

Landing Page

TEARDOWN

swell



We're back with another landing page teardown to explore how Swell, a renewable energy brand, can boost their conversion rate by at least 10-15% by following three simple tips.

Let's dive right in!



Swell is a great case study because we discovered 60% of their potential customers left after landing on their site.

We want to help users go further into the marketing funnel and continue their journey with **Swell Energy** —not leave.

Here's my first tip to drive more sales...



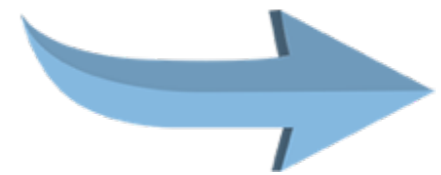
1

Orient Your Visitors Upon Entrance to Reduce Bounce Rates

When you orient your visitors as soon as they land on your site, they feel like they've arrived on a page they meant to visit.

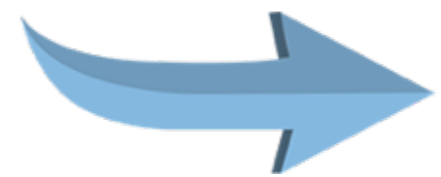
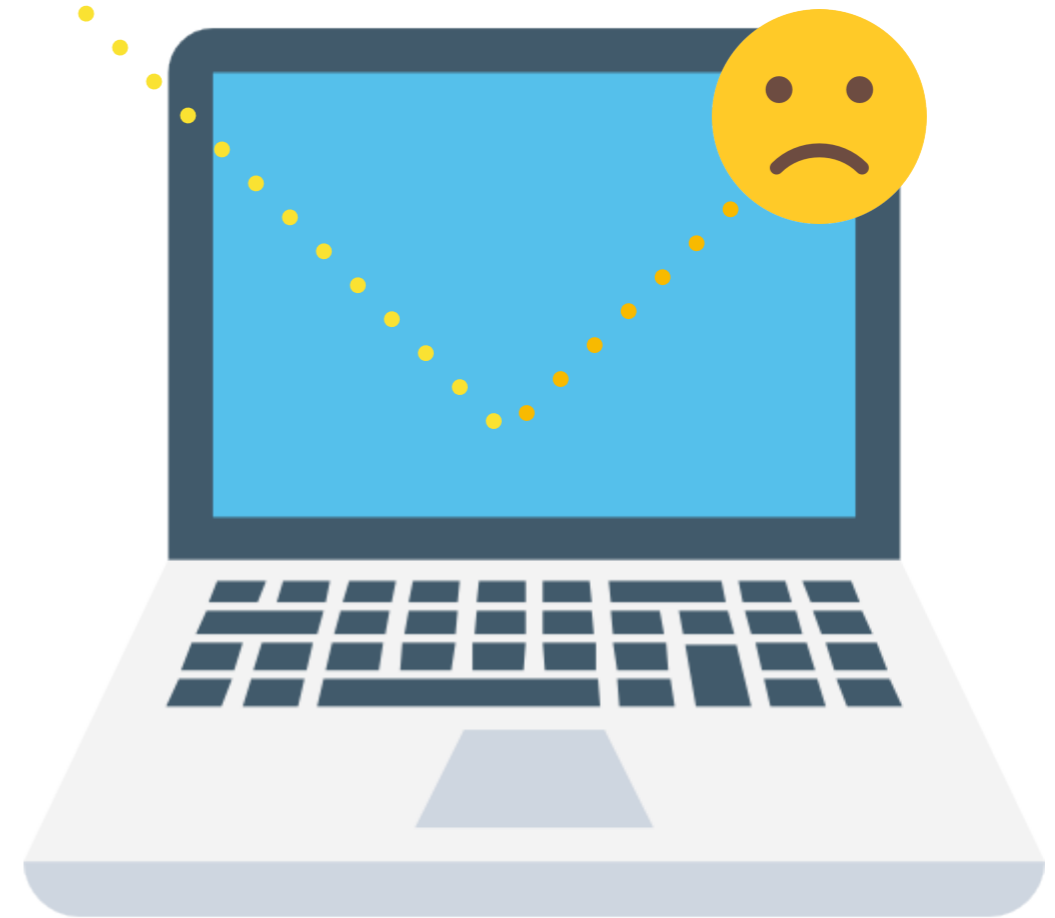
This helps them feel secure on your page and also reduces your bounce rate.

