

Landing Page Case Study

Section 1 Project Initiation

1.1 Project Name

A landing page design for mock technical interviews

1.2 Project Purpose

The project aims to develop a landing page prototype for testing user preferences of the upcoming mock interview service. The landing page includes two goals:

- Rank on page 1 search results for the keywords mentioned
- Increase the landing page conversion rates

1.3 Project Description

The landing page design will include the following activities:

- Research existing products and potential user needs
- Create a landing page wireframe for cross-functional team discussions
- Determine metrics for product launch success

Section 2 Research and Plans

2.1 Research Objectives

Before creating a wireframe, it is necessary to do online research about what a landing page is, existing online platforms/services for mock technical interviews. Also, identifying user needs and establishing requirements through the process.

2.2 A landing page

A landing page is a web page that users land on after clicking on an SEO result or an online advertisement¹. Landing pages are usually designed with a specific focus. In the project, the landing page should let users who are interested in the topic of mock interview sign up accounts when reviewing the page. To achieve the goal, there are two main issues need to be discussed (brainstorming!):

1. How to get users to the page (where the page link is shown)
 - SEO and organic traffic
 - Search engines (ex: Google, Bing)
 - Marketing Campaign and referral traffic
 - Codementor website and its social media sites (ex: facebook, twitter)
 - Job-related forums (ex: Reddit/Interviews, school discussion boards)
 - Advertising on social media or live/in-person events

¹ Landing page, Wikipedia: https://en.wikipedia.org/wiki/Landing_page

2. How to increase sign-ups²

- Right market segments
 - Meet the needs of target users
 - Predict
- Web and content design
 - A single purpose with a focused message
 - An effective call to action (CTA)
 - Use real testimonials or video for authenticity
- Product promotion
 - No access without signup
 - Provide a free trial for certain services

This project focuses on the web and content design (also SEO friendly). Next step, search related existing products and review their web design.

2.3 Existing Products

2.3.1 SEO comparison

Domain Site	Alexa Traffic Rank	Google Keywords	Related Services
LinkedIn	Global: 31 US: 11 (43.3%)	mock interview (ad) mock technical interview (ad) mock interview mentor (ad)	Mock interviews and more (Receive personalized proposals)
Fiverr	Global: 419 US: 242 (31.5%)	mock interview (ad) mock technical interview (ad)	Freelancers provide mock Interview services
LeetCode	Global: 2,820 US: 1,259 (34.8%)	mock interview #4	Practice mock interview questions by companies
InterviewBit	Global: 9,663 US: 19,381 (6.2%)	mock interview #5	Free and anonymous mock Interviews
CodeMentor	Global: 13,486 US: 8,341 (23.8%)	N/A	One-on-one mentoring for mock interview
Pramp	Global: 120,610 US: 36,281(56.3%)	mock technical interview #2 mock interview #9	Practice coding interviews live with an optimal peer
GainLo	Global: 151,430 US: 70,834 (36.4%)	mock technical interview #4	Mock interview with professionals
Interviewing	Global: 175,295 US: 42,975(61.4%)	mock technical interview #1 technical interview #8	Free anonymous technical interview practice

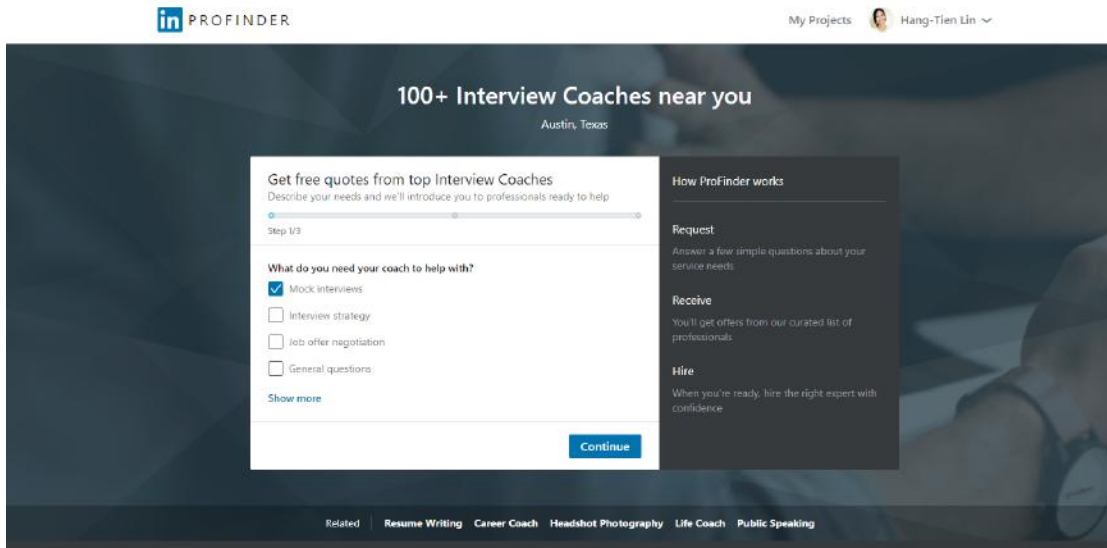
² 21 Quick Landing Page Tips, Unbounce:

<https://unbounce.com/landing-page-articles/landing-page-best-practices/>

2.3.2 Web and content design

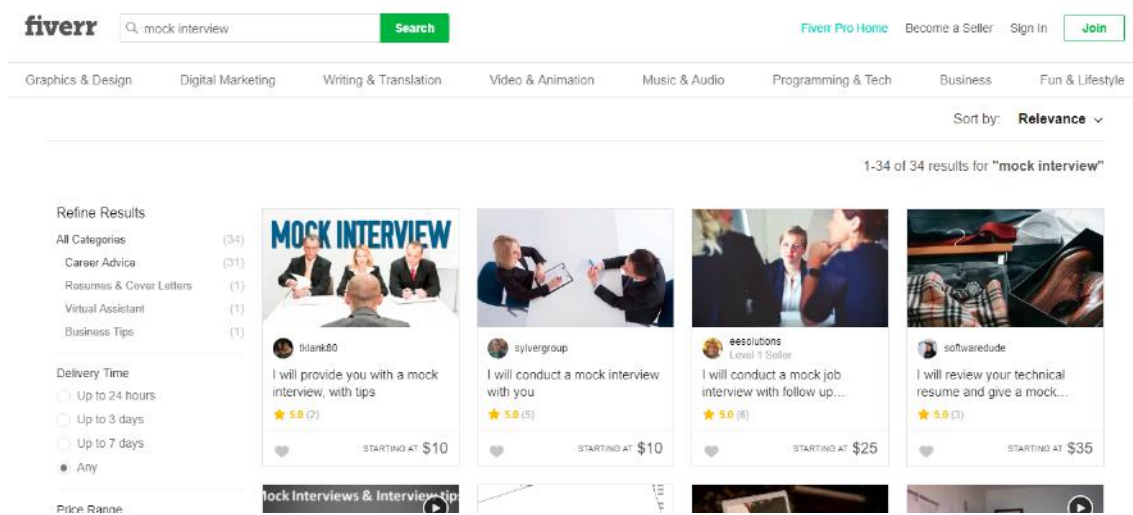
1. LinkedIn ProFinder³

- CTA: Get free quotes from top Interview Coaches
- 5 sections on the page:
 - Request a quote (a CTA button)
 - Explain why hire an Interview Coach
 - Show interview coaches who near the users
 - Choose more locations
 - Repeat the CTA button again



2. Fiverr⁴ (not a landing page)

- Show freelancers who provide mock interview services on one page
- Click a container for further information

