

**wishpond** EBOOK

**THE  
COMPLETE  
GUIDE TO  
LANDING  
PAGES**



[wishpond.com](http://wishpond.com)

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**THE COMPLETE GUIDE  
TO LANDING PAGES**

## Chapter 1

# Landing Pages:

**The Fundamentals  
and Conversion  
Principles**

Does your small business struggle for web conversions? Have you been putting time and energy into [social media](#) and online marketing but can't quite figure out how to turn that energy into real-world money?

Have you created a landing page? Is it awesome? Does it convert?

*This article will introduce you to landing pages; exactly what they are, why you need one, and the fundamentals of making one that results in sales.*

## **WHAT, EXACTLY, IS A LANDING PAGE?**

A landing page is exactly what it sounds like: the page within your website that internet users 'land' on when they traffic from any online source. It's the next page an internet user will see after clicking on a link related to your business. This link could be a Facebook Ad, a Google search, a link on Twitter, a link within your blog, the list goes on and on.

The amount of landing pages your website has is entirely up to your business. Wishpond has somewhere between 25 and 30. You might achieve results with one.

The goal of a landing page is to encourage conversion within your [sales funnel](#). It's that simple.

I highly recommend a single Call to Action for landing pages. That action could be:

- Proceeding to checkout
- Submitting an email/lead generation
- Subscribing to an RSS feed
- Starting a free trial
- Creating an account
- etc, etc, etc.

### WHY DOES YOUR BUSINESS NEED A LANDING PAGE?

Your business needs a landing page because they provide a focus point for your [sales funnel](#).



A landing page is what tells a visitor to your website how to act on their interest in your business.

It's what turns a common internet user, window-shopping the web, into a guy on your shop floor, trying on shoes.

Let's put the value of a landing page in concrete numbers. Landing pages facilitate conversion. Let's say you're an online retailer with 15,000 monthly site-visits. Your customers are spending, on average, \$35 each time they buy. If your online site saw a conversion rate increase of 1% over that month, you'd see a \$5,250 increase in revenue.

If you're not sold, let me give you a case study that gives you a peek into your future:

In May, ski-resort holiday company [Liftopia](#) decided to test their landing page and see if they could optimize it. Using [A/B testing](#) website [Optimizely.com](#), they increased their revenue by 24% with the simple addition of a "Similar Products" option.

## HOW DO I CREATE A LANDING PAGE?

Creating a landing page is a straightforward process.

Get in touch with your business' web developer (or, in Wordpress, do it yourself!). Create a new page (with the variables I've emphasized below), and start pushing web traffic towards it.

### **I recommend creating different landing pages for different sources of traffic. For instance:**

- Create a landing page for each of your free ebooks, with a simple but effective two or three-box entry form (what we in the biz call 'email-gating' your content)
- Create a landing page for each of your business' product genres (the individual tools you offer as a SaaS company; winter apparel or summer apparel)
- Create a [contest landing page](#), directing traffic from a [Facebook Ad](#)
- Create a landing page within your existing website (like Liftopia did above). Any traffic that clicks on a certain link on your homepage gets sent to a landing page specific to that link. Make that page as focused as possible, because you already know exactly what they're interested in.

## HOW CAN I MAKE A LANDING PAGE THAT CONVERTS?

Wishpond's [Facebook Ads Tool](#) landing page below collects traffic from many sources, blog articles, search, ads on Facebook and Google, whitepapers, our own website, and many more. Although we continue to test and optimize this landing page on a monthly basis, it's a great example of a successful landing page that converts for our business.

### 1. Quick and Obvious USP:

Your USP (Unique Selling Point) is what sets your product or business apart from others. Your landing page needs to communicate this point immediately and obviously. Your USP can be communicated in multiple ways:

- The headline
- A supporting headline
- A value proposition

Your landing page's USP, along with an image (see below) is what grabs the attention of a visitor. You have approximately 5 seconds to convince them the page (and

your business) is worth looking into, and communicating the value of that investigation is how you do it.

### **USP and Value Proposition Ideas:**

1. The monetary value in terms they can understand
2. The word Free - making [the risk vs reward ratio](#) ideal
3. Positive comparison to a well-known brand
4. State the expected ROI
5. Offer success, either long-term or immediate

For more information on value propositions and USPs, check out my article [7 Value Proposition Formulas to Boost Conversion on Ads and Landing Pages](#).

### 2. Appealing Image or Graphic:

Images grab the attention of your landing page traffic. They also communicate ideas much easier than text. Have an attractive product or shop-front? Test including a picture of them in your landing page. This increases the visual appeal of the page and encourages your business'

reputation as personable.

I recently examined the [psychology of images in advertising](#) and discussed, in concrete terms, the astonishing effect of including pictures of people on your website and in landing pages and advertisements.

[Adroll](#), one of the chief advertising re-targeting tools online, uses an image and video of its president Adam Berke to increase its landing page's effectiveness below.



Test the effectiveness of an image for your own business' audience. Your site-visitors may respond more to text, color or even an image of a beach than that of a person.



### 3. Solid Call-to-Action:

Your CTA is one of the most important variables within your landing page. I mentioned above that your landing page is what focuses an internet user's attention where you want it. Your landing page's CTA is the center of that focus. It gives them a single option for action. Making it clear, contrasting in color, and appealing is a vital part of a successful landing page.



While you may find success with multiple CTA's on the same landing page, it's essential that you have them traffic to the same end point.

*Your landing page needs to have a single focus, as any distraction will increase the page's bounce rate.*

#### 4. Short but Clear List of Benefits:

Providing 3-5 benefits is the second part of your page's USP. Your headline and obvious value proposition grab their attention in less than 5 seconds. They decide to engage further, and it's this short and obvious list of benefits that really sell them on your desired action.

Give the page visitor a little more information about who you are, what they're in for, and what sets your business or product apart from competitors. I recommend sitting down and establishing the five selling points based around your business or product. Use the most appealing of these (I like dollar values) for your initial headline, subheader or value proposition. The next four write as single sentence (if not phrases) in list form.

I cannot emphasize 'list form' enough. It's essential that this information be bullet-pointed or numbered, as any paragraphs on your landing page will reduce focus and increase your bounce rate.

#### 5. Trust Symbol/Social Endorsement:

The simple addition of a trust symbol to a landing page has been known to [increase conversions by 42%](#). Social

endorsements work the same way by providing proof of the legitimacy of your product or business. People, especially [social media](#) users (where much of your landing page traffic will come from) [value the word of their peers](#) or a respected authority.



It was the addition of the symbol to the left which, quickly and easily, increased conversions by 42%

and improved sign-up-form fill-outs by [81%](#).

I examined the influence of the single word 'Proven' in my article, [The Psychology Behind a Successful Facebook Ad](#) Part 3: Text. Check it out!

#### **Conclusion**

Hopefully you now have a solid grounding in landing pages. You know exactly what they are, how essential they are for your business, and the five most important variable best-practices you need to include ■



**THE COMPLETE GUIDE  
TO LANDING PAGES**

## Chapter 2

# 7 Landing Page Mistakes

that are Costing  
you Conversions

So you've built an amazing landing page. Is it converting like you'd hoped it would? Do you think it could be more effective?

Yes. It could.

No matter how long you've had a landing page, there's always room for improvement.

*66% of companies test multiple landing pages on their website, only 13% think they're doing it well.*

This comprehensive article will discuss the top 7 landing page mistakes that are affecting your conversion rate. I'll dive into why these mistakes matter, and give you the proven best practices on how to change them to get the best possible result from your landing page.

#### **TWEETABLE TAKEAWAYS:**

- 66% of companies test multiple landing pages on their website, only 13% think they're doing it well
- Is your CTA in the right place? Fixing it could increase conversions by 22%. Learn more here.

- Changing your CTA text could increase your CTR by 161%. Learn more here.
- Are you making these 7 landing page mistakes? Find out here.

#### **Warning!**

The 7 mistakes I'm discussing in this article are the most frequent I see - the ones I know have hurt my own conversion rates. That said, A/B testing your landing pages is the only way to be sure these variables aren't working for you. It could very well be that your business leads like a page full of text or still convert optimally with CTAs that don't stand out. If you're choosing not to engage with a [third party landing page provider](#) (like [Wishpond](#)) you'll have to test your own landing pages thoroughly to be sure they're optimized for your business.

#### **WHY DO YOU NEED TO OPTIMIZE YOUR LANDING PAGES?**

Your landing page is meant to drive visitors further down your sales funnel.

Whether the goal of your page is to offer an ebook

download, a great discount on your product, or entry to your shopping cart, an optimized landing page is what turns a common internet user, window-shopping the web, into a guy on your shop floor, trying on shoes.

Let's put the value of optimizing your landing page in concrete numbers:

Landing pages facilitate conversion. Let's say you're an online retailer with 15,000 monthly site-visits. Your customers are spending, on average, \$35 each time they buy. If your online site saw a conversion rate increase of 1% over that month, you'd see a \$5,250 increase in revenue.