Now, you might be asking, "*what's a bounce rate?*"



A *bounce rate* is the percentage of people who arrive on your website and then leave without viewing any additional pages.

In other words, they came to your site, didn't see what they were looking for, and then left.



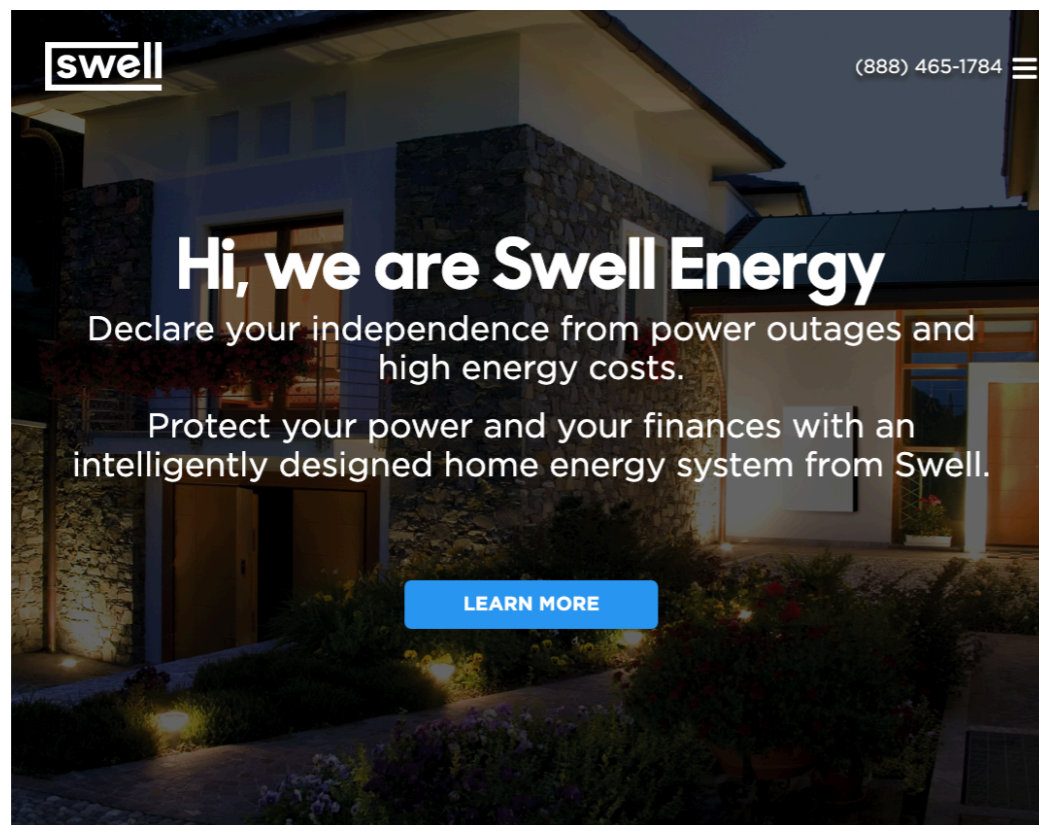
Ask yourself these questions to help orient your visitors:

- Does the header explain what the product or service is?
- Does the header copy match the pre-click ad or search engine copy?
- Does the copy call out who the product/service is for?
- Is there a clear, visually dominant page goal that leads further into your marketing funnel?

