

The B2B Website Teardowns Series

HOW IT COMPANIES CAN IMPROVE THE LANDING PAGES OF FREE EBOOK DOWNLOADS

Increase Downloads of Your Epic Marketing Resources
by Improving Landing Page Copy and Architecture



February 2017

A Logit Production

We optimize B2B websites for lead generation and consult technology-oriented companies on content design, copy and layout.

 info@logit.net

 www.logit.net



Why Marketing Ebooks

89% of B2B marketers* use content marketing today, 65% of them use ebooks - but only 34% feel they're effective at it.

It makes sense to improve the website landing pages where your customers first learn about your ebooks. Therefore, if you want to generate more leads with your marketing content, improve your website copy and architecture.

*Source: [2017 Benchmarks, Budgets, and Trends](#) by Content Marketing Institute

About This Teardown

We've researched **dozens of B2B companies** that create ebooks to market to their customers. We've analyzed their ebook **landing pages** from the perspective of a **first-time visitor** who is **interested** in the topic, but **unfamiliar** with the company.

In this teardown, we show you **examples** of the pages where ebooks are offered for download, and suggest **best practices** for writing and architecting them well.

Companies Whose Landing Pages We've Analyzed

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10. kemptechnologies.com
11. logicalis.com
12. memberrevolution.com
13. microsoft.com
14. netfast.com
15. salesforce.com
16. sonicwebtech.com

(NOTE: because these pages were analyzed in 2017, some of them may no longer be online, or could have changed in design and content.)

Get Your Free eBook: Solutions for Automating IT Job Scheduling

Get insight into conquering Workload & IT Process Automation, including the challenges associated with trying to coordinate tasks across disparate technologies and solutions

▶ [High-Value eBook for IT Professionals](#)

Every IT department is well aware of the challenges associated with trying to coordinate tasks across disparate technologies and solutions. Customer files coming in via a cloud FTP server need to be ingested into a SQL database. Provisioning Active Directory users requires not merely manual steps across two disparate systems, but also requires a Microsoft SQL database must trigger an action to occur in a middleware system. Even the most sophisticated centralized IT organization must manage one or more systems that somehow need to interact.

Since IT technologies are rarely in the habit of communicating seamlessly with one another, the use of so many disparate technologies can create one unified (and massive) headache. Fortunately, that headache can be alleviated with the use of automated job scheduling.

eBook Excerpt: Unifying Jobs Make Business Intelligence Data Useable

A portion of the first business unit's information comes from a partner company external to the data center. The second and third business units have projects in combination that require orchestration and synchronization between databases. The second business unit has further integrations into an e-commerce server in order to gather a full picture of budget levels.

Business intelligence solutions can indeed present a more-unified view of data across different platforms, but they do not provide a mechanism to unify transactions between cloud-level systems.

For Company D, creating that unified workflow lies within the realm of an enterprise IT job scheduling system. If gathering data is more complicated than simply gathering data, a job scheduling system ties together the entire system to accomplish what you really need.



eBook Excerpt: Multiple Protocols at Play, Each With Its Own Management

Data files are much different than XML files in Web transactions or emails back and forth through an email server. They're larger. They can come in many different formats which create particular issues when you're working with unstructured customers, and the management tools to work with them don't necessarily integrate well into other formats and workflows.

You can imagine the protocols and file formats at play here: XML, SMTP, FTP and SFTP along with a little SOAP and SOAP to tie the pieces together. Companies need require data transfer handling that can support the recognition that files have been downloaded. Such handling can either monitor for file presence or use email or message-based notification. An IT job scheduling solution eases file transfer logic into the larger workflow, enabling XML to trigger SMTP, to fire off SMTP, and finally to invoke SOAP as the point the application requires.

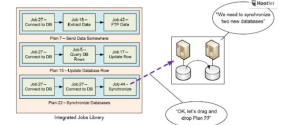


eBook Excerpt: Reusing IT Jobs in a Plan; Reusing IT Plans in a Workflow

Transparency of measurement along with parameterization of job objects combine to create a repeatable and reusable solution. You can imagine that creating a well-structured IT plan is gathering data on what's expected, what other jobs exist, what when it can be reused elsewhere. Reusability comes into play not only within each IT job but also within each plan. The boundary of an IT job must remain with the execution of an action, in the Integrated Job Library, is a collection of previously-created jobs. Job IT creates a database file, Job IT opens a connection to a database, and so on.

Each of those discrete jobs can be assigned to a workflow for the purposes of accomplishing some task. They can also be strung together in infinite combinations to create a more-powerful IT plan. Notice how Job 27 represents the beginning step of Plan 15; it also represents a middle step for Plan 22.

Once created, both jobs and plans reside in an IT job scheduling solution's Integrated Job Library. From there, created jobs can be reused repeatedly as simple tasks are required. In the above figure, two new databases require synchronization. Since a plan has already been created to accomplish this task, reusing that plan elsewhere can be as simple as a drag-and-drop. After dragging to create a new instance of the plan, the only remaining activities involve populating that plan with new server characteristics.



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Landing Page #1

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Good, there's a clear, action-oriented headline:



Get Your Free eBook: Solutions for Automating IT Job Scheduling

The first part of the headline tells the visitors what they're getting (a free ebook).

The second part names the exact title of the ebook which is repeated on the cover of the ebook - exactly as it should be.



Get insight into conquering Workload & IT Process Automation, including the challenges associated with trying to coordinate tasks across disparate technologies and solutions

67-Page eBook for IT Professionals



Every IT department is well aware of the challenges associated with trying to coordinate tasks across disparate technologies and solutions. Customer files coming in via a Linux FTP server need to be ingested into a SQL database. Provisioning Active Directory users requires too many manual steps across too many disparate systems. New records in a Microsoft SQL database must trigger an action to occur in a middleware system. Even the most configuration controlled IT organization must manage lots of little products that somehow need to interact.

Since IT technologies are rarely in the habit of communicating seamlessly with one another, the use of so many disparate technologies can create one unified (and massive) headache. Fortunately, that headache can be alleviated with the use of automated job

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eBook Excerpt: Underlying Jobs Make Business Intelligence Data Useable

A portion of the first business unit's information comes from a partner company external to the data center. The second and third business units have projects in combination that require orchestration and synchronization between databases. The second business unit has further integrations into an e-commerce server in order to gather a full picture of budget levels.



