How to Make a Killer Landing Page

Critical Best Practices for Converting Organic & Paid Traffic

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#INBOUND13

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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**

Tells you exactly what you'll get

Tells you why you can't live without it

Tells you what you need to do to get it

OVER

30%

yottaa

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

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:

Download Guide

First name *
Lucy

Last name *
Orloski

Email address *
lucy.orloski+4@yottaa.com

Website URL *
http://www.yottaa.com

Phone Number
2074165375

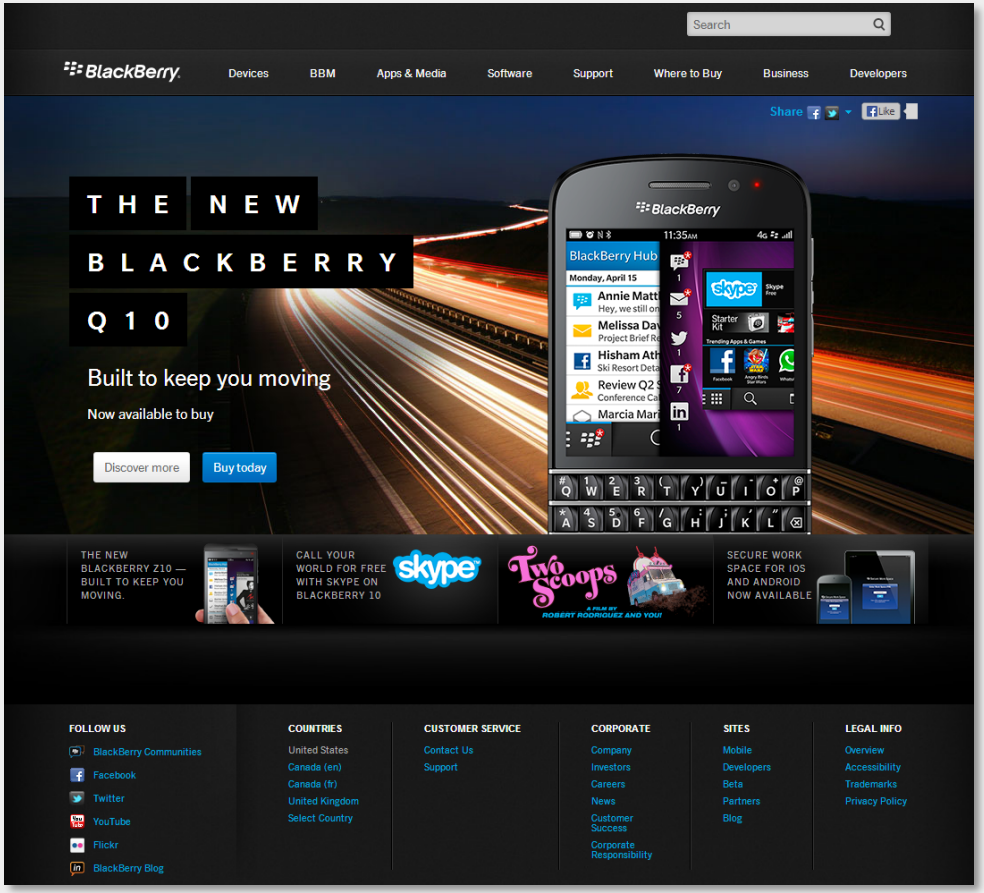
Biggest Website Challenge?
Test

Download Guide

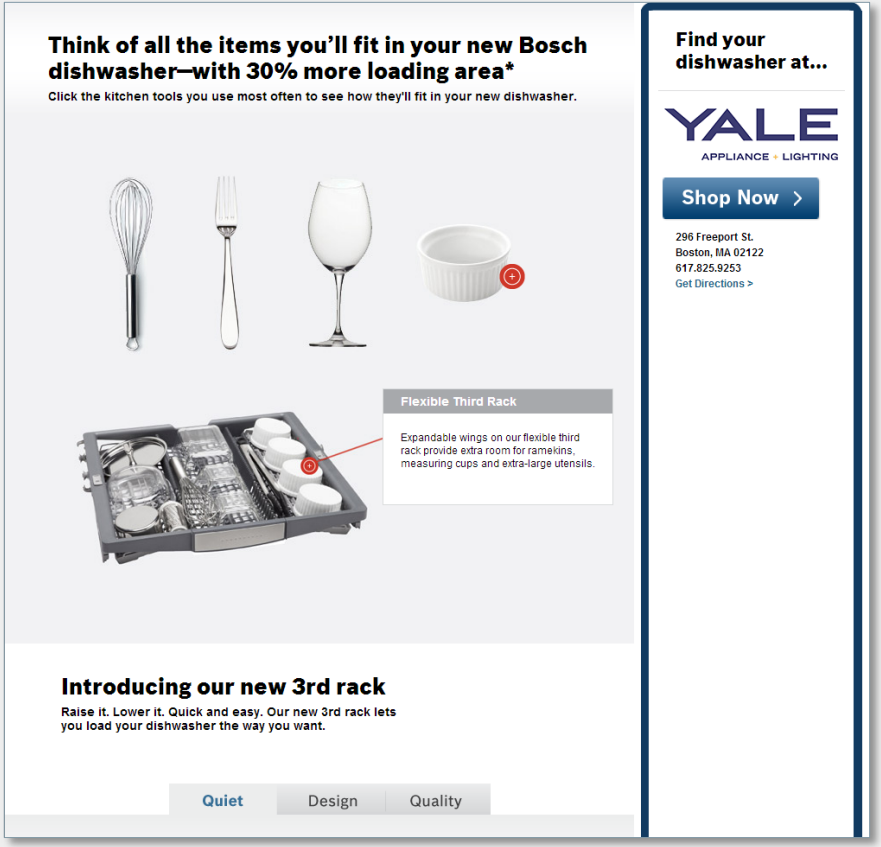
