

# Landing Page

# Secrets To Double Sales That Every Marketer Absolutely Must Know



**Ready to learn everything  
there is to know about  
landing pages?**

**Then read on.**

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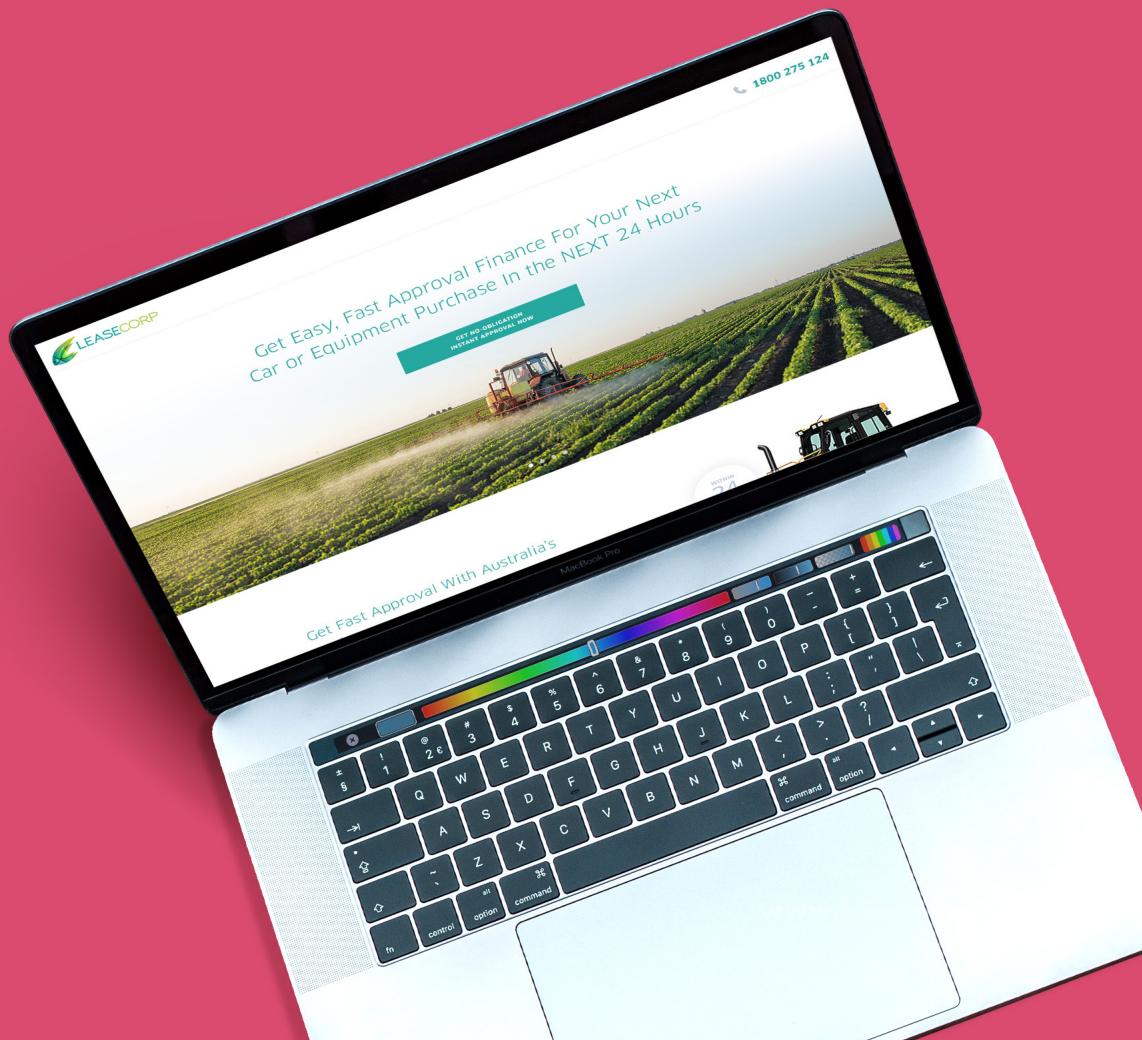
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## **FINAL THOUGHTS**

# Introduction

Welcome to the 27 Landing Page Secrets To Double Sales That Every Marketer Absolutely Must Know! Even if you've been slaying the digital game and churning out landing pages for years, I've got news for you: things change. What worked yesterday won't necessarily work today - and if you're still relying on last year's bag of tricks... well, let's just say we're glad you're here.

No matter where you are in your digital career, it's always good to brush up on your skills, which is what this guide is all about. In these pages, you'll find everything you need to plan, write, design and implement landing pages that WORK.



# Introduction

Look, we know you know your stuff. You're a big deal. A digital hot shot, if you will. But no matter how much of an expert you are, it never hurts to go back to the beginning. So, before we dive deep into the world of landing pages, let's do a quick overview of some landing page basics. Again, we know this is a review for you. But bear with us (and who knows? Maybe a refresher of the fundamentals will do you good).

Let's start with the most basic of questions: what exactly IS a landing page?

If you went by the name alone, you might think a landing page is whatever page your potential customer lands on when they visit your website. But you'd be wrong.

Just because someone visits your website and lands on your homepage, that doesn't make your homepage a landing page. In fact, if you EVER use your homepage as a landing page - and actively send traffic to it - you might as well take a lighter to your ad money and watch it go up in flames.

A landing page isn't just where your potential customers land. It's built with a very specific goal in mind - to convert those potential customers like crazy.

Depending on your goals, "converting like crazy" might mean collecting email addresses, selling your newest product or service, or gathering registrations for an upcoming event, webinar, or virtual summit. But no matter what your end goal, the most important characteristic of a landing page is that it's designed specifically to take your web traffic and convert it to reach that goal.

## Different Landing Page Categories

Just like you wouldn't use the same pickup line on every Tinder match, you shouldn't use the same landing page for every function in your business. As mentioned, not all landing pages have the same end goal, and there's different landing page categories to drive different results. These include:

### Splash Page

A splash page, also known as a welcome gate, is an introductory page that acts as an in-between for people visiting your website. It's typically used to immediately gather email addresses from your website traffic.

Real talk? Splash pages are useless. In fact, they're more likely to hurt your conversions than boost them. They don't give a ton of information, and it's just another hoop your visitor has to jump through before getting to the good stuff. And if your traffic doesn't already have buy-in with your brand, it's going to make them say "bye-bye."

Do yourself a favor and skip the splash page. If you're set on some sort of welcome screen, use a pop up instead.

## Squeeze Page

A squeeze page is the most common type of landing page. It gets its name from its primary purpose, which is to “squeeze” information out of your potential customers.

What are you squeezing? Typically, email addresses.

Your email list is literally the most powerful weapon in your arsenal. Squeeze pages are specifically designed to entice your visitors to pony up and hand over their email addies, usually in exchange for something they want to get their hands on, like an e-book, video, cheat-sheet, or other lead magnet.



## Sales Page

A sales page is - you guessed it - designed to go straight for the sale. Sales pages work best for warm traffic that's already familiar with your brand (although, if you're a total boss with an irresistible offer, it can work for cold traffic as well). Sales pages go right for the money by a) building the value in your offer, b) creating a sense of urgency, and c) driving the sale.