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Additionally, this free eBook is intended for anyone interested in the learning about cyber threats and ways to mitigate cyber risks and is written in completely non-technical language making it accessible to non-technical business professionals as well.



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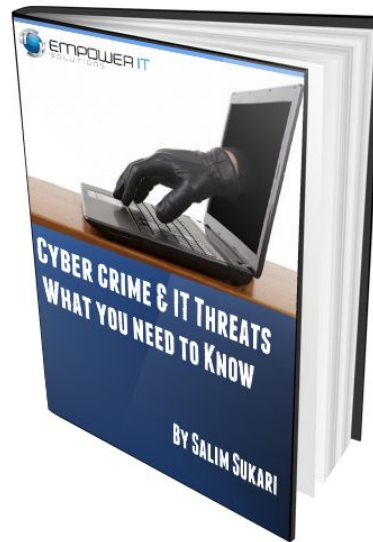
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Here we have a good example of a nice, BIG ebook cover:

- you can read the full title
- the name of the author is visible
- the logo of the company is discernible
- the photo fits the topic (cyber crime)
- 3D design of the cover is awesome!

There's one important thing here that we would like to see more of online:

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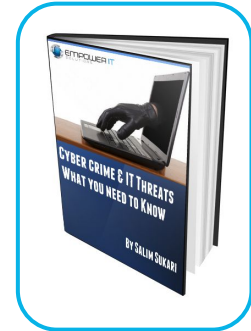
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Marketers coined a term "gating content" for when they put up gates and walls between visitors and content.

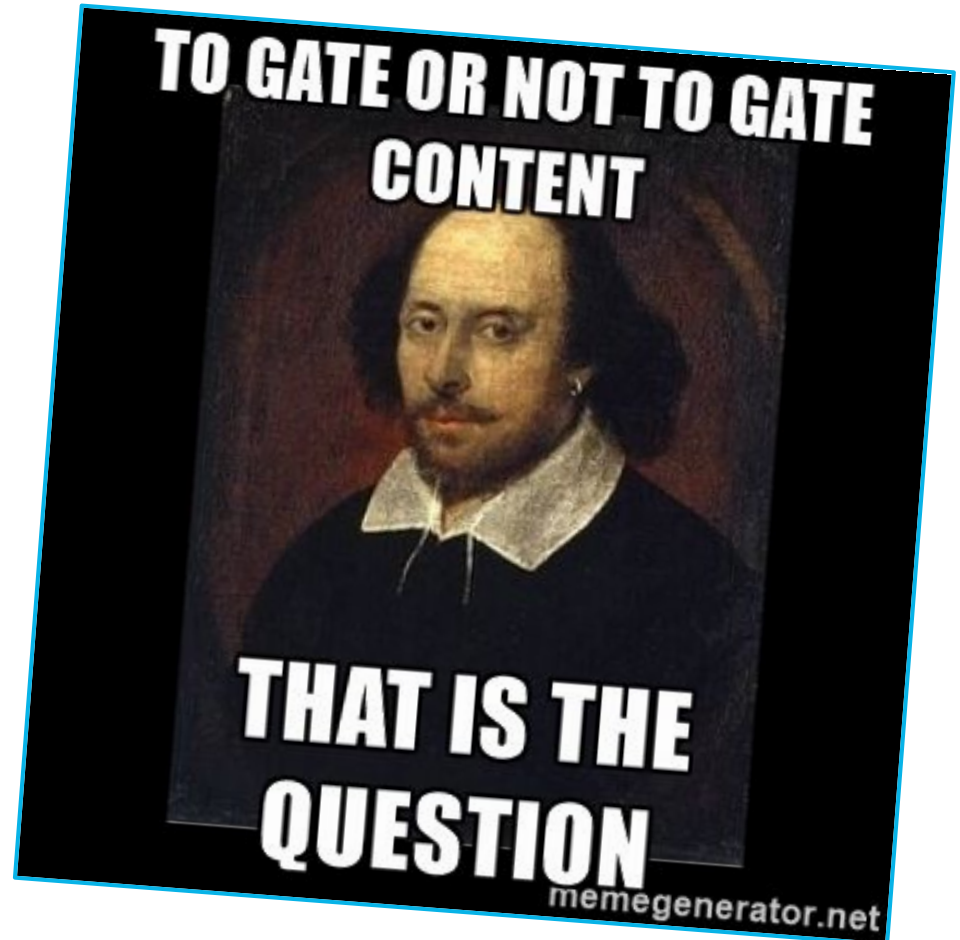
i

NO, DON'T GATE when:

- your content is intended for customers who are too **uninformed** and **uneducated** to buy anything from you (the so-called "top of the sales funnel" content)
- your campaign goal is to **maximize reach**

YES, GATE when:

- your content is intended for **educated** customers who are **ready to buy** a solution such as yours (the so-called "bottom of the sales funnel" content)
- your campaign goal is to **maximize the number of highly qualified leads**



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Without the cover, it's as if the ebook was not there, as if it was **not "real"**. Visitors have a harder time **picturing** what they're getting when they click "Download".

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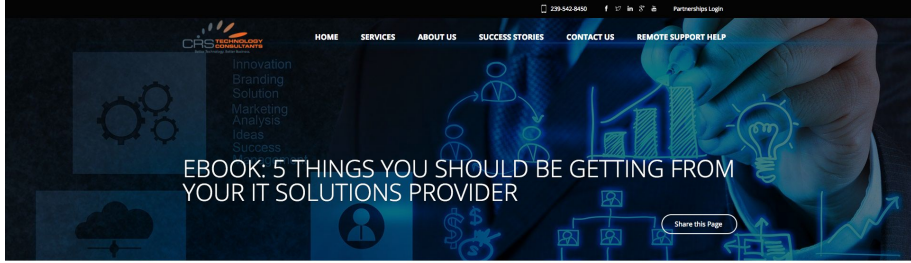
Discover the core value a comprehensive software ecosystem can deliver to your company. **Compare** and **evaluate** the benefits and pitfalls of different industry solutions. **Learn** how technology can help you overcome the top 15 semiconductor manufacturing challenges. **Develop** a strategic plan and business case for your next IT initiative.

