



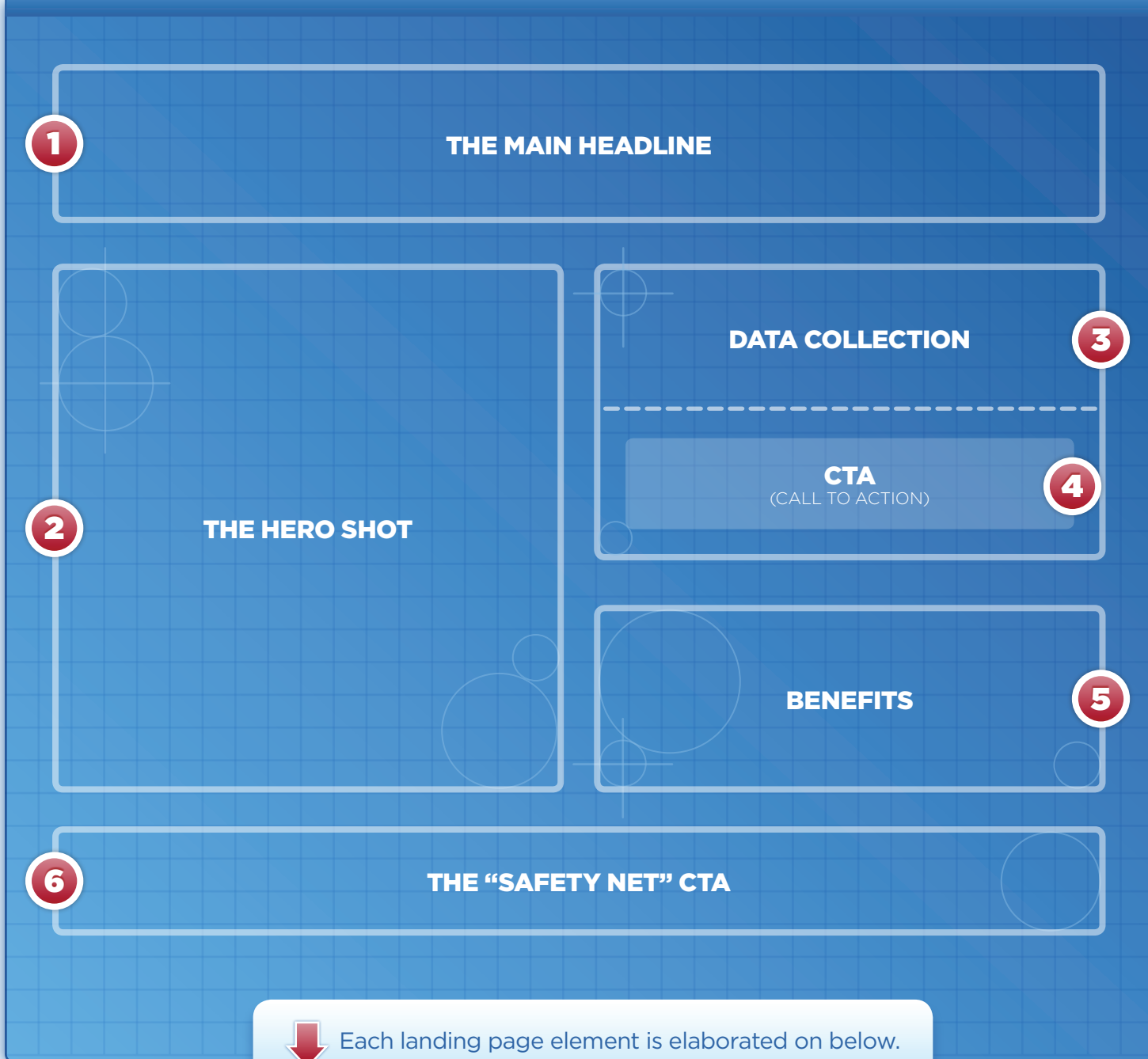
THE BLUEPRINT

for a

PERFECTLY TESTABLE LANDING PAGE



Landing pages are composed of a group of definable elements. The building blocks presented below can be used as a guide when defining and creating a perfect landing page of your own!



Each landing page element is elaborated on below.

1 The HEADLINE

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

1 Provide ample space around your headlines.

1 Use a typeface meant for headlines. Don't be afraid to give up a little legibility in order to make it more noticeable.

Travel First Class to Mars

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1 Move headlines out of alignment with your typographic grid.

1 Keep in mind that the SEO and PPC keywords that bring visitors to your landing page should also be used throughout your landing page, including your headline.

2 The HERO SHOT

The "hero shot" is the main photo of your product or service.

1 Numerous studies have found that photos containing humans convert better than those that don't.*

1 Several studies have found that adding the ability to rotate product images 360 degrees can significantly boost conversion rates.**



1 Use the hero shot to evoke positive emotions in the mind of the user. This helps establish trust.

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

3 DATA COLLECTION

Email signups, contact forms and surveys are examples of data collection.

1 Make sure your data collection points are easy to understand and have clear instructions.

First Name

Last Name

Email Address

1 Politely point out form errors.

1 Generally, fewer form fields result in a higher conversion rate, but not always. Sometimes, if you don't ask enough questions, you might be spending less time closing important leads (good matches) because you're wading through spam and bad matches. Test and see what works best for you.

1 Establish trust.

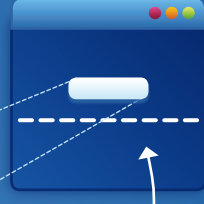
Your data is safe with us

4 The "CTA"

A "CTA," or Call to Action, is web page element that solicits action from a visitor.

1 Subtle changes to a CTA button (such as color, size, placement) can significantly impact your conversion rate. See what works best for you.

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1 Wording plays a huge effect on conversion. Strive for simple, clear, compelling language that inspires users to take action. Also, make sure your CTA stands out. Bigger is usually better.

1 The "fold" refers to the first frame your visitors see when they visit your site. Users spend 80% of their time above the fold, so keep the most important parts of your webpage (CTAs included) in that space.

5 The BENEFITS

How does your product or service benefit a potential customer?

1 Web visitors are scanners, not readers. Consider distilling large paragraphs into simple bullet points.

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1 As a general rule, sell benefits, not features. Nobody who bought a drill wanted a drill. They wanted a hole. Focus on how your product or service can benefit a potential customer.

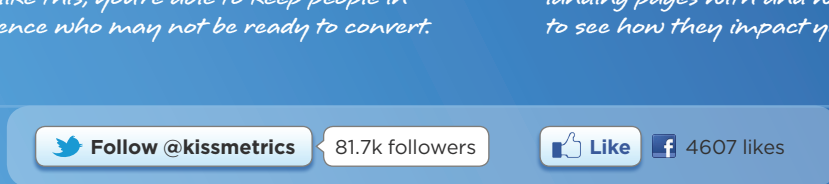
1 When writing benefits, you first need to understand your target audience and connect with them on an emotional level. If you write for everybody, you end up talking to nobody in particular.

6 The "SAFETY NET" CTA

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

1 An example of a secondary CTA might be a cluster of social sharing buttons. By adding a "sharing cycle" (multiplier effect) to your page like this, you're able to keep people in your sphere of influence who may not be ready to convert.

1 Other great places to put your secondary CTAs are your confirmation and thank-you pages. Test landing pages with and without secondary CTAs to see how they impact your conversion rate.



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