A Guide to Comprehensive Elements
in a Perfect Landing Page

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Preface

If you would have to create a perfect landing page, what would it look like? What would the colour scheme be? Or how would the value proposition read? The majority of the website owners demands for a high converting landing page but ultimately fails to dig into the right elements required for a successful landing page. Companies running online marketing campaigns should know the power of landing pages which is vital in getting a good ROI. If a website lacks a well-defined landing page, it can never bring in the right traffic. There is a whole science of psychology lurking beneath the surface and dozens of different components to keep in mind.

This eBook is a comprehensive guide to putting together the unifying elements that characterizes a perfect landing page for a website. Online Marketing professionals would immensely benefit from this document and accordingly develop their strategy to target the right audience.

Content

Introduction to Landing Page

Unlike the rest of the web pages, a landing page works like an island. It has one main motive to convince the visitors to proceed further and walk through as you want them to do so. Landing pages simplify the core concepts and make it easier for the target audience to convert. An effective landing page always targets a particular audience and offers them something of value, to convert a higher percentage of visitors into leads. Whether you're building a landing page for a new lead or an existing lead, the end goal is to capture your lead's interest in something that you offer and use this opportunity to nurture them further down the marketing funnel in the next sale cycle.

A perfect landing page answers four main questions that visitors usually have:

- » What exactly being offered?
- » What are the benefits of the offer?
- » Why should viewers need the offer?
- » How do users utilize the offer?

The Key Takeaway

A landing page showcases 'YOU' and 'YOUR BUSINESS'. Therefore, it deserves your full attention.

Five Different Types of Landing Pages

While all landing pages have one motive in common, however, they can be broadly categorized into five different types of pages:

1 *Click-through Landing Page*

A click-through landing page intends to persuade the visitors to the other pages as the actual sell likely won't take place on the landing page itself. Therefore, it is easy to get the logging user information through a landing page. It also influences product creation, campaigns, customer service initiatives and future sales directly. The destination page you get from a click-through page is either a registration page or shopping cart, allowing a much higher chance of conversion.
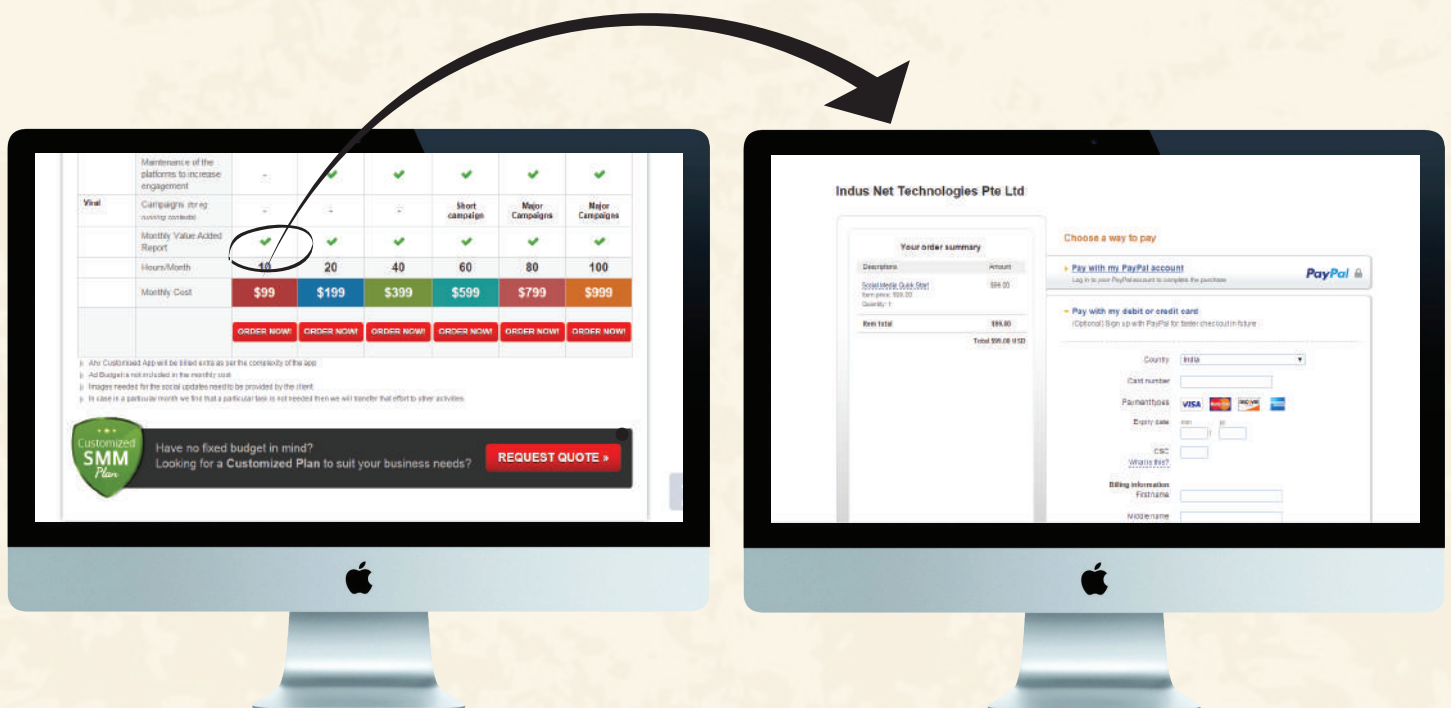
② *Lead Generating Landing Page*