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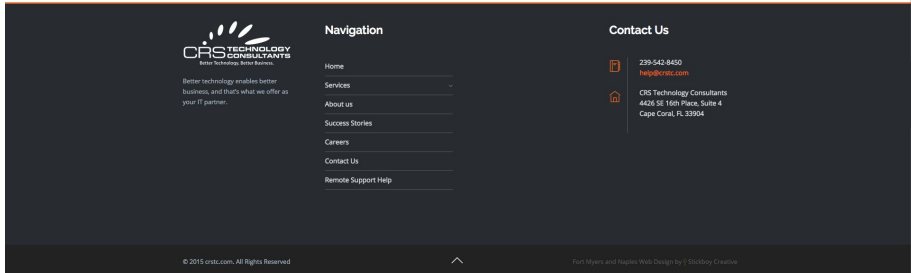
1. **Cloud Solutions** – the cloud is here to stay – get on board!
2. **Business Continuity** – it is no longer about protection – it's about how quickly we can recover!
3. **Network Monitoring** – we should be always watching!
4. **Account Reviews** – at minimum annual meetings and for larger partners, quarterly meetings.
5. **Ongoing Consulting** – if we ever stop trying to impress you with what is new, terms and acronyms that are confusing, or stop foaming at the mouth over the latest and greatest, RUN!



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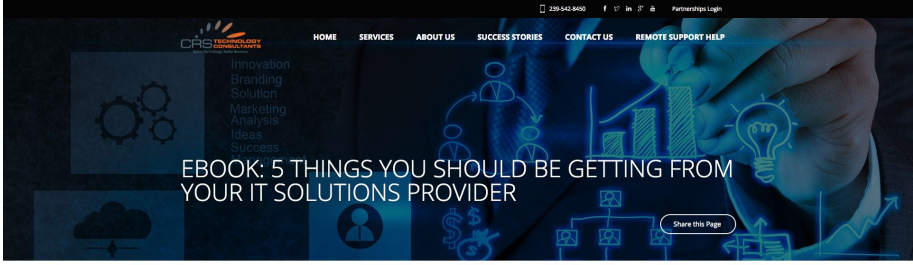
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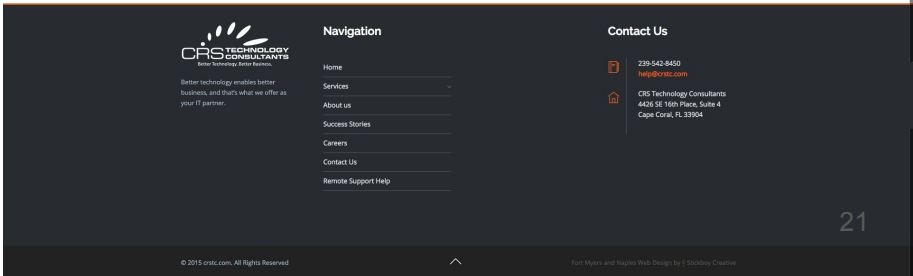
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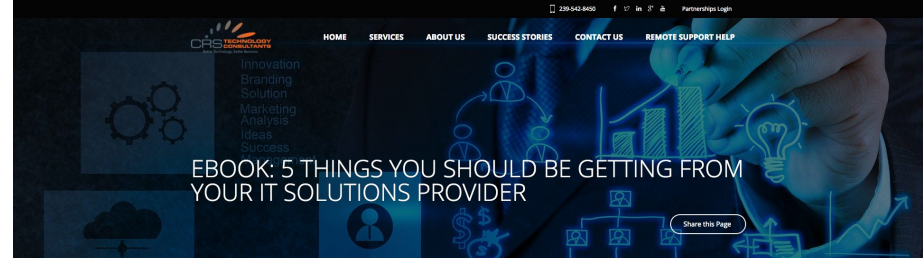
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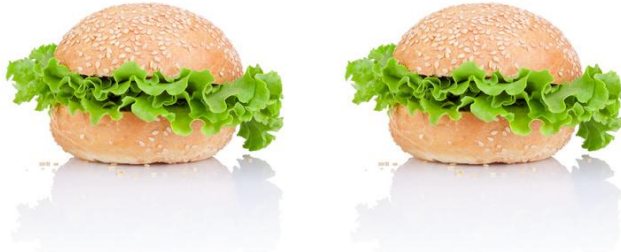


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Helion Releases Free eBook: Cyber Crimes Happen to Auto Dealerships Without Warning. Are you Prepared?

Timonium, MD – November 2nd, 2015 – Helion Automotive Technologies, a leading provider of information technology (IT) solutions for auto dealers, announced today the release of a free eBook for auto dealers, titled *Don't Get Cyber-Clobbered! Cyber Crimes Happen to Auto Dealerships Without Warning. Are You Prepared?* The eBook shares recent data and examples of the growing number of "back attacks" that threaten customer data at auto dealerships nationwide. The eBook also presents a series of "good, better and best" security defenses that auto dealers can implement to ensure their data- and money-stay safe.

"One cyber attack that successfully steals customer information from a DMS database can cost a dealership anywhere from one hundred thousand up to a couple million dollars," said Erik Nachbahr, President and CEO of Helion Automotive Technologies. "Dealers are struggling with security because the type of threats that exist are so numerous and change so rapidly that it's almost impossible to keep up."

Most cyber attacks occur when an outside entity hacks through the dealership's perimeter network. Outdated equipment, insufficient firewall protection and weak connections all contribute to an increased likelihood that a dealership will be targeted. Cyber attacks also occur when a dealership employee grants access to a cyber thief, most times unwittingly, but an estimated 11 percent of insider attacks are committed by malicious employees.

Once network access is granted, cyber thieves target the following:

- Information contained in deal jackets
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- Dealership bank account and routing numbers
- Access to copiers and scanners that contain thousands of stored digital documents

"It's not a matter of if we'll get hacked, but when," said Chip Doetsch, President of Apple Ford-Lincoln in Columbia, Maryland. "If that happens without something to stop the loss of my customers' personal data, that's a multimillion-dollar problem I can't predict."