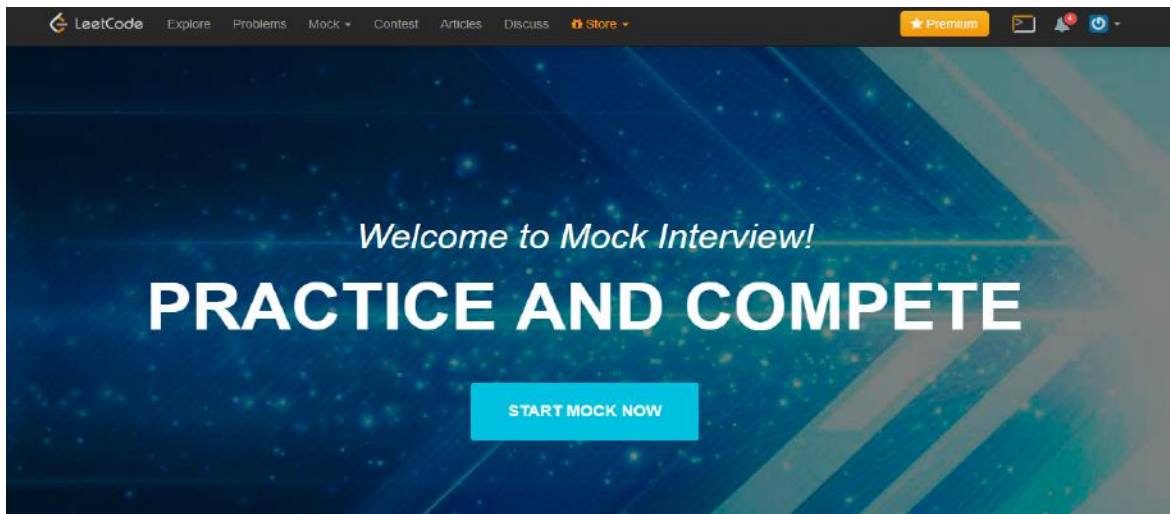


³ Profinder, LinkedIn: <https://www.linkedin.com/profinder/interview-coach>

⁴ Fiverr: <https://www.fiverr.com/>

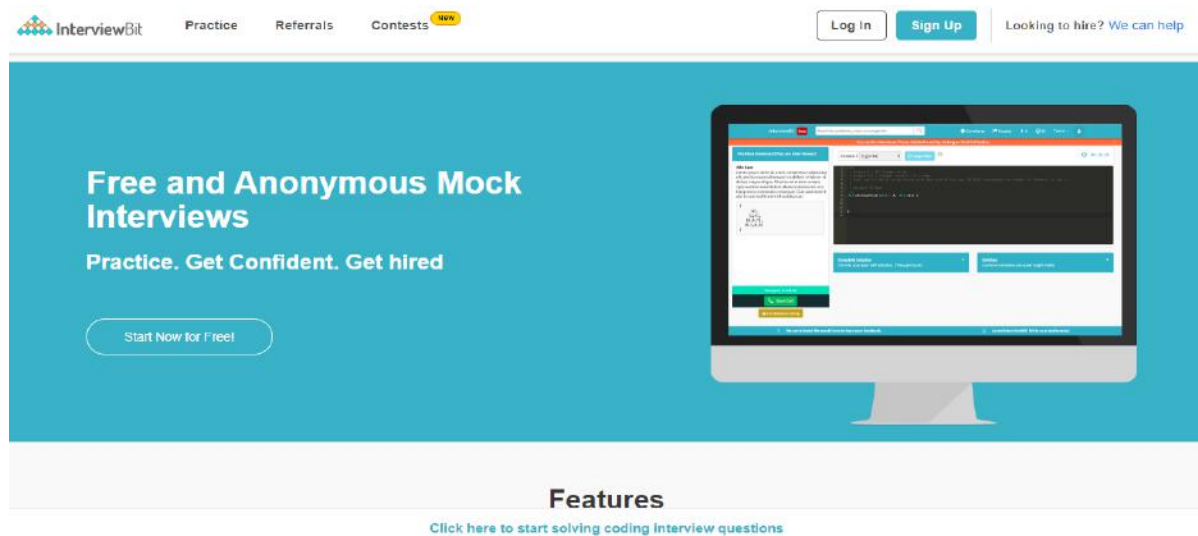
3. LeetCode⁵

- CTA: Sign up for a premium member and start a mock interview
- 3 sections on the page:
 - A CTA button
 - Mock interview questions by companies
 - Features of the service



4. InterviewBit⁶

- CTA: Sign up for a free account and start mock interviews with peers
- 3 sections on the page:
 - A CTA button
 - Features of the service
 - The process of mock interviews through the platform

