

# The Definitive Guide to Creating High Converting Landing Pages

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## 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:

## 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:** [Pipeliner](#)

## 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](#)