



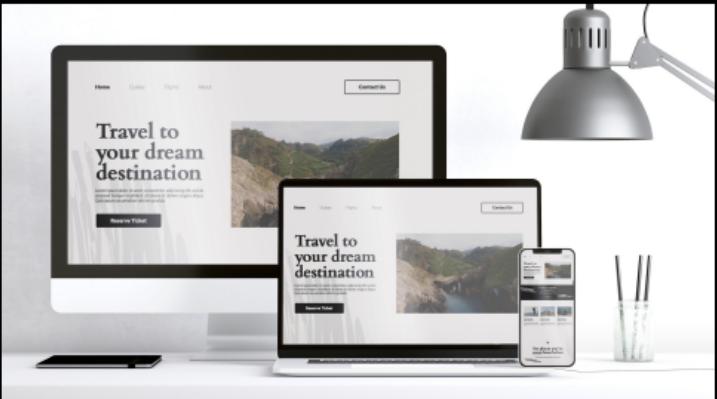
How to create a great landing page

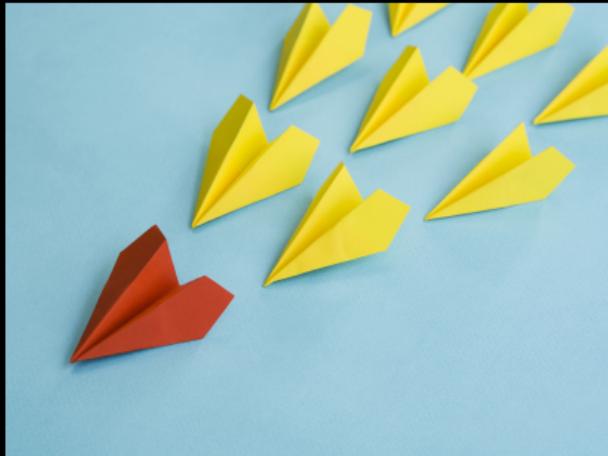
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half AI assisted slide**

Introduction

Landing pages are crucial for digital products as they are designed to convert visitors into customers.

A great landing page is **visually appealing**, provides **relevant information**, and has a **clear call-to-action**. The following slides will provide tips for creating a great landing page.





Define your goal

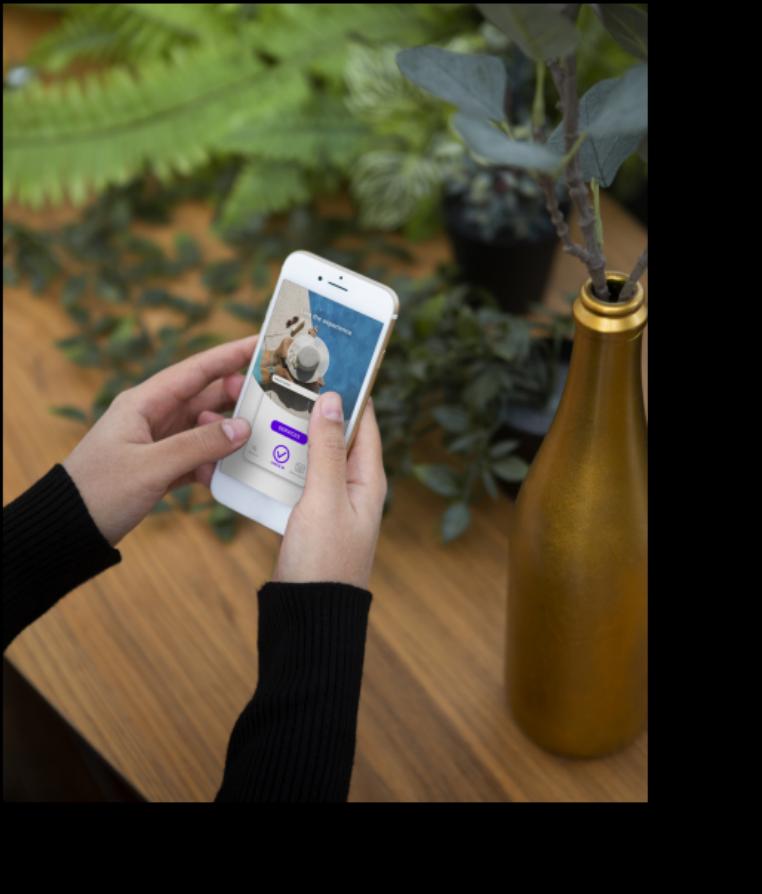
Before creating a landing page, **define your goal**. What do you want visitors to do? Is it to sign up for a newsletter or purchase a product? Once you have a clear goal, you can design the page around it.



Keep it simple

A **simple** landing page is more effective. Limit distractions such as navigation menus and links that could lead visitors away from your page.

Use clear and concise language to convey your message.



Use visuals

Visuals such as **images and videos** can make your landing page more engaging. Use high-quality visuals that are relevant to your message. Avoid using stock photos that look staged or unauthentic.

Optimize for mobile

More than **50% of web traffic** comes from mobile devices. Ensure your landing page is optimized for mobile.

Use a responsive design that adapts to different screen sizes and keep load times to a minimum.





Analyze

Ensure you install **Google Analytics** to track key performance metrics, such as **conversion rates, bounce rates, and session duration times**, for your landing page. These insights will help you measure and optimize your page's effectiveness, ultimately leading to better results for your product.

Page Speed Matters

Test the speed of your landing page using third-party tools, like pagespeed.web.dev, and optimize it as much as possible.

Did you know that **47% of consumers expect a web page to load in 2 seconds or less?** Slow page speeds can lead to lower engagement, higher bounce rates, and overall decreased performance.





A/B Test everything

A/B testing is **critical** for landing pages because it allows you to **experiment** with different elements, such as **images, text, headlines, and calls-to-action** to identify what resonates best with your audience.

Through this iterative process, you can refine your page, improve conversion rates, and optimize the overall user experience.

Conclusion

Creating a great landing page **takes time and effort**, but it can pay off in the form of **increased conversions**. Remember to **define your goal, keep it simple, use visuals, and optimize for mobile**.