

How to Make a Killer Landing Page

Critical Best Practices for Converting Organic & Paid Traffic

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LUCY ORLOSKI

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from **maine**; former
hubspotter!

AGENDA

1 Critical Elements of a Successful Landing Page

- Why Do They Matter?
- Guiding Goals
- 3 Golden Rules
- Creative Experimentation
- Thank-You Pages

2 Landing Pages for Paid Traffic

- Why Do Paid Landing Pages Matter?
- Elements of a Successful Paid Landing Page
- Nurturing Paid Leads

1

Critical Elements of a Successful Landing Page



Landing pages are fishing nets that capture the ocean of traffic sitting on your website.

They're a marketer's primary tool to turn site traffic into valuable, contactable leads.





Landing pages get someone to do something you want them to do.

...Fill out a form, download something, create an account, call a number...

Guiding Goals

- 1 Conversion
- 2 Clarity
- 3 Friction Reduction



Three Golden Rules



3 Golden Rules

1 Tell visitors exactly what you're offering



“This eBook has 17 pages of charts and graphs, step-by-step instructions for determining your ROI, and a full set of worksheets you can use at your next planning meeting.”

3 Golden Rules

- 1 Tell visitors exactly what you're offering
- 2 Tell them why they can't live without it



“This eBook gives you all the tools you need to overcome internal opposition and get the buy-in you need to purchase enterprise security software.”

3 Golden Rules

- 1 Tell visitors exactly what you're offering
- 2 Tell them why they can't live without it
- 3 Tell them what they need to do to get it



“Just fill out the form at right and we'll send you a copy of your eBook!”

Landing Page Example



Home / Login

Free 12-page Guide to Pre-call Planning



12-page full-color guide complete with data, insights, definitions, charts, tips, and links to additional resources.



Free Guide to Pre-call Planning - Insights for Your Sales Team

Pre-call planning is increasingly vital in today's conversation economy. Learn how to increase your sales team's return on time spent in front of customers with this complimentary guide that discusses:

- Why effective pre-call planning is more than just research
- The benefits of pre-call planning
- Elements of the most successful pre-call plans
- Why pre-call planning is important to more than just your sales reps inside your sales organization

Nearly 3 out of 4 top-quintile sales professionals say they use pre-call planning better than their lower-performing peers. Find out what they are doing so well and how your team can benefit.

Download Now!

First & Last Name *

Job Title *

Company *

Company Email (needed to receive the white paper) *

Company Sales Team Size (Employees) *

-Choose One-

Telephone *

I'd like to subscribe to The Sales Performance Suite Blog

Download Now

Tells you exactly what you'll get

Tells you what you need to do to get it

Tells you why you can't live without it

**OVER
30%**



A Designer's Guide to Web Performance

The Ultimate Web Designer's How-To Guide to Making Your Website & Web App Faster.

This eBook gives any web designer the **how-to steps, tools, and best practices** needed to design and build faster websites and web apps -- and provide the best experience possible for your users. You'll learn:

- **Why web performance matters** for designers
- **What causes poor performance** on websites & web apps
- **How to design and build** fast websites & web apps from the start
- **The tools you need** to test and monitor your web performance
- **How to design with performance** as a priority

Just fill out the form on the right to download A Designer's Guide to Web Performance!

Sample content:

A faster website or web app will produce better business results and a better user experience. It will significantly increase visitors, conversions, average order size, and revenue both in the short and long-term. There are endless case studies proving the importance for web performance.



Tells you exactly what you'll get

This eBook is a **50-page guide** for web designers on how to optimize their code and designs for better web performance.

It includes **pictures, charts, code snippets, and links to free tools** to help you do it all!



