



Old City
WEB SERVICES

WORKBOOK

Landing Pages to the Rescue

*21 Strategies to Creating a Landing Page
that Floats Your Customers Boat*

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21 Strategies for Creating a Landing Page that Floats Your Customers Boat

Do you want to create a webpage that converts visitors into subscribers or even customers? If so then you need to jump on the landing page bandwagon because it is proving uber effective for the who's who of internet marketing.

It turns out that just having a website up is no longer good enough. Why? Because there is so much information available all that time that people are getting tired of looking for a needle in a haystack. If you make it too difficult for them to find the information that they want and need, they will gladly go somewhere else where that information is more easily available.

Enter landing pages. Landing pages act as a yellow brick road that gets your audience from advertisement- to offer- to action. This is done by focusing and niching your landing page so that the perfect message is delivered to the right person at the right time. This is not a one size fits all marketing solution, but rather a customized approach to attracting the exact grouping of people that you want to work with and who want to hear your message.

Landing pages are best delivered short, sweet and to the point. This means no long sales pages (at least not why you are initially getting started).

In this report you will find 21 strategies that will help you create the content and general concepts for your landing pages. Good luck...and have fun!

ONLY ONE GOAL PER LANDING PAGE

Does your page have one goal? If not then your landing page may be too vague to get the response that you are looking for. To help you identify your goal answer one or both of the following questions,

“What problem am I trying to solve?”

“What am I offering to the landing page visitor?”

DELIVER ONLY ONE MESSAGE ON EACH OF YOUR LANDING PAGES

Does your landing page have one clear and easy to understand message? You want people to interact with your site and know that they are in the right place. You want this page to deliver to them the information needed for them to take action you are looking for right now.

What is the main message I am trying to deliver?

REDUCE AVAILABLE OPTIONS

When people are given too many options it is often too much work for them to make a decision. Ideally you will only offer your visitor one call to action. For example, getting a free subscription to a newsletter,

downloading a report or audio, watching a video, ordering one particular program, signing up for a teleseminar/webinar and more.

What do you want your visitor to do when they get to your landing page?

MATCH YOUR ADVERTISEMENT TO YOUR LANDING PAGE

Is your landing page consistent with the advertisement that got the visitor there? If not then your visitor may feel deceived or think they are in the wrong place. In this age of social media you will want to make sure that you exhibit trustworthiness through every step of your sales cycle.

How are you going to make sure that your landing page and your advertisements match?

GET RIGHT TO THE POINT

How much reading does your visitor have to do before they understand what you want them to do or what you have to offer? Ask them to read too much and you will lose them forever. Remember we live in a world filled with snippets and sound bites.

Does your landing page get right to the point...have you kept reading to a minimum?

CREATE ATTENTION GRABBING HEADLINES

When creating landing page headlines (actually any headline) you will want to make sure that it is clear, concise and attention grabbing. If you don't know what I mean then go and look at any magazine cover or newspaper. Each of these headlines must grab the passerby's attention quickly and be effective enough to make them buy on impulse. Freaked out about creating a headline? Hire a copywriter to do it for you.

Write 3 to five possible headlines below.

MAKE YOUR LANDING PAGE VIRAL

Let's face it if something is good enough and of interest to your visitor then it may be of interest to his or her friends or colleagues. For this reason, you want to make sure that your landing page viral, easy to share with others. You can do this by offering a viral tweet or invite a friend component.

Do you have a landing page for each segment of your client/customer base?

USE OVERSIZED BUTTONS

How will you visitor know what to do when they get to your site? Is there a button or sign pointing out exactly what you want them to do? Does your landing page have an easy to find button that says click me? Make sure that you do so that you will have more compliance with your desires.

Do you have a button on your page and is it easy to read?

CUSTOMIZE YOUR BUTTON

If you have a landing page and the button simply says submit then you are not influencing your visitor to take action. If you truly want someone to take action then you need to tell them exactly what to do. For

example, if you want them to download a free report then the button should say something like “download the free report”.

What can your button say so that it is customized?

REMOVE MENU NAVIGATION

Remember the purpose of the landing page is to have your visitor take action. You don’t want them to get distracted. Let’s face it, life is distracting enough. Do yourself and your visitor a favor and remove the navigation/menu bar from your landing page.

Have you removed the navigation from your landing page? Are you able to do it yourself?

PLACE YOUR PRIMARY CALL TO ACTION ABOVE THE FOLD

Is your primary message and action easy to find or does your visitor have to scroll, scroll, scroll down the page to get to your message. To make your landing page user friendly you will want to make sure that the important information fits above the fold (pretty much on one screen). Doing so will keep you from losing those people with short attention spans.

