# How To Convert And Bring In More Sales With Landing Pages

# Table of Content

## How To Increase Conversions with Landing Pages

Every marketer knows the value a good landing page can bring to a company. It can help you create leads, turn casual viewers into loyal customers, and bring in more money to your business. Regardless of where your customer is in the buyer's journey, a high-quality landing page is the best way to help your business grow and increase its sales potential.

Unlike websites, which are designed for exploration, landing pages are customized to a specific campaign or offer, and guide visitors towards a single call to action. To put it briefly, landing pages are designed for conversion.

A powerful landing page is the foundation for any successful digital marketing campaign. Your offer may be incredibly, and your ads might be on point, but without a good landing page, your campaign is sure to fail.

## Landing Page Statistics

- The most popular landing page is a squeeze page
- Personalized CTAs convert 202% better than a normal CTA
- A two-second delay in webpage load time can increase your bounce rate by 103%
- Websites with 40 or more landing pages generate 12x more leads
- Using the word "submit," as a CTA can decrease conversion rates by 3%

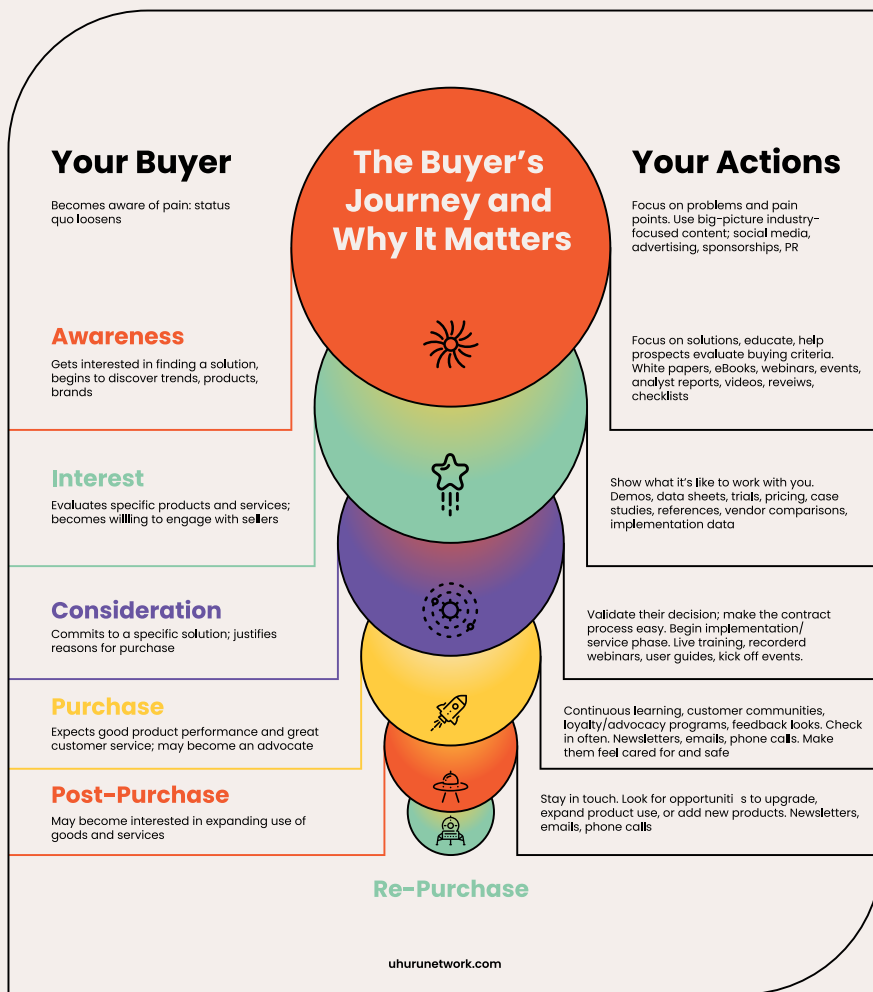Information was gathered by bloggingwizard.com

Before getting started, your company needs to first map out your buyer's journey, and where exactly this landing page falls in line. Depending on which level of the funnel your campaign target is, you can change your landing page's type of format, wording, and length.

## Understand Your Buyer's Journey

The buyer's journey describes a buyer's course to purchase. In other words, how your buyer hears about your company and the steps they take afterward lead to them being loyal customers.