Tells you why you can't live without it

Download Guide

First name *

Last name *

Email address *

Website URL *

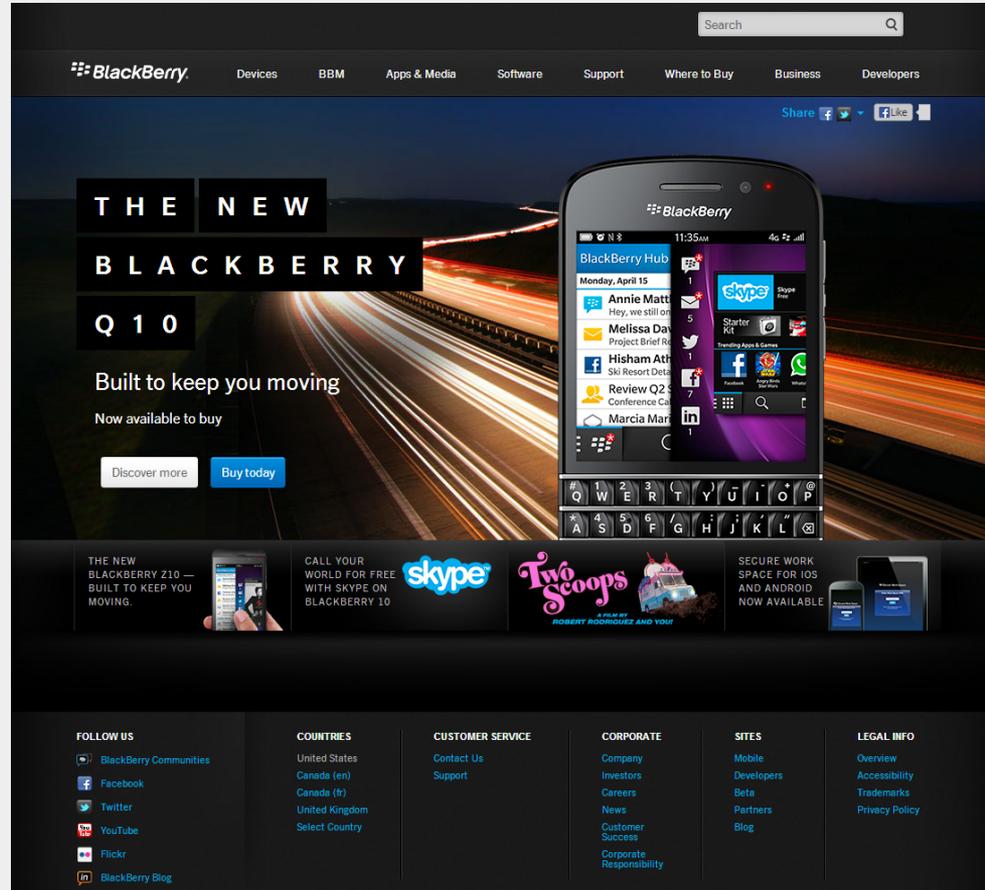
Phone Number

Biggest Website Challenge?

Tells you what you need to do to get it

49%

Bad Landing Page Example



Bad Landing Page Example

See what 30% more loading space* looks like

Rollover to expand >



BOSCH
Invented for life

LEARN MORE >>

*compared to a Bosch dishwasher with two racks

Think of all the items you'll fit in your new Bosch dishwasher—with 30% more loading area*

Click the kitchen tools you use most often to see how they'll fit in your new dishwasher.



Flexible Third Rack

Expandable wings on our flexible third rack provide extra room for ramekins, measuring cups and extra-large utensils.

Introducing our new 3rd rack

Raise it. Lower it. Quick and easy. Our new 3rd rack lets you load your dishwasher the way you want.

Quiet

Design

Quality

Find your dishwasher at...

YALE
APPLIANCE • LIGHTING

Shop Now >

296 Freeport St.
Boston, MA 02122
617.825.9253
[Get Directions >](#)

Good & Bad Landing Page Example

A landing page for Nautilus magazine. The top navigation bar is white and contains the Nautilus logo (a yellow circle with a white swirl) and the word "NAUTILUS" in a black sans-serif font on the left, and "NEWSLETTER" followed by Facebook and Twitter icons on the right. The main visual is a dark background with a large, stylized illustration of a dandelion seed head in white and yellow. The text "CURL UP WITH NAUTILUS" is centered in a white serif font. Below it is a yellow rectangular button with the text "SUBSCRIBE HERE" in black. Below the illustration, the text "OWN IT FOREVER. FOR \$4 A MONTH." is centered in a black sans-serif font. The bottom section is white and contains four columns of text, each with a bold heading and a paragraph of text.

WHO WE ARE
Nautilus is a different kind of science magazine. We weave science, culture and philosophy into broad narratives that you will find familiar yet surprising.

WHERE TO FIND US
You can read us online at nautil.us. Or choose the ultimate *Nautilus* experience: our print quarterly. 192 pages of sumptuous illustration, our best online content, and fresh contributions from the world's best thinkers.

