

Landing Page Optimization

BEST PRACTICES

Landing Page Checklist

- Logo
- Headline
There is usually a **10-40% lift** when headlines match queries.
- Offer
- Descriptive Copy
- Product/Service Presentation
- Call to Action (CTA)
- Confidence Builders
Testimonials, 3rd party validators, certifications, accreditations, etc.
- Contact Info
General Rule of Thumb
Only include contact information where it does not conflict with other more valuable calls to action.
- Limited Navigation
Each outbound link should be carefully considered
- Template Elements
Privacy policy, terms & conditions, meta information, favicon

Guiding Principles

SIMPLICITY Keep Things Simple
Focus on the ability for visitors to find what they are looking quickly & efficiently

PERSONAS Use Personas if Possible
Your editorial tone and images should coincide with your visitors

BRANDING Be Consistent with Branding, Even on Marketing Pages
Lead generation is the goal, but brand continuity should be considered as well

STRUCTURE Optimize Structural Aspects of the Page
Google's Pagespeed tool is a great resource

AUTO FILL Leverage AutoFill Options Where Applicable
Make it easy for visitors to search and input information in your site

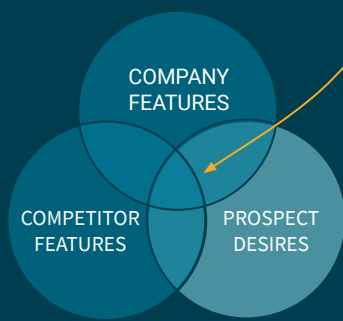
HIDDEN FIELDS Use Hidden Fields to Pass Data Through to the CRM
Check out [this guide](#) on how to set this up

Page Content



Visually, the offer/value proposition should always come before the CTA.

If each circle below represents company features, competitor features, and prospect desires, then page content should be represented by the overlap in the center.



This intersection should be in the sweet spot for narrative, visuals, and data points. **Be sure to focus on your differentiators.**

The value proposition should focus on:

- Relevance
- Clarity
- Anxiety
- Distraction
- Urgency

Page Layout



Consider the following page sections when wire-framing:

- **Relevance** to inbound traffic, CTA
- **Quality** of content, images & design
- **Proximity** & spacing of page elements
- **Prominence** of the most important information, like the CTA

Lay pages out into bite-sized pieces of easily digestible information.

Ensure **most** important page elements are above-the-fold.

Testing



Document all of your tests! Create a testing roadmap.

If you do have an opportunity to perform ongoing testing, only test one variable at a time.

If landing page updates happen frequently, consider applying best practice principles and making multiple changes at once.

Test features versus benefits.

Create a bank of "what's next" for tests. For example: headline text, CTA button color and text.

Page Elements



- Text above the form to pre-qualify what it's for
- Text below the CTA to confirm what will occur after submitting
- Introductory image with a title/subtitle overlay
- An opening paragraph (2 - 4 sentences)
- A bullet point list
- A quote (from a whitepaper analyst, past customer, etc.)
- Accreditation symbols like client logos, certifications, and awards

Tools & Resources

[Google's Pagespeed Tool](#)

[Arantius.com Tabifier](#)

Improve readability through indentation

[Landing Page Copywriting Book](#)

[A/B Testing Blog Article](#)