Tells you what you need to do to get it

49%

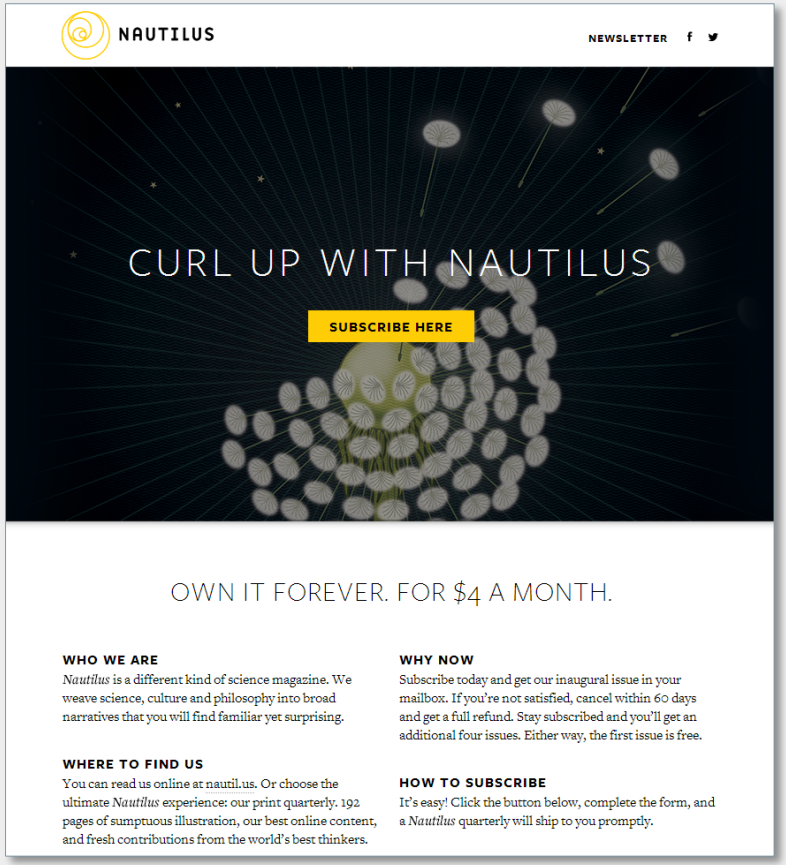
Bad Landing Page Example



Bad Landing Page Example



Good & Bad Landing Page Example



Creative Experimentation

Experimentation Prep

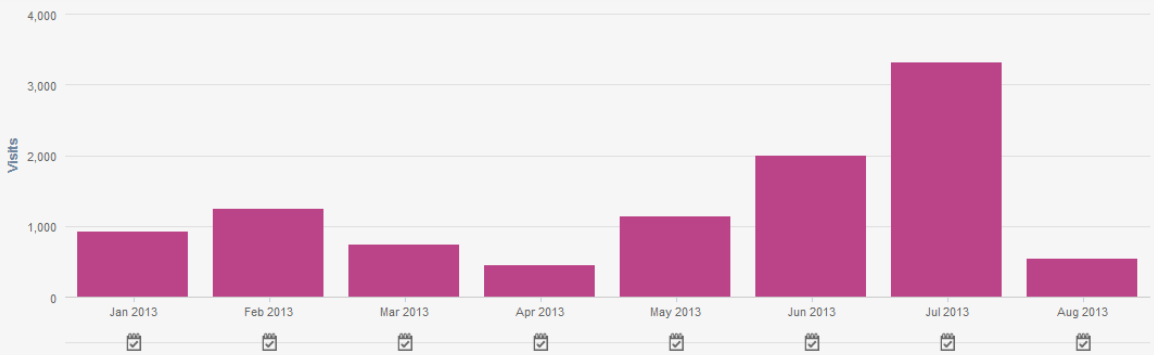
1 Tracking URLs

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

Sources

This year to date | Select report...

Visits | Show offline sources | Show visit-to-contacts rate | Add marketing action



Traffic Sources ▸ Other Campaigns

Search...

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%

Save as report

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

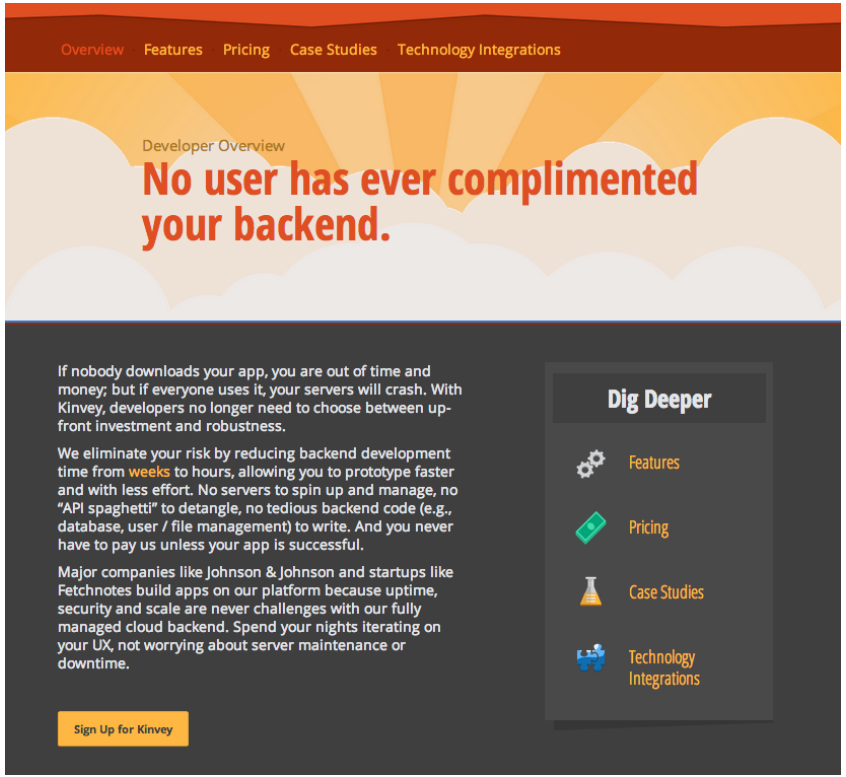
Test as much as you can. If you have limited time & resources, focus testing on problem pages – those with ***< 20% conversion rates.***