A lead generating landing page aims at capturing user data including the name and email address. This type of page is designed to collect the information needed to market and connect with the prospects at the right time. It enables owners to see where users click and the period of time they spend at a particular section. Usually, lead generation landing page helps the owners in generating profits through:

» Webinar registration

» Newsletter sign-up

» E-book

» Discount coupon

» Contest entry

» Free trial

3 Viral Landing Page

A viral landing page intends to generate curiosity about a specific product or service using flash games or funny videos to stimulate the viewers' interests. The page indirectly makes people talk about it. A viral landing page promotes word of mouth marketing through social networks and focus not only on

getting page visitors sign up or follow the call-to-action but also to tell others what they found in the site.

4 *Microsites*

Microsites consist of small pages that are meant to engage user interaction while they pass on relevant information in a website. This type of landing page serves a single purpose of avoiding the clutter of the entire website and drives customer's attention towards it. A microsite's main landing page can have its own domain name and subdomain.

I.C.: Audiusa.com

5 *Homepage*

Homepage is a traditional form of landing page to target the leads and is commonly used by any business. Most of the homepage endorse linking, which the inbound marketers often overlook while doing search engine optimization. The link equity flow allows you to connect channel links to target landing pages and enhance a page's usability and crawlability that makes it simple for the users to search for relevant content.

The Key Takeaway

Despite its different forms, landing page has one common motto; to capture prospects basic information and connect with them at the right time.

The Importance of a Landing Page

A Landing Page is to Sell

You're selling your products and services in exchange of the buyer's email addresses or other information. The information usually comes in the form of downloadable books, design freebies, courses or newsletters.

Segregation of Audience

Designing unique landing page helps to cater any message to specific sections of your audience. In addition, a landing page easily bifurcate the truly interested visitors from the passerby and immediately encourages conversions.

A Higher Prospect for Conversion

A crisp and simple to navigate landing page drives people to an obvious desired destination. If a landing page is designed with conversion in mind, there is always a probability of higher rate of conversion. The higher the conversion is to your website, the better the revenue.

Collection of Objective Data

With key metrics like visitors, bounce rates and total conversion, a landing page gives an insight about your audience through objective data. These data helps to measure campaign success and business ROI.

The Key Takeaway

No matter what your goal is with a landing page, you can bet it converts more visitors into leads.

