person's stage in the customer journey goes a long way in fostering engagement.

- ↳ **Test:** Create content that speaks to the user's role, size of their company, or any other data points you may have.
- ↳ **Test:** For return visitors, try shorter form fills or none at all like a one-click download button to simplify the experience.



Credial localizes its websites based on the user's geolocation data to tailor the user experience, serving users in Switzerland copy in French and users in the US copy in English.

## 8. Localization

Adapting your landing pages to the various geographies and languages that frequent your site increases the likelihood of conversion.

↪ **Test:** Configure your localization settings so that your copy displays in the local language of the visitor accessing the page.

## 9. Navigation Bar

Since landing pages are designated for highly specific use cases, everything on the page is fair game for experimentation, including the navigation bar.

↪ **Test:** Depending on the goal of the landing page, consider removing the navigation bar to direct users to your landing page's CTA — and only that.

# Product Pages

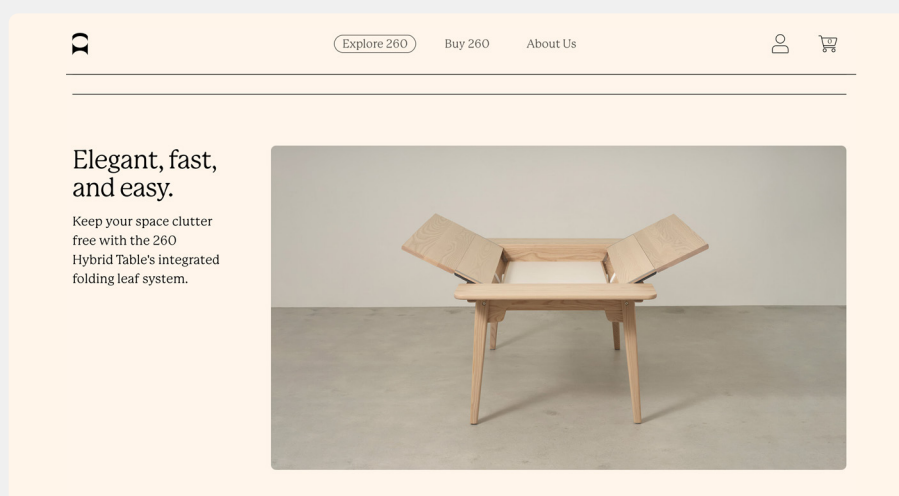
While the homepage tells your brand story, your product pages get more granular in showcasing how you solve your visitors' needs. Here, you can break your product and services down into detailed, interactive pages that tell stories and speak to customers' needs. Let's look at this in more detail.

## 10. Messaging

Effectively address customer pain points with product messaging that is clear, concise, and tailored to the right audience.

🔗 **Test:** You have little time and even less copy to highlight your product. We recommend running A/B tests with every new launch to gauge messaging performance.

Arcanium uses gifs to show how their products work to give potential buyers more context than copy could on its own.



## 11. Media and displays

Showing the product is crucial to give your visitors a sense of what it's like to use or buy your product. Visual tiles provide an easy-to-navigate path for product exploration. Product videos/walkthroughs offer an extra element of interactivity and give room to add context.

🔗 **Test:** For your most visually-appealing products, try gifs or more interactive animated scrolls to display your product. Beware though, too much media can impact page load speed and accessibility.

## 12. Features

Depending on your business model, showcasing the variation in your products based on their features can give visitors insight into the value each product can provide.

🔗 **Test:** Knowing which features resonate can be challenging. Experiment with different formats and styles of highlighting features to gauge how users perceive value.

## 13. Recommendations

A quick win for personalizing your product page is to incorporate recommendations. Choosing the right recommendations — or cross-/upsells — increases conversion rates.

