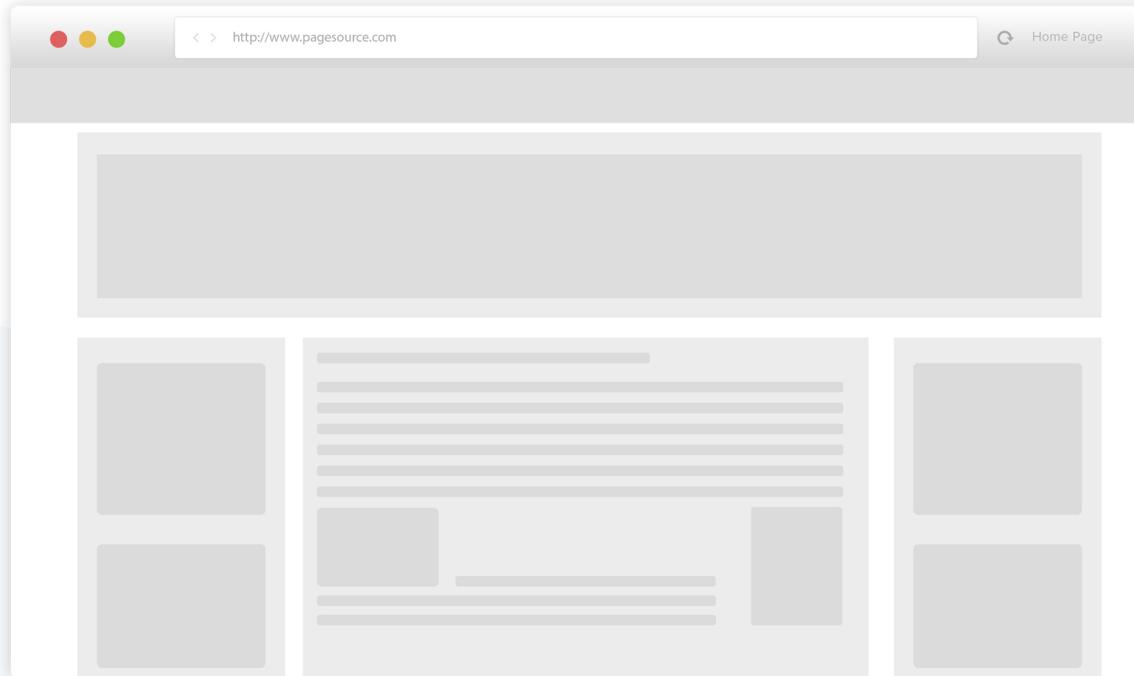




# The Landing Page Blueprint:

## How to build high converting landing pages.



Oliver Kenyon

Andy Haskins



## Who We Are



Create high converting landing pages in minutes  
with no design or technical knowledge.



Increase your business sales and conversions  
with our bespoke landing page services.

### Overview

Formed in

**2012**

Landing Pages Delivered

**2000+**

Millions in Revenue

**Generated**

Clients Worldwide

**100+**

### Companies Worked For



## Who Are TerraLeads?

The world's first CPA hub, providing access to  
internally owned, high converting offers

Top payouts in Europe

14 European geos and counting

Cash-on-delivery offers

Daily payouts upon request

24/7 multilingual support

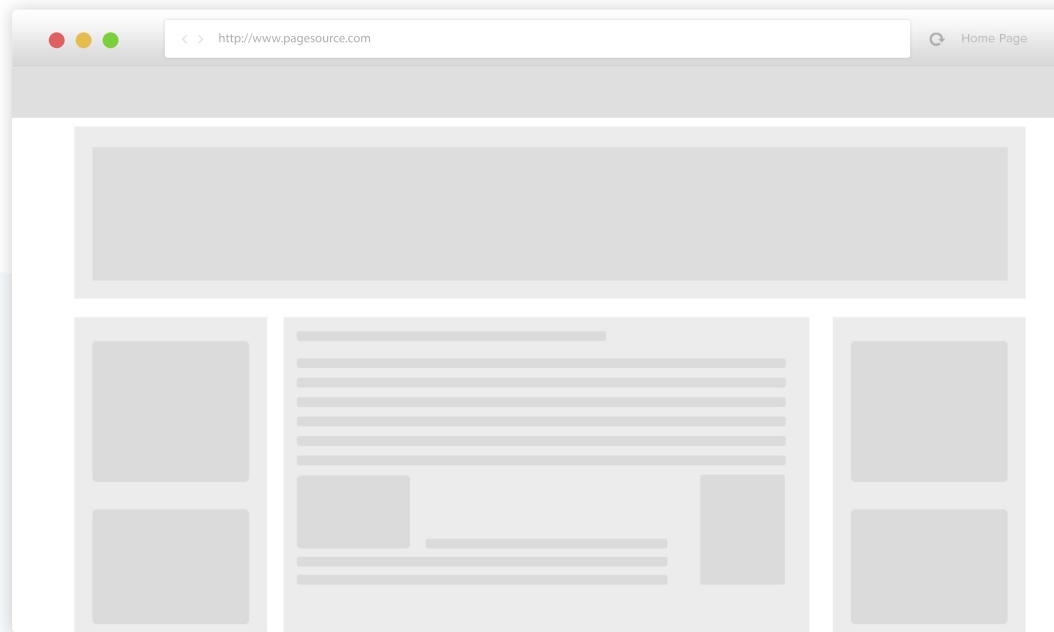
TerraStore - Unique bonuses on approved leads