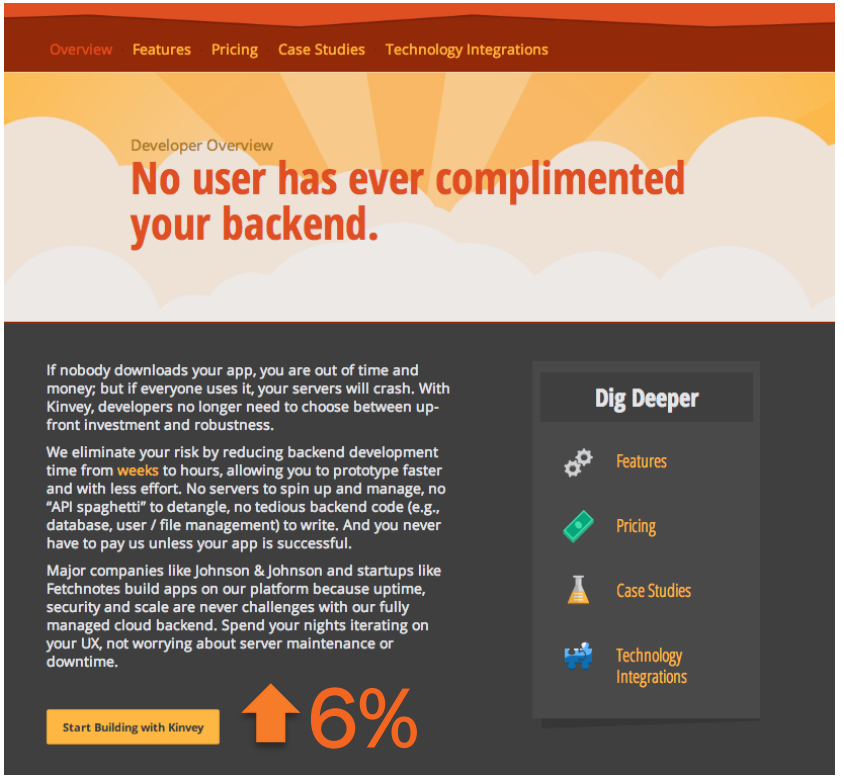
Areas for Experimentation

1 Positioning / Lead-In CTA

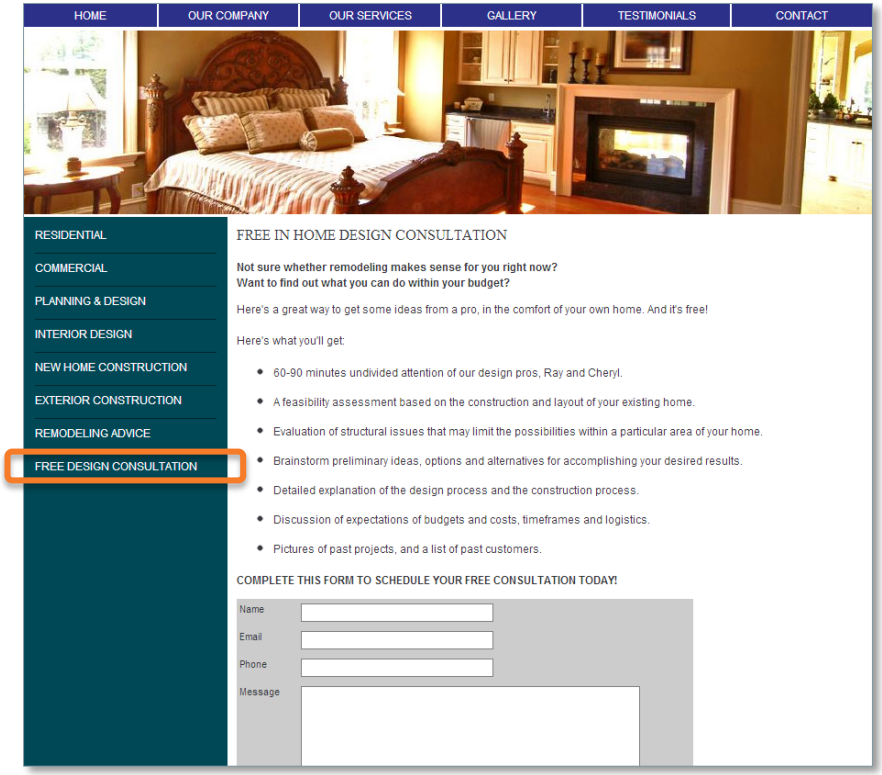
How you set expectations of what a user will see on a landing page is critical. ***If you promise one thing and deliver another – or a visitor perceives that you do – it can seriously hurt your conversion rates.***

