

HOW TO CREATE A WINNING LANDING PAGE

Step 1

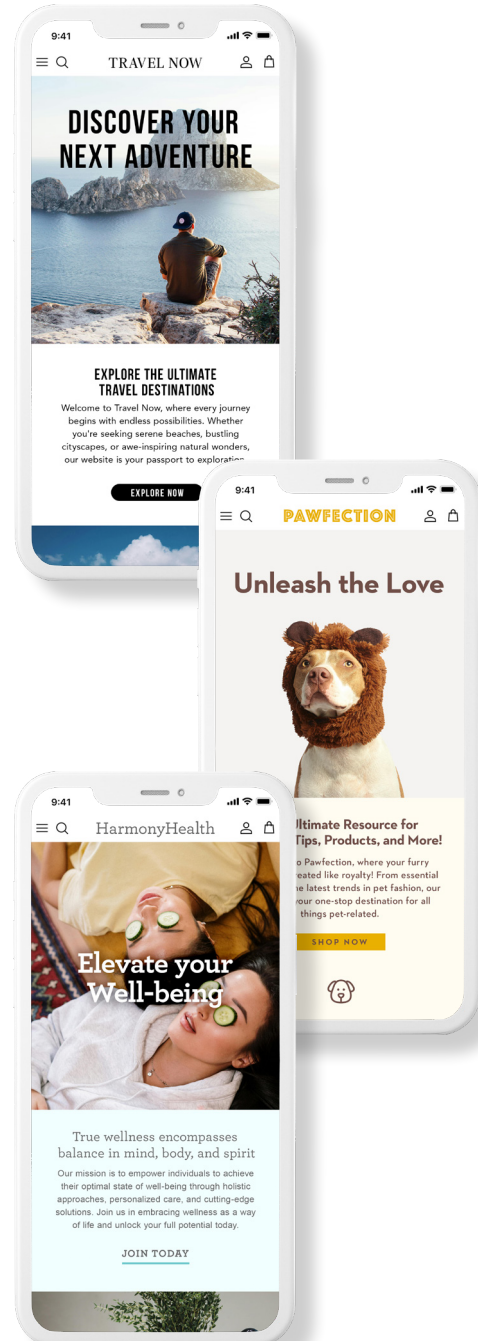
Ask Yourself These Questions

1. What is the problem I am solving?
2. Who am I solving it for?
3. Why should people care?
4. How can this be achieved?

Step 2

Your landing page content should be informative, concise and action-oriented.

1. Define the problem first, and tease the solution (your product or service) second. Inform the reader in a few simple sentences. Create a strong hook.
2. Highlight the solution's selling points clearly. Build the value of your offering early on. Eliminate any concerns around time, effort and cost.
3. Make taking action a no-brainer and encourage the user to take next steps by including reviews, client logos or customer testimonials.



Step 3

The Design



The Title

Your title should grab the reader's attention, tease the topic or theme and be congruent with the ad.



The Header Image

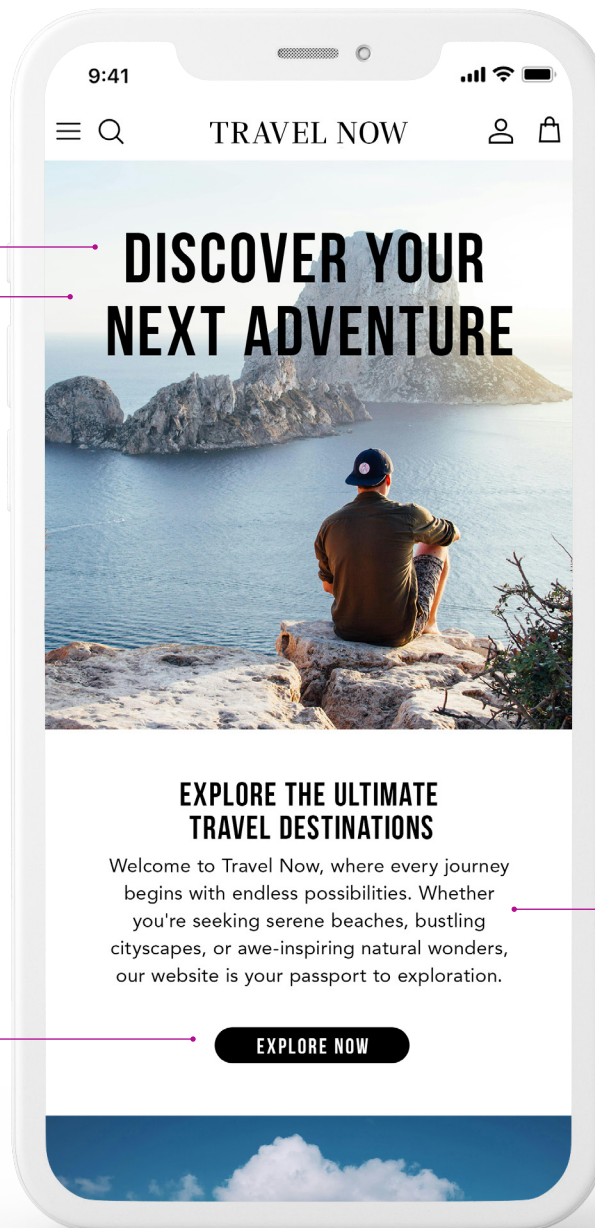
Make sure your header image is engaging and directly connects to the content below.



