

10 Best Practices in Landing Page Design

Creating positive user experiences is the goal of any good web design. From landing pages to online advertising a company's online presence is usually evaluated before the webpage even fully loads. But how can you ensure that you are optimizing an exceptional online experience for customers and also producing high ROI? As the web is continually evolving there is no perfect solution to reflect users' behaviors, but there are several best practices to keep in mind when developing your online marketing strategy.

A landing page is customized to fit the specific call-to-action and is often the first page a visitor sees when clicking on a paid ad or link from an email. Combining an attention-grabbing button with an effective landing page can turn what was once just web traffic into a steady stream of leads for your sales team.

The secret to creating an exceptional online customer experience includes the fundamentals of usability, such as clean navigation, white space and compelling content.

1. Landing pages perform best when the content is concise and focused on one message. It must instantly communicate the purpose of page, grab attention, and encourage viewers to stay. Make sure users understand the offer and what you are asking them in an easily scannable manner and that the page is professional and easy to fill out.
2. Credibility is key. Tell a story using engaging imagery rather than simply explaining the purpose with large amounts of copy. Make sure you have your logo or client testimonial at eye level above the fold or somewhere else without having to scroll.
3. Designing your landing page deliberately sparse with clean navigation, succinct calls to action will ensure that your user does not get distracted. You should include elements of your homepage, like texts, graphics, and imagery so visitors know that they are in the right place, but make sure the page has limited navigation or better yet, no navigation. Have the form and the "submit" button as the singular point of focus.
4. A clear and direct headline should be the first thing the user notices upon viewing the page. Make sure the headline is a direct and simple statement of what the page is trying to accomplish. State the strongest benefit that your product offers in your main headline as this serves as the biggest opportunity for improvements in conversion rate.
5. Visitors don't read they scan. If visitors can't quickly and easily understand the benefits of your product or service, they will leave. Clean use of space allows visitors to scan and understand key messages. Make the main copy brief and easy to read. Use simple, bulleted lists near the top of the page to state what

you're offering and why it's valuable. Doing so will ensure your prospect knows exactly what they're getting, and create a qualified lead for your sales team.

6. Branding, security icons and testimonials provide credibility and give confidence to the visitor that can have a positive impact on conversion.
7. Soften the call to action. Words or phrases like "Buy," or "Add to Cart" indicate a commitment that the visitor may not be ready to make. An action like "Try it Now" can drive users deeper into the funnel and result in higher conversions. The best calls to action are written in plain language with no more than 7-12 words.
8. Keep landing pages live for enough time to gather measurable results. Incorporating the learning from those results will make the next landing page or campaign you develop even better.
9. Before publishing the page, ask yourself: would I fill this out? Would I find this page confusing? Use these questions to perfect the look and feel of your landing page before going live.
10. Always test your landing page. A good practice might be to test your page internally using your work colleagues that have never seen the page before.

There you have it. If you have any questions let us know.