Depending on the level of your buyer, your landing page and offer will change. For example, buyers in the beginning stages wouldn't be interested in a how-to video of your project, but they would be interested in a review video.

**Your Buyer**

Becomes aware of pain: status quo loosens

**Awareness**

Gets interested in finding a solution, begins to discover trends, products, brands

**Interest**

Evaluates specific products and services; becomes willing to engage with sellers

**Consideration**

Commits to a specific solution; justifies reasons for purchase

**Purchase**

Expects good product performance and great customer service; may become an advocate

**Post-Purchase**

May become interested in expanding use of goods and services

**Re-Purchase**

**The Buyer's Journey and Why It Matters**

**Your Actions**

Focus on problems and pain points. Use big-picture industry-focused content; social media, advertising, sponsorships, PR

Focus on solutions, educate, help prospects evaluate buying criteria. White papers, eBooks, webinars, events, analyst reports, videos, reveiws, checklists

Show what it's like to work with you. Demos, data sheets, trials, pricing, case studies, references, vendor comparisons, implementation data

Validate their decision; make the contract process easy. Begin implementation/ service phase. Live training, recorded webinars, user guides, kick off events.

Continuous learning, customer communities, loyalty/advocacy programs, feedback looks. Check in often. Newsletters, emails, phone calls. Make them feel cared for and safe

Stay in touch. Look for opportuniti s to upgrade, expand product use, or add new products. Newsletters, emails, phone calls
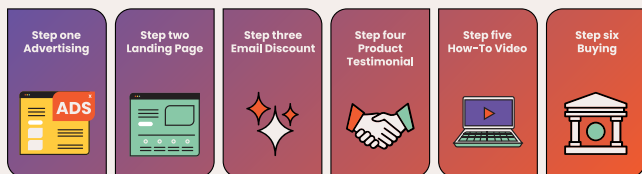
uhurunetwork.com

It also changes the tone and voice of your copy. Beginning funnel language will be more educational and less sales-driven, while copy in the later stages will be the opposite. Knowing the stage your landing page will be for is essential to creating a high-converting asset.

**What's Difference Between a Landing Page and a Website?**

Landing pages are often misunderstood and misused. It's not a website, but it is an extension of your online presence. A landing page should be the middleman between someone going from a follower to a customer; it lets you make a trade for some sort of special discount, a piece of information, or a product, in return for providing their contact information.

It's often accessed through different mediums such as emails, social media, blogs, ads, and more. Unlike a website, which is designed for educational and sales purposes, a landing page is the middle platform between your piece of content and your customer's final destination.

## Service-based

| Step one Advertising | Step two Landing Page | Step three Email Discount | Step four Product Testimonial | Step five How-To Video | Step six Buying |
| --- | --- | --- | --- | --- | --- |

## Product-based

| Step one Advertising | Step two Landing Page | Step three Email Campaign | Step four Booking Reminder | Step five Demo / Call | Step six Booking |
| --- | --- | --- | --- | --- | --- |

Landing pages often lead to websites. The landing page can be off of your website, or on your website, but it is "part" of your website strategy.

If you're looking to start a new campaign, need to improve an existing one, or simply want to try an alternative method of gathering new contacts, then we highly recommend trying a squeeze page.

A squeeze page is a condensed landing page, often consisting of only two sections....a header and subheader, and contact forms. Because of this, we don't recommend using squeeze pages for newer audiences.

## Squeeze Page

## Landing Page

## Landing Page Design Tips

All of your landing page elements should follow a logical flow to keep your visitors moving toward your CTA.

For example:

1. Start with your headline and value proposition
2. Add a short video about your product/service
3. Continue with your benefits and solve pain points
4. Include your testimonials and reviews
5. End with your CTA