The CTA

Think direct, compelling and actionable. A single, short line of text located below the body of the page followed by a bold button. Examples of action language include: "Sign Up," "Download," "Register," etc. Add timing to the phrase such as "Now" or "Today" for added urgency.

*Note: Consider adding a softer version of your CTA higher up (above the fold) within the body of the landing page in hyperlinked text format.



The Informative Text Sections & Their Headers

1-2 informative paragraphs with clear headers that help make your page skimmable.

Ask yourself, "Can the audience read the headers and broadly understand what the entire page is about?"

1-3 sentences for the intro paragraph specifically that communicates the What/ How / Why. Think of this as a short summary of your overall message.

Overall when thinking about the layout and design of your page, keep the following principles in mind:



Clean



Eye-Catching



Readable

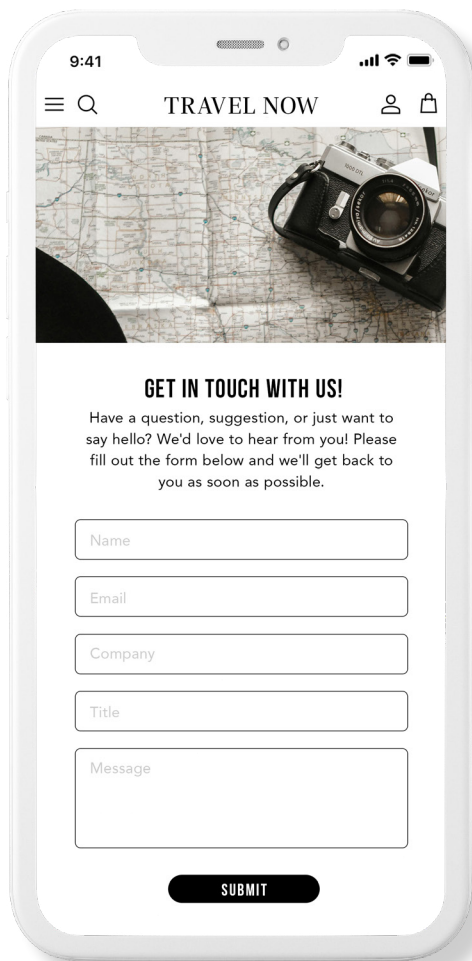


Short

Step 4

The Form

Keep your form user-friendly, easy and quick to complete. Only ask for the information you really need. Limit the number of form fields to those required for follow-up.



A smartphone mockup displaying a contact form for 'TRAVEL NOW'. The form is titled 'GET IN TOUCH WITH US!' and includes a brief introduction: 'Have a question, suggestion, or just want to say hello? We'd love to hear from you! Please fill out the form below and we'll get back to you as soon as possible.' The form fields are: Name, Email, Company, Title, and Message. A 'SUBMIT' button is located at the bottom of the form. The background of the app shows a map and a camera.

Step 5

Continued Testing

As time goes on, A/B test major elements of your page to ensure you are maximizing potential reach and conversion. Experiment with new and different formats when possible. Iterate and innovate to success!

