The fine art of the landing page

Or how I learned to stop worrying and love webdev as a sales person.
Delightfully borrowed content

Most of the content was delightfully borrowed from a blog by Oli Gardner on Moz.com. Mr. Gardner runs Unbounce, the leading company for landing page design. Here’s the link:

http://moz.com/blog/most-entertaining-guide-to-landing-page-optimization

OR

http://bit.ly/1naZrlf
IT’S DANGEROUS TO GO ALONE! TAKE THIS.

- Instapage
- Unbounce
- LeadPages
- Google Analytics (experiments)
- Optimizely
- Crazy Egg
- Kissmetrics
Why are landing pages important?

Attention is fleeting
Homepages suck
A/B testing is awesome
Landing pages solve all problems ever
They are passive sales – worth getting right
So... What's the point?
What’s the point?

Conversion

Attention can be managed? Yes, three basic steps:

1. Capturing attention (the ad, SEM)
2. Maintaining attention (landing page)
3. Focusing attention (oh, landing page again)

Good: potential user or customer shows up, clicks on a call to action

Bad: potential customer shows up, doesn’t know or doesn’t care and leaves
What will we be covering today?

• Volume 1: Key concepts
  • Attention Ratio
  • Conversion Coupling
  • Conversion Momentum
  • Context of Use
  • Friction
  • Form design
• Volume 2: Writing good copy
  • Headlines
  • CTA
  • Design – Directional Cues
  • Design – Contrasting Colors
  • Design – White Space
• Volume 3: Interactive Examples

Sketching out your own landing page.
First, think of a business.

Doesn’t really matter what you choose. Made up, already existing, your startup, someone else’s startup, a big business, a small business. Whatever.

I will be working on my father’s business. He is a bankruptcy lawyer in Southeastern Pennsylvania.
Drag and drop items from the left side bar
Volume 1
Key Concepts
Concept #1: Attention Ratio
What is attention ratio?

The ratio of interactive elements on a page to the number of campaign conversion goals.
Let’s look at two samples:
What’s the attention ratio here?

There are actually a total of 56 links, therefore:

The attention ratio is 56:1
Attention ratio here?

1:1!
Let’s do a real world example: Salesforce
This is the home page . . .

59:1
But search in google for Salesforce...
One last example (non web)

Where do you click here?

What about here?
Concept #2: Conversion Coupling
What is Conversion Coupling?

The bond that exists between the source of a click and the landing experience.

Two types:

1. **Message match**: Matching the copy of your ad to the headline of your landing page.

2. **Design match**: Matching the design of your display ad to the design on your landing page.
What is Message Match?

Message match is the idea of matching the pre-click message to the post-click message on your landing page, with the goal of making people think they made a "good click".

The messaging on the page reinforces the reason for their click – reducing and removing confusion.
Let’s look at the good and bad

Potential landing headline 1:
Get More Projects Done With Less Management
Very bad

Potential landing headline 2:
Project Management Software Without Deadlines
Much better
Don’t forget about sub-headlines

Project Management Software Without Deadlines
getitdone.com/whenever
Remove the fear of deadlines from your projects, and start delivering as late as you want to. Deadlines are dead.

Project Management Software Without Deadlines
Deadlines are dead. Choose procrastination instead.
How about some real examples . . .
Let’s look at the ad again . . .

- Why shorten management to mgmt?
- Why have both QuickBase and Intuit?
- Good rule of thumb: message before brand.
  - Don’t need brand overload
  - How many times is brand mentioned in this ad?
  - How many times is their USP? What is their USP?
What is Design Match?

One of the easiest techniques to master. Take the design on your display (banner) ad and repeat it on your landing page.
$6 Small Business Account

Make every dollar count. See how many ways RBC can help your business save money.

Small Business™ Account
Make every dollar count.

No minimum balance. Plenty of ways to save.

Whether you're starting up, growing fast or have been open for years, get more value for your money with the $6 Small Business™ Account. It's made for businesses that demand more from their banking and provides exceptional value and flexibility.

Benefits of a $6 Small Business Account

- No minimum balance
  Do what you want with every dollar and enjoy great savings with no minimum balance required.

- A flexible account for your changing business needs
  Benefit from built-in discounts when you make more than 10 transactions a month.

- Save over 35% on transaction fees
  When you bank at RBC Royal Bank ATMs, online or use mobile banking.

- Includes transactions
  Your $6 monthly fee can cover up to 7 transactions. You only pay for what you use.

