

*A GUIDE TO*

# Landing Page Success



# A Guide to Landing Page Success



## So, why is having a good landing pages important?

In short, landing pages are pages on your website that are created with a specific **sales related purpose** in mind, for example a new product launch, a special event or a promotional offer.

Their ultimate goal is to **secure sales leads** through a mix of compelling messaging and CTAs (Call to Actions), and because an effective landing page will result in a higher percentage of visitors turning into prospects they also help maximise ROI (Return on Investment) for paid search campaigns and time spent promoting your brand on social media channels.

## Helping avoid death by Homepage...

One common mistake when directing traffic to your website is sending people **straight to your homepage** and assuming that visitors will be able to find the information they want.

As people's **attention spans are shrinking rapidly**, if they can't see an association with the topic that attracted them to your website, they are likely to become a 'bounce' (web analytics speak for a someone who looks at a page once and then leaves). So despite all the effort you've gone through to get them to your website, you could be missing out on potential customers.

# We've broken it down into 6 easy steps...

- 1 Audience
- 2 Headline
- 3 CTA
- 4 Imagery
- 5 Simplicity
- 6 Credibility



# 1. Tailor to your audience

Consider who your ideal **target market** is (demographics, location, etc) and tailor your imagery and messaging to appeal to those potential visitors.

Focus on the **benefits that your product will provide to them** before asking them to do anything – visitors need to be convinced that they want what you're offering first.

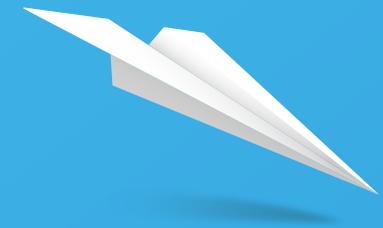
## DON'T FORGET!

Remember to use **wording that is consistent** with your advertising (pay per click, social media etc.) within the content of your landing page, as this will **boost your search engine ratings**.

# 2. Grab their attention

When visitors arrive on your landing page, you have a split second to **grab and keep their attention**. Your **headline message** will be the first thing they see, so it's important to get right.

Try to avoid the temptation to write anything too 'clever' or overly complicated, just make sure it gets **straight to the point** and summarises what you're selling.



### 3. Clear call to action

Once you've convinced them of how great your product is, make it **super clear** what you want the visitor to do next.

Usually this involves requesting further information, booking an appointment or directing them to make a purchase - think big, bright buttons!

Time pressure (i.e, a limited time only offer) can generate **lots of interest** and a **quicker response rate** - just make sure it's legitimate and believable! Another great idea is offering a free trial period if possible.

### 4. Use striking imagery

It's true, a picture is worth a thousand words! So don't waste them on conspicuously diverse groups of generic corporate people looking suspiciously happy (aka: bad stock photography!)

Always use **in-context** imagery where possible (a product being used, photos of people at a previous event, etc).

If your landing page has a variety of **interesting, relevant content** it will hold attention for longer and ultimately generate more interest. For best results, use a mixture of relevant **photos, illustrations and videos** that support your main marketing message and branding.

#### TOP TIP!

An engaging and impactful **video** which explains how your product or service works can be a powerful tool on your landing page. You can get up to **150 words of voiceover** content into 1 minute of footage, which is much **easier to digest** than several paragraphs of text!



## 5. Keep it simple

Don't **cram too much information** on the page and risk information overload! Keep it focused and give just enough detail that visitors find out what they need about your product or service, with the choice to engage further elsewhere on your site if they wish to. Where possible, think **bullet points and short sentences** rather than long paragraphs.

If you're unsure about whether or not to include something, remember to focus on **benefits rather than features** – it's great that your new gizmo is made with 50% less plastic, but unless that translates directly into a benefit for the customer in some way it **doesn't need to be on the landing page**.

## 6. Boost your credibility

Obviously you are going to say your product is the best thing since sliced bread, but you might be a little biased and the visitor knows this. Instead, back up your claims with social proof, such as testimonials and links to case studies to reassure visitors. **Product or service guarantees** are also very powerful, and

can combat any reservations customers may have – similarly, any **certifications from industry bodies** can back up your claims. Lastly, if you have any **supporting research** or customer satisfaction surveys, **feature the results**. If you don't have any figures, carry out a survey!

# Now you're ready to get your landing page out there!

But fear not, if you need help creating/improving your website landing pages or just want to bounce around ideas for any of the above you can always give us a shout. Plus, we'll even throw in a **FREE marketing review** worth up to **£100** for all new enquiries.



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