

Stock Landing Page Test FAQs

May 2022

WHAT IS THE STOCK LANDING PAGE TEST?

FreeWill's R&D team will be testing a new stock landing page for two months, starting June 15, 2022 and ending August 15, 2022! The new design and content is based on extensive user research and user testing with stock donors. The new landing page better meets stock donors' needs and expectations and our goal is to increase the likelihood that a user will start a gift. At the end of the test period, the team will review the performance of the new landing page and make any necessary adjustments.

WHAT IS CUSTOMIZABLE?

You can continue to customize the header message, logo, and image.

WHAT IS CHANGING?

Header and footer | In our user interviews, most users mentioned questions about security and unfamiliarity with this site. When we added FreeWill to the header and footer, it increased trust among users. Users also wanted to check for basic footer information such as privacy policies and links to more information about FreeWill. Including our trust indicators (TrustPilot and BBB) helps strengthen the feeling of security and legitimacy of our site, even if users are unfamiliar with FreeWill.

How it works | Many users were curious about how the actual process of donating stock through this tool worked. They were drawn to the idea of it taking less than ten minutes. Once users had started into the stock giving process, several mentioned they would have liked to know upfront what type of information they would need to gather to complete the process.

Simplify stock giving with FreeWill | Some users raised concerns about using a third party to donate stock. In particular, there were concerns about the cost compared to doing it themselves. By calling out the specific reasons charities are using our tool, it helps alleviate this concern and encourages donors to choose FreeWill as the preferred option for the charity.

Testimonials | Testimonials were mentioned by several users as another element that would increase their trust in FreeWill and the tool. We currently have these testimonials on the [Learn More](#) page.

Alternative flows | Not every donor will be ready to use an online tool for this transaction or they will be recruiting their financial advisor for help. Keeping these as clear but deprioritized pathways on the page assists these users in completing their donation.

About FreeWill | Users often asked “Who is FreeWill?” and “What is their relationship with the charity?” We have included a section on the page to explain the relationship and build additional trust in FreeWill.

HAVE FEEDBACK?

We value your feedback! Please submit any feedback about the new landing page on [this form](#).