WHY NOW
Subscribe today and get our inaugural issue in your mailbox. If you're not satisfied, cancel within 60 days and get a full refund. Stay subscribed and you'll get an additional four issues. Either way, the first issue is free.

HOW TO SUBSCRIBE
It's easy! Click the button below, complete the form, and a *Nautilus* quarterly will ship to you promptly.



Creative Experimentation

Experimentation Prep

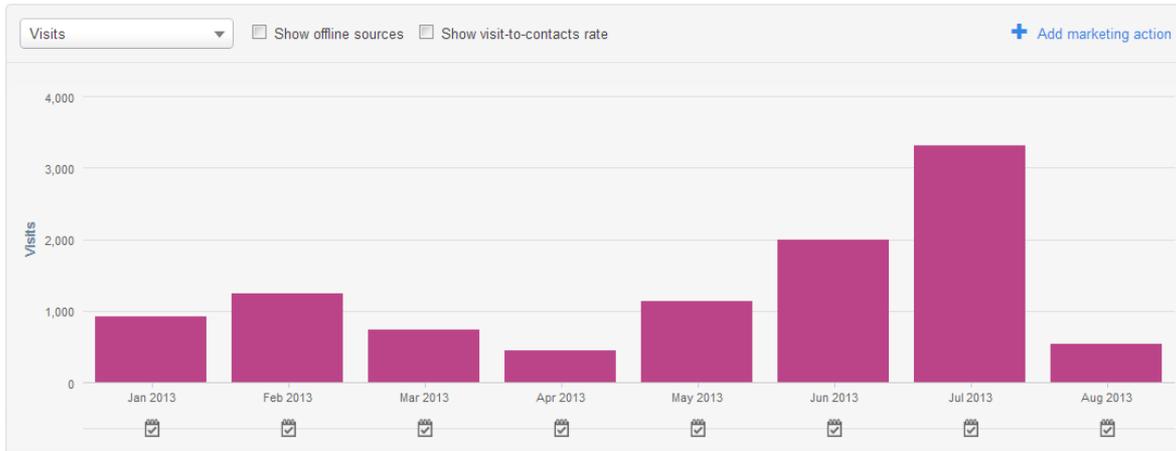
1 Tracking URLs



?utm_campaign=adplacement-offer-date-creative
?utm_campaign=webpronews-roiguide-082113-a

Sources





Traffic Sources ► Other Campaigns

[Save as report](#)

Campaign	Visits	%	Contacts ▲	%	Customers	%	
websitemag-071513-mondayecomm...	1,151	40.8%	469	0.0%	0	0.0%	
wpn50k-072613-designersguide	517	42.5%	220	0.0%	0	0.0%	
wmtdedicated-008113-designersguide	388	44.9%	174	0.0%	0	0.0%	
webpronews-10p10s-062813	565	20.5%	116	0.0%	0	0.0%	
websitemag-071813-thursdaydesig...	236	31.4%	74	0.0%	0	0.0%	
wmt060413-beginnersguide	206	30.6%	63	0.0%	0	0.0%	
wmt021913-beginnersguide-ebook	163	38.0%	62	0.0%	0	0.0%	
emarketer-062513-topspot-designe...	128	45.3%	58	0.0%	0	0.0%	

[Export current view as XLS](#)

[🏠 Reports Home](#)

View all of your saved reports.

[📊 Trends & Suggestions](#)

React to your current trends.

[🔗 Tracking URL Builder](#)

Build links to track your marketing campaigns.

Test Prep

- 1 Tracking URLs
- 2 Frequency



*Test as much as you can. If you have limited time & resources, focus testing on problem pages – those with **< 20% conversion rates.***

Areas for Experimentation

1 Positioning / Lead-In CTA



*How you set expectations of what a user will see on a landing page is critical. **If you promise one thing and deliver another – or a visitor perceives that you do – it can seriously hurt your conversion rates.***

Positioning / Lead-In CTA

Overview Features Pricing Case Studies Technology Integrations

Developer Overview

No user has ever complimented your backend.

If nobody downloads your app, you are out of time and money; but if everyone uses it, your servers will crash. With Kinvey, developers no longer need to choose between up-front investment and robustness.

We eliminate your risk by reducing backend development time from **weeks** to hours, allowing you to prototype faster and with less effort. No servers to spin up and manage, no "API spaghetti" to detangle, no tedious backend code (e.g., database, user / file management) to write. And you never have to pay us unless your app is successful.