Alright, so now that we've revisited what a landing page is, let's take a look at the logistics of building a landing page.

# What Options Do You Have To Build Your Landing Page?



## WE'LL BEAT ANY WRITTEN QUOTE ON ANY BRAND NEW JEEP BY \$1000 GUARANTEED

We'll Beat Any Written Quote By \$1000. And If You Find A Cheaper Price After The Sale We'll Refund You 110% Of The Difference. That's the Cricks Mt Gravatt Price Promise.

[GET A QUOTE NOW!](#)


### GET THE BEST POSSIBLE DEAL BEFORE YOU PULL THE TRIGGER AND BUY

We get it! That's why at Cricks Mt Gravatt, we guarantee...

- To beat any written quote on a Jeep by \$1000.
- Throw in our famous FREE, 6-year warranty.
- And cover you with our one-of-a-kind 110% price-promise.

We want you to feel 100% happy and confident in your purchase...

IF AT ANY TIME you buy a cheaper price, we'll refund you the difference AND throw in an extra 10%, for a total refund of 110%.

We can't be any fairer than that. Buy a car from Cricks Mt Gravatt and when you drive away you'll know you've secured the very best price on a Jeep possible.



Largest selling Jeep dealer in QLD 2014



Largest selling Jeep dealer in 2015



Largest selling Jeep dealer in QLD 2016

### DRIVE AWAY HAPPY IN YOUR BRAND-NEW JEEP

Our mission at Cricks Mt Gravatt is to put you in the exact car you want, at the best possible price.

But while our prices are the best in the business, we don't stop there.



### OUR FAMOUS 6-YEAR WARRANTY - YOURS FREE.

Every car that drives out of our showroom, whether new, demo or used, is covered by our famous, FREE 6-year warranty.

You'll have peace of mind of rock-solid coverage for up to 6 years, and the added bonus of being able to transfer the warranty to a new owner if you decide to sell the car within the first 6-years

[GET A QUOTE NOW!](#)

### WHY CHOOSE CRICKS MT GRAVATT FOR YOUR NEXT JEEP PURCHASE?

You pay the best possible price for your new Jeep!  
Our price-promise guarantees that...

1

You'll save thousands on future service fees. We'll never charge you for parts. And only genuine Jeep parts...

2

You'll get a free loan-car and service fees for up to 6 years when you service your car with us...

3

You'll get the peace of mind of an incredible, 6-year warranty.

4

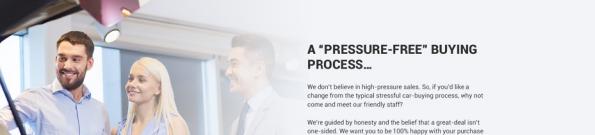
Your car purchase will be a fun experience with our friendly, experienced and professional sales team...

[GET A QUOTE NOW!](#)

### A "PRESSURE-FREE" BUYING PROCESS...

We don't believe in high-pressure sales. So, if you'd like a change from the typical stressful car-buying process, why not come and meet our friendly staff?

We're guided by honesty and the belief that a great deal isn't one-sided. We want you to be 100% happy with your purchase and we'll go the extra mile to make sure you are.



### GET A FREE QUOTE TODAY

At the end of the day we could keep telling you about our award-winning service and reputation for happy customers, but instead, we'd rather show you.

When it comes to building landing pages, you have a few different options:

## Custom Landing Page

If you want to build a unique landing page, your in-house developer or agency partner can whip you up a custom page from scratch using HTML and CSS. Landing pages are fairly straightforward and don't take a lot of work on the back end, so any developer worth their salt should be able to deliver what you're looking for.

The biggest pro of designing a custom landing page? It puts you in the driver's seat and gives you full control of design and functionality. Plus, once it's designed, you don't have to worry about paying any of those pesky upkeep or membership fees that you'll deal with when you go with a landing page builder or subscription service.

## Landing Page Builders

If you don't have someone on hand to build you a page from scratch, you can also use a landing page builder, which allows you to build your page from a pre-designed template. If you're in a hurry or have to churn out a large quantity of LPs, landing page builders are great; you can't beat the simplicity of the drag-and-drop.

There are plenty of landing page builders out there (and new ones popping up every day), but some of the most popular on the market include:



Again: landing page builders are convenient and easy. But nothing easy comes free, and you'll definitely pay a premium for that convenience: anywhere from \$25 a month for a basic plan all the way to hundreds of dollars per month for more advanced or enterprise plans. That monthly cost can put a hurting on your ROI, so before you go the landing page builder route, make sure it makes sense for your overall goals and budget.

# When Do You Need A Landing Page?

What a landing page is: check. How to build one: check. When you need a landing page: let's go.

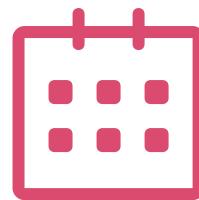
Here's the short answer: you need a landing page when you want to convert your traffic and drive them to complete specific actions. Nine times out of ten, that action falls in one of three categories:



Email opt-in



Buying a product or service



Registering for an event

Anytime you're looking to drive one of those actions, a landing page should be your go-to solution. End of story.

Ok, the review part of things is over (that wasn't too painful, right?). Now it's time to get down to the nitty-gritty and look at the how. In the next chapter, we'll cover exactly how to build a killer landing page that converts like crazy.