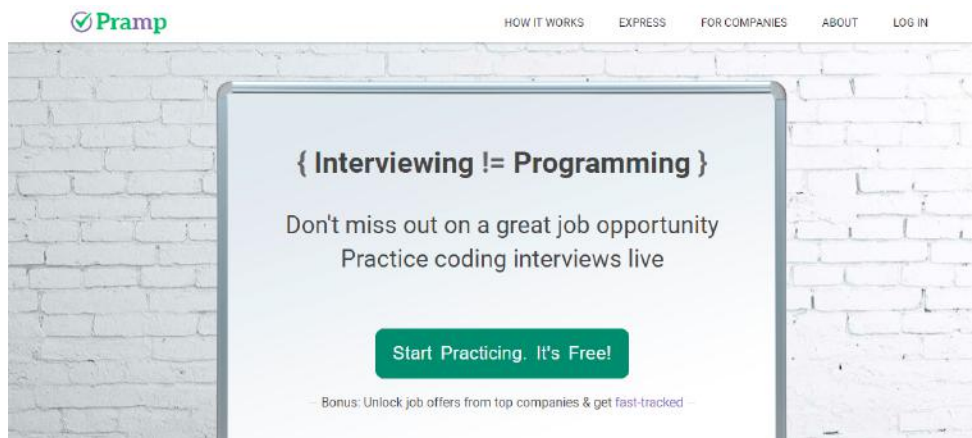


⁵ Mock interview, LeetCode: <https://leetcode.com/mockinterview/>

⁶ InterviewBit: <https://www.interviewbit.com/mock-interview/>

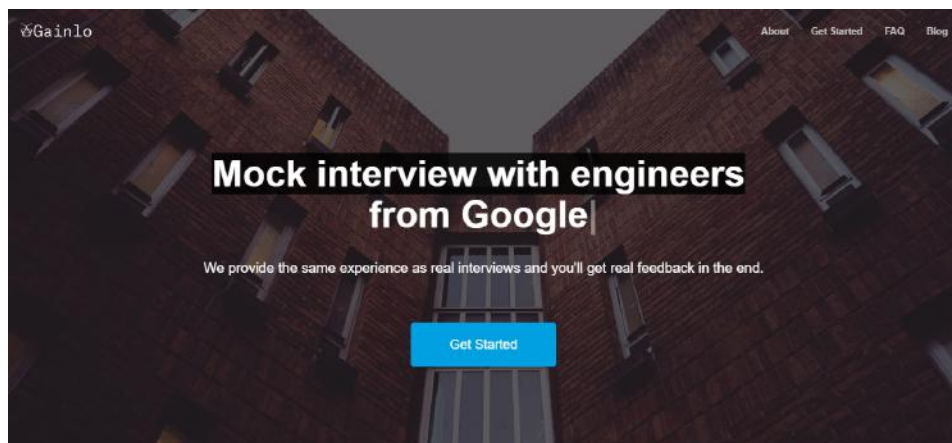
5. Pramp⁷

- CTA: Sign up for a free account and start mock interviews with peers
- 5 sections on the page:
 - A CTA button
 - Testimonials
 - The process of mock interviews through the platform
 - A demo
 - Features of the service



6. GainLo⁸

- CTA: Sign up for a free account and start mock interviews with interviewers
- 5 sections on the page:
 - A CTA button
 - Features of the service
 - Testimonials
 - Repeat the CTA button again
 - Other services

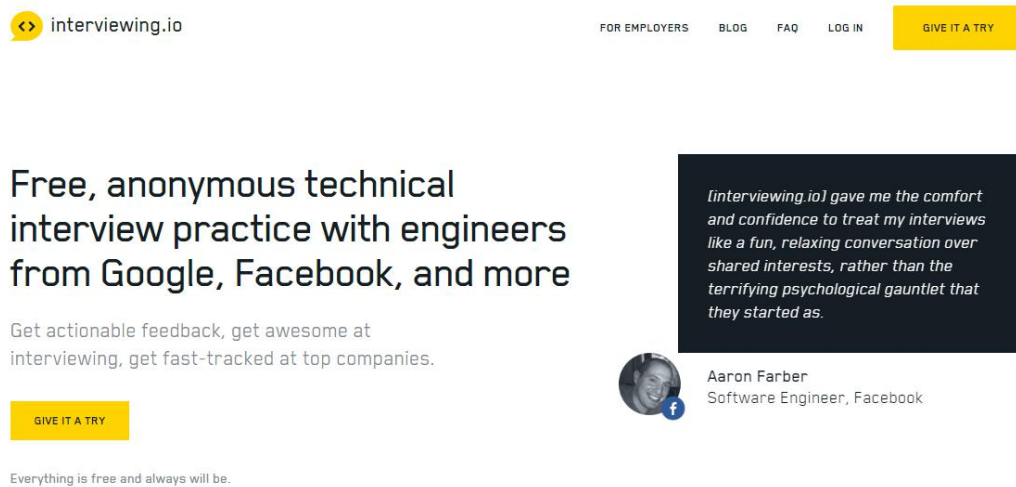


⁷ Pramp: <https://www.pramp.com/>

⁸ GainLo: <http://www.gainlo.co>

7. Interviewing⁹

- CTA: Sign up for a free account and start mock interviews with engineers from top companies
- 5 sections on the page:
 - A CTA button/ Testimonials
 - A list of companies
 - A demo of the mock interview platform
 - Features of the service
 - Repeat the CTA button again
 - Press release



2.4 User Types and Needs

List user types who may be interested in a platform of 1:1 mentoring for mock interview:

2.4.1 Interviewees/ Mentorees whose main goal is to get a ideal job

Types	Needs
Who get interviews currently	<ul style="list-style-type: none"> ● Reduce stress and anxiety; boost the confidence <ul style="list-style-type: none"> ○ Be familiar with question types especially firm-specific ○ A simulation of real situations ● Get feedbacks to improve performance
Who are applying for jobs	<ul style="list-style-type: none"> ● To be prepared when get interviews <ul style="list-style-type: none"> ○ Be familiar with interview processes and questions ● Get feedbacks to improve performance
Who plan to apply for jobs	<ul style="list-style-type: none"> ● Practice and understand job types ● Get feedbacks to improve performance or career counseling
Others	<ul style="list-style-type: none"> ● Learn different skills ● Network with potential interviewers

⁹ Interviewing: <https://interviewing.io/>

2.4.2 Interviewers/ Mentors whose main goal is to earn money effectively

Types	Needs
Employees	<ul style="list-style-type: none"> • Get paid with stress-free and flexible commitment¹⁰ • Related to jobs <ul style="list-style-type: none"> ◦ Earn referral bonuses ◦ Find potential employees or colleagues
Freelancers	<ul style="list-style-type: none"> • Get paid with stress-free and flexible commitment

**This part could be more accurate if do interviews or surveys.*

The landing page for the project will set target users as Interviewees/ Mentorees, especially for the first two types mentioned in the table above. Interviewers/ Mentors could use the existing page¹¹ designed for becoming a Codementor to sign up.