Major companies like Johnson & Johnson and startups like Fetchnotes build apps on our platform because uptime, security and scale are never challenges with our fully managed cloud backend. Spend your nights iterating on your UX, not worrying about server maintenance or downtime.

Dig Deeper

- Features
- Pricing
- Case Studies
- Technology Integrations

Sign Up for Kinvey

Overview Features Pricing Case Studies Technology Integrations

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Dig Deeper

- Features
- Pricing
- Case Studies
- Technology Integrations

Start Building with Kinvey  **6%**

Positioning / Lead-In CTA

The screenshot shows a website layout. At the top is a navigation bar with links: HOME, OUR COMPANY, OUR SERVICES, GALLERY, TESTIMONIALS, and CONTACT. Below the navigation is a large hero image of a bedroom. On the left side, there is a vertical menu with categories: RESIDENTIAL, COMMERCIAL, PLANNING & DESIGN, INTERIOR DESIGN, NEW HOME CONSTRUCTION, EXTERIOR CONSTRUCTION, REMODELING ADVICE, and FREE DESIGN CONSULTATION. The 'FREE DESIGN CONSULTATION' link is highlighted with an orange box. The main content area features the heading 'FREE IN HOME DESIGN CONSULTATION' followed by the text: 'Not sure whether remodeling makes sense for you right now? Want to find out what you can do within your budget? Here's a great way to get some ideas from a pro, in the comfort of your own home. And it's free! Here's what you'll get:'. A bulleted list follows, detailing the benefits of the consultation. At the bottom of this section is a form titled 'COMPLETE THIS FORM TO SCHEDULE YOUR FREE CONSULTATION TODAY!' with fields for Name, Email, Phone, and Message.

Free Quote



Free Design Consultation



~ 25% CTR

~ 15% LP conversion

Areas for Experimentation

- 1 Positioning / Lead-In CTA
- 2 Navigation



*Best practice is to leave your landing page free of navigation.
You can test including it, but **when in doubt, go without.***

Navigation



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Google Custom Search



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It includes **pictures, charts, code snippets, and links to free tools** to help you do it all!



A Designer's Guide to Web Performance

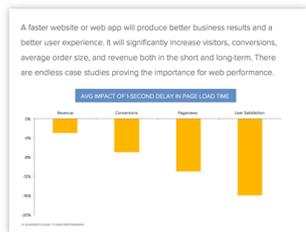
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Just fill out the form on the right to download A Designer's Guide to Web Performance!

Sample content:



Download Guide

First name *

Last name *

Email address *

Website URL *

Phone Number

Biggest Website Challenge?

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Areas for Experimentation

- 1 Positioning / Lead-In CTA
- 2 Navigation
- 3 Copy



*Copy is critical. It's how you communicate to a visitor what they'll get if they fill out your form – and why they can't live without it. **Experiment with the content of your intro, bullets, and concluding copy. Always err on the side of simplicity & clarity.***

Copy

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Metric	Impact of 2-second delay
Bounce	~10%
Conversions	~20%
Repeat	~30%
User Satisfaction	~40%

Download Guide

First name *

Last name *

Email address *

Website URL *

Phone Number

Biggest Website Challenge?

Areas for Experimentation

- **Headline**
- **Body Intro**
- **Bullets**
- **Conclusion, CTA**
- **Image Captions**
- **Content Previews**

Copy

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AVG IMPACT OF 1-SECOND DELAY IN PAGE LOAD TIME



Metric	Impact of 1-second delay
Bounce	+12%
Conversions	-7%
Repeat	-10%
User Satisfaction	-16%

Download Guide

First name *

Last name *

Email address *

Website URL *

Phone Number

Biggest Website Challenge?

Aim for:

- Clarity
- Brevity
- Articulating value to the visitor

You have less than 3 seconds to make the value of your offer clear to your visitor. Don't add complexity!

Areas for Experimentation

- 1 Positioning / Lead-In CTA
- 2 Navigation
- 3 Copy
- 4 Pictures / Previews



*Pictures & other content previews are among the most direct ways to show users what they'll get from your offer. **Experiments with pictures & content previews are most likely to impact your conversion rates.***

Pictures / Previews

Kinvey named "Top 10 Cloud-based Tool for Developers" by VentureBeat

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learning how to make an android app?

our ebook will help you get started with android development quickly

Thank you for downloading our Android development eBook! You can [download it here](#). It's also just been emailed to you, in case you want to refer to it later or get it again.