Positioning / Lead-In CTA





Positioning / Lead-In CTA



Free Quote

Free Design Consultation

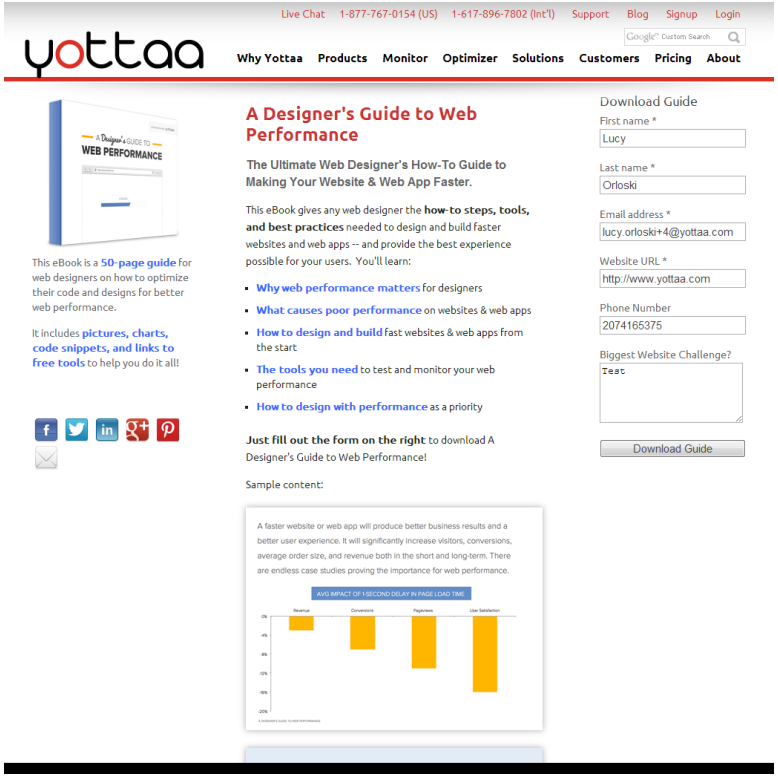
~ 25% CTR
~ 15% LP conversion

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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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:
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!
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Last name * Orloski
Email address * lucy.orloski+4@yottaa.com
Website URL * http://www.yottaa.com
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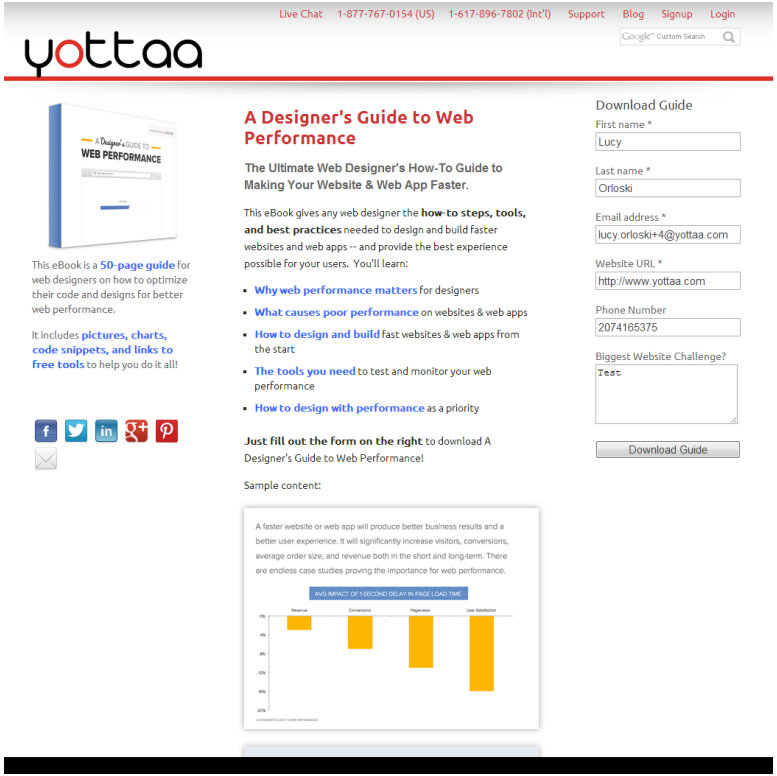
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This eBook gives any web designer the how-to steps, tools, and best practices needed to design and build faster websites and web apps -- and provide the best experience possible for your users. You'll learn:
Why web performance matters for designers
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Sample content:
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!
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Website URL * http://www.yottaa.com
Phone Number 2074165375
Biggest Website Challenge? Test
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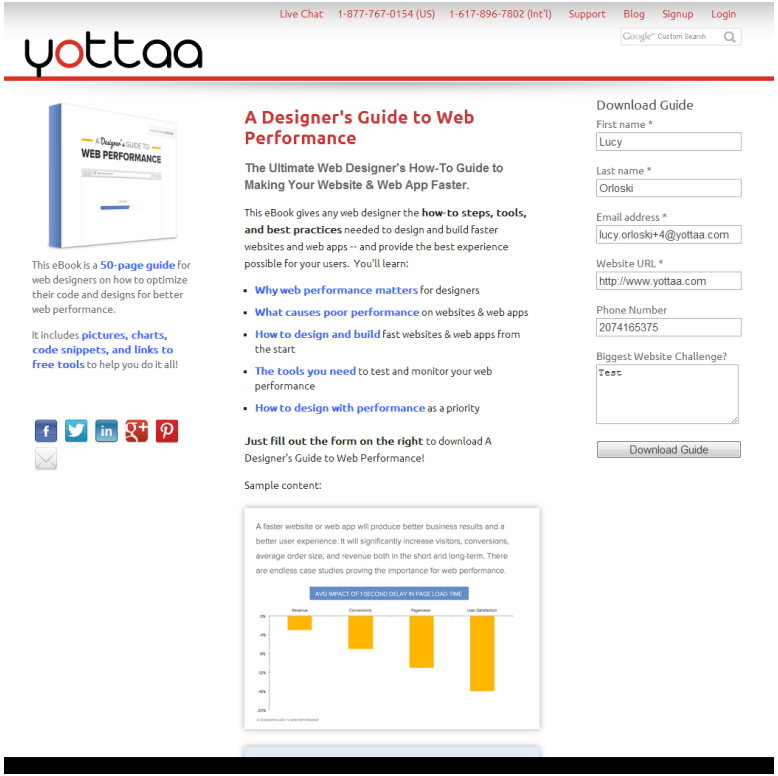
Areas for Experimentation