The Checklist before Designing a Landing Page

☑ Check domain name availability. A strong branded domain name can place a heavy influence on the design direction

☑ Make use of video where appropriate in the landing page. This can make complex products more accessible and engage visitors at the same time

☑ Visitors should be able to easily scan the page at a quick glance. You have approximately 8 seconds to convince visitors to stay on the page. So value proposition needs to be very quick and convincing

☑ Only ask for the required information. The more fields you ask the visitors to fill up in the form, the less chance you have of them completing your offer. If your conversion requires a form, incorporate the bare minimum of form fields

☑ Testing and making corrections makes learning even better. A/B testing of your landing page is a powerful tool in creating excellent landing pages

☑ The landing page must contain eye-catching images to make it more attractive and for a better user experience. Consider adding visual cues and guide the visitors in what they should do next

☑ Relevant and engaging content allows for immediate conversation. The mind-bending words in landing pages can do wonder at influencing visitor's decision making process

☑ Make the landing page more about the visitors. The visitors do not care about your goals and aspirations. Showcase what you can do for them and how you fulfil their demands

☑ Have conversion track set up properly on your landing page to check how your pages are performing.

The Key Takeaway
Domain name, videos, value proposition, to the point questions, testing, images, content, conversion tracking tool and caring about visitor's needs are what makes a landing page successful.

The Step-By-Step Guide for Creating the Ideal Landing Page

A Clear and Concise Headline and Subheadline

One of the first things that visitors will notice in a landing page is its headline. It should not be boring or confusing but should be able to compel the visitors to take a closer look. However, the headline and the advertising wording should complement each other.

Also if the headline makes the user take a look, then the subheadline should make them stay. Ideally, the subheadline should have elements of persuasiveness with slightly more detail and depth than the headline.

A Strong Call-To-Action

There shouldn't be any navigation on your landing page. Instead, your call-to-action should navigate your visitors to their destination. If you provide a comprehensive menu with a call-to-action in your landing page, visitors will be tempted to learn more about you on your About Page, check your blogs or look through your portfolio. In short, remove all distractions. A header, sub-header and additional information should all lead to one call-to-action.

Layout of the Page

An impressive background image conveys the mood of your offering. Use images that capture the mood of your products and services. However, your offerings should be in align with your images. Use authentic pictures of people who use your products in order to build trust with your audience. Don't incorporate too many clickable or distracting images. Instead, maintain a streamlined design that directs users into one goal - Conversion. Also, the font should be clear and legible, especially, to help those who are using mobile devices. The simpler the design, the more effective it will be.

➡ *Positioning the Text*

Once you've planned the layout, position your unique selling proposition next to the images. If necessary, use bullet points to capitalize on the visitors' need to consume information quickly. Below the proposition, include a call-to-action and make it unavoidable. All of this information should be above the fold as it has been observed that visitors spend 80% of their time above the fold and 20% below the fold.

➡ *Choosing the Right Color*

Research study discovered that 90% of consumer decisions about particular products are based on color. When it comes to using the background color, avoid using too many colors in a landing page. Choose two to maximum three harmonious colors to convey your message. However, make sure that the color you choose does not interfere with the text and contrasts well.

Remember, if you're going to use link, start with the web convention of using blue for underlined links.

➡ *Copy*

Copy is meant to sell. It should be concise and minimalistic. Spend time perfecting it for the most significant impact. Tailor your message for each landing page to specifically target your audience. However, do not do keyword stuffing in your content. Your content should focus on the clients' need and why they should care. An effective content will always push people into approaching your call-to-action.

➡ *Value Proposition*

One of the best ways to advance your value proposition is through a list of benefits and explaining them in details. However, the advantages should be clearly focused on the users and how they'll benefit. This is important as value proposition in order to make your company and its products and services attractive to the consumers. Value proposition typically answers a user's question as 'what's in it for me'?

Include Testimonials

Initially, a user is always in doubt whether to trust the product and service. And if they see a trustworthy testimonial, it helps in cultivating the user's trust. So, choose your testimonial from people who are most relevant to your target audience. Pictures are the keystone of trust in testimonials. So, ensure that every featured testimonial is accompanied by an image of a real person. The best testimonies are backed by real numbers, real facts and data and specific applications.

Different Forms of Contact

A persuasive landing page may have multiple ways of contact including email address, phone number, physical address or a contact form. Some of them even have pop-ups where a customer service representative asks for any kind of help. Even live chats featured in a pop-up can be useful to make sure you have some convincing reasons to keep your visitors in your page.

