How to Create Smooth
LANDING PAGE EXPERIENCES

As standalone web pages, landing pages are hyper-focused on campaign-specific goals – often lead generation. But not all landing pages are created equal. Here are some tips for ensuring your audiences have a smooth landing instead of a bumpy ride on their journey to conversion.

AIRPORT

One call to action (CTA)
Ask only one thing of your visitors and be sure it is completely clear what that one thing is. If you want them to download content, for example, repeat that CTA in your words and visuals.

You only have 8 seconds to make an impression on a landing page

Remove navigation
Keep visitors focused on your landing page offer by removing options for navigating to other pages. The only outside navigation you need is your logo linked to your website's home page.

The average landing page conversion rate is 4.02% across all industries

Clear headlines
Create a short compelling statement that engages visitors and reassures them they are in the right place by matching what they clicked to arrive on the landing page.

Putting multiple offers on your landing page can decrease conversions by up to 266%

Brief, compelling copy
When creating your copy, work to answer, "What's in it for me?" for your visitors and then look for ways to present that in a digestible fashion. Short paragraphs of a sentence or two and bulleted lists work well on landing pages.

48% of marketers build a different landing page for each new campaign

Minimal visuals
Aim for a clean design that illustrates your offer, whether it's a product demo or an eBook download. You can also use visual cues such as arrows or color to call more attention to your CTA.

Targeting landing pages correctly can increase conversions by up to 300%

Short forms
Don't ask for so much information that your landing page visitors decide that what you're asking for isn't as valuable as your offer. Decide what your must-have information is and stick to collecting that.

Reducing the number of form fields from 11 to 4 results in an average 120% increase in conversions

ClickDimensions