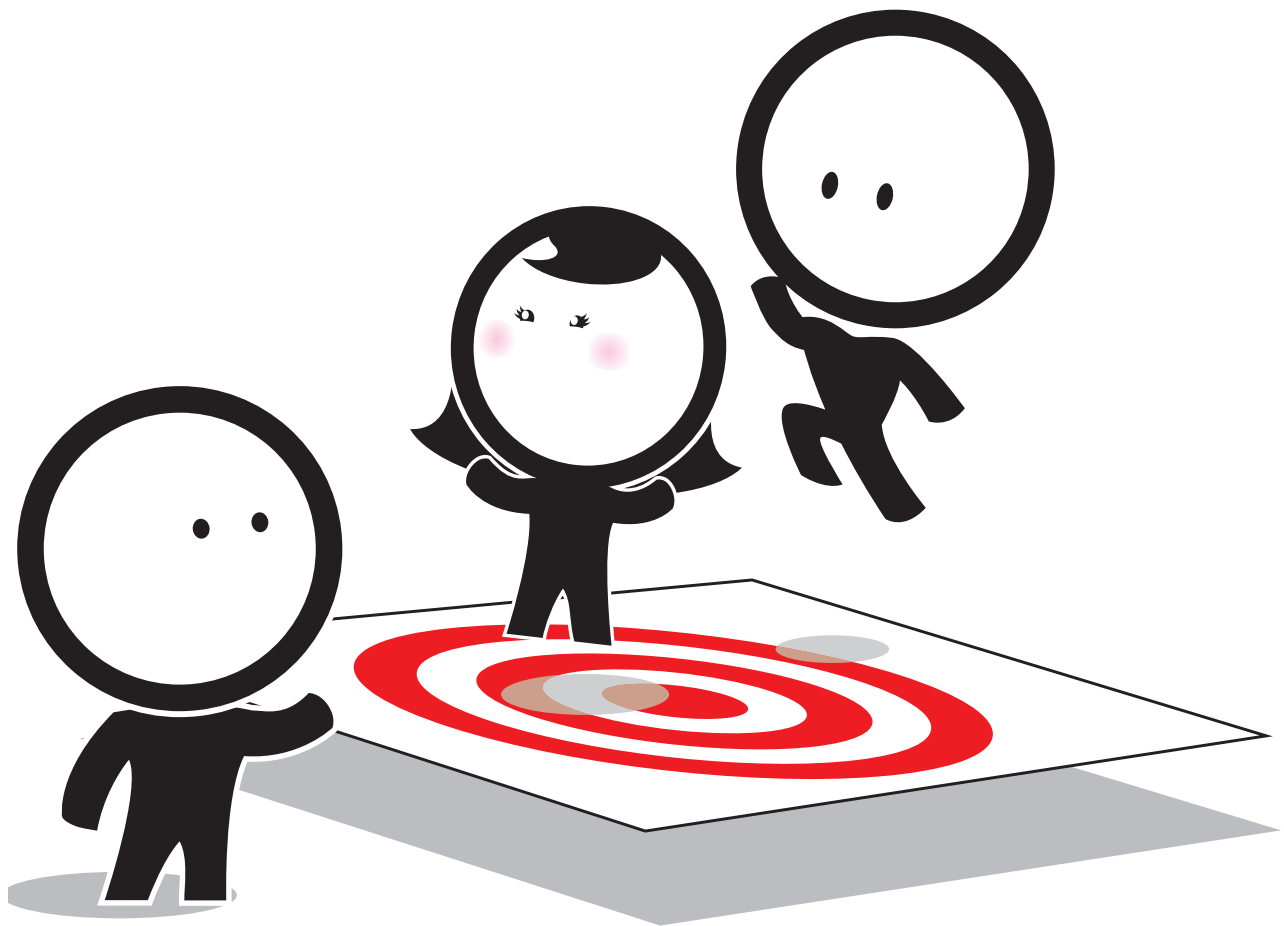


How to nail a great landing page



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Widely recognized for his ability to energize sales teams and drive revenue results, David works with businesses and C-level executives on social media and sales strategies. Follow him on Twitter at [@dsteel](#).



In today's eBook, we are going to focus on landing pages to teach you how to design a great one (and what they are even used for). Because we have been fielding a lot of questions lately about this particular topic, we'll start at the beginning and show you why a landing page is crucial to getting more traffic—and possible conversions—to your site.

Let's get started!



What is a landing page?