The Logical Flow of the Page

A logical flow of the landing page is crucial to engage the visitors. They always follow the logical thought process of a landing page. So, lend them with the following compelling process in your landing page:

> Start with your explanation, benefits and testimonial.
> You can use multiple CTAs (call-to-actions); however, positioning them at each discrete section is essential.
> Enhance the logical flow with corresponding design flow features that will improve the process with cognitive coherence. Allow your design to distinguish sections.
> Persuasive features should be distributed in every section of your landing page. Don't confine them to a single section.
> Last but not the least, choose a type of guarantee that works best for your business type and state them on your landing page.

The Key Takeaway
A crisp headline, strong call-to-action, a perfect layout, the correct text position, the right color combination, business message, value proposition, testimonials and different forms of contact are what a landing page is made of.

The Mistakes You Should Avoid

✖   Not clearly explaining what you do

✖   Inappropriate CTA button with incorrect colour and positioning

✖   Poor typography

✖   Lack of imagery that inspires action

✖   Too many videos

✖   Using vague testimonials

✖   Don't underestimate the value of social sharing

✖   Don't get overly creative with your landing page

✖   Don't skip optimizing your landing page

✖   Lack of trust symbol

✖   No unique selling proposition or value proposition
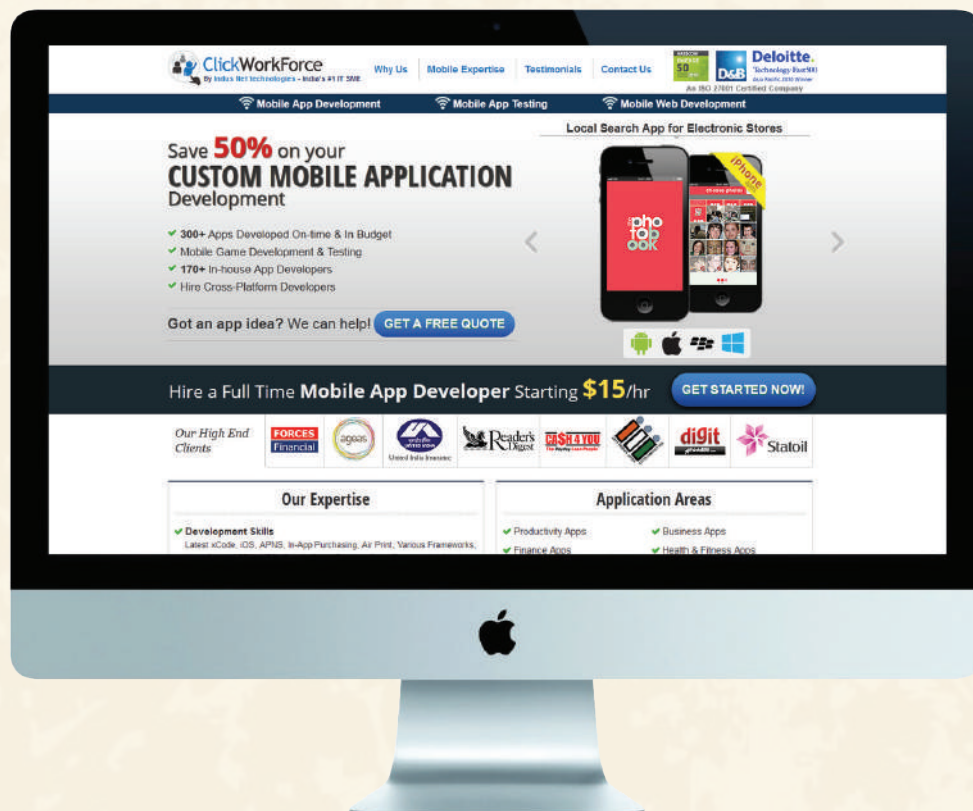
Final Thought

Landing page is a website's crucial member to convert visitors into leads. However, the page requires the essential ingredients to offer visitors a more personal experience. 96 percent of first-time visitors to your website aren't ready to convert. It's, therefore, a prime reason why you need a landing page. A landing page is typically linked to an offer - an offer that can be advertised through a call-to-action button, a PPC, a QR code or a link in your on-page text. The point is you can link to a landing page from anywhere as landing pages have always proved effective.

So, start building landing pages and link them to your offers or every inbound advertising campaign you operate.

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