

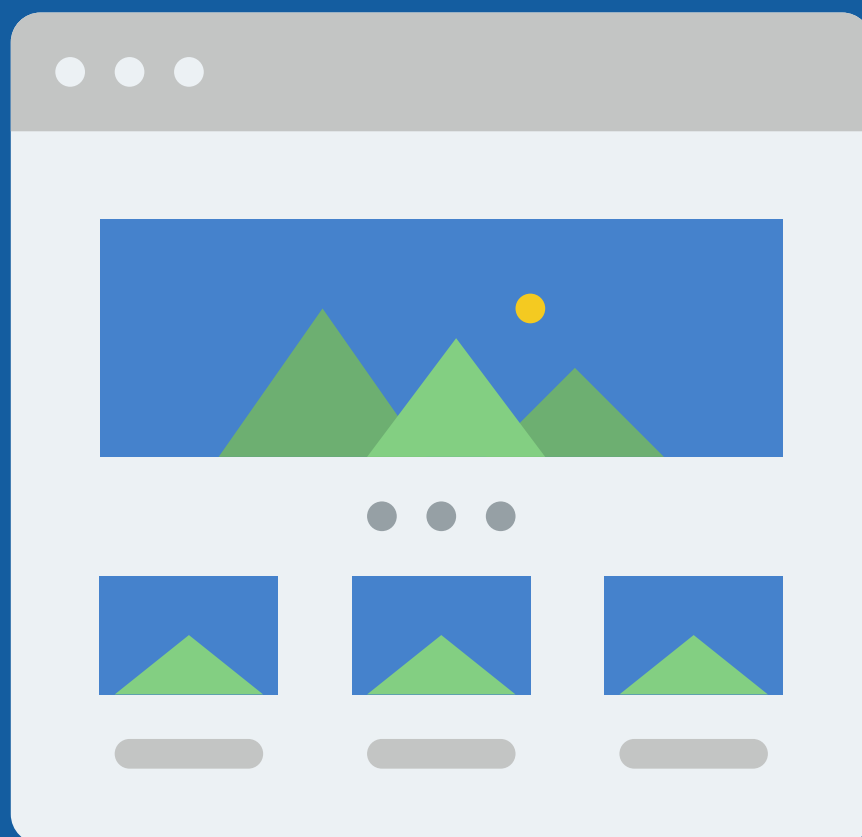
# THE ONLY LANDING PAGE OPTIMIZATION CHECKLIST YOU'LL EVER NEED



Landing pages are one of the most important tools in your digital marketing arsenal—they're your chance to make a great first impression, show off your brand, and convince visitors to take your desired action.

Unfortunately, too many businesses treat their landing pages as an afterthought, resulting in pages that are poorly designed, confusing, and ultimately unsuccessful. The majority of businesses invest heavily in paid advertising, yet fail to see a return on their investment because their landing pages are not optimized. As a result, they're leaving tons of money on the table.

In this eBook, we'll show you how to create high-converting landing pages that will help you achieve your digital marketing goals.



# WHAT IS A LANDING PAGE?



A landing page is a standalone web page that is designed for a specific purpose, such as generating leads or selling products. Unlike other pages on your website, landing pages are not meant to be navigated away from—they exist to convert visitors into customers or leads.

In short, a landing page seeks to accomplish one primary, specific objective such as:

- Gather email addresses
- Generate trials of a software
- Create leads for a business
- Generate product sales
- Direct traffic to social media
- Attract attendees for an event
- Advertise a webinar or course
- Promote a book or e-book



## WHERE TO FIND LANDING PAGES. AND WHO WILL FIND THEM?

Typically, landing pages are used for paid search ads, native ads, social media ads, email campaigns, and other online advertising initiatives. These pages can be found all over the internet—the goal is for your target audience to see them, click on them, and then take the desired action.

With landing pages, you can control what people see so you can target your messaging to people in a variety of different stages of the funnel. For example, if you're running a lead generation campaign, you might create a landing page that's specifically designed to capture email addresses.

It's important to note that landing pages are different from regular web pages in that they're not meant to be navigated away from. The whole point of a landing page is to keep people on that page until they take the desired action.