Helion's eBook presents "good, better and best" security defenses that auto dealers can implement to ensure the protection of their customers' data.

"Many dealers have not made security a top priority, it's one of those things that isn't a problem until it's a problem, and then quickly becomes a nightmare," said Nachbahr. "The goal of this eBook is to convey what a serious and growing threat this is, and to help dealers prevent the nightmare." Click [here](#) to download a copy of Helion's free eBook, *Don't Get Cyber-Clobbered! Cyber Crimes Happen to Auto Dealerships Without Warning. Are You Prepared?*

About Helion Automotive Technologies

Helion...Putting Your Dealership in the FAST LANE! Helion Automotive Technologies is a leading IT solutions provider, providing auto dealers with faster, more efficient networks and secure data protection. From managed services to IT assistance and service desk help, Helion offers both short-term IT fixes and long-term planning so dealers can focus on what matters most: selling more cars. Helion has specialized in IT for more than ten years and works with 650+ auto dealers nationwide. Dealers can request a free assessment of their IT needs at www.heliontechnologies.com.

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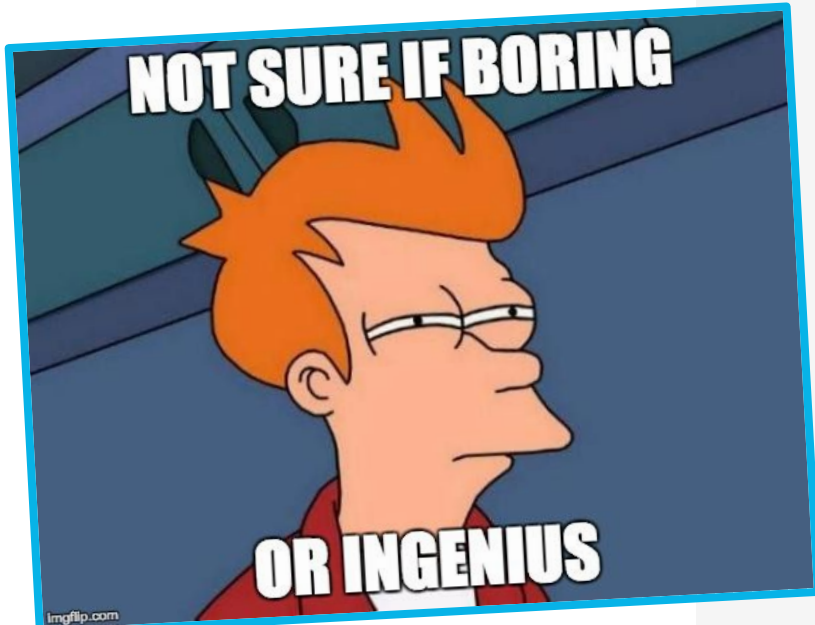
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Speaking of high-calorie information about an ebook, this landing page has it...

...in a press release format.

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Learn More about how Helion helps dealers with IT issues and how we can customize a solution for you today.

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Why it might NOT work:

- it's too unusual
- broken expectations (if visitors expect a classic ebook landing page)

Why this format might work:

- it's unusual
- it explains the problem well
- it's clear what you get
- it's well-written as a story
- it has customer testimonials
- clear links to the PDF



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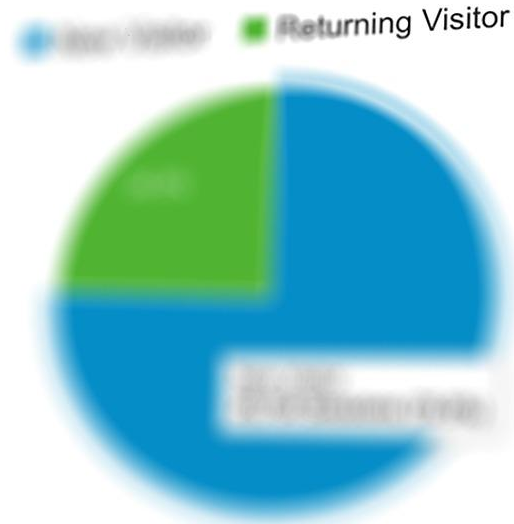
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WHEN IN DOUBT, TEST.

(Use Google Analytics. Check out [the 10 most important metrics to track for B2B companies](#) - presentation, 19 slides.)





FREE EBOOK: Should You Hire a Managed Services Provider?



In this eBook, you will learn

- What a managed service provider is
- Where a managed service provider fits into your company's IT setup
- How a managed service provider can keep your data safe
- The differences between Reactive Managed Services Vs Proactive Managed Services
- The many ways that a managed service provider can help
- The common myths about outsourced IT solutions
- How a managed service provider can find solutions for your current IT challenge
- What questions to ask a potential managed service provider
- What steps to take after choosing a managed service provider

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This is one of the many so-called "squeeze pages", known for specific architecture patterns:

- no headers
- no footers
- no context
- no links



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(Why marketers call these "squeeze pages": they squeeze you into a corner.)



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help

The problem with squeeze pages today is that visitors hold on to their email addresses like a hungry person holds on to their food.



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"I don't know this company, and there's no info here about them. I don't feel comfortable getting the ebook."



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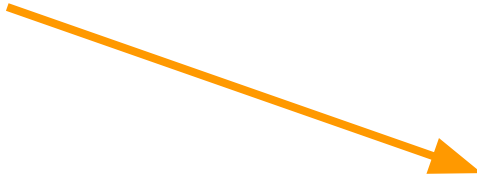
"They'll call me and bother me with sales pitches for goodness knows what, and send me emails I won't be able to unsubscribe from."



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"And I'm DEFINITELY NOT requesting a consultation from an unknown company."



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Measure the performance of your squeeze pages over time: do fewer and fewer people sign up? Does a decreasing percentage of visitors convert?

If YES, consider enriching your squeeze pages with more content, or embedding them into your regular website (with headers, menus, footers and all).



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On the positive note, the main content is **well-structured** and **bite-sized**.

