

# Creating High-Converting Landing Pages Made Easy



# ***CREATING HIGH CONVERTING LANDING PAGES***

## **The Goal of a Landing Page**

You spend valuable time and energy on marketing your products or services. You probably use tactics like email marketing, social media marketing, and content marketing. Each tactic is designed to drive traffic to your website where they will then become followers, prospects, and hopefully customers.

However, if you're sending all of your website visitors to the same page then you may be missing out. And if that same page is a home page or even a blog post then that too can be a cause for lost revenue.

Enter the landing page...

A landing page is a website page that has one singular goal. Unlike a home page that may have multiple goals and options for your visitor to choose from, your landing page has one goal. There are a few different options for a landing page. Landing page goals can include capturing your visitors email address. It can also capture their attention and direct them to click through to a sales page and a landing page may also sell a product.

So what's the difference between a landing page, a sales page, and a squeeze page/opt-in page?

A landing page is called that because it's where a specific audience lands. You can have a landing page for your email subscribers and a different landing page (that may sell the same thing) for your social media followers. Landing pages give you the ability and the power to craft customized content for each unique marketing tactic and each segment of your audience.

So you can use your landing page to build your opt-in list. You can also use it to channel traffic through to a sales page and you can use it to sell a product.

## **Why Use Landing Pages?**

Why use a landing page instead of creating a specific sales page and an opt-in page? Well you can do that. The challenge is that it doesn't offer you the ability to customize and segment your content nor does it give you the same level of analytics and information.

For example, if you create a landing page for your Facebook followers and a different landing page for your Twitter followers. The page can sell the exact same product and have the exact same content.

This allows you to evaluate how the different audiences respond. However, you can also change the content for your specific audience. Your landing page content for your Facebook audience may be different than your Twitter audience.

Bottom line, landing pages allow you to create targeted traffic which means they increase the likelihood that you can convert those visitors. We've already mentioned that there are different

goals for a landing page. Let's look at those goals and types of landing pages in a bit more detail.

## Different Types of Landing Pages

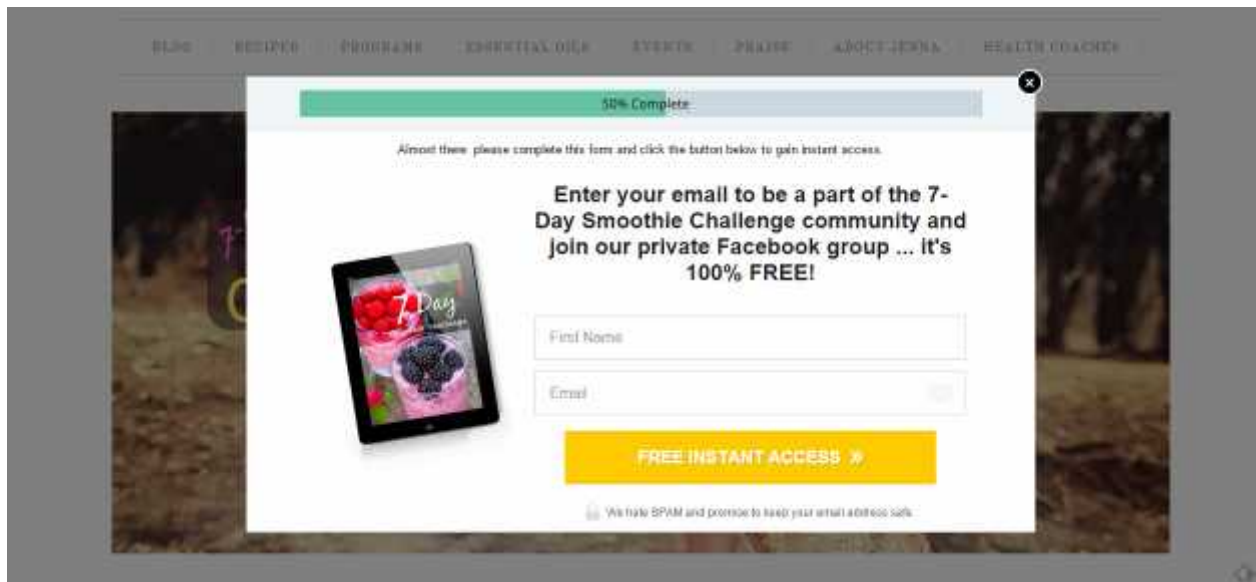
When you begin thinking about crafting your landing pages you'll want to consider what your goal is going to be. Are you converting visitors to leads or are you converting leads to customers? For example, if you're building your email list then you're generating leads, right? Those are people that are essentially saying that they're interested in your products or services and you can email them with offers, information, and products.