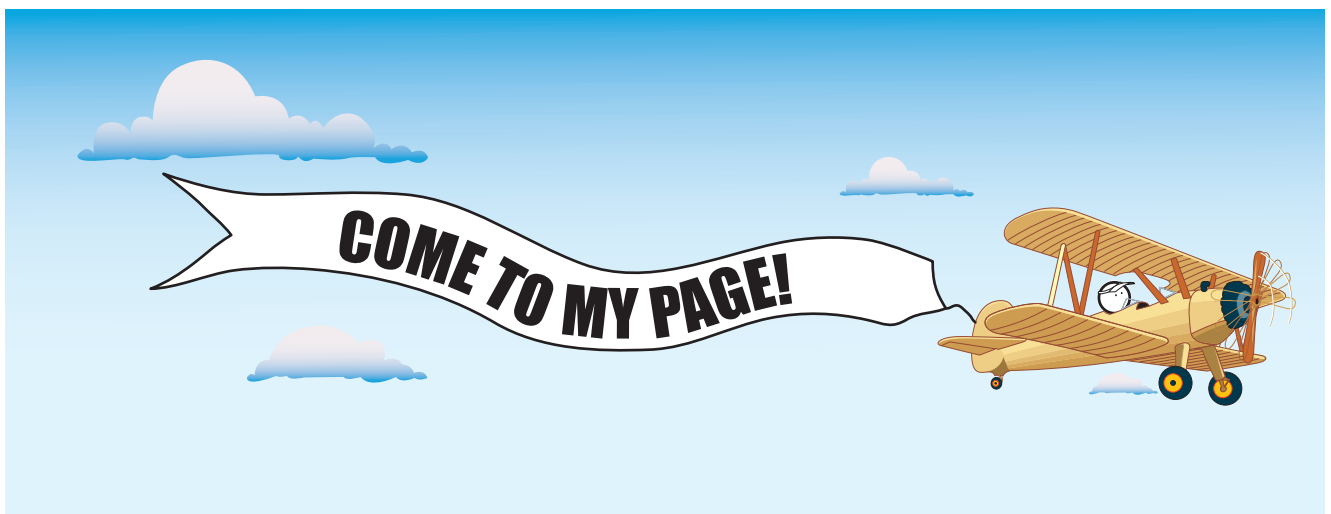
Great question! We can't possibly market an eBook about landing pages without at least providing a good definition, now can we?

A landing page is a webpage that has a lead-capture form (AKA a conversion form) and it exists solely for the purpose of capturing a visitor's information. Please keep in mind that even though your company's website may have a form on the home page, this is NOT the same as a landing page because it does not SOLELY (that word is in all caps for a reason) solicit visitor info. Your homepage has a lot of other pretty things on it. A description of your company. A bio of your founders. Links to your other social media pages.

What do these things share in common?

They all direct a reader's attention away from the form-fill.

Now that we have that straightened out, let's proceed!



Why do I need a landing page?

If you're still with us, chances are you take your marketing efforts seriously and you want to learn about new ways to increase sales and brand your product.

You've come to the right place because landing pages are EXCELLENT ways of doing both of those things and so much more, like learning about your customer and his/her needs. Creating landing pages will allow you to target your audience, entice them with your snazzy content (a cool eBook, free trial of a product, etc.), and convert a large portion of these visitors into valuable customers.

As an added bonus, for each new landing page that you create, you are setting up another opportunity for your site to appear in a search engine and shared via social media. And better search engine rankings could lead to more traffic (and even conversions) for your blog.



The six-second rule (it's not what you think)

As we mentioned previously, a landing page can be used to obtain information about your customers. But you have to think fast because you'll only have six seconds.

Yes. That's right. Six seconds is all the time it takes for a visitor to make a decision to fill out a form or to hit the back button. For this reason, you don't want anything on the page that will distract a reader's attention (for example: bright flashing lights, music, or a slideshow of baby bears at the zoo).

