Building Effective Landing Pages: 3 Keys To Boost Your Conversion Rates

Impact, remains the most defining quality of high-performance content. When you get potential customers that resonate with your brand right at the beginning…

The results simply speak for themselves.

While the guy flipping a sign outside your shop might garner some local buzz, your first line of defense online is built with landing pages.

Because landing pages are made with conversions in mind, they require a few essentials. Without a call to action, target customer, and persuasive copy sticking the landing on a lead can get tricky. The key is to keep it simple while clearly expressing your brand's value.

If you want more information on how, the rest of this article details what a landing page is, how to boost its impact, and how to track its performance

1. Know the Basics

A landing page is a web page made for a specific goal, campaign, or product/service. It allows businesses to gather information on potential clients while offering them something of value or resource in return. No matter how you slice it, the purpose of a landing page is to encourage your visitors to take action, so there are a few must-haves before you hit publish.

Fundamentals

Call to Action: Every effective landing page needs a call to action (CTA). They guide your visitors and turn potential leads into paying customers. The CTA should clearly tell your visitors what you want them to do with actionable verbs to further influence behavior.

Target Customer: Every high-performance campaign is built with one ideal customer in mind. While understanding your overall target audience and demographic is still important, creating impactful and compelling moments is much easier when you know exactly who you're talking to.

Persuasive Copy: Copy remains king, especially for digital marketplaces. With a strong CTA and target audience in mind, it becomes much easier to structure copy that sticks with your visitors and helps drive conversions. Your goal for the rest of your landing page copy is to answer any questions your leads may have while expressing your brand's market value.

Types of Landing Pages

Long-Form Sales Landing Page: This type of landing page encourages visitors to buy your product by giving them as much information as possible. Much like an infomercial, the idea is to answer any questions a potential customer may have. These pages benefit from videos, FAQs, and loads of testimonials. This style is best used when customers have little information on your product/service or you have a lot of benefits to describe

Splash Landing Page: This type of landing page focuses on getting views on a specific ad or content instead of just converting leads. Its purpose is to gather and prepare the visitor for the next step or objective you want them to do. This style works best when pulling leads from social media or other secondary platforms. It allows businesses to make announcements and talk about promotions or events. It also allows you to collect preferences on languages and verify ages.

Squeeze Landing Page: This type of landing page is the shortest and most straightforward. You want to make your offer right from the start. It doesn't rely on inviting imagery or educating visitors but focuses purely on a strong CTA to drive conversions. This style is typically used to grow a brand's email list.

Click-Through Landing Page: This type of landing page stresses the value of a product/service instead of just making a sale. It typically serves as a middleman between an advertisement and a product page, allowing customers to be informed before pushing them to buy something. Here's a great place to offer coupons, free trials, or anything that "sweetens" the deal before the sale.

Lead Capture Landing Page: This type of landing page is the most common and effective. As the name suggests, this style captures your leads and turns them into happy customers. It sits somewhere between long-form sales and a squeeze page in length. The idea is to give enough information to highlight your offer without being too overwhelming. It is typically used because it is the most versatile of all the types.

2. Enhance Performance

Once you have the core pieces in place, we can explore some ways to boost your returns even further.

Strong headline
Attention spans are fickle, so you want to get your visitors invested immediately. Your headline should share what you offer as clearly and concisely as possible. It will be the most viewed portion of your landing page, so creating something compelling is crucial. If you aren't bringing in your desired results, consider workshopping your headlines before scraping your entire landing page.
Testimonials

Great brand-to-customer relationships are always built through trust. Collecting and sharing testimonials is one of the best ways to create that social trust. Most commonly, this is done through customer reviews, but hiring an affiliate to conduct a product review also helps build trust and will increase your reach.

Optimal Design
Improving conversions is all about making the buying experience as smooth as possible. A functional, speedy web page is just as important as smooth design elements that make it easy for visitors to act as you want them to.

Buttons for your CTA should stand out and pop with color. Most modern website builders come with various templates for optimal landing pages. So mix, match, and research the styles currently most effective to find what works best for your brand.

3. Track Results

A lot of good can go to waste when your eyes aren't on the data.

Setting Goals

Although everyone would be happy with "increasing sales," the road to success is paved with clear, practical, and trackable goals.

This is one of the main reasons advertisers work through campaigns. Breaking down a set time period and objective for your next marketing push allows you to clearly gauge cost and, more importantly, understand where your campaign is going right or wrong.

You may want to gain more visitors/subscribers, double your product sales, or increase the number of eyes on a specific piece of content. Whatever your goals may be, the key is not to spread yourself too thin and focus on reaching them as quickly as possible.

Gathering Analytics

Setting practical goals won't do you much good without a way to track them. When building a website or landing page, it's crucial to establish ways to gather analytics right from the start. Most website builders and hosting platforms come with or give you access to third-party tracking software.

Google also offers a free analytics tool that everyone selling online should have up and running. Google Analytics provides the basics you need, but plenty of other software providers offer more detailed or campaign-specific metrics.

Looking at all the data and numbers can be a bit overwhelming initially, but remembering your goals helps you stay on track and focus on the statistics you need to monitor for your current

campaign. Hiring a professional marketer can boost your page's productivity and help you understand the data and metrics you have gathered.

Conclusion

Landing pages remain a great marketing tool and essential to your longevity in today's digital marketplace. Without an effective landing page, gathering leads and moving them down your sales funnel is nearly impossible. Building the perfect page for your business can be difficult, but when you focus on a strong call to action, a target customer, and persuasive copy, you know success is never too far away.