Based on the user needs, corresponding functional requirements are established. The landing page should highlight these features.

User needs	Product features
Be familiar with question types and interview processes	<ul style="list-style-type: none"> • Engage professionals from various companies and levels • Real interview questions
A simulation of real situations	<ul style="list-style-type: none"> • 1:1 interview with real people • An interview environment is simulated including an online code editor and a phone/video call
Get feedbacks to improve performance	<ul style="list-style-type: none"> • Get real feedbacks immediately

2.5 Conclusion

The landing page will convey one specific message to target users and make them take an action. In the project, the purpose of the land page is let potential users sign up an account for mock interviews services. The following section will create a draft for cross-functional team discussions and make the concept into reality.

¹⁰ Apply to Become a Codementor, Codementor: <https://www.codementor.io/mentor/apply>

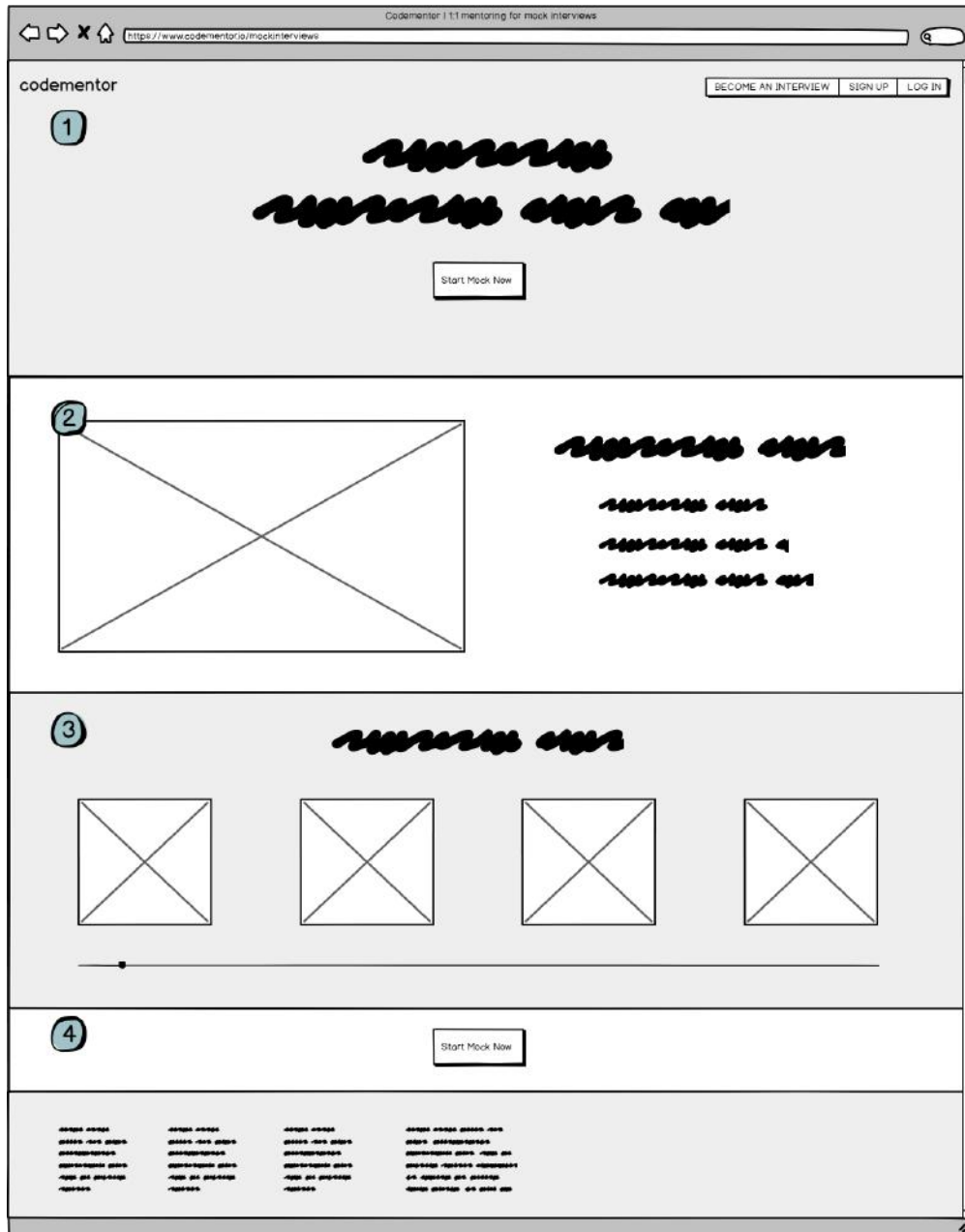
¹¹ Apply to Become a Codementor, Codementor: <https://www.codementor.io/mentor/apply>

Section 3 Wireframe Design

Before starting the design, I interviewed four potential users¹² to decide the priority of sections shown on the landing page and make a wireframe. Below is the wireframe of the land page.