**Now remember, fixing the mistakes I've included below can increase your conversion rates by more than 20%.**

### **MISTAKE #1: TOO MUCH TEXT**

One of the most important factors of a successful landing page is its simplicity. This is one of the easiest mistakes to fall for, as well, as it's difficult not to want to add more awesome selling points of your business or product. How can more reasons to buy actually hurt your conversion rates?

***Because nobody's reading them.*** Remember that [you have 5 seconds to convince a landing page visitor](#) to stay or traffic further. Yes, this is done through a clear and impressive USP or value proposition (see mistake #2), but it's also done by the overall look of your landing page.

**X** *Example below taken from a Salesforce landing page*

**Build customer loyalty. Increase first call resolution and agent productivity. Improve customer satisfaction by 37%. All while delivering amazing customer service from anywhere with Service Cloud, built on the Salesforce 1 Platform.**

I recommend you avoid paragraphs and instead use bullet-point lists.

**People skim everything online. Communicate to your market through:**

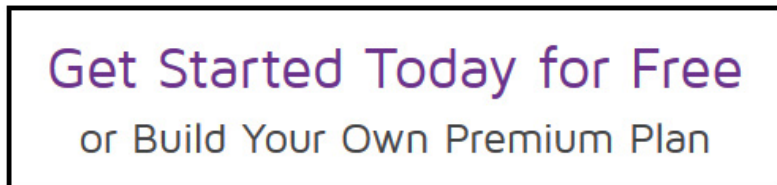
- Bullet-points
- Bolded words
- Headings
- Images

### **MISTAKE #2: NO UNIQUE SELLING PROPOSITION (USP) OR VALUE PROPOSITION**

The first thing a visitor to your page should see is the most valuable sales point you have. You also want to make this sales point unique to your business to communicate quickly and strongly what makes your business, or your product, stand out from your competitors.

Whether your USP is specific to the product you're pushing, the promotion you're offering (dollar values are great) or an awesome statistic from your business is up to you and your testing process.

People sometimes confuse USPs and CTAs. Your USP should be your main and unique selling point while your CTA turns their interest in your USP into the action you want.



### **5 USP Formula Examples:**

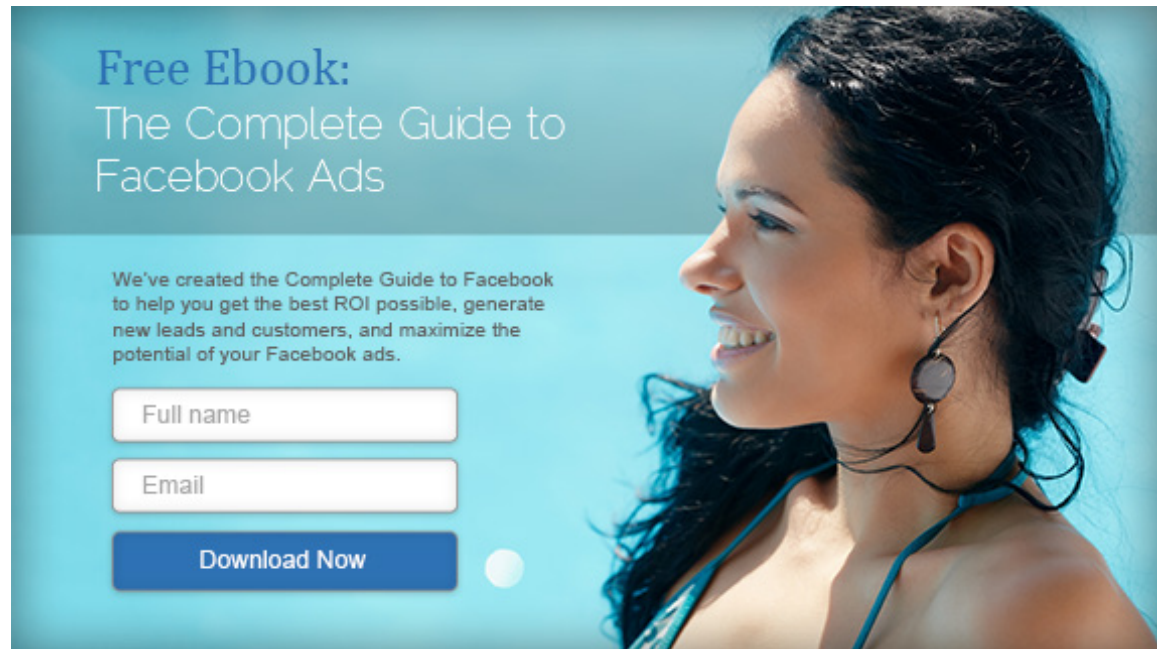
- The easiest way to [product or business purpose]
- The #1 provider of [service]
- Save [dollar amount] in [length of time]
- [Well-known-brand] gives you [thing], we give you [better thing]
- Get [your service] Free for [length of trial]!

### **MISTAKE #3: NO IMAGE**

For best results, make sure your landing page has at least one image.

**The image needs to:**

- Communicate your content
- Appeal to the eye
- Flow easily with the page
- Stand out without contrasting too intensely
- Be evocative to encourage engagement



I recommend reading my article [The Psychology Behind a Successful Facebook Ad Part 2: Images](#) to identify the best images for your business. Studies show a smiling woman encourages the highest conversion rates, but test what works best for your business.

It's important you keep your landing page simple and straightforward with little text. The right image can communicate an idea or elicit a certain response in your landing page's visitor.

### 5 Landing Page Image Ideas:

- A smiling woman pointing or looking at your USP
- An image of fireworks or something similar, making your USP an exciting announcement
- A video still of your CEO or head of marketing, which will open a 30 second to 2 minute video introducing your product or business
- An abstract but appealing mix of colors, [words](#) and shapes
- An image of your product or screenshot of your online tool, showing it in action

### MISTAKE #4: BAD CALL-TO-ACTION

There are three variables in your CTA that might make it bad. Fix these mistakes and you'll be impacting on the most influential conversion-improver (is that a word?) variable out there.

#### Nobody's seeing it:

A thousand articles have been written about making your

CTA stand out. This means contrasting the color of the button with the landing page. It also means making it big and bold and eye-catching. If this isn't already part of your creation process I have very little time for you.



Contrasting the color is perhaps most important. Contrasting color helps your CTA stand out from the landing page, making it easy for people to see what you want them to do. This is common sense. Blue or green landing page? Try a red or orange CTA button. Any questions? Read my article [The Psychology Behind a Successful Facebook Ad Part 1: Color](#) as it takes an in-depth look at the effect of color in marketing.

#### It's in the wrong place:

Alongside contrasting your CTA button's color, it's essential that you place your CTA where it's visible. This means above-the-fold and on the viewer's immediate eye-level.



Too often I see amateur landing pages with the CTA button at the bottom. Their creator has fallen into the trap of 'I'll put the Call-to-Action at the bottom, after they've read all the selling-points about my product.'

Your CTA should be one of the first things a visitor to your landing page sees. It's essential that they know the focus of your page immediately. Once they know what they're asked to do they can make the decision if the action is worth it.

Think of your CTA and your USP as partners. Your CTA tells the visitor what to do, and your USP convinces them to do it.

*Pro tip: If your landing page is longer than a single page, test a scrolling CTA on the left or right side. This encourages click-through because if, at any point of the page the visitor is 'sold', they have easy access to your desired action.*

### **You're telling people what to do, not what they get:**

Think of your CTA not just as a button for people to click, but an integral part of your sales process itself.

Landing pages are a dance, and your CTA is leading. If that CTA is too aggressive or demanding they'll step on your page visitor's toes and they'll find a new partner. Sell your CTA and you'll sell the action within it.



vs



### **5 Examples of Persuasive CTA's:**

- Start your Free Trial
- Find New Leads Now
- Get the Free Guide
- Request a Quote
- Download yours Now

## MISTAKE #5: NO CLEAR LIST OF BENEFITS

Some leads will convert based on their existing interest, your [ad](#) or lead generator, your first USP or your Value Proposition. These are great, but some will need a little more convincing. Not too much, but a bit more.

Whenever I give advice on landing page creation, I always recommend the person sit down before they start and write down four or five USP for their landing page.

Of those five USPs, choose the most appealing for your headline. The other three or four put in list form, or create four simple images with the USP inside them. Salesforce actually included their three key benefits in the paragraph I included in #1, and, once again, I'd be curious to see if they'd increase conversions by putting them in list format.

### 4 Benefit/USP Examples:

1. The ROI from your service or tool
2. The discount or offer you're promoting
3. Customer testimonials
4. The 3-5 main services your business or product provides



Finding the right balance between not enough information and too much is a difficult process - one requiring testing and your own solid judgment. You want your landing page to contain just enough information to convince a visitor to engage, and not too much that they're overwhelmed and your bounce-rate increases.

### **MISTAKE #6: NO TRUST SYMBOL OR CUSTOMER TESTIMONIAL**

In [the Psychology Behind a Successful Facebook Ad Part 3: Text](#), I took a look at the power of the word 'proven' in marketing (as in 'proven' success). It affirms a person's interest. It reassures them they're not being fooled by tricky advertising, shiny colors or flashing lights.

