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Landing
Pages Guide

Conversion Rate Strategies For
Doubling Your Leads & Sales

Landing Pages

Landing pages are made specifically for converting visitors. When promoting a service to the audience, it will be more effective to send them to a landing page rather than directly to the service page on the main site.

Use testimonials.

You should not sell your products or services. Your customers should be doing the selling for you. Many people read an online review before buying. Most of those people trust peer reviews more than brand-sponsored messages. Every company knows that testimonials are important. But many of them make the same exact mistake. They lock them all up on a dedicated Testimonial page of their site that nobody visits. People do not go looking for testimonials. Instead, they want to see them when making a critical decision. That means testimonials should be everywhere. They should be one of the first things people see on your homepage.

Also, additionally social proof showing that a company also worked with X number of other companies can help calm customer's fears long enough to give them a chance.

Use high-quality images.

It only takes us fractions of a second to take it all in. We subconsciously decide whether we want to stick around or not in the blink of an eye.

Using high-quality images on your landing pages is one of the easiest ways to keep people stuck like glue.

Limit choices

Most people are stressed today. They are overworked and running from meeting to meeting. Your landing page should not make their life any more difficult than it already is. When in doubt, you should always keep your landing pages as simple as possible. Limit the decisions someone must make on a page. If there are too many options, people tend to take more time comparing them all or not even bothering. If there are only a few options people can find the time to compare the options and make an informed decision. Which means they are more inclined to impulse buy something compared to the limitless options scenario.
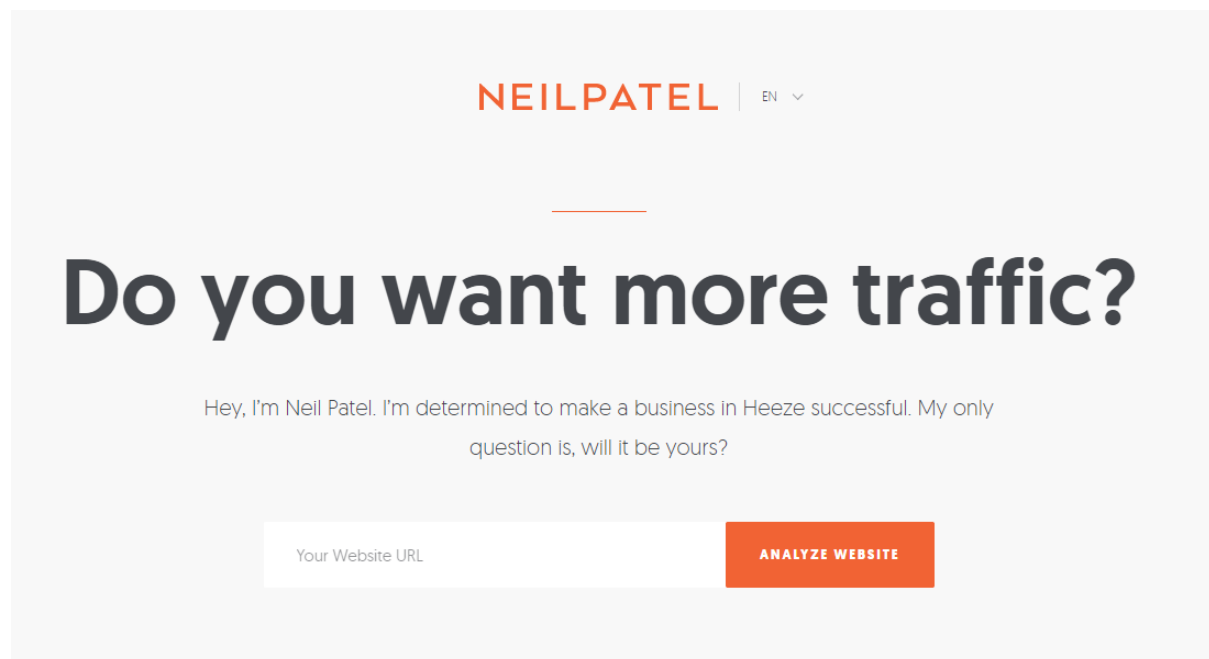
Limit scrolling length.

There are a time and a place for long-form sales pages. They can work extremely well in some cases. For example, they convert well when running paid campaigns to cold traffic. But they can also backfire in others, depending on what you are asking someone to do. However, a short-and-sweet landing page version for a simple opt-in might be all it takes for returning visitors.

Use shorter forms.

Shorter forms tend to get filled out more than long ones.

Make them an offer they cannot refuse.

If an offer does not appeal to an audience, results will suffer. There are a few ways to craft an excellent offer. Price is always at the top of that list.