Other Ways to Apply
- Chat Live
- 1-866-826-0871
- Apply Online

Compare for Yourself
Use our easy account selector to see what you would pay.

Learn More
Legal Help For Tough Financial Times

CTA
Concept #3: Conversion Momentum

Remove the break in communication that can occur when the click is made. If you're wooing someone in an email or blog post, it makes sense to continue to do so on the landing page.
PAY ATTENTION!

OK, I'm paying attention. Now what?

BUY THIS! You expect me to pay twice?!
The good and the bad
Email example

"Let me show you how our product/service can help."

"I'm glad you were interested in learning more about {words that were on the link}."

"One of the important things to know about {words in the link} is that it can {establish the benefit}."

"What our solution does is to make {words in link} much easier to do. If you want to take it for a spin, I'll pay the first month for you. And I'm personally available if you fancy a chat about the best way to use it."

"Let me show you how our product/service can help."

"We're the best {what we do} in the world. Sign Up Now."
Legal help for tough financial times.
[link]
Attorneys help with tight finances.
Get a professional consultation.
Legal Help For Tough Financial Times

I'm glad you were interested in learning more about how an attorney can help with tight finances.
Concept #4: Context of Use

Providing a visual demonstration of how your product or service will be used by a customer.

Best example: Shamwow commercials
Case study of two landing pages

From Unbounce again – landing page mecca
Landing Page Templates

The Unbounce landing page builder includes over 50 high-converting, fully-customizable templates in an online drag and drop interface. Customize the layouts and add your marketing copy, images, video, lead capture forms, social widgets and more!

Premium Landing Page Templates
Ready to go, right out of the box

Our premium template sets have a more designed feel to them to let you focus on your marketing. There are several color choices to get you started more quickly.

Demoli
A stylish click-through template for your business or consultancy.

Bookie
Easily insert an ebook image to start collecting leads for your content.

Flow
A click-through template with several color options. The design uses generous white space to make it easy to read.

Pick from over 50 templates inside the Unbounce template library

Edit and publish your landing page inside the Unbounce template builder

Premium Templates  Minimalist Templates  Mobile Templates
Most common questions

In a post experience survey, these were the most common questions:

- How much do the templates cost?
- Where can I download them?
- Can I use them in Wordpress?

Problem: Context of Use missing
Landing Page Templates

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Premium Landing Page Templates

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Our premium template sets have a more designed feel to them to let you focus on your marketing. There are several color choices to get you started more quickly.

Premium Templates

Minimalist Templates

Mobile Templates

Pick from over 50 templates inside the Unbounce template library

Edit and publish your landing page inside the Unbounce template builder

Save & Start Editing

Premium Templates

Minimalist Templates

Mobile Templates
What was the difference?

43% Conversion Lift in New Account Trial Starts

Additional new trial starts (NTS) per month due to this test – 120
NTS over 12 months – 1,440
Average lifetime value of a customer – $706

Impact on revenue, based on a year of additional acquired customers:

\[1,440 \times $706 = $1,016,640\]
Legal help for tough financial times.

hvmlaw.com/financialhelp

Attorneys help with tight finances.
Get a professional consultation.

Legal help for tough financial times. - Attorneys help with tight finances.
hvmlaw.com/financialhelp
Get a professional consultation.
Legal Help For Tough Financial Times

I'm glad you were interested in learning more about how an attorney can help with tight finances.
Concept #5: Friction

Friction is the barrier to entry (effort) that your form presents to your visitors. This primarily pertains to forms. Friction falls into two categories:

1. Perceived Friction
2. Actual Friction
Perceived Friction

This is the shock factor of suddenly being faced with a long form.

The perception of having to fill out such a long form can be daunting and cause people to change their mind. A solution to this can be to either shorten the form or split your form over more than one page.
Actual Friction

This is the time and trouble it takes to actually fill in the form.

It can cause pretty serious abandonment issues if it’s not considered. Things that can slow down - or cause frustration during - the process of form completion include:

• Too many open-ended questions that people have to think about.

• Dropdown menus that don’t include a viable option for the visitor.
  E.g. "What industry is your business in?". Without a viable solution or an “other industry" way out, bring on the frustration.

• Captcha security input fields.
Fix friction method 1: Ask the data for help

Are a high percentage of dropdown results the first option in the list?

Make the answers as short and clearly distinguishable as possible. If people can easily read the option that applies to them without lots of hunting and scrolling, they will be more inclined to select it.