We'd suggest little improvements:

- **avoid repeating** "managed service provider" so much
- use **bold** to emphasize certain words, such as: "myths", "data safe"

In this eBook, you will learn

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Great job: you're showing a sample page on a tablet!

- visitors can get a feel for the layout, design, and the density of the content
- it's clear that this ebook is readable on tablets (which many managers use to read business literature)



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- How a managed service provider can help you keep your data safe
- The differences between Managed Services Vs Proactive IT
- The many ways that a managed service provider can help your organization
- The common myths about managed services
- How a managed service provider can help you save money
- What questions to ask a managed service provider
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Discover how the lack of actionable information leads to unproductive debate among the management team. This can slow decision-making and give competitors the advantage, robbing you of the agility you need to respond to the needs of the market.

Eliminating each other's ideas can directly impact your ability to plan for growth.

Surprising new research findings make it clear that this sort of conflict is now common across many manufacturing organisations.

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Changing the Conversation:
How Healthy Debate Drives Profitable Growth
Includes new research findings from the MORAR Global Growth Survey

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Epicor Software Corporation drives business growth. We provide flexible, industry-specific software that is designed around the needs of our manufacturing, distribution, retail, and service industry customers. More than 40 years of experience with our customers' unique business processes and operational requirements is built into every solution—in the cloud or on premises. With a deep understanding of your industry, Epicor solutions spur growth while managing complexity. The result is powerful solutions that free your resources so you can grow your business.

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Landing Page #7

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Here's another squeeze page not much different from the last one in terms of content and layout, but with one significant difference:


the "About Us" panel is present.

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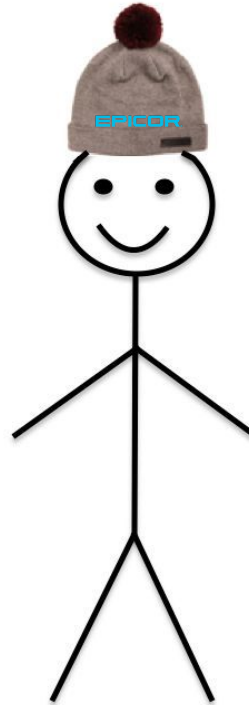
This is Bill, the landing page architect and copywriter.

Bill works for Epicor, one of the leading global providers of ERP business software solutions.

Bill is one of Epicor's 20,000 employees in 150 countries.

But Bill did not let his employer's global brand go to his head. Bill still felt it was important to have an About Us section on the ebook landing page he created.

Be like Bill.



On a squeeze page, where most context is often removed, The About Us panel creates the missing context of what the company sells and to whom. You can never become too big for an About Us section.

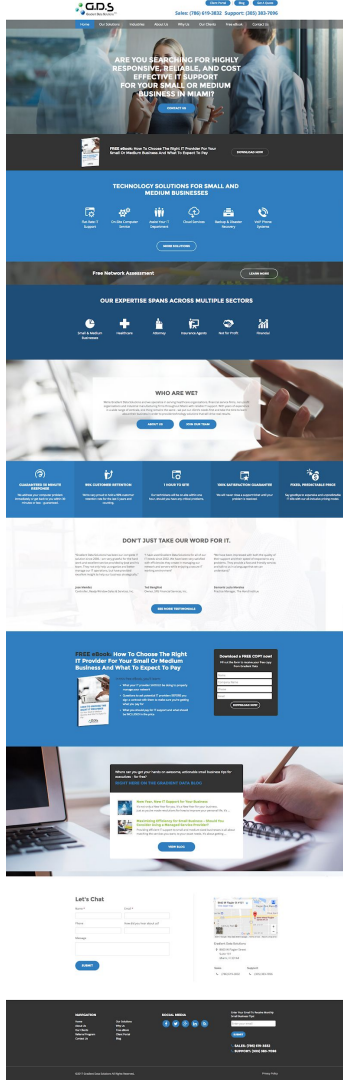
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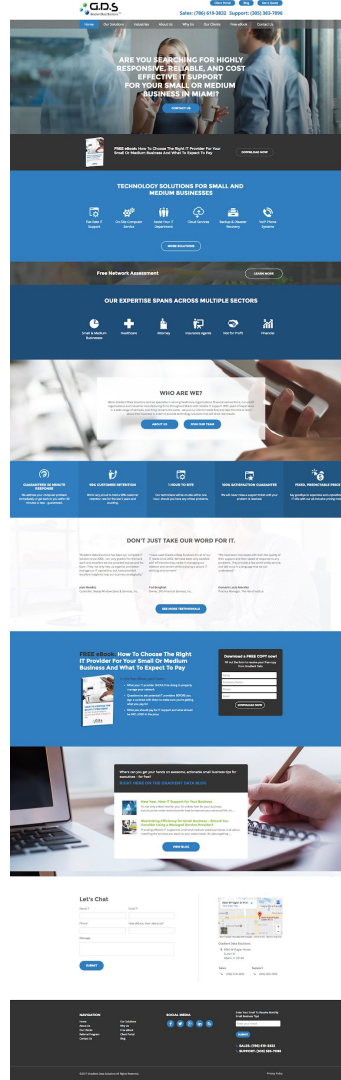


Landing Page #8

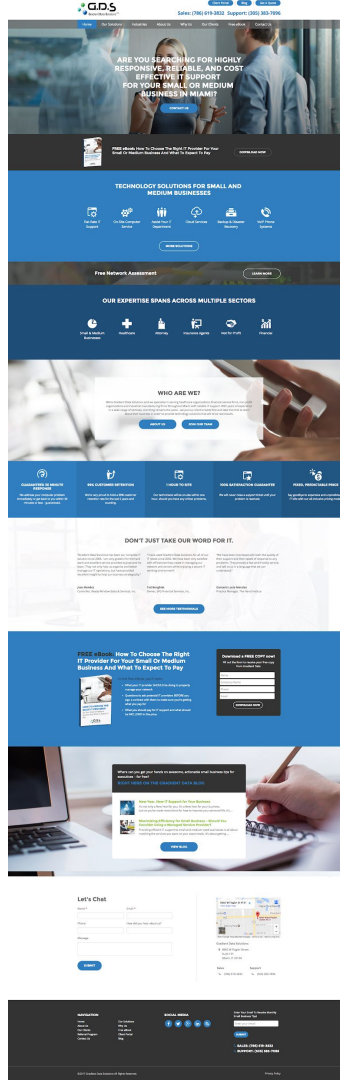
gradientdata.com
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Our next contestant looks like one of those popular **one-page websites**, where the entire website consists of a single long-scrolling page.