**terra leads<sup>®</sup>**

The world's first CPA hub

## What is The Blueprint?



The Blueprint = **More Conversions**

# Optimize Load Speeds



Latest Performance Report for:  
http://landingpageguys.com/

Report generated: Mon, Oct 31, 2016, 9:04 AM -0700  
Test Server Region: CA Vancouver, Canada  
Using: Firefox (Desktop) 47.0, PageSpeed 1.15-gt1, YSlow 3.1.8

PageSpeed	YSlow	Waterfall	Video	History
A (98%)	A (97%)			

Page Details

Page Load Time	Total Page Size	Requests
1.2s	2.58MB	11

What do my scores mean?

Rules are sorted in order of impact. Optimizing rules at the top of the list can significantly improve your overall score.

Not every recommendation will apply to your page. These recommendations are meant to be generic best practices; some things will be out of your control (eg: external resources) or may not apply to your page.

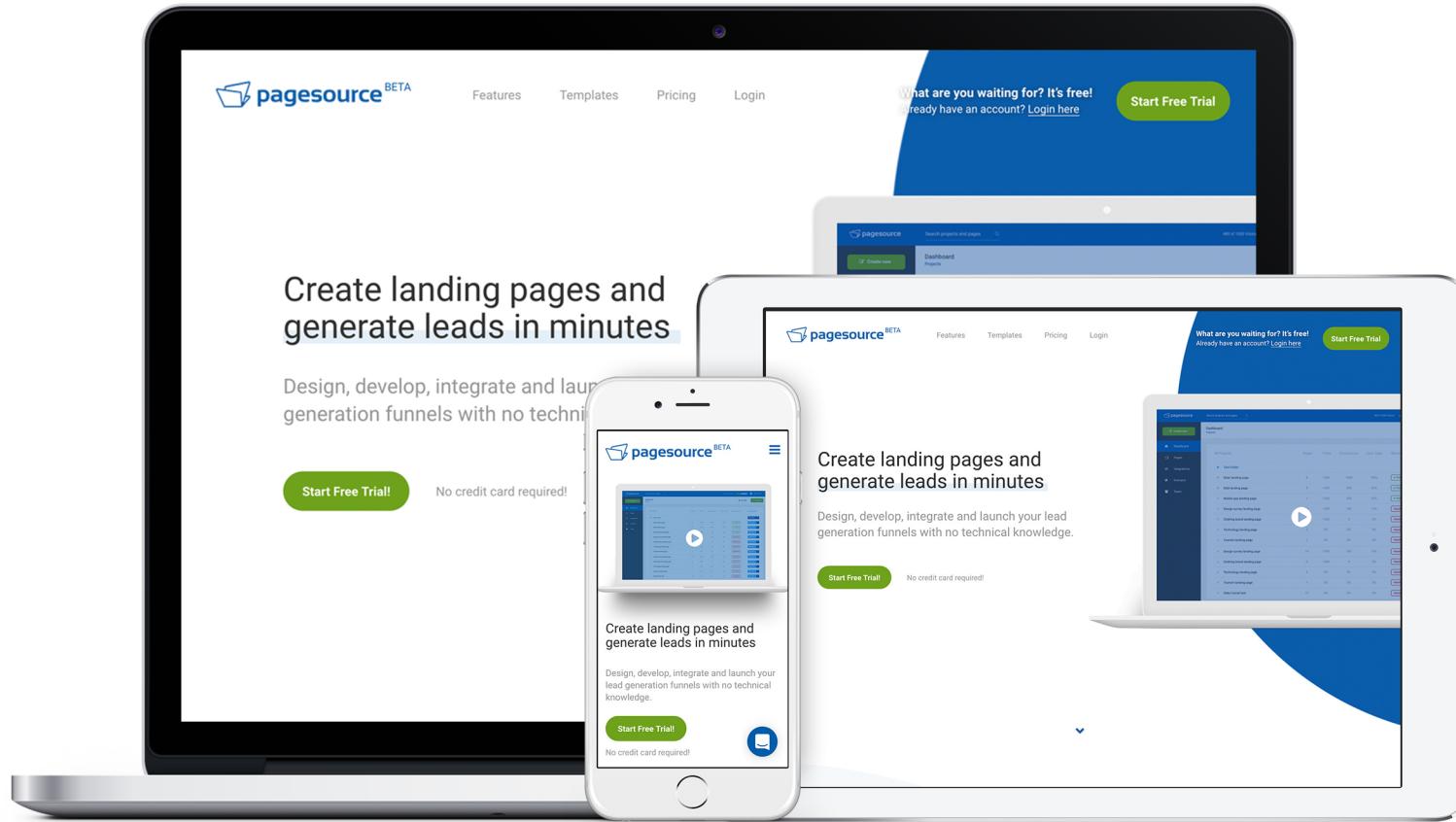
RECOMMENDATION	GRADE	TYPE	PRIORITY
Combine images using CSS sprites	A (98%)	IMAGES	HIGH
Minimize redirects	A (98%)	CONTENT	HIGH
Enable gzip compression	A (98%)	SERVER	HIGH
Detect parsing of JavaScript	A (98%)	JS	HIGH
Leverage browser caching	A (98%)	SERVER	HIGH
Serve resources from a consistent URL	A (98%)	CONTENT	HIGH
Specify image dimensions	A (98%)	IMAGES	MEDIUM