Trust symbols and customer testimonials can function in a similar way. If you're using [Facebook Ads](#) or collecting traffic from social media sites in general, you're talking to a lead who cares about social endorsements - thus the power of customer testimonials. The implementation of a trust symbol, money-back-guarantee or promise that any details collected won't be sold is simply a comforting thing to your landing page's visitors. They like knowing they're engaging with a trustworthy company and not being taken advantage of.



I put a little time and energy into this one, as I've found huge results from this variable in the past. I quickly found a couple different case studies in which adding a trust symbol or customer testimonial improved conversion rates. First, the addition of the Verisign trust symbol above, which Blue Fountain Media added to their landing page, increased [conversions by 42%](#) and improved sign-up-form fill-outs by [81%](#). The second was the integration of a 'money back guarantee' badge by the Understand Quran Academy, which improved overall sales by [32.57%](#).

So give it some thought.

### **MISTAKE #7: ENTRY FORM IS TOO COMPLICATED**

If you're going to include an entry form on your landing page, it's important you keep it simple. [Neil Patel](#) (founder of [QuickSprout](#) and [KissMetrics](#)) removed the 'Revenue'

form field from his landing page and found a 26% increase in conversions.

When creating your landing page it's worth keeping in mind the 'risk vs reward' maxim. People measure their own involvement on the basis of 'is it worth it to me?'. Is filling out all these form fields worth what I'm getting from this business? Am I comfortable giving away this information for what I'm getting back?



The image shows a simple landing page form. It consists of three vertically stacked input fields. The first field is labeled 'First Name', the second 'Last Name', and the third 'Email Address'. Below these fields is a prominent blue button with a white document icon on the left and the text 'Download Data Sheet' in white. The entire form is set against a light gray background.

The risk vs reward idea is essential when you're writing your [value propositions](#), but it's also important when deciding on how many form fields you're going to include. You need to decide what information is essential for your business and what is just getting in the way of a

conversion.

People generally have little issue giving you their name or location, but beyond that it becomes a bit more of a barrier.

You need to know your objectives, and create an entry form accordingly.

Some landing pages are built for lead generation. If this is the case it's essential you get an email address from your page's visitor. Keep your form simple, with only two or three fields.

If you're engaging in [email automation](#), it may also be important to get demographic information (like age and gender) to optimize your email segmentation. If this is the case, and you're not just looking to encourage a sale or a free trial, offer something valuable, like an ebook, white-paper or run a lead-generating [online contest](#) with an optimized landing page.

## **Conclusion**

You should now have a solid grounding in landing page mistakes you need to avoid. Remember to optimize as best you can, and then keep testing to uncover the top-performing CTA's, images, text, value propositions, and page formats. Never stop optimizing! ■



**THE COMPLETE GUIDE  
TO LANDING PAGES**

## Chapter 3

# How to A/B Test your Landing Page

to Maximize  
Conversions

You've [created a great landing page](#), and you know [the mistakes you need to avoid](#), but do you know how to A/B test your landing page for conversions?

A/B testing is the basis for optimization in online marketing. Ads, landing pages, websites and marketing emails should all be tested periodically to ensure your business is getting the best ROI you can.

This article will jump headfirst into the world of landing page A/B testing, and leave you still swimming on the far side. I'll break it down into the main variables you need to be testing, show you concrete examples of how that test would look and give you real-world case studies to show how testing these variables can affect your landing pages.

### **A/B Testing Recap**

For those of you just dipping your toes into the ocean of A/B Testing, let me give you a quick breakdown of how it works:

A/B Testing is a strategy in marketing in which two versions, A and B (the control and the treatment) are tested against each other. The goal is to identify changes that increase the chance of what you want to occur, to occur.

There are many online A/B testing tools ([Optimizely](#) and [CrazyEgg](#) being the most popular) which allow you to send half your page's traffic to the original (A) version, and half to your new, treatment (B) version. The test is run until one variation is clearly more successful (with a [95% confidence level](#)).

### **ORIGINAL LANDING PAGE EXAMPLE**

For the purpose of this article I'm going to be testing the example landing page below. Because I won't actually be driving traffic to this page, or any of the tested versions, all statistics I'll be quoting will be from reputable case studies. I'll add up the possible increase in conversions in my conclusion (you can play along at home if you like, as well!).

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[Pricing](#)

[Customers](#)

[Resources](#)

[Partners](#)

[Login](#)

[Try it!](#)

# Making business, personal.

AcmeSaaS makes B2B apps that  
make lead generation easy



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Not the most exciting thing I've ever seen in my life, I'll admit. But then again, I've seen worse. It has all of the primary lead-generation variables: USP, subtitle, image and a CTA. Let's say it's converting at a rate of 5% (the low end of average).

### **A/B TESTING THE UNIQUE SELLING PROPOSITION (USP)**

The landing page's current headline ("making business, personal"), is not really a USP so much as a slogan. The difficulty with this is that many brands consider their slogan to be a part of their business identity - especially if they have been running for many years. Sidelining can be emotionally very difficult.

Get over it. This is business. For example, let's take McDonald's, whose slogan "I'm lovin' it" is perhaps the most well-known in the world. Their landing page's current headline? "The menu you love, plus so much more". This is a USP. It's a unique sale's point built on offering what people already know and like, with the addition of new and exciting options.

### **Our Variation:**



Anytime your business becomes more impressive than another, use the power of a [comparison value proposition](#) to encourage conversion.

### **A/B TESTING THE IMAGE**

The existing image, of a professional-looking group, is by no means a bad one. But, of course, you know, as an informed digital marketer, that a picture of a smiling woman has proven to be the most effective for customer engagement.

In fact, in 2003 a Harvard student worked with a South African bank, sending 50,000 letters offering short term loans. They varied the interest rate as well as included psychologically-influential cues. It turned out that having a picture of a wholesome, happy female in a corner of the letter had as much positive impact on the response rate as dropping the interest rate by [four percentage points](#).

#### Our Variation:



Your landing page's image is one of the most influential, but frustrating, variables we can test. I've found that a smiling woman is the most reliable - but that other images (of groups of people, abstract images or inanimate objects) may increase conversions more based on your business' audience.

Once you've got a great format and text, rotate a few images through your testing cycle to find which gets the most response. They're one of the easiest things to test, but one of the more difficult to anticipate.

For more information on A/B Testing your image, check out my articles [The Psychology Behind a Successful Facebook Ad Part 2: Images](#), and [How to A/B Test your Facebook Ad to Maximize ROI](#) for some best practices.

#### A/B TESTING THE CTA

I've written before that your landing page is a dance with the visitor and your CTA is leading. I love this metaphor. If your CTA is too aggressive or demanding it'll step on your page visitor's toes and they'll find a new partner.

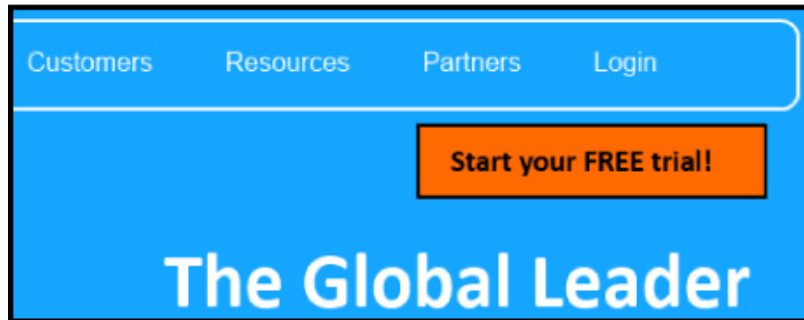
Remember to keep your CTA's appealing, rather than demanding. Use 'you' or 'my', 'free' and 'get'. Tell people what they stand to gain, not what to do.

#### Here are 5 appealing CTA formulas:

1. Start your/my free [trial period]
2. Get your free [focus of landing page]

3. Increase your/my [beneficial result of your service/tool] today!
4. Learn more today
5. Try [service/tool] for free

**Our Variation:**



I hear different results from using ‘your’ vs ‘my’ in your CTAs. Some businesses have found the small change of ‘Start your free trial’ to ‘start my free trial’ increases their landing page CTR, some find the opposite. As a result, I’m not going to tell you which one will work for your business. You’ll have to test it yourself!

## A/B TESTING THE LIST OF BENEFITS

The list of benefits is something that may not necessarily increase your page’s conversions, but nor is it likely to hurt them. We include benefit lists to ensure that if a USP headline, subheader, or traffic source (like an ad or social media link) hasn’t already sold your lead, they get that little bit more encouragement they need to convert.

Your list of benefits could be anything your service, product or tool offers beyond the USP. This list gives more information that people may need, like how your service works, or the steps they need to take to get the result you’ve quoted them.

Remember to keep your list of benefits short and sexy. Include a maximum of five, and draw attention to them with icons, small images, or a clear and delineated box.

**Our Variation:**



**A/B TESTING THE TRUST SYMBOL/CUSTOMER TESTIMONIALS**

Implementing trust symbols or customer testimonials pretty much improves landing page conversions across-the-board. Blue Fountain Media found [adding the](#)

[VeriSign logo](#) to their page increased conversion by 42% and sign-up-form entries by 81%.

