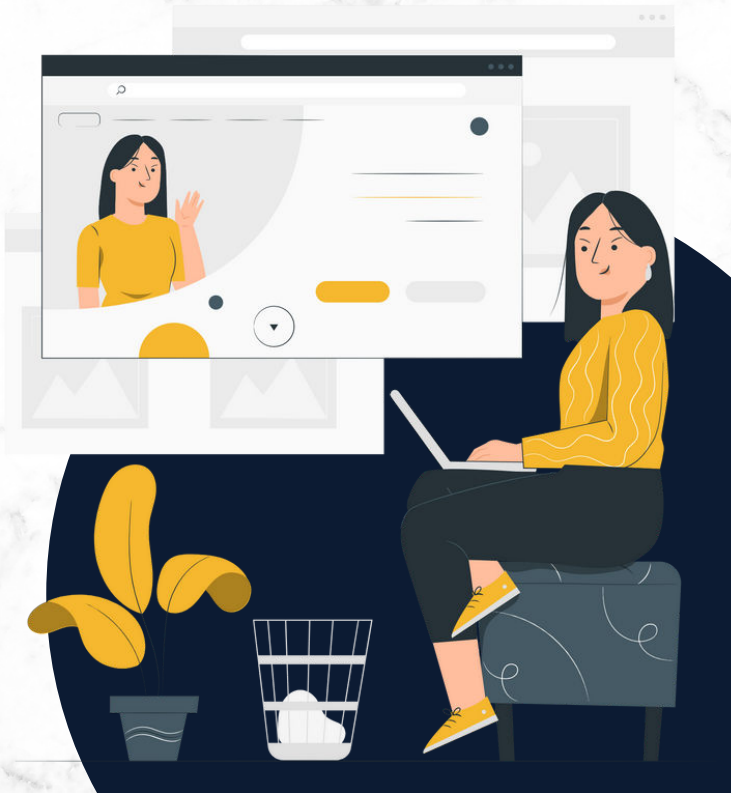


HOW TO

BUILD A PERFECT LANDING PAGE



LESSON 1 : TOM & JERRY

The need to have compelling Landing Pages

We pay to have people click on our advertising. Ads direct potential (and former) customers to our website, where they can browse our products or make a purchase. To ensure that our ads are clicked on, we employ methods such as segment-specific language, eye-catching images, exceptional content, and, on occasion, compelling offers.

One such powerful tool of advertisement is the **landing page** - **A single web page created for a marketing campaign**. It is the location where a visitor "lands" after clicking on a link on social media, or a search console like Google, email, or other comparable websites.

Let us help you understand with a narration:

I'm sure you're familiar with the popular cartoon series Tom and Jerry. Consider your audience to be similar to Tom. Tom is always in hunt of Jerry (your products, services or website). Chasing Jerry might be exhausting for them (especially if you have low performing website) because it demands too much effort. When that happens, he will get up and leave. No conversion means a missed chance.



We tease Tom with the promise of catching Jerry



But we also distract and frighten Tom by introducing Spike

Tom is a slacker, and chasing Jerry might be exhausting for them because it demands too much effort. When that happens, he will get up and leave. No conversion means a missed chance.

So, what are your options?



Tom is now scared, confused and ready to bolt!



Instead, you give him what was promised (catching Jerry) and look how Happy!

Simple. Remove the irrelevant items and show him what you promised in your ad, which is what he is actually interested in - Jerry. It may be tempting to go above and beyond, but remember that a happy Tom becomes a recurring client. Products that are distracting links to other pages, or confusing website navigation will not lead to your main goal, which is conversion.

Attract new consumers and nurture existing ones by making it easier for them to find what they're looking for in your store.

Key Insights

- Provide what was promised.
- Remove any irrelevant information.



LESSON 2 :

ALWAYS USE DEDICATED LANDING PAGES

A landing page's primary function is to promote a single product or service. There is only one product on the page. Its goal is to convert that product into sales by attracting customers with creative ads and removing any unwanted navigations and options one might find on the brand's website.

- **Build a landing page designed specifically for the targeted demographic.**

Given that the landing page is where ad viewers are directed, it should be a separate, dedicated website designed and written specifically for them. It must include additional information on the offer and product that drew the user to click on the ad, prompting them to take the desired action.