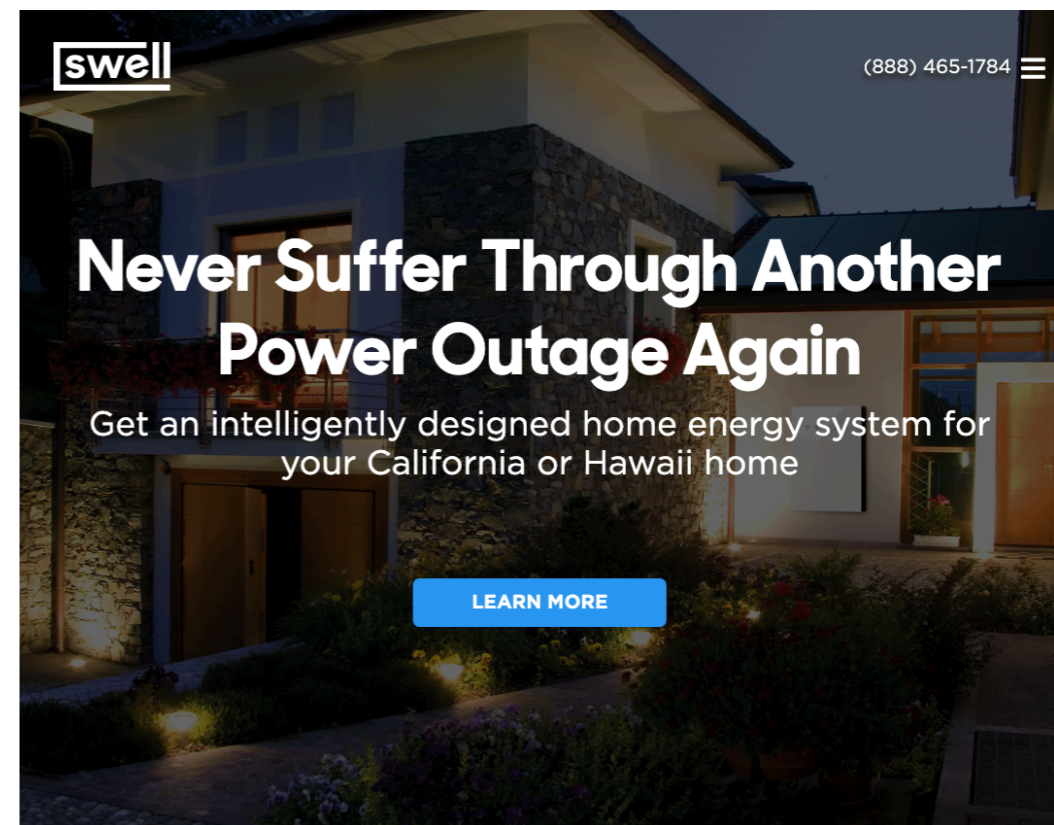


Here's one way Swell could reduce their bounce rate by clearly describing their product and who it's for:

 BEFORE



 AFTER

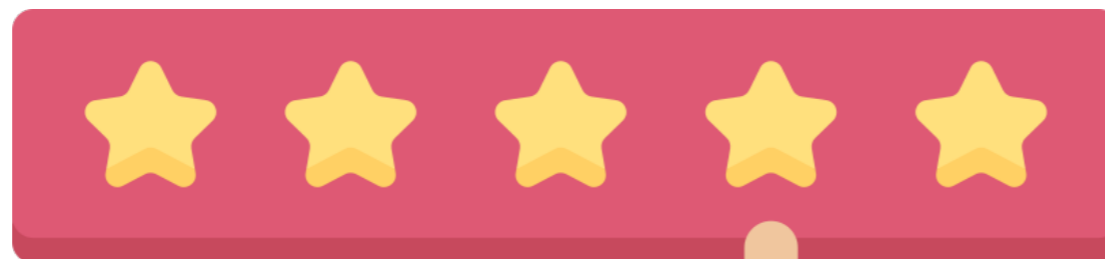


2

Establish Credibility With Your Prospects to Reduce Anxiety

Establish credibility to reduce the anxiety your prospects have of doing business with you.

Credibility shows that you can deliver on your promise with proof, reducing customer anxiety and fear.