# How To Build A Killer Landing Page

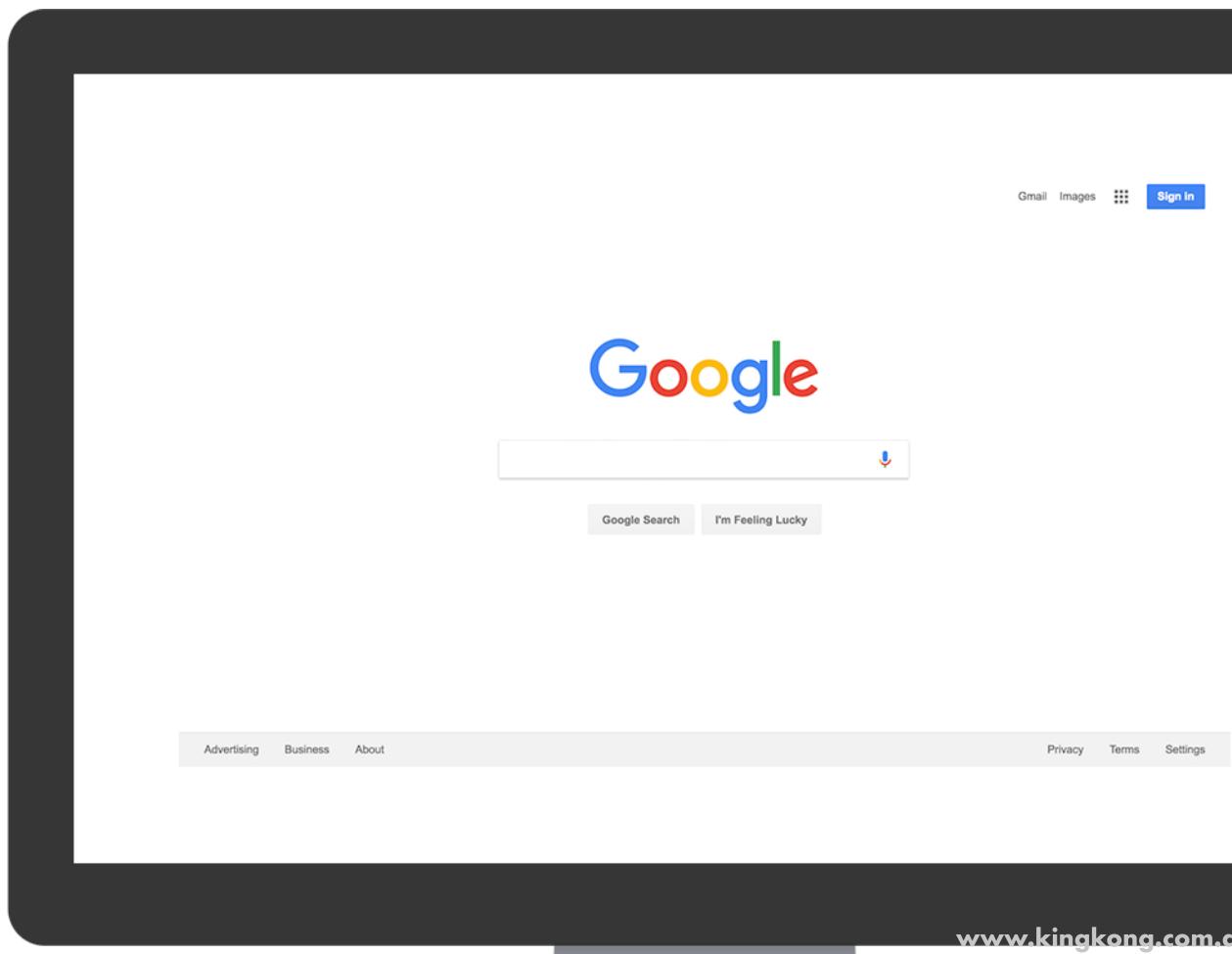
CHAPTER 2

In Chapter One, we reviewed the basics of landing pages. In this chapter, it's time to dive deep on the details. We'll show you exactly how to build a killer landing page - and what you need to include on every page if you want to see your conversions go through the roof. for an upcoming event, webinar, or virtual summit. But no matter what your end goal, the most important characteristic of a landing page is that it's designed specifically to take your web traffic and convert it to reach that goal.

# The One Step You Need To Take Before Building Your Landing Pages

But before we start our deep dive, there's one step we need to cover that happens before you build your landing page. This one step will have an insane effect on your conversions, but it's one that way too many marketers breeze over. And that's getting to know your audience.

Some people are in such a hurry to get their offer out to the market, they don't take the time to get to know the people they're making an offering to. And that's the biggest mistake you can make.



Before you even think about building a landing page, it's absolutely crucial that you know who you're building that landing page FOR. If you don't know your audience, you can't build a page that speaks to them. Your customers are looking for a personal experience, and if you have no idea who they are, you can't deliver it.

Be warned: if you skip this step, be prepared to hemorrhage a massive amount of time and money.

Before you build your landing page, at an absolute minimum, there are three basic questions you need to be able to answer about your audience:



Who are they?

What are they struggling with?

How does your offer solve their problem?

Without the answers to those three questions, you're shooting in the dark. With those answers? You have a roadmap to creating a personalized landing page strategy that will connect with your audience on the deepest level.



We also recommend taking it a step further and using those answers to create an ideal customer avatar. An ideal customer avatar is a composite character that acts as a representation of your core demographic. It gives you a “real” person to target all of your content and communications to, which will make your landing page feel more personalized and deliver that one-on-one experience that your customers crave.

When you’re creating your ideal customer avatar, go nuts: give them a name, an age, a location, and a back story: the more specific you get with your ideal customer avatar, the easier it will be to build your landing page, write copy, and customize your offer in a way that speaks to them. With your landing page, your goal is always to have your visitors think “Wow... it’s like they’re talking directly to me!” The more your audience feels like you “get” them, the more willing they’ll be to shell out their email address, money, or whatever else you’re looking to get.

So, moral of the story: before you create your landing page, do your research, know your audience, and create an ideal customer avatar. That way, you know who you’re creating your landing page FOR - and you can use that knowledge to drive your strategy and conversions.

# Elements Of A Great Landing Page

Now, it's time to talk about actually building your landing page. There's certain elements that every great landing page - no matter what niche, industry, or business you're in - needs to have in order to convert:



# Direct Response Copy

You can't have a website - landing page or otherwise - without copy. But on a landing page, copy is KING. It's the secret ingredient, the special sauce, the piece de resistance to converting your visitors.

There are a few copy categories that you need on every single landing page:

## The Right Headline

If you can't come up with a great headline when you're building your landing page, you might as save yourself the time and give up right then and there, because you're going nowhere fast. Your headline is one of the most important pieces of copy on your landing page. Just like skimming a newspaper headline to see if they want to pick up a copy of the paper, your audience uses your landing page headline to decide whether you're worth the time and energy it takes to continue reading. And if your headline is a dud, literally nothing else you do matters - your audience won't make it past that first line.

You need a headline that speaks to people. It needs to jump off the page and immediately grab people's attention. Your headline should be:

**Informative;** it lets your audience know where they are and why they're there

**Engaging;** it hooks their attention and makes them want to keep reading

**Relevant;** it's an accurate representation of what's to come on the rest of your landing page (people don't like to be duped, and if your headline doesn't match the rest of your content, it doesn't matter how informative or engaging it is - your audience won't convert)

## An Offer They Can't Refuse

When you get down to it, the point of a landing page is this: you're offering your visitors something (like a piece of content or a service) in exchange for something else (like their email address or a purchase). So, if you want them to take action and give you what you're asking for, you need to build the value of what you're offering.

Or, as they'd say in "The Godfather", arguably the best film of all time - you need to make them an offer they can't refuse.

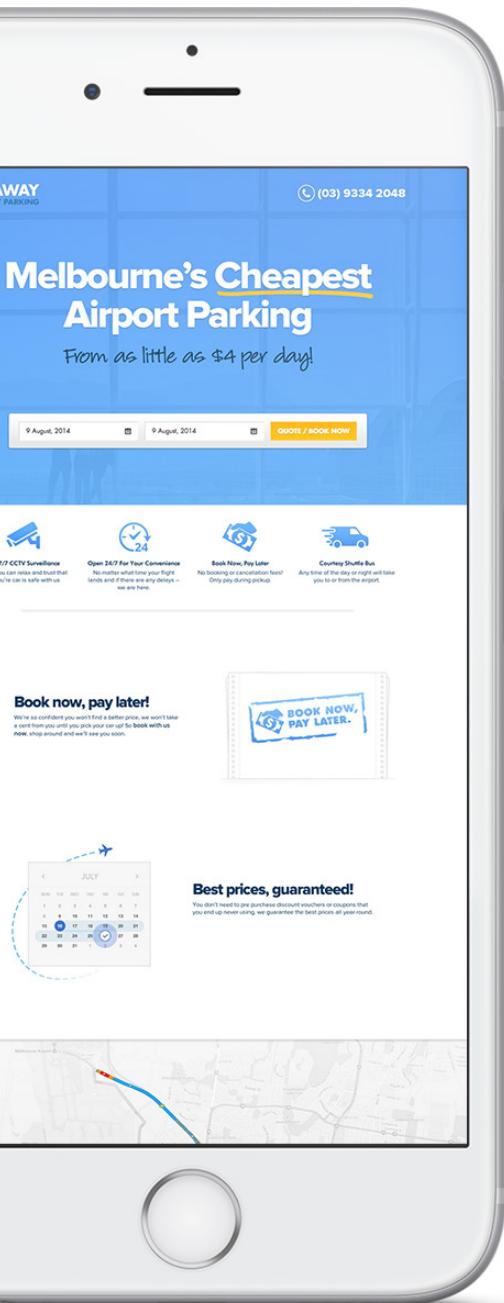
In order to convert, your offer needs to be:

**Clear and easy to understand;** there should be no question as to what your audience is getting in return for their email/purchase/registration

**Value based;** your offer copy should be focused on how your offer can fill a need or solve a problem

**Concise;** while we're sure you could go on and on about how amazing your offer is, keeping it short and to the point will drive more conversions

**Persuasive;** if there ever was a place to bust out your salesperson chops, your offer is it



## A Strong POD

If you don't know why your customers should work with you, they're not going to know either. You need to show them your POD: point of difference. Think of your POD as your "special sauce"; it's what that sets you apart from your competition and proves to your customers that you're the company they want to work with. It's what makes you different, unique, and special and puts you in a whole other class from the competition. Your POD should be EVERYWHERE on your landing page: it builds credibility with your audience and can help push people who are on the fence about your offer over the edge.

## Best Practices For Copy

Here are a few best practices to keep in mind when crafting copy for your landing page:

Don't use overcomplicated language. Keep your copy clear and easy to understand.

Be as concise as possible. Keep your sentences and paragraphs short. If you don't need a word or sentence, get rid of it. Trim the fat.

People don't read, they scan. Make your copy scannable by using bullet points, subheadings, data, statistics and bolding key points. Avoid big blocks of text like the plague.

Use easy-to-read fonts and sizes; if your audience has to put on magnifying glasses to read your copy, they're not going to read it

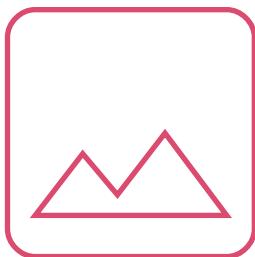
300%  
+

## Visulas

Your copy is important, but no one wants to look at a landing page that looks like a page out of a textbook. The right visuals will elevate your landing page, make it look more polished and professional, build the value of your offer and drive conversions in a big way - up to 300%.

Some visual design elements that can take a landing page from "meh" to "WOW" include:

## Photos

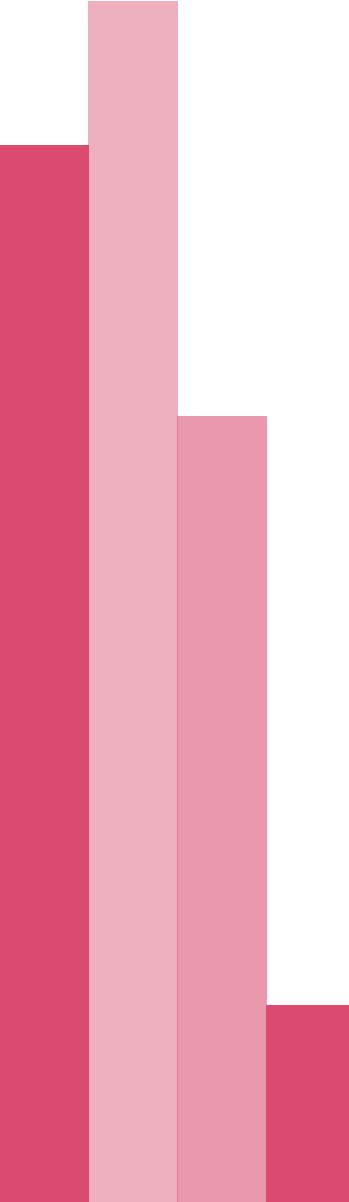


Photos are a tricky thing. If you have a photo that perfectly supports a bullet point in your offer, then sure, you'll want to include it. But don't slap a bunch of photos on your landing page just for the sake of making it "look good"; it won't add anything to the experience and can actually detract from your messaging.

***Lore  
m  
ipsum***

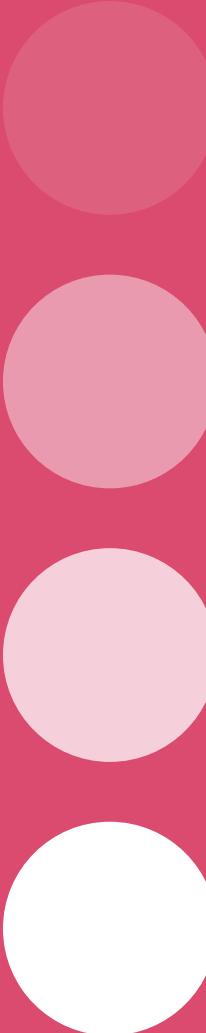
And always, always, ALWAYS use custom photos. Stock images are easy-to-spot, scream "generic" and will 100% turn off savvy customers.

## Charts



If you've got a ton of numbers, data, or statistics floating around in your landing page copy, it will feel overwhelming to your visitors (especially the visual learners). Take those numbers and crunch them into a custom chart graphic; it brings your data to life in a much more engaging (and, let's be honest, less boring) way.

