

Lesson no. 3: Best Practice to Create Landing Page

1. BEST PRACTICES TO CREATE A LANDING PAGE

- a) Ensure the primary headline of your landing page matches the ad visitors clicked to get there.
- b) Make your call to action (CTA) big and position it above the fold.
- c) Use directional cues to direct attention to your CTA (arrows or photos/videos of people looking or pointing at your button).
- d) For lead generation forms where the CTA is below the fold (e.g. due to a long form) – make the directional cue point down the page to the button.
- e) A landing page should have a single purpose and thus a single focused message.
- f) Congruence: every element of your page should be aligned conceptually with the topic and goal of the page.
- g) Show your product/service being used in context.
- h) Use video. It's been shown to improve conversion by up to 80%.
- i) Edit to remove unnecessary content. Be succinct.
- j) Use real testimonials for authenticity.
- k) Show social proof via indicators of your social status.
- l) Test new ideas using A/B testing. Let your customers decide which message works best for them.

- m) Provide a free trial. Try-before-you-buy is a standard and expected feature.
- n) Provide a guarantee to reduce/remove risk.
- o) Include partner co-branding to increase trust by association.
- p) Simplify your copy using bullets.
- q) If you are selling a book, or giving away an eBook via lead generation, provide a preview to increase trust show that you are proud of your product.
- r) Segment by traffic source. Send your PPC, email, social media, organic and banner traffic to separate landing pages for better message match and measurability (which channel performs best)
- s) Segment by user type: don't send offers about men's health products to the ladies on your email list.
- t) Show your phone number so people know you are real and can interact with.

2. BEST PRACTICES TO CREAT A THANK YOU PAGE

a) Give Confirmation

The first thing your Thank You page should do is confirm whatever action your visitor just took was completed successfully. For example, if they've just subscribed to your weekly newsletter, your page might say something like, "Thank you for subscribing to our weekly newsletter."

b) Include Navigation

One of the worst things you can do on your Thank You page is keeping your audience stranded there. These are people who have just indicated they're into what you have to offer, which means this is the perfect time to keep them hanging around your site!

At the very least, your Thank You page should include your website's navigation to allow your audience to stick around and explore your site some more.

c) Provide Related Content/Actions

Aside from using your navigation to give your audience an opportunity to stick around, your Thank You page is also a great

place to provide related content or additional actions your lead may find interesting.

d) Add an Offer/Promotion

Did a customer just enter to win a free product? Why not offer a coupon code to encourage them to purchase something sooner? Adding an offer or promotion can be an excellent way to encourage warm visitors to convert, or to increase the value of a converting customer by enticing them to purchase additional items.

Keep in mind that your offer should be something relevant to their action and worthy of their attention.

e) Get Social

Encouraging people to connect with you on social media is a great way to further connect with a warm audience.

Instead of just leaving links to your social profiles, take it a step further and tell visitors why they should follow you. What can they expect to see if on they follow you? News about your business? Tips and tricks related to the action they just took? Spell out the value and make it clear it's worth it.

f) Show Off Testimonials

Even if your visitor has just completed a purchase, your Thank You page can still be a place of reassurance that you're as great as you say you are.

Use your page as an opportunity to show off social proof, whether it be customer testimonials, the number of social media fans you have, or a quick stat or case study.

Your Thank You page should continue to warm your visitors and encourage them either to purchase down the road or to purchase again. Using social proof to help reassure them that you're the real deal can help this process significantly.