

THE BREAKDOWN OF A SUCCESSFUL LANDING PAGE

1 No Navigation

It's important to keep your navigation options to a minimum. You don't want users to leave or get distracted.

2 Headline

The headline is the first thing visitors will see when they land on your page. Provide a clear and concise statement about your product.

3 Subhead

Using a subhead under your headline can help you provide more information about your brand or product.

4 Imagery

In order to grab your user's attention you need to include relevant and compelling imagery. Images stick with user's longer than copy.

5 Value

Value statements help motivate the visitor to convert. Provide clear information about what the user gains and why it's valuable to them.

6 Forms

Forms are what stand between your visitors and their conversion. When designed correctly, they produce higher conversion rates.

7 CTA Placement