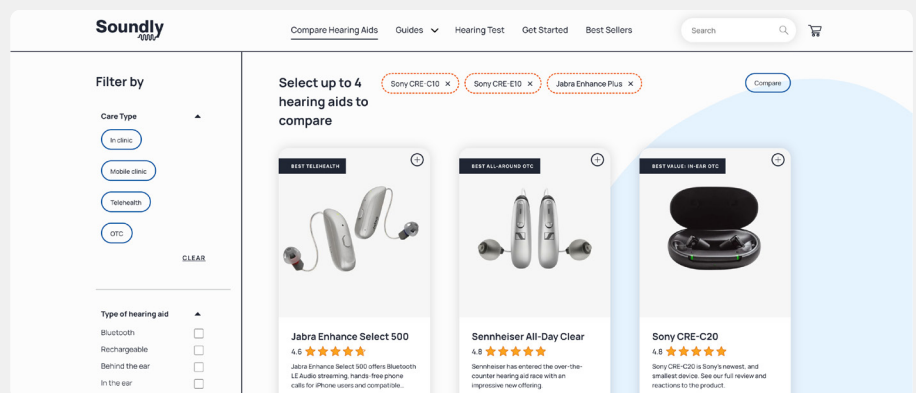
🔗 **Test:** Mix and match which products to recommend based on analysis and historical data, especially for loyal customers.

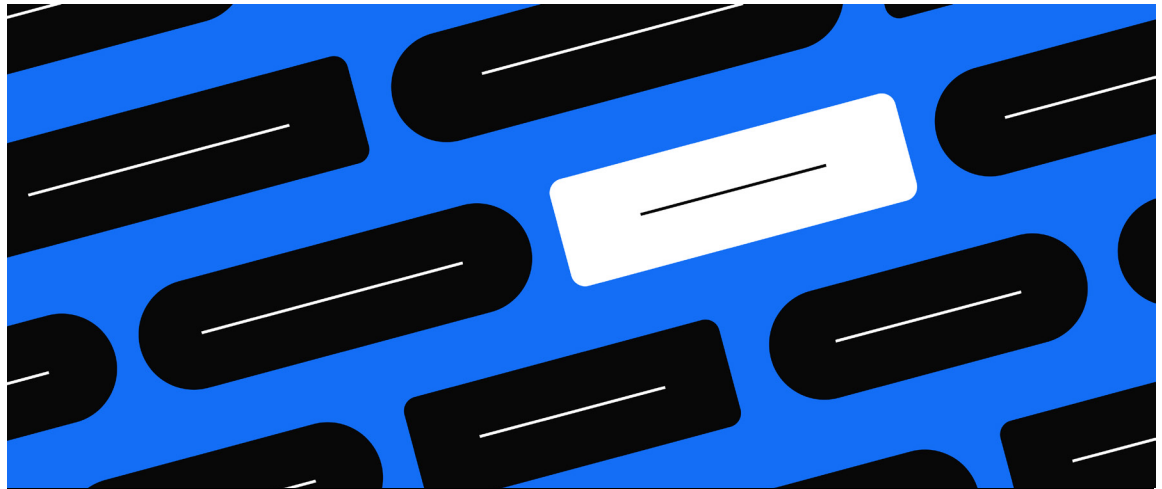
## 14. Comparisons

Maybe you have products with similar features, but important distinctions between them. Comparing products side-by-side gives users a visual way to determine value and what's best for their needs.

🔗 **Test:** Compare products with different price points or popularity to see how buyer behavior changes.

Soundly's product page allows users to compare up to four products side-by-side and uses product flags to highlight key value messaging for users.





## Call-to-action (CTA)

Throughout your site, you will undoubtedly call on your visitors to perform an action. Whether it's to sign up for a demo, book a call/appointment, visit another page, or "learn more," there are a number of ways you can test the effectiveness of your CTAs.

