

11 Simple Do's and Don'ts of Effective Landing Pages

A "High-Level" Look at LP Optimization

100%

Of the landing page rules and reminders you need to convert quality traffic.



1. DO: Take the time to craft a killer headline.
Headlines should be compelling, succinct, and perfectly aligned with the copy that preceded the click. Otherwise, half of your leads will bounce.

50%



Roughly half of all landing page visitors head elsewhere after just 8 seconds.

50%



2. DO: Get to the point with your body copy.
You don't always need a lot of word to convince people... just a few of the right ones.

3. DON'T: Go overboard with information-gathering form fields.
Decide which data points you really need to collect, or risk losing leads.

BONUS

Tailor your copy to create an exact message match between the channel of entry and the landing page content. For example, if your newsletter invites readers to download a free "guide," be sure your LP refers to a guide, as well (not an eBook or a data sheet).

If language or tone necessarily vary among promotional channels (e.g. a press release vs. a Twitter post), consider drafting separate LPs for each distinct channel of entry.



Word count for The Bible:

700,000+



Word count for The Declaration of Independence:

1,300+



Word count for America's #1 Most Influential Tagline* Got Milk?

2

Asking for a phone number/permission to call



Decreased conversion rates:

5-6%

Asking for a street address



Decreased conversion rates:

4%

Asking for age



Decreased conversion rates:

3%

4. DO: Design a mobile-friendly landing page.
Be brief. Be upfront. Be on call.

5. DON'T: Recycle old pages.
Always create a unique landing page that is specific to the offer you just made.

WHY?

91%

of Americans have a mobile device within reach at ALL times.

-MobileMarketing Association

70%

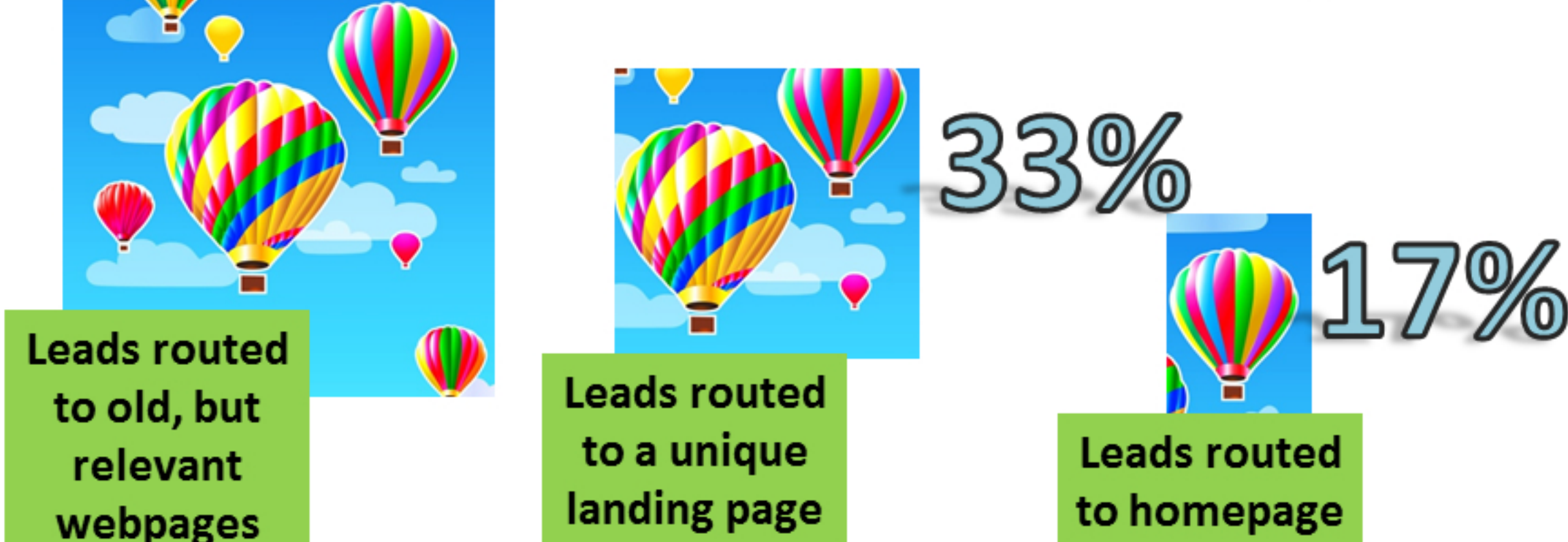
of searches made on mobile devices result in action... within one hour.