MARKETING LANDING PAGE

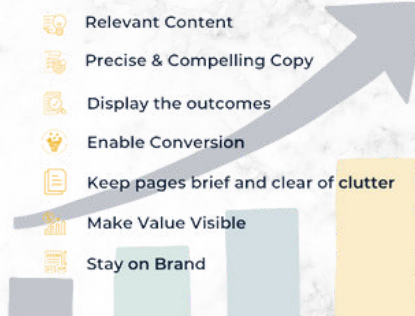
A standalone website on which visitors can "land" after clicking over from an email, commercial, or other digital source. A landing page tries to acquire contact information from visitors in exchange for something beneficial, such as a retail discount coupon or business-to-business (B2B) insights in the form of a white paper.

Get started

Read more

★★★★★

(4.8) Over 100+ clients have worked with us



- **Remove the navigation from the landing page.**

Remove any navigation to guarantee that you don't include anything that may confuse your landing page visitor. Navigable links divert their focus away from the landing page's call to action (CTA). Concentrate on a single goal and make it the highlight of your landing page's design and content.

Key Insights

- Know your audience
- Build a specific landing page targeting your audience and targeted product category or service.

LESSON 3 :

THE ANATOMY OF A LANDING PAGE

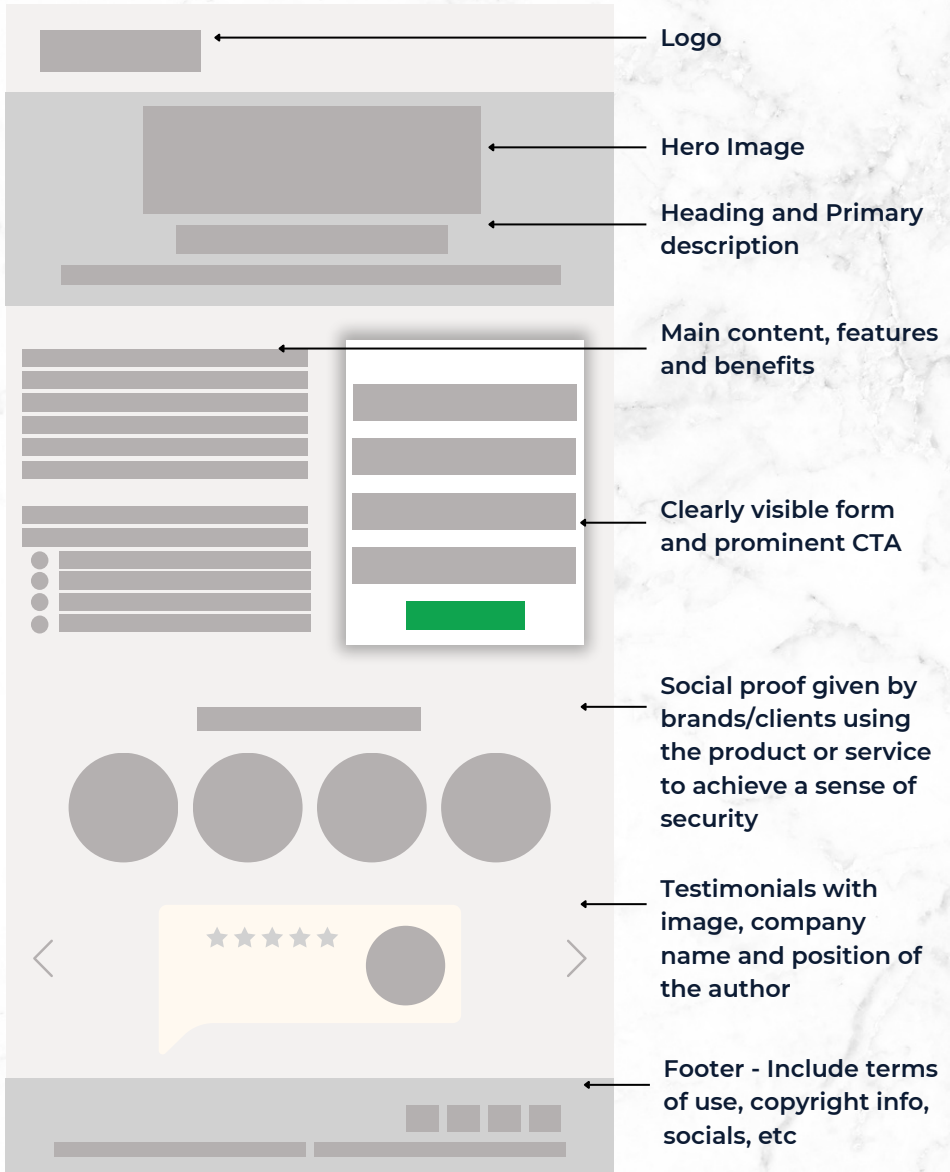
While there is no exact formula for creating a perfect landing page, there are a core set of elements that should be addressed while creating one.

