

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. Get the discount offer on top of the page to be seen by the majority of website visitors**
- 2. The Download our catalog link can be more visible as a button**
- 3. The sign up form can be place in front of the top image**
- 4. The focus should be on 2 to 4 featured items on the first line of the gallery**

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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