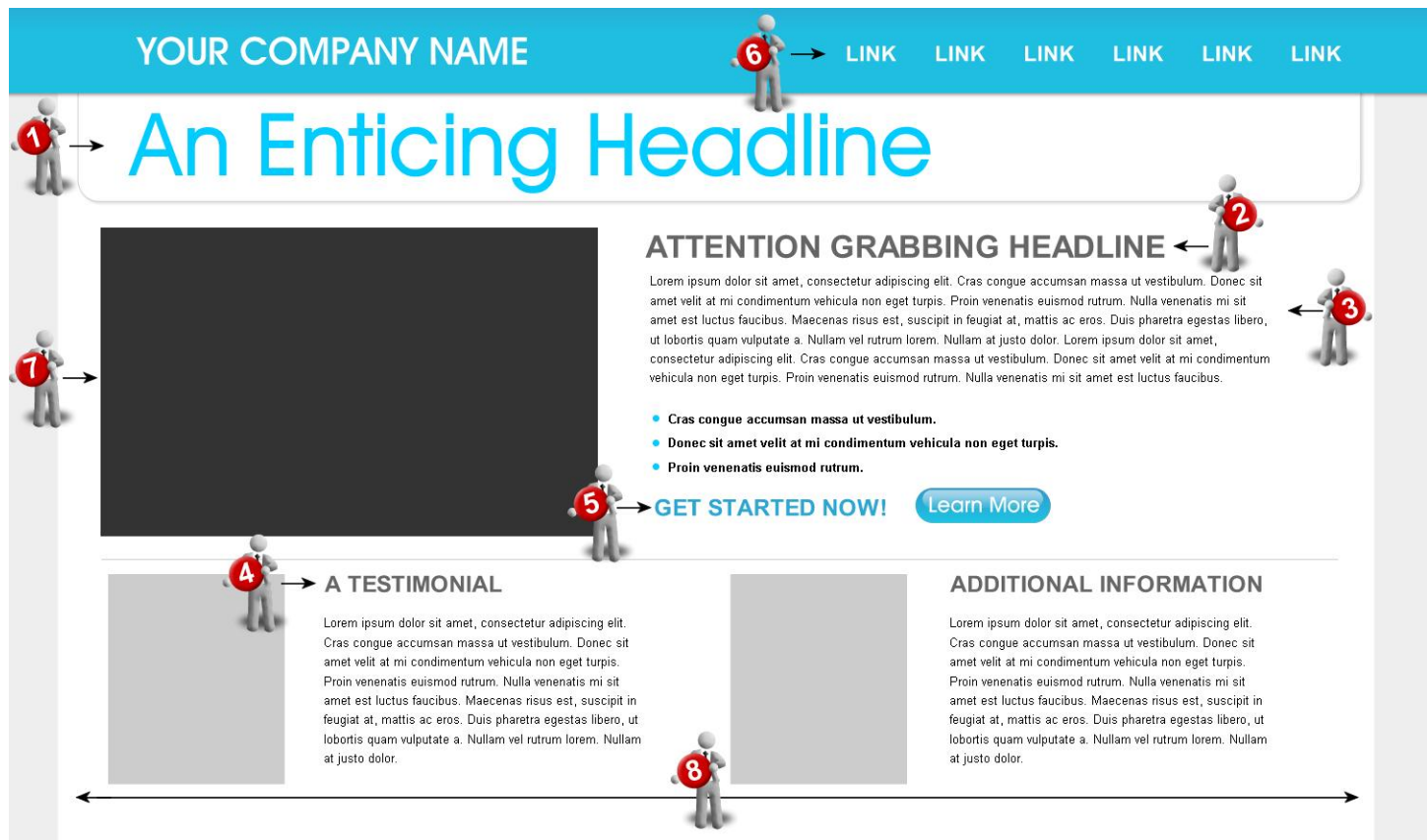


At the Core of a **Great Landing Page**

DOES YOUR LANDING PAGE SEAL THE DEAL?

TEN KEY ELEMENTS THAT DRAW IN USERS

What's the Goal of a Landing Page? To Convert Visitors into Leads! Your landing page is the "back door" to your website as it leads visitors immediately to the exact information they are looking for.



1. Headlines That Entice Visitors

- Your headline needs to immediately convey a good reason why your visitor should stay and read on.
- Decide what is most important to your visitors – then promise a solution to their problem by way of a statement, a suggestion or even a question.

It's a Fact! Your landing page headline and advertisement wording should go hand in hand with each other - your AdWords score can be improved by having consistent content between the ad message and the landing page text.

2. Clear & Concise Headlines Grab Attention

- Addressing a specific point related to the content of the website grabs the attention of your visitor and entices them to read past the first paragraph.

Here's a tip: What's the most important thing you want your visitors to know? Now say it in five words or less - that's your headline!

