

LANDING PAGE GUIDE

COMPLETE GUIDE TO LANDING PAGE SUCCESS

Every page on your website should have a specific purpose and clear next step. Sometimes that purpose is to connect the visitor to more information. Other times, the purpose is to collect contact information so you can direct more specific and relevant messages to prospects.

When contact information is your objective, then you need topic specific landing page. Here you will trade something of value for contact information.

What's included:

COMPLETE GUIDE TO LANDING PAGE SUCCESS.....	1
THE OFFER	3
CLEAR AND CONCISE HEADLINES	4
REINFORCING CONTENT	5
PAGE LAYOUT	6
SUBMISSION FORM	7
LANDING PAGE BUTTONS	8

THE OFFER

A dedicated, promotion-specific landing page is designed for a specific marketing campaign. This lead generation page should have one objective, to get a visitor to give you their address so you have permission to continue the conversation.

In exchange for their email address you have to offer something of value that might include:

- Industry data
- Survey reports
- How-to guides
- Case studies
- Collections of blog posts
- Resource kits
- Access to discounts or special offers
- Product previews
- Invitations to special events
- Score cards and check lists
- Podcasts, webinars, videos, slide decks
- An e-course

What will you use to fuel your landing page?

CLEAR AND CONCISE HEADLINES

Keep it short, ideally 5 – 9 words - This is the first thing a visitor sees as they arrive on your page. A simple headline tells them at a glance they have arrived at the right place. If you take too long to make your point, you risk them leaving before they share their contact information.

Continue the conversation – Typically people are directed to your landing page from some type of advertisement or link on another page. The headline should match what has been promised on the previous page. It should feel like the continuation of a conversation.

Take advantage of main headlines and supporting headlines - Your headline can only say so much if you want to keep it succinct and easily digestible. Instead of making the headline longer, add a supporting headline to expand on the message or add additional persuasive information.

What will your primary headline be?

What will your secondary headline be?

REINFORCING CONTENT

Sometimes people come to your page ready to fill out the form and collect their prize. Other times they need a little convincing. This is where your reinforcing content comes in. This consists of little bursts of information matched with additional offers for the reader to take the action.

Introduction - Start with a quick introduction that explains your offer in more detail. These section should be benefit driven explain how your resource will help them.

Benefit statement - Benefit statements explain how you solve a problem. Ask yourself, “What do my potential customers need?”, then write down one sentence solutions to those needs.

What are your benefits?

Reinforcement statement – Typically located in the center of the page, this serves to remind the visitor of the purpose of your page, and ask once again for them to take action.

Additional features - If you have a complex product, add additional information to convince people to convert. Testimonials or short explanations can help drive people to convert. Whatever you add, keep it focused on the core offer. Don't dilute the key purpose of this page by linking to other content.

Testimonials and social proof – Short testimonials which support user satisfaction with this specific resource can help close the loop.

PAGE LAYOUT

Limit navigation - While some hard core inbound experts suggest removing the navigation completely, I like people to have the option to return to my home page. Just remember, the more exit points, the less likely people will be to complete the conversion form.

Conversion form above the fold – Place the call-to-action button and submission form above the fold and in a location where the viewer's eye will scan and find it, ideally on the right side of the page.

Use Images and Videos That Relate to Copy – People will react to visual images. Just make sure they are relevant.

Single column layout - Sidebars look great on a desktop, but on mobile devices they drop to the bottom of the page. So keep in mind vertical hierarchy as you design the form.

Four keys to good form placement:

Encapsulation - Use strong dynamic shapes to constrain your points of interest. Put a border around the form so it is visually a self-contained unit.

Color and Contrast - Use a single color hue (with a variety of tones) for your entire landing page, except for the CTA. Use a strong contrasting color to make your CTA jump off the page.

Directional Cues - Call attention to the most important page elements by using strategically placed and angled arrows. Tie a sequence of arrows together to define a path for the visitor to follow, ending at your CTA. If you have an image of people on the page, don't have them looking at the audience, have them looking at or pointing to the form.

White Space – Avoid putting too much information on the page or placing text too close to the form. This clutter can overwhelm the visitor. Use white space to give the form a bit of breathing room. This will actually produce a calming effect on your visitor and allow your CTA to stand out from the rest of your page.

SUBMISSION FORM

People have a limited attention span. The longer it takes to get what they came for, the less likely they are to stay. If you want to increase conversions, then make it as easy as possible to complete the form and get what they came for.

Limit the input fields – Only require information you absolutely need. If you do your job correctly this will not be your only opportunity to connect with them. Earn the right to ask for more information in later interactions.

Avoid too many open-ended questions – Make it easy to submit information with simple check boxes and limited open text fields.

Good drop down menus – Limit the need for typing as visitors select from a predefined list. Just be sure you include all options or a way to select “other” if none of the predefined options apply.

Resist the urge to use Captcha - Unless you are completely overwhelmed with spam submissions, avoid the use of these security input fields which often frustrate real human beings as they try to submit data.

What do you absolutely need to know?

LANDING PAGE BUTTONS

Command Action - Research has shown the more specific the button text the higher the conversion rates. Never use the word “**Submit**”. Who wants to submit, anyway? Describe exactly what will happen when your CTA is clicked with phrases like: “send application” or register now.

Use a good button width. Our rule of thumb is to make your button about 1/3 the width of your form. This gives the bottom of your form a nice visual balance and follows the rule of thirds for composition. If you’ve built your form to be short and narrow, then you can break this rule and use a wide button that matches the width of your fields.

Go with all caps. To maintain visual balance inside the button, use all caps for your button text. Readers see the “all caps” as more of a command

Contrasting colors - Use a good contrasting button color that matches your brand. Avoid bright neon colors or using a text color other than white. Occasionally a lighter version of your background color can look good as a text color, but just be careful. Remember, the legibility of your button is the main goal here.

Use subtle movement - A bit of movement or color change on hover, gives the indication this is a button I can click. Avoid elaborate button transformations, as they’ll only distract users from the goal of clicking.

What will your button say?

AFTER CONVERSION

Always Be Testing

Optimize a landing page for conversion over time. Run A/B tests, change copy, images, and call-to-actions to see what resonates most with users. In addition to A/B testing, testing two completely different site designs against each other will be beneficial in the long run. (A/B testing is where a baseline control sample is compared to a variety of single-variable test samples in order to improve response rates.)

The confirmation page

This is where you deliver on your promise. Your confirmation page is the first thing a new customer or lead sees after they have completed your form. Make it easy for them to get what they came for. Download the information and feel good about the process.

If you do that you will have the opportunity to take the next step offering another tool or following up with a relevant auto response campaign.