Are the responses to open-ended questions real answers or are they nonsense ("asdfasdfs") designed to get through the form quickly?

Make the questions more direct and easier to answer. For example . . .
"Tell us about your biggest marketing problem."
Requires a short story as an answer.

vs.

"What is the biggest barrier to your marketing success?"
Which could often be answered in a few words like "Not enough traffic."
Fix friction method 2: Apply balance

"The prize" is the incentive you offer up in exchange for personal data. Your goal is to balance the prize size with the amount of friction.

• There are many incentives to give:
  • Digital documents: ebook/whitepaper/report
  • Webinars
  • Newsletters
  • Consultations for professional services
  • Discount coupons
  • Contest entries
  • Free trials
  • Product launch notifications

The rule here is: Don't be greedy.
Legal Help For Tough Financial Times

I'm glad you were interested in learning more about how an attorney can help with tight finances.
Concept #6: Form design

Rockstar form design elements . . .

1. A headline to introduce the reason for the form
2. A description with bullets to highlight the benefit and contents of what you're giving away upon completion
3. The form with descriptive form fields (original label names and questions can capture attention)
4. A Call-To-Action
5. Trust statements or links
6. A closing urgency or context-enhancement statement
Free Guide: The Top 10 Ways to Manage An Online SaaS Project

In this 7-page guide to SaaS project management, you'll learn the top 10 ways be more efficient when managing your online SaaS business. Including:

- How to integrate with your existing software
- Cross-team workflow for the tech industry
- Managing SaaS project metrics

What's your name?

Business Email Address

What is the size of your project team?
1-5

☑ I would love a demo of SaaSProject

Get My Free SaaS Project Management Guide

5,000 SaaS businesses love using SaaSProject every day

1. A headline to introduce the reason for the form
2. A description with bullets to highlight the benefit and contents of what you're giving away upon completion
3. The form with descriptive form fields
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More examples of rockstar forms
The Easiest, Fastest Way to Get Documents Signed

Trusted by small businesses and the world’s largest companies

Contracts, NDAs, forms, you name it – all signed online in minutes

Try it Now
Free trial, no obligation

NAME:

EMAIL:

Create Free Account

On the next screen, you’ll be able to:

• See how easy it is to sign a document
• Send 5 documents for free

Send

Upload document, specify signers, click send.

Sign

Parties sign online, by fax, or on mobile device.

Archive

Legally binding document stored in your secure archive.

Impress your customers

Save time, money, and paper

Secure, legally binding agreements

“sign documents online”

“elegant, simple”

“faster, cheaper, and more secure”

TechCrunch

ReadWriteWeb

ABA General Practice, Solo & Small Firm Division

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Second Edition!

10 Best Practices
For Website Testing, Targeting and Optimization

Featuring 10 techniques used by leading brands to lift website conversion and average order value

To stay competitive in the age of agile commerce, you must test and target your website content in order to deliver more relevant shopping experiences to visitors. But what content should you leverage to produce the strongest results? This eBook reveals the 10 best techniques, culled from countless targeting and testing campaigns.

You’ll Learn:

- 2 key visitor segments you absolutely must start targeting today
- An effortless but effective way to address shopping cart abandonment
- How to merchandise products quickly and easily
- Simple tricks for ensuring “continuity” that helps website visitors actually convert
- And 6 more ideas that have been proven to boost your site’s relevance to visitors, leading to dramatic increases in conversion rate and revenue.


Access Now
Forms are your friend, love forms
Legal Help For Tough Financial Times

I'm glad you were interested in learning more about how an attorney can help with tight finances.

- Only a professional has the expertise to help navigate out of a tough spot.
- Keep your house, your car, and your way of life while stopping creditors from knocking on your door.
- Manage your own finances and your own situation and stop worrying about money.

Free Legal Consultation With an Expert

Talk with a lawyer about your problems and a path out of financial hardship.

Name
Email Address
Phone Number

I want a lawyer to contact me.

Get my free consultation

1,400 people like you get financial assistance every day.
End of Volume 1

What awesome landing page did you design?
Next Time?

