

# 31 WAYS TO IMPROVE YOUR LANDING PAGES



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Originally posted to our blog earlier this year, this treasure trove of pragmatic landing page advice will help you ratchet up your conversion rates and your online marketing ROI. Here's the handy quick reference version of one of our most popular posts. Click on each tip to link to the complete text.

## **Compare yours to your competitors'.**

"Go out there, see what online marketing strategy they have in place — and determine how you can do it better." ▶

## **The less hoops the better conversion.**

"And the more distractions you have on your landing pages, the less likely people will be to convert." ▶

## **Landing pages for mobile devices.**

"...if your landing page isn't optimized for a mobile device, the chances of visitors converting are lower..." ▶

## **Take advantage of thank you pages.**

"...you can give your respondents all the links, product information, and brochures that you withheld in order to keep them..." ▶

## **Have a clear value proposition.**

"...forced to sift through the messages and find a reason... If respondents are left wondering... then what **is** the point?" ▶

## **Pay off your promise.**

"It's crucial that our ads and our landing experiences match -visual concept, messages and promises." ▶

## **Trust is a must.**

"Make sure your forms have a privacy statement, pay off the promise of your ad, build credibility" ▶

## **Give great brand.**

"Brand is many things, but at its core it is an emotional connection between a user and a product or service." ▶

## **Use meaningful segmentation.**

"Conversion creatives with meaningful segmentation are friendlier and more conversational than traditional "one size fits all"..." ▶

## **Think outside the website.**

"Landing experiences don't have to match side-by-side or preserve the paradigms of your main website..." ▶

## **Have a clear, defined CTA.**

"If you want to increase your conversion...You'll also want to make sure your respondents are presented with a compelling call-to-action." ▶

## **Launch, test, and update with speed.**

"if you don't... you could miss the perfect opportunity to improve visitor engagement and increase conversions." ▶

## **Give the gorilla the banana.**

"The gorilla being the audience you want to convert and the banana being the reason they clicked your ad in the first place." ▶

## **Try social.**

"...adding social features to your landing pages is less risky, and could potentially produce a higher ROI." ▶

## **Use advanced A/B testing.**

"In order to increase your conversion rates it's vital to optimize your landing experiences. Apples to Oranges tests are important." ▶

## **Create niche, long-tail landing pages.**

"Take a minute to think about your audience. How many different types of people do you market to?" ▶



### Relevant and streamlined forms.

"Limit form fields to only the absolute, must-have, 'we can't process this lead/order/request without it' fields." ►

### Grade and score your visitors.

"The more qualified the leads are, the more customers we create. The question is what makes a lead qualified?" ►

### Try video.

"Show me 'how-to' easily use your product and I will be sold. Show me a box shot and you've put the burden on me..." ►

### Use elegant Flash for engagement.

"Appropriate and judicious use of interaction and animation can help a lot in giving you sizzle to keep people moving forward." ►

### Just get the ball rolling.

"... testing means you have many, many chances. Hitting a home run can still be the goal, but waiting on the perfect pitch..." ►

### Keep content above the fold.

"Don't assume your respondents will scroll down and explore everything your page has to offer." ►

### Plan post-click with a clear strategy.

"Just because you know you need to pay attention to your post-click doesn't mean you know what you hope to achieve." ►

### Keep it simple.

"Keep your landing pages elegant and streamlined. Remove excess copy, confusing navigation, and unnecessary links." ►

### Focus on the big picture.

"...the experience..., the more I find the principles that guide and shape my personal and professional lives seem to blur." ►

### Try widgets.

"As post-click marketers, we can take advantage of their portability and ease-of-use and use them in our post-click marketing." ►

### Use great creative.

"If your ads have great creative, so should your landing pages. Anything less... is a break in the momentum..." ►

### Create paths, not pages.

"Respondents are gently guided along a short two or three-step path that lets them identify what is most relevant to the them." ►

### Use real-time analytics.

"We can measure, in real time, the effectiveness of our advertising strategy and creative... Measure. Improve. Increase ROI." ►

### Use benefit-driven copy.

"When they click on an ad, they immediately want to know 'What's in it for me?... Benefits focus on your respondent..." ►

### Simplify landing page management.

"Simplified landing page management is an advantage. The easier it is to create, test, iterate, and analyze, the easier it is to improve ROI." ►

# The Best Landing Pages Start with You. And LiveBall.

LiveBall is ion's web-based platform that empowers marketers to launch and test advanced landing pages without code or IT. If you're looking to grow your landing page program, check out these resources and find out how LiveBall can help.

## Next steps for your landing pages:

If you want to stay up to-date on the latest online marketing trends and best practices, subscribe to the **ion landing page blog**.

Learn more about how you can improve your online marketing ROI by checking the free **webinars**, **white papers** and **presentations** in our library.

Join us for a **Live Demo** and see just how easy it is to use LiveBall to create conversion-focused landing pages.

Ready for more effective landing pages? **Let's talk LiveBall!**



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