### CTA test ideas

1. Experiment with **where the CTA shows up on your page**, especially in button form.
2. **Size, color, shape, and dynamism of your CTA** matters as well. Whether it's a rectangle or oval or whether it moves when clicked, there are different ways to experiment with the visual representation of your CTA.
3. At any given moment, your visitors will likely be able to see a CTA. **Experiment with the quantity** visible on any page to find the right balance and encourage that action.
4. The **experiential path after clicking a CTA** is important to understand the best user experience. Test where a CTA leads to find the least amount of friction that still delivers results.
5. Clear and concise CTAs work best. **Test the messaging of your CTAs** to find the right balance of tone, style, and content.
6. Consider **testing the content of your CTAs on a single page** — whether you want everything to lead to the same place or have multiple options for your visitors.

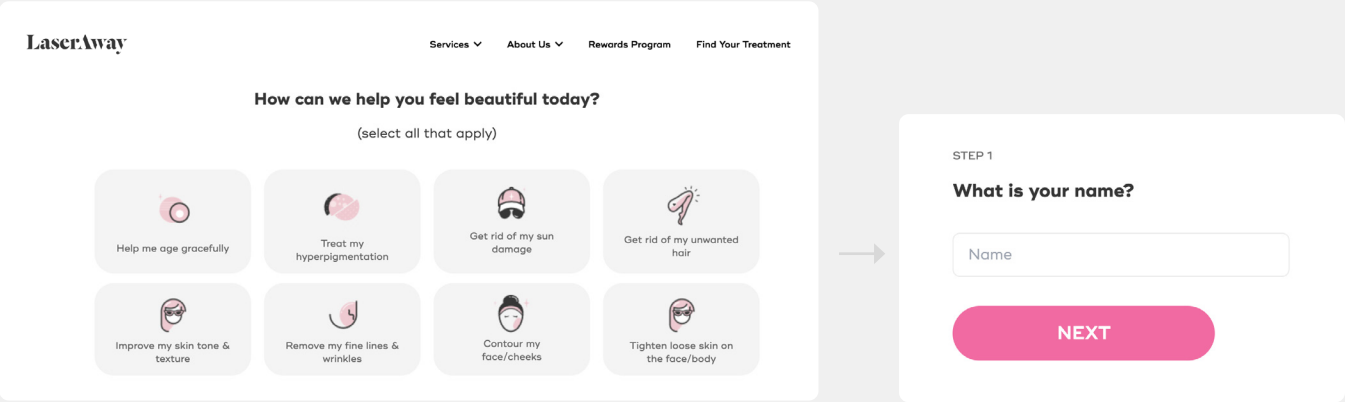
# Sign up

You likely have new products, events, offerings, and discounts on a regular basis. To capitalize on these, users have to complete sign up forms. Here are a few of the best ways to test encouraging visitors to sign up for a newsletter, product teaser, webinar, or other service by completing a form.

## 15. Forms

We're willing to bet no one enjoys filling out forms on websites. So, as the team leading the charge behind the scenes, it's up to you to make form fills seamless and easy, but still impactful.

- ↳ **Test:** Experiment with number of form fields to fill, number of steps to complete, one-click sign ups, or even the visual elements of a form by giving a sneak preview behind the form.
- ↳ **Test:** Multistep forms are also a great way to collect information without heavily disrupting the user experience.



**LaserAway** Services ▾ About Us ▾ Rewards Program Find Your Treatment

**How can we help you feel beautiful today?**  
(select all that apply)

- Help me age gracefully
- Treat my hyperpigmentation
- Get rid of my sun damage
- Get rid of my unwanted hair
- Improve my skin tone & texture
- Remove my fine lines & wrinkles
- Contour my face/cheeks
- Tighten loose skin on the face/body

STEP 1  
**What is your name?**

Name

**NEXT**

[LaserAway's](#) Find Your Treatment form uses fun visuals while giving you control to personalize the information.