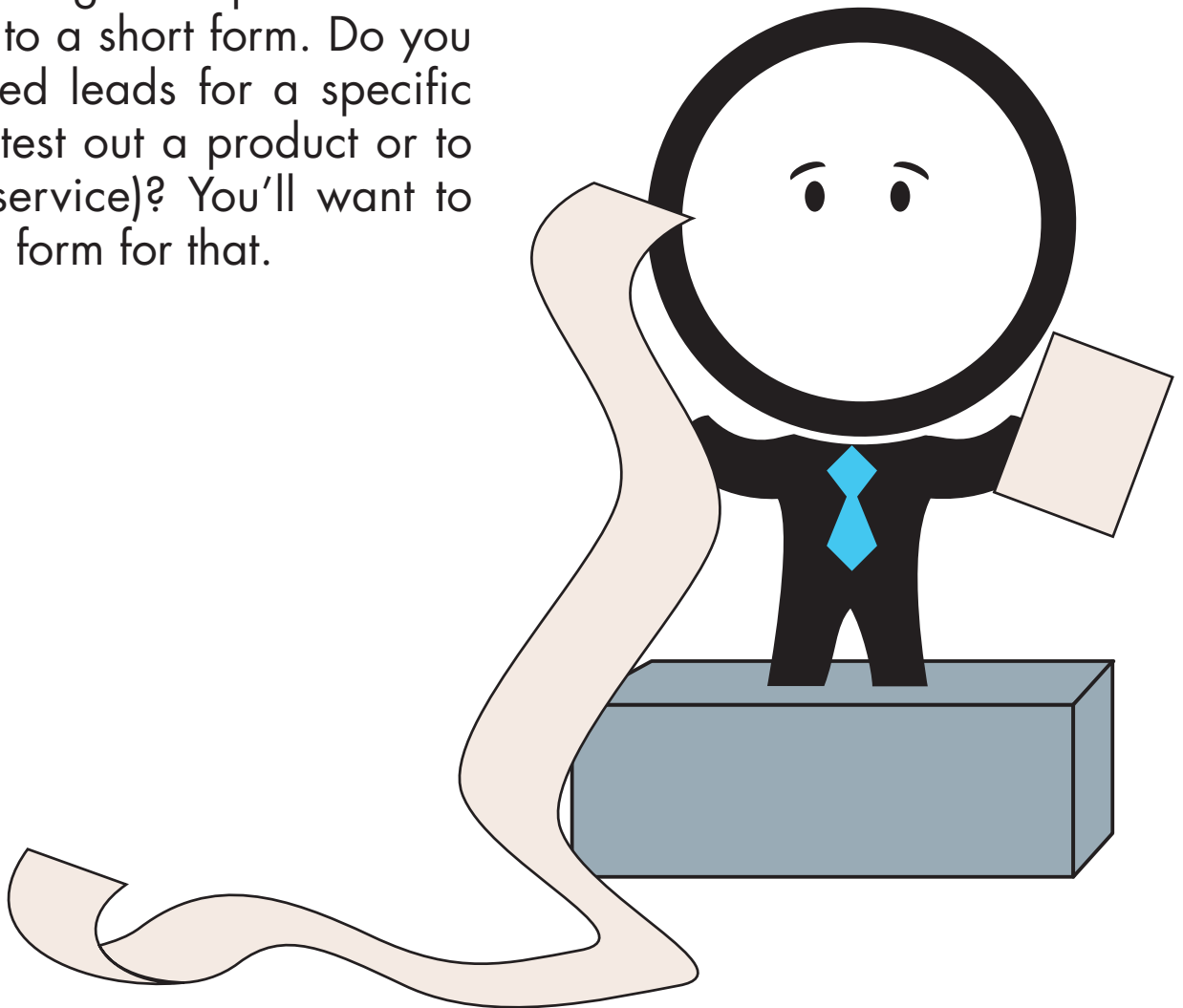
But once that form-fill IS completed, you'll receive valuable insight about your leads and you can learn which of your prospects are more engaged (new AND existing customers).



What's better—a long or short form?

In this case, bigger is not necessarily better.

But you have to ask yourself what the purpose of this landing page will be. Are you looking to rope in more leads? Stick to a short form. Do you want qualified leads for a specific purpose (to test out a product or to sell a new service)? You'll want to make a long form for that.



What's your CTA (Call-to-Action)?

As we stated on page 1, your landing page is created to capture a visitor's information. But none of this will make any sense without a few good examples, so we're going to clear up some of the mumbo jumbo in this section.

Imagine if you will: you are a wedding planner and a bride comes across your website while doing a Google search. She sees your ad for a free at-home consultation and loves the no-obligation, informal tone of your offer. She is directed to a landing page where she learns more about the consultation and she completes the form with her contact information.

BOOM.

You, my friend, have just landed yourself a very valuable lead.



Taking your landing page from good to great

There are a lot of important elements your landing page **MUST** have if you want a successful campaign.

Let's dissect some of these elements now:

- **Attractive graphics/images.** We suggest hiring a designer (or, hello! Your friends at Sneeze It!) to create an attention-grabbing landing page that'll entice readers to stick around for longer than six seconds.
- **Lead-capture form.** This is, of course, the most essential component as this is the place visitors will supply information in exchange for your offer (and this is what will convert those visitors into leads).
- **Catchy headline.** No typos or grammatical errors. It'll be the first thing visitors will see so make sure it's concise (for example: if you're hosting a webinar, include "webinar" in the title).
- **Make like your in-laws are coming and hide the extras in the closet.** By that we mean anything that will compete with the form-fill. If you give your readers a chance to look away, you may miss out on a great opportunity, so make sure your form-fill is front and center.
- **Privacy policy.** This will dispel any fears that you will sell, steal, or use their information for any naughty things.
- **"Submit" button.** Make sure it's easy to find (and at the end of the form!).
- **Social sharing buttons.** Many times people are so excited about an offer they want to share it with their friends and family. Make it easy for them to do so by including links to share your landing page on Facebook, LinkedIn, Twitter, etc.!