There are 4 sections on the page:

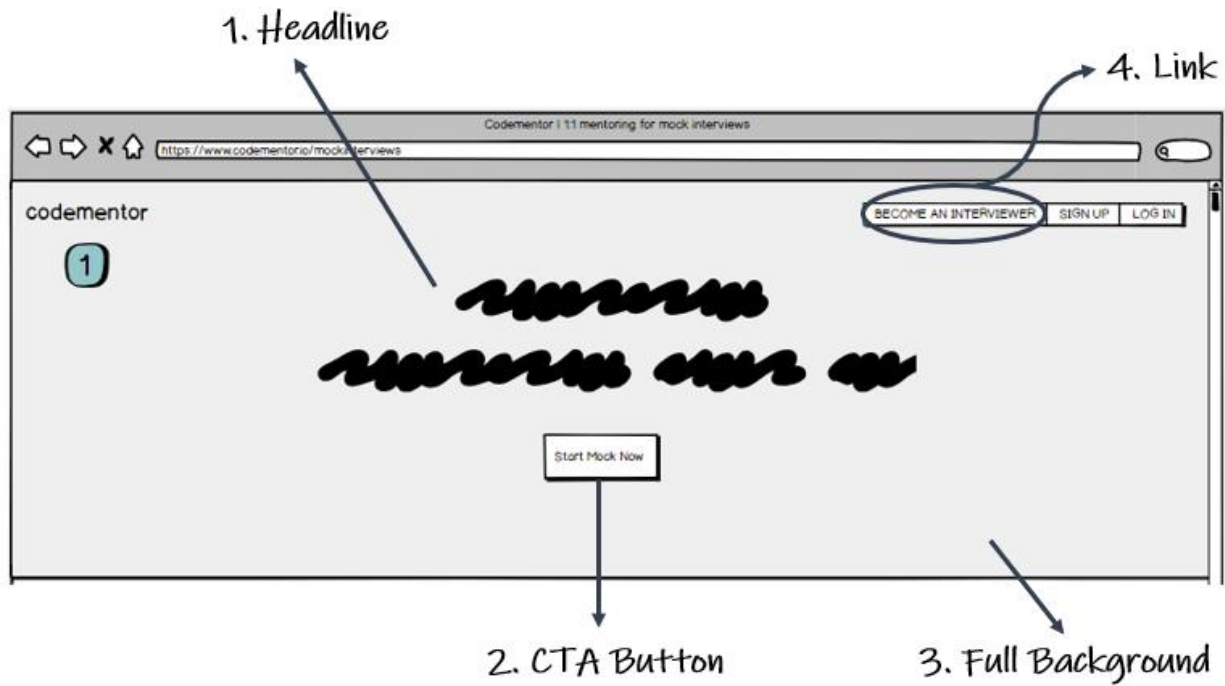
1. Hero section: a headline with a CTA button
2. Feature section: highlight 3 features of the platform
3. Company list section: List companies that mentors work at
4. Repeat the CTA section again



¹² See section 5 Appendix

Each section is discussed in more detail as following:

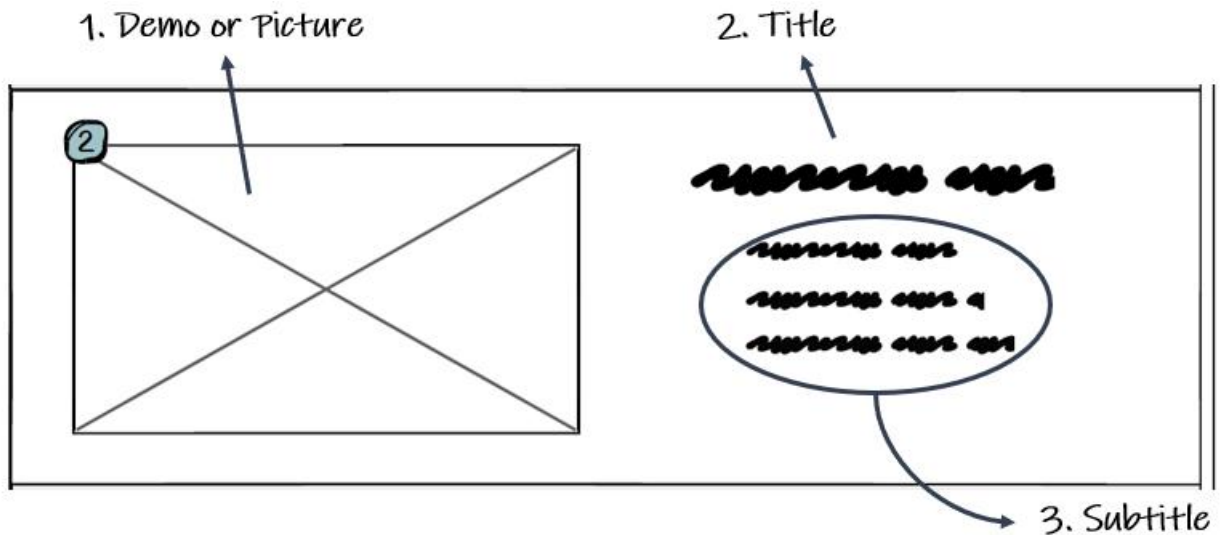
3.1 Hero section



The goal of this section is to convey a clear message that to sign up an account if you are interested in starting a mock interview now. The following contents need to be discussed with cross-functional teams:

