

# 11 Essentials for High Converting Landing Pages

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Your guide to building landing pages that get noticed - and get you results.

## Introduction

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You've developed your offer, created your nurture funnel, committed cold hard cash to drive traffic to your site - don't let your campaign fail due to a lacklustre landing page. Follow Apptivate's **11 Essentials for High Converting Landing Pages** and watch the leads roll in.

While landing page requirements differ for brands, audiences and offers, there are some key principles to get the most from your page.

Firstly, think about the intent of that page - it's a landing page, it's job is to capture leads. So conversion is the primary goal. How do you trigger conversion? Simple Sales 101:

- Grab attention
- Minimise distractions
- Solve the customer's problem
- Create a high value, low risk offer
- Establish trust and credibility
- Tell the customer what you want them to do next

Landing pages are different to any other page of your website because they are solely intended to persuade the customer to commit (give you their email address / purchase / schedule a call or demo). Therefore your job - and the job of your landing page - is to make it simpler for the customer to find the information they are seeking, reduce all unnecessary distractions, provide clear and persuasive information and make it easy for them to transact with you.

Landing pages should be treated as unique campaign assets, with design that mirrors the branding, imagery, positioning, key messaging and tone of the supporting marketing materials.

Great brands are created through consistency. Confusion is minimised through clarity. So make all your marketing materials - PPC ads, blog post, lead capture form, landing page design, follow-up email and any downloadable lead magnets - consistent and cohesive.

If your PPC ad offers a specific discount - "\$50 off for all new customers" for example - then lead with that same message on your landing page. Don't make the customer work for it. (They won't. They'll bounce. And you'll be left scratching your head wondering why your amazing discount deal didn't convert.)

## 1 Prioritise structure and information hierarchy

**Hick's law** states that the more choices you offer, the longer it takes the viewer to make a decision. So remove the decisions for them - no nav, minimal links, clean design so that elements on your page don't compete for attention. Break your page into clear sections, and pay attention to the impact you make 'above the fold' - before the user needs to scroll. They should be able to receive your brand, key message and transact with you all in the primary area above the fold. Then use the 'below the fold' sections to flesh out your storytelling and convince them to convert.

**Tip:** Pay special attention to how your site looks on mobile - 'above the fold' on a phone is an exceptionally small piece of real estate. Get smart with your design and strict with your structure.

## 2 Optimise for SEO and readability

Make sure your H1 clearly states your offer and commands attention. Your H2 then shows the viewer why it's valuable / what benefit it provides. Remember, you are trying to convince your potential client to stop scrolling, stop bouncing and keep reading within a fraction of a second. Pay attention to getting their attention!

### Tips to optimise your landing page:

- Match the users' search intent
- Incorporate a focus keyword in the URL, title and intro copy
- Ensure URLs are "human readable" - not auto-generated numbers and letters, and don't remove so many "stop words" (at, the, on etc) that your URL no longer makes sense
- Use your focus keyword in your H1 - grab their attention, nail their need
- Add a supplementary keyword in H2 - be persuasive, entice your viewers to explore further
- Ensure images have alt text and tags
- Ensure the meta description matches the focus keyword

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## Add compelling imagery

Our brains process visual information **60,000 times faster** than text. In fact, when image and audio are paired, **information retention** is at 65% three days later, compared to a measly 10% for audio-only. Smart visuals count!

Don't believe us? Check these stats out:

- **12% increase in web traffic** for sites that use infographics (ahem, check ours out [here](#).)
- **86% increase in conversions** when video is used on a landing page.
- **83% increase in year-on-year revenue** for companies that use visual engagement tactics, compared to competitors.

Yep. If more traffic, conversions and cash don't matter to you, then you can ignore the importance of imagery on your landing page. For everyone else, pay attention to your visuals.

**Tip:** Photos with faces attract more attention. Use the eye gaze of the people in your photos to direct the reader to important information. Don't use cheesy stock images. Ensure the style, colour and tone are congruent with your brand.