Conversely, if the goal of the landing page is to make sales or to funnel traffic to a sales page then that's lead conversion.

## Lead Generation

Lead generation pages can be short and sweet; think of the opt-in page that has a headline and an email form. You can also have lead generation pages that have a bit of copy or those that require your visitor to simply fill in a form. The examples below demonstrate a few different approaches to a lead generation landing page.

The image shows a screenshot of a landing page for Amy Porterfield. The page features a dark header with the name 'AMY PORTERFIELD' and a 'Blog' button. The main content is a white box with a red border. The headline reads 'How To Turn Your Facebook Page Into A Sales Machine'. Below the headline, it says 'Download this action-packed chapter from my brand new book, Facebook Marketing All-in-One for Dummies (It's FREE!)'. Underneath, it lists 'Inside you'll learn:' followed by three bullet points: 'Three proven strategies to increase your Facebook fans within just 48 hours', 'How to position yourself as the #1 expert in your field (even if you're just starting out)', and 'Five little known ways to attract highly-targeted prospects on autopilot'. To the right of the text is a photo of Amy Porterfield. Below the text and photo is a red form with two input fields for 'First Name' and 'Email', and a 'FREE Instant Access' button. At the bottom, it says 'Amy has been featured in:' followed by logos for Entrepreneur Magazine, Forbes, FASTCOMPANY, and Mashable.

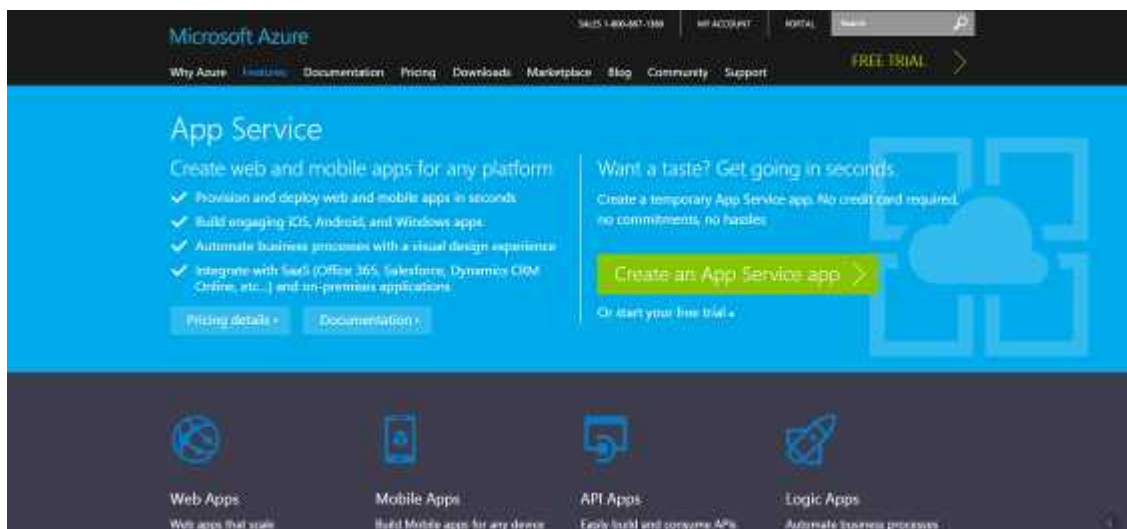


One thing that you might notice is that both of these lead generation pages are heavy on the visuals and formatting. They're easy on the eyes and attention grabbing.