Item \Team	Marketing	Design	Engineering
1. Headline	Slogan Key words: 1:1 mentoring, mock interview, technical	Color/ Font design	
2. CTA Button		Color/ Font design	Show popup box for registration after clicking
3. Full Background	Materials for designers as references	Picture	Responsive background
4. Link			Link to /mentor/apply

3.2 Feature section



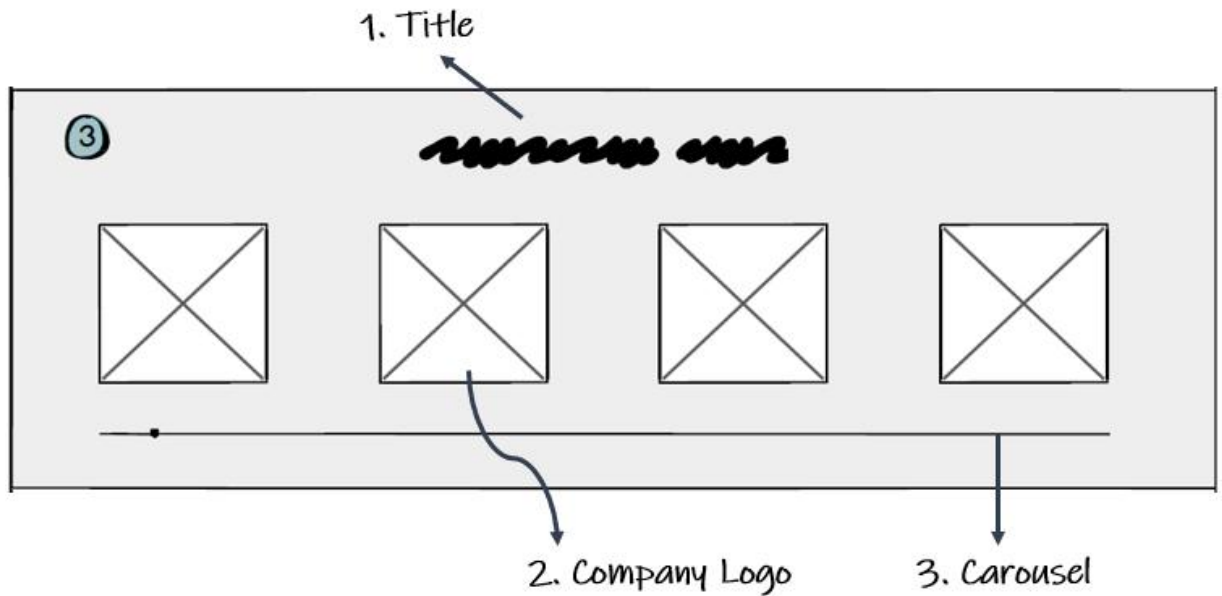
This section is to let user understand the features of the product. According to the quick survey, the top three features that target users care about are:

- Practice interviews with real people
- Get feedbacks/ solutions from others immediately
- An interview simulation including an online code editor and a phone/video call

Marketing and design team could create contents based on the features, make users feel their voice heard, and take an action!

Item \Team	Marketing	Design	Engineering
1. Demo or Picture	Materials for designers as references	Service demo	
2. Title	Texts described "features"	Color/ Font design	
3. Subtitle	Texts for each features	Color/ Font design	

