

BOOST CONVERSIONS WITH LANDING PAGES

By Olga Shulezhko

OVERVIEW

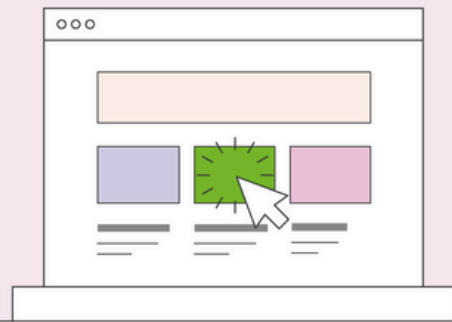
- What is a landing page?
- Types of landing pages
- Elements of a high-converting landing page
- The backbone of landing pages: CTA
- Best practices for a high-performing landing page



WHAT IS A LANDING PAGE?

A landing page is a standalone web page created specifically for marketing or advertising purposes.

It is where a visitor "lands" after clicking on a link from an email, ad, or other digital sources.



Unlike regular web pages that have multiple goals and encourage exploration, landing pages are designed with a single focus or **call to action** (CTA).

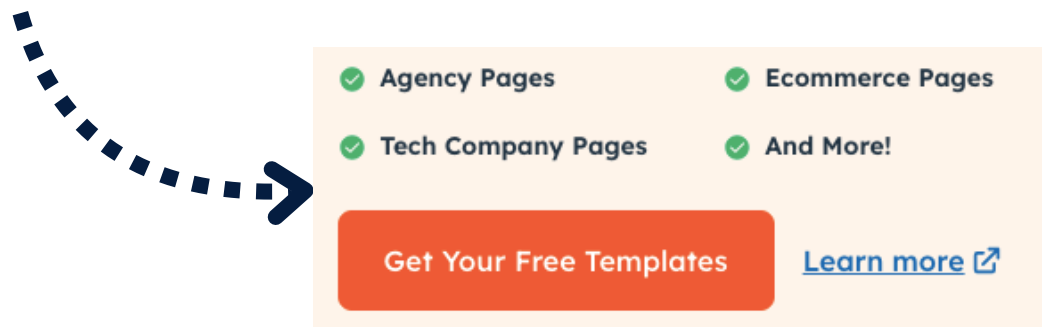


Landing pages eliminate distractions by offering a clear and focused message aligned with the visitor's intent. They serve as destinations for traffic generated through marketing efforts, including pay-per-click ads, email campaigns, social media promotions, and more.

TYPES OF LANDING PAGES

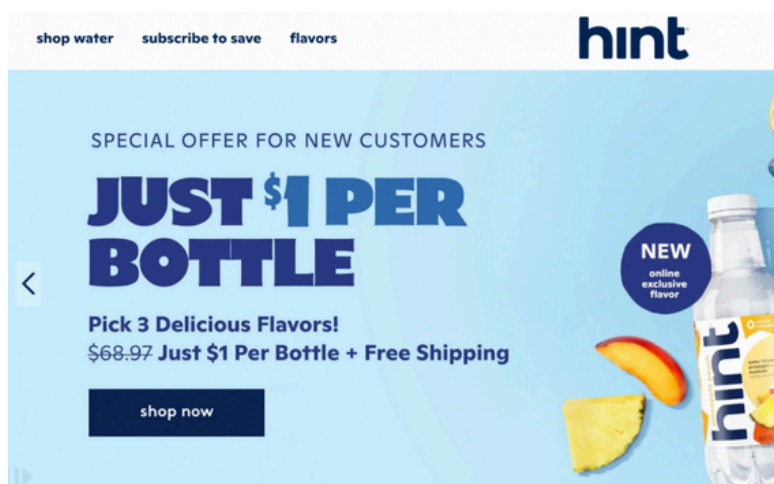
1. Lead Generation (Lead Gen) Landing Pages

These pages use forms to collect contact information from visitors in exchange for something valuable, such as an eBook, webinar registration, or a free trial.



2. Click-Through Landing Pages

These pages provide detailed information about a product or service and include a call-to-action button that redirects visitors to another page where they can complete the desired action, like making a purchase.



ELEMENTS OF A HIGH-CONVERTING LANDING PAGE

1. Headline

- **Intuitive and Obvious:** The headline should be easily understood at a glance, avoid complex words or phrases with double meanings.
- **User-Focused:** Emphasize the benefits to the user rather than the features of the product. Clearly state what the user will gain.
- **Match your primary headline to the ad** your visitor clicked to land on the page in the first place (or the button of the email CTA, for example).