On such one-pagers, there are no individual web pages, so there is no landing page for downloading the ebook either. There are only **panels** within the page.



Here's what we mean by **panels** - this is the snapshot of the entire homepage:



} Here's the first panel with a "Download now" call to action button, which, when clicked, **jumps** to the panel below. (BTW this panel is **unnecessary**.)

} Here's the second panel where you actually download the ebook.

There are 2 main disadvantages of one-page websites compared to standalone landing pages:

|

Your important content has no room to grow. What you want to say about your ebook you try to fit into a small panel.

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- Questions to ask potential IT providers BEFORE you sign a contract with them to make sure you're getting what you pay for
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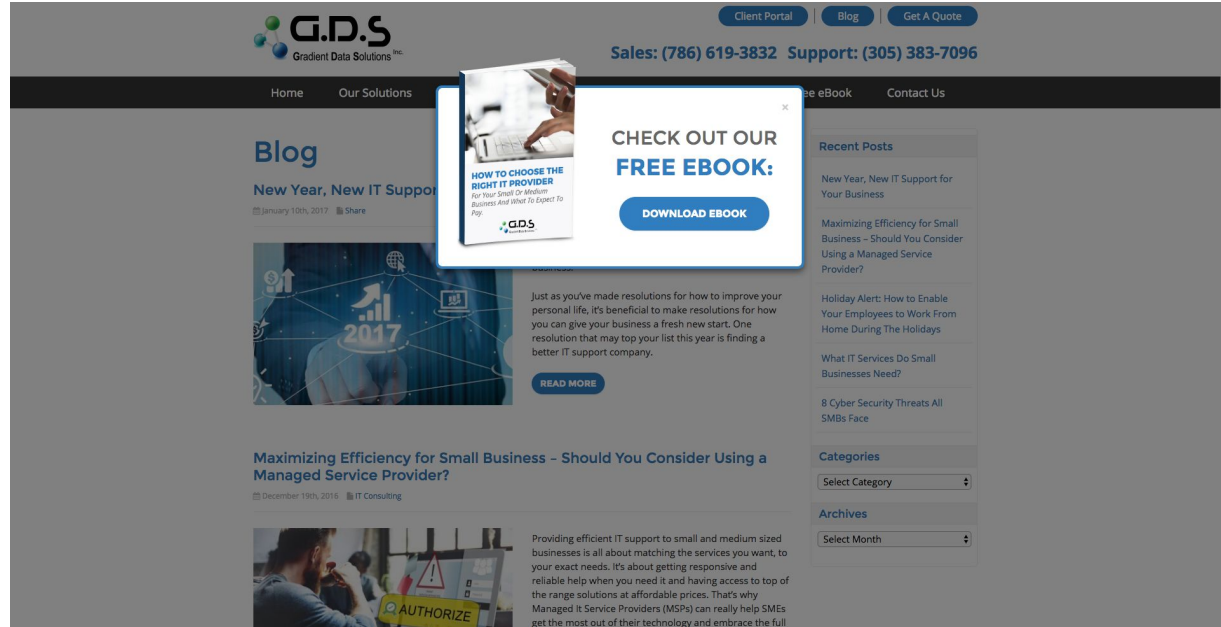
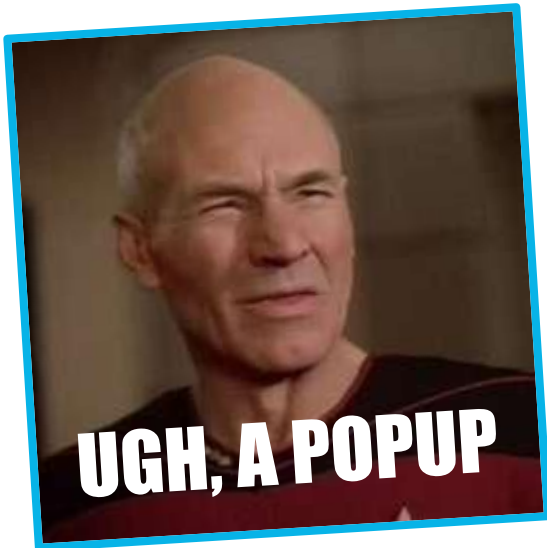
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The screenshot shows the G.D.S. (Gradient Data Solutions) website. At the top, there's a navigation bar with links for 'Client Portal', 'Blog', and 'Get A Quote', along with contact information: 'Sales: (786) 619-3832 Support: (305) 383-7096'. Below the navigation, there's a 'Blog' section. A popup window is overlaid on the page, advertising a 'FREE EBOOK' titled 'HOW TO CHOOSE THE RIGHT IT PROVIDER For Your Small Or Medium Business And What To Expect To Pay'. The popup has a 'DOWNLOAD EBOOK' button. In the background, a blog post is visible with the title 'New Year, New IT Support' and a sub-headline 'Maximizing Efficiency for Small Business - Should You Consider Using a Managed Service Provider?'. The post includes a 'READ MORE' button and a small image of a person at a computer.

*Yes, we belong to those "popups are evil" people. And [Google agrees](#) (finally).