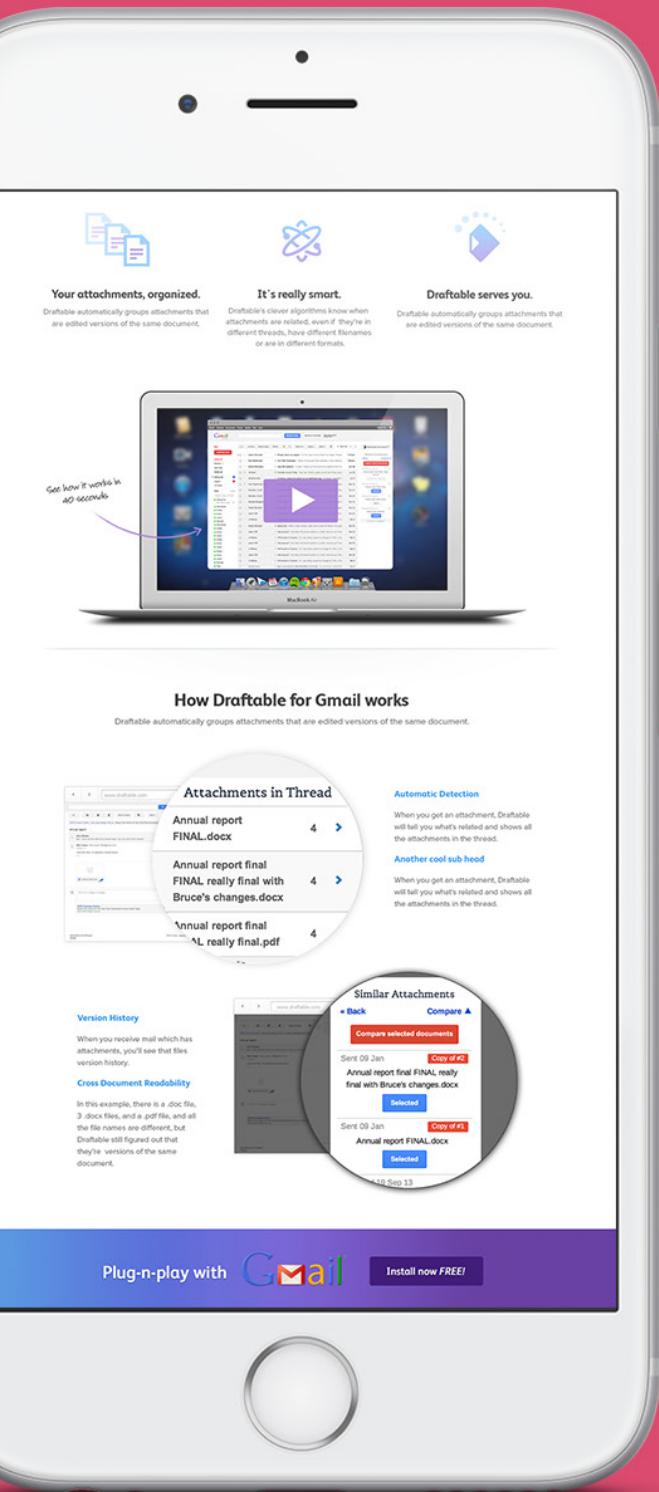
## Colors



Color is more than just the visually-stimulating portions of the rainbow. The colors you choose for your landing page play a huge part in how it's received by your audience. By leveraging the principles of color psychology, you can use color ninja-style to appeal to your audience's unconscious color associations and inspire specific emotions and actions.

So, for example, let's say you want to frame your company as trustworthy (who doesn't?). Then you'd want to incorporate blue into your palette, which inspires confidence. If you want to create a sense of excitement to drive purchases, red will give your audience that jacked-up anxious feeling that puts them in the right mood for dropping big bucks.

You definitely want to use color, but remember: you don't want too much of a good thing. Don't go crazy - stick to three colors in your palette; more than that and you risk looking like a bag of Skittles threw up on your landing page.



## Arrows

Landing pages are not the place to be subtle. If you want to call attention to something, go big and go obvious. Big, bold arrows can direct your reader's eye to exactly where you want them to go - and help increase conversions along the way.

## White space

Color is powerful, but you know what can be even more powerful? A lack of color. White space visually breaks up the elements of your landing page and makes it easier for your visitors to understand (how much easier? Studies show that using white space increases website visitor comprehension by nearly 20%).

## Best Practices For Visuals

Here are a few best practices to keep in mind when choosing supporting visuals for your landing page:

**Only use visuals when you need them.** Every visual on your landing page should have a clearly defined purpose, whether it's to emphasize one of your bullet points or calling attention to your CTA

**Keep your design clean and simple;** an overcluttered landing page will overwhelm your visitors and hurt conversions

**Remember:** you only get the opportunity to make a first impression once. Your visitors will judge your landing page in the first .05 seconds of their visit, and if your design and visuals don't have an immediate WOW factor, they're going to hightail it to a landing page that does. Look at your landing page objectively and ask yourself "would I buy from me?" If the answer is no, get back to work.



## Call-To-Action

As we've mentioned, landing pages are all about getting your visitors to take a specific action. So guess what's the most important part of your landing page?

If you guessed call-to-action, we have a winner.

People are simple creatures. They need direction. If you want your audience to do something, you need to tell them to do it. And you need to tell them in a way that builds the benefit and value of your offer in such a way that they just can't say no.

So, for example, a bad CTA would be a button that reads "sign up now." This tells your audience literally zero things. Why they should sign up? What's going to happen when they sign up? What does this button even do?

Now, a button that reads "Start driving traffic to your website today!" - that right there is an example of a good CTA. It shows your audience exactly what they can expect when they click the button - and what valuable goodies are waiting on the other side.



## Best Practices for CTA's

Here are a few best practices to keep in mind when creating your call-to-action:

Your CTA should be clear and direct; your audience shouldn't have to play 21 Questions to figure out what you want them to do

Only ask your visitors to do ONE thing; the more hoops you ask them to jump through, the more likely they'll be to say "screw this" and leave

Include a guarantee; whether it's a no-risk money back guarantee or a promise you won't share their information, guarantees remove the risk associated with your offer

Use the right colors for your CTA buttons; there's no one-size-fits-all solution, but bold colors that contrast with the rest of your page typically convert at a higher rate

GOT IT

## The Technical Stuff

Copy, visuals, and other front end elements are important. But so's the technical back end. It's the framework for your landing page, and if you mess up the tech, you'll end up messing up everything else, too.

## Best Practices for Landing Page Technology

It's not enough to have a landing page that looks great on a desktop. In 2016, mobile internet usage surpassed desktop for the first time in history, which means more people are going to be looking at your landing page through a phone than anywhere else. Make sure your landing pages are fully responsive and look just as good on an iPhone as they do on a Macbook

Before you push out your landing page to the public at large, do yourself a solid and have your team perform a round of cross-browser and cross-device testing to make sure your page looks A+ no matter how or with what your audience looks at it. Your landing page should look just as awesome to someone using Chrome on their Android as it does to someone using FireFox on the Macbook.

Landing pages don't mean anything if you don't know how they're performing - and how to make them perform better. Set up a solid analytics suite on the back end of your landing page; without metrics, you won't be able to optimize your landing pages and increase conversion rates

Now that you've got how to build your landing pages down, in the next chapter, we'll cover strategies to get the most out of your landing pages and drive conversions.

# Getting The Most Out Of Your Landing Pages

CHAPTER 3

So how to build and what to include on your landing page is covered. Now, it's time to move onto the next level: optimizing your landing pages.

According to the Merriam-Webster dictionary, optimization is "an act, process, or methodology of making something (as a design, system, or decision) as fully perfect, functional, or effective as possible."

When applied to landing pages, it's the act of continually changing and evolving your page to deliver more value to and convert more of your visitors. Or, in other words, continuing to make your page more awesome (and as a result, making more money).

But how, exactly, do you do that?

## Testing

The most effective way to optimize your page is through testing, testing, and more testing. We know it sounds boring, but testing WORKS. Because here's the deal: what you think will work and what will actually work are more often than not two completely different things.

Landing pages aren't the place to follow your instincts. Sometimes the ugliest pages that make the least sense to you are the ones that convert the best. And the only way to know whether your idea will convert is to give it a trial run with your audience.

There are two main testing methods for optimizing your landing pages:

### A/B Testing

A/B testing (aka split testing) is when you create two identical versions of your landing page; identical, that is, save for one core element. Once you have your two versions, you test them against each other to see which converts at a higher rate.