1 second decrease in load speed

=

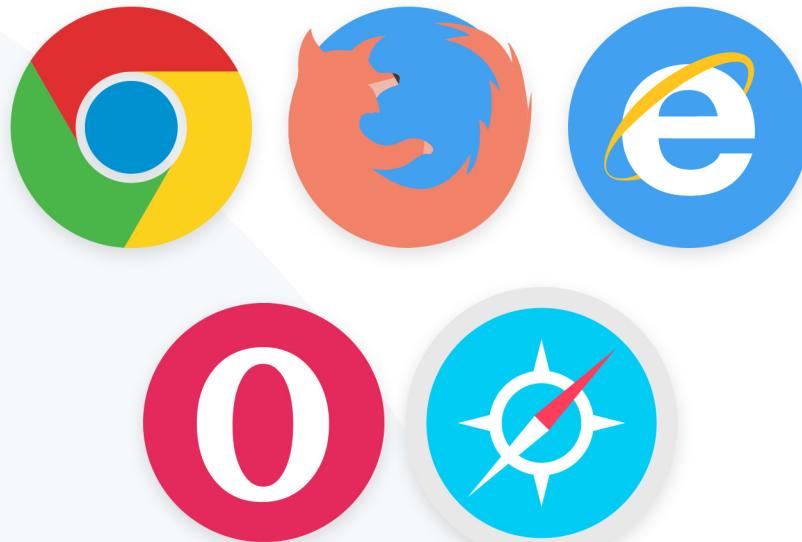
**2% increase in conversions**

# Ensure Responsiveness



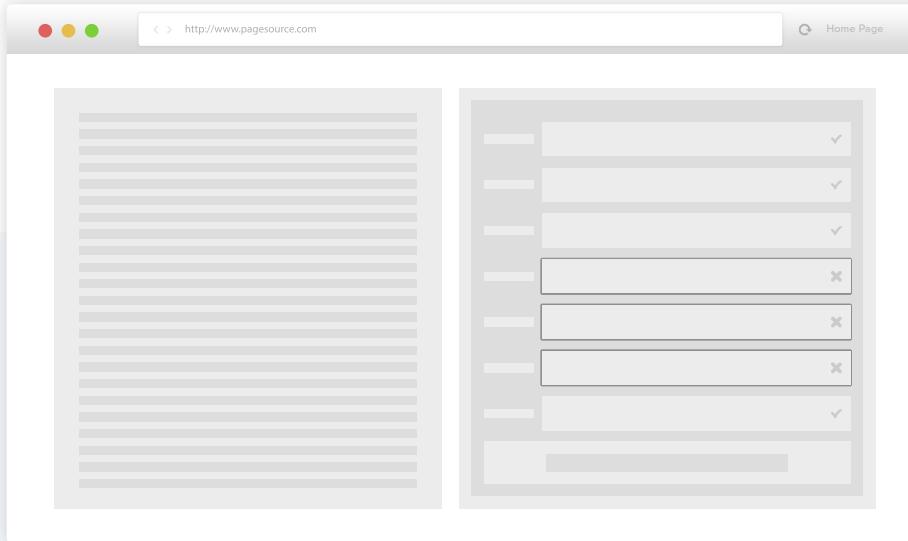
More than 52% of web browsing is now on mobile