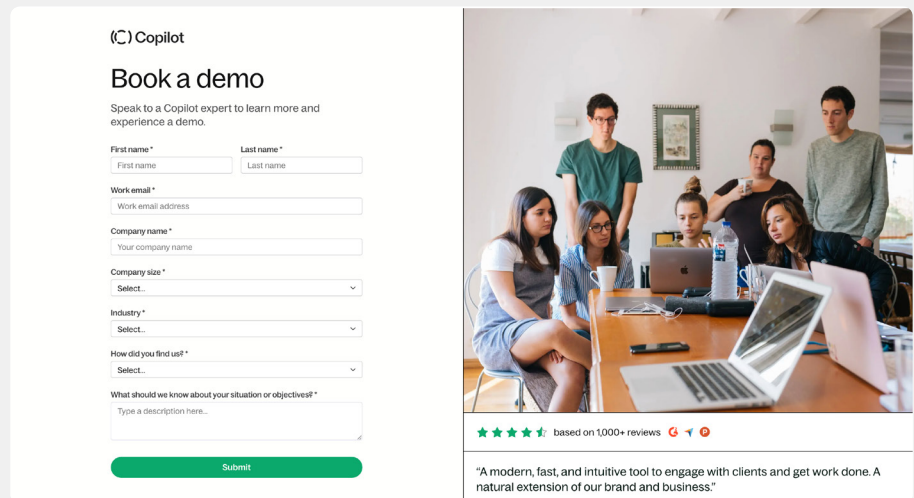
They then lead you to a simple, distractionless form fill.

## 16. Messaging

In a sign up situation, you're asking visitors for their private information. It's imperative your messaging acknowledges this fact and makes it clear what they are receiving for sharing their valued information with you.

🔗 **Test:** Try different messages to see what sticks and promotes conversion. For surveys or longer forms, experiment with the format and messaging of your questions to test engagement across the customer journey.

Copilot's demo request page includes a form field explicitly asking users to share their objectives so they can personally tailor demo experience to their needs and situation.



# Help and contact

We all do our best to explain everything on our site, but the reality is that people will have questions. That's where your contact and help information comes in. Here are some ways to make it easy for visitors to get in touch with you.

## 17. Location

A designated contact page gives you the space to include as much information as you can and adds legitimacy to your organization and web presence.

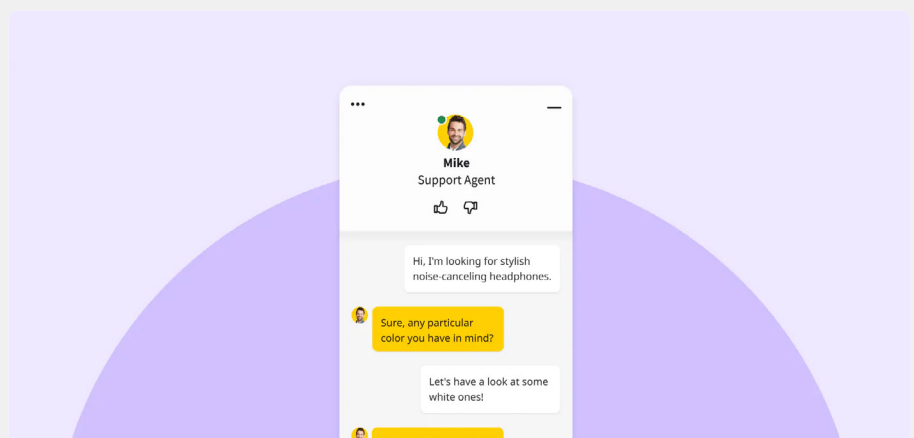
↪ **Test:** If you have a go-to phone number or email address that visitors frequently search for, consider experimenting with a sticky contact section in your site's navigation or promotional bar.

## 18. Chatbots

It's becoming increasingly commonplace to have a chatbot on your site. How this tool interacts with your visitors is another opportunity to experiment for better experiences.

↪ **Test:** You can optimize your chatbot based on visitor type — returning, prospects, new — to personalize the experience based on their experience with your brand.

Integrating tools like [LiveChat](#) allows brands to connect with customers through personalized, fully accessible chat widgets.





