

# Watch Your Conversions Soar with these 9 tweaks to your landing pages.

With excitement and anticipation, Tim clicks on his website analytics.

The analytics show there were 200 visits to the landing page.

Yay!

But...

Just one download?

Why is his report not good enough?

But Tim did thoroughly research his prospects. And he knows his report is exactly what they're screaming for.

So what's wrong?

Getting considerable traffic to landing pages is a massive challenge for most online marketers. And having just a couple of those visitors taking action is frustrating.

And depressing.

But it doesn't have to be so.

While expecting 80% of visitors to a web page to take action is not realistic, you can still motivate a considerable number to take the action if you follow the 9 strategies below.

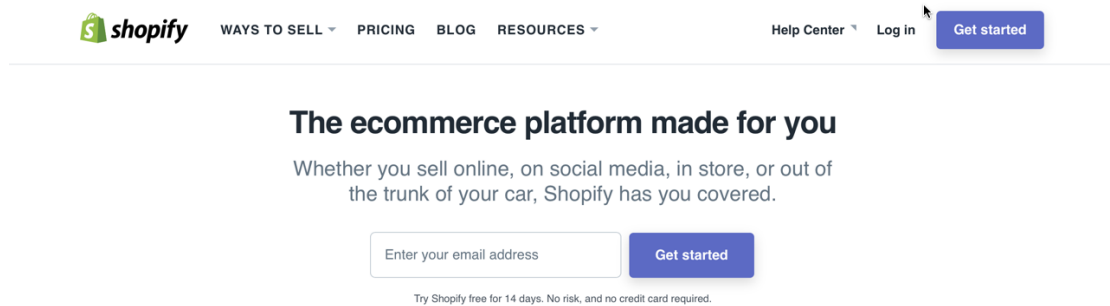
Want to know how?

## **1. Focus on the purpose of the landing Page.**

You have to clearly define the purpose of your landing page with all the elements of the page geared towards that purpose. For instance, if your landing page is a squeeze page for visitors to download a free report then it should reflect that.

Avoid asking visitors to take other actions like watching a demo video or check out what you have on offer. This will cause uncertainty and visitors may not take the required action.

In short, the whole layout of the page should be designed towards that action e.g. download a free report.



Here, the action is to enter your email address to get started with shopify.

## 2. Use a clear, benefit-oriented headline.

Your headline must be straightforward and benefit oriented .It must tell your visitors what your value proposition is. Your value proposition is what you have on offer and why it should be of value to customers.

Also, put an emotional benefit in your headline. This will engage and motivate the visitor if it appeals to a hidden desire in them.

Look at these three examples from Copy Blogger.

1. How to take command of any meeting. (The emotional benefit is **feeling respected**)
2. The Secret widget Alert System that keeps tireless watches over your family. (The emotional benefit is **feeling safe**)
3. Reconnect with your friends and family on this incredible three day retreat (the emotional benefit is **the feeling of loving connection**)

Therefore, make your next page headline clear with an emotional benefit. This will engage visitors straightway and motivate them to learn more about your offer leading to potential conversions.

### **3. Make them feel what you have is valuable and unique.**

What does your advert say?

Your headline must be a continuation of the headline from the original source of your visitors.

For example, if your prospect saw your headline from your PPC ad, blog post or email and clicked on the link to your landing page, your headline must be similar to confirm they've arrived in the right place.

The following example is a Google ad for anxiety recovery retreats

#### **Anxiety Recovery Retreats | Simple & Effective Recovery**

**(Ad)** [www.thelindenmethod.co.uk/](http://www.thelindenmethod.co.uk/) ▼

The Only Dedicated Anxiety Recovery Residential Course. 21 Years Experience. NCF Therapists. Over 200,000 Helped. Personalised Programmes. Free Information Pack.

[Contact Us](#) · [FAQs](#) · [Anxiety Recovery](#) · [Home Access Programs](#)

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A click on the ad leads to this landing page with matching headlines



You have a repetition of the message, without any unambiguous or clever headlines.

Another tip is to frontload your headline with the benefit. This means place the important action words at the start of your headline.

