TOP 10 TIPS for Optimizing Landing Pages

10 — Keep it simple

Avoid fancy bells and whistles on your landing pages. People will be more likely to provide their information if your landing page has a sign up form which stands out and a layout guiding them to the 'submit' button.

9 — Offer multiple calls to action

Tell your visitors what action they need to take to accept your offer. Mention the benefits they will receive from registering in your calls to action, for example "Sign up now to get your free report right away." Place your calls to action throughout the page in different formats to reach various types of visitors.

8 — Make your landing page unique to your offer

Avoid the temptation to use your website template as a landing page. Providing full website navigation, links, alternative offers and unrelated information will overwhelm your visitor. The content and layout of your landing page should be tailored to your campaign.

7 — Start strong with an effective headline

The first thing a visitor will see on your landing page is the headline. Keep it short and concise and reinforce the promise that brought the visitor to the page. If you mentioned a discount in your email or online ad, promote the offer again and support the promise(s) you made.

6 — Include scannable summaries AND details

Some people will be satisfied with a summary and others will want all the details before they give you their information. Try to give a summary of the information above the fold for the quick deciders followed by detailed information below for those with questions.

5 — Attract visitors with engaging images

Once you have their attention with your offer or message, wow visitors with engaging visuals. Think about a shot of your product being made or pictures of actual customers using your product. Use strong visuals to support the offer or message and increase your visitor's interest.

4 — Be compatible

With a broadening range of operating systems, browsers and mobile devices, it is impossible to determine where that next big lead will come from. Therefore, be sure your landing page displays and functions well on a variety of browsers and mobile devices.

3 — Test for success

Implement multiple landing pages for a campaign to test what works best. Make small changes such changing headlines, varying copy, replacing images and adjusting the placement of the registration form. Review your results to see what works best for your business.

2 — Say thank you

When a visitor completes your registration form, redirect them to an "encore" or "thank you" page. This page should be used to deliver the offer (i.e. coupon download) and thank the visitor for their interaction with your company. Include other options to connect with you as well such as social media links.

1 — Don't ask for too much information

People hesitate when you ask for their personal information. Limit the amount of information required on your registration forms to what you really need; you can always gather more later. First name, last name and email address and/or phone number are almost always sufficient.