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.***

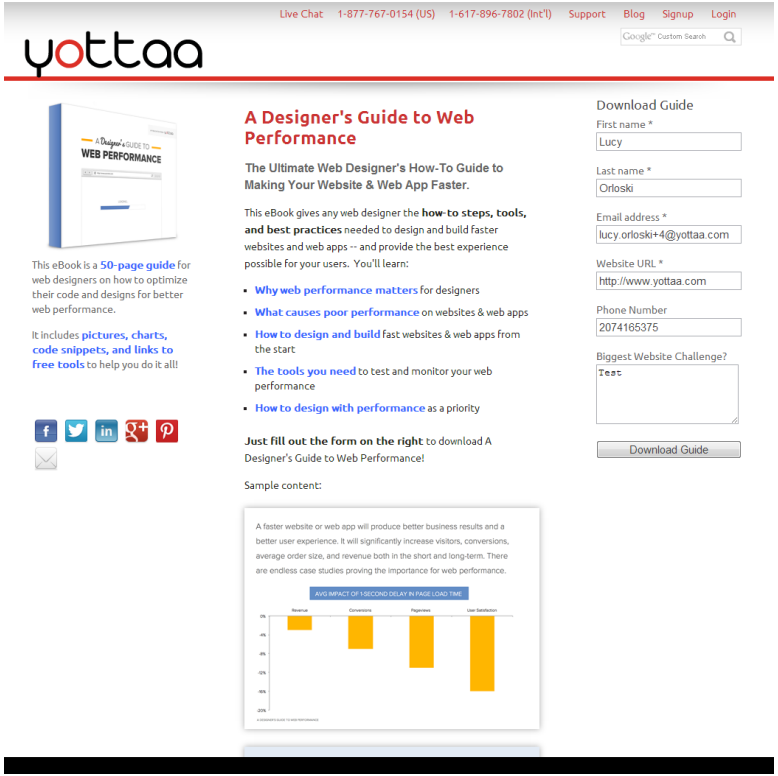
Copy



Areas for Experimentation

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

Copy



Aim for:

- Clarity
- Brevity
- Articulating value to the visitor

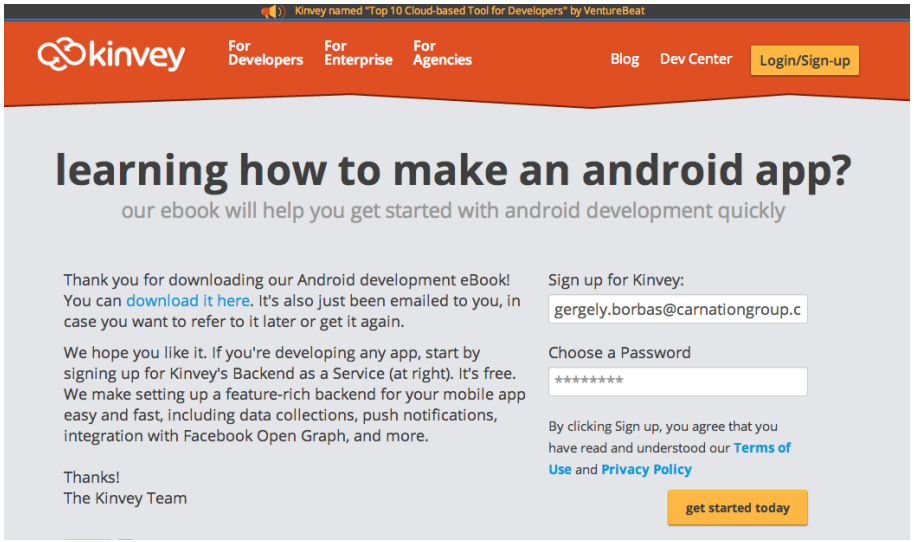
You have less than 3 seconds to make the value of your offer clear to your visitor. Don't add complexity!

