### REVCONTENT

# HOW TO CREATE A WINNING LANDING PAGE

# Step 1

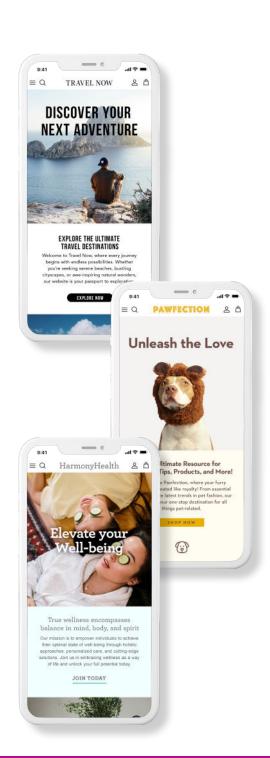
### **Ask Yourself These Questions**

- 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

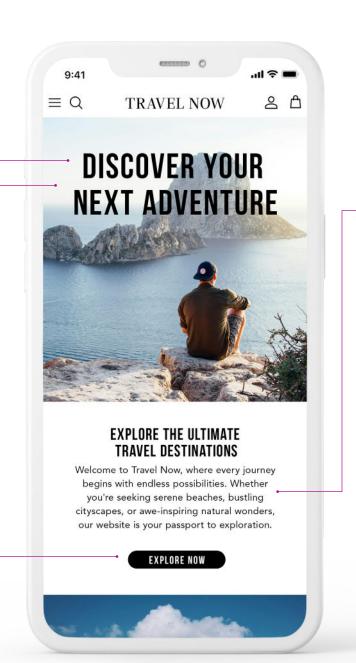
Make sure your header image is engaging and directly connects to the content below.



#### 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

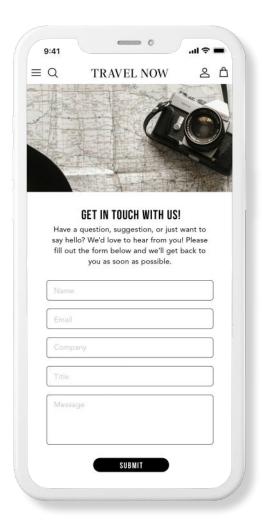


Short

# 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.



# 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!