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3. Impeccable Grammar Sells

- Avoid sounding uneducated and unprofessional by using proper spelling as it is important to the credibility of a website.
- Be careful not to be so eager in getting your information 'out there' pay attention to the actual words you are using.

Keep this in mind: Fancy designs don't sell – words do. Research shows that just one spelling error can lead to a 50% decrease in online sales.

4. Take Advantage of Trust Indicators

- Incorporate testimonials, press mentions, guarantee seals, and 3rd party trust and security certifications (Better Business Bureau) to build Trust, it's essential for any business.

How does this help? It shows visitors looking at your website that you are 'real'. Your potential customers need to see that you stand behind your products and services, and you are aligned with others who share the same position.

5. Buttons & Strong Call to Action Converts Visitors to Leads

- Effective call-to-actions are kept simple, tailored to your visitor's interest, clearly state what you want them to do and use persuasion to motivate visitors to see how their needs will be met.
- Make call-to-actions obvious and use keywords people may be searching for.
- Motivate visitors to respond by using words such as "free", "new", "buy" or "download now".
- Your buttons should be bright, bold and stand out, place them right below a call-to-action or have them as your call-to-action.

Keep this in mind: When your visitors read your call-to-action, they should be left with no doubt about what you want them to do right now.

6. Go Easy On Navigation Links

- Links should be simple, clear, consistent, and with a purpose.
- Rule of Thumb is 3 clicks to information to keep your visitors interest.

- Don't distract your visitor with too many links to other sites or pages, this has a negative impact on conversions.

It's a fact! The majority of your visitors will not land on your homepage, but instead, they will arrive on a landing page deep within your site from a search engine. This is why it is important your linking structure is simple, and ties your websites pages together.

7. Use Images and Videos to Enhance Your Website

- Implement motivational speeches, videos of user testimonials, and product images into a landing page can have a positive effect and give that extra push for visitors to look further into what you are offering.
- Graphics and visuals that support your websites content can help get the point across and aid visitors in understanding overarching messages.

Did you know? Studies show that web pages with photos and videos attract significantly more visitors than web pages that don't.

8. Don't Neglect the Fold

Where is the "fold"? It is the area immediately visible to a visitor without them needing to scroll down.

- Keeping the most important information above the fold is essential on your landing page design.
- Grab your visitors attention with a call-to-action button placed above the fold in a place that is noticeable to the viewer's eye. Never make them search for it.

Did you know? 80% of your websites traffic will spend it's time above the fold. Only 20% of viewer's attention is spent viewing content located below the fold.

9. Get the Most Out of Your Landing Page

Find your landing page isn't quite getting the results you desire and you don't know what to do? Optimize for conversions over time and Test everything!!

Test the performance of your page's elements:

- Change copy, images, and call-to-actions, two different versions.
- Test colors, location of images and call-to-action buttons, or even the content itself.
- Run A/B tests (2 different versions) i.e. two versions of a headline:

Test 1: "Experience true relaxation with our all-inclusive vacations."

Test 2: "Experience less stress with our all-inclusive vacations."

Helpful hint: If you truly want to see what is working on your landing page Test one thing at a time, focus on a single variable and keep all other variables consistent. Once you see how that change impacts your page's performance, you can test other variables within the page.

10. Different Strokes for Different Folks

Strokes of color that entice a viewer vary among sites. Applying the right colors may potentially draw in traffic, set the mood of the landing page and influence them to take action.

PURPLE

- Royalty, Wise, Celebration, Wealth & Achievement.
- Use for premium business services & products and academic institutions.

BLUE

- Peaceful, Trustworthy, Dependability.
- Used by businesses to build customer loyalty and promote technology. Most suitable for products related to men.

BLACK

- Power, Elegant, sophisticated.
- The color black can target your high-end market, especially for cutting edge, classy or elegant businesses.

GREEN

- Natural, Organic, Healthy, Wealth.
- Use to show people both progress. Used with finance or entertainment businesses.
- Assists in Decision Making

YELLOW

- Optimistic & Cheerful, Confident & Original
- Best used as a highlight color - too much can cause agitation and anxiety, particularly with older people.

ORANGE

- Adventurous & Affordable yet reasonable quality
- Beneficial for hotels & resorts, restaurants as it stimulates social communication & stimulates appetite & conversation.
- Used with Sports Teams, Travel and Youth Market

RED

- Motivating, Positive, Action, Strength, Passion.
- Used as Call-to-Action Buttons will encourage buyers to take action and make a purchase.
- Indicates Energy and Passion of your business and promotes products/services related to food & appetite, energy, passion and speed.

PINK

- Compassion, Warmth, Understanding.
- Reflects softness and intuitive energy that works well in promoting women's products and services i.e. beauty salons and fashion businesses.

