The Blueprint for a Perfectly Testable Landing Page

**1.1 Headline**

The headline is your first impression, so make it count:

> Travel First Class to Mars

**1.2 Hero Shot**

Use images to evoke positive emotions in the mind of the user:

> The images you use on your landing page (especially your hero shot) should be clearly tied to your central theme.

**2. Data Collection**

Collecting data from users helps you understand what works and what doesn’t:

> By adding a “sharing cycle” (multiplier effect) to your landing page, you can significantly boost conversion rates.

**3. CTA**

A secondary CTA can sometimes help capture prospects not ready to convert:

> Like 81.7k followers

**4. Benefits**

Establish trust and make your landing page persuasive:

> As a general rule, sell the benefits, not the features.

**5. Safety Net CTA**

Remember to include a “safety net” CTA:

> Email Address

> Last Name

> First Name

> CTA

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Each landing page element is elaborated on below.

- **Title:** The main headline is the most important, so make sure it grabs attention:

  > The purpose of your main headline is to get people interested enough to read the rest of your message.

- **Subheadline:** The hero shot

  > The hero shot is the single most important image on your landing page.

- **CTA:** The CTA button (such as “SIGN UP”)

  > CTAs stand out. Bigger is usually better.

- **CTA Button Color:** Choose the right color for your CTA:

  > Wording plays a huge effect on how people react to your CTA button.

- **CTA Button Size:** Make sure your CTA button is large and easy to click:

  > Compelling language that inspires users to take action.

- **CTA Button Position:** Place your CTA button prominently:

  > All CTAs should be clearly visible from the hero shot.

- **Form Field Design:** Keep your form fields simple:

  > Generally, fewer form fields result in a higher conversion rate, but not always.

- **Form Field Validation:** Make sure your forms are user-friendly:

  > Politely point out form errors.

- **Form Field Length:** Keep your form fields short:

  > Generally, shorter form fields result in a higher conversion rate.

- **Form Field Descriptions:** Provide clear instructions:

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