

- HOW TO - CREATE A HIGH CONVERTING LANDING PAGE

CREATE YOUR HEADLINE



THIS CAN MAKE OR BREAK
YOUR LANDING PAGE

Your headline is the first thing that
your visitors set eyes on.



KEEP IT SHORT, CLEAR,
AND CATCHY

while explaining your
product/service's unique selling point.



TRIVIA

Marketers have what is called a "Blink Test" which refers to the commonly accepted 3-5 seconds during which a visitor lands on your site, views it and decides if they want to take action or exit.

HAVE A CATCHY SUB-HEADLINE

DEPTH
& DETAIL

Once you have your visitor hooked, you have to convince them to stay. Your sub-headline goes into a little more depth and detail than the main headline.

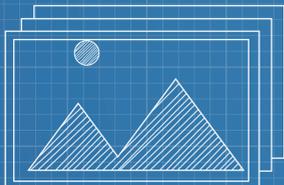
EXPLAIN
THE BENEFITS

The sub-headline is where you explain clearly, the benefits of your product/service.

CONVINCING
YOUR OFFER

Think of this as part of a one-two punch: it supports the headline and delivers the final impact, convincing visitors of your offer!

SELECT A POWERFUL 'PRODUCT' SHOT



MAKE THIS A NO-NONSENSE,
ALL-OUT EXCELLENT IMAGE OF YOUR PRODUCT!

MAKE THIS IMAGE LARGE, HIGH-QUALITY
AND RELEVANT TO ENGAGE YOUR VISITORS.

OR



USE VIDEOS ON YOUR LANDING PAGE.

Studies have showed that using video on landing pages
can increase conversion by 80%.

CRAFT A STRONG DESCRIPTION



SHARE ABOUT YOUR
PRODUCT OR YOUR SERVICE



NO NEED TO GET TECHNICAL!

Make sure you speak your
audience's language.



THERE IS NO DEFINITIVE ANSWER

if using long or short copy works better, this
all depends on what you are offering so
don't be afraid to split-test and see
what works best for you.

BENEFITS, BENEFITS, BENEFITS!

MAKE SURE TO KEEP YOUR BENEFITS

FOCUSED

on your visitor and the problems
that your product will solve for them.

IN BULLET POINT FORMAT

to avoid any distractions for your visitor
- people love to scan, so short and sweet
all the way!

INCLUDE A 'WHITE-HOT' CALL TO ACTION (CTA)

SIGN UP



Be sure to make it very clear to your visitors which action you would like them to take, by having links, or buttons that stand out.

Make your CTA easier to click with phrases like "no credit card required" or "only 2 steps to sign-up".

Keep your CTA visible by making sure it's positioned well
(ex. Above the fold, or at the top and bottom of your landing page)

INCLUDE SOCIAL PROOF



Adding social proof to your landing page
can be incredibly effective, by showing
your visitors real results from your
clients and boosting your
social credibility



Examples of strong social proof can be
through: testimonials, awards, trust
symbols, company logos, or
customer reviews (even short videos!)



Adding contact information to your
landing page proves that you are a
real business, so don't forget to add
details such as a mailing address, phone
number, or your email address with a
professional domain name - tell people
it's okay to reach out if they
have questions!