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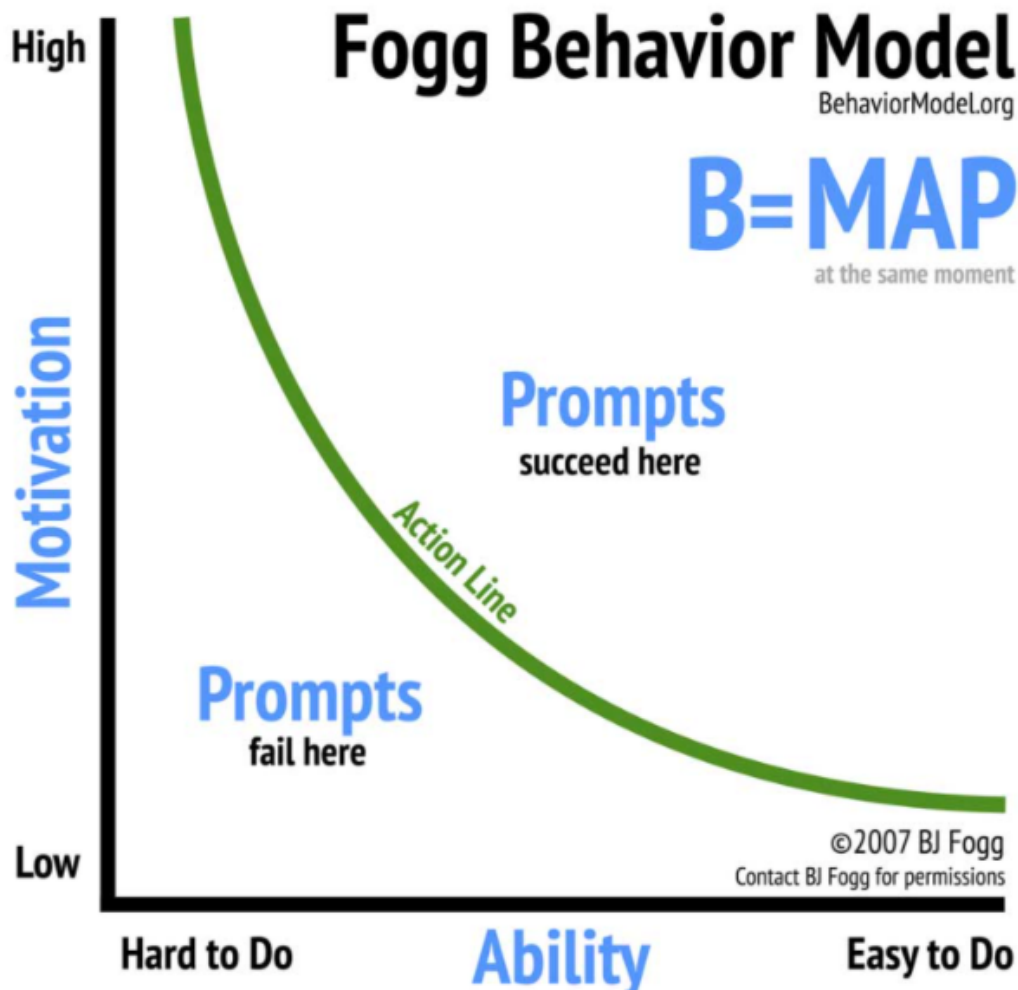


# FOGG BEHAVIOR MODEL

When you design your landing pages, it's important to keep the Fogg Behavior Model in mind.

According to the Fogg Behavior Model, if you make something easy for people to do, and they also have a very high motivation to do it, then you're more likely to get more conversions. It's as simple as that!

If you make it too difficult for people to take your desired action, or if they're not motivated enough to do it, then you're going to have a very low conversion rate.



## 5-SECOND TEST

In order to make sure that a landing page is designed for success, it's important to put it through a 5-second test. This is a test in which you survey people unfamiliar with your page, and ask them to answer a set of questions about the page in order to determine whether or not it's effective.

Here are a few questions you might want to ask:

- What's this company do?
- Who is the target audience (and am I in it?)
- What do they want me to do next?

If your respondents are able to answer all of these questions within 5 seconds of looking at the page, then it's likely that the page is effective. If not, then it's likely that the page needs to be redesigned.