## Check Cross Browser Compatibility



**25%** of web users still use a browser  
other than Chrome

## Utilise Front End Validation



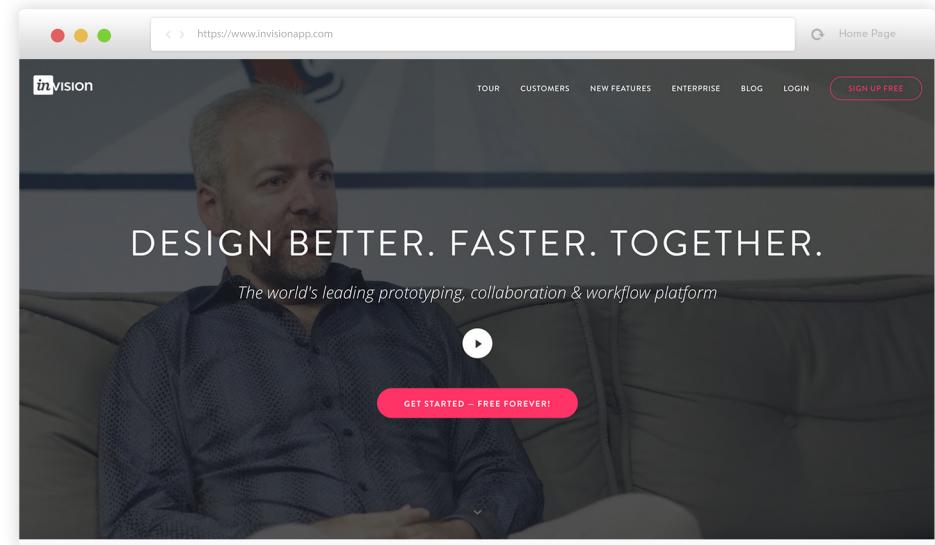
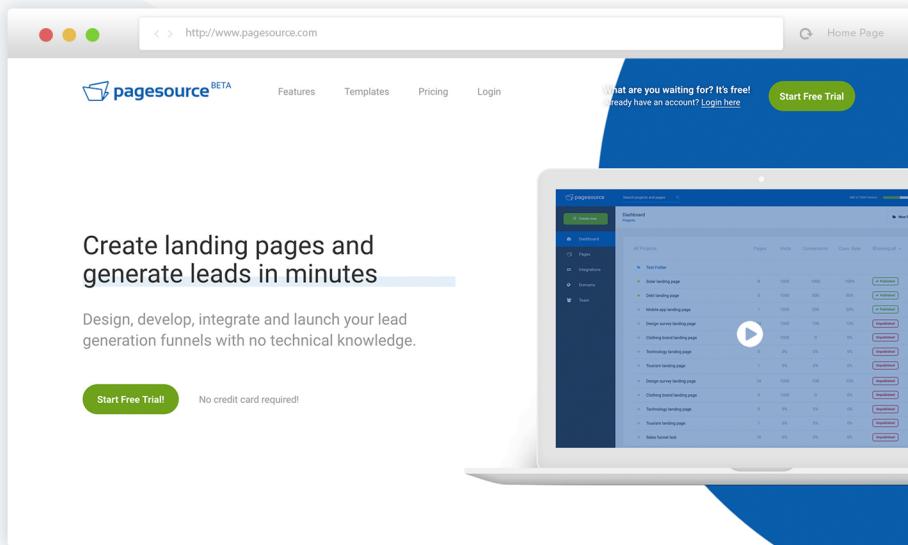
Bill To / Billing Address