We hope you like it. If you're developing any app, start by signing up for Kinvey's Backend as a Service (at right). It's free. We make setting up a feature-rich backend for your mobile app easy and fast, including data collections, push notifications, integration with Facebook Open Graph, and more.

Thanks!
The Kinvey Team

Sign up for Kinvey:

Choose a Password

By clicking Sign up, you agree that you have read and understood our [Terms of Use](#) and [Privacy Policy](#)

[get started today](#)

Kinvey named "Top 10 Cloud-based Tool for Developers" by VentureBeat

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learning how to make an android app?

our ebook will help you get started with android development quickly



Thank you for downloading our Android development eBook! You can [download it here](#). It's also just been emailed to you, in case you want to refer to it later or get it again.

We hope you like it. If you're developing any app, start by signing up for Kinvey's Backend as a Service (at right). It's free. We make setting up a feature-rich backend for your mobile app easy and fast, including data collections, push notifications, integration with Facebook Open Graph, and more.

Thanks!
The Kinvey Team

Sign up for Kinvey:

Choose a Password

By clicking Sign up, you agree that you have read and understood our [Terms of Use](#) and [Privacy Policy](#)

[get started today](#)

↑8%!

Areas for Experimentation

- 1 Positioning / Lead-In CTA
- 2 Navigation
- 3 Copy
- 4 Pictures / Previews
- 5 Forms

*Think of your form as a wall you're asking a visitor to jump over. If you ask for more information than the offer is perceived to be worth, conversion will suffer. **Ask only for what you need.***

Forms / Submit Button



learning how to make an android app?

our ebook will get you started with android development quickly



Interested in building your first Android app? Our latest eBook contains everything a developer needs to know to get started building killer Android apps.

"How to Build an App: Android Edition" readers will learn how to:

- Established a minimum viable product (MVP)
- Set up an Android development environment on your computer
- Create a sample app and deploy it to an Android device

What is Kinvey?

Kinvey makes a fully-featured Backend as a Service solution, offering 3rd party data integrations, multi-platform support, push notifications, and custom business logic on a platform where it's free to get started and you only pay when your app is successful.

Email Address*

First Name

Company

I am a...

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learning how to make an android app?

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Interested in building your first Android app? Our latest eBook contains everything a developer needs to know to get started building killer Android apps.

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Email Address*

First Name

Company

I am a...

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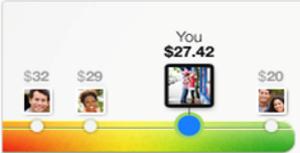
↑ 3.5%

Areas for Experimentation

- 1 Positioning / Lead-In CTA
- 2 Navigation
- 3 Copy
- 4 Pictures / Previews
- 5 Forms
- 6 Alternative CTAs

*Having another CTA on your landing page can boost overall visitor conversion if the CTA doesn't conflict with the initial landing page offer. **Experiment with an alternative offer that speaks to an earlier- or later-stage visitor.***

Alternative CTAs / Example



A horizontal bar chart comparing energy usage. From left to right: a person's profile with '\$32', another person's profile with '\$29', a person's profile with '\$27.42' (labeled 'You'), and another person's profile with '\$20'. The bar is color-coded from red to green, with the 'You' bar being blue and positioned in the green section.

See Where You Stand

MyEnergy shows how your utility costs compare to similar homes.

Run Your Dishwasher At night...

Install a Hot Water Heater...

Find Ways to Save

Get an organized checklist of easy steps you can take to save energy & reduce your bills.



A bar chart with four bars of increasing height, followed by a downward-pointing arrow and a gift icon.

Get Rewards for Saving

Build up points as you increase your energy efficiency & redeem them for coupons at local businesses!

MyEnergy Tracks Home Energy Usage & Helps Lower Utility Bills. **It's Free.**

When you create a free MyEnergy account, you can easily:

- See how your utility costs compare to nearby homes**
- Reduce energy consumption & lower your utility bills by following simple, easy steps**
- Build up points as you save & redeem them for local coupons**

It takes just a few seconds to create your account and start saving. Fill out the form at right & you'll be on your way!

Full Name

Email

New Password

Create Free Account

Not Quite Ready Yet?
Download our free Home Energy Self-Evaluation to score your home's energy consumption instead!