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## Solve their pain point clearly, concisely and compellingly

Tell your customer what their problem is, tell them how you solve it, then tell them how to buy-in to your solution - either signing up for a free trial, downloading a valuable resource or purchasing a product.

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## Singular, high impact CTA

Do NOT, we repeat, do NOT attempt to get your web visitors to do more than one thing on your landing page. If you try to get them to sign up, download, subscribe to your blog and follow on Instagram, you will lose them. Hone your page to have one singular, high impact Call to Action (CTA). You might repeat it several times on your page, you might use a couple of different formats (e.g. button, form, link which all result in the same action), but your landing page's job is to get your visitor to do **ONE THING**.

On the subject of CTAs, don't use the word 'Submit'. No one wants to 'submit', especially their valuable personal info. Add drama, make them think that bells will chime, birds will sing and a circus parade will commence upon clicking that button. Get them excited to click. Hell yeah I want to 'Fire up my brand' - click! Yeah nah, I'm not so keen to 'Submit' my details - bounce.

Stuck for ideas? Make your CTA active, and tell them what to do: Sign up. Try for free. Download now. Get started. Learn more. Get XYZ free. Try first month free. I'm ready. Count me in!

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## Social proof

Third-party endorsement is always going to be more powerful than spruiking your own benefits. Add reviews, testimonials, ratings and if you have a significant social following or community, add links to demonstrate this. Perhaps with copy along the lines of "Join over 50,000 customers who have transformed their lives / bodies / businesses" to support your CTA.

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## Flawless grammar

When we can now create an entire conversation purely in emojis and gifs, grammar has taken somewhat of a backseat. But typos and errors can critically harm your bottom line. Research shows that **74% of consumers** notice whether the copy is correct (or not) on websites, and 59% would avoid doing business with a company that's made obvious errors.

Your landing page is about **PERSUASION**. The critical element for persuasion is trust. Trust is contingent upon credibility. Errors don't convey credibility. So if you want to persuade, you need to take care of those little typo's typos.

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## Supporting copy

The job of the landing page is to convince a visitor to take action. Unless they are already highly engaged and your brand is kicking butt, it's unlikely that a 30-word landing page will be enough to get your lead form firing. You need to tell your story - acknowledge their need, solve their problem, explain the benefits of your solution, show them that other people have already purchased, explain any terms and give them clarity on what happens next.

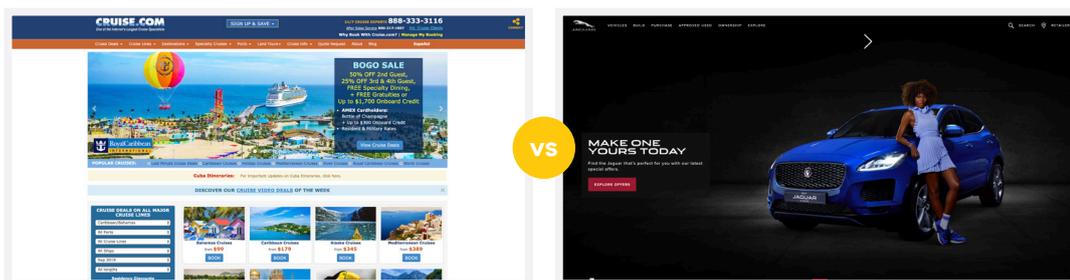
From an SEO perspective, a 300+ word count can be beneficial, provided it's clearly written, sharply structured and puff-free.

- More copy builds trust in the product or service - when you can explain the features and benefits, you answer questions before they are even asked.
- More copy gives greater assurance post-purchase and prevents cart abandonment - if users know they are making a risk-free purchase with potential to refund, exchange or opt-out, they are more likely to convert.
- More copy enables you to incorporate supporting keywords and synonyms to avoid keyword stuffing and create a more natural flow.
- More copy gives you more space to tell a kickin' story about your brand.