**Your time.
Your goals.
You're the boss.**

Start and stop when you want

Email

Next



2. Subheader

“

Sell as-is. Pay zero fees. Move on your timeline. No repairs, cleaning, or showings.

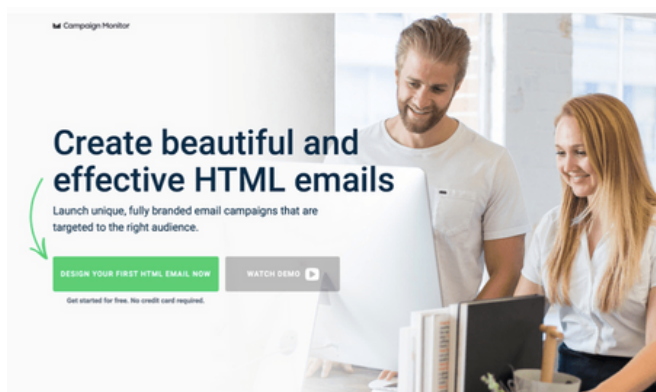
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- **Engaging and Persuasive:** Keeps visitors on the page by setting the hook.
- **Simple Message:** Use action words and keep it to a maximum of two lines.

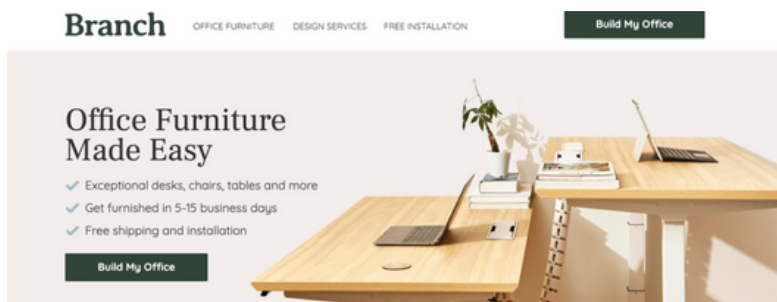
ELEMENTS OF A HIGH-CONVERTING LANDING PAGE

3. Images

- **Quick Impact:** Images are processed faster than text, making an immediate impression.



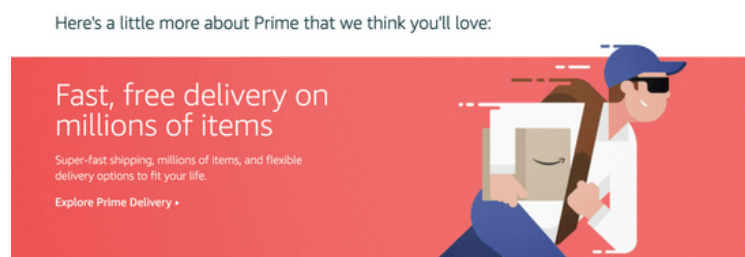
- **Relevance:** Use images that directly relate to the content and support the message.



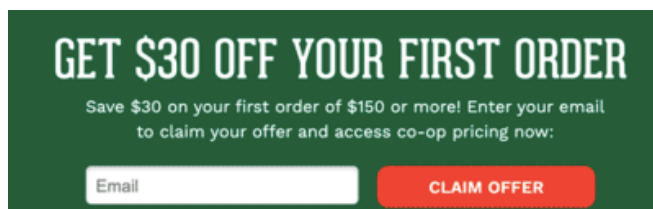
- **High Quality:** Opt for large, clear, and high-resolution images that are easy to understand at a glance.
- **Dynamic Elements:** Consider using animations to attract attention and engage visitors.

ELEMENTS OF A HIGH-CONVERTING LANDING PAGE

- 4. **Message:** focus on the user, not the product/service you are trying to sell.



- **Action words:** It's a good idea to incorporate action words like "gain, take, get" etc.



- **Brief and Impactful:** Ideally use not more than 1-2 paragraphs to address both the **pain points** and the **benefits** of your product/service.



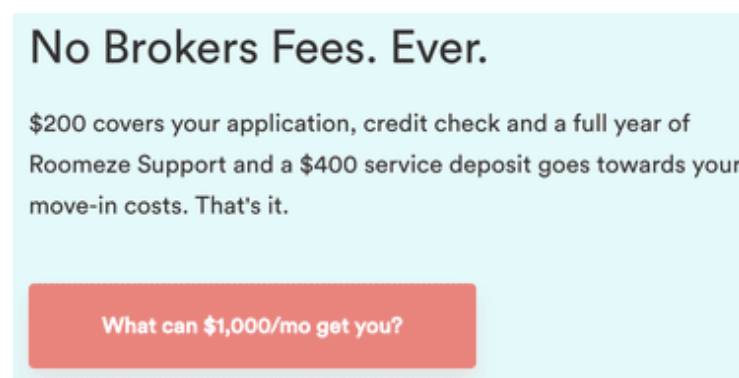
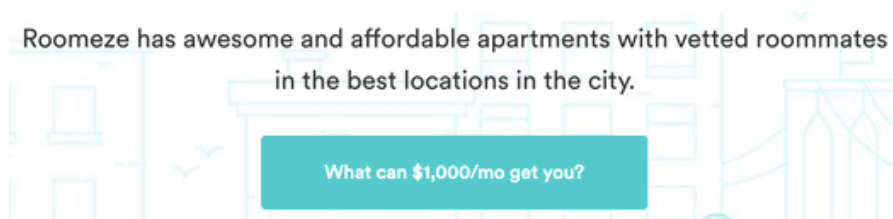
ELEMENTS OF A HIGH-CONVERTING LANDING PAGE

5. CTA (Call to Action)

- **Visibility:** The CTA should be big, with a contrasting color to stand out.
- **Compelling:** The text should be persuasive and action-oriented.



- **Repetition:** Include the CTA several times throughout the page.
- **Consistency:** Ensure all CTAs are consistent in message and design.



THE BACKBONE OF A LANDING PAGE: CTA

A **Call to Action (CTA)** is a prompt on a landing page that tells the user to take a specific action. It is the critical element that drives conversions, making it the backbone of any effective landing page.

Importance of the CTA

- **Directs User Behavior:** The CTA guides visitors towards the desired action, reducing confusion and increasing the likelihood of conversion.
- **Encapsulates the Goal:** It represents the primary objective of the landing page, whether it's signing up for a newsletter, downloading an eBook, or making a purchase.



Best Practices for CTA Placement

- **Above the Fold:** Ensure the primary CTA is visible without requiring the user to scroll.
- **Multiple CTAs:** For longer landing pages, include multiple CTAs throughout the content to capture the user's attention at different points.
- **Contextual Relevance:** Place CTAs near relevant content to enhance their effectiveness.



BEST PRACTICES FOR CONVERTING LANDING PAGE

Keep Things Simple

- **Minimalist Design:** Avoid clutter to ensure your message is clear and direct.
- **Focused Content:** Stick to the essential information needed to drive conversions.

Add Social Proof

- **Impact of Recommendations:** For example, 71% of millennials are more likely to purchase something if it's recommended, even by online strangers.
- **Placement:** Ideally place social proof above the fold, in the hero section.
- **Authenticity:** Avoid generic reviews. Use testimonials that answer FAQs and address specific user concerns.



Anya G.

Angelika was fantastic extremely courteous professional and a very talented lash technician. I would highly recommend her.



Lucy B.

This was my first experience getting eye lash extensions. Victoria was really professional and explained the options to me so I wouldn't make the wrong decision. I am delighted with the finish look. They look so natural!!



Marina K.

Jelena was so lovely and prompt and my lashes are exquisite. I shall be booking again!!!

Rated 4.9 out of 5 based on 1,451 verified reviews

BEST PRACTICES FOR CONVERTING LANDING PAGE

Remove or Reduce Navigation

- **Minimize Distractions:** Eliminate or simplify navigation to keep users focused on the conversion goal.
- **No Escape Routes:** Ensure visitors remain on the landing page until they take the desired action. A general rule of thumb is 1 landing page = 1 goal.
- **Keep Key Elements Above the Fold:** Ensure all crucial elements (headline, subheader, CTA, social proof) are visible without scrolling.



Add Contact Section



- **Accessibility:** Provide a clear way for users to contact you if they have any questions or concerns.
- **Build Trust:** Enhances credibility and trustworthiness by showing you're available to assist.

Add FAQs (if relevant)



- **Address Common Questions:** Preemptively answer potential questions and reduce friction.
- **Increase Confidence:** Help users make informed decisions by providing detailed, helpful answers.

BEST PRACTICES FOR CONVERTING LANDING PAGE

Add Tracking

- **Analytics Tools:** Integrate tools like **Google Analytics (GA)** to track user behavior and gather insights. Focus on tracking the **main conversion event, lead source, scroll depth, clicks** and **number/duration of sessions**.
- **Data-Driven Decisions:** Use the data collected to optimize and refine the landing page.



Conduct A/B Testing

- Conduct regular A/B tests to optimize your performance.
- **Focused Changes:** When conducting A/B tests, concentrate on a few key elements at a time (e.g., CTA text, headline, image). Avoid changing everything at once to accurately measure the impact of each modification.



HAVE MORE QUESTIONS ABOUT LANDING PAGES?



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