



ROGER WEST
CREATIVE & CODE

THE SECRETS TO A SUCCESSFUL LANDING PAGE

Convert More Leads & Feed the Sales Funnel





Intro

You know that landing pages are supposed to be one of the best ways to generate leads, but are your pages performing as well as they should be? Learn the tips and tricks to maximize those landing pages, and get ready for measurable results.

A little background: the form landing page is quite possibly the most important part of your marketing strategy since it enables you to capture leads, track conversions and fill the sales pipeline. Everything else you do in your associated marketing campaigns – emails, paid advertising, remarketing, social media posts, direct mail, public relations, etc. – should all direct traffic to your landing page and form.

So, you might be wondering how you can create landing pages that become lead generation machines. Read on to learn:

- 01 Tips & Examples** for Creating a Compelling Campaign Offer
- 02 Top 10** Best Practices for Building Effective Landing Pages
- 03 36 Things** to Check Before Launching Your Landing Page
- 04 Proven Tactics** to Promote Your Landing Page & Drive Traffic



68% of B2B businesses use landing pages to garner a new sales lead for future conversion.

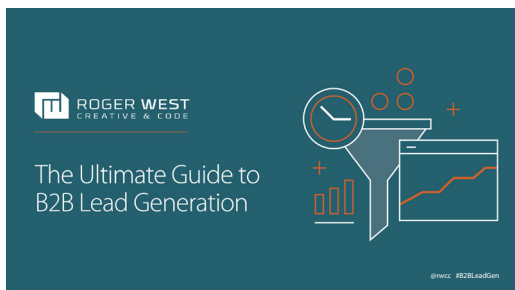
LET'S GO!

Tips & Examples

For Creating a Compelling Campaign Offer

Before you start your landing page, you need to decide what your offer or promotion will be.

As a savvy content marketer, you should understand the need to have buyer personas and the importance of mapping content to your different personas at different stages of the buying cycle.



Here's a **CONTENT MAP TEMPLATE** that can help with this process.

Once you decide who you want to target with your offer, and at what stage in the decision-making process, think of what you can provide that will be truly valuable to them. Whatever you offer must be beneficial enough that someone would give you their contact information in exchange for it, so it's gotta be good.

The higher value of your offer, the higher your conversion rate. Additionally, the higher the value of your offer, the more information you can ask for on your form. People are willing to fill out extra fields for something they really want.

The inverse is also true - few people are going to be willing to fill out a form to access content that is readily available elsewhere on the web without a form.

Think of what content – and also what format – would most appeal to your demographic. You don't necessarily have to start from scratch either; you may be able to repurpose materials you already have.

Some examples of valuable offers include:

- › Cheat Sheets
 - › Checklists
 - › eBooks
 - › eCourses
 - › Free consultations
 - › Free demos
 - › How-to guides
 - › Interactive content (calculators, assessments, quizzes, interactive infographics, etc.)
 - › Original research/data
 - › Podcasts
 - › Presentations
 - › Templates
 - › Toolkits
 - › Webinars
 - › Whitepapers
 - › Worksheets
 - › Videos
-

Top 10

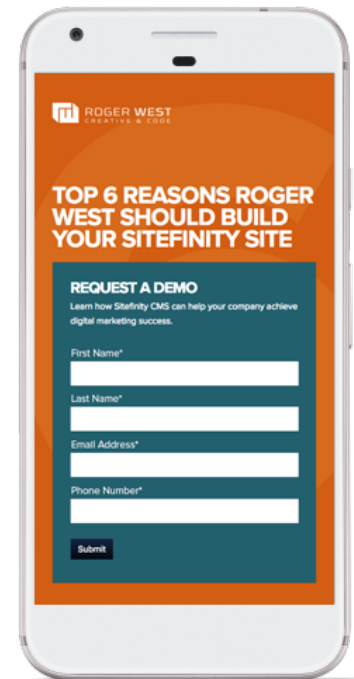
Best Practices for Building Effective Landing Pages

There are a number of best practices for landing page creation that have been proven to increase conversion rates.

01 Remove or minimize the navigation on your landing page.

The idea here is simple. Your goal is to drive as much traffic to this page as possible. Once people land there, you don't want them going anywhere else until they've filled out your form and you've captured a lead. Now is no time for browsing your site.

02 Have a clean, simple design. Your landing page should have a nice header, a compelling image, minimal copy, a short form, a call-to-action (CTA) button and ample white space. Also make sure the page is responsive so that it can be easily accessed across all devices.



Note: you may want to move your CTA to the top of the mobile version of your page, so it doesn't get pushed below the fold.

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“ Thanks to MIBAR and NetSuite our company went from using multiple outdated systems to a unified system that is lower cost, more productive, and mobile. **”**

Chris Polek
President of Polek & Polek



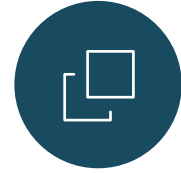
Landing pages with multiple offers get 266% fewer leads than single offer pages (Marketing Sherpa).

