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ACTIONABLE STEPS FOR A HIGH-CONVERTING LANDING PAGE

— CREATED AND CURATED BY CERTIFIED EXPERTS —

FACEBOOK

Google

HubSpot

8 LANDING PAGE ESSENTIALS YOU NEED TO IMPLEMENT NOW

☐ PROVIDE A CONSISTENT EXPERIENCE

Landing page should offer a consistent experience to users starting right from the ad copy to design elements and overall tone of the on-page content. Your job is to interweave the diverse elements of the landing page into a uniform structure that remains consistent throughout the buyer's journey.

12.5%

☐ OFFER THE MOST ATTRACTIVE BITS UPFRONT

When you try to convert online prospects, you should dispense with the formalities, and give users the reason why. Landing page should be conversion optimised with no frills to turn visitors away.

20%

☐ GRAB ATTENTION WITH A CLEAR AND CONCISE HEADLINE

Writing a neat and compelling headline is the first step to getting someone interested in the products or services you're selling on a landing page. You have just about few seconds to grab the attention of users before they go looking elsewhere, so every word count.

30%

☐ GET RID OF THE CLUTTER ON YOUR LANDING PAGE

You can't afford to clutter up your landing page with unnecessary attention-grabbing details. Ideally, your landing page should contain easy-to-spot CTAs that may vary in number depending on your conversion goal.

15%

☐ REMOVE/HIDE THE NAVIGATION

As a rule of thumb. A landing page is tailor-made for users to take the desired action that does not involve leading them to other irrelevant pages on your website. Hence, you should either remove or hide website navigation on a landing page, lest it should lead your prospects astray.

5%

☐ KEEP READING TO A MINIMUM

The idea is to get visitors to read the key details of your ad copy right away. The average visitor has neither the time nor energy to read through many paragraphs to understand what you're selling on a landing page.

10%

☐ KEEP THE MAIN CONTENT ABOVE THE FOLD

Your main message and conversion optimised CTA should be placed above the fold. Although people continue to use long landing pages primarily to accommodate product details, it's highly recommended you put your key message above the fold, thus helping visitors make up their mind right away.

7.5%

☐ REPEAT YOUR CTA ON LONG PAGES

If you have no option but to create a long landing page, you must remember to insert CTA message at short intervals throughout the page. The recurring CTA message will inject a sense of urgency in the visitors.

0%

HOW TO BUILD TRUST, CREDIBILITY & SECURITY WITH YOUR PROSPECTS

☐ SHOW A PHONE NUMBER

List your phone number in the most prominent position of the landing page. This way you let visitors know that they're dealing with real people on the other end. It also works well with those who aren't comfortable making online conversation or transactions.

5%

☐ REMOVE BARRIERS TO VALUABLE CONTENT

When you are offering some material in exchange for personal details of users, make sure to make free bits of the material accessible to users. This technique will leave users with a great impression of the value you have in store for them.

10%

☐ BE CONSISTENT WITH YOUR BRANDING

Make ad creatives, banners and landing page design look harmoniously appealing so as to create a unique brand experience for visitors. A landing page should interweave different brand elements into a coherent whole. Give a consistent brand experience across the board.

2.5%

☐ USE VERIFIABLE FACTS

In this age of information, online consumers are growing increasingly cynical and can see through empty claims and promises. You should never make far-fetched, fake claims about the products and services you offer because once you're caught lying, you will never be able to restore credibility.

10%

☐ INCLUDE ENDORSEMENTS

If you have a few friends in high places, make sure to get your products or services endorsed by them. Consumers are more likely to show interest in your products and services when they have the backing of well-known people. It's a fact and you should make the most out of it.

17.5%

- | | |
|--|-------|
| <input type="checkbox"/> DON'T ASK FOR INFORMATION YOU DON'T REALLY NEED | |
| Oftentimes, advertisers ask for too much information from people visiting their landing pages and run the risk of scaring them away. Make sure to ask them just the basic details for marketing purposes. | 7.5% |
|
 | |
| <input type="checkbox"/> WRITE YOUR T&C'S IN LAYMAN'S TERMS | |
| Break down the most important information on the Terms and conditions page in a straightforward and easy-to-understand manner. If necessary, create separate sections for people based on the technical and complex nature of the information, that is terms and conditions for lawyers and the average user. | 2.5% |
|
 | |
| <input type="checkbox"/> ADD TESTIMONIALS | |
| Testimonials play an instrumental role in building the credibility of your landing pages. You should never fabricate testimonials to get visitors interested in your business as nine times out of ten people will try to verify the information they see on landing pages. If they find out that you're publishing fake testimonials, they will never visit your page again! simples! | 20% |
|
 | |
| <input type="checkbox"/> FLAUNT YOUR CERTIFICATION AND BRAND LOGOS | |
| What better way to build your trust among people than exhibiting your certifications and brand affiliation logos. If you're affiliated with popular brands, do not hesitate to showcase them on your landing page as they could leave a great impression on visitors. | 17.5% |
|
 | |
| <input type="checkbox"/> USE A PROFESSIONAL DESIGN | |
| An appearance of professionalism is all it takes for your landing page to turn your visitors into customers. Get a professional agency to design your landing page and create advertising copy that really connects with your audience. | 2.5% |
|
 | |
| <input type="checkbox"/> INCLUDE A LINK TO YOUR PRIVACY POLICY | |
| It's absolutely essential that you provide landing page visitors with a link to the privacy policy or terms and conditions page. The privacy policy is supposed to allay privacy-related fears of the visitors by guaranteeing the safety of email addresses they share with you. | 5% |

6 TOP TIPS FOR OPTIMISING YOUR LANDING PAGE CALL TO ACTION

☐ MAKE YOUR CTA CLEAR AND UNAMBIGUOUS

A landing page visitor should be able to understand the action your CTA wants to them to take. If you are giving away some free ebook copy, then the CTA should say something like, "Grab your free ebook now" instead of "subscribe to get an ebook". Your CTA should be clear and to the point.

35%

☐ BE AUTHENTIC AND TRANSPARENT IN WHAT YOU WANT FROM USERS

The last thing you want to do is create a bait and switch situation. If you are giving away some material for free, then you should not display a payment form asking for their card details. Don't ever deceive users into signing up for something on fraudulent offering. It's 'Bait and Switch' and it doesn't sit well with users.

15%

☐ GIVE YOUR CONTENT ROOM TO BREATHE

Your CTA should be enveloped by a good amount of whitespace. This will give the right kind of prominence to your conversion-optimised message, and help your CTA to stand out better. Place contrasting colour schemes to make sure that your CTA message looks striking.

10%

☐ KEEP YOUR CTA WHERE IT CAN BE SEEN

You need to place your call to action button where people can easily see them, not below the fold or at the bottom right corner of the landing page. Make sure to repeat the CTA at short intervals throughout the landing page as a reminder for visitors.

5%

☐ PERSONALISE/LOCALISE YOUR CALL TO ACTION

If you want the customer to simply make a phone call, then do not make them jump through any more hoops to find your phone details. Simply put your toll-free contact number along with local codes.

10%

☐ REDUCE THE AVAILABLE OPTIONS

Don't confuse the decision-making process of visitors by offering irrelevant options that can easily distract them from their buyer's journey. Understand your conversion goal and set up CTA that is alignment with your goal.

25%

7 FORM HACKS FOR HIGH CONVERTING LANDING PAGES

☐ REMOVE UNNECESSARY FIELDS

Marketers insist on collecting as much user information as possible from subscription forms. However, you should always try to keep the number of submission forms on your landing page to a minimum. Of course, you can keep experimenting to better understand how much information you should ask for, but as a rule of thumb, you should get rid of unnecessary fields.

10%

☐ USE DIRECTIONAL CUES TO DRAW ATTENTION TO THE FORM

If you want a visitor to fill up a form, then draw their attention to it by giving effective directional cues. Get professional assistance to design a visually self-explanatory path that prompts visitors to take the desired action.

10%

☐ INCLUDE WHITESPACE AROUND YOUR FORM

Don't clutter your CTA message with unnecessary details. Keep things simple and straightforward while leaving a good amount of whitespace on the page.

10%

☐ USE OVERSIZED BUTTONS

The goal of your landing page is to grab visitors' attention by appearing impressive. Don't hesitate to showcase big-sized, shiny buttons to really draw make visitors stop and spend more time on your landing page.

15%

☐ MAKE FORM LABELS AND FIELD TEXT EASY TO READ

Use striking and appealing fonts that anyone can read with ease. It's important to follow the best quality guidelines and make your forms look more welcoming and cheerful.

10%

☐ MAKE IT CLEAR WHY USERS SHOULD FILL OUT YOUR FORM

List out the unique selling points and benefits so that people visiting your landing page would have a clear incentive to fill out the form. The clearer and more appealing your message, the better the chance of a visitor filling out the form.

25%

☐ PROVIDE VALUE ON YOUR CONFIRMATION/THANK YOU PAGE

Visitors to your landing page love it when they are given something away for free. But if you're giving away free material or something of value on the thanking page so much the better. Even if it is an internal link to a valuable piece of content on your website, users would love it.

20%

THE MOST COSTLY LANDING PAGE MISTAKES YOU CANNOT AFFORD TO MAKE

☐ MAKE YOUR LANDING PAGE MOBILE COMPATIBLE

The content displayed on the landing page should be accessible on all types of mobile devices. Mobile optimise your landing page to make sure that it offers the same level user experience to every visitor.

70%

☐ REMOVE ANY UNNECESSARY SECTIONS/CONTENT

Do away with any element, be it content or design, that adversely affect the user experience. Go minimal by replacing the header area with a logo. Similarly, to offer a better mobile experience, it's good practice to place your logo in the place of the site footer.

20%

☐ IMPROVE THE PAGE LOAD SPEED

The faster a landing page loads, the better the user experience it offers. If you can get your landing page to load fast, you can get visitors to spend more time on your page.

10%

THE FORGOTTEN STEPS TO SUCCESSFUL LANDING PAGES

☐ TEST YOUR PRIMARY GRAPHICAL IMAGES OR PHOTOGRAPHY

Landing pages designed for different sections of people based on different demographics. As part of testing different versions of your landing page, you should try out different images until you find the one that generates the best user response.

20%

☐ TEST YOUR PRIMARY MESSAGE/HEADLINE

Don't hesitate to write many variations of your message and headlines, so that you can test them all and pick the one that performs the best. It's good to experiment with various colour combinations for the headline and message text.

30%

☐ TEST YOUR CALL TO ACTION

You should try out multiple versions of your CTA message until you find the perfect one. The idea is to find the best variation that truly resonates with your landing page visitors.

20%

☐ **TEST YOUR BUTTON COLOUR**

Different button colour works for different people. Hence it's recommended that you keep testing with standard colours until you find the perfect button colour for your call to action.

5%

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5%

☐ **TEST YOUR FORM THRESHOLD**

While it's important to gather user data during lead capture, it's undoubtedly more important fix the abandonment rate issue caused by the number of fields that landing page visitors are forced to fill. Run A/B/C/D/E test to find out the link between user abandonment rate and information gathering.

20%

☐ **TEST YOUR OFFER**

Keep experimenting with different versions of your offer until you find out which offer converts the most. For instance, if you are offering an SEO package, it could free SEO on-page audit VS free competitor link portfolio analysis.

20%