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## Colour counts

Colour makes the difference in brand positioning, legibility and conversion. Consider this:



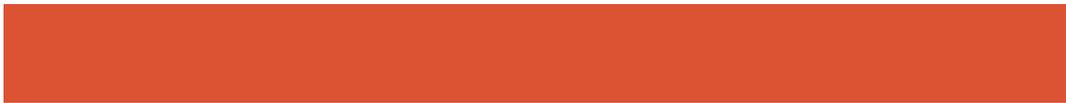
One says 'Sale, discount, please buy this . . . or this . . . or what about this?' The other says 'Luxury, premium, self-assured, you know you want me'.

While colour choice may be dictated by your overarching brand, the selection of colours for buttons, headings and forms can make or break your landing page.

## Consider:



**Yellow:** The colour of youth, optimism and happiness, yellow commands attention in digital design. But beware: ensure high contrast with text overlays to maximise legibility. Apply yellow artfully - the wrong tone can cheapen your brand.



**Red:** The colour of love, energy, urgency and emergency. Use red to demand attention, highlight important information and add impact to your digital design. But beware: traditionally the colour of fast food restaurants, sales and discounts, red can add a “cut-price” vibe to your brand.



**Blue:** Calming, credible, trustworthy blue. There’s a reason blue is loved by banks, government departments, lawyers and universities. Blue-sky thinking. Blue-chip. Blue-blood. If you want to inject some gravitas into your design, add a hit of blue. But beware, avoid the generic mid-tones favoured by social media platforms, software brands and financial institutions if you want to dodge the standard. Elevate your brand with bold, saturated inky tones or add whimsy and zen with the palest sky blue.



**Black:** Powerful, chic, luxurious black. When you’re so sophisticated you don’t even need to add colour. Black is unapologetically bold, creating a full-stop for the eye. But beware, black can be heavy - an artful touch is needed to avoid overpowering your design. And in the absence of other colour, a simplistic black and white design can look undesigned and unfinished.

Not sure how to incorporate colour? Stick to a primary palette consistent with your brand - three colours max, with perhaps one additional accent colour. Select imagery that resonates with these colours, and try injecting colour in your headings to break up blocks of text, hover states and buttons - a transition from one colour to another makes it even more satisfying to click.

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## Mobile first

Over **47% of all web traffic** comes from mobile devices and **73% of consumers will switch** from a bad mobile site to one that makes purchasing easier. Mobile is no longer a consideration - it is the ONLY consideration. With US mobile retail revenues predicted to hit **USD339 billion** (yes, with a b) next year, if you're not playing the mobile game, you're missing out.

While **55% of shoppers have bought online** after discovering a product on social media, users who have a negative experience in your mobile store are **62% less likely** to buy from you again.

You have one chance to convert, so let's do it right:

- **Design for mobile** - shorter text, consider scroll depth, make CTAs simple and bold
- **Design for fingers** - reduce free text fields or allow autocomplete to populate forms, make data capture fields large enough for easy viewing and form completion, reduce the number of clicks required to complete a transaction, consider how a user holds a phone and the ease of using their thumb to tap (don't put a CTA in the top left section - it's too hard to reach your thumb up there while holding a phone!)
- **Design for speed** - **70% of mobile searches lead to action within an hour**. Mobile users are all about instant gratification. Don't let your mobile landing page speed stop conversions (read Tip 11 for more).

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## Get Speedy Gonzalez on your page load speed

Slow page speed kills conversions.

Google research shows **53% of mobile users** leave a site that takes more than three seconds to load. Read that sentence again. In the time it took you to read it, more than half your mobile users would have bounced. Page load speed is critical - a 1 second delay can equal a **7% drop in conversions**, and **47% of people** expect a web page to load in under 2 seconds.

Test your page load speed, compress large images or video that drain data, choose the right hosting for your needs (not simply the cheapest), set up browser caching, reduce server response time - or just **talk to us** about building you a kicking landing page that loads fast and converts.