Using analytics to track your landing page performance

Google Analytics is a free program that can help you track the performance of your landing page (as well as the other pages on your website). Go to <http://www.google.com/analytics/> to sign up for an account and to obtain a tracking code for your landing pages. You'll find a "Landing Pages" tab under "Content" in the left-hand column of the Google Analytics website. This page will provide you invaluable information about the number of people coming to your site, their time spent perusing your content, bounce rate (the number of visitors who leave immediately after coming to your site), and much more.

Site administrators can also set up specific conversion goals for optimal tracking, including setting up pages that say things like, "thanks for registering!" To do this, click on the "Conversions" tab, then select "Goals," and then "Overview." You are allowed to set up a total of 20 conversion goals per profile.

Fine-tuning your landing pages to monitor your performance is a great way to figure out the search engines sending the most traffic, the keywords with the highest and lowest bounce rates, and so on.



Bonus: Let's learn about A/B split testing!

A/B testing is commonly used to gain insight into visitor behavior and to increase conversions. What is its purpose, you ask?

In actuality, an A/B test is just as it sounds: two different versions of the same web page—an “A” (which will act as your control) and “B” (the variation). The purpose of a split test is to see which of these pages produces the best results and it is also a way of validating that new design, layout, or copy changes will improve your conversion rate before you make a sweeping change to your website.

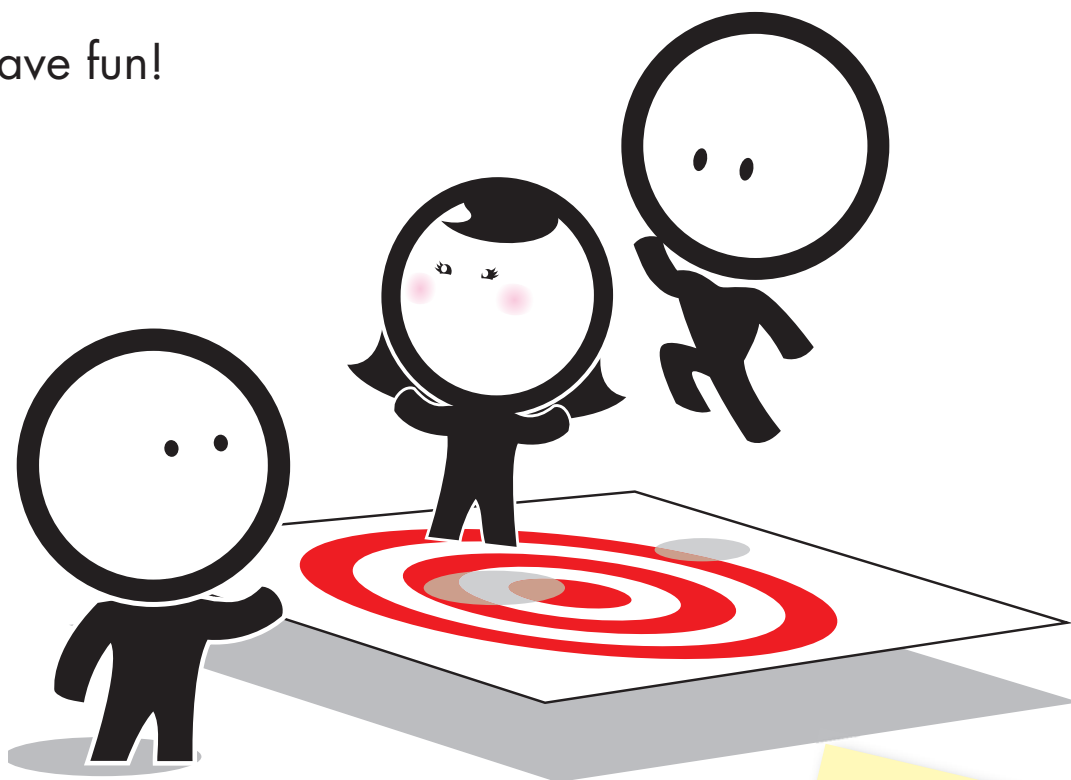
Once your pages have been designed, you split your traffic between these two versions and measure their performance to see which page generates the most conversions, sales, lowest bounce rate, etc.



Make Landing Pages work for you!

I hope this eBook has taught you how Landing Pages can be an invaluable marketing tool for you and your business. If you do it right, you can expect to see your followers grow and your professional networks flourish.

Have fun!



Like to learn more?

If you're interested in learning more about Landing Pages or how Sneeze It can help your organization reach new audiences through social media channels, [contact us](#) today!

Is your business effectively using social media?