-Google Mobile Movement Study, 2011

HOW?

1. Include less than 100 words.
2. Place your CTA within the first 75 words.
3. Offer a click-to-call feature. (They're already on the phone!)

50% Landing page practices of surveyed companies:

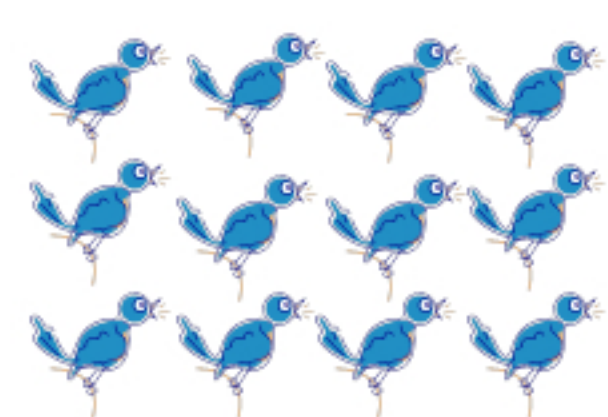


Only 33% of companies create unique landing pages for all their new campaigns. Routing leads to an existing, relevant webpage isn't a total disaster, but it still dilutes targeted, cohesive messaging/design. Routing leads to a homepage is a terrible idea. Yet 17% of businesses in this survey did so anyway. And an estimated 44% of B2B leads are routed to homepages.

6. DO: Create new LPs for each new campaign or offer.
If this sounds like a different way of saying the same thing, it is. The need for multiple, unique landing pages bears repeating.

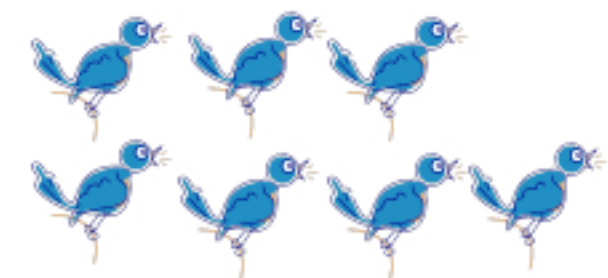
7. DON'T: Include a navigation bar or other clickable distractions.
Your prospects should know exactly where you want them to click.

12x



Companies that create 40+ landing pages receive **12 times more leads** than companies relying on 5 or fewer.

7x



Companies that create 30+ landing pages receive **7 times more leads** than companies relying on 10 or fewer.

84%

of landing pages incorporate some type of navigation bar.



16%

of landing pages don't.



BONUS

Remember to include social share buttons on your landing pages.

Include social follow buttons on your thank you pages.



8. DO: Make an effort to gain trust and credibility.
Today's consumers/clients value endorsements, reviews, awards and other forms of "social proof."

9. DO: Encourage your prospects to "Discover!"
The key component of an effective landing page is its CTA, or Call-to-Action. You absolutely must have one, and it must follow these rules:

CASE STUDIES in SOCIAL PROOF

Adding SafeSite certification to its LPs helped PETCO.com increase conversions by almost 9%.

Mequoda Group boosted conversions by more than 30% after adding testimonials to their LPs.

- Use gain-focused words vs. effort-focused words (get, view, see, discover, enjoy, or play VS. submit, join, start, download, go, or activate)
- Limit your CTA to 3-7 words
- Highlight CTAs with offsetting colors or buttons
- Repeat CTAs if body copy is necessarily long and requires scrolling
- Preface your CTA with some explanation of value. Why is it worthwhile to take action?

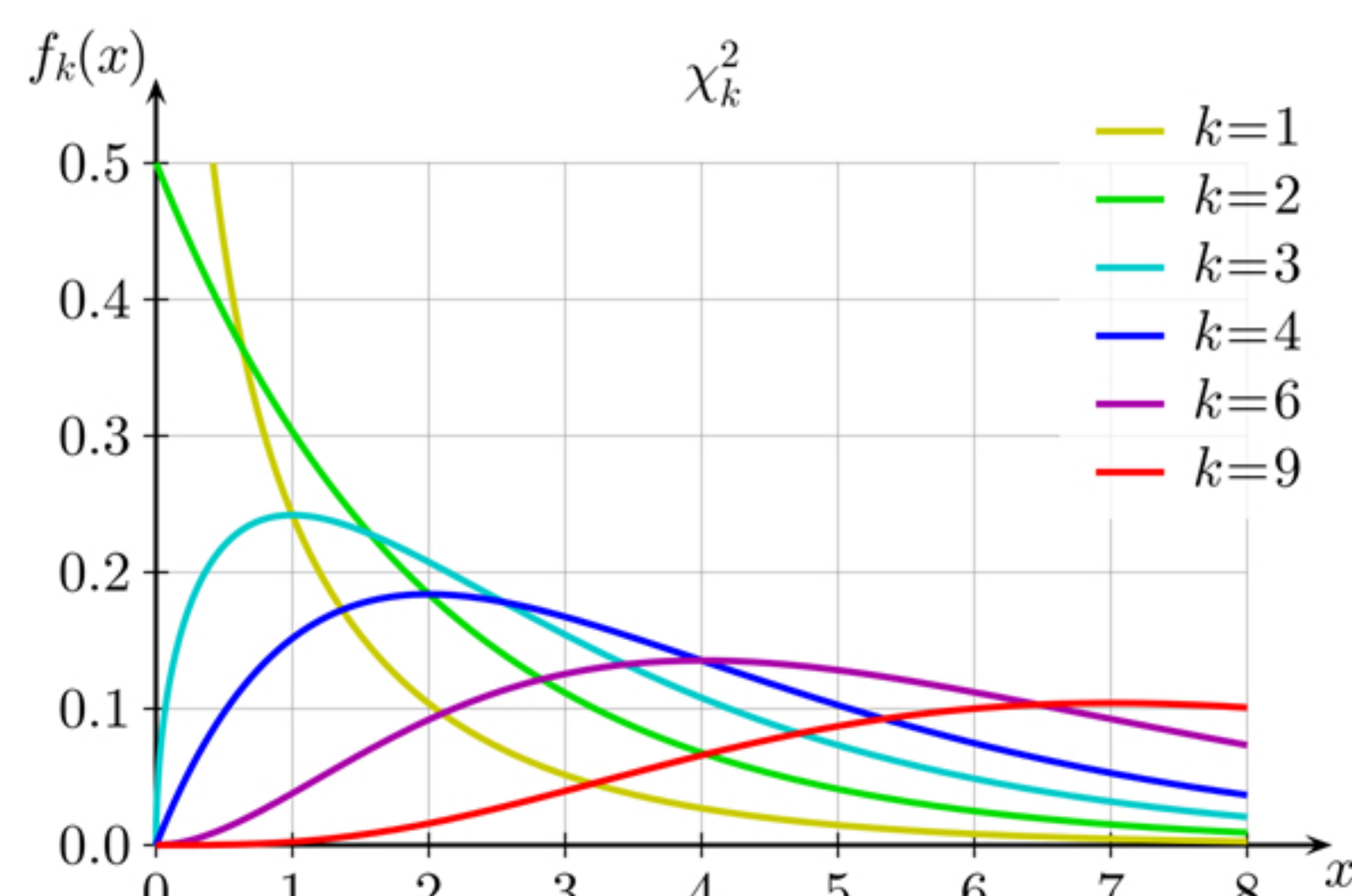
***GET* VIEW* SEE* DISCOVER* ENJOY**

10. DO: Test often.

There's almost always room to improve when it comes to landing pages. If you don't understand standard deviation or chi-squared distribution, skip ahead to #10.

11. DO: Invest in professional marketing help.

The most common problem among businesses that don't use landing pages? They don't have the knowledge or the time.



Sources: "Landing Page Handbook: How To Raise Conversions - Data and Design Guidelines," MarketingShepa, 2005; <http://www.taglinegurus.com/survey05.html>; <http://blog.hubspot.com/blog/tabid/6307/bid/6748/3-Form-Fields-That-Kill-Landing-Page-Conversion-Rates.aspx>; http://www.marketingcop.com/Article_Tools/Silverpop_Landingpage.pdf; <http://blog.hubspot.com/blog/tabid/6307/bid/32566/Why-Landing-Page-Are-an-Indispensable-Part-of-Marketing.aspx>; <http://www.hubspot.com/marketing-resources/marketing-statistics/>; <http://www.safeSitecertified.org/>; <http://www.mequoda.com/articles/landing-pages-5-tips-for-increasing-conversion-rates/>; MarketingShepa Landing Page Handbook, 2nd edition