10 KEYS TO GREAT LANDING PAGES
HELPFUL TIPS FOR PLANNING AND CREATING STELLAR LANDING PAGES
10 Keys to Great Landing Pages

Helpful Tips for Planning & Creating Stellar Landing Pages
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INTRODUCTION

What's a landing page, anyway? Landing pages have a few defining traits that set them apart from the home pages or even a sales page on your website.

These key characteristics define a landing page:

1. **Landing pages have a single purpose or call to action.**

   What is your promotion or special offer? Are you trying to build a mailing list, take a survey, or offer a free resource? Identify what you hope to accomplish or provide to visitors the landing page. Be intentional about making your objective clear and undeniable.

2. **Landing pages are used for a content upgrade or lead magnet.**

   The advancement in content marketing has helped to make landing pages a pivotal tool in any marketers toolbox. Landing pages are used for a variety of offers that are not related to ads but related to blog posts or cornerstone content. Another way to put it, landing pages are the start of getting visitors into a funnel.

3. **Landing pages are directly related to ads, promotions or offers.**

   Landing pages have an important distinguishing quality from sales pages or home pages: visitors arrive there from an outside location (such as clicking on an ad). Routing visitors to a unique page offers a few key advantages, which we'll discuss in the next section.
WHY ARE LANDING PAGES IMPORTANT?

Landing pages offer the opportunity to have a visitor become a known prospect. Knowing who your prospects are, putting a digital fact to them, is an important part of the conversion process. Landing Pages offer the ability for visitors to provide you with personal information (typically an email address) in exchange for content they are interested in.

Landing pages offer the opportunity to provide targeted content to target audiences. By tailoring landing pages with content specific to ads, they optimize the interaction of page hits by matching target audiences with targeted content. Targeted content means a more meaningful interaction or conversation, so identifying and developing a strategy for a landing pages is important.

Landing pages help track the success of ads by measuring traffic. Measuring traffic is critical to evaluating the success of ads or evaluating the interest of target audiences. By partnering landing pages with specific ads, promotions or offers, landing pages provide important measurable data on visitors, click-throughs and ultimately, sales.
GETTING STARTED

LET'S DO SOME RESEARCH.

Before you begin planning and creating your landing page, do some research by visiting a few landing pages. Start by clicking on ads in the sidebars of well-known blogs or reputable websites. Note where you “land.” Use the following questions to make notes about the landing pages you visit.

Identify the key objective of each landing page. Is that objective clear?

How does the landing page differ from the home page of the same website? From individual sales pages?

Note the physical layout or design of the landing page. What key components help accomplish their objective?

As a visitor, what do you like about this page? What would you change?
NOW, EVALUATE YOUR EXPERIENCE.

Your experience as a landing page visitor is vital to building your own successful landing page. Using your notes from the previous section, consider ways you can translate certain elements from these landing pages to your own.

How did the content of the landing page match the ad or promotion? Was the content unique or engaging?

Think about things you disliked. At any time, did you feel “turned off” or suspicious?

How would you like your visitors to feel after leaving your landing page?
The 10 Keys To Great Landing Pages

Now that you’ve done some research and evaluated your own experience with landing pages, let's consider these ten tips.
1. BUILD TRUST IMMEDIATELY.

One of the greatest obstacles for doing business online is building trust with visitors. It’s not enough to have a great product or service if your site lacks the impression of reputability and security.

What makes you trust an online company? Make sure your landing page incorporates trustworthy items such as:

- Customer testimonials
- Press releases
- Guarantee seals
- Third party trust images
- Security certifications

For example: When an eyeglasses company placed a Verisign security seal on their landing page, they saw a 41% increase in conversions and 58% increase in revenue.

Name three "trust-building" components on your landing page:

1. 
2. 
3.
2. MATCH HEADLINES TO AD COPY.

Your page headline wording should be similar (if not identical) to your ad copy, because mismatched phrases or sentences will disorient visitors. In addition, using the same words or phrases in both your headlines and ads will increase your Google AdWords score. Make sure your ad copy and landing page headlines match.

Double-check your ad copy and page headlines by filling in the blanks:

**Ad copy:**

**Page headline:**
3. MAKE YOUR CALL TO ACTION CLEAR.

Your landing page should have a singular call to action or objective. Your call to action is simply a phrase or sentence that accomplishes your invitation or offer. Just make sure you get to the point:

“Buy this now.”

“Sign up.”

“Eat this carrot.”

This may seem simple enough, but make sure you know what you hope to accomplish so visitors will, too.

**For example:** Firefox once used “Try Firefox” as their call to action. When they changed that call to action to “Download Now - Free”, they a 4% higher download rate, with a responded 99% confidence in the download.

Your call to action is simply a phrase or sentence that accomplishes your invitation or offer.

**What is your call to action?**
4. KEEP IT SIMPLE.

When it comes to your landing page, keep your design approach simple. Simplicity in design is praised for a reason. It takes some bravery to decide what to exclude—what to include is the easy part.

Consider Dieter Ram's *10 Principles for Good Design*. How can these principles be applied to a landing page?

“Good design is as little design as possible—less, but better—because it concentrates on the essential aspects, and [...] are not burdened with nonessentials. Back to purity, back to simplicity.”

—Dieter Rams, *10 Principles for Good Design*

**Dieter Ram’s 10 Principles for Good Design:**

Good Design:

1. Is innovative
2. Makes a product useful
3. Is aesthetic
4. Makes a product understandable
5. Is unobtrusive
6. Is honest
7. Is long-lasting
8. Is thorough down to the last detail
9. Is environmentally friendly
10. Is as little design as possible
5. GIVE YOURSELF A “GOOGLE GRADE” (BEFORE THEY DO).

The experience of visitors on your landing page is important to Google, so it should be important to you. Be aware of how Google AdWords will be evaluating your landing page quality or landing page experience. Google AdWords offers this simple explanation:

“Landing page experience refers to how good we think someone’s experience will be when they get to your landing page (the web page they end up on after clicking your ad).”

Google suggests several key characteristics to keep in mind when creating your landing page, so pay attention:

• Relevant and original content
• Transparency
• Ease of navigation

Google Adwords evaluates landing page quality based on these three things:

1. Relevant and original content
2. Transparency
3. Ease of navigation

Based on this criteria, what’s your score?

What could you improve?
6. THINK “ABOVE THE FOLD.”

Newspapers have used the “above the fold” approach to place the most important headlines and stories on the top side of the newspaper—optimizing the interest and engagement of the reader.

Landing page elements (headlines, testimonials, action buttons, etc.) should all be “above the fold. Avoid making the user scroll for anything. You’ll increase the quality of the interaction between your visitors and the landing page.

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7. SQUINT.

It’s a trick from art school. Students are often told to step back from their work—and squint. Why? Squinting helps the eye honestly evaluate a composition’s important elements such as contrast or “what stands out.”

Use this technique when evaluate your landing page, too. What is the first thing your eye is drawn to when you look at the page? How does that element help visitors to act?

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How does that element help visitors to act?
8. BE A GRAMMARSTICKLER.

As mentioned earlier, one of the greatest challenges in the online marketplace is building trust.

Plain and simple: spelling and grammar give you credibility. Take this seriously.

Make sure your landing page copy is free of spelling errors and grammatical errors. Consider these tips for finding grammar and spelling errors:

• Use spell check.

• Read it out loud.

• Copy and paste your text into another program.

• Change the font or increase the size. Reread.

• Use the “three sets of eyes” rule. Find two other people to proof your landing page copy.

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9. UTILIZE ACTION BUTTONS FOR KEYWORDS.

Identify the important action keywords of your landing page (like “download” or “buy now”) and turn these words into clickable action buttons. These action buttons should be one of the top three “standout” elements of your landing page. Check out the Bonus Guide For Choosing Color for tips on selecting colors for action buttons.

Identify your landing page “call to action” keyword or phrase:

Now go turn this keyword or phrase into a button.
10. DON’T DISTRACT WITH LINKS.

The purpose of a landing page is to get visitors to perform a single, specific action. Too many links within your landing page will ultimately take visitors away from your landing page. So, if you must link away from the landing page, have a plan to get them back to the original landing page.

Remember: simplicity is key.

Adding too many links to your landing page will ultimately take visitors away from your landing page.
Bonus Guide for Choosing Color

Be intentional about color choices. Colors carry strong connotations, so be aware of what colors suggest.
10 KEYS TO GREAT LANDING PAGES

- **Pink**: Romantic and Feminine. Used to market products and services for women and young.
- **Blue**: Creates the sensation of trust and security. Often used by banks and businesses.
- **Red**: Energy; Increases heart rate and creates urgency. Often seen with clearance sales and references to food.
- **Green**: Associated with wealth or nature; the easiest color for the eye to process. Used with finances and entertainment sites.
- **Orange**: Aggressive and bold. Used as a call-to-action and attention grabber.
- **Yellow**: Optimistic and Youthful. Often used to grab a viewer's attention.
- **Purple**: Soothing and Calm. Often relates to beauty or anti-aging products and services.
10 KEYS TO GREAT LANDING PAGES

WORDPRESS TOOLS & RESOURCES

**Landing Pages Plugin**
When you have something awesome to launch, you shouldn't have to spend all day creating a page for it. Landing Pages makes it incredibly easy for you to create your landing page and start focusing on driving conversions.

**BackupBuddy**
This is our #1 selling plugin because of how easy it is to use and how much peace and relief it brings to users. Knowing your site is backed up and can be restored or migrated at a moment's notice gives you power and control over your site.

**iThemes Security Pro**
Take the guesswork our of WordPress security. You shouldn't have to be a security professional to use a security plugin, so iThemes Security Pro makes it easy to secure and protect your WordPress website.

**iThemes Training**
Master leading-edge web design skills and techniques and increase your bottom line. iThemes Training has over 900 hours of recorded, on-demand WordPress training videos—so you can learn anywhere, anytime, at your convenience.