Conversion Rate Optimization
Takeaways from a Disney World Vacation Landing Page

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Disney World® Vacation Packages from $199
2 DISNEY TICKETS & HOTEL – UP TO 50% OFF

Call Now (855) 974-9913 For Special Disney World® Vacation Pricing.
 Lowest Prices Online! Sale Prices Change Hourly – Call Now!

4 Day Disney Package
Plus 2 FREE Disney World® Tickets

5 Day Disney Package
Plus 2 FREE Disney World® Tickets

All Tickets Are Disney® FastPass+ Enabled!

Book Your Vacation
Like You’re A Boss

Call for the Best Rates (855) 974-9913
1.) First, there is a message match. I searched for Disney World deals, I was shown a PPC ad that mentioned deals from $199, and when I clicked through the message confirmed I was in the right place.

Second, it tells me what I get (2 Disney Tickets & Hotel).

Finally, its unique selling proposition is the deal itself, which is fitting because I am in search of a deal. It tells me that I can get up to 50% (Yay!).

2.) This is an example of a hero image. When we think Disney, this castle immediately comes to mind. If I was having doubts about wanting to go to Disney, this visual helps to put those doubts to rest. This image would be even better if it included people. But, as you’ll see further down the page, they include plenty of smiling faces.

3.) This box is loaded with value and urgency. It doesn't say, “Call when it’s convenient for you,” but rather, “Call now.” And it gives me a reason to call now — this is special Disney World vacation pricing, it’s the lowest price online, and prices change every hour… so I’d better “Call Now!”

4.) They make a point of emphasizing what we call a “deal sweetener.” If I was on the fence about acting on this deal, this deal sweetener is meant to push me over the edge.

5.) One small gripe with this otherwise excellent landing page is the multiple choices. This is excusable if they’ve done tests and learned that advertising deals starting from $199 gets them to click and read on, but when they see that they can stay for two extra days for just $100 more, they upgrade.

6.) Hero images right inside the pricing table — nice! If the person is reading the pricing table, they are considering your offer. Use the deal sweeteners, hero images, and whatever else you have at your disposal to encourage action. They look to be having more fun as you move from the least expensive option to the most expensive option… wonder if that’s intentional? ;)

7.) This is the close. They tell you about the free stuff you’re getting. They break down how much you’re saving by displaying the value of the package, and the % and $ amount that you’re saving. They throw in a new deal sweetener by mentioning that your Disney Tickets are FastPass+ enabled (that means no lines. I would have explicitly stated that.)
8.) Very human and fun language. Kind of corny if the copywriter came up with this while in the shower. A great example of message mining if a customer actually said this when describing their experience booking with Orlando Park Deals.

9.) This is an excellent testimonial. It has a candid image — he’s probably enjoying Disney in this photo. It includes his name (would be even stronger if it had full last name) and his location — this makes him seem real. His testimonial has authority, is very specific, and reaffirms the messages on this page. He establishes himself as an avid Disney vacationer (authority). He brings up a common objection that is the price of going to Disney (nothing a deal can’t solve). He was specific about the benefit he received by choosing Orlando Park Deals (saved over $100). And he mentions the alternative of paying at the gate, which would have cost more.

10.) The page ends with a box loaded with urgency, security, value, and proof. The phrase, “Book Quickly & Securely By Phone,” is telling you to act now and don’t worry about your information being stolen or used for other purposes. The call-to-action gives you a reason to act now (best rates). And, you see little kids having the time of their lives with the castle in the background (unfortunately, this image is a repeat of one found in the pricing table). I would have also made it clear that (855) is toll free.

Key Takeaways

Web Page v.s. Landing Page:

Web Page
• Various traffic sources including organic search, direct, referral… NEVER PPC
• You don’t know who the visitor is or what stage of the sales funnel they are in
• You have a number of clickable links in your top navigation bar, and within the page itself. You want them to explore because you don’t know what they want yet.

Landing Page
• Traffic is usually coming from a paid ad (AdWords, social, banner etc.)
• If the PPC ad is written properly, you have a good idea of who the visitor is, what stage of your sales funnel they are in, and where they came from
• You should have one goal per landing page v.s. a variety of exploratory links. If you want them to book direct online, give them everything they need on your landing page to help them make that decision. Their option should be to book, close the window, or hit the back button.
**Message Match:** Ensure the transition from PPC ad to landing page is seamless. Your visitor should immediately know the offer that made them click the ad is available on your landing page.

**Message Mine:** Don’t create copy in a vacuum. Instead, speak to your customers, survey them, and read their online testimonials on websites like Trip Advisor. Use what they say and how they say it as inspiration for your copy. When appropriate, use their exact words to craft headlines. Look for phrases that catch your attention, tell what they valued and what they wished you’d do better or differently.

**5 Landing Page Components:** Ensure your landing page includes the following elements...

1. **Unique Selling Proposition:** This could be your location, amenities, perks you include for free, a special location etc.
2. **Hero Shot:** An image or video above the fold that shows your location providing the value to real people that you claim to provide.
3. **Benefits:** Emphasize benefits and back them up with features, not the other way around.
4. **Social Proof:** Include detailed testimonials from real people, relevant awards, and mentions in major media channels. These are all elements that help a prospect believe the claims that you’re making.
5. **One Conversion Goal:** Give your landing page visitors the option to convert on your primary goal, close the window, or press the back button. Any links, buttons, images, or content that don’t drive conversions on your one and only goal will serve to reduce conversion rates and increase the cost to acquire each customer.
6. **When appropriate, introduce a sense of urgency to encourage your landing page visitors to make a decision now and not wait until later (because they will probably forget about you).**

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