

LANDING PAGES THAT CONVERT

Introduction

If you ever need to send someone to a page to sign up for a course, a free trial, an eBook, to join your community, or request a quote or a free consultation, one of the biggest factors impacting your results will be how well your landing page converts.

A landing page is a dedicated web page, separate to your website, focused on one specific opt-in or outcome.

Unlike our website, where we are offering our readers multiple links and multiple options to access different offers and different content, when it comes to our standalone landing page we want to be focused on just one option or next step.

To get our landing page converting well, we need to be specific, compelling and strategic.

So, how do we do that?

There are 11 key elements you need to be thinking about when creating your Landing Page:

We recommend you begin by focussing on your Call To Action.

You can use the following template as a checklist or working document to help you start crafting the most important elements of your high converting landing page.



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Step #	Your Landing Page Notes Details Go Here
<p>1. Call To Action What is the SPECIFIC thing / action you want your prospects to do next?</p>	<p><i>OUTLINE YOUR CTA HERE:</i></p>
<p>2. Button What style, colour and wording will you use for your button?</p>	<p><i>OUTLINE YOUR BUTTON DETAILS HERE:</i></p>
<p>3. Opt-in Form The form and fields your prospects completes to register for your offer (we recommend First name and email only in most cases)</p>	<p><i>OUTLINE YOUR OPTIN FORM HERE:</i></p>
<p>4. Headline What is your big “Hook” that will get people reading your page?</p>	<p><i>OUTLINE YOUR HEADLINE IDEAS HERE:</i></p>
<p>5. Body Copy What content, including introductory paragraph and bullet points will you include?</p>	<p><i>OUTLINE BODY COPY IDEAS HERE:</i></p>
<p>6. Terms of Service If you are using third party platforms to drive traffic, what Terms of Service may those traffic sources have that will influence your Landing Page? e.g. Facebook requires you to include your contact details, privacy policy etc. on your Landing Page</p>	<p><i>RESEARCH AND REVIEW RELEVANT TERMS OF SERVICE HERE:</i></p>



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<p>7. Page Layout</p> <p>What will go where on your page?</p>	<p><i>LIST ALL THE RELEVANT ELEMENTS TO GO ON YOUR PAGE AND DRAW A ROUGH DIAGRAM OF WHAT GOES WHERE:</i></p>
<p>8. Offer Visuals</p> <p>Will you be adding visuals of the item you are asking people to opt-in for?</p>	<p><i>MAP OUT THE VISUAL REPRESENTATION OF THE PRODUCT:</i></p>
<p>9. Social Proof</p> <p>Can take the form of client testimonials, screenshots of results, logos of media you've been featured in, celebrity endorsements, research showing statistics relating to your product or service... basically any form of communication that helps people feel that others have taken this road before them and things have turned out well for them.</p>	<p><i>MAKE A NOTE OF THE RELEVANT SOCIAL PROOF ELEMENTS YOU WILL INCLUDE:</i></p>
<p>10. Scarcity</p> <p>How can you add some scarcity to your offer? e.g. special prices, bonuses or offers goes away.</p>	<p><i>OUTLINE HOW YOU WILL ADD SCARCITY ELEMENTS TO YOUR PAGE:</i></p>
<p>11. Directional Cues</p> <p>When you use page design to draw the eye to the action you want people to take. Directional Cues can include overt arrows or more subtle elements built into your design.</p>	<p><i>DECIDE WHAT DIRECTIONAL CUES YOU WILL USE EG COUNTDOWN TIMER:</i></p>
<p>12. Trust and Security</p> <p>Includes any verification, seal or wording that may imply trust in you, as the product/services provider.</p>	<p><i>LIST WHATEVER GRAPHICS OR ASSETS YOU HAVE TO BOOST PERCEPTION OF TRUST & SECURITY:</i></p>



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