In the first example below, the main message is buried:

“Call our agents about how to save up to \$283 on your car insurance”

The headline becomes stronger when you start with the key message:

“Save up to \$283 on your car insurance. Call our agents for details”

The word “save” in the last example is a power word and persuasive as well. Putting it right at the beginning of the sentence triggers the “Greed glands” straightaway who wouldn’t want to save money?

## **4. Write well-organized body copy with lots of space**

Your body copy shouldn’t be dense with text.

Instead use bullet points to state the benefits in simple, clear and compelling language to engage your visitor. Those bullets must flow well into each other and avoid jargon or corporate speak.

And use lots of white space too. Adding white space between your texts makes the web page look easier to read and less intimidating compared with a page dense and cluttered with lots text with no white space.

## **5. Remove the navigation to avoid distractions**

To ensure the overall theme of having one purpose for your landing page, remove your website navigation to avoid distracting your visitors.

Also the design must look professional as this affects how secure your visitors feel in transacting business or sharing their information with you.

Preferably, the design should your use fewer colors and avoid dark background colors. Keep to lighter colors, which complement each other as this projects a simple and professional look

With a white background and lots of white space.

Each element like the main headline, subheadings and the main text should be of different font sizes to create contrast. This helps your readers focus on the most important elements on the page. And assists the flow and readability for your readers.

## **6. Evoke an emotion with quality images**

Studies show using the appropriate images help convey feelings that drive conversions.

# Current appeals



## Seen us on TV?

Every day, children around the world are going blind from eye conditions or diseases that are easily



## Play our raffle

Enter Sightsavers' online raffle today for the chance to win £5,000, while helping us to eliminate