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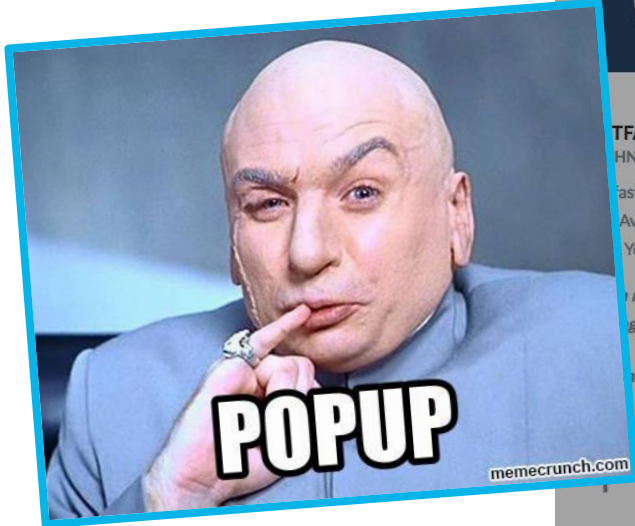
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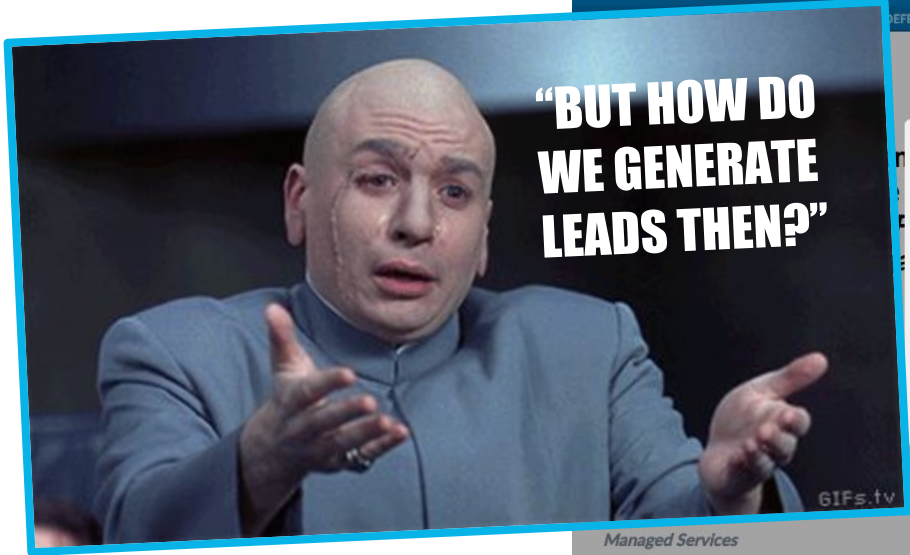
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The Solution That Lets You Sleep At Night

To thwart the ever-present threat of hackers, Mossy Automotive Group, Apple Ford-Lincoln and hundreds of other dealerships have chosen to outsource their IT security needs to a Managed Service Provider (MSP). These vendors remotely manage their customers' IT infrastructure, typically on a proactive basis and under a subscription model.

MSPs provide 24/7 monitoring of a dealership's network and computers, and offer a fast and thorough response to cyber threats and attacks. If you're considering an MSP, ensure they utilize security software designed for the finance industry, the most stringent and effective protection software and services.

"A provider like Helion Automotive Technologies, with as many dealers it services, is exposed to all the different issues and attacks dealers face, and they bring that experience to the table. We feel more comfortable with that breadth of knowledge to keep us protected," Mossy Automotive Group CFO Epps says.

"THIS SECURITY LEADS TO A MORE PREDICTABLE BUSINESS MODEL FOR WHICH I DON'T HAVE TO WONDER WHEN A \$5 MILLION SHOE IS GOING TO DROP"
— CHIP DOETSCH, APPLE FORD-LINCOLN

For the Mossy Automotive Group, there is a concrete ROI from outsourcing its 14-store IT needs to Helion.

"Helion saved us more than \$300,000 by advising us to switch data network and phone providers, and saved us another \$100,000 by helping to streamline licensing and upgrade our PCs," said Epps. "It's difficult to put an ROI on the security as one data breach could potentially cost us hundreds of thousands of dollars. We believe the fact we have not had a data breach is worth a lot; not just in dollars but in peace of mind."

"IF SYSTEMS GO DOWN WE CAN'T WRITE SERVICE OR SELL CARS. HELION MAKES SURE OUR NETWORK IS SECURE SO THAT DOESN'T HAPPEN." — JOHN EPPS, THE MOSSY AUTOMOTIVE GROUP

"Our network is now monitored constantly, and our downtime has been virtually eliminated, which is absolutely essential for any dealership. If systems go down a dealer can't write repair orders or sell vehicles. It's critical that we have this real-time protection."

Dealers who recognize that data attacks can happen at any time say handing off prevention responsibility to an MSP is prudent management oversight. "It makes managing risk a more predictable business model so I don't have to wonder when a \$5 million shoe is going to drop," says Apple Ford-Lincoln's Doetsch.

For more information or a complimentary assessment, visit Helion Automotive Technologies at www.heliontechnologies.com or call 443-541-1500 today.

13

(See this screenshot in [their ebook here](#) — PDF, 14 pages. The ebook itself is superb.)



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Let's touch on form conversion rate optimization (CRO)* some more now.

i

*Conversion rate optimization (CRO) is a system for increasing the percentage of visitors to a website that convert into customers or more generally, take any desired action on a webpage. (Wikipedia)



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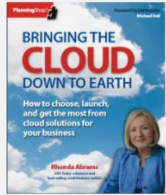
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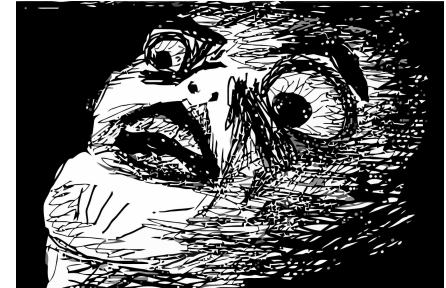
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This guide explores the use of HDInsight in a range of use cases and scenarios such as iterative exploration, as a data warehouse, for ETL processes, and integration into existing BI systems. The guide is divided into three sections:

- "Understanding Microsoft big data solutions," provides an overview of the principles and benefits of big data solutions.
- "Designing big data solutions using HDInsight," contains guidance for designing solutions to meet the typical batch processing use cases inherent in big data processing.
- "Implementing big data solutions using HDInsight," explores a range of topics such as the options and techniques for loading data into an HDInsight cluster, the tools you can use in HDInsight to process data in a cluster, and the ways you can transfer the results from HDInsight into analytical and visualization tools to generate reports and charts, or export the results into existing data stores such as databases, data warehouses, and enterprise BI systems.