Full Name	John Newman	✓
Street Address	2125 Chestnut st	✓
optional		
Zip Code	9412	Enter Zip for City & State The specified ZIP is invalid
Phone		
Email		

Send me exclusive offers, deals and expert reviews

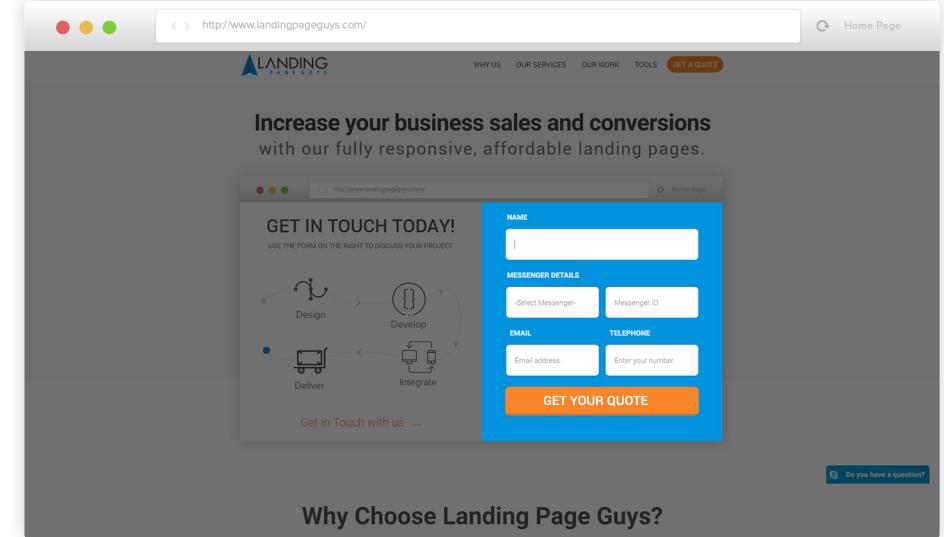
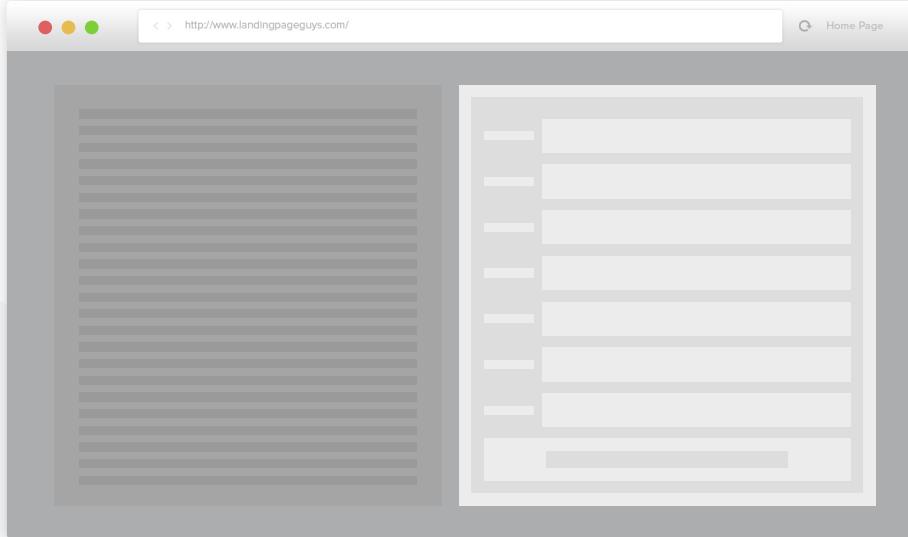
Adding client side form validation  
increased lead quality by 17%