Areas for Experimentation

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

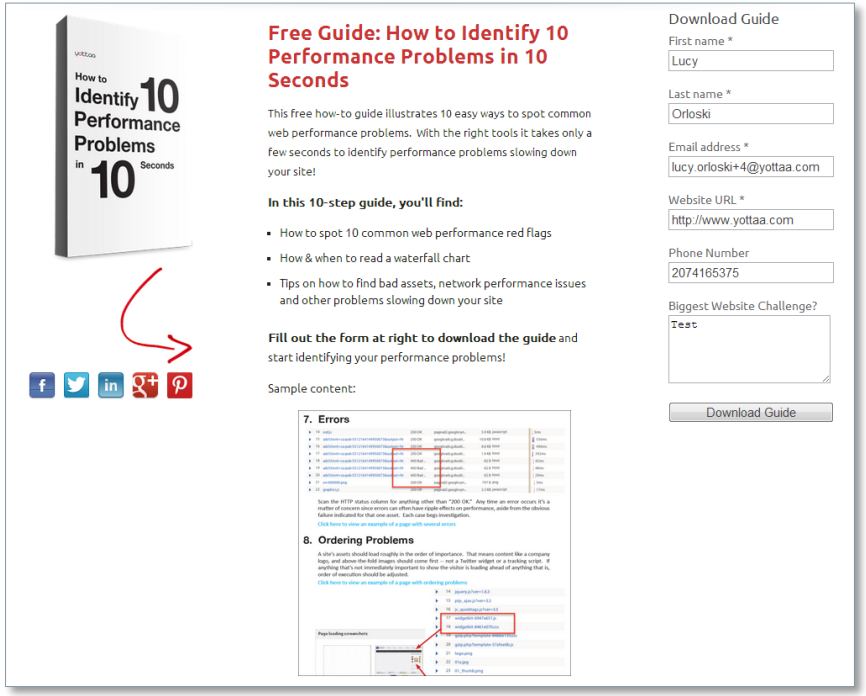
Pictures & other content previews are among the most direct ways to show users what they'll get from your offer. ***Experiments with pictures & content previews are most likely to impact your conversion rates.***

Pictures / Previews



⬆8%!

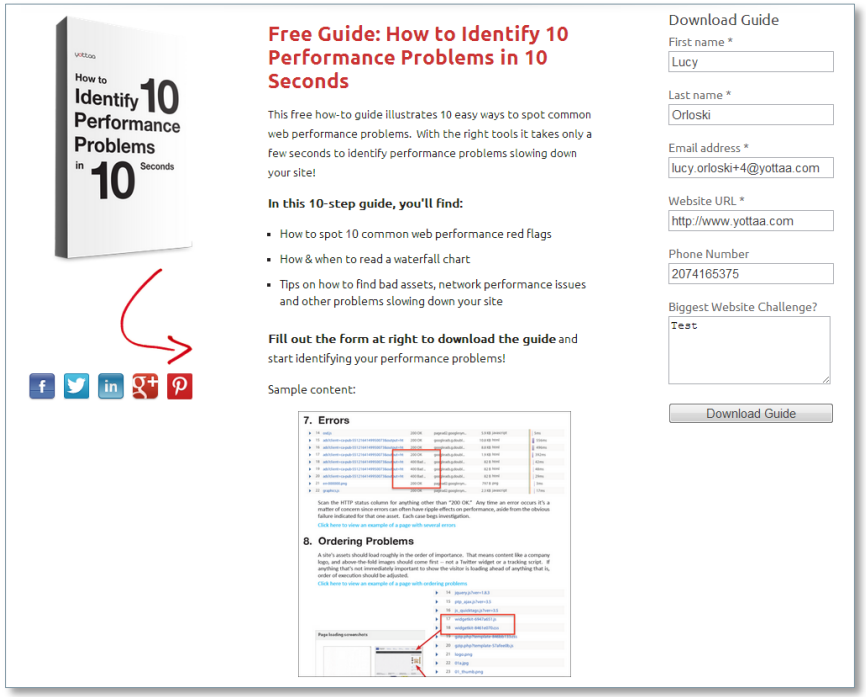
Pictures / Previews



Areas for Experimentation

- Thumbnail preview
- Content preview
- For video, embed a short “trailer”
- For eBooks or presentations, embed a preview SlideShare

Pictures / Previews



Preview content should:

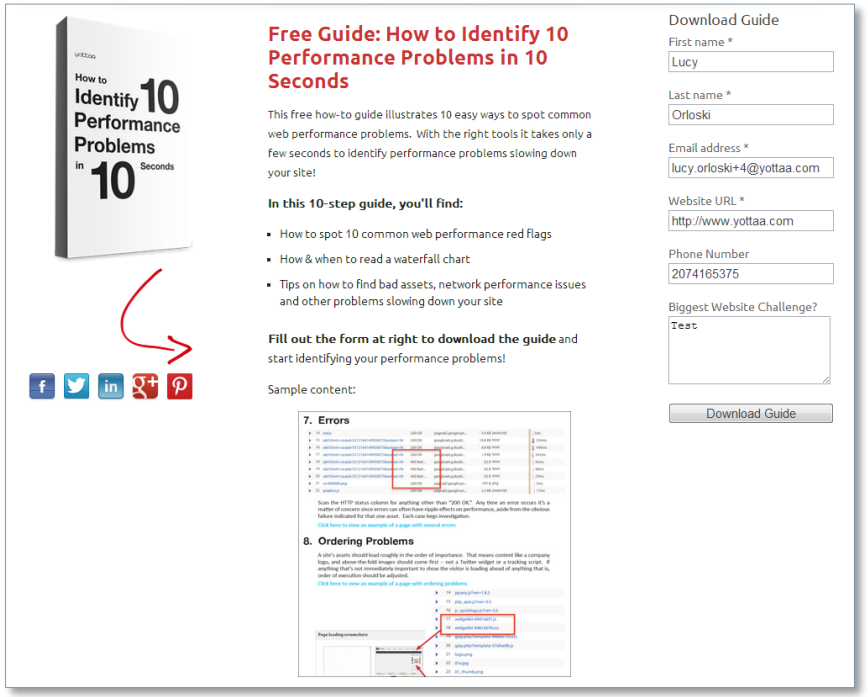
- Have substance
- Come directly from your offer – don't promise something you don't deliver!
- Give the user confidence your offer has value