⊖ System Requirements



(and we're NOT talking about the ebook cover, which you already know should be here)

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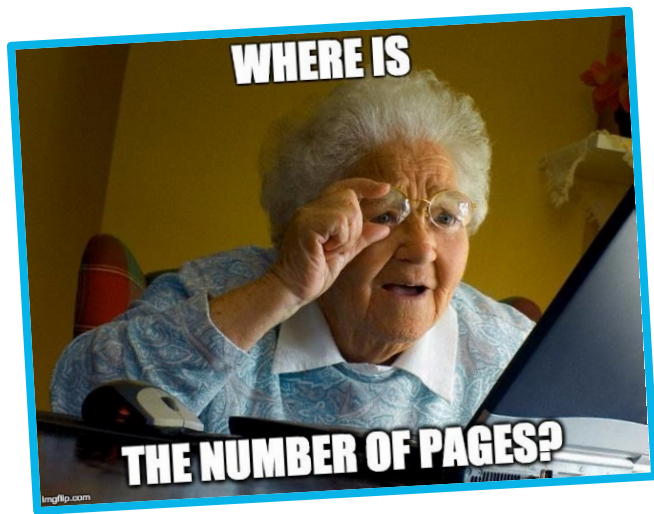
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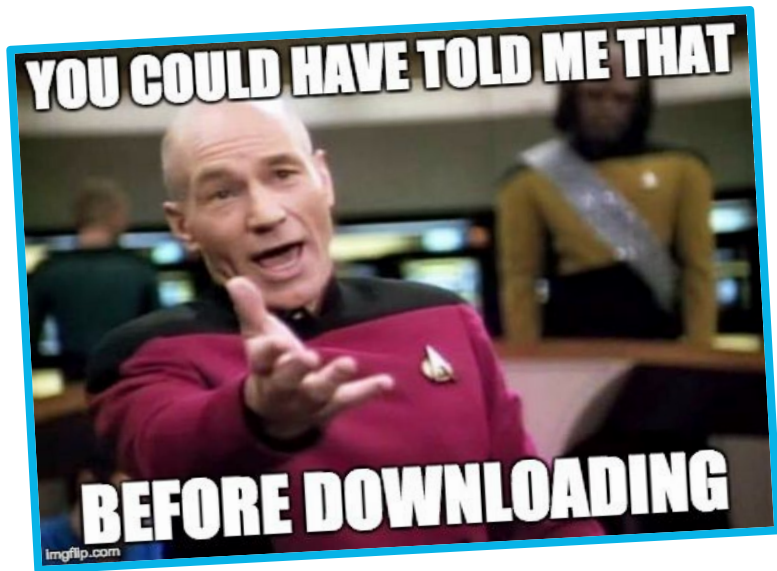
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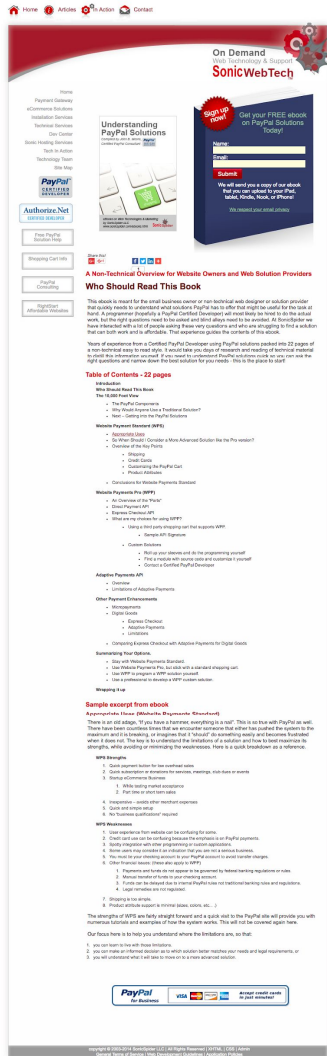
(it's actually a 346-page book)



In fact, people interested in a comprehensive 346-page ebook about big data and Azure HDInsight would have loved to see a [Table of Contents \(TOC\)](#) published on the ebook landing page.

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Landing Page #16

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[full link](https://sonicwebtech.com)

Sonicwebtech.com capitalizes well on what Microsoft and the majority of other landing pages in this teardown missed:

Table of Contents - 22 pages

Introduction

Who Should Read This Book

The 10,000 Foot View

- The PayPal Components
- Why Would Anyone Use a Traditional Solution?
- Next – Getting into the PayPal Solutions

Website Payment Standard (WPS)

- [Appropriate Uses](#)
- So When Should I Consider a More Advanced Solution like the Pro version?
- Overview of the Key Points
 - Shipping
 - Credit Cards
 - Customizing the PayPal Cart
 - Product Attributes
- Conclusions for Website Payments Standard

Website Payments Pro (WPP)

- An Overview of the "Parts"
- Direct Payment API
- Express Checkout API
- What are my choices for using WPP?
 - Using a third party shopping cart that supports WPP.
 - Sample API Signature
 - Custom Solutions
 - Roll up your sleeves and do the programming yourself
 - Find a module with source code and customize it yourself
 - Contact a Certified PayPal Developer

Adaptive Payments API

- Overview
- Limitations of Adaptive Payments

Other Payment Enhancements

- Micropayments
- Digital Goods
 - Express Checkout
 - Adaptive Payments
 - Limitations
- Comparing Express Checkout with Adaptive Payments for Digital Goods

Summarizing Your Options.

- Stay with Website Payments Standard.
- Use Website Payments Pro, but stick with a standard shopping cart.
- Use WPP to program a WPP solution yourself.
- Use a professional to develop a WPP custom solution.

Wrapping It up

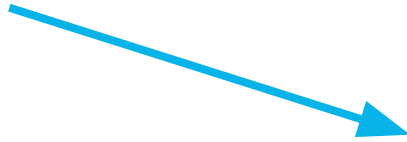
1. It does not hide the number of pages.

2. It bundles the "number of pages" parameter with related information (the TOC).

3. It publishes quite a verbose version of the TOC (which is a plus).

4. The TOC is well formatted with bolds and bullets and empty space.

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