Testing different landing page elements can help boost your conversion in a serious way. HubSpot ran a test and found that a whopping 21% more people clicked on a red CTA button on their page than a green one, a lucrative piece of information they would've never known without the good old A/B test.

There are tons of landing page elements you can test during A/B testing, including:

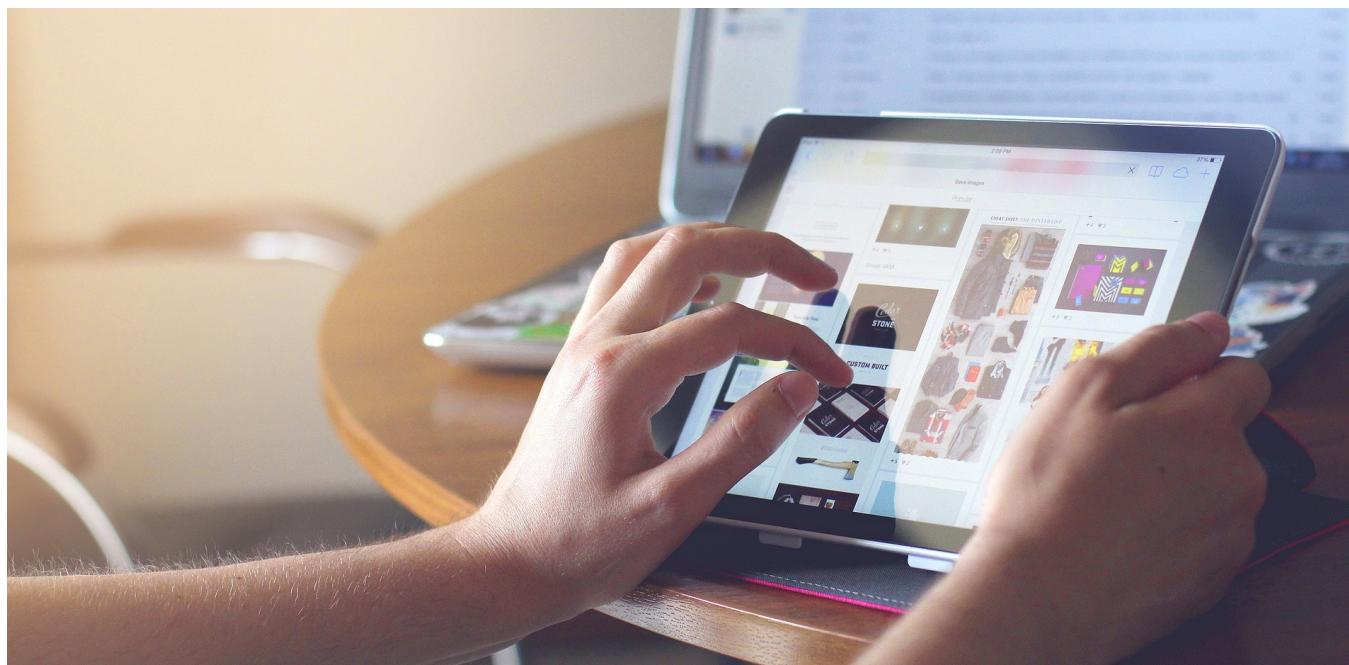
- Headline
- Offer copy
- Call-to-action
- Color palettes
- Font size
- Button size
- Button color
- Images
- Offer
- Bonuses

Once you've run your split test and know which version converts better, you take the more successful of the two and create another A/B test to test another element. You keep split testing different elements on the page until you have a landing page that's converting like crazy. Done and done.

## Multivariate testing

Multivariate testing is like A/B testing on steroids; the concept is the same, but it tests way more variables - and way more versions of the page - at once. Think of it as "A through Z testing"; A/B testing pits one page against another. In multivariate testing, you might test ten or 20 or 100 different landing pages at once.

Marketers love multivariate testing because it will get you to the highest converting landing page quicker than A/B testing. But it's definitely more of a hassle to setup and execute, so make sure you have the support (and patience) before you go down this road.



# The Framework For Testing

Just like a neurobiologist uses a framework to conduct every experiment, you as a marketer want to follow the same framework when running your A/B or Multivariate tests.

## Ask A Question

What question are you trying to investigate? What information do you want to gather from your test?

## Create A Hypothesis

What is your predicted outcome for your tests? What do you think is going to happen?

## Conduct An Experiment

Run the tests.

## Gather Data and Draw Conclusions

What happened during the tests? Which landing page performed better?

Then go right back to the beginning and start investigating another question.

When you keep this framework throughout the testing process, you'll always be improving on your landing pages by exploring different questions, testing your hypothesis, and drawing the right conclusions - which will lead to more conversions.

## Use The Scarcity Trick

Another great way to get the most out of your landing pages and boost conversions is to leverage scarcity. Or, as the kids call it these days, FOMO (fear of missing out).

Scarcity is one of the six “principles of persuasion” highlighted in seminal marketing book “Influence: The Psychology of Persuasion” by Dr. Robert Cialdini. Scarcity creates a sense of urgency to sign up for your offer by instilling a fear of loss within your audience. By placing limits on your offer, your audience worries they’ll miss out and are more likely to sign up.

Examples of scarcity on a landing page include:

Putting an expiration date on your offer

Flash sales

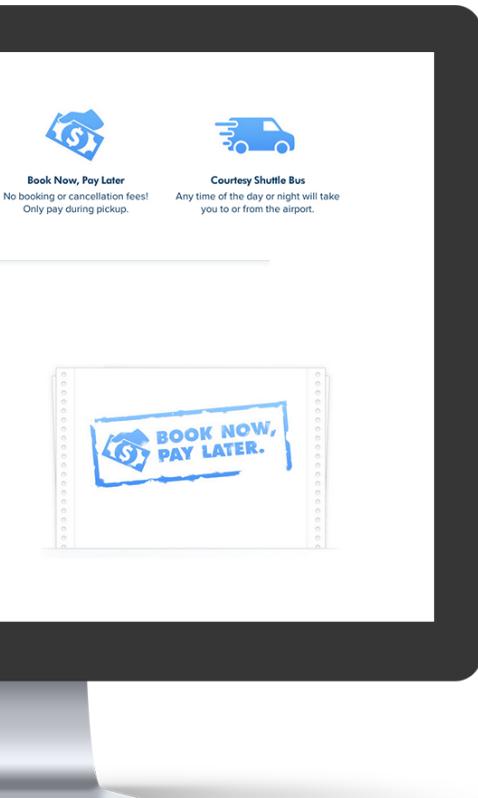
Countdown clocks

“Doors are closing”

“Only X left at this price”

“Buy before X to avoid a price hike!”

Scarcity has been shown time and time again to skyrocket conversion rates. The best marketers use it because it works. And if you want to play with the big boys, you need to be using it, too.



## Add Video

If you want to increase conversions, video is definitely a way to do it: video can increase conversions on a landing page by up to 80%. Not too shabby.