• **Volume 1: Key concepts**
  • Attention Ratio
  • Conversion Coupling
  • Conversion Momentum
  • Context of Use
  • Friction
  • Form design

• **Volume 2: Writing good copy**
  • Headlines
  • CTA
  • Design - Directional Cues
  • Design – Contrasting Colors
  • Design – White Space

• **Volume 3: Interactive Examples**
Volume 2
Writing good copy
The Only Way To Write A Good Headline Without Taking Four Years Of Rhetoric
Headlines: your first task

If you can write a headline interesting and useful enough to hold someone's attention, you've got your foot in the door of conversion.
Copywriter Roberta Rosenberg offers this sage advice

"Your headline has one job and one job only. To get your visitors to continue engaging with your message, increase their desire for what you're offering, and motivate a Call-To-Action click. That's why when it comes to crafting effective landing page headlines, choose clarity over clever. Clever calls attention to itself at the expense of the message. Clarity smooths the way to conversion."

Headlines are close cousins to your USP
Three good headline examples

The Only Way to [Do Something Desirable] Without [Doing Something Undesirable]
The Only Way to Turn Off the Lights Without Clapping or Getting Out of Bed

[Do Something Hard] in [Period of Time] or [Promise]
Tune Your Piano in 15 Minutes or "Piano Tuner App" Is Free

Learn to Play Chess Like Bobby Fischer - Without Any of the Crazy!
Construction is important

Write the landing page value proposition as a sequence of 3 headlines split throughout the page, like a classic story arc of beginning, middle, and end.

1. The main headline
2. The reinforcement statement
3. The closing argument
Example of construction

Statement of uniqueness
Backed up with a supporting statement to establish credibility

Expand on the experience
And explain how you solve a pain point

Close with urgency to encourage a call-to-action click

The Only Luxury Rainforest Retreat in Costa Rica
Dedicated to preserving our wild jungle paradise

Indulge Your Senses in Our Hot Spring Jungle Spa
Without the crowds and distractions of the large tourist resorts

Escape to Costa Rica for a Luxury Experience in One of the World's Last Remaining Rainforests
The Only Luxury Rainforest Resort in Costa Rica
Dedicated to preserving our wild jungle paradise

Relax in our eco-friendly 4-star lodge and spa, right on the edge of world famous Manuel Antonio National Park.

- Watch wildlife from the comfort of your own private cabin.
- The closest accommodations to beautiful Manuel Antonio
- Dine at our spectacular ocean view restaurant - Selva Oceano

Get A Brochure Today
Download our free full-color resort vacation brochure.

First Name *
Email *
Phone Number *

Download My Free Brochure Now

Pura Vida is exactly what it promises, the pure life. Tucked away in a remote part of Costa Rica, you will forget your troubles.

Robert Constantine, travel editor, Central America - TripAdvisor.com

Listening to howler monkeys swinging and howling in the canopy above while relaxing by the pool is an unforgettable experience.

Linda Tinsbury, Tropical destinations writer, Especlia.com
Pure Life Lodge
With 12 secluded cabins, you are guaranteed privacy and a real rainforest experience. Each cabin is designed with an open concept to combine modern luxury with the rugged charm of a jungle hideout.

Selva Oceano
Dine at our spectacular ocean-view terrace high in the canopy of the surrounding forest. Chef Alonso Escada will prepare award-winning local and international cuisine for those with a taste for the exceptional.

San Isidro Spa
Choose from our comprehensive selection of facials, body treatments and massages that make full use of indigenous ingredients, such as mineral-rich rainforest muds.

Indulge Your Senses in Our Hot-spring Jungle Spa...
Without the crowds and distractions of larger tourist resorts

Wildlife
Take a one-on-one tour through the jungle with one of our resident

Rainforest Canopy Tours
Walk in the clouds as you follow the STEEP可以使 you feel

Beaches
Manuel Antonio is famous for its beautiful beaches.

71
Escape to Costa Rica for a Luxury Experience in One of the world's Last Remaining Rainforests

Wildlife
Take a one-on-one tour through the jungle with one of our resident naturalists, or relax by the pool and watch and listen as howler monkeys, toucans and the endangered Mono Titi.

Rainforest Canopy Tours
Walk in the clouds as you follow the shy trails of our canopy tours. Come face to face with wildlife that is normally hidden from the eyes of a visitor.

Beaches
Manuel Antonio is famous for its large stretches of secluded beaches. Get away from the crowds and experience your very own Costa Rican paradise.

Reserve My Rainforest Retreat Now
The only way to get legal help in tough financial times without paying for a lawyer

I'm glad you were interested in learning more about how an attorney can help with tight finances.

- Only a professional has the expertise to help navigate out of a tough spot.
- Keep your house, your car, and your way of life while stopping creditors from knocking on your door.
- Manage your own finances and your own situation and stop worrying about money.

Learn to control your financial headaches

- Better results
- Less pain
- More money

A financial consultation with our experts makes your life better.