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.***

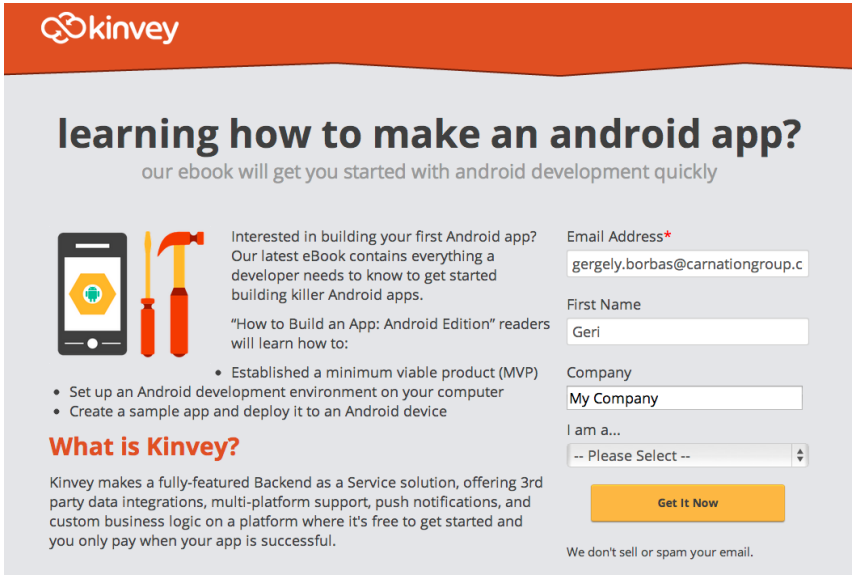
Forms

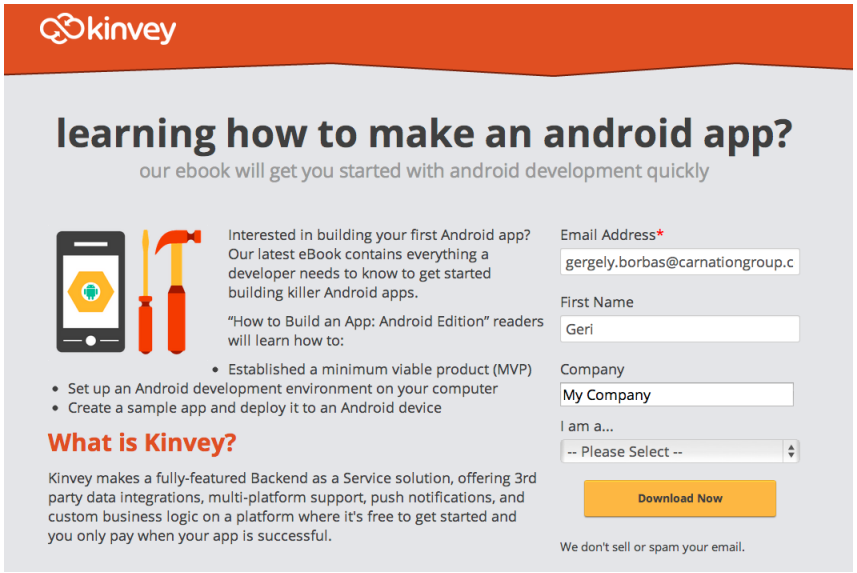


Areas for Experimentation

- Form headline
- Number of fields
- Content of fields
- Risk reversal statements (why the info is needed, that you won't sell it, etc.)
- Submit button