# Highlight Your Value Proposition



**84% of visitors won't scroll further unless**  
your above the fold value proposition is strong.

# Enhance Visibility of Key Elements

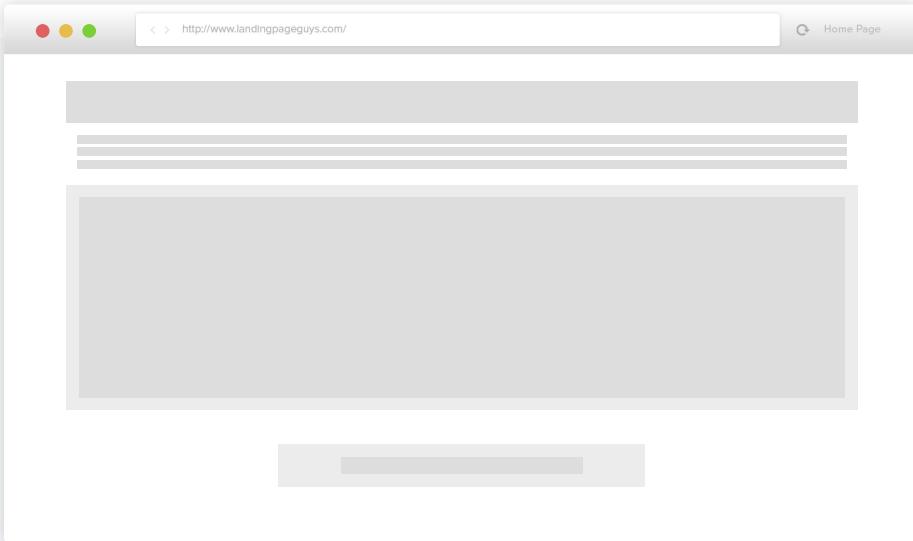


Adding a drop shadow and  
changing the colour of our form

=

**Increased conversions by 27%**

## Use Critical Elements



Headline

Outline/Description

Supporting Image

Call to Action

Adding bullet points to a client website

=

**125% increase in sales**

# Harness the AIDA Principle

Attention = Headline (value proposition)

The screenshot shows a landing page for 'Landing Page Guys'. The headline reads: 'Increase your business sales and conversions with our fully responsive, affordable landing pages.' Below the headline is a form titled 'GET IN TOUCH TODAY!' with fields for Name, Messenger Details, Email, Telephone, and a 'GET FREE QUOTE' button. At the bottom, there's a section titled 'Why Choose Landing Page Guys?'.

Interest = Features and benefits

The screenshot shows a landing page for 'Landing Page Guys' with the headline 'Why Choose Landing Page Guys?'. It lists several features: Fully Responsive (landing page looks great on any device), Validated Code (clean, well-validated, pixel-perfect code), Cross Browser Compatible (well pages to support all browsers), Field Validation (your landing works on every browser), Page Speed Optimised (optimised web pages for faster load times), and Unlimited Design Revisions (get the most out of your project). Each feature has a corresponding icon.

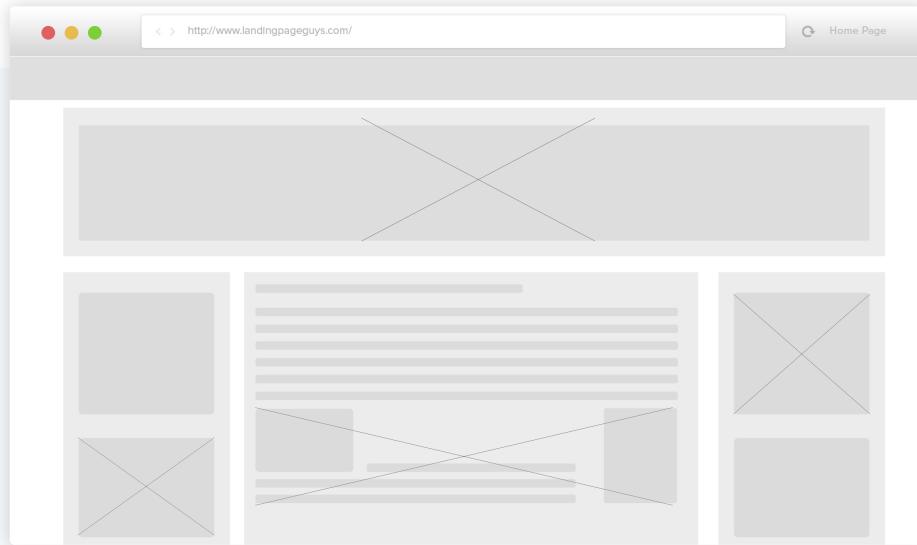
Desire = Trust and social proof

The screenshot shows a landing page for 'Landing Page Guys' with the headline 'Portfolio'. It features a section titled 'we'll let our work do the talking.' displaying a grid of various landing page examples from clients like 'DebtGuy', 'HUSTLER', 'Garcinia Cambogia', 'Simple Loan Nite', 'Run by Super Affiliates', and 'AdSense'. Below the portfolio grid is a logo for 'Landing Page Guys'.