What information do you need to have above the fold to call to the attention of your visitor?

MAKE YOUR LANDING PAGE SUPPORT YOUR GOALS

Every landing page should have a clear goal and purpose that threads throughout the entire page. You want to make sure that your reason and goal is clearly stated throughout the page You don’t want to jump from one topic to another. It is important that everything on your landing page supports your goals.

Why did you create your landing page? What was your main goal?

LET YOUR VISITORS KNOW WHY THEY WANT TO TAKE ACTION

Your visitor has ended up on your landing page because they were searching for what you have or someone told them to go to your website. Now that you have them there make sure you tell them why they want to take action. Why do they want to download your report? Why do they want to buy your product? Why do they want to sign up for your newsletter?

If you could only give someone three reasons for taking action what would they be? Remember, your reasons must benefit your audience.

CONSIDER ADDING VIDEO

Video is hot and people are expecting more bang for their buck when they visit your website or landing page. With this in mind you need to decide whether or not you are going to use video to sell your products or services.

If you had to do a 1-3 minute presentation in front of a group what would you talk about? Now put it on video and include it on your landing page.

INCLUDE A PHONE NUMBER

Have you ever had to search high and low to find a phone number on a website? I have and it stinks. Make sure that your visitors don't have to go through this misery and wasted time. Instead make it easy for them by putting a phone number in a very conspicuous place.

What phone number do you want to include on your landing page?

USE REAL FACTS

The last thing you want to do on your landing page is put up fake or inaccurate facts and get called out on it on the internet. The internet was designed for searching and people will search and research your company so don't give them any reason to not trust you.

What facts do you need to verify on your landing page or website?

INCLUDE TESTIMONIALS AND ENDORSEMENTS

People want a reason to do business with you. However, many times people want to know that other people have used your product or service with success. For this reason you must include real testimonials or endorsements from others about your product or service. Do you have them?

What testimonials or endorsements can you use on your landing page to someone take action?

MAKE YOUR FORMS EASY TO FILL OUT

Before you post your landing page with forms and all you will want to make sure that your forms are easy to fill out. You will also want to make sure that you have you removed any unnecessary fields from your form. Finally, make sure that your fields and text are nice and large. If you are offering a free newsletter then all you need is an email address.

What form fields do you need for your website?

REMOVE ANY EXAGGERATIONS

Do you have any exaggerations on your site such as, “the greatest”, “the best”, “we’re number one”? If so then get rid of them as fast possible. They are hurting your credibility. Instead find other ways to say the same thing but with humility and more honesty.

Restate any exaggerations that you have a tendency to use below.

LEAVE PLENTY OF WHITE SPACE IN YOUR DESIGN

Cluttered landing pages are hard for people to process and anything that feels like work will turn potential prospects and customers away from your offer. To ensure that this doesn’t happen to you, make sure that you have plenty of white space including in your landing page design.

What, if anything, can you remove from or reposition on your landing page design that will create more white space?

USE PROFESSIONAL DESIGN FOR YOUR LANDING PAGE

The last thing you want to do is put up a tacky, tacky landing page. Now I am not saying that it has to be perfect but rather that it is neat and clean. If you can do it yourself then great...if not, save yourself some time and hire someone to do it for you.

Who can design your landing page for you?



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Venturing into an unfamiliar area, it's easy to get in over your head. When the tide of technology overwhelms you, call Old City Web Services and we'll throw you a lifeline. For over a decade, we have been guiding clients in and around the First Coast area through the deep end with great success. We have all the tools you need to establish a powerful web presence that will extend the reach of your business today and well into the future.

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- Brochure, rack card and other print design.
- Logo design & development
- Search engine optimization
- eCommerce solutions
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Customer care on deck to help when you need us.

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Send up a flare for your business with an ad on OldCity.com.

If you're looking to increase your business' visibility on the web and around St. Augustine, look no further than Northeast Florida's most popular web portal, OldCity.com. With nearly 50,000 hits per month, OldCity.com is the leading information source for visitors and locals in the First Coast Area. Call us today for more information on how your business can increase its traffic with advertising on OldCity.com.

A full service crew to get you through calm water and high seas.

Other firms and individuals may offer you an eye-catching design, but only a full service organization like Old City can provide every client with the complete resources of our team. Let us help you make a splash with your customers today! For more information, browse through our services, portfolios and helpdesk online or just give us a call at (904) 829-2772.

We'll Come To The Rescue

*Call Us to Schedule Your **FREE** Consultation!*



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