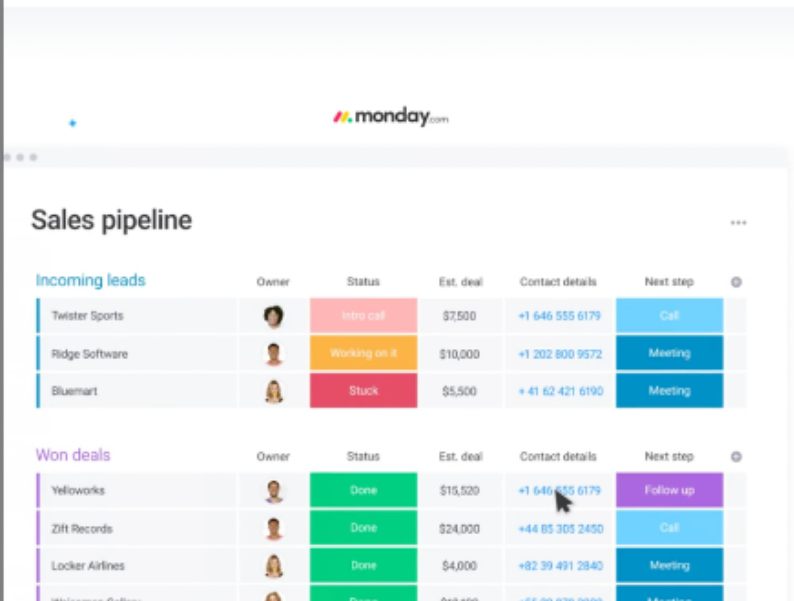
# A CRM you'd actually want to use

Automate repetitive work so you can spend more time on sales.

Select what you want to manage:

- ☐ Sales pipeline
- ☐ Contact management
- ☐ Lead management
- ☐ Lead capturing
- ☐ Customer projects
- ☐ Marketing activities
- ☐ Customer onboarding
- ☐ Team tasks & projects
- ☐ Other

Get Started →



The screenshot displays the Monday.com CRM interface. At the top, the Monday.com logo is visible. Below it, the 'Sales pipeline' section is shown, featuring a table of incoming leads. The table has columns for Owner, Status, Est. deal, Contact details, and Next step. The leads listed are Twister Sports (Intro call, \$7,500), Ridge Software (Working on it, \$10,000), and Bluemart (Stuck, \$5,500). Below the incoming leads, the 'Won deals' section is shown, featuring a table of deals that have been won. The table has columns for Owner, Status, Est. deal, Contact details, and Next step. The deals listed are Yellowworks (Done, \$15,520), Zift Records (Done, \$24,000), and Locker Airlines (Done, \$4,000). A mouse cursor is hovering over the 'Follow up' button for Yellowworks.

## Seamlessly move to monday.com

No need to waste time on bringing your work from previous tools. Import all your data in just a few clicks.

## ELEMENTS OF A GREAT LANDING PAGE

- Clear, benefit-driven headline
- Intuitive navigation
- Uncluttered design
- Minimize distractions to avoid confusion
- Clear call to action or action block
- Supportive visuals, relatable imagery
- Reviews and testimonials
- Don't make your visitors jump through any unnecessary hoops
- Make things easy, remove unnecessary words, simplify choices
- Clear, simple explanations of benefits (less about the features) with visuals
- Keep in mind that B=MAT (Behavior = Motivation, Ability, and Trigger)
- *Most importantly, a great offer. Do you have something people want?*



## WHAT MAKES A GREAT LANDING PAGE?

The purpose of a landing page is to convert website visitors into leads or customers. A great landing page will do this by providing a relevant, targeted offer that speaks to the needs of your audience. The offer should be compelling enough to make the visitor want to take action, and the page should be designed in a way that makes it easy for the visitor to do so.

Let's look at a few key elements that all great landing pages share:

### ACKNOWLEDGE THE USER'S ATTENTION RATIO

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People are bombarded with information and offers online, so it's important that your landing page grabs their attention and holds it long enough to deliver your message. In order to accomplish this, here are a few things to keep in mind:

- You want as few distractions as possible
- One conversion action
- As few links on the page as possible that are not supporting that conversion action