The "blueprint"

Okay, it's natural that you're concerned about the usage of a pre-existing format, which appears to make your content formulaic.

However, when used as a reference, this blueprint might serve as a foundation for you to develop your own template.

Landing Page Anatomy



A unique selling proposition

"What makes this offer so unique?" It does not have to be completely unique, but it must portray your offering as superior to the competition.

Landing pages communicate these through a clear headline, which visitors to the page will see first. Make sure you're clearly describing what you're offering and why they should convert.

Hero Image

The hero image is most likely the first visual element that visitors will see on your landing page. That is why it should complement the headline in communicating the purpose of your page. It could be a picture, an illustration, or a video that demonstrates the context of your page. If at all possible, avoid using silly stock images.

Benefits

The key is to include not only the benefits of your product or service but also its features. What's the difference? A feature is a specific quality of your product or service, whereas a benefit describes the feature's positive impact. Make certain that your features provide value to the page viewer.

Form

Sometimes you need to add a form to your landing page to collect information relevant to your goal. As a rule of thumb, the fewer the number of fields the better so collect only the information that you really need. Adding too many fields will make the viewer shy away from filling up the form.

Call to action

A landing page should be focused on a single conversion goal. This is expressed to your visitor via the call-to-action (CTA). Because it defines your ultimate goal, the landing page must be designed in such a way that the reader's eyes are drawn to the CTA. It should also be descriptive, in the sense that the visitor should understand what happens after they click the button.

Social Proof

Reviews prove that you, your page, and your products or services are trustworthy. Recommendations from your happy customers can help new visitors make the final decision to follow your call to action.

Key Insights

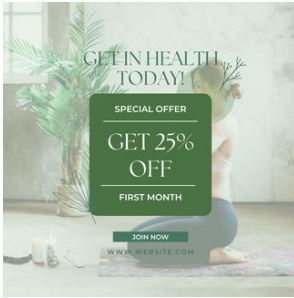
- Use the standard building blocks of a landing page. If you stick to the basic structure of a landing page you can't go wrong. There is a reason why most pages are built like this - it works!
- Be direct and have a single goal. Let the user know what you want them to do in your call to action.
- Give each element breathing room. By adding space around each element you give the user an easier way of digesting each element.



LESSON 4 :

MATCH HEADLINE AND TRAFFIC SOURCE

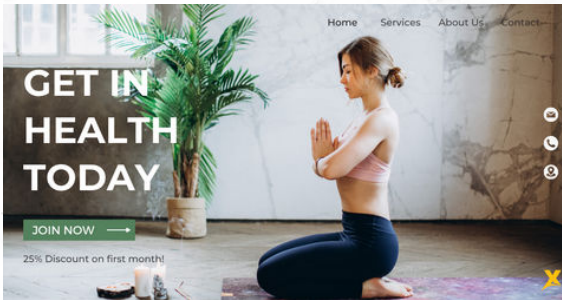
Since the headline is the first thing visitors will see, it needs to be simple to read, punchy, and clearly describe the content of your page.



SOCIAL MEDIA



LANDING PAGE



Remind your visitors why they are on your landing page.

You know where your visitors came from or which ad they clicked to get to your page. Make sure that the header is linked to the content found in the ad clicked. Make it brief and specific, with additional information about the offers in your ad.

RA supporting headline

Because headlines are brief, use a subheading with additional information or to conclude the point you're trying to convey in your headline.

A reinforcing statement (optional)

The headline and supporting headline provide the priming and hype, including a reinforcing statement that will help drive your unique selling proposition home. Give them more reasons to choose your products.