## Lead Conversion

The other type of landing page is a lead conversion page. This is where you already have a prospect and you're striving to motivate them to take the next step in the process. For example, you may have an email subscriber and you're asking them to visit a landing page to make a purchase.

Below is a great example of "Click through" landing page. By clicking on an advertisement, the lead is sent to this page and the landing page designed to convert leads and motivate people to sign up for a free trial or to get them to actually buy. But as you can see, there are no forms to fill out on this page. The visitor has to click through.





Over the next few pages we're going to talk about the key elements that impact the success of your landing page. One tool that we'll refer to often is [Instabuilder](http://instabuilder.com). You can check out the tool on their website here - <http://instabuilder.com>.

Instabuilder is a WordPress plug-in that makes creating high converting landing pages quick and easy. Without rehashing everything that you can read on their website, it's good to know that this plug-in offers more than 100 landing page templates and each template is simple to customize.

It's a drag and drop approach which means you don't need to know any code language and if you're the type of person who can't really visualize something and instead needs to see what it before you know if you like it, you can modify your page until it looks exactly like you want it to.

Additionally, it creates more than a standard squeeze or click through type page. You can use it to create sales pages, launch pages, webinar pages, thank you pages, upsells and much more. It's highly functional. There are other tools out there that you can use. However, this is one of the best ones and because we'll refer to it a few times over the next couple of pages, it's good to know why we're focusing on this tool.

So let's get to it and talk about the structure of an effective landing page.

## **The Structure of a Landing Page**

The fundamental components of your landing page depend largely on the length of your page as well as your goal. Earlier there was a screenshot of a landing page that was what many would consider to be short copy. In contrast to long copy, there were less than 500 words. In the case of the example shown, there are probably less than 100 words. But it does embrace many of the components of an effective landing page. Let's take a look at them in a bit more detail.

### **Your Unique Selling Proposition (USP)**

What makes your company and/or your products or services different from your competition? What makes you better? It's important to know this before you begin creating any copy. Your USP is part of your brand and every message that you create needs to support that message. You may not state it outright, but your USP should be clear in your language, format and design, and in the offer. And you can, and often should, state your USP outright.

### **Headline**

This is what folks are going to see first and it may very well be the only full sentence on your page. We've already shared a few landing pages that only had a headline and a form. Your headline matters. It needs to tell the visitor what the offer is, grab their attention, and often motivate them to take action.

Here are a few examples of headlines that work for many landing pages:

- \_\_\_\_\_ Little Known Ways
- Announcing, \_\_\_\_\_

- Avoid These \_\_\_\_\_ Mistakes
- Don't \_\_\_\_\_ until You \_\_\_\_\_
- Finally, \_\_\_\_\_
- Get Rid of \_\_\_\_\_, Once and for All
- How to \_\_\_\_\_ in \_\_\_\_\_ Easy Steps
- Put \_\_\_\_\_ to Work for You
- See Just How Easy it is to \_\_\_\_\_
- Take the Guesswork out of \_\_\_\_\_
- Unlock the Secrets of \_\_\_\_\_

Power words can be very effective here. Power words are words that evoke emotion and have more oomph behind them. For example, someone can be “happy” or they can be “ecstatic.” They can be angry or furious. Software can be useful or it can be remarkably powerful. Here are a few power words and phrases to consider (and there are entire books written on power words and phrases for copywriting).

- breakthrough
- critically acclaimed
- dramatically increase
- easy-to-use
- free
- guaranteed
- instantly
- major breakthrough
- maximize
- overcome
- proven
- secret
- transform
- without breaking the bank

As you can see, some words and phrases can add impact and emotion to your headlines and to the copy within your landing page. Because many landing pages are relatively short, you do have to get right to the point with your visitor. You have about 20 seconds to capture their attention and they'll make a decision about your offer within a minute. Once you have the headline, it's often good to jump right into the benefits of your offer.

