



# HOW TO SET UP LANDING PAGES THAT CONVERT LIKE CRAZY





## WHAT YOU'LL LEARN IN THIS PDF?

- ▶ What is a landing page and why is it needed?
- ▶ The essential parts of a landing page
- ▶ Building landing pages with conversions in mind
- ▶ How to deliver game changing results to clients, regardless of where they get traffic from

## WHAT SHOULD YOU BE ABLE TO DO AFTER READING THIS?

Upon completion of reading this PDF from a macro level you will thoroughly understand what a landing page is.

From a micro level, you will know what sections compose a landing page, and why they are placed in that specific order. Creating custom and unique landing pages, with a goal of driving high conversions and optimizing to keep the flow of new customers high for the client. Finally, you will know how to deploy a few different options to achieve strong results in a fraction of the time.





# WHAT IS A LANDING PAGE?

A landing page or “lead capture page” is a web page that appears before a potential customer in response to them clicking on a link. Typically, landing pages will provide direct sales copy that is related to the promoted advertisement, or search result that was presented to the user.

This can come from a query put into a search engine, social media post, email, or other form of online advertisement. Regardless if the goal is capturing an email address, product sales, PDF download, or attending a webinar, the landing page acts as a follow up answer to the question posed by the user.

Landing pages act as a secondary step towards turning an interested visitor into a new customer. You are making a trade either with content, a special offer, or gated valuable information in exchange for their contact information or product purchase.

Landing pages are a digital version of a direct marketing campaign, with extremely highly targeted traffic, and a specific goal towards the outcome of converting the visitor. If the landing page connects with the user, the goal is they will be persuaded to act upon the predetermined action of the marketing campaign's objective.

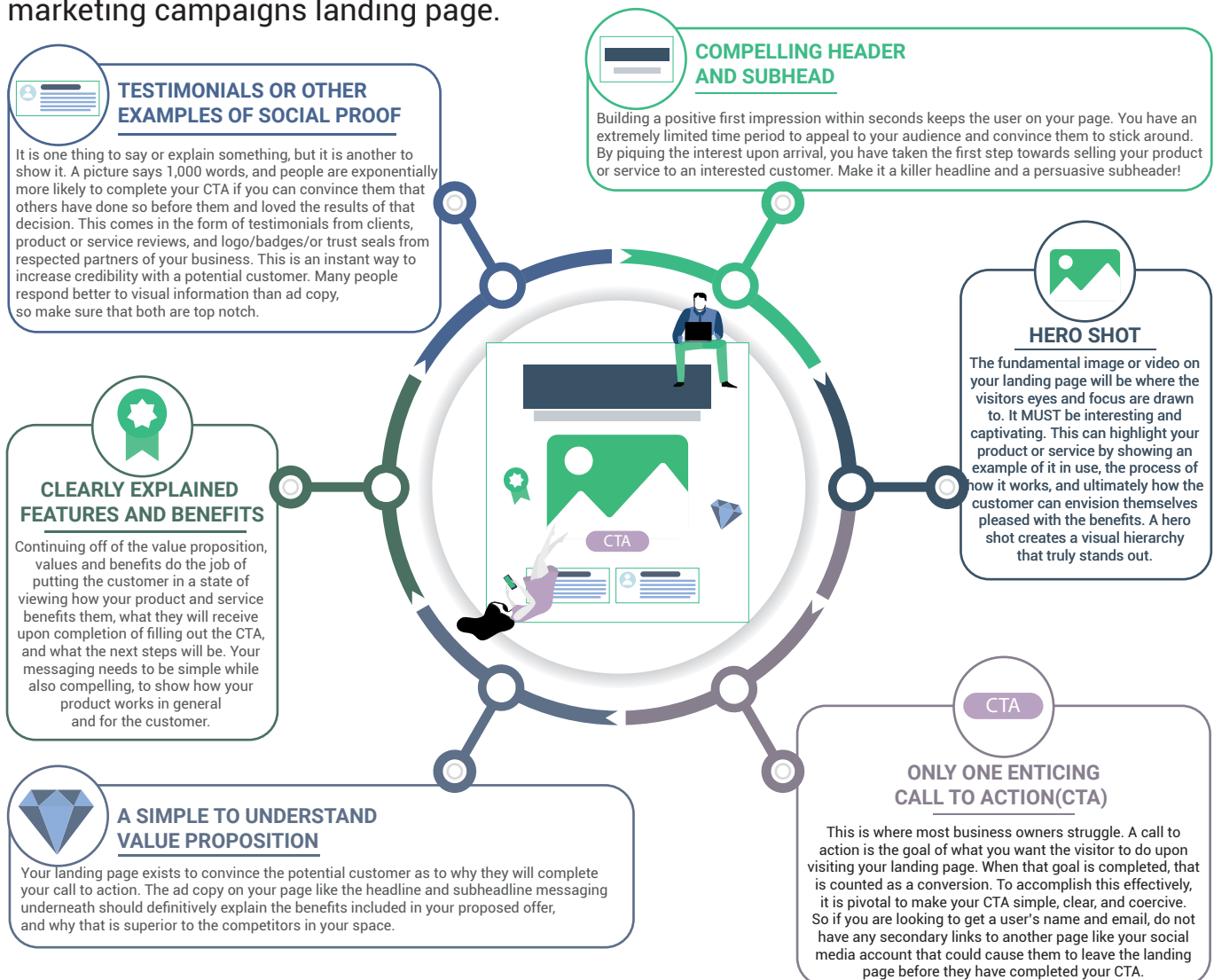
This is done through matching targeted and segmented user groups > to advertisements > to landing pages. If you are marketing to Tina in the HR department at her office job, or Mark the music obsessed punk rocker these landing pages are going to be different in every way. Color scheme, imagery, and ad copy should be catered to the customer and each has their own unique wants and needs.



# WHAT PARTS MAKE UP A LANDING PAGE?

The layout of the content, images, and call to action on the landing page are key to getting the user to feel comfortable giving out their information, be it an email, phone number, or payment information.

For high converting landing pages, there are crucial elements that are critical for success. The following elements and principles are required for any successful marketing campaigns landing page.





# HOW TO GROW YOUR CONVERSIONS FAST!

Because your landing page has a SINGULAR purpose, making every effort to reduce and eliminate distractions is key to scaling conversions. Implement some of the following ideas a test: :

- Utilize colorful and enticing CTA buttons over a text link
- Including a short video that shows the prospect how your offer will improve their lives
- Text based landing pages

It is important to note that using text based landing pages is a bit of a last resort if your page load speed is a MAJOR issue. Our tests have shown that users really respond and resonate with imagery, which ultimately sells more products. Being mindful of the imagery that you use is helpful, but having a text only landing page should have you looking at all aspects of what is causing such page loading issues. Increasing retention and trust is a process done through testing, so meeting the preferences of your customers is the key to landing pages that convert better. Effective landing pages increase your SEO (Search Engine Optimization), promote your product or special sale, and increase the efficiency of the buying/subscription process for your customer.

If you can identify your customer pain points and highlight how your company/product will fix them, then they won't be able to turn you down.

Want an expert to do this for you? [Click here](#) to get started with a consultation or campaign today!