Get my free consultation now
Second Task: CTA

Calls to action is extremely important. To click or not to click, that is the question. Here are some important factors of a CTA structure:

1. Description (being explicit about what I'll get)
2. Actionable phrasing
3. Possessives (choosing 'my' vs. 'your')
4. Subtext (supporting information)
5. Urgency (a reason to act now)
A generic example:

**Description:** "Get My Free SaaS Project Management Guide" - Describes what you'll get by clicking.

**Actionable phrasing:** "Get" - Describes that you will receive something.

**Possessives:** "My" - Personalizes it.

**Subtext:** "A quick 5 minute read with 10 top tips!" - Lends extra benefit to the offer as it's easily digestible.

**Urgency:** "Every day you don’t implement these tips you're losing productivity and money" - Connects with the pain of your prospect and how the offer will help them more if they get it now.
A bit more about CTA

1. What is my prospect's motivation for clicking this button?
2. What is my prospect going to get, when he/she clicks this button?

Genius takeaway:

A call-to-action that conveys the value of your offering and its relevance to your prospect will lead to more conversions.
Get my free consultation

1,400 people like you get financial assistance every day.
Secret CTA Killer: Negativity
"But I wasn't thinking about spam until you pointed it out! Now I have 'cause to pause' "
Removing the word "Gimmicks" resulted in a 25% lift in conversions!
Directional Cues
Design – Directional Cues

You would be amazed at how visual cues in design can help a landing page.

• Design is all about attention.
  • Your ad captures attention
  • Your headline maintains attention
  • Your page design focuses attention

Your goal with design is to draw attention to the most important element(s) on the page.
KEEP YOUR STORE Open
WHEN YOUR NETWORK STOPS WORKING

FREE Whitepaper - Learn:

• How you can save your store from closure when your network falters
• How simple solutions can ensure your stores are always online
• How a low cost solution is all you need for complete peace of mind

Independently written by Keith Woodbridge, Retail IT Professional (formally IT DirectorClinton Cards)

Submit the form to download this free whitepaper

- First Name *
- Last Name *
- Job title *
- Company *
- Phone
- Email *

Download for FREE +

Not ready to download? Why not keep up to date and follow us on twitter.
The only way to get legal help in tough financial times without paying for a lawyer

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- Only a professional has the expertise to help navigate out of a tough spot.
- Keep your house, your car, and your way of life while stopping creditors from knocking on your door.
- Manage your own finances and your own situation and stop worrying about money.

Learn to control your financial headaches
Contrasting Colors
Design – Contrasting Colors

Look for the dominant hue of your page, and pick its complement for your CTA.
Let's fix your landing page mistakes!

In less time than it takes to watch an episode of Breaking Bad...

Unbounce Co-Founder Oli Gardner will show you exactly what marketers are doing wrong.

"I've seen more landing pages than anyone on the planet. Let me show you how it *should* be done." -- Oli Gardner

And more importantly, you'll learn the 3 ridiculously simple principles that will fix your landing pages, and increase your conversion rates.

Date: Tuesday, February 18th
Time: 11:00am PT / 2:00pm ET / 7:00pm GMT
Duration: 1 hour
Awesome: Naturally

Register for the Unwebinar

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Save My Seat
The only way to get legal help in tough financial times without paying for a lawyer

I'm glad you were interested in learning more about how an attorney can help with tight finances.

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Free Legal Consultation With an Expert

Talk with a lawyer about your problems and a path out of financial hardship.

Name
Email Address
Phone Number

☑️ I want a lawyer to contact me.

Get my free consultation

1,400 people like you get financial assistance every day.
Space things out. And because you can use any color you like, not just white.

Calling it white space may not work, call them gaps.
Looking for a customized, low-rate merchant account for your business?

YOU FOUND IT!

Rated #1 Processor!

Sign up with REDACTED and receive a:

- FREE Credit Card Terminal or
- FREE Mobile Credit Card Reader or
- FREE Internet Virtual Terminal

$500 Guarantee*
If we can’t save you money on your current processing costs, we will give you $500!

New or Existing Business?
REDACTED has the credit card processing solution for you!

- Face to Face
- Over the Phone
- Internet
- Smartphone
- Mobile
- Wireless

Mobile Credit Card Processing
Volume 3: You’re Experts Now!
Let’s try some examples.