## What Are The Benefits?

What is in it for them? That's what your visitor wants to know. What do they get by clicking, by filling out a form and what do they get if they buy your product or service? You have to mention the benefits and the value up front and you want to address them early on the page. In an earlier landing page example, the author used a short checklist to outline the benefits of signing up for her email list.

Keep in mind the difference between benefits and features. Features are things like the loud sound on your alarm clock and the benefit might be that you won't be late for work. Before you craft your landing page, outline or list the benefits of the product, service, or information you're offering. How will it change your prospect's life?

## Proof/Social Proof

In a short copy landing page you don't really have much room to add a page of testimonials, facts, charts and supporting data. What you can do is share endorsements and social proof logos. For example, "as seen on Dr Oz" would be a great endorsement for a health and nutrition expert.

Or if you look at the previously used screenshot you'll see recognizable and notable websites. These provide social proof in a visual manner. The visitor immediately recognizes them and adds credibility and authority to the claims.



Of course in longer copy landing pages, you can add a short testimonial or two to add social proof to your page.

## Call-To-Action

Other than the headline, your call to action is the other "Must have" for your landing page. What do you want your visitor to do? It's generally going to be to fill out a form or to click on a button (and then fill out a form or make a purchase).

This means that your call to action is just as important as your headline and you want to spend time on it. You not only want it to appeal to and motivate your visitors to take action, you also want it to be clearly visible and apparent.

Here are a few calls to action to consider as you craft your own:

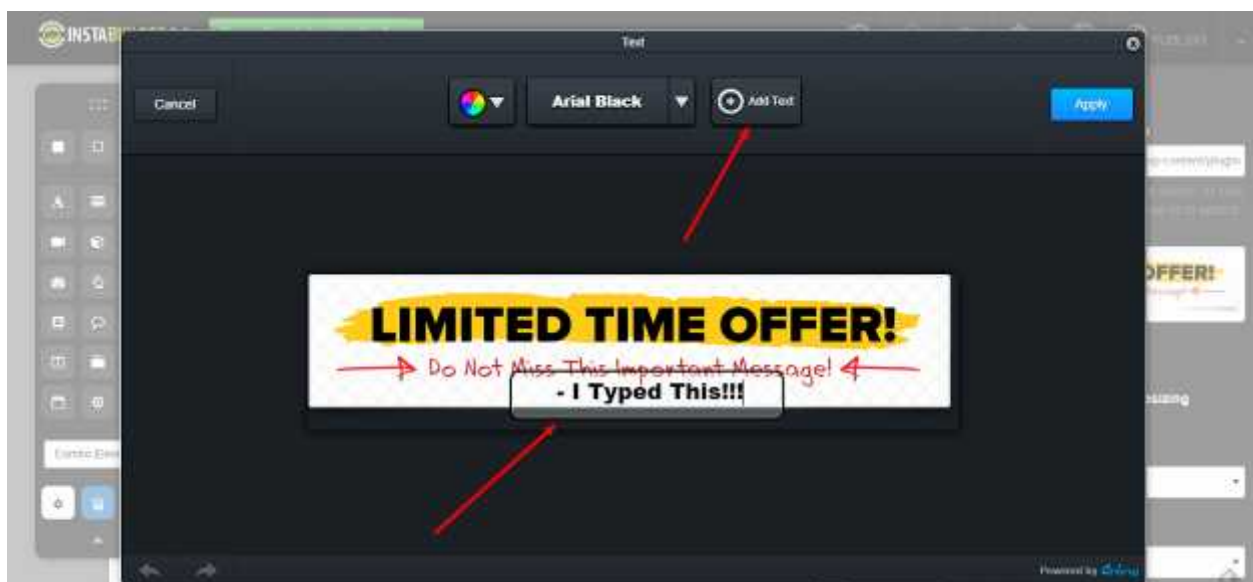
- “Claim your free subscription.”
- “Click here \_\_\_\_\_”
- “Click here to start your free trial.”
- “Do it today and avoid disappointment.”
- “Don’t waste another minute, get yours now.”
- “Download your free report.”
- “Sign up for your introductory \_\_\_\_\_”

Instabuilder makes creating a compelling and eye catching call to action command and button really simple. They have tons of premade buttons so you can not only choose the best one for your audience, you can also test different buttons to see what your audience responds to.