# HEADLINES

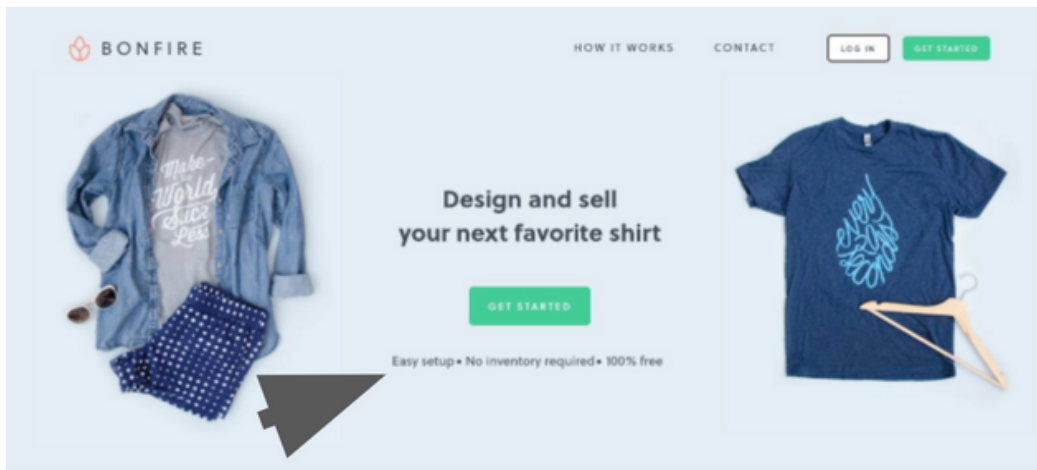
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Your headline is the first thing people will see when they land on your page, so it's important to make it count. Write headlines that are clear, concise, and make a strong offer that speaks to your target audience.

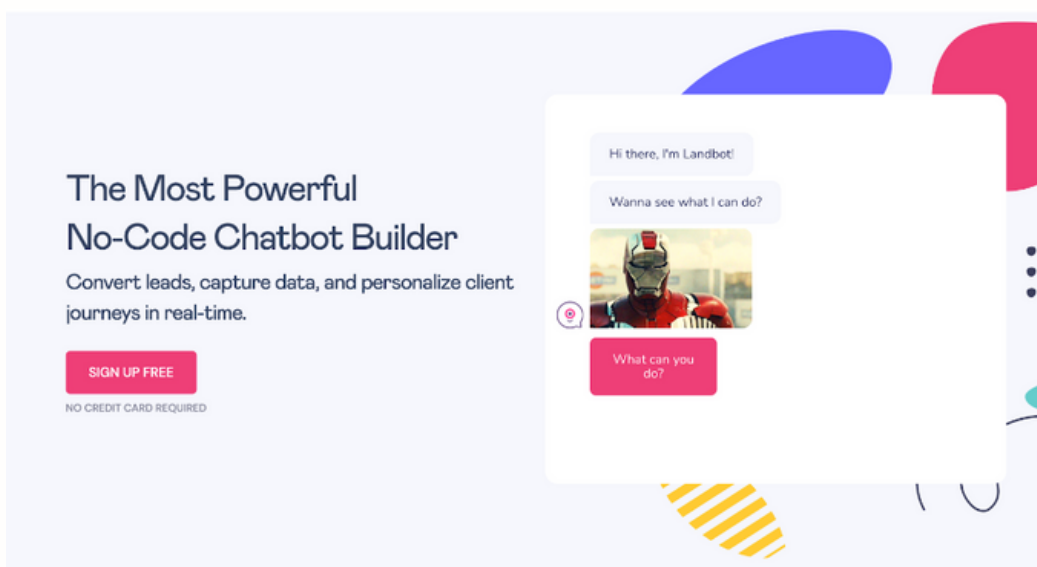
Elements of a great headline:

- Make it "Sharp"
- Make a promise
- Use statistics
- Pique their curiosity
- Have an attention-grabbing "hook"
- Get the reader to engage with the page
- Focus on a key benefit
- Reference a known quantity
- Feature numbers and stats
- Overcomes objections





## MAKE IT SHARP



## MAKE A PROMISE



## USE STATISTICS

GROWTH

## Mad Men Marketing Lessons: An Advertising Masterclass in One Episode

JUNE 15, 2018



BENYAMIN ELIAS




REFERENCE A "KNOWN" QUANTITY

Amicus Post LEARN MORE CALL TOOL

## Direct mail that ends up on the fridge

Peer-to-peer postcards that win more donors, more members, more votes.