• Four examples
• You tell me what’s wrong
• We’ll try fixing a few
Next Day Flower Delivery
www.flowersonly.com/NextDayFlorist
Birthdays, Get Well, All Occasions
Order Now For Tomorrows Delivery!
Next Day Flower Delivery

Flower company offers next day flower and gift delivery to any location in Canada and the United States. Guaranteed.

What occasion do you want to send flowers for?

- Birthday
- Romantic
- Anniversary
- Bereavement
- Graduation

Order Now
Order Now
Order Now
Order Now
Order Now
Keyboard for iPad Cases
www.thesource.ca/
Great Selection & Prices
Free Ship to Store at The Source
The Ultimate Guide to Landing Page Optimization
unbounce.com/landing-pages/ultimate-guide-to-optimization/
Today marks the start of Landing Page Optimization (LPO) Week, which will ... A free ebook "The Ultimate Guide to Landing Page Optimization" – (58 page PDF) ...

The Ultimate Guide to Landing Page Optimization
get.unbounce.com/the-ultimate-guide-to-lpo/
Get The Ultimate Guide to Landing Page Optimization for FREE and start optimizing your landing pages like the pros.
The Ultimate Guide to Landing Page Optimization

Everything You Need to Know About LPO

What’s in the ebook?
This 58-page guide will teach you everything you need to know about Landing Page Optimization (LPO), including examples, workflow and more:

1. What is Landing Page Optimization?
   Learn what LPO is all about and what you need to construct a high converting landing page

2. The Landing Page Optimization Process
   These 7 steps will show you how to create & optimize a landing page, and a team workflow that really works

3. Landing Page Examples
   Good and bad landing pages are broken down and critiqued for conversion by the author, Oli Gardner

4. Convincing Stakeholders
   Ever had to justify adding optimization into your day-to-day marketing? This section will show you how to show the value of LPO in terms that stakeholders understand

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Get it for a Tweet

You will be able to customize the tweet before sending.

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Leading marketers are making Searchlight their SEO platform of choice.

A feature-rich SEO platform built to enable teams to achieve significantly higher traffic, conversions and revenue from natural search. Explore the features of Searchlight to see how you can:

- **Boost Search Ranking**
  Track thousands of keywords and backlink data across major search engines and receive keyword suggestions and recommendations to issues that prevent you from dominating search results.

- **Grow Online Market Share**
  Searchlight offers valuable insights into competitors’ keyword ranking and paid & natural search data so you can stay ahead of the competition and grow your market share.

- **Take Control of Multiple SEO Programs**
  Advanced workflow and management features help you easily manage all your SEO programs in one place, so you can reach your SEO goals faster than and more efficiently.

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**Download the Searchlight Product Sheet**

To request this resource, please provide the following information.

- **Work Email:**
- **First Name:**
- **Last Name:**
- **Company Name:**

Submit

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“Searchlight has grown to be the most powerful SEO solution in the market.” — Ron Marcelo, Director of Marketing, Care.com
What did we cover today?

• Key concepts
  • Attention Ratio
  • Conversion Coupling
  • Conversion Momentum
  • Context of Use
  • Friction
  • Form design

• Writing good copy
  • Headlines
  • CTA
  • Design - Directional Cues
  • Design – Contrasting Colors
  • Design – White Space

• Examples
You are now ready to rock your own landing page.
Appendix

1. As attention ratio goes down, conversion rates go up.
2. The stronger the coupling between ad (or any link really) and the landing page it takes you to, the more likely your visitor will be to understand they are in the right place and stick around as a result.
3. Context is one of the most powerful ways to create an experience that will convert your visitors into customers. Start a conversation before the click and continue it after the click in a personal way.
4. If you need to show an image/photo of your offering, try to show it being used in practice to show context of use.
5. For lead gen landing pages, you can design the form as a standalone unit by ensuring it has 6 elements that tell a complete story around your offering. And form love can be a real thing.
6. The copy on your page is essential to the success of your campaigns, and you should focus the majority of your time on crafting a compelling headline and an actionable CTA that inspires a click.
7. Remove incongruent words from your page. Particularly when placed close to your CTA. Words like "spam", "gimmicks" can be detrimental to your conversion rates.
8. Design is more than the visual treatment of your landing page, it’s about creating an experience that focuses attention on the goal of your page.
9. Persuasive design will illuminate your failings as a copywriter, which is a good thing.
10. Always ask for a second conversion on your confirmation pages.
11. It’s okay to have multiples CTAs only when the page goal is exactly the same for each.
12. Take a walk through your own ad to landing page experiences and give yourself an honest critique.