Download Self Evaluation



MyEnergy About Team Careers Terms Contact Blog Follow on Twitter MyEnergy © 2012

Like 373 Tweet

Alternative CTA Best Practices

Don't

- Fail to add value beyond the primary offer of the landing page
- Conflict with the primary offer of the landing page (e.g., offering an eBook as an alternative CTA on a landing page for another eBook)

Do

- Provide visitors with another viable path to walk down
- Clearly differentiate your alternative CTAs from the primary offer of the landing page (e.g., offering a free tips guide as an alternative CTA on a free trial landing page)

Areas for Experimentation

- 1 Positioning / Lead-In CTA
- 2 Navigation
- 3 Copy
- 4 Pictures / Previews
- 5 Forms
- 6 Alternative CTAs
- 7 Page Load Speed

*Landing pages that load quickly convert more visitors. **Load times should be 3 seconds or less to prevent conversion loss.***

For a website that takes more than 3 seconds to load,

40%

of visitors will abandon it &

80%

will never return.

Page Load Speed / Resources

Free Resources

- [A Beginner's Guide to Web Performance](#)
- [A Designer's Guide to Web Performance](#)
- [How to Identify 10 Performance Problems in 10 Seconds](#)
- [How to Prove the ROI of Web Performance](#)

Free Speed Testing Tools

- www.websitetest.com
- www.webpagetest.com



What Happens Next?



The Value of Thank You Pages



Thank-You Pages

1 Value



*A good thank you page gives a visitor multiple relevant paths to walk down. If you have lead intelligence software in place, you & your Sales team will **see where the user went next – and have a clearer idea of what’s important to them for a stronger sales conversation.***

Thank You Pages / Example

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Google™ Custom Search

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Why Yottaa Products Monitor Optimizer Solutions Customers Pricing About

Here's Your Guide!

[A Designer's Guide to Web Performance](#)

Ready to Start Monitoring Your Site for Performance Problems?

FREE MONITORING ACCOUNT



Get free 24x7 performance monitoring of your website from any browser, device, & location!

[CREATE MY FREE ACCOUNT](#)

Thanks!

You can download your guide from the link to the left. We've also sent you an email with a link to the file.

In the meantime, check out these other resources you might find helpful!

Useful Blog Posts

[How Website Order of Execution Impacts User Experience](#)

[How Does Reducing JavaScript Requests & Minifying JavaScript Impact Site Load Time?](#)

[The ROI of Website Performance: A Resources Guide](#)

Related Site Performance eBooks



[Twitter](#) [YouTube](#) [Facebook](#) [LinkedIn](#) [RSS](#)

Google Site Stats
learn more

Thank-You Pages

1 Value

2 Best Practices

Thank You Page Best Practices

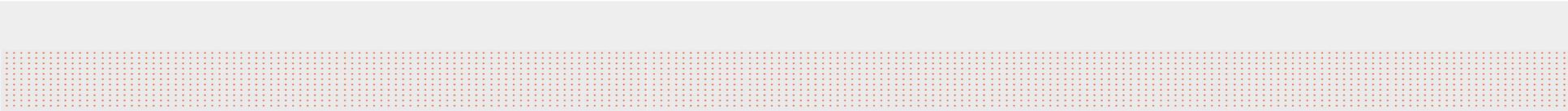
Don't

- Use the same thank-you page for every offer
- Stonewall the user by providing no recommendations on where they should go next

Do

- Give them the asset they asked for!
- Add navigation back
- Take into account what your visitor just did
- Give your visitor multiple relevant “paths” to walk down
- Use CTAs for later-stage offers

2 Landing Pages for Paid Search





Concerns Specific to Paid Advertising

Why Do Paid LPs Matter?

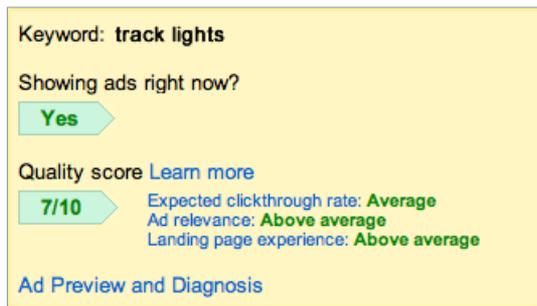
1 Bounce Rate



*You paid for traffic to reach your landing page. If it immediately bounces, **you wasted that money.***

Why Do They Matter?