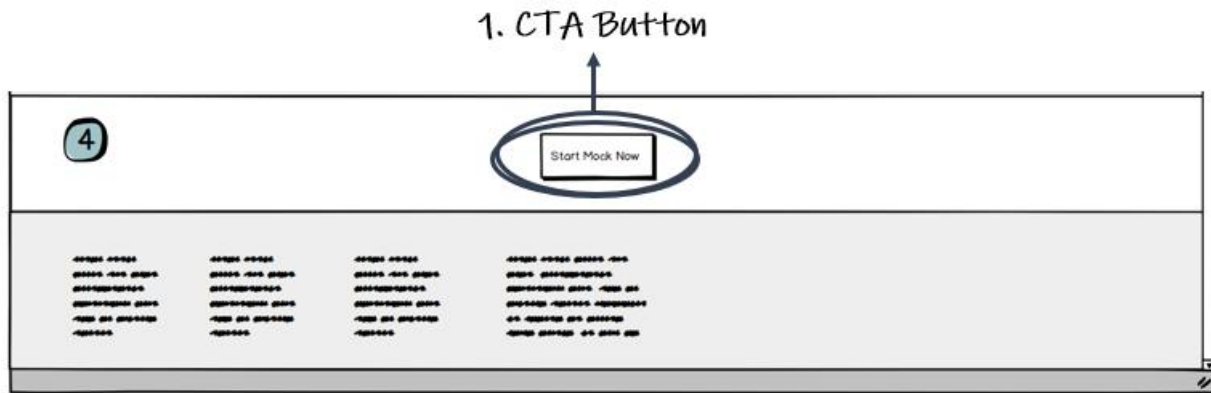
3.3 Company list section



Company list section is to show all companies where interviewers/ mentors work. The purpose is to let the users know how many professionals that the platform engages and review which companies they may be interested in to push them to try the services.

Item \Team	Marketing	Design	Engineering
1. Title	Texts described "features"	Color/ Font design	
2. Company Logo		Logo present	
3. Carousel		Carousel design	Carousel function

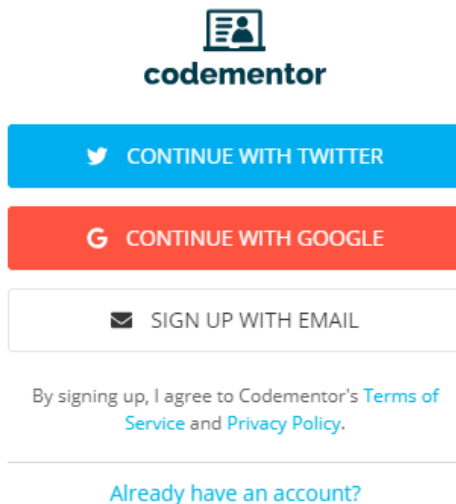
3.4 The last section



The last plan of the landing page is to remind users who review all the page but have not registered an account yet of signing up!

Item \Team	Marketing	Design	Engineering
1. CTA Button		Color/ Font design	Show popup box for registration after clicking

3.5 Popup box for registration



× The popup box mentioned above could be the same style as existing one¹³. Besides, the platform could allow users to login via GitHub or LinkedIn.

¹³ Codementor: <https://www.codementor.io/>

Section 4 Metrics for Product Launch Success

After a first prototype coming up, the product team could start to test the landing page and keep modifying as well as updating features/functions for the upcoming versions. If review the goals of the landing page, keyword rankings and conversion rate are two main indications. Assume these two goals present a product launch success:

1. The landing page is ranked on first page of Google search results with the keywords “mock interview” or “interview practice”.
2. A conversion rate is 5%¹⁴¹⁵.

The following is metrics of the goals:

Goals	Metrics	Tools
Keyword rankings	<ul style="list-style-type: none"> ● Average daily organic clicks by keywords <ul style="list-style-type: none"> ○ Search volume ○ Competition ○ Click-through rate 	<ul style="list-style-type: none"> ● Google Keyword Planner ● Google Analytics
The conversion rate	<ul style="list-style-type: none"> ● Traffic ● Unique visitors ● Time on page ● Task completion rate 	<ul style="list-style-type: none"> ● Google Analytics ● A/B testing

Keep collecting data and modifying contents of the page to achieve the goals.

¹⁴ Freemium and Free Trial Conversion Benchmarks, LinkedIn:

<https://www.linkedin.com/pulse/freemium-free-trial-conversion-benchmarks-ada-chen-rekhi/>

¹⁵ 7 Conversion Rate Truths That Will Change Your Landing Page Strategy, SearchEngineLand:

<https://searchengineland.com/7-conversion-rate-truths-will-change-landing-page-optimization-strategy-191083>

Section 5 Appendix

5.1 A Quick Survey for Potential Users

Let potential users make a priority of the following features based on their preferences of trying a mock interview.

- A. Engage professionals from various companies and levels
- B. Present questions that have been tested by top companies
- C. Practice interview with real people
- D. Interview via a simulation including an online code editor and a phone/video call
- E. Get feedbacks or solutions from others immediately
- F. Others (not to be mentioned above)

Users	The priority	Other preferences
1. A senior engineer who may transfer a job in one year; having experiences with technical interviews	C>B>E>A>D	The platform classifies questions/ interviewers from companies
2. A new graduate who is seeking a job; getting interviews currently	C=D=E>A>B	Provide different situations/ simulations for phone and on-site interviews
3. An entry-level engineer who is seeking a new job; having experiences of technical interviews	C=E>B>D>A	Teach engineers how to negotiate package (salary/ bonus) with HR
4. A new graduate who gets a job recently; having experiences with technical interviews	C>D>B>A>E	

If the highest gets 5 points and lowest gets 1 point for each answer:

C (20) > E (14) > D (12) > B (11) > A (7)