Basically you're telling your landing page visitor that you're trustworthy; that you're not trying to cheat them out of their hard-earned cash; that other people have put their faith in you before and won out.

Unless you have a trust symbol from a seriously influential and recognizable authority, I'd recommend you use customer testimonials over trust symbols. Not only do landing page visitors like to see that you have customers, they also trust them more than they do you. Use direct quotes from the most well-known brands you've worked with (as their business profile will increase yours).

**Our Variation:**



## A/B TESTING THE COLORS

Sometimes it's the smallest details that have the largest effect on your conversions. It's changing the color of your CTA button from light green to yellow ([14.5% conversion increase](#)). Or contrasting the color of two links within a single image ([60% increase in conversions](#)).

To get an idea of how color can affect your business persona, elicit an emotion or encourage an action, read [The Psychology Behind a Successful Facebook Ad Part 1: Color](#). Or, for the people who ate lunch at their desks today...

### Here are the psychological impacts of five main colors:

1. Blue: Blue is, across both genders and all age-groups, most people's favorite color. It is said to create the sensation of trust and security. Lighter blues are calming while darker blues denote professionalism and sincerity.
2. Green: Associated with wealth as well as environmental subjects, green is the easiest color for the eye to process. Green signifies positive action (think, 'green means go') and affirmation.
3. Purple: Associated with calm, femininity, and wealth, purple is the second most popular color among women, at 23%. On the other hand, purple is the favorite color of 0% of the male population.
4. Red: The color red is associated with passion, excitement and urgency. It's a dangerous color in marketing, as many people associate red with negativity and mistakes. However, it attracts the eye better than any other color and gives the impression that time is passing faster than it is (as it [causes our heart to beat faster](#)) causing us to act when we otherwise wouldn't.
5. Orange: Eye-catching, bright and sunny, orange is one of the most popular colors for landing page Calls-to-Action. While a good tone and amount of orange is seen as warm and inviting, [too much](#) has been associated with naiveté and a lack of professionalism.

Our Variation/Final Edit:

Products Pricing Customers Resources Partners Login

**Start your free trial!**



# The Global Leader in Lead Generation

AcmeSaaS makes B2B apps that  
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○ Templates that Convert ○ Set up in Minutes ○ Award-Winning Service

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What do you think? Does your gut say the landing page we've created would convert better than the original?

**Let's do some quick arithmetic:**

- A/B Testing the USP: Possible [conversion rate increase of 127%](#)
- A/B Testing the image: Possible [conversion increase of 98%](#)
- A/B Testing the CTA: Possible [conversion rate increase of 161%](#)
- A/B Testing the list of benefits: Possible [conversion rate increase of 91%](#)
- A/B Testing the trust symbol: Possible [conversion rate increase of 72%](#)
- A/B Testing the colors: Possible [conversion rate increase of 21%](#)

Total possible increase in landing page conversions:  
570%

**Conclusion**

A/B Testing works. And, unless you're going to engage with a [3rd party provider with tested and proven landing page templates](#) (which Wishpond will be in a week or two!), you need to be doing it yourself. Often.

The A/B Testing process is continuous - not necessarily because your landing page isn't optimized, but because it won't stay optimized. And honestly, it's very likely your landing page will never be 100% optimized for conversions anyway. There's always small steps you can take, tiny variables to change, that will affect the page's conversion rate ■



**THE COMPLETE GUIDE  
TO LANDING PAGES**

## Chapter 4

# Landing Pages:

How to Sell your Product without Selling your Product



Do you get solid traffic to your landing page but struggle to convert a sale?

**This article will give you five proven strategies of selling your product without spamming - of pushing a sale without pushing your customer over.**

Landing pages are a delicate balance between promoting enough to encourage a sale, and little enough that the lead doesn't feel pressure and bounce.

Let's take a look at five ways you can sell without selling.

### **1. OFFER BENEFITS, NOT FEATURES**

This is the most important thing to keep in mind when writing up the sales points of your business or products. People get sold on how a product or business can solve their problems, not on the details.

I admit, promoting the benefits is harder than promoting the features of your product. Selling benefits means you have to identify the problems of your target audience and come up with how your product or service solves those problems. You have to leave the safety of jargon and technical details and venture into the real world.

To help you understand the difference between features and benefits, here are a few examples:

#### **Selling Features:**

1. The AcmeTikon12 has 300 gigabytes of space!
2. Our AcmePad2000 has a 1.7GHz processor!
3. Our AcmeWebTool's templates have over 5000 color options!

#### **Selling Benefits:**

1. The AcmeTikon12 has enough space for 75,000 songs!
2. Our AcmePad2000 is our fastest than ever, making browsing a cinch!
3. We guarantee our AcmeWebTool's templates will have your business' brand colors.

Features still have their place on your landing pages. To safely cover all your bases, use your product or service's features to support the benefits to your target audience. Or translate the sexy-sounding (if somewhat obscure) feature into a concrete benefit for the consumer, like [Wishpond](#) has done below:



## 2. USE CUSTOMER TESTIMONIALS AND REVIEWS

Face it, to most visitors to your landing page you're not exactly a trustworthy source. They recognize you're the slightest bit biased when it comes to this particular subject (your own product).

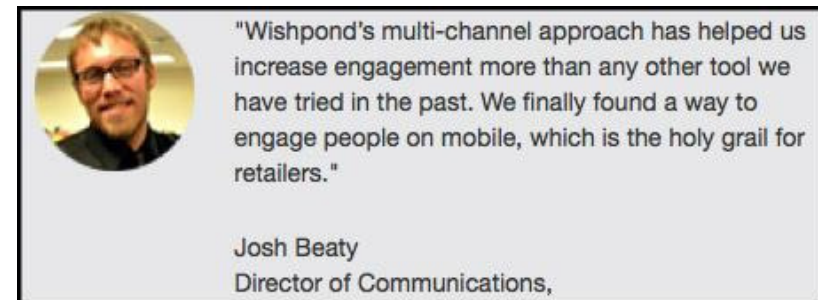
So don't sell your own product, have someone else do it for you. Since Amazon took over online selling about 20 years ago, internet users are increasingly trusting the word of their peers over any other sources.

By the way, did you know Amazon accounts for more

online sales than the next [12 competitors combined](#)? I didn't.

Needless to say, reviews have never been more important, nor have customer testimonials. Yes, visitors to your landing pages know that these testimonials come through your business, but it doesn't matter. Not only do customer testimonials function to make your audience trust your business, it gives them the assurance that someone has engaged with you before - so they're safe to do so.

Here's an example from [Wishpond's Facebook Sweepstakes App](#) landing page - from our friend Josh Beaty:



For ecommerce businesses, test offering product reviews like Amazon does. A/B test stars or a 5-point system, or whatever creative method of reviewing you can think of. Be aware, though, that the review process also opens up the chance of negative feedback.

Whatever you do, don't fake reviews. If your products aren't awesome enough to earn more positive reviews than negative, pull the review tool until you've stepped it up.

### 3. MAKE IT BEAUTIFUL

This should be an obvious one, but I can't tell you how many times I see an appealing product portrayed in an ugly way. Put time and effort into framing your product in the best possible light. A/B test a model with your product. A/B test the gender of your model. A/B test the colors behind your model. A/B test no model but a beautiful abstract collage that resembles a Kandinsky piece. I don't care - just make it pretty.

To illustrate my point on the most basic level, which one of these do you think will sell better? Same sunglasses, one with a white background, one with a Johnny Depp background.



*But making it beautiful isn't just about your picture.*

Words can also be beautiful, and the words we use can make our products just as appealing as a great picture. A quick look at the Lexus homepage and you'll know what I'm talking about. Head to their 'Automobiles' tab (notice that Lexus makes 'automobiles', not 'cars'). Each class of automobiles has its own slogan, from the IS's 'Driving in Every Sense' to the GX's 'Expand your Possibilities'.

Do these slogans have any real relevance to the car they represent? No. But do these words create a certain desirable feeling in their reader? Absolutely.

Lexus also makes it a point to frame their products in terms of an ideal customer - a customer their customers want to be. For instance, their LX (SUV) 'enables you to venture where few others can while surrounded in unsurpassed interior comfort and refinement', which sounds like something I might want to do.

Words have a huge impact on us. Of course putting your product in the best possible visual light is vital to making a sale, but don't neglect the importance of the words you use.

## 5 Phrases that Make your Product Sound Desirable:

1. Sleek and sophisticated
2. Pinnacle of artistry
3. Premium technology and unparalleled innovation
4. Reinvention of [relevant field-focused term]
5. Faster, newer, affordable, exclusive

## 4. MAKE YOUR LANDING PAGE CHILL

I was trying to think of a better word than 'chill' but I think it's actually the most accurate. Don't be needy. Don't be pushy. Let your product or service speak for itself through clear benefits, awesome images and appealing text. Sit back a bit. If you're ever feeling like 'ol Gil in the header image up there, remember to chill - your customers will thank you.