Videos drive up conversions by:

Keeping people glued to your landing page; giving you more time to get your message across

Creating an engaging and interactive experience for your visitors (in terms of engagement, video is always better than static images)

Increasing trust and credibility (when your video looks professional, your audience will assume you are, too)



That being said, video isn't a band-aid for a crappy landing page; it's not like you can just throw a video up, sit back, and watch the conversions roll in. Videos only increase conversions when they actually DO something: add to the overall experience and build more value for your visitors.

Look at your landing page and ask yourself "how could a video amp this up to the next level?" It might be an explainer video that walks through your offer, saving your visitors the time and hassle of reading your bullets. Or it might be a Q+A with your CEO, which gives a face to your company and makes your audience feel more connected to your brand.

Once you know how you want to use video on your landing page, put in the effort to script, film, and edit a video that will blow your audience away. A great video will boost conversions, but a sloppy or unprofessional video will only drive people away.

## Optimize Your Landing Page For Microconversions

When you think of conversions, most of the time you're thinking about the BIG conversion: the email opt-in, the registration or the sale. But that's the final step. You get there by focusing on microconversions, those small steps along the way that bring you closer to the big (or macro) conversion.

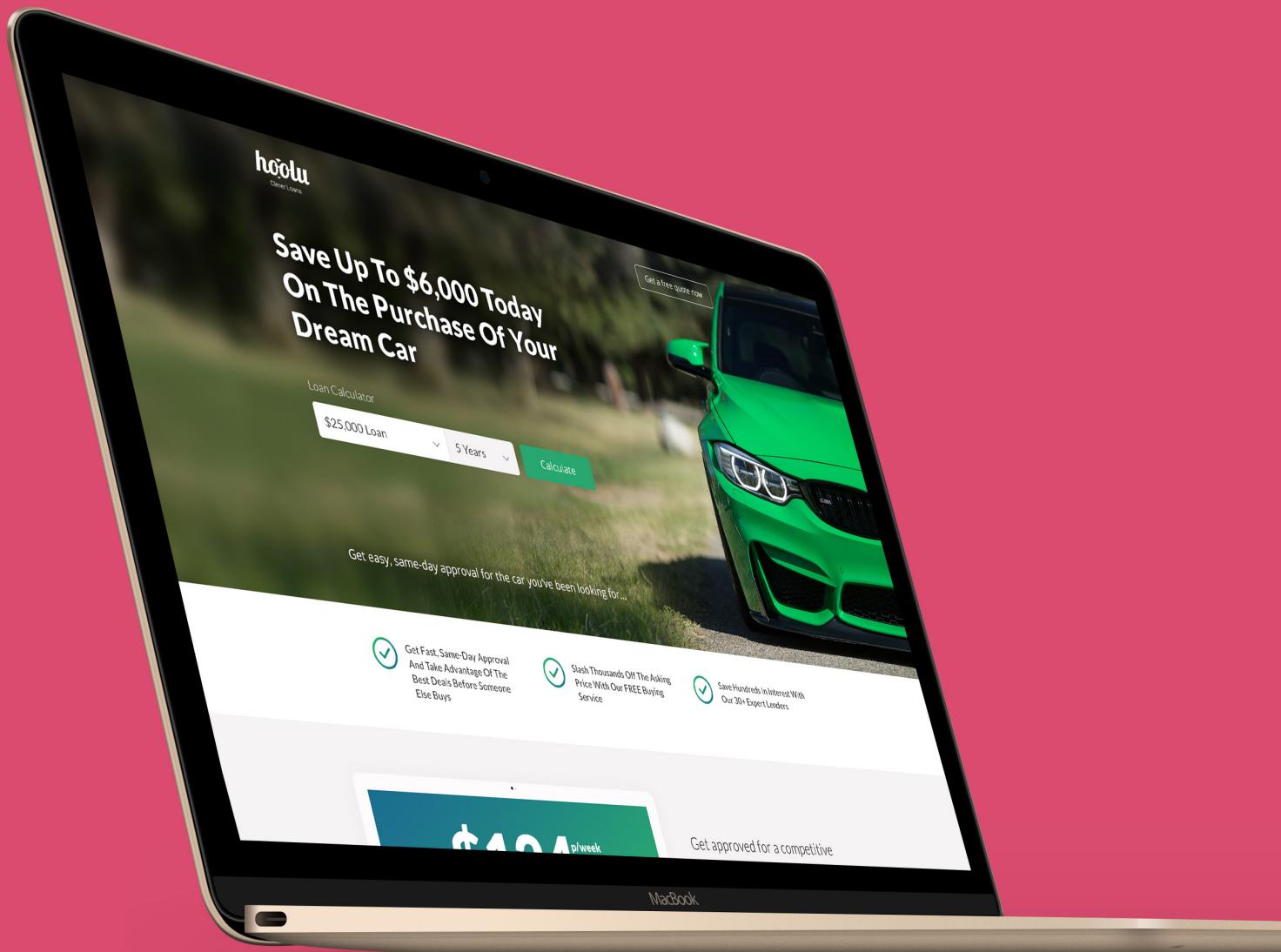
For example, if you notice that people are spending two seconds on your website and then peacing out, trying to optimize your email CTA isn't an advantageous way to spend your resource; instead, you should be focused on converting your visitors to spend more time on your site.

Microconversions vs. Macroconversions are the landing page equivalent of having a 5 year plan and then breaking that plan down into smaller, actionable goals. Yes, you want to be focused on the big goal - but it's the little goals that are going to get you there.

## Optimize Your Landing Page for SEO

Allow us to play Captain Obvious here for a minute: If you want to get the most out of your landing page, you need to make it easy for people to find. And you make your landing page easy to find by optimizing it for SEO.

SEO gets a bad wrap, and you might hear marketers saying that it doesn't matter anymore, but trust us when we say it does. If you don't make your page



Here are a few tips for making your landing page more search engine friendly:

### **Write like a person, not like a robot**

Back in the day, search engines used to look at keywords as the be-all-end-all in ranking websites. Those days are long gone, but you still see people fighting (and losing to) the urge to stuff their content with keywords, thinking it will help them move up the SERPs.

News flash: writing like a keyword-happy droid and stuffing a keyword in every other sentence will hurt your rankings, not help them. It's not 2006, and these days, search engines value readability and user experience over an abundance of keywords. If you want to win their favor, write like an actual person, not a robot.

When you're writing your copy, keep your keywords in mind and by all means insert long tail keywords wherever they make sense, but don't force it. Let them come up naturally as you write. And if they don't come up naturally in your writing? You're probably targeting the wrong keywords.

### **Make sure your landing page is relevant**

One of the biggest factors in how you're ranked with the search engine is relevance. Your landing page needs to be relevant to what users were searching for when they found you, otherwise your rankings are going to tank.

So, for example, if you run an ad that promises you'll teach people how to make money online but the ad leads them to a landing page that's about how to reorganize your home in three easy steps? You can expect to watch your rankings plummet. Your ad text and concept should always match the text and concept of your landing page.

Think relevancy and consistency when creating your landing pages. Your search engine rankings will thank you.

## Drive traffic to your landing page

This one should be a no-brainer, but it's not enough to build an amazing landing page that converts; you need to actually drive traffic to it in order to see results.