The two best types of flows to establish this flow is called the F and Z formats.
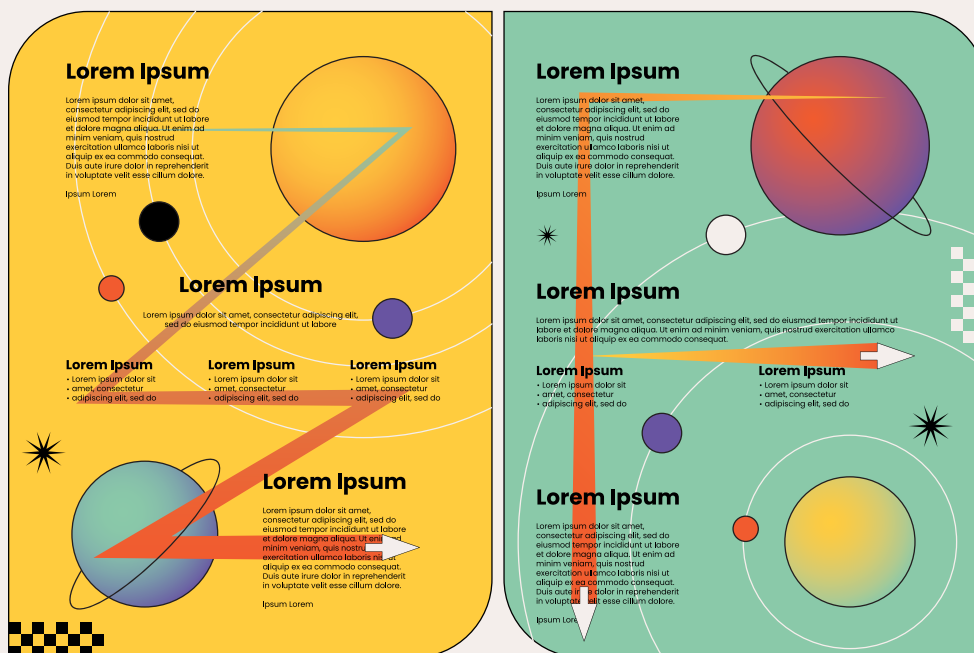


These two formats best follow the natural flow of our eyes, but both have different purposes depending on the amount of information on your landing page.

For landing pages with heavier text, we recommend the F format. The pattern dictates that visitors first read the page horizontally, mainly along the upper part of the content area, then move down the page and read across a second horizontal line. Finally, visitors scan the content's left side in a vertical movement.

The key thing to remember is that the user's eye movement starts in the top left and moves across the page before scanning down the page to search for an element they find interesting. Placing elements you want visitors to notice on a text-heavy page in the F pattern ensures the elements are seen.

For landing pages with heavier visuals, we recommend the Z format. This type of landing page focuses on simplicity when you want to draw your visitor's eye to one specific part of your design.  To take advantage of the Z-Pattern, place your call to action along the Z path to make sure your viewer sees it or the end of the Z.

Another significant factor in the conversion success of your landing page is color.

The psychology of color in marketing directly plays into buyer behavior. Some colors make consumers want to take action, while others make some feel like your product or service may be "cheap."

Color psychology is a powerful tool to utilize when coming up with landing page ideas. It influences not only how people feel, but what they do.

The colors you use can help strengthen your brand, encourage sales, and even lead visitors toward specific pages or actions on your landing page. **Studies show** that people decide whether or not they like a product in 90 seconds or less and that 90% of that decision is based solely on color.

**Here are how specific colors can affect your audience:**

**Red** is often seen as a loud color & paired with emotions such as power, aggressiveness, and urgency

**Orange** can be associated with feeling successful, enthusiastic, and excited

**Yellow** is often seen as a joyous & energetic color, but isn't recommennded to be used alone on your landing page as it isn't an actionable color in itself

**Green** is the easiest color for the eye to process and is often associated with cleanliness and the environment

**Blue** is one of the best colors to use for calmness & to appear intelligent on the subject of your landing page

**Purple** is great for women-focused products & services aimed at making them feel luxurious or feminine

The epitome of luxury & class. **Black** suggests excellence & formality

White is associated with cleanliness and modernity

## A/B Test for Higher Conversions

When you decide to A/B test your landing pages, you can not only boost conversions but also increase sales. By identifying the perfect design and copy combination for your landing page, your message will resonate better with your audience, leading them to make buying decisions faster.