## Appeals

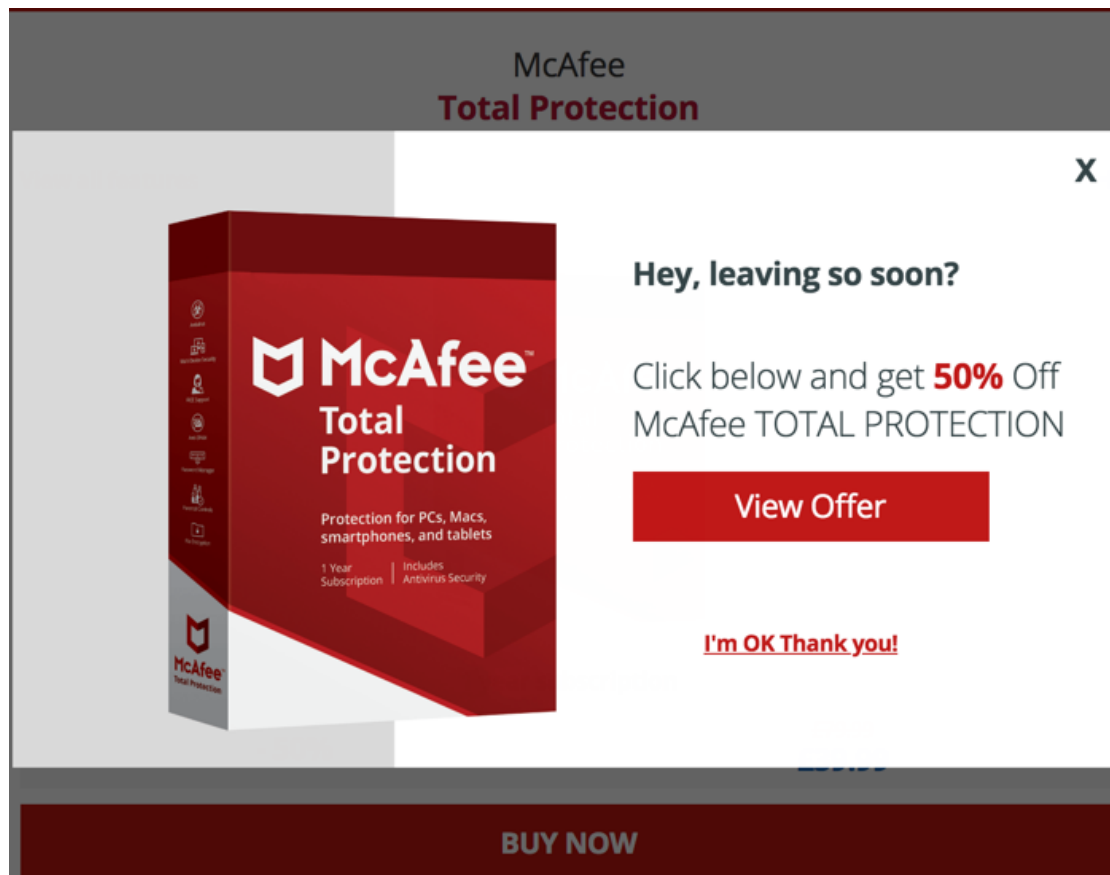
### Summer appeal

It's too late for Ayenyo's sight. Will you help us eliminate river blindness

The images on this landing page for sightsavers.org evoke the right emotion.

Place the hero shot (the image of what is on offer) in the direction of the call to action button to focus the attention of the reader on what they need to do next.

The following example of the landing page for McAfee does that



The image shows a promotional banner for McAfee Total Protection. At the top, a dark grey bar contains the text "McAfee Total Protection" in white. Below this, the main content area features a 3D rendering of the McAfee Total Protection software box on the left. The box is red and white, with the McAfee logo and "Total Protection" text. To the right of the box, the text reads "Hey, leaving so soon?" followed by "Click below and get **50%** Off McAfee TOTAL PROTECTION". Below this text is a red button with the white text "View Offer". Underneath the button, there is a link that says "I'm OK Thank you!". At the bottom of the banner, a dark red bar contains the text "BUY NOW" in white. A small "X" icon is located in the top right corner of the main content area.

Also use nice quality images for your background and avoid stock images.

Stock images make your website look like just any other website online. And wouldn't help projecting a sense of uniqueness. The right image will project a warm, welcoming feeling in the visitor that you might have exactly what they want

## **7. Maximize Conversions with a Prominent sign up box**

Choose a simple design for your sign up box and don't ask for too much information. Keep the information to just their name and email address.

It is a commitment for most website visitors to give you their information. They fear being spammed and with too many fields to fill they'll feel its too much effort and wont even bother feeling the form.

So keep your sign up form to maximum of two or even one field i.e. just their email address. You can always ask for more information after they have signed up.

The Call to action button must be prominent to other elements on the page .The color can be orange, blue or green and must instill a sense of urgency if you are selling something.

For example on a call to action button to sign up for a webinar, you can add on the button "02 days left Register for this event"

The sign up box should also be above the fold. This is the upper right side of the page so the prospect doesn't need to scroll to locate it.

The words on your sign up button can also affect response. Instead of saying, "sign up or download" use words like "yes I want to want my traffic generation tips"

Provide a link to your privacy policy to put your visitors minds at rest that they wouldn't be spammed when they give you their email addresses.

## **8.Don't forget Social proof**

Social proof elements on your landing page can increase response considerably.

What is social proof? For instance:

- Testimonials of customers who have used the product or service.

If a considerable number of people signed up for your newsletter or downloaded your report, they can be an excellent source of social proof.

- If you have had well known brands or companies as your clients, add their logos to your landing page. But do ask for their permission



## **9. Why a short quality video can double conversions...**

A short quality video can have a massive effect on landing page conversions.

Research shows that video improves conversion by up to 80%. Plus if you have a video on your landing page you are 53% most likely to come up on search engine page results (SERP)

And video drives 157% increase in traffic from search.

So, if possible, include a video on the landing page, to compliment the text on the landing page in terms explaining the value of your offering.

### **Test Test Test**

You must test everything from the headline, images, the subheads, and the colors of the buttons of your call to action. Even the words you use on the button.

Small changes can have a considerable effect on response but you wont know which elements affect response until you test. Applying A/B testing is the most valuable way to get more conversions on your page.

### **Start applying these strategies today for maximum response**

Stop worrying if your hard worn visitors will download your lead magnet or buy your product or service.

Remember these strategies when you design your next landing page and tick them off a checklist.

So go ahead and build a successful business.