Keep a personal touch in all the written parts of your landing page. Test out framing your product or service in terms of 'you', or the idealized customer I referred to above.

Converting should be your visitor's idea, not yours. They should be sold by the value they're receiving. When creating your optimized landing page, keep in mind the ratio of risk over reward. Is what you're offering worth what you're asking from your customer?

**CTAs:**

Remember to keep your CTAs appealing, rather than demanding. Use 'you' or 'my', 'free' and 'get'. Tell people what they stand to gain, not what to do.

**Here are 5 appealing CTA formulas:**

1. Start your/my free [trial period]
2. Get your/my free [focus of landing page]
3. Increase your/my [beneficial result of your service/tool] today!
4. Learn more today
5. Try [service/tool] for free

Get Started Now

Get Started Now

Get Started Now

## 5. SELL THE DEAL, NOT THE PRODUCT

Are you one of those people who finds themselves buying things they don't need just because it's a great deal? I most definitely am (damn you IKEA). Offers and contests are my favorite strategy for lead generation and to encourage a sale (genuinely, not just because I work for a company that builds online promotional tools for small business).

The right offer is sellable simply as an offer - the product itself is actually secondary to the deal.

The best strategy for using offers is to [target](#) well with a Facebook Ad. This way, the traffic you're generating to your landing page is already half-nurtured, whether because of their interests, job title, relationship status, etc. A half-nurtured lead will be better informed of how good a deal they're getting, making conversion more likely.

Remember however, deals work best as [value propositions](#). You need to back up your offer with some substance.

Don't necessarily prioritize the offer over visuals, benefits,



and an awesome overall product. An offer won't always work entirely on its own. (At least, unless your deal is just insane. I mean, who hasn't brought home bean-bag chairs to their already fully-furnished tiny apartment? They were buy one get two free!)

The best strategy is to use great images, sell someone on the product, every benefit, every facet of the thing, and then wow them with the fact that this amazing, state-of-the-art, life-changing product is only \$29.99 for this month only.

## Conclusion

So that's how you sell a product without selling a product. Focus on letting it speak for itself through beautiful images, a great offer, clear and simple benefits, customer testimonials and language that appeals ■



**THE COMPLETE GUIDE  
TO LANDING PAGES**

## Chapter 5

# Landing Pages:

Optimizing your Page  
for Lead Generation



Do you have an awesome landing page? Is it optimized for your lead generation objectives?

Email leads are the number one concern for online marketers. You need a landing page that converts, has a low bounce rate, and engages your consumer enough to get the lucrative contact.

In this article, I'll show you how to optimize your landing page for lead generation by:

- optimizing your SEO
- focusing on value
- optimizing your entry form for engagement
- implementing a customer testimonial campaign

Let's check it out.

## **OPTIMIZE IT FOR SEO**

The chief source of most leads is still search. Increase the chance of a lead finding your landing page in the first place by optimizing it with Google's search algorithm in mind.

## **Optimize your Landing Page's Title:**

Your landing page's title is what shows up in the tab. This is different than your page headline, USP or what shows in the URL. When creating your page in wordpress or with HTML, keep in mind the title best practices:

- Keep it short
- Keep it keyword-centric
- Use long-tail format

## **What's long-tail format?**

Since the Hummingbird update, Google is prioritizing the context of a search as much as it is the keywords. Long-tail is this context-centric search format.

Think of asking SIRI 'Where's the best Thai restaurant in the area?' She scurries off with that information and comes back with a response that makes sense. Google is designing its search to do the same. Instead of 'Landing pages: 10 steps to Conversions', test out calling your landing page something like 'How to Build a Landing Page that Converts' as this is what people will ask of Google.

Your title is what Google's little algorithm bot sees first when it's sent off by a web user's search. Optimize your landing page's title and that bot will see you first.

### Social Share Buttons

If you're basing your landing page around a resource (like an ebook or a whitepaper), that content is highly shareable. And since Google's hummingbird update earlier this fall, [social shares are more valuable than ever](#). In fact, Google+1's are now ranked as more important than link-building (something traditional SEO gurus are struggling with, to say the least).

Encourage social engagement by promoting your landing page on Facebook, Twitter and, especially Google+. And, perhaps most importantly (and simply) throw up a few social share buttons along the side or at the top of your landing page. This has been quoted as increasing the virality of a blog post, for instance, by up to [700%](#)



### 5 More Awesome SEO tips

1. Use different headings tags (like <h1> and <h4>) and bold and italicize keywords: the Google search bot sees these more than it does normal text
2. Optimize your copy with keywords, dynamically and fluidly spread throughout
3. Include an image with alt tags - this lets the search engine know what your image is about. Also will show up in image search
4. Link to your landing page within your own website
5. Syndicate your landing page as much as possible with link-building on forums and social media platforms

For more information about optimizing for SEO, check out my article [How to Easily Optimize your Blog for SEO](#). Many of the takeaways apply for landing pages as well.

### FOCUS ON VALUE

In order to encourage a lead to engage, you need to convince them it's worth it. This means [value propositions](#)

and a great USP. It also means you keep your landing page simple. You should be convincing quickly and easily. Ask your page visitor to read too much, do too much, and they'll bounce.

### **Be Specific:**

One of the main strategies in lead generation is limiting your landing page's bounce rate to the smallest percentage you can. Realistically, you'll be jumping for joy and screaming from the mountaintops if your page's conversion rate is over 20%.

A recently-discovered best practice is that people respond to specific numbers far more than they do round numbers. For instance, quoting your business as having 80,000 customers is less believable (and therefore less powerful for conversions) as quoting your business as having 75,250 customers.

### **Also keep your value propositions simple:**

- Make the benefit of your business easy to understand.
- Use dollar values, percentages, the word 'free'.

- Don't use too much page space selling the specifics of your service or your resource.

### **Benefit List:**

If you're using an email-gated ebook or other resource for lead-generation, think about your benefit list as the second point of your argument. Your [Value Proposition](#) and image draw their attention, and your list of benefits tell them, specifically, how they stand to benefit from entering their information and downloading your resource.

### **3 Benefit Formulas:**

1. [Number of things] you'll learn in this ebook
2. How this resource will cause a ' [desired result]
3. The [number of steps] to [a certain goal]

## **OPTIMIZE YOUR ENTRY FORM**

Your entry form is the focus of a lead-generating landing page. As far as your lead-generation funnel goes, that entry form CTA is the equivalent of 'proceed to check out'. So make sure it's optimized for conversions with

these easy steps:

### 1. Draw the Eye:

You want your entry form to be obvious - don't hide it below-the-fold or with small font. Not only will this increase interaction, it'll make it clear to visitors what you're asking of them. Web users like things simple and clear. If they feel there's any chance they're being swindled they'll bounce.

### **6 Entry Form Design Tips:**

1. Encapsulate your entry form within a box
2. Draw attention to your entry form with the brightly-colored CTA
3. Use a vertical or horizontal line to separate your entry form from the rest of the page
4. Include an action-oriented headline above your form fields (like 'get your trial started', or 'start learning now')
5. [Contrast the colour](#) of your entry form box with the page around it

6. A/B Test including a short descriptive sentence describing what happens when they click your [CTA](#)

Interested in Our Product or Service?

Use this subheader and the header above to explain the purpose of the form.

Email\*

Name\*

Name of your Business\*

**SIGN UP NOW!**

We will never sell your email address to any 3rd party or send you spam.

## 2. Balance Demographic Collection with Bounce Rate

Optimizing your entry form is about weighing up the valuable information you're getting from a lead (details you can use to segment the emails/advertisements they receive) versus the amount of form fields it takes to increase bounce rate.

**GET YOUR PROJECT STARTED**

Start by filling out the form below. We'll call or email you ASAP to discuss your project and provide you with a free no obligation quote.

First Name \*

Last Name

Email \*

Phone Number \*

**Let's do it.**

We take privacy seriously. We will never sell your email address to any 3rd party or send you nasty spam.

*Pro Tip: Unless it's absolutely necessary, avoid asking for a phone number. People are far more resistant to giving out phone numbers than they are of an email, or even an address. Spam emails are more accepted than telemarketing calls during dinner.*

Let's say you're heavily invested in [email marketing](#), and it's working really well for your business. It may be more important to your business to know the demographic details of 10 leads than to know nothing about 20. Email marketing works best if you're able to personalize and segment your emails. However, this is entirely up to your business.

One of the benefits of email-gating an ebook or other resource for lead generation is that you know people who downloaded it are interested in that content. Target them with similar content in the future.

For more information on segmenting your email marketing campaigns to get the best ROI possible, read my colleague Krista's article [4 Strategies to Optimize your Email Segmentation](#).

## CUSTOMER TESTIMONIALS OR TRUST SYMBOLS

I've talked about the value of trust symbols before, but I don't want you to think that just because you're no longer optimizing for a sale you can forget them.

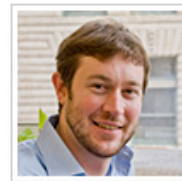
Let's say your page is focused around a free ebook or white-paper. This valuable content is email-gated, so there's no real proof (apart from what you're saying) that what you're promising will be delivered.