Any adjustment that can accelerate your visitors through their buyer's journey will improve your bottom line. The only way to do this is through A/B testing.
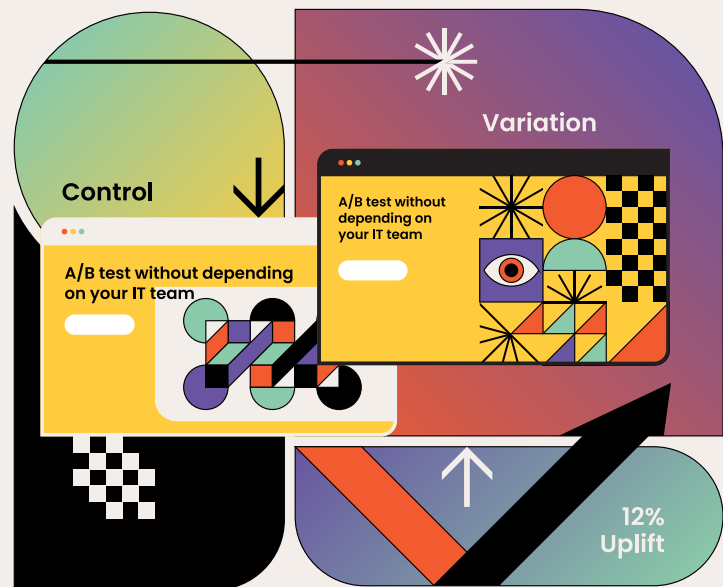


**Here is a list of items you can test with your landing pages:**

1. Call-to-action (CTA) wording
2. CTA color
3. Landing page flow (Z vs. F)
4. Images
5. Headlines
6. Length
7. Video content
8. Offers

However, there should always be a purpose behind your A/B tests. Changing items on your landing page just for the sake of testing can lead to buyer confusion, branding issues, and time wasted.

Whichever factor or item you decide to test, always make sure there is a reason.

**Tips for Landing Page Success**

Once you've determined the format, layout, offer, and most importantly, your buyer's journey, you're ready to build your landing page! Here are some general tips for landing page success, such as...

Focusing on your product or service benefits
Using a compelling headline
Keeping it mobile-friendly
Personalizing your CTA
Using the right language

**Focusing on Your Product or Service Benefits**

Features and benefits are sometimes hard to distinguish for those who are writing their own web copy. While they might be similar, they are entirely different psychologically.

**Features are elements of your product.**

**Benefits are why that feature matters for your customers.**

Features tell customers what, and benefits tell customers why.

For example, let's say you are selling a car. The feature may be heated seats, but the benefit is staying warm in the winter months.

**Features**
Heated seat

**Benefits**
Stay warm in the winter

Many customers are looking for a product or service that solves something for them. As a business owner, you might feel a little weird at first laying out all the why's behind your features. Customers aren't dumb after all; shouldn't they know why a feature is good for them?

And you're right! They aren't dumb. But laying out why your product or service would benefit them appeals to consumers for two reasons...

- It saves them time trying to figure it out on their own
- The benefit catches their attention more than the feature

Heated seats are great, but staying warm in cold months is greater.

**Using a Compelling Headline**

Your headline needs to do three things...

- Grab their attention
- Explain your product or service
- Be straight and to the point

When creating your headline, 'power words' are an excellent way to grab their attention and keep it.

**Power words are words that can trigger emotion and actions.**

While we want to avoid seeming clickbait-y, using power words can make your reader feel like they have to keep scrolling. Here are a few examples of headline power words you should try:

- New
- Exclusive
- How to
- You or Your
- While it lasts
- Quick
- Special

## Keeping It Mobile-Friendly

While most landing pages are designed and created on a desktop, more than half of all users come from mobile devices. Whether a smartphone or a tablet, it's become a necessary factor in creating a landing page to ensure it's usable across all divides - not just on a desktop.