03 Create compelling copy. You should include:

- > A headline and sub-head that make it clear what your offer is about.
- > Long-tail keywords and metadata to improve SEO performance.
- > Brief copy (include bullet points) that clearly:
 - Addresses your customer's pain points.
 - Paints a picture of what it would be like if you removed your customer's pain (Consider "What if" statements).
 - Explains the offer and how it will solve their key concerns.
 - Provides 3rd-party support (testimonials, stats, etc.).
 - Provides a strong Call to Action (CTA).

04 Build a short, easy-to-use form.

- › Collect only the information you need. If you want to add a few more fields to help qualify your leads, know that you may get fewer submissions. Only include the necessary fields required.
- › If you have a marketing automation system, make sure your form automatically submits new lead data into that system.
- › If possible, make your form dynamic so that people who have filled out forms with you before will have their information pre-populated automatically.
- › Consider adding a checkbox on your form that allows users to sign up for your e-newsletter or blog feed.
- › Include a privacy message or link to your privacy policy that assures users that their contact information won't be shared or sold to third parties.



Out of companies that see large increases in sales conversions, 71% tested multiple versions of their landing pages

(Econsultancy).

The screenshot shows a landing page for WellCare Health Plans. The header includes the WellCare logo, a phone number (877) 841-6072, and a language option (Se Habla Español). The main content area features a video player with a play button and the text "GET THE ADVANTAGE With a WellCare Medicare Advantage Plan Watch Gloria's Story". Below the video is a navigation bar with links: ABOUT WELLCARE, ELIGIBILITY, OPEN ENROLLMENT, FAQ, and ENROLL NOW. The main text area says "Learn about WellCare Medicare Advantage Plans." and provides information about Gloria Owens, a WellCare member. It lists benefits like \$0 or low monthly plan premium, prescription drug coverage, dental, vision, and hearing coverage, and a limit on out-of-pocket expenses. A form titled "Download Information" is on the right, asking for First Name, Last Name, Email, and Phone Number, with a "SUBMIT" button.

WellCare
Health Plans

(877) 841-6072 TTY 711 | Se Habla Español

GET THE ADVANTAGE
With a WellCare Medicare Advantage Plan
Watch Gloria's Story

Download Information

Complete the form below & download your FREE Kit.

* required fields
* First Name:
* Last Name:
Email:
* Phone Number: - -
SUBMIT

Learn about WellCare Medicare Advantage Plans.

Like you, Gloria Owens faced a few challenges in life. But as a WellCare member, her health is no longer one of them. Now, she has the upper hand – and you can too, with a Medicare Advantage Plan (Medicare Part C).

You may qualify for a Medicare Advantage Plan with valuable benefits, like:

- ✓ \$0 or low monthly plan premium
- ✓ Prescription Drug Coverage
- ✓ Dental, vision and hearing coverage
- ✓ A limit on out of pocket expenses
- ✓ And so much more...

If you are turning 65 soon and/or are eligible for a Special Needs plan (including Medicaid eligibility), you may qualify for a WellCare Medicare Advantage Plan today! Now you can manage your health and enjoy life, just like Gloria.

- 05 Have a clear CTA button.** Make sure it's easy to see, looks clickable and specifically says what it will do. Instead of "Submit" say "Download Whitepaper" or "Get Your Free eBook." Also, make sure you only have one offer – one CTA – per landing page.
- 06 Include an image or video.** If your offer asks users to download a piece of content, you can increase conversions by showing an image of what they'll be getting (like the cover of an eBook). Likewise, a recent study shows that using video on landing pages can increase conversion rates by as much as 80% (Eye View).
- 07 Encourage social sharing.** Let your users tell others about your offer by including social sharing buttons on your page.
- 08 Offer social proof.** If you have quotes, testimonials, social media comments or reviews that emphasize the value of your offer, include a few of those for extra persuasion and credibility.
- 09 Show your appreciation.** Once a user has submitted their form, be sure that they are either directed to a Thank you page, are sent a Thank you email or both. You can also set up a workflow in your marketing automation system to send a follow-up email that asks if they liked the content they received and/or includes another related offer.
- 10 Test it.** Do some A/B testing on your landing pages to see what works best. Things you can test include headlines, your CTA button, the length of your form, layout, etc. Just be sure to only test one criterion at a time, so you'll know exactly what caused one version to perform better than the other.

If you can put a process in place for creating your landing pages, it will be easier to add them on a regular basis.

Actually, wait, we've done some of that work for you, with this list of...



48% of marketers build a new landing page for each marketing campaign (MarketingSherpa).