First Name Last Name

Organization Name

Email

Phone Number

Request a Free Demo

OVERCOME THE READER'S OBJECTIONS

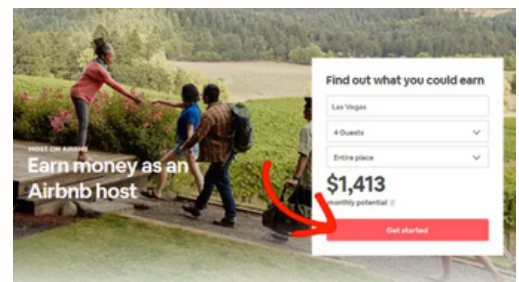
# HEADLINE GENERATING IDEAS

There are a number of ways to come up with headlines for your landing pages.



**Testimonials:** If you have social proof in the form of testimonials from happy customers, feature them prominently on your page along with a headline that touts the benefits they've experienced.

**Cliffhanger:** Use a cliffhanger headline to pique curiosity and get people to want to learn more about what you're offering.



**Value proposition:** A great value proposition headline should clearly state what you're offering and how it will benefit the reader. It should be concise and to the point.

**How-to:** A how-to headline is a great way to provide value and get people interested in what you have to offer. It should be specific and tell the reader exactly what they can expect to learn by reading your page.



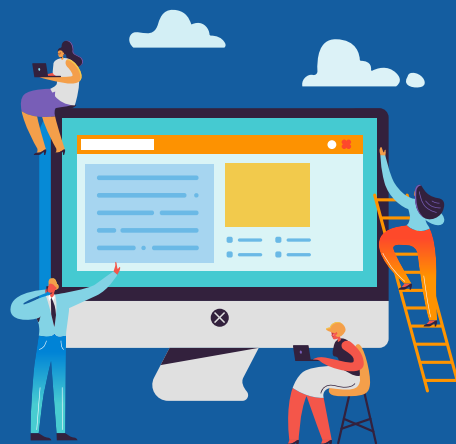
**Listicles:** A listicle headline is a great way to deliver value and get people to engage with your content. Just like a how-to headline, it should be specific and to-the-point so the reader knows exactly what they can expect.



# HEADLINE IDEAS TO GET YOU STARTED

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1. How to \_\_\_\_\_ in \_\_\_\_\_ without \_\_\_\_\_ (even if \_\_\_\_\_)
2. The only \_\_\_\_\_ you'll ever need
3. Improve your \_\_\_\_\_ in just \_\_\_\_\_ without \_\_\_\_\_
4. They said we couldn't \_\_\_\_\_ until we \_\_\_\_\_
5. Is the \_\_\_\_\_ the best \_\_\_\_\_ to ever \_\_\_\_\_?
6. Go from \_\_\_\_\_ to \_\_\_\_\_ in 5 easy steps
7. 11 dangerous \_\_\_\_\_ the \_\_\_\_\_ doesn't want you to know
8. See why \_\_\_\_\_ choose to \_\_\_\_\_ (even if they have no \_\_\_\_\_)
9. The 3 dirty \_\_\_\_\_ tricks you must avoid if you want to \_\_\_\_\_
10. Feature a surprising quote from a customer that defies logic and convention
11. Show a surprising/scary statistic about your product or industry



