BRILLIANT
LANDING PAGE TECHNIQUES
TO BOOST CONVERSIONS

Traffic is nice, but conversions are the true endgame of landing pages and that's what this guide will show you how to master. We have collected years of data and experience to determine the most effective strategies to increase sales, launch product promotions, or engage new customers. A visitor only takes **3 seconds** to determine if they stay or leave your page so **speed, clarity and design** all factor into your success. An effective landing page will generate interest and provide information to move potential customers to engage.

Let's Take A Look At How We Can Boost Your Conversions

2. Strong Headline

Attract attention with less than ten words, and convince them to stay with a compelling headline. Tie-in your phrasing with your digital ad's headline copy to improve the rating of your campaign and let visitors to know they are in the right place as soon as they land on your page.
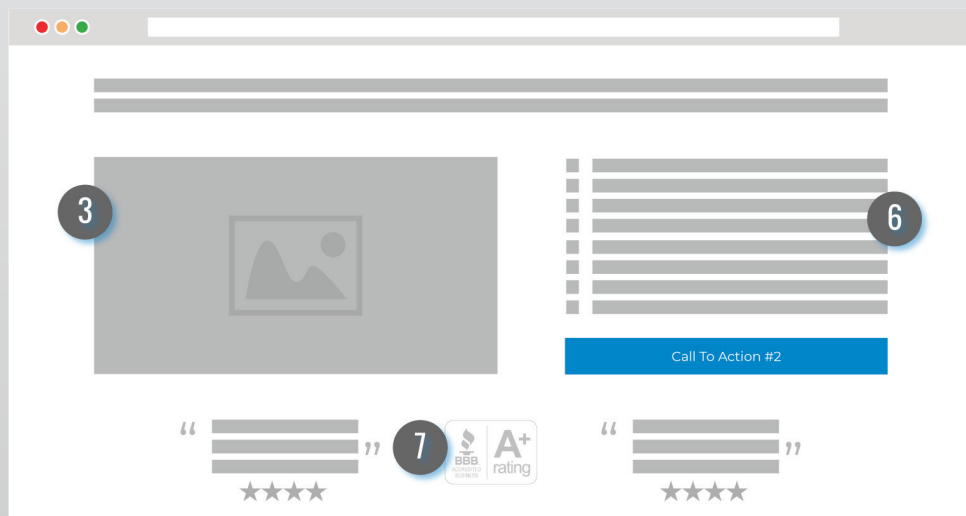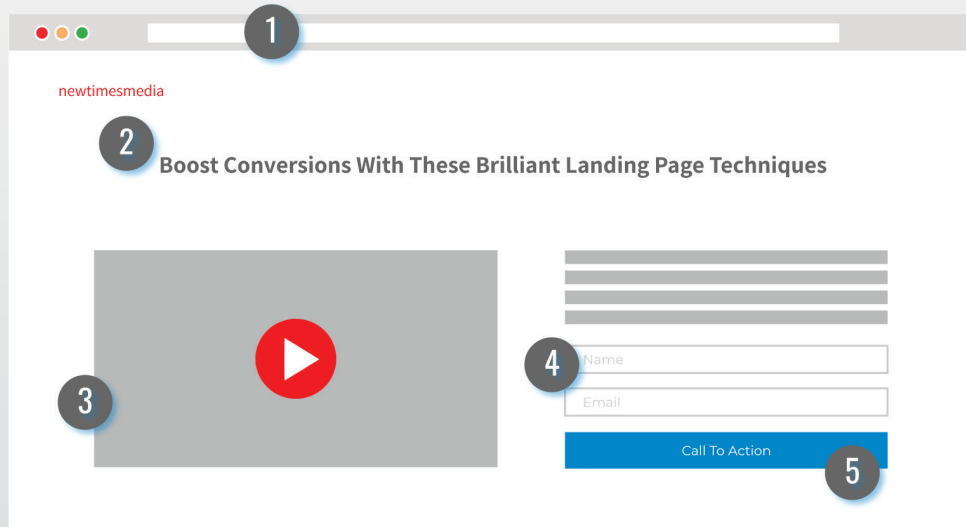
3. Emotions Make People Click

Video and relevant images are an excellent way to explain a lot of information in a short amount of time, and illustrate the benefits of using your product or service in a more attractive, engaging way. Keep a video short and easy to consume. And real, high-quality images instead of stock will increase conversions and build trust & credibility.

7. Social Proof & Trust

Reviews, testimonials, and ratings can be more effective at persuading people to act than statistics about saving money. Visual cues such as company logos and business awards will help influence decisions. Show visitors you are the real deal and instill confidence so they take up your offer.

1. Less Is More

One ad. One landing page. One offer. If you have multiple offers you wish to promote, create one page for each individual offer. Use reader-focused keywords in your copy, compress all images and video before uploading to your page, and don't forget to remove the navigation bar.

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Boost Conversions With These Brilliant Landing Page Techniques

Name
Email
Call To Action

Call To Action #2

BBB | A+ rating

4. Fill In This Form

Keep your form above the fold, and as easy to complete as possible. Pre or auto-filled fields can increase conversion rates, and more fields typically lower your conversion rate. However, the quality of the leads improves when you have more lead- qualifying questions. Knowing your goal in advance will help balance which matters most: lead quantity or lead quality.

5. Take Action Now

Call-to-action buttons should feature action-oriented text. Be clear, be legible, and be specific. Choose colors wisely as contrasting colors stand out more, and like the form, be sure you position it above the fold - making it as large and noticeable as possible without ruining your page's design.

6. Highlight The Benefits

Convince visitors to keep reading by building on the benefits you offer in the copy. That means focusing on the benefits of a product rather than the features of a product. Use bullet points or short sentences. People are selfish. If you tell them what's in it for them, they're apt to stick around.

This CHECKLIST will make sure you have the right elements on your page to convert traffic

- ❏ Headline & Sub headline with Premium Offer
- ❏ Simple direct description or copy
- ❏ Relevant Keywords that line up with the ad copy
- ❏ Supporting images or enticing video
- ❏ ADA Compliance

- ❏ Compelling Features & Benefits
- ❏ Single focused CTA (form fill or phone call)
- ❏ Form Fill Above the Fold
- ❏ Reviews or Trust indicators
- ❏ Consistent branding

- ❏ Negative space
- ❏ Remove Navigation Menu
- ❏ Mobile Friendly
  55.6% of web browsing occurs on mobile devices. Just like your regular website, your landing page needs to be responsive to every viewing experience.

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