36 Things To Check before Launching a Landing Page

LANDING PAGE CONTENT

- ☐ Web copy for both landing page and thank you page has been proofread. Spelling, grammar and formatting are correct.
- ☐ Rich content is correct and working – images, videos, audio, font icons, etc.
- ☐ Copyright date shows the current year.
- ☐ Rights to images, fonts and other content have been properly licensed and/or cited.
- ☐ Footer & header navigational links have been removed or reduced.

LANDING PAGE SEO

- ☐ Landing page has unique page title (fewer than 70 characters, includes keywords).
- ☐ Landing page has unique meta description (fewer than 156 characters, includes keywords).
- ☐ Landing page has keywords (fewer than 10, all words appear in page copy).
- ☐ Metadata is properly in place for any social media sharing content, and share icons work properly.
- ☐ Spelling and grammar are correct in all metadata.
- ☐ Alt tags have been added to every image.
- ☐ Landing page has been added to the XML sitemap and submitted to search engines.

TRACKING & ANALYTICS

- ☐ Marketing automation tracking code is on the page.
- ☐ Google Analytics tracking code is on the landing page and thank you page.
- ☐ Google Adwords Conversion code is on the thank you page (if Adwords campaigns are running).
- ☐ Remarketing code is on both the landing page and thank you page (if remarketing campaigns are running).
- ☐ UTM parameters have been created for external marketing promotions and added to campaigns in marketing automation tool.

LANDING PAGE DESIGN & COMPLIANCE

- ☐ Landing page is compatible across browsers (IE, Firefox, Chrome, Safari). You may wish to use a [CROSS-BROWSER TESTER.](#)
- ☐ Web site pages are responsive and compatible across devices (Android, iPhone, tablets, etc.).
- ☐ CSS/HTML is properly validated.
- ☐ CSS and Scripts are optimized on the landing page.
- ☐ Images are compressed for best page load times. [TEST SITE SPEED.](#)
- ☐ Favicon is in place and rendering properly.
- ☐ Paragraph styles are working properly (headers, lists, block quotes).
- ☐ All links are clickable and hover/highlighted.
- ☐ External links open in a new tab.
- ☐ Internal links follow correct & friendly URL structure (parent page/sub-page).
- ☐ Logo anchors to home page (if applicable in campaign).

CAMPAIGN LANDING PAGE FORM FUNCTIONALITY

- ☐ Form has been properly created in marketing automation system, and form code is on the landing page.
- ☐ Error messages are in place and properly display when form is not properly completed.
- ☐ Thank-you page, confirmation message and/or resource properly displays after form is submitted.
- ☐ Auto-responder confirmation email to lead is working properly (if applicable).
- ☐ Form data is being emailed to an admin recipient and/or being properly stored in marketing database.
- ☐ Campaign has been properly created in marketing automation system, and leads are assigned to the campaign upon submission.
- ☐ Other 3rd party form integration is working properly (for example, GoToWebinar).
- ☐ Terms and privacy policy are visible to visitors.

Okay, now you have a brilliant, problem-solving offer and a stunning, engaging landing page that's been properly Q&A'ed, what's next?

Proven Tactics

To Promote Your Landing Page & Drive Traffic

You can't just build a landing page and expect people to show up. Now you need to build a **WHOLE MARKETING CAMPAIGN** around your landing page and offer.

Once your campaign is up and running, don't just set it and forget it. Use analytics to see which marketing channel is bringing in the most traffic. Look at which PPC ads are performing and which aren't. Adjust your campaign as necessary. Consider sending out a new email campaign to a slightly different audience.

In other words, get the most out of your content offer as possible.

As you do more landing pages, you'll be able to see what types of offers your customers respond to the most or what topics they are most interested in. The more you learn from each campaign, the more successful the next one will be.

It may seem obvious, but research has shown that the more landing pages you have on your site, the more leads you will get. Websites with 30 or more landing pages get seven times the leads of a site with only 10 (Hubspot). So don't stop after just one. Keep going.



Don't forget to **NURTURE** all those sweet new leads.



Some marketing campaign ideas are:

- › Blog posts/Guest posts
- › PPC/Remarketing
- › Email marketing
- › Social media posts/ads
- › Cross-site promotion
- › In-site promotion (homepage feature, related content links, banners)
- › Partner promotion
- › Direct mail
- › PR



The End. Or the Beginning.

Boom! That's it. We hope that you've found this eBook helpful. After all, you now know how to turn your landing page into a lead generation machine, and how to:

- > Create a Compelling Offer
- > Build Effective Landing Pages
- > Check Your Page Before Going Live
- > Promote Your Offer & Drive Traffic

Landing pages are quite possibly the most effective way to generate leads, but we won't lie to you. Creating the content offers, designing and building the landing pages and forms, setting up the marketing automation component, and doing cross-channel promotional campaigns on a regular basis is not easy.

If you've read this book and still have questions, we can help.

We do full-scale digital marketing campaigns for our clients every day, and we've gotten pretty darn good at it.

LET'S TALK.



Contact us today:

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