Action = Route or call to action

The screenshot shows a landing page for 'Landing Page Guys' with the headline 'GET A FREE QUOTE'. It contains a form with fields for NAME (First Name and Last Name), MESSENGER DETAILS (Select Messenger and Messenger ID), EMAIL (Your Email), and TELEPHONE (0000-000-0000). At the bottom is a large orange 'GET FREE QUOTE' button. The footer includes links for Home, Integrations, Tools, Blog, Contact, and copyright information: © 2016 LANDING PAGE GUYS.

## Remove ALL Distractions



Navigation

Irrelevant ads

Irrelevant links

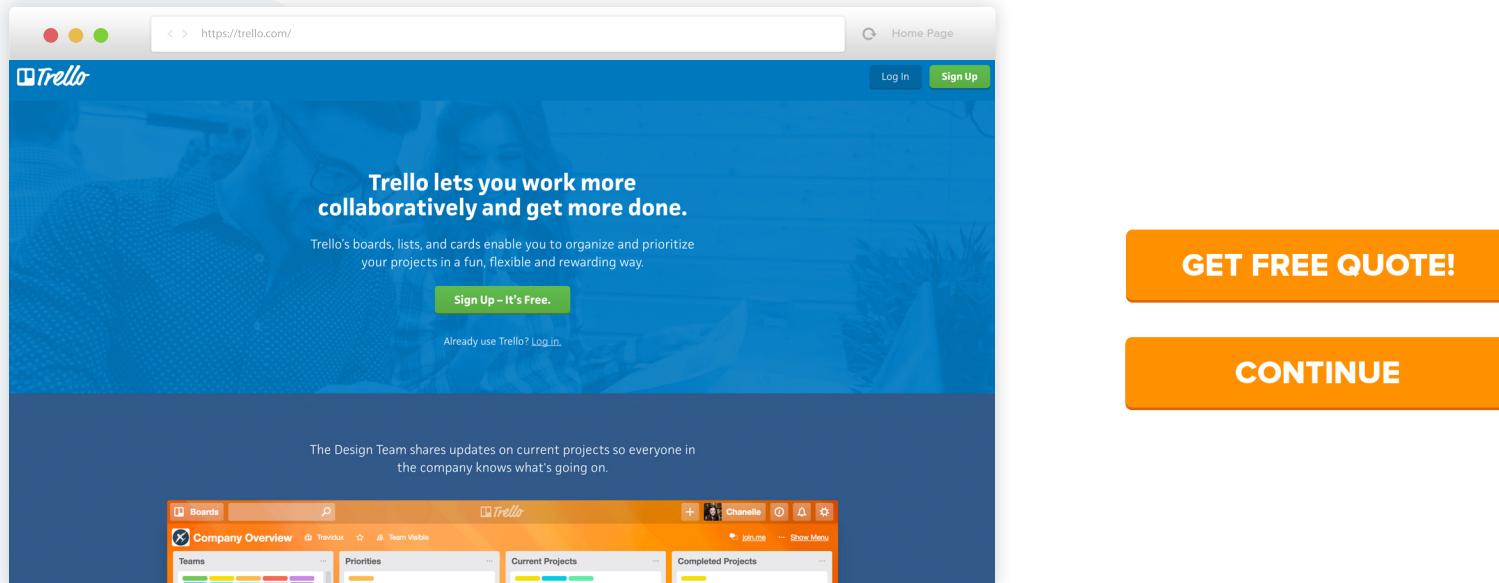
Social widgets

Removing irrelevant links from  
client advertorials

=

**Increased CTR to offer by 32%**

## Make Your Call to Action POP



The screenshot shows the Trello homepage. At the top, there's a banner with the text "Trello lets you work more collaboratively and get more done." Below the banner, there's a subtext: "Trello's boards, lists, and cards enable you to organize and prioritize your projects in a fun, flexible and rewarding way." There are "Sign Up" and "Log In" buttons. To the right of the screenshot, there are two large, orange rectangular buttons with white text: "GET FREE QUOTE!" and "CONTINUE".