# Web optimization's business impact in action

Cybersecurity software company [Code42](#) underwent major changes that led to a shift in their website strategy. With the business refocusing its efforts, the team found itself building a new website for a new target market. But, without a testing program in place, they had no insights into how to reinvigorate their website. So they turned to [Webflow Optimize](#) and its proprietary AI technology.

**15%**

CONVERSION RATE INCREASE

**76**

VARIATIONS RAN IN FIRST 6 MONTHS

**2000+**

INCREMENTAL CONVERSIONS



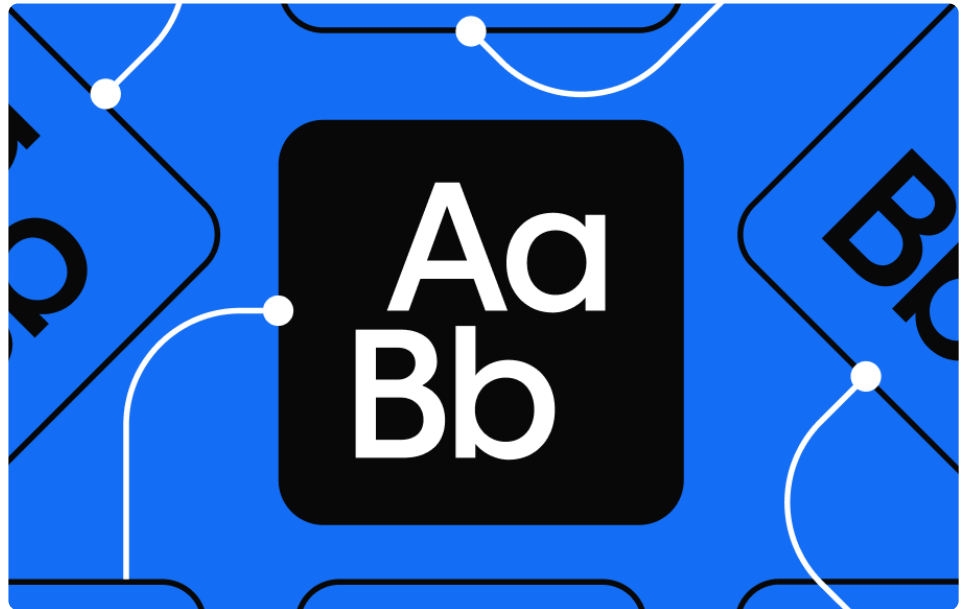
**Sarah Good**  
Senior Web  
Program Manager,  
Code42

**“We used to make so many changes to our base website based on a hunch or suggestions from product marketing or leadership. Now, with Webflow Optimize, we can test those ideas first without having a dedicated CRO headcount.”**

## The team boosted performance through a number of experiments including:

- **76 variations of the homepage** in a six month span to target different personas
- Integrating Optimize with 6sense and Marketo to **identify repeat visitors and personalize the CTA**
- **Adding a product video to the homepage**, which results in 50% more conversions than those not shown the video
- **Changing the copy** in their product module to fit traditional and progressive security buyers
- **100+ variations running** on their site at any given time

Since starting with Optimize, Code42 has seen a 15% conversion rate increase on their “contact sales” and “free trial” forms, plus 2,000 incremental conversions from other experiments they’ve run.



## Putting ideas into action

As you can guess from the examples here, there isn't a correct way to optimize your site. It's all about what makes sense for your business, your brand, and above all, your customers. Optimization is an ongoing process that takes many shapes and forms. Hopefully the examples here spark some inspiration for your next experiment.

And if you still want more, [contact our team](#). They've got many more for you to try!

# Ready to optimize your website in 2025?

Trusted by teams at over 300,000 of the world's leading brands — including the New York Times, Orangetheory Fitness, Greenhouse, Dropbox, Vice, TED, and IDEO — Webflow Enterprise empowers your team to visually build, manage, and optimize sophisticated web experiences at scale in a single website experience platform — all backed by enterprise-grade security.

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