Forms / Submit Button





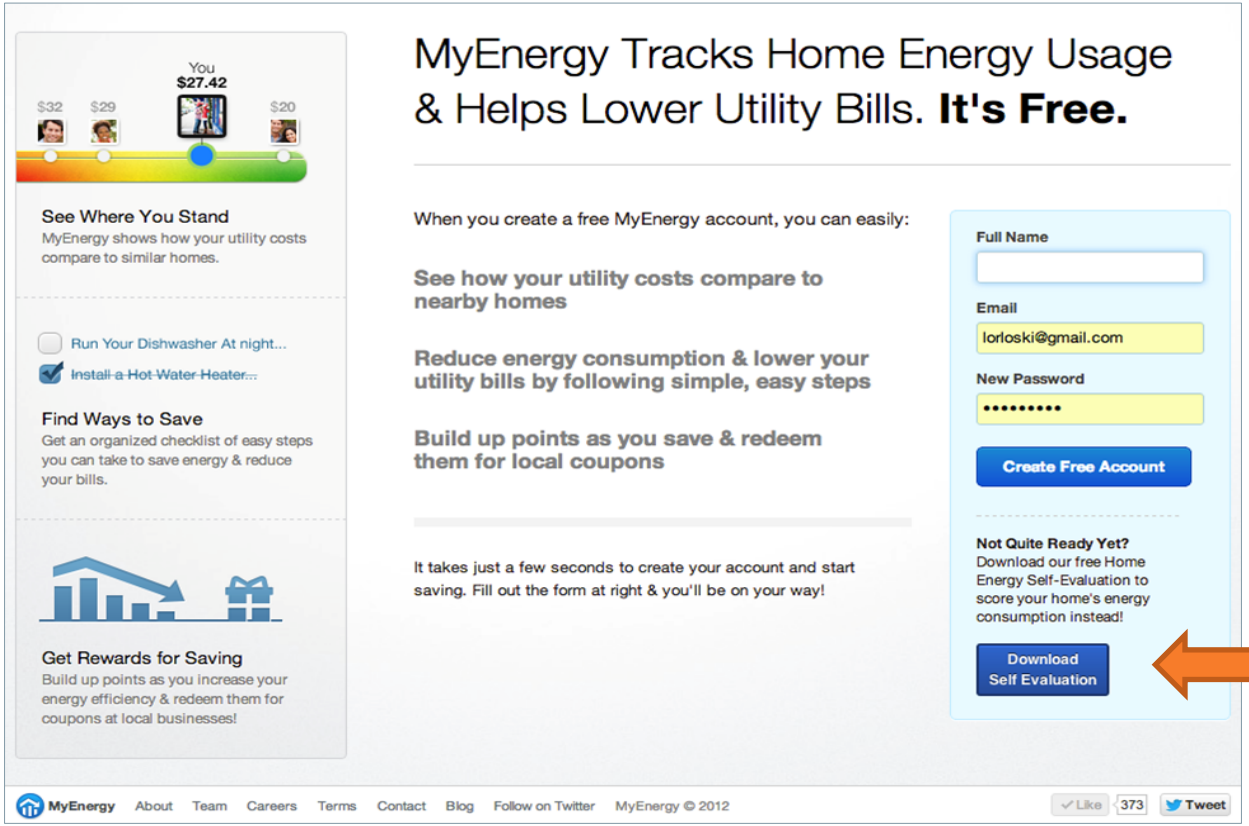
↑ 3.5%

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



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 an 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

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?

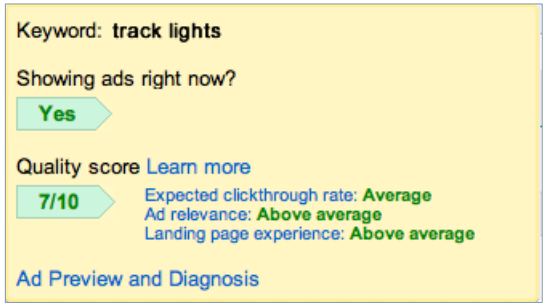
1 Bounce Rate

*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



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

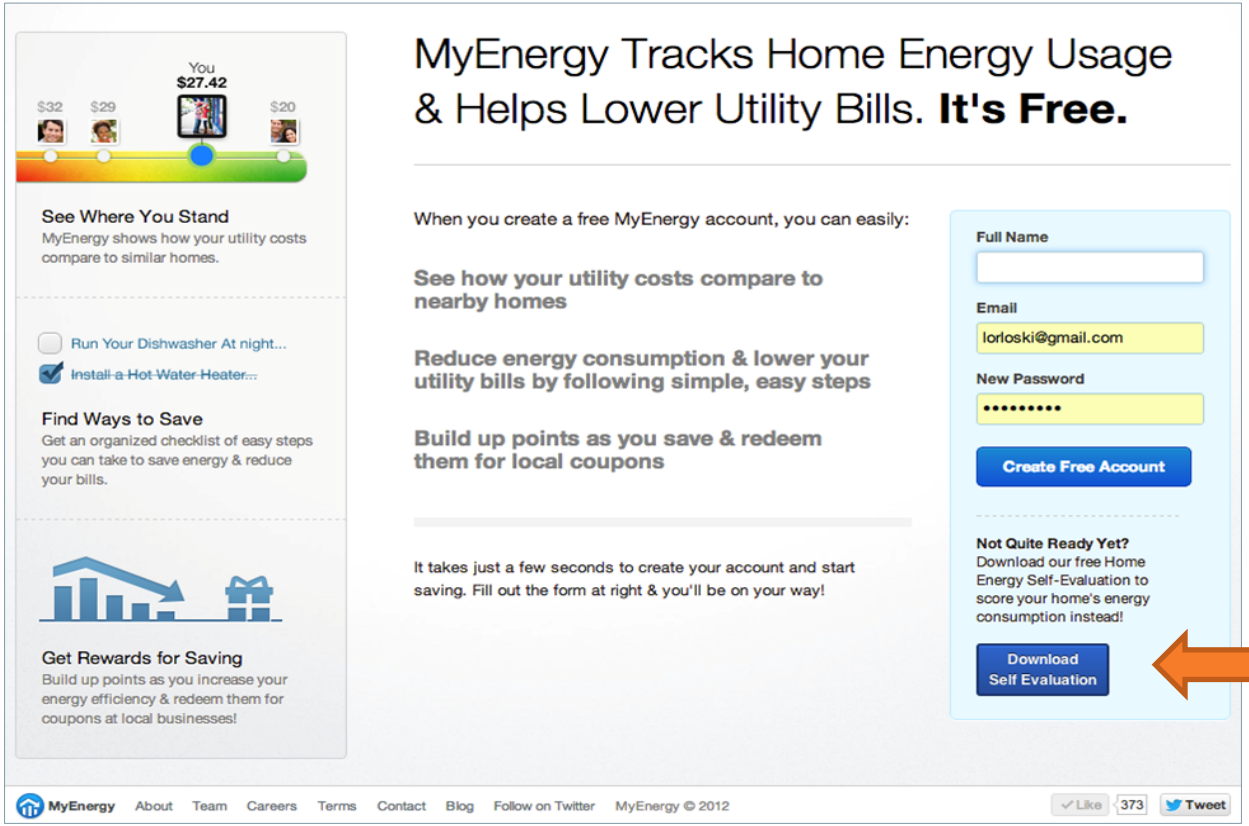
If you're buying the keyword "red shoes," both your ad copy & landing page should speak directly to that interest in text and images. ***Catering to visitor interest on a PPC landing page results in higher conversion & lower cost per lead.***

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



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?