Changing our CTA text

=

**36% increase in click throughs**

## Emphasize Benefits over Features



Capture your magical family memories

vs



12 megapixel camera with LED flash

# Leverage Trust and Social Proof



Brands We Work With

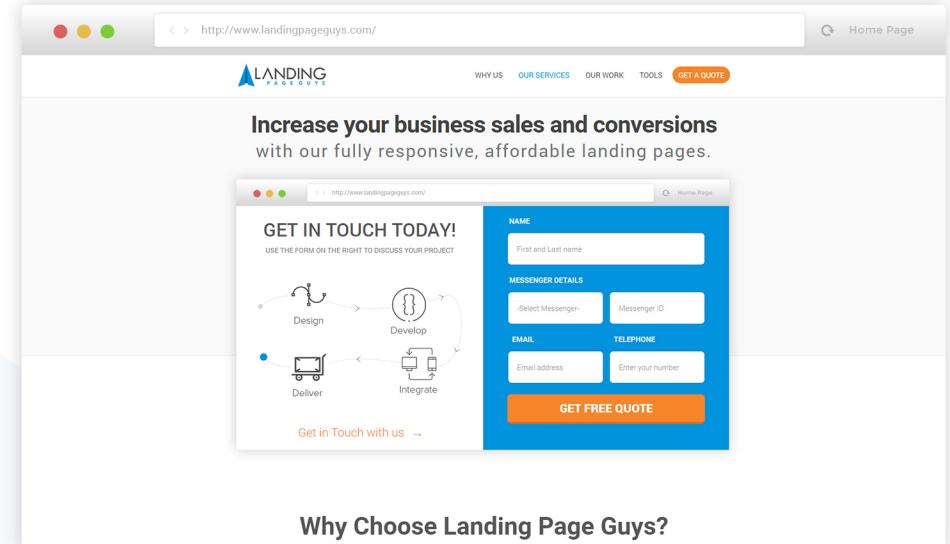
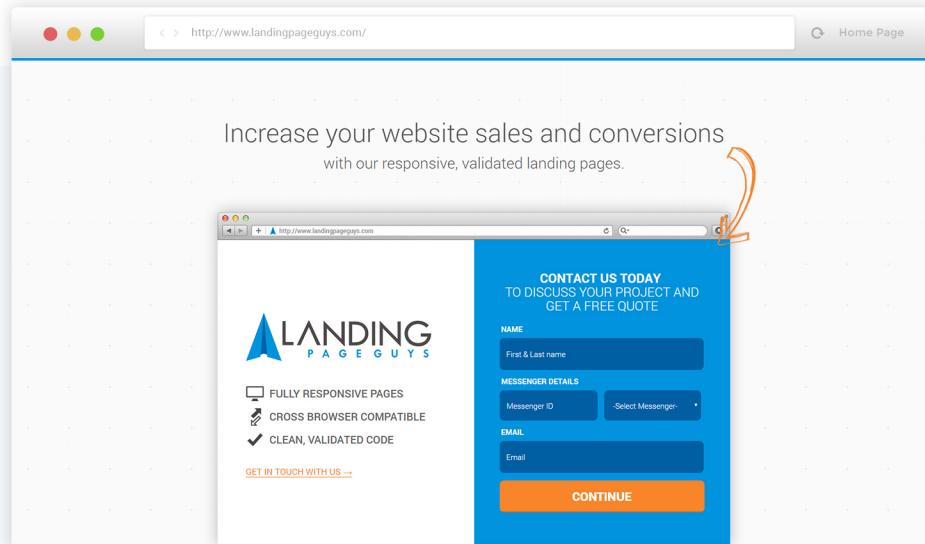
INCREASE YOUR COVERSION BY 30%

Tim Burd  
Digitizeiq

Anyone looking for the best designers needs to try the Landing Page Guys. Design is about much more than simply how the page looks. It's also how the design itself is coded from psd to HTML. It is an art and one that LPG have down perfect. If you haven't gotten a lander from them yet you are missing out on big \$. Whether it's a pre sell page, a full site, diet offer, etc LPG's pages beat out every other designer I have ever worked with the past decade.

Over 70% of people say they look at product reviews before making a purchase

# Always Test



Split testing our site

=

**82% increase in conversions**

## The Blueprint

Pagespeed

Responsive

W3C Validation

Cross Browser

Validation

Positioning

Visibility

Call to Action

AIDA

Audience

Proposition

Remove Distractions

Directional Clues

Use SSL

Tooltips

Social Proof

Power Words

Be Honest

Visit [pagesource.com/PMI](http://pagesource.com/PMI) to view all 42 tips



Thanks for listening  
**Any questions?**