Because landing pages are often visually heavy and what they look like is as important as what they say, let’s talk about images and formatting. This is where Instabuilder may become your best friend because it makes this part of the process, which might otherwise be complicated, quick and easy.

Here’s a quick screenshot of just how easy Instabuilder is to use and to customize. After clicking on a template, I wanted to change the way the header text looked. In addition to a dozen or more different editing tools that let you change how the graphic looks, you can add text.

With no more than three clicks I was able to add “I Typed This!!!” to the header. Click “Apply” and it becomes part of your new landing page. It’s really that easy.



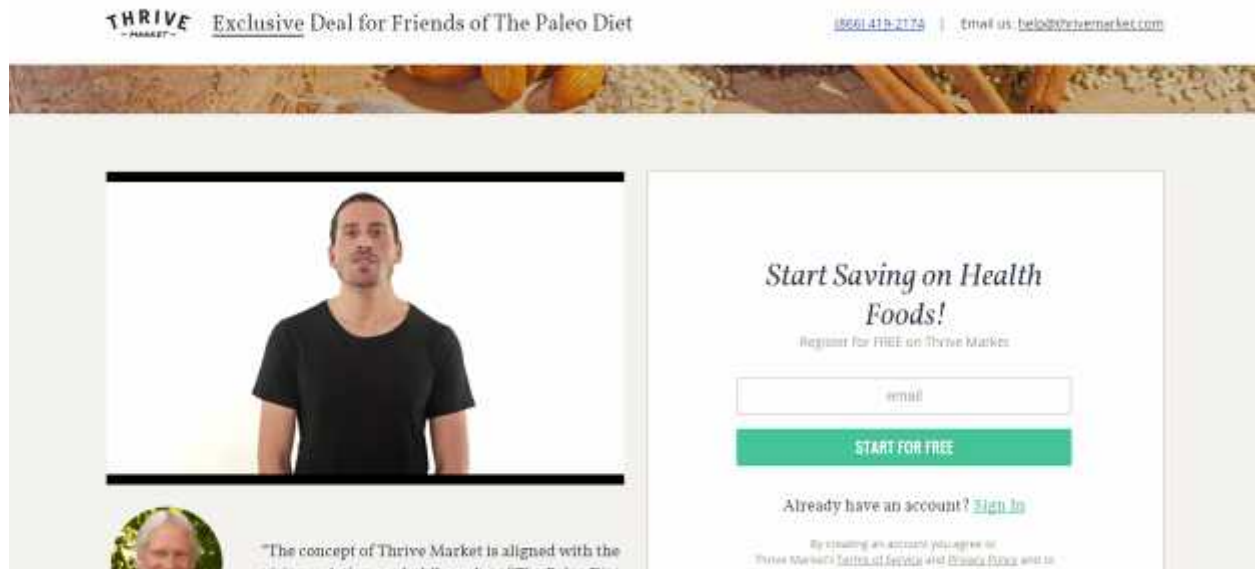


## How to Leverage Images and Formatting for a Successful Landing Page

As you've probably noticed with the examples shared in this report and with your own online experience, landing pages are highly visual pages. They sell and convert as much with their formatting and design as they do with their words. Because how your landing page looks is vitally important to your success we're going to take a look at visual components of a page.

### Video

Video allows you to welcome your visitor or prospect and to share a bit of valuable information with them. It essentially puts you right in front of them so you can create an instant connection. Now some video is a person talking and other videos are more like slide shows or screencasts. It all depends on what you're marketing and who your audience is. Below is a screenshot of a video landing page.



### White Space

White space is important. You want to have a visual balance between the images and the words. If a landing page is too visually heavy then it's going to overwhelm your visitor and they'll click away. The above is a great example of good visual space.

This next one is an example of a landing page that has too much going on. Even though there is a big yellow "start here" it's still difficult to see amongst all of the other commotion.