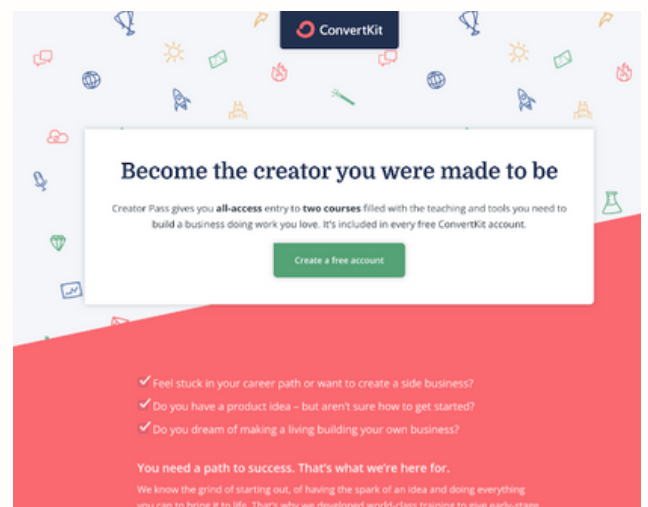
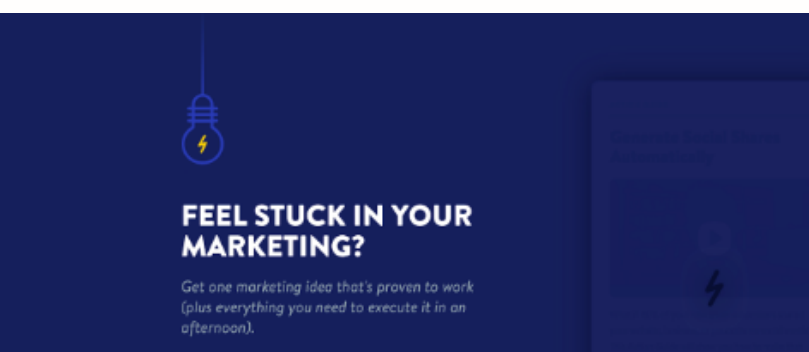
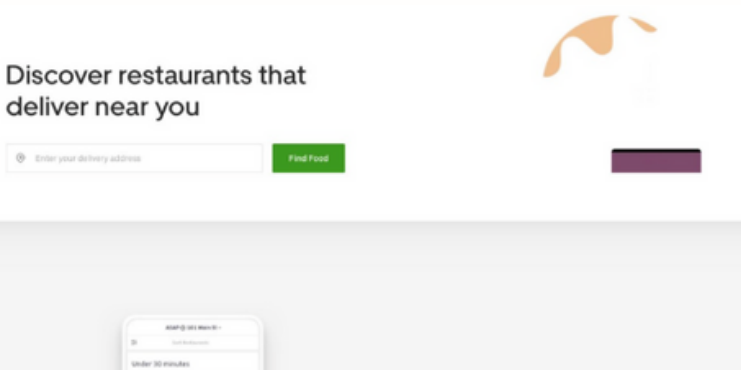
# CALLS TO ACTION

Your call to action (CTA) is what you want your visitors to do when they land on your page. It should be prominently displayed and easy to find so that visitors can take action with minimal effort.

A few points to keep in mind when creating your CTA:

- Primary CTA should have visual prominence
- If there's a secondary CTA it should be less prominent and should support the primary CTA
- CTA should finish the sentence, "I want to..."
- Graphics should support the headline and CTA
- A clearly defined action block is good
- We're not asking to collect a bunch of unnecessary information

Once you have your CTA, make sure the rest of your page is designed to support it. The layout, colors, and images should all be focused on driving the reader to take action.



**Don't waste money on more traffic  
- fix your landing pages first**

Benefit from our expertise in designing and managing conversion-centered landing pages for your paid traffic. Once we've designed, completed copy, and built your landing page, we optimize it to perform even better over time.



## SOCIAL PROOF

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Social proof is a psychological phenomenon where people are more likely to do something if they see other people doing it. When it comes to landing pages, social proof can be a powerful motivator for conversion.

Some examples of social proof include:

- Testimonials from happy customers
- Endorsements from experts or thought leaders in your industry
- Stats and numbers that show how popular your product or service is
- Badges and awards that you've received
- Case studies that show the results your customers have achieved
- Media mentions that show you're an authority in your industry

Including social proof on your landing page can help increase conversion rates by building trust and credibility with your visitors. Make sure to choose the forms of social proof that are most relevant to your product or service and that will resonate with your target audience.

## Small notifications boosting your website conversion +15%

When people visit your website, they will see small tiny popups showing other people also using your website. They feel more likely to use your website. Social proof increases conversions +15% for a website.

7-Day Free Trial!

3 minutes to set-up. No credit card required.

publicly rated as 4.6/5 ★★★★★

on G2.com and Capterra



"Thanks to Kissmetrics, we turned what could have been a million-dollar mistake into a major win both for us and our users."

Brandon Woolf, VP of Marketing, Lucidchart

Over 900 companies use Kissmetrics to increase their marketing ROI.

Brothers

unbounce

Provetta Group  
fit brains

outbrain

MercyCorps

New: PurpleAds Network →

## Skyrocket Your Conversions with Social Proof

20,000+ websites use ProveSource to increase trust, credibility, conversions and sales using social proof.

Let's Boost!

What's ProveSource

100% Free. No credit card required.  
★★★★★ 4.8/5 based on 70+ Capterra reviews.



or

THE BODY SHOP.

OptiMonk

Cellcom

rated people

re