

Obvious Secrets of a Great Landing Page

Bret Phillips

Musician

Web Master

Entrepreneur

<http://bretwp.com>



Sideways8

Web Design

Web Development

Digital Marketing

<http://sideways8.com>



SIDEWAYS
EIGHT

interactive

What are landing pages?

What are landing pages?



A page on your website that a user lands on specific to an Advertisement, Link, etc.

ie. Facebook Ad driving user to your website

Is my Home page a landing page?



Your Home Page is certainly considered a landing page, but directing **ALL** of your Ad traffic there can be a mistake.

Create specific pages



Creating Landing Pages **specific to your offer, product, or service** is essential for providing a quality experience for your users and will increase conversion rates.

What makes a good landing page?

What makes a good landing page?



Identify the user

Display Social Proof

Credentials & Your Story

Call to Action

Identify the User



Persuasive Benefit-driven Headline

ie. "Why _(my product or service)_ will help you
_(accomplish your goal, fix your pain point, meet
your need)_"

Identify the User



Explain the Offer/Service/etc

Short paragraph(s) explaining the benefits, features, or pain points around your offer.

Social Proof



Testimonials, Statistics, Brand Logos, etc.

Anything that reassures the user that you and your site are legit.

Credentials



Depending on the offer, it can be beneficial to give your credentials and tell some of your story.

Keep it brief.

Share the relevant parts specific to your user's goal, need, or pain point/

Call to Action!



Focus on a single call to action.

Multiple links/buttons to single call are ok

ie. One above the fold, additional below the fold as necessary

Multiple links/buttons to multiple calls is not

ie. Buy this, Subscribe, Click here, Fill this out, Contact us

Before you start, consider...

What's the goal?



Get a visitor to buy something

Get a visitor to “learn more”

Get a visitor to subscribe

Get a visitor to tell a friend

Get a visitor to comment or give you feedback

Who is my audience?



Not only for your entire business, but specifically around this offers 'goal'

ie. Your business might sell a ebook to “mom” bloggers, your offer may be selling to “soccer mom” bloggers

ie. Your business might sell “sports equipment”, your offer may be selling to “baseball players”

Narrow Focus



Clear out the clutter

Brief text/copy

Less form fields to fill out

Less images

Examples of great landing pages

Examples of great landing pages



https://www.salesforce.com/form/sem/sales_manage_sales.jsp?

<https://getpocket.com/>

<https://www.optimizely.com/>

<https://unbounce.com/>

<https://debt.bills.com/>

<https://wistia.com/account/signup>

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