Source: Searchengineland.com

## Bullets

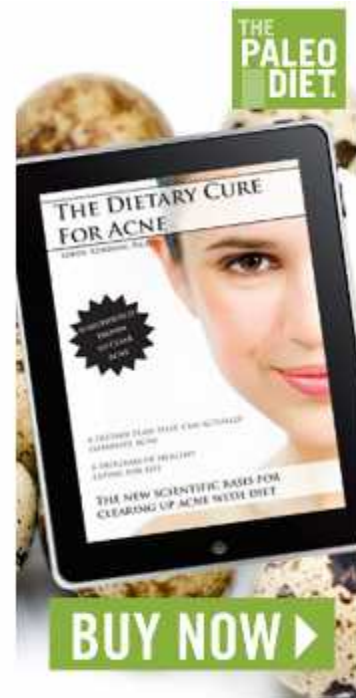
Bullets or checkmarks or numbers help identify the key points that you want your reader to see. In the previous screenshot you can see that they use bullets and checkmarks in a few places. This is effective if you utilize them in one location, not three. It makes it easy for your visitor to find the benefits and for them to immediately access the information they're seeking.

## Colors

The colors on your landing page do need to support your business niche. For example, software and financial industries often use blue and/or gray. And when thinking about health and nutrition green is often used.

Again, your colors also need to be balanced with text and white space. You want to make sure that your font color stands out clearly against the background color. And as a side note, white on black rarely works.

In the click through landing page below, the colors are representative of the healthy food niche. The white space is balanced quite well with the words and they've cleverly used an image as a means of conveying written information as well. A benefit of the Paleo diet may be to clear up your acne and that's visible on the ereader image on the page. You'll also notice that the button on the page is large and cannot be overlooked yet it blends in nicely with the page design.



## Font and Font Size

Some people, and designers, have very strong opinions about fonts. The bottom line is that you want your page to be easy to read on both a mobile device and a desktop monitor. Some fonts are just easier on the eye and are made for online reading. The size of your font needs to fit well within the design. You may need to try a few different sizes before you find the one that best fits

your needs. A general rule is that you want your headline and call to action to be a little larger than the body copy so they stand out.

Good fonts to consider include:

- Verdana
- Georgia
- Courier New, Courier
- Arial
- Helvetica
- Tahoma
- Trebuchet MS
- Palatino
- Lucida

Most often for online use the sans-serif fonts are preferred and easier to read.

## Graphics and Images

You can leverage images as a way to direct the eye. For example, the ereader in the Paleo Diet landing page is an image that contains information and the eye is pulled to that place. You can also use images as your background to help provide information, and even tap into buying triggers.

In the screenshot below the business owner is part of the picture. She's a nutrition coach and reflects a healthy image. Her image in nature may connect with her audience, build trust and credibility, and even tap into likeability – all of which are buying triggers.



## Directional Cues

On some landing pages you'll notice what are referred to as "directional cues." These are images that literally point to where you want the reader to look. A great example is a big red arrow that points to the "click here" button.

Here's an example of a landing page that leverages bullets quite well. It has great white space and software/technology appropriate colors and formatting. Additionally, when you mouse over the "request a free trial" button the little arrow moves, catching your eye. It's a small directional cue and I'm sure they tested it and found that the small arrow increased conversions.



## Forms and Text Boxes

Finally, you'll also see in the above example that they have a form on their landing page. In many cases you'll likely only have an email signup form. However, if you're asking someone to request a free trial and you're attempting to convert leads to customers, you may ask for more information.

The same is true for any online purchase. You probably want to gather a little information from the buyer. Your form needs to ask for just enough information and it needs to be positioned strategically. In the example used earlier of the visually cluttered landing page, the form blended into all of the other information.

In the example above, the form is clear and easy to find. Notice that it doesn't ask for pages and pages of information, just enough to help the sales team learn what they need to know about the prospect.