- 1 Bounce Rate
- 2 Quality Score



Keyword: track lights

Showing ads right now?
Yes

Quality score [Learn more](#)
7/10

- Expected clickthrough rate: Average
- Ad relevance: Above average
- Landing page experience: Above average

[Ad Preview and Diagnosis](#)

*If you're running AdWords, landing pages that load quickly and immediately follow through on a user's expectations have **higher Quality Scores**, reducing your **CPC** and lowering your overall cost per conversion.*

Why Do They Matter?

- 1 Bounce Rate
- 2 Quality Score
- 3 Cost Per Lead



Regardless of paid channel, the more visitors you convert on your landing pages, the lower your cost per lead.



Elements of a Successful Paid LP

Elements of a Successful Paid LP

1 Organic Best Practices



*All best practices for an organic landing page apply to paid landing pages, too. That said, **there are a few areas where extra focus & experimentation can pay off.***

Elements of a Successful PPC LP

- 1 Organic Best Practices
- 2 PPC: Speaks to Keyword / Ad Group Interest



*If you're buying the keyword "red shoes," both your ad copy & landing page should speak directly to that interest in text and images. **Catering to visitor interest on a PPC landing page results in higher conversion & lower cost per lead.***

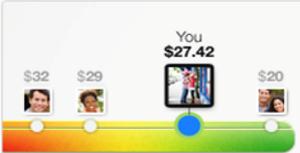
Elements of a Successful PPC LP

- 1 Organic Best Practices
- 2 PPC: Speaks to Keyword / Ad Group Interest
- 3 Early-stage Alternative CTAs



*Paid leads are generally colder. They are less likely to take you up on a late-stage offer like a trial or immediate purchase. **Including an early-stage CTA like an eBook or tips guide on a paid landing page helps you capture a larger portion of your paid traffic!***

Alternative CTAs / Example



A horizontal bar chart comparing energy usage. From left to right: a person's profile with '\$32', another person's profile with '\$29', a person's profile with '\$27.42' (labeled 'You'), and another person's profile with '\$20'. The bar is color-coded from red to green.

See Where You Stand

MyEnergy shows how your utility costs compare to similar homes.

Run Your Dishwasher At night...

Install a Hot Water Heater...

Find Ways to Save

Get an organized checklist of easy steps you can take to save energy & reduce your bills.



A bar chart with four bars of increasing height, followed by a downward-pointing arrow and a gift icon.

Get Rewards for Saving

Build up points as you increase your energy efficiency & redeem them for coupons at local businesses!

MyEnergy Tracks Home Energy Usage & Helps Lower Utility Bills. **It's Free.**

When you create a free MyEnergy account, you can easily:

- See how your utility costs compare to nearby homes**
- Reduce energy consumption & lower your utility bills by following simple, easy steps**
- Build up points as you save & redeem them for local coupons**

It takes just a few seconds to create your account and start saving. Fill out the form at right & you'll be on your way!

Full Name

Email

New Password

Create Free Account

Not Quite Ready Yet?
Download our free Home Energy Self-Evaluation to score your home's energy consumption instead!

Download Self Evaluation



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Elements of a Successful PPC LP

- 1 Organic Best Practices
- 2 PPC: Speaks to Keyword / Ad Group Interest
- 3 Early-stage Alternative CTAs
- 4 Page Load Speed

*Paid traffic has an even shorter attention span than organic traffic, so page load speed is more critical with a paid audience. **Aim for a page load speed of 2 seconds or less!***



Nurturing Paid Leads

Nurturing Paid Leads

1 How Should You Nurture Them?



*Paid leads are colder than organic leads. That means you may want to do **more pre-Sales nurturing through email & thank you pages** before you send them to your Sales team.*

Nurturing Paid Leads

- 1 How Should You Nurture Them?
- 2 How Should Sales Interact with Them?



*Since paid leads are colder, **Sales should be prepped to deliver a more consultative sale. Additionally, Sales should attend to the original lead source & offer and speak to that in their Sales process.***

Summary

- 1** Make the value of your offer as clear as possible to visitors.
- 2** Experiment with as many page elements as you can to increase clarity and conversion rate.
- 3** Attend to the specific needs of paid leads to minimize your cost per lead.

QUESTIONS?