Ask yourself these questions about your landing page so you can build more credibility:

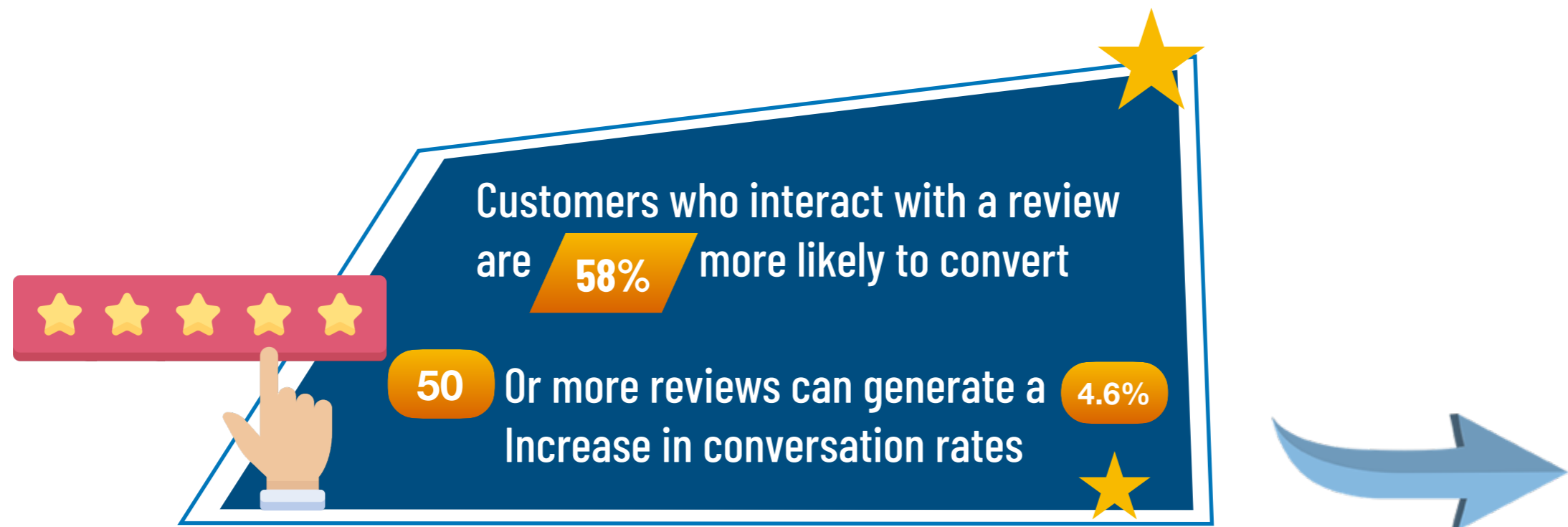
- Does the copy include endorsements from customers who fit the target market?
- Does the copy include endorsements from high-profile media?
- Does the copy include impressive metrics that summarize the product's popularity?
- Are these testimonials/endorsements easily verifiable?



Establish credibility with testimonials

Video testimonials for Swell could show delighted customers on the day they get their home energy system installed.

Text reviews will work, too. Just be sure to add a customer photo so the testimonial feels authentic.



Feature industry credentials

Another way Swell can build credibility is to prominently show that they're a certified installer for the Tesla Powerwall.

This partnership shows instant credibility with an established name brand.

You want your prospects to be able to say "yes" when they ask the question: Can I trust this provider at all?

TESLA

ENERGY

CERTIFIED INSTALLER



3

Address Objections and Fears to Minimize Perceived Risk

Everyone has some fear of loss, so be sure to address common consumer fears.

Whether it's fear of losing time, money, or anything else, fear holds your customers back from converting.

You must address those fears to make sales.



Ask these questions to make sure you're addressing objections and fears:

- Does the copy offer any guarantees or other reassurances to minimize perceived risk?
- Does the copy address conversion-critical questions from prospects?

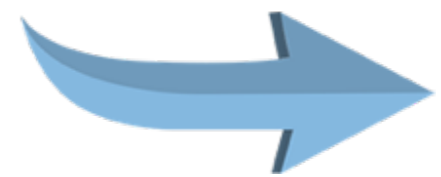


Offer guarantees and warranties

When we look at Swell's website, there's no mention of a guarantee or warranty to give people peace of mind.

In Swell's industry, guarantees are quite common and many of Swell's top competitors highlight their guarantees.

Don't force your customers into making assumptions. Be up-front about all your features and benefits to reduce fears and anxieties.



NOW IT'S YOUR TURN

I hope this landing page teardown gave you some ideas for your own outdoor brand.

If you found it useful, please share it with your friends. 😊

If you want more growth marketing tips for outdoor brands (like this one), [please join my newsletter](#). I'd love to have you!



link in my comments

See you out there!



- Jason Garcia

