

Dynamic mobile-oriented landing pages, a new information presentation paradigm

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Introduction

A landing page is the first place a user lands on while browsing the internet, where your product is described. The landing page, nowadays, is usually the website's home page.

It has a **real big impact on sales** because it is the main source of information for the user to understand what your product is: if he is captured by your style (mostly graphical one), he will be more interested in your product, even without knowing what it is. If, instead, your landing page is not well formatted or has something inside that "cracks user's eyes", he will just leave it, not because the product is not interesting, but because he got bored at first sight.

Market situation

As of this year (2015), the usage of mobile devices has overcome¹ the usage of desktop, bringing out a completely new age of information presentation, where it is more probable for users to visit a website the first time using a mobile device than a desktop computer.

USA's website market mainly uses standardized landing pages, which can be built using even automated services (ex. Unbounce²). However, these standardized landing pages fail to capture a user's attention while he browses them from mobile phones for the first time for the following reasons:

- **Long scrolling pages** bore users' eyes, as attention is spread along a big data set and not focused on the main concepts that should be displayed.
- **Long lists or paragraphs** do not give a direct idea to users of what the page is talking about.
- **Too much content** (images, videos, or presentations) presented together produces a total loss of attention.
- **Long forms** do not give the idea of "ease of use", which makes users no longer intrigued by the product, and unwilling to proceed in knowing the product.

This loss of attention by users who use mobile phones implies a loss of understanding of what the product really is, and more generally a loss of interest in the product, causing consequently a big loss of profit.

This article proposes a new paradigm of presenting information to users, aiming at having their attention captured at first sight.

Concept: Dynamic Landing Pages (DLP)

Dynamic Landing Pages concept is based on the idea that **mobile-based users** should receive all information in a way similar to how they receive information from a commercial television.

Key: people are lazy

Humans, being animals and not wanting to waste their energy, are lazy by nature. Unless they are required to be actively productive, they will not spontaneously spend energy.

This innate behavior is strengthened in our society by media such as TV, which continuously provide information to users without requiring any special effort from them to retrieve it. This behavior is further reinforced by the massive usage of videos and animations by media and advertising, which fully exploit humans' instinctual attraction to motion.

Therefore, in the context of a mobile market, where there are tons of ready-to-use apps, an average user will expect an app-like experience even while browsing a website.

Fat chance: automated information display

Applying this concept to landing pages means **creating a dynamic page**. A dynamic page shows information to users in an automated way, does not require their interaction (or just requires their decision between easy choices, using thumb-sized buttons and pre-defined answers, like "Yes" and "No") and captures their attention by means of some **brief data shots** (small chunks of data that tickle a user's mind, like short texts, single images, etc.).

Automation can be achieved by using animations, transitions and content transformation, on a timeline-

based infrastructure.

The result would be similar to a video, without being heavy as a video is and with the easiness of changing all page contents.

Question: how is a user's attention captured?

Here is a list of simple actions/effects that users can like:

- Moving elements, such as a text sliding in/out, or an element changing its attribute (height, width, opacity, or background color) in a short time can capture users' attention.
- Relevant elements, such as a few text lines describing the main benefits of a product, can be left in view permanently, so as to remind users what the page is offering (while a user is giving a company his contacts, having some text he can look at reassures him he's performing the right action).
- Having the product's logo stand out on a small screen (like mobile one is) can have users feel like being protected by a sandbox (whose contours are the viewports' and where its governor is the logo).
- Not having users to scroll through the page relaxes them.
- Having a user choose an answer to a question by clicking on big buttons, makes him feel that he is deciding the course the discussion, and that he is not piloted by a marketing trap.

Side concept: Mobile Centric Marketing (MCM)

A side concept that can be totally integrated in Dynamic Landing Pages usage is Mobile Centric Marketing.

Problem: massive email usage

A lot of marketing is still done using emails and week-based or month-based campaigns, where information is sent to users at predefined intervals, trying to get the user into knowing the product email after email. This kind of marketing is dying. As the market is becoming more and more mobile centric, where tons of information are sent to users every minute, a user forgets about the first email after few minutes (if it did not intrigue him), and when the second one comes in, it means nothing to him, who soon discards it.

This broken workflow causes expenses without income.

Problem: cold calls marketing

Another currently used method is based on getting users contact, starting from emails and proceeding then with phone numbers, address, etc...

What is wrong with this is that users, expecting cold calls from annoying call centers, are not willing to make their phone numbers known.

Solution: Mobile Centric Marketing

Luckily, customers are used to instant messaging solutions (ex. WhatsApp³), which can be used to get in touch with them. Instant messages are usually perceived as a more relaxed way of communicating than a cold call; instant messaging systems make people think they're somehow behind a wall (that actually doesn't exist) and cannot be reached, while actually they are exposing themselves without knowing it. This means that, to achieve a better result, it is easier to tell users that giving the company their phone numbers, they'll be contacted using an instant messaging system for further information.

Conclusion

This article has described a new paradigm of how to present information on mobile-browsed websites, favoring animations, transitions, short paragraphs and mobile-related marketing methods (like instant messaging as opposed to standard emails).

Mobile market is growing and taking the internet to a land where desktops are mainly used for production while mobile phones are used for information presentation: Dynamic Landing Pages can be a good way to start upgrading existing websites and adapting them to this new age.

Examples

Examples of Dynamic Landing Pages can be found on [hydex11.net Consulting](http://www.hydex11.net) website.

1. ComScore 2015 U.S. Mobile App Report - <https://www.comscore.com/Insights/Presentations-and-Whitepapers/2015/The-2015-US-Mobile-App-Report?>
2. Unbounce Home Page - <http://unbounce.com?>
3. WhatsApp Home Page - <http://www.whatsapp.com?>