That is, unless you include a customer testimonial, like a quote (I recommend including a picture of the customer, as it makes it far more trustworthy) or short video clip. If you're asking for a phone number or email address, be sure to let people know - obviously - that you don't sell these details or spam them.



PROBLOGGER

“ Crazy Egg is great at tracking clicks on ads like AdSense. You can track where on the ad they click, test ads in different positions and of different designs (run one test for a few days, then make a change and run another one).



total attorneys

“ Crazy Egg is like X-Ray vision for your site! By using it, we were quickly able to see where people are clicking on our landing pages. The reports Crazy Egg generated allowed us to make the changes accordingly, which helped us drastically increase the click-through rate.

Customer testimonials act as a social endorsement, which have grown in importance in the past few years. This is because, since Amazon, Yelp, and other sites made customer reviews such a huge part of a successful product, your service needs to do the same.

*Pro Tip: Many businesses have found their highest conversion rates come from a landing page built around a photogenic customer's testimonial. Incorporate an awesome case study for the value proposition with a large picture and a clear benefit list of how your page visitor can get the same result.*

## Conclusion

Hopefully you now have a better idea of how to optimize your landing page for lead generation. Be sure to prioritize your entry form, communicate simply and accurately, and use a customer testimonial to convince your possible lead to convert ■



**THE COMPLETE GUIDE  
TO LANDING PAGES**

## Chapter 6

# Landing Pages:

The Science  
Behind Designing  
for Conversion



Is your landing page converting well? Is it converting badly? Do you know why? I mean, do you really know?

This article will give you the science and psychology of why your landing is engaging to visitors, or, why you might be getting traffic - but no conversions.

*I'll take a look at 5 principles of landing page design that can mean the difference between a successful page and one that's just taking up space (or fumbling around in the dark).*

Let's get started.

## 1. DIRECTIONAL CUES

Directional Cues are key in landing page design as they tell people what to focus on.

The most important thing to remember when designing your landing page is that people do not view it like they do a book. It's not left to right, top to bottom. You have to tell people how to read your page, and directional cues (as well as encapsulation and contrast, below) are how you do this.

My recommendation is to decide two things on your landing page that you especially want to drive attention to (say, your CTA and your product image, or maybe a USP). Then integrate a couple of the strategies below into your design and A/B test it. Maybe your audience responds well to the overt arrow, or maybe the more subtle eye-gaze. Test it for yourself.

There's three main ways that we signal a focus point in landing pages:

### Arrows and lines:



The most straightforward way to direct attention at an object or heading is to draw an arrow or line to it. Students of art will know the importance of lines, as humans have a natural (subconscious) impulse to follow them to their origin or their destination. This works great to focus people's gaze on your CTA, USP, value proposition or product image.

**Eye-direction:**

Humans are incredibly good at recognizing the eye-focus point of the people around them. I recommend using an eye-tracking software on your landing page to determine where people are focusing, and whether this focus is resulting in an increased click-through-rate.

What I'm talking about (thanks to Neil Patel for the eye-tracking examples):

The red spots indicate the areas which viewers looked at most. Take note of how the eye direction in the example on the left draws the viewer's attention towards the product.



Faces are the most eye-attracting image you can use (see #5 below), and the eyes are the most eye-attracting part of the face.

You'll notice the woman on the left is looking directly at the camera (or visitor to your page). The woman on the right is looking at the product that Sunsilk is trying to sell. You can see in concrete terms how the initial gaze goes to the woman's eyes and then tracks left to the product, whereas the face on the left gets all the attention and the product none.

### **Pointing/Gesturing:**

I highly recommend you use an image of a person in your landing page, as it's proven to be the most engaging picture (more on that later, though). Something to test, however, is having that model gesturing or pointing towards something you want to focus attention on.

This is a dangerous one, though, as (in my mind) it can come across as cheesy if done incorrectly. Test what your audience responds to. I've seen this both increase and decrease conversion rates in many case studies.

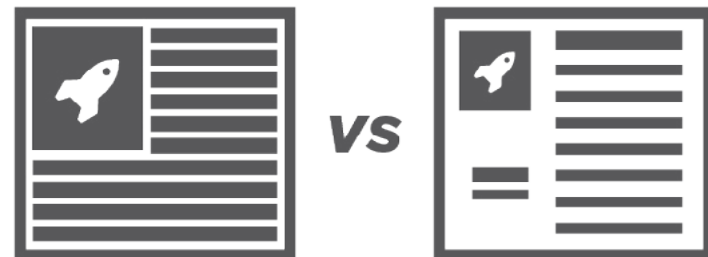
## **2. CONTRAST**

### **Color contrast:**

Contrast is essential when working with landing pages. The human eye is naturally attracted to contrasting color. I recommend you consider color contrast for your USP and CTA - perhaps an orange CTA button on a dark blue background.

### **Blank space:**

The idea of blank space is well-known in the graphic design world, and no less a vital part of landing page design. The idea is that blank space is extremely influential in focusing attention on non-blank space. For instance:



Another way of utilizing blank space is with encapsulation. This can be done by framing a section of content with a border or a container (filled in with a background color). Give the encapsulated section enough space to allow it to function somewhat independently of the rest of the composition.

Will this work better than a directional cue? Test it for yourself and find out!

**Format contrast:**

Formatting size (of font, for instance) also attracts the eye. In a 4-week multivariate test in 2010, [Paras Chopra](#) tested the performance of 12 different combinations of a Call-to-Action and descriptive link:

1 Download PDFProducer v1.3	2 Download PDFProducer v1.3	3 Download PDFProducer v1.3	4 Download PDFProducer v1.3
5 Download PDFProducer v1.3	6 Download PDFProducer v1.3	7 Download PDFProducer v1.3	8 Download PDFProducer v1.3
9 Download PDFProducer v1.3	10 Download For Free PDFProducer v1.3	11 Download For Free PDFProducer v1.3	12 Download For Free PDFProducer v1.3

Option 10, with the largest contrast in color, hue and size (as well as [the word Free](#)) generated a 60% improvement in conversion rate.

**3. COLOR**

Color is extremely (though unconsciously) effective at eliciting emotion in viewers. I took an in-depth look at color psychology in my series on [the science behind a successful Facebook Ad](#), so check it out for a comprehensive analysis (with science!).

For now, here’s a breakdown of how humans are influenced by color - and how this knowledge can improve your conversion rates:

**Blue:** Blue is, across both genders and all age-groups, most people’s favorite color ([35% of women and 57% of men](#)). It is said to create the sensation of trust and security. Lighter blues are calming while darker blues denote professionalism and sincerity.

**Orange:** Eye-catching, bright and sunny, orange is one of the most popular colors for landing page Calls-to-Action. While a good tone and amount of orange is seen as warm and inviting, [too much](#) has been associated with naivete

and a lack of professionalism.

**Red:** The color red is associated with passion, excitement and urgency. It's a dangerous color in advertising, as many people associate red with negativity and mistakes. However, it attracts the eye better than any other color and gives the impression that time is passing faster than it is (as it [causes our heart to beat faster](#)) causing us to act when we otherwise wouldn't.

**Green:** Associated with wealth as well as environmental subjects, green is the easiest color for the eye to process. Green also signifies positive action (think, 'green means go') and affirmation.

Green and teal have also been associated with [shoppers on a budget](#). It's also the second and third most popular color among men and women respectively.

**Purple:** Associated with calm, femininity, and wealth, purple is the second most popular color among women, at 23%. Interestingly, as women get older, their [liking for the color purple increases](#). On the other hand, purple is the favorite color of 0% of the male population.

**Black:** Powerful, sleek and intellectual, black signifies

permanence, sincerity and sophistication. While black can, like red and orange, be a dangerous color if used too much, it can communicate professionalism and sophistication when used in conjunction with a strong, clear white (avoid greys or tans, as they'll wash out your message).

#### 4. IMAGERY

I could discuss the [effectiveness of a picture of a smiling person](#) on your landing page for hours (and I have...) but just trust me that having an image (especially a person) will likely improve your conversion rates.

Something I've seen recently, actually, is incorporating a customer testimonial with the main landing page image. Choose a photogenic customer and post it up next to an awesome-sounding affirmation of how your product or service made their lives easier.

But let's leave that for the moment, assuming you recognize its importance, and talk about why it works:

- We respond far more emotionally to people (or pets, though people generally elicit a stronger response) than we do to words or random images

- A picture of a person provides subtext to your landing page - a story which people respond to.
- We, completely subconsciously, focus on the faces of people we see (especially the eyes). In every eye-tracking image I've ever seen, the hottest points are the face and eyes. Unless, of course, the image is of a woman and we're talking about a male demographic. Then the eye-tracking software shows our attention to be... elsewhere...

In my research for this article I came across [an article by V.S. Ramachandran](#) (a neuroscientist from Oxford) who wrote that oftentimes a line drawing is more powerful than a photograph. He writes that this is because the 'idea' of a person is more appealing than the truth of it (why so much of art is exaggeration of the human form, or why caricatures are so aesthetically pleasing). Leave out the details, and all you're left is the essence of a thing.