## Pop-Ups/Pop-Overs

A pop-up is also an option to consider and it's a feature that is supported with Instabuilder. While you have your visitor's attention, you can slide a form in front of them. Below is an example, of an effective lead gen pop-over for the website NomNomPaleo.com



You can also see under the wonderfully effective “subscribe” button that there’s another button that says “please don’t display this again.” Some people find pop-ups to be intrusive and perhaps obnoxious. By giving visitors the opportunity to essentially opt out of seeing this form; NomNom is respecting her visitor’s wishes.

There are other tactics to consider as you’re creating your landing pages. They include but aren’t limited to:

### Adding Urgency

Urgency can help overcome potential hurdles. If someone feels like the offer is going to run out, the price is going to increase, or that there are only a limited number of products or memberships available they may be more inclined to take immediate action.

Instabuilder is wonderful for this because you can quickly add a sense of urgency to any landing page. In the screenshot, one click of a button allowed me to add a countdown timer to the header.



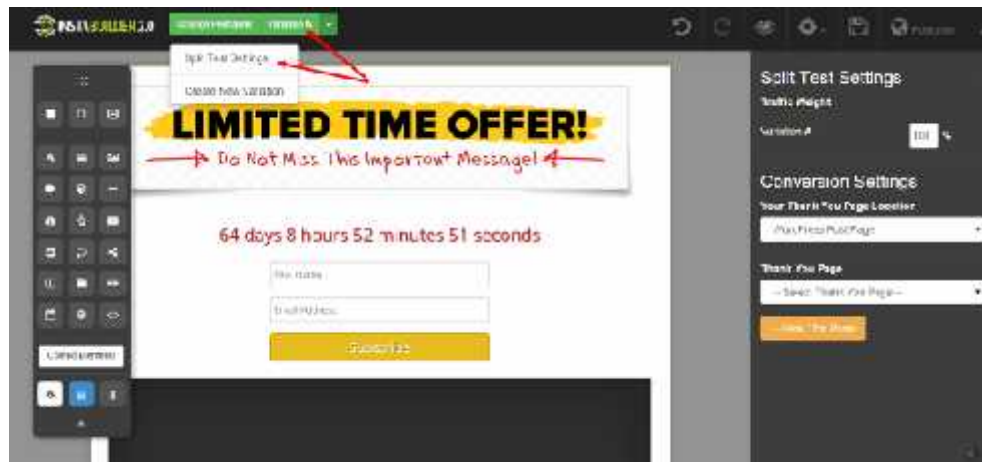


## Split Testing

Landing pages are an important tool because they allow you to create a specific landing page for a specific audience or segment of your audience. Facebook users can be directed to one landing page and email subscribers to another. This not only allows you to customize the landing page for the visitor but also gives you great testing power. You can quickly see which audience is more responsive to your message.

Split testing gives you another method to gather information about your audience and your prospects. You can, for example, test something as simple as the color behind the words "Limited Time Offer." You might learn that yellow works better than purple. You can test just about anything on your landing page.

The problem with split testing is that it can be cumbersome if you don't have the right tools. You have to create two separate landing pages and then modify the feature you want to test. You then have to upload the right URL for each audience. Instabuilder makes it easy and actually manages the split testing for you. And choosing what and how you test is straight forward.



You can see in this screenshot that we're using Variation A but choosing other settings or to create a new variation is just a click away.

What your landing page looks like impacts its functionality and how well it converts. If your visitors are instantly engaged and they're able to easily take action, your conversions will be much higher. You'll get a better return on your investment.

As you're creating landing pages to both generate leads and convert those leads into paying customers, make sure that the form and functionality support your goals and your audience's wants and needs.

As much time, energy, and effort that you put into your marketing strategy and tactics, it makes sense to back it up with landing pages that convert well. Don't leave visitors hanging. Don't let money sit on the table. Leverage the power of landing pages and begin using this straightforward tactic to help maximize every single lead and visitor that you have.

Landing pages don't have to be complicated and you'll find that goal oriented, visually interesting, and benefit or value driven landing pages will have better results. Identify your goal, know your audience, and start building landing pages to capture those leads and sales. While there are other methods and tools that you can use, if you have a WordPress based site, try Instabuilder. Instabuilder makes creating high converting landing pages quick and easy.