There are tons of ways to drive qualified traffic to your landing page:

Facebook ads

Google AdWords

Webinars

Content Marketing

Partnerships

Affiliate Marketing

Email Marketing

Again, just remember to keep that whole "relevancy and consistency" thing in mind and make sure that the look and feel of your landing page match the look and feel of the method you use to drive traffic. So, for example, let's say you're driving traffic to your landing page through an email campaign. The email you send should look similar to your landing page to create a consistent experience for your visitors. If the email has a blue, green, and purple color palette and the landing page is red and black, your visitors are going to be like "...what?" That confusion and inconsistency will tank your conversions.

The image shows a silver MacBook on a red surface. The screen displays an advertisement for neXus8. The ad features a blue background with a bright sun on the left and a large array of solar panels on the right. The text reads: "neXus<sup>8</sup>", "These 'Solar Brokers' Hunt Down The Perfect System For You And Install It For \$0.00", and "(ALLOWING YOU TO SLASH YOUR POWER BILLS BY NEARLY 90%)". A yellow button at the bottom right says "CLAIM YOUR FREE POWER USAGE ANALYSIS NOW". Below the MacBook, the word "MacBook" is written.

## Leverage Social Proof

Every marketer worth their salt knows that “all the cool kids are doing it” doesn’t end in middle school. People (or “sheeple”) are followers, and they’re about a million times more likely to move forward with an offer when they know other people have already done so - especially if those people are people they respect or admire.

Play on that insecure middle school mentality and fill your landing page with social proof. Use testimonials from past customer or logos of recognizable companies and industry leaders you’ve done business with to help boost your credibility - and your conversions.



# Match Your Landing Page Offer With Your Traffic Temperatures To Explode Conversions

If you went to a restaurant and ordered a medium rare steak only to be served a steak so well done it might as well be a hockey puck, let's be real: you'd be sending that steak back.

On a steak, the temperature has to be right before serving. And the same thing is true for landing pages.

If you want to convert your visitors, you have to match the temperature of your traffic to your landing page.

There's three kinds of traffic:

**Cold/Tinder Traffic:** Tinder Traffic (as we like to call cold traffic) are people that have no idea who you are. Just like a Tinder profile, you're a complete stranger, and what they see on your landing page will determine if they want to "swipe right" and know more.

**Warm/Second Date Traffic:** Second Date Traffic (warm traffic) is - you guessed it - just like a second date. They've met you, they know you, but they're certainly not sold on you. They're trying you out to see if it's a fit, but one wrong move, and you're history.

**Hot/Netflix and Chill Traffic:** Netflix and Chill Traffic (hot traffic) are the audience equivalent of a long term relationship. They've worked with you in the past, they're all about you, and they'd spend all their time with you if they could.



Now, if you serve a Netflix and Chill landing page to Tinder Traffic, their reaction is going to be something like "I have no idea who you are, so.... Yea, this is just too personal." But if you serve a Tinder landing page to your Netflix and Chill audience, they're going to think "IT'S LIKE THEY DON'T KNOW ME AT ALL!"

If you want to maximize conversions, you need to consider where your traffic is coming from and adjust your landing page to best suit that audience. Your messaging, design, and what you include on your LP should be targeted to maximize the relationship you have with your traffic.

# Landing Page Mistakes To Avoid

CHAPTER 3

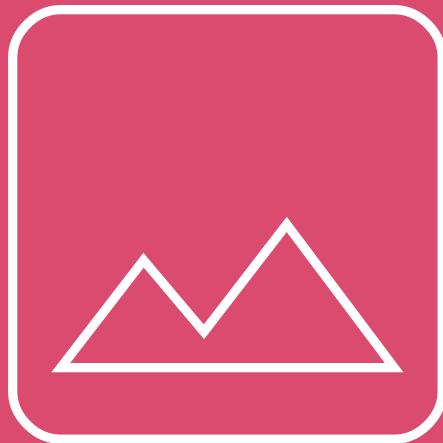
Up until this here section of the 27 Landing Page Secrets To Double Sales That Every Marketer Absolutely Must Know, we've focused on what to do to create and optimize your landing pages. In this chapter, we're going to look at the flip side and talk about what NOT to do.

Here are the four biggest mistakes you want to avoid when creating your landing pages (unless you want your conversions to head Down Under):

## Trying To Fit Every Photo, Image, and Graphic In Your Library Onto One Landing Page

Repeat after me: when it comes to landing page design, less is more. If you try to fit every graphic, chart, photo, and other design elements onto one landing page, your audience is going to take one look, be totally overwhelmed, and run in the other direction.

Keep your design sleek and simple. Visually overwhelming your audience is a fast track to crashing your conversion rates.



## Miles and Miles of Uninterrupted Words

Copy is a good thing. And longform copy is also a good thing (in most cases, it converts at a higher rate). But big blocks of copy that look like they belong in a textbook?

### **Not a good thing.**

Just like students feel overwhelmed by textbooks, your visitors feel overwhelmed by big blocks of text on your landing page. When your audience looks at those big blocks of text, reading them will feel like a chore - even if they're full of great content.

You want a lot of copy on your landing page, but structure it in a way that's easy for your audience to digest. Make it scannable. The

less is more

## A Confusing Offer

If your audience has no idea what you're offering in exchange for their email address/registration/purchase, you're doing it wrong. A landing page is no place for ambiguity. A confusing offer will have your audience scratching their heads - and taking their business elsewhere.

Your offer should be clear: I am giving you X in exchange for Y. Your audience should understand what they're getting - and, more importantly, why what they're getting is an insane value.

## Asking Your Audience To Jump Through Too Many Hoops

Sign up for my email list! Watch my video! Like my Facebook page! Buy my product!

If you ask your audience to do a million things on your landing page, I've got news for you: they're not going to do any of them.

If you want to drive conversions, keep it simple. Have one call-to-action. The less you ask your audience to do - and the clearer you are in what you want from them - the more of them will, you know, DO it.

# Claim Your FREE Digital Marketing Blueprint To Double, Triple, or Even Quadruple Your Business (worth \$1,000)

With the information contained in this guide, you have everything you need to get out there and create killer landing pages that drive conversions and help you hit your business goals. However, if you would like to just have us do it for you and you're serious about dominating your market and maximizing – down to the last dollar – for a limited time we're offering you a 30-minute strategy session where we'll discuss your business goals and challenges and draw up a Digital Marketing Blueprint for you for free.

Please note this is NOT a sales call. You will be speaking with one of our highly experienced Digital Strategists, not a salesman.

**WARNING:** Before you claim your free strategy session you must understand that this is only for people serious about setting up their business for long term success. We'll do the brunt of the work, but to truly get your sales figures skyrocketing we need your commitment and dedication. If you're not ready for that please don't waste our time.

But if you are ready to kick your business into overdrive and skyrocket your profits book your FREE strategy session call now.

By the way we recommend you book quickly. Our Digital Strategists only have a limited number of slots available for free sessions each month and they're filling up fast. Not to mention that our head of accounting is NOT happy we're giving away these sessions for free and wants to shut this offer down. Get in now before we have to start charging again.

**CLAIM YOUR FREE OFFER**