

Landing Page with Multi-Variable Testing

The screenshot shows the landing page for 'THE ORLANDO VACATION STORE'. At the top, it claims to be the '#1 Seller for Walt Disney World Vacation Packages' and provides a toll-free number: 1-866-882-4720. The main visual is a photo of a man and a woman in Disney-style costumes. Below this is a search form titled 'Skip the Lines, Save Big Time!' with 'Step 1: Select your dates' and fields for check-in, check-out, and party size. To the right of the search form is a 'Where Dreams Come True' section with a 'GO' button. Further right is a vertical stack of three orange call-to-action buttons: 'Best Prices on Disney World Packages, Guaranteed', 'Find Out More About Disney Packages', and 'Call Now & Save 1-866-882-4720'. A 'BEST PRICE GUARANTEED' badge is next to the first button. At the bottom of the page is a small copyright notice.

[Disney Vacation Packages](#)
Great Deals on Hotels & Tickets
For Orlando's #1 Family Destination
www.TheOrlandoVacationStore.com

[Disney World Vacations](#)
Plan Your Disney Vacation Today!
Specials on Hotels & Park Tickets.
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What we Test!
Main Head, Call to Action & Offer, Picture & Ads