

TIPS FOR CREATING EFFECTIVE LANDING PAGES

Exactly what your landing page looks like and how much information it contains really depends on the goal for your campaign. While the internet is full of discussions about what landing pages should and shouldn't feature, these are some good general guidelines to follow:

Prioritize simplicity.

Visual clutter will detract from your message and overwhelm visitors, so make good use of white space. Keep key information above the fold.

Write a clear headline and sub-head.

A good landing page always broadcasts an offer. Use your headline to promote it in a few simple words. Use the sub-head to further explain the offer or share its value proposition.

Focus on a single message.

Most visitors won't spend too much time reading, so make text short and scannable. Ideally, it should be 1-2 short paragraphs of 2-3 sentences only. Here's your chance to demonstrate that you understand your visitors' pain points. You can also use this section to articulate your value proposition.

Simplify with bulleted and numbered lists.

What are the benefits of your offer? Provide 3-4 ways your solution answers visitors' pain points. Alternatively, you should list 3-4 benefits of key product features.

Match content to PPC ads.

Repeat the exact same words and phrases in your PPC ads. This reassures visitors they've come to the right place.

Use a single call to action.

It's good practice to repeat exactly what you want visitors to do when they're on the page—in the copy, as well as on the call to action button. Hopefully, you've kept your landing page short, but if you haven't make sure to place your button above the fold.

Keep forms short.

Do you want to collect your visitors' names, where they work, their phone number, and email address? Or will an email address suffice? Really consider how much information you actually need. The more you require, the less likely visitors will oblige.