

MARKET CALL OUT

When visitors arrive, they need to know they're in the right place. Make sure you call out to them either directly (ex: Attention Dog Owners!) or indirectly with recognizable images and vocabulary.

 SIMPLE AND CONCISE

The best landing pages have one single message and make one offer. Make sure your landing page isn't trying to do too much.

 EASY TO READ

If your visitors can't figure out what you're offering in less than 5 seconds, you'll lose them. Perform the 5-second test with friends or colleagues.

 ACTIONABLE HEADLINE

Headlines are important. Promote action from your visitor with a clear, concise, benefit-rich headline that grabs their attention and tells them they're in the right place.

 CTA "ABOVE THE FOLD"

Most of your visitors won't scroll down a page to find a call to action, so give them a chance to take action without scrolling.

 HIGHLY VISIBLE BUTTON COLOR

When it comes to button colors, there's no exact right answer, but one thing's for sure, the button color should starkly contrast (never blend in) with surrounding elements.

 CUSTOMIZE YOUR BUTTON TEXT

"Submit" is not enough. Try using button text that gives a specific command or speaks to the end result (ex "Book Your Stay").

 ADD SOCIAL PROOF

Leverage the power of "as seen on" logos, testimonials, or by referencing the number of downloads/subscribers all let your visitors know they're making a smart decision.

 LIMITED NAVIGATION

A landing page should boxes, arrows, boxes and visual cues to draw the eye to your call-to-action area on your landing page.

 HERO SHOT

Typically an image or graphic representation of your core product will boost conversions. Start with it as a control, but test variations without it, also.

LIMIT FORM FIELDS

Don't ask for more info than you need. If you only plan to follow up via email, just ask for name and email. Test dropping the name field, too, if you don't plan to personalize your followup messages.

 SOURCE CONGRUENCY

Your text and imagery on your website should match your text and imagery in your ads or whatever creative that brought the visitor to your website.

 CONSISTENCY IN YOUR BRAND

Your logo doesn't need to be on every page, but the overall look and feel should be consistent with your visual brand.

 ENABLE SHARING

While websites don't typically go viral, your altruistic visitors will click Facebook and Twitter share buttons to show enthusiasm for your product. Make it easy and obvious for them to do it.

 PRIVACY POLICY AND TERMS OF SERVICE

Not only are privacy policies and terms of service required to advertise on some sites (including Google), they're also good for conversions and building trust with your visitors.