Although I haven't yet seen an example of this in a landing page or incorporated it into my own, I believe that whoever does will see a dramatic increase in click-throughs. Get creative and let me know how it goes!

## 5. TYPOGRAPHY AND STYLE

You'll think that I'm getting too detailed here, that different typographies, text formats or styles can't actually increase or decrease conversion rates enough to matter.

Here's the thing with [A/B testing](#): *details do matter*.

Let's say your Ecommerce site's landing page is currently converting at 23%. You're seeing traffic of around 2,000 visitors per week and their average purchase is worth 50 dollars to your business. You're making \$23,000 per week.

Let's say we change your page's headline length and change the image from one of a woman looking at the camera to one looking at the CTA (small changes, you'd agree?). You see a conversion rate increase of 10%. Suddenly you're converting at 25.3% and you've increased your weekly income to \$25,300. Yearly revenue increase? \$27,600.

### Typography and style changes to A/B test:

- Font size for headings and body copy (and the difference between them)

- Heading length (short and succinct vs long and detailed)
- Number of different font sizes (too many makes your landing page confusing - I recommend two or three)
- Fonts: Keep in mind that different fonts are, for whatever reason, viewed as more amateurish than others. We at Wishpond like San Sarif for headlines and Sarif for body copy. Avoid cursive (except, maybe for a header) and comic sans is a no-no for a professional business
- More text vs less (I like a simple landing page - get to the point and leave any extraneous information for later emails or different tabs. But test this for yourself!)



## Conclusion

Hopefully you now understand a little more of the science and psychology behind landing page design best practices. Remember to provide visual clues for where you want your visitor to focus. Don't forget the details, like typography or eye-direction.

And keep testing! You can always improve your landing page conversion rates. Trust me ■



**THE COMPLETE GUIDE  
TO LANDING PAGES**

## Chapter 7

# 3 Landing Page Examples

Critiqued to Hell and  
Back



How's your landing page doing? Is it optimized for conversions? Optimized for lead generation?

How about we check out a few pages from around the web? In this article I'll dissect four landing pages variable by variable, discussing where they've done it right and where there's room for improvement.

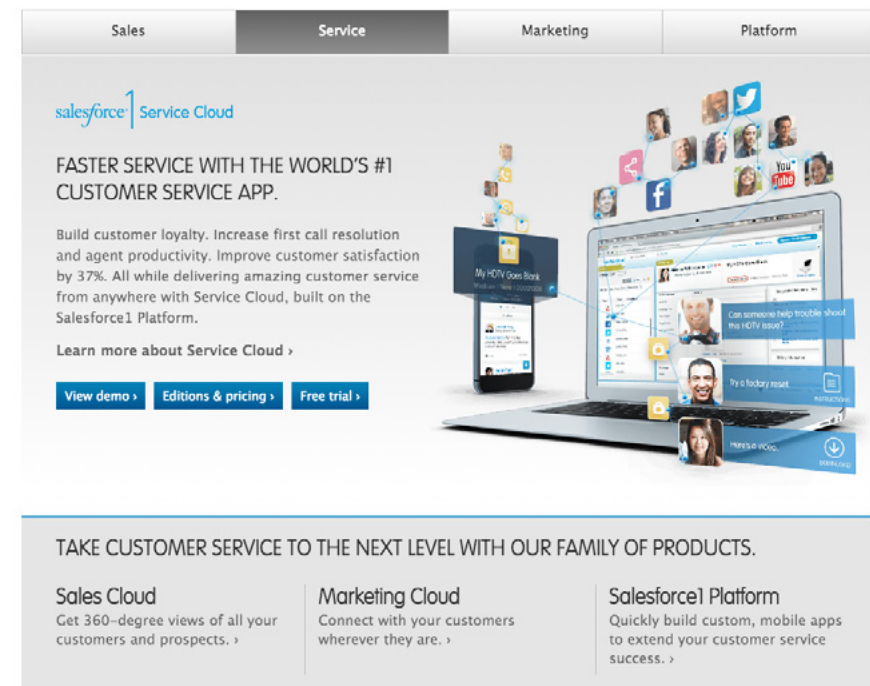
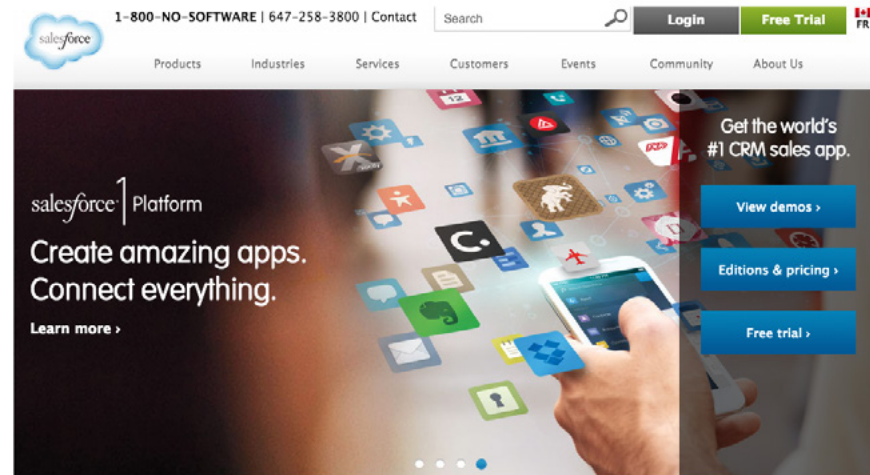
It's all well and good for me to tell you a picture is an essential part of your landing page, but until you see (pardon the pun) what I'm talking about it's just that, talk.

So let's do this thing.

## 1. SALESFORCE

Salesforce (for those somehow unfamiliar) is a Customer Relationship Management (CRM) business based out of San Fran.

Here's their current landing page »



### What I Like About this Page:

- The imagery: The first thing that hits you when you traffic to Salesforce's landing page is the visual representation of what they do. Though by no means unique, the visuals of 'connect everything with our awesome apps' is clear.
- The image size: I like how prominent their visuals are. About 75% of their 'above the fold' landing page area is taken up by this image.
- The prioritized pages: What I mean by this is simple: the three blue buttons on the right side (and also beneath the benefit list paragraph) will traffic to equally-optimized landing pages. The tabs in gray at the top are quite clearly subordinate (I know this because of their [color, contrast, encapsulation, etc](#)), and traffic on them will be substantially less. I like the emphasis being placed on the things most important to their leads.
- The Value Proposition: Salesforce has gone with two value propositions over a USP for their header. I like the succinct and appealing "Connect everything" especially.

- The benefit list: Though not in bullet-point form, the below-the-fold paragraph of USP's and value propositions is still effective: 'Build customer loyalty.' (Boom). 'Increase first call resolution and agent productivity.' (Boom). 'Improve customer satisfaction by 37%.' (Boom).
- The specificity: Perhaps my favorite part of this entire landing is the sentence 'improve customer satisfaction by 37%.' This kind of statistic is incredibly convincing, as it's low enough, and specific enough, to be entirely believable. It also shows me that they're professional enough to have done their research and (I trust) can back up this statistic with proof.

### Where I Think they Could Optimize this Page:

- Contrast the imagery: I like the use of multiple images on landing pages (one primary above-the-fold and one secondary below it). However, to maximize the appeal of your images, I recommend you make them distinct from each other. These two images accomplish the same visual representation I mentioned above. How about keeping the same image at the top and changing the below-the-fold

image to a satisfied customer instead?

- Customer testimonials: Perhaps Salesforce is relying on their substantial reputation as the world's CRM leader, but I'd still recommend they included a picture (and quote) from one of their prominent clients. This is a businesses that regularly works with Facebook, General Electric and Delta Airlines. I'd recommend testing a quote and image from one of these businesses with the brand name/logo prominently placed.

### **A/B Testing Postulation**

I'd theorize that integrating a customer testimonial with an image into a revolving album below-the-fold (on the right) could increase conversion rates on this page by 10%.

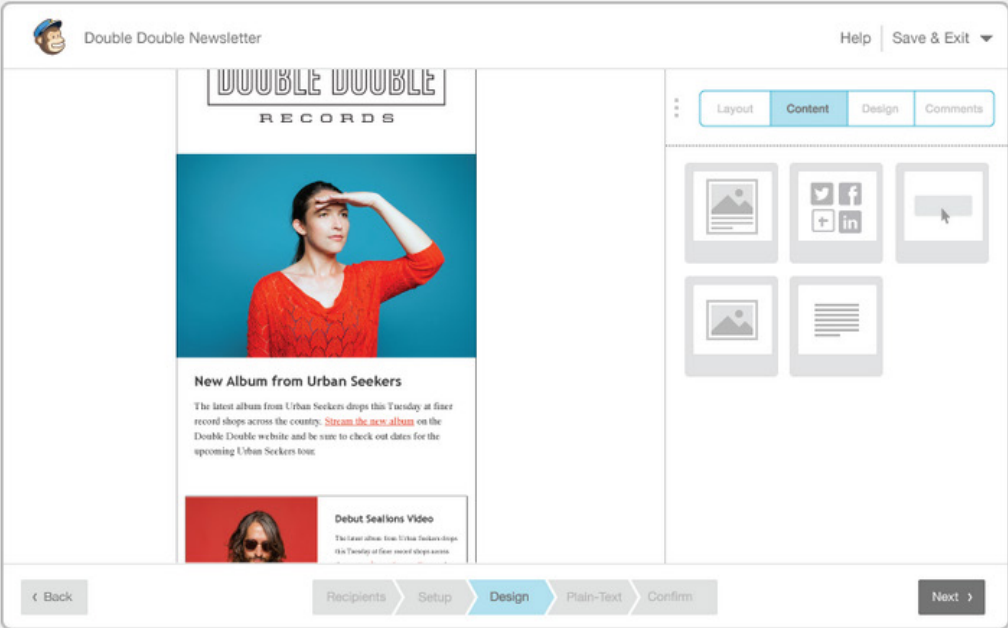
## **2. MAILCHIMP**

Mailchimp is the most successful email automation company out there (with more than 5 million users).

