The Definitive Guide to Creating High Converting Landing Pages
Step #1: Conducting Market Research
Gathering vital information about your target market and customers in order to create value and provide a desirable customer experience.

To find out more about your customers, follow the steps below:

a) Go to Topsy. Type your primary keyword into the search box. Analyze the results.
b) Go to Quora. Just plug your keyword into the search box. Click the ‘view all’ link.

In both the sources, try to find questions your customers are asking and make note of those:

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Step #2: Designing Your Landing Page
Here’s a quick rundown of the key landing page elements:

1. Headline:
For a high converting landing page, your headline must be creative, straight to the point, create urgency and solve a particular problem.

   Example: Pop Up Domination.

2) Supporting subheader:
A subheader will give people a reason to read your entire copy, instead of skimming or scanning it. Use it every time to give more context to the main headline.

   Example: Qualaroo

3. Visual focus (headshot, video etc.)
The brain processes visual information faster than text. That’s why you need to add a visual focus to your landing page, such as your headshot, a photo or video.

   Example: OkDork

4. Customer/client testimonial (optional)
You can also add real customer testimonials to your landing page. Testimonials can boost your sales, but only use them after you have gotten results for other people.

   Example: Neilpatel.com

5. Core benefits:
To appeal to customers and inspire them to take action, highlight the core benefits of your product/service on your landing page.

   Example: Social Triggers
6. Call to action:
In order to successfully convert visitors to email subscribers or customers, you need a simple, clear and clickable call to action.

Example: Pipeline

Step #3: The psychology of colors
The right colors will improve landing page conversions. Here are some key color areas to think about:

- **Background color:**
  When using a solid color on your landing page background, make sure it won’t interfere with the text. And if it’s a deep color, make sure the text contrasts well.

- **Link Color**
  Linking out from your landing page, especially when you want to accomplish a specific goal (such as capturing email leads) is not a good practice. But if you are going to link, start with the web convention of using blue for underlined links (and maroon for followed links).

- **Call-to-action colors**
  In choosing colors for calls to action, consider what each color represents and how consumers will perceive them. I personally like this guide: Which Color Converts The Best, by Conversion XL.

- **Bottom line**
  There’s no definite answer to this. Test and measure to find the right ones for you.

Landing page design tools:

1. **Unbounce**: You can use it to build to build landing pages, optimize them and carry out A/B tests to determine what works and what doesn’t.

2. **OptimizePress**: Easily create landing pages, sales pages and membership portals.

3. **PopUpDomination**: One of the best pop up opt-in box creators around. It works for beginners, intermediates and online business experts.

4. **OptinMonster**: A great exit intent tool that will help you capture emails and leads. It’s flexible, yet very easy to use.

5. **Optinskin**: Glen Allsop’s WordPress plugin for adding opt-in boxes to your blog posts, landing page and fan pages.

6. **Instapage**: You can use Instapage to create a single professional landing page, 100% free. But if you want more landing pages, you’ll have to upgrade.

7. **Leadpages**: This is popular because you can collect email leads from anywhere without displaying an opt-in form.

8. **Landerapp**: Create amazing landing pages for your marketing campaign.

9. **Getresponse**: Use their landing page creator to run a marketing campaign that will bring you profit. It’s an additional $15 per month, if you’re a Getresponse customer.
**A/B testing:**

Always test different landing page designs and call to action buttons to see which one works best for your market. Here are four guides to help you nail A/B testing:

1. [The Ultimate Guide To A/B Testing](#)
2. [What is A/B Testing?](#)
3. [How To Come Up With A/B Testing Ideas Using Qualitative Data](#)
4. [The Definitive Guide to Conversion Optimization](#)