Most users hold their smartphones the same way - fingers wrapped around the back of your phone (or around a phone grip), leaving your thumb to do all the work. Creating menus, buttons, links, etc., all within thumb's reach, is essential in creating a mobile-friendly website design.
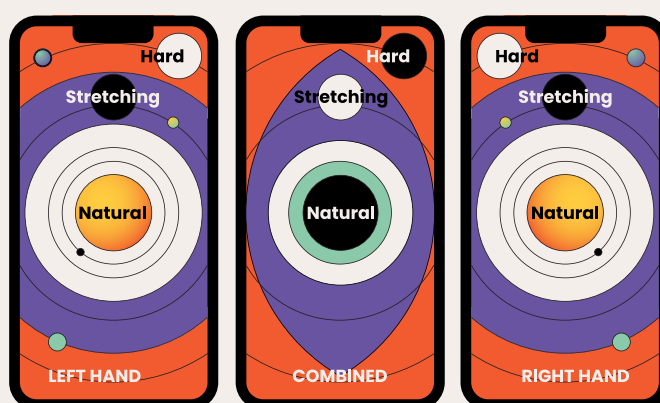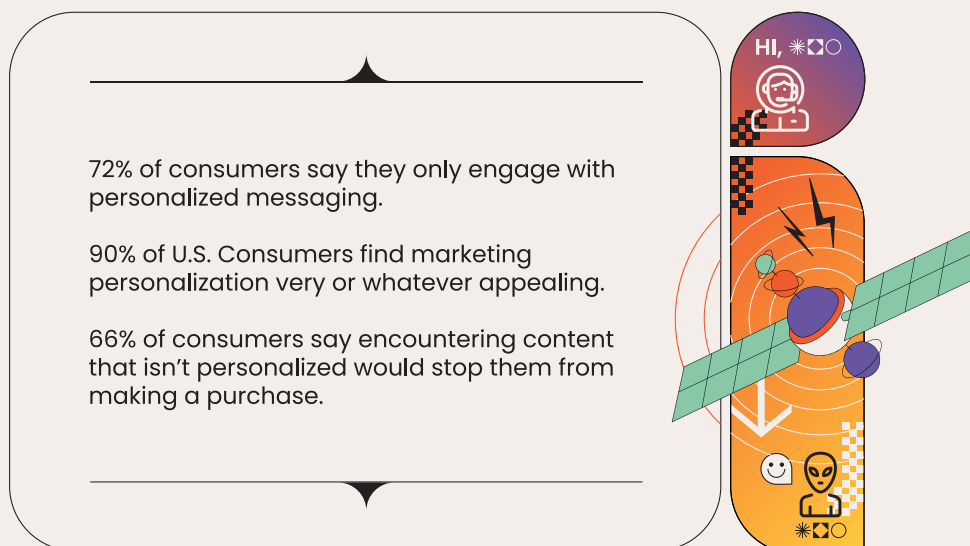


In addition to the layout and navigation, ensuring your call-to-action is clickable, and your font is legible is key. If users can't understand or interact with your landing page on mobile, chances are they won't convert.

## Personalizing Your CTA

When it comes to creating a landing page that converts, using a personalized call-to-action is a must. In fact, using a personalized CTA can boost your conversions by **up to 202%**.

Users are increasingly becoming more accustomed to a personalized experience online. Retailers like Amazon can now make suggestions based on your buying trends, and platforms such as Netflix even offer custom suggestions based on what's been watched.

The same is true for calls to action.

72% of consumers say they only engage with personalized messaging.

90% of U.S. Consumers find marketing personalization very or whatever appealing.

66% of consumers say encountering content that isn't personalized would stop them from making a purchase.

Creating personalized CTAs should take into consideration the stage of the buyer's journey and funnel your user is in. By using language designed to convert them in the particular stage they are in, you increase your chances of them following through.

**Using the Right Language**

As we touched on previously, using the right language at the right time is key to creating a converting landing page. Your CTA will do some of the work, but the headlines and body of your content has to work as well.

The first stage of the sales funnel is typically referred to as awareness. At this stage of the funnel, users encounter your landing page and brand for the first time during their research.

At this stage of user research, you should present content that answers customer questions and offers solutions.

The next stage is referred to as the consideration, or interest, stage. The users in this stage have seen your brand or content multiple times, and might now be ready to finally make a purchase. They just need an extra push.

Here, you'll have to advertise your business more than your content and should offer content that communicates your experience as a leader in the industry.

Once your audience has decided to make a purchase, they are now in the final stage known as the decision stage.

Bottom-funnel content will tend to represent sales copy and target terms with high shopping intent. Leverage CTA's with emotional appeal and consider scarcity marketing tactics that cause users to act quickly.

**Conclusion**

Once you have assembled your landing page, decided the test variables, and started to advertise it, you'll want to keep a close eye on your insights.

These insights and analytics will be key to making adjustments that help increase your conversions and sales. If there is a dropout at a certain point on your landing page, your insights will alert you. If one color CTA has a higher click-through rate than another, your insights will tell you which is performing better.

If you need help creating a high-converting landing page for your business, let Zoek do the legwork for you. You can give us a call and we will create a custom landing page for you so that you can focus on running your business.

**Click this link to speak to a professional**.