View their landing page on the next page ▼

Sign Up Free

Log In



# Send Better Email

More than 5 million people use MailChimp to design and send email marketing campaigns. Join them today.

Sign Up Free

### What I Like About this Page:

- The tagline: “Send Better Email” is one of the simplest and most straightforward of all successful landing pages I’ve seen. It’s to the point and effective. Mailchimp has also had this tagline since mid June of 2013, meaning it’s working for them!
- The USP: “More than 5 million people use MailChimp...” is about as unique as you can get. Peer endorsement is the most powerful USP you can bring into play.
- The Image: Red on a blue background stands out fantastically and attracts the eye - I also like the giving a snapshot of their tool, giving people a glimpse at what they have to offer.
- The CTA(s): Although not as noticeable as “Sign up Free” (which consistently performs better than simply “Sign Up”) I really like “Join them today” in the small paragraph beneath the tagline. This is as much as CTA as the buttons are, and plays to the peer pressure effectiveness of the page.

### Where I Think they Could Optimize this Page:

- The color scheme: I’d be interested to see the effect of a dark blue background and white taglines/benefits. As it stands now the page is somewhat boring.
- The toolbar at the top: Such a simple and minimalist landing page needs to accentuate their “Features” “Prices” and “Support” buttons at the top to make it easy to access these important parts of the decision-making process.
- The CTA(s): While I like the language used, I’d be curious to see the effect of making the CTAs stand out a bit more with a contrasting color to draw the eye
- I’d test a customer testimonial rotation: Mentioning the 5 million people who use Mailchimp is all well and good, but I’d recommend rotating in a photogenic former customer with a quote on the effect that Mailchimp had on their business’ email marketing ROI.

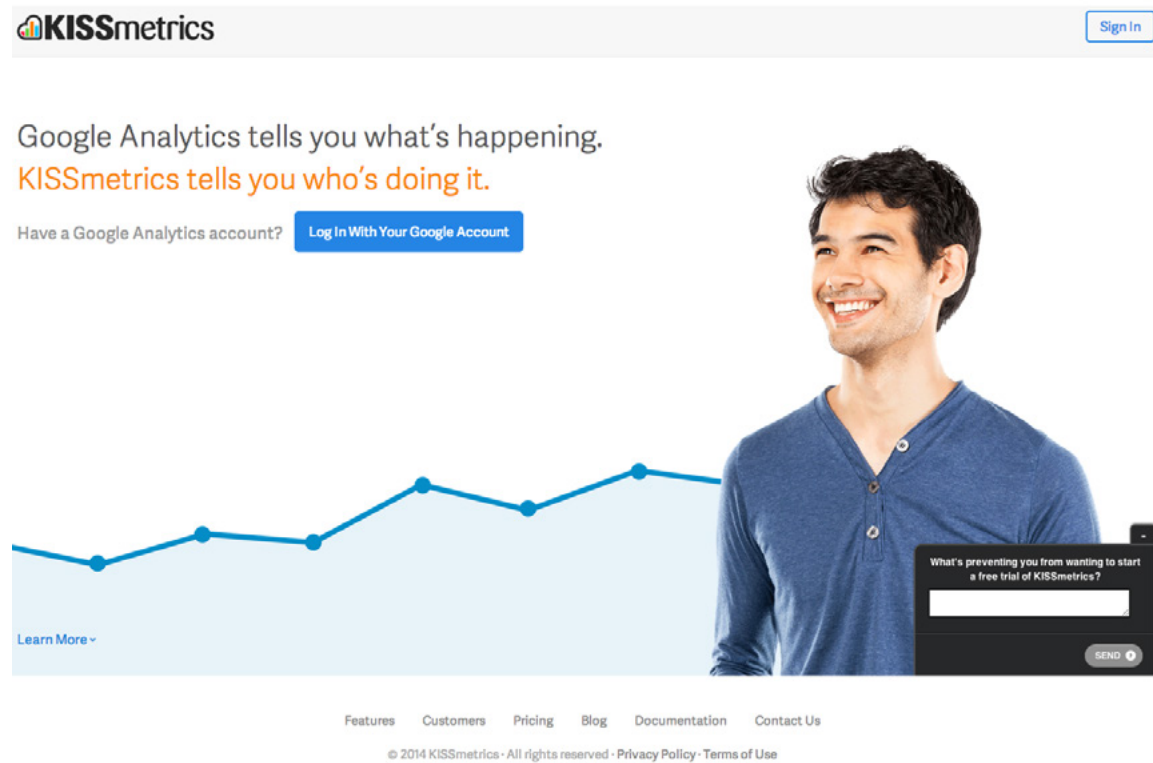
### A/B Testing Postulation:

I'd theorize that a customer testimonial addition could increase conversions on this page by up to 10%. A concrete number or percentage taken from a case study would make the page more effective.

### 3. KISSMETRICS

Customer analytics platform  
Kissmetrics is entrepreneur Neil  
Patel's 2008 baby.

Here's their current landing page »



### What I Like About this Page:

- The image: If you're unsure exactly what image you should use for your landing page, fall back on something like this. A smiling, normal-looking person (photogenic, but not a model) is your best bet.
- The simplicity: Yes, this is the entire landing page. Nothing but 'above-the-fold'. It relies entirely on the USP, which is incredibly effective.
- Knowing their market: Customer analytics are a field only interesting to people who know what Google Analytics is. Nobody starts with Kissmetrics and moves to Google Analytics. As such, the USP is incredibly effective.
- Logging in with a Google account: I've mentioned before how an email address is worth so much more to your business than it is to its owner (and how a phone number is so much more of an ask). Well a social platform login is worth even less to its owner - this allows Kissmetrics to ask for less from a lead and get exactly the same details (if not more) than they would were they to ask for an email

address

- The popup: The bottom-right popup (which reads 'what's preventing you from wanting to start a free trial of Kissmetrics?') does not appear for every person that traffics to this landing page. This would mediate the drop in conversion rates that this popup likely causes. However, this popup also provides Kissmetrics with extremely valuable information, namely, what they can do to encourage a sign-up. Trading a little conversion rate (especially if you do this temporarily) can be worth more information. This is a similar trade I've talked about before, where more entry boxes give you better lead knowledge but can decrease conversion rates - something you have to balance.

Check out my article ['Value Proposition Formulas that Boost Conversion on Ads and Landing Pages'](#) where I take an in-depth look at how to use Kissmetric's formula and 6 others.

### Where I Think they Could Optimize this Page:

- The Image: Okay, I really like this image, but I'd be curious to see how a landing page with a revolving

album would do. How about three different USP/ value proposition + image combinations revolving every 7.5 seconds? (Genuinely, I recommend you test the time lapse you use if you employ revolving images).

- Learn More: The “Learn More” link in the bottom left of this landing page is too quiet. I’d recommend a subtle encapsulation and slightly larger font. I think this landing page is incredibly effective, but clearly the issue they’ll have is not offering enough information about what they do. A “Learn More” link is an awesome way of doing this, but it’s not obvious enough for everyone to see and I wonder if that doesn’t increase their bounce rate.
- A Case Studies Tab: I don’t want to ruin the contemporary, minimalist appeal of this landing page, but I would be interested in testing a ‘case studies’ or ‘customer stories’ tab next to ‘Sign In’ on the top bar. Like the ‘Learn More’ link, this would make it a little easier for visitors to find the answers to their questions without cluttering the page with the customer testimonials, benefit list and trust symbols I usually recommend.

### **A/B Testing Postulation:**

I’d theorize that making the ‘Learn More’ link on the bottom right just slightly more obvious would increase conversions from this page. Here’s why: If someone types in ‘customer analytics’ into Google search, they’ll click on Kissmetrics. I’d be concerned that, at the moment, they may bounce due to lack of ready information. A more visible ‘Learn More’ link could [increase conversion by up to 5%](#).

### **Conclusion:**

The variables I’ve discussed and critiqued in this article encompass most of the optimization strategies I give our clients. Remember that every audience is different, and that (unless you’re using an [optimized landing page template](#)) you’ll need to A/B test your own landing pages on a monthly basis ■



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*Thanks for reading!* ■