



8 LANDING PAGE BLOOPERS

FIND & FIX LANDING PAGE BLOOPERS FAST.



Landing pages are often your opportunity to make a great first impression. A bloopers sends the wrong message, and hurts your chance of conversion.

As the scale of online marketing campaigns grows, it can be challenging to ensure seamless cohesion from click through conversion. It isn't uncommon for a bloopers to slip in.

Find & fix bloopers fast

1: Total implosion

Do your landing pages actually work? Do they look good in every browser? Although you don't see it very often, the 'total implosion' bloopers is deadly. If you have broken links & images, buggy forms, browser incompatibilities or page errors then you have a big problem. You have a total implosion of conversion potential.



Browser test your landing pages for all popular browsers to ensure the pages look great under all circumstances. And click your links once in awhile, or even just check your stats to make sure your pages are indeed receiving traffic and conversions. 'Page not found' errors on landing pages are the kiss of death, and yes, it can happen to anyone.

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Everything you need to choose the right landing page platform.

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2: I can't convert now, something's 'popped up'

We could probably spend a day debating the pros and cons of pop up windows, but on a landing page, there are some special considerations. Most users view pops ups as an annoyance, even when the pop up is utilitarian. So the question of pop ups on the landing page comes down to, "Is it really worth it?", and the answer is almost never. Don't annoy the very people you want to convert.

3: Great missed expectations

Are your landing pages a logical extension of the ads & links that drive traffic to them? When users click your ads they have conceptual expectations. For instance, if they search for a blender and click an ad that shows up, they expect to see a blender on the page. In fact, they expect to see the blender whether or not your ad even mentioned a blender. Web surfers can have a tendency to skip over the details when they are on a mission. So, the landing page needs to match the expectations of the user.

And don't think your campaign is too big to ensure every click goes to a conceptually relevant page. Even as the scope of online marketing continues to scale, humans decide where each and every ad link goes. Why not make it a good choice and send to a landing page that is a logical extension of the ad?

4: Home not-so-sweet home

Don't drive specific traffic to an unspecific page, like your home page. Ack! This is a recipe for high bounce rates and low conversion rates. A home page is one of the most unspecific pages on the web—it has to appeal to anyone and everyone who lands there. But traffic that clicks on an ad or message isn't 'anyone and everyone'. It's traffic responding to something specific.



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Blooper check:
Does your landing
page copy have
nothing to do with
your ad copy?

Sending campaign traffic to a home page is like welcoming a new visitor into your home by asking them to find your old winter coat. An unpleasant scavenger hunt! You are a better host than that and you can roll out the red carpet by sending your specific ad traffic to specific landing pages.

A specific call to action, leading to a home page that's disconnected from the call to action....leads to no action on the part of the visitor.

5: A match not made in heaven

Even when you have matched your landing page to the visitor's expectations, the more subtle blooper of mismatched messaging can lower your conversion rates. An ad is an implicit promise to the user. It says, "click here, get this". In fact, any link is an implied promise. If you break your promises you won't convert your traffic and you will have missed an opportunity to give a great brand impression as well. Don't break your promises with mismatched landing pages.

6: A call to inaction

Your landing page needs to look actionable at a glance. Don't assume users know what they are supposed to do. All landing pages should be designed for action— instructing the user on what to do next every step of the way. That means clear, short calls to action with visual click cues like arrows. Don't overwhelm the page with too many calls to action either. Ideally a landing page has one main call to action and can support one or two additional, less important offers. One primary visual cue will help move the visitor towards conversion.

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7: Information overload

When a visitor lands on a page cluttered with tons of copy, lots of calls to action, images, infographics, videos and navigation what they see is just a big STOP sign. Pages with too much going on represent too much work for the average landing page visitor. Think of your landing page as a handshake, or an introduction. It's not time for a lecture or dissertation, it's time for pleasantries and small talk to warm the visitor up. You can lay it on thick once you have brought the user into your conversion funnel a bit, or—even better—on the thank you page after you have some initial conversion data!

How much content should be on your page shouldn't be a matter of opinion—just test varying copy and content and see what the optimal recipe is for conversion success. Just remember that information overload stresses your visitors and is likely to make them bail on the page as soon as they hit it. Make your pages fun, not work.

8: Ho hum, how boring

Speaking of fun, is your landing page putting your visitors to sleep? A formulaic, cookie cutter landing page (you know the one...headline/subhead/bullets/form/stock photo) is a lost opportunity to make an impression and earn a conversion.



Use compelling images, videos, copy and layouts to draw the user in, get them excited and compel them to convert!

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Bye bye bloopers!

Nobody's perfect, right? Bloopers can happen under the best of circumstances. Check your pages often and stay on the look out for:

- Broken pages, images, forms and links
- Landing page pop ups, pop unders or any sort of popping in general
- Pages that don't match the visitors expectations based on what they clicked
- Message mismatch between the ad and the landing page
- Vague or missing call to action
- Too much content and copy
- Cookie cutter, boring pages

A little attention to the basics will get you well on your way to a great conversion.

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