A closing statement (optional)

This serves as a final backup to your unique selling proposition, making one last attempt to convert your visitors. It's the big reveal and the conclusion of your offer.

Key Insights

- Use the standard building blocks of a landing page. If you stick to the basic structure of a landing page you can't go wrong. There is a reason why most pages are built like this - it works!
- Be direct and have a single goal. Let the user know what you want them to do in your call to action.
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LESSON 5 :

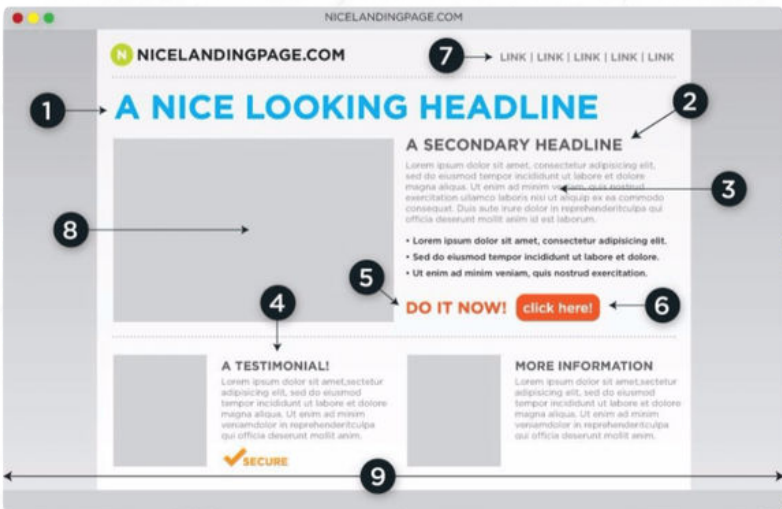
TEMPTING LANDING PAGES THEY CAN'T REFUSE

Businesses rely heavily on landing pages to generate new leads. The best part is that you understand where the traffic is coming from. You know what their demographics are and which type of ad intrigued them to visit your landing page.

The structure of the landing page, on the other hand, makes or breaks your marketing strategy. The advertisement may be appealing, but it is the landing page that ultimately persuades a visitor to convert.

We covered the anatomy of a landing page in one of our previous lessons. Let us go over that further.

Here's a great example from Neil Patel:



Headline

Being one of the largest fonts on the page, it is the first thing the visitor will see. It must be direct and punchy, and it must be related to the ad from which the traffic originated. Something that will entice them to continue reading the rest of the landing page.

Supporting Headline

Because the secondary or supporting headline's purpose is to support what is promised in the headline, it is still larger than the rest of the landing page's text. It contains additional information about the offer mentioned in the headline.

Reinforcing Statement or Body Copy

In the body copy, you can provide more information about the offer. To make it easier for the reader to digest the information, divide the discussion into subtopics and variations in font to help readers notice important content. While it may be tempting to make the body copy lengthy, remember that being direct to the point is preferable to using flowery language.

Social Evidence

A strong customer base is built on trust. Add real customer reviews to demonstrate the dependability of your products and services.

Closing Statement

A short closing statement will help wrap up everything and make a final attempt to complete the train of thought on the entire landing page.

CTA

The CTA is what visitors will eventually click to express their interest, it must stand out so that it can be found. The landing page's design must direct their attention to the CTA.

Header Hyperlinks

The navigation links should be removed so that the visitor's attention is focused solely on the CTA. This facilitates decision-making and conversion.

Hero Image

The hero image should be related to the headline, and avoid using stock images as they are not expressive of your brand.

Key Insights

- Don't make your visitors think. Copy and visual cues must be used to convert the visitor.
- Draw the visitor's attention to the CTA. A proper visual hierarchy must be implemented in order for the visitor to continue reading until they reach the CTA. Arrows are also extremely effective.



LESSON 6 :

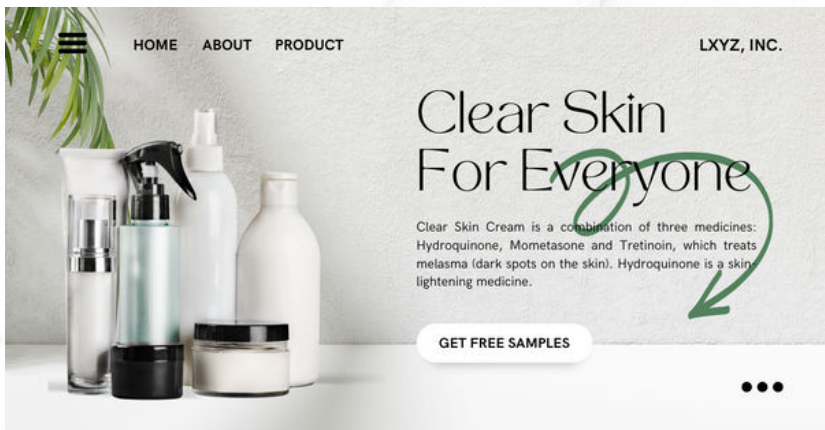
USE DIRECTIONAL CUES

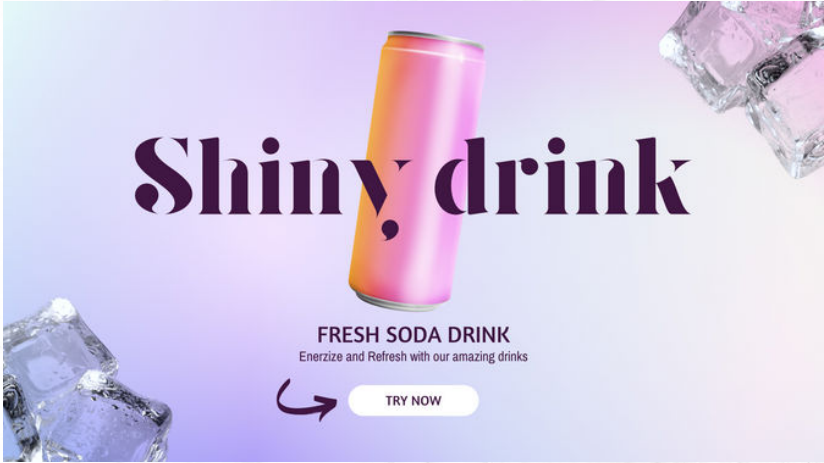
Visual cues help increase conversion rates by making the page easier to view and the information easier to digest, with the end goal of getting your visitors to look at the CTA.

- **Guide your visitor**

Your visitors will not have much patience to view a complicated page with so much information. Their gaze must be drawn to the most important parts of the page. For example, you can highlight important words or direct their attention to the CTA.

Good visual cues are shown below.





- **Cues that are less obvious**

There are several ways to direct your visitor's attention to the area you want them to see. The use of arrows is an obvious choice. You can, however, be subtle by using a pyramid template style or an image of someone looking in that direction.

Key Insights

- Using visual cues, you can achieve your goals. Make use of contrast and visual cues to guide your visitors and assist them in converting.
- Cues can be subtle or obvious. Direct your visitors' attention to the CTA. Arrows are also extremely effective.





LESSON 7 :

MEASURING AND TESTING YOUR LANDING PAGES

Measuring and Testing Landing pages is the most critical step for Marketing or eCommerce teams

We've gone over the various principles for developing effective landing pages. However, because there is no hard and fast rule for which landing page template works best, running AB tests will help you learn more about your visitors.



Creating variants

Show your visitors two different variations, with 50% of your traffic going to variation A and 50% going to variation B so that you have an approximately equal number of visitors. This will help you determine which variation is the most effective.

Test based on a single variable

You can test many different elements! Choose a single element that you can test to ensure that your learnings are as reliable as possible. You won't be able to tell which element caused the variation to win if the two pages differ in a lot of ways.

Below are some sample elements that you can test

- Headline copy
- Call to action
- Images
- Directional Cues

How to Interpret Your Results

To complete the A/B test, ensure that your test achieves statistical significance. In other words, you'll need enough data to back up your test, and ideally, you'll know with 95% certainty that one version is superior to the other.

Key Insights

- Keep testing simple. Test one feature or goal at a time instead of testing multiple components. More A/B tests can be done in the future!
- Keep the offer going. When you promise something in your ad, make sure you follow through on it on your landing page.



Ready to turn your website visitors into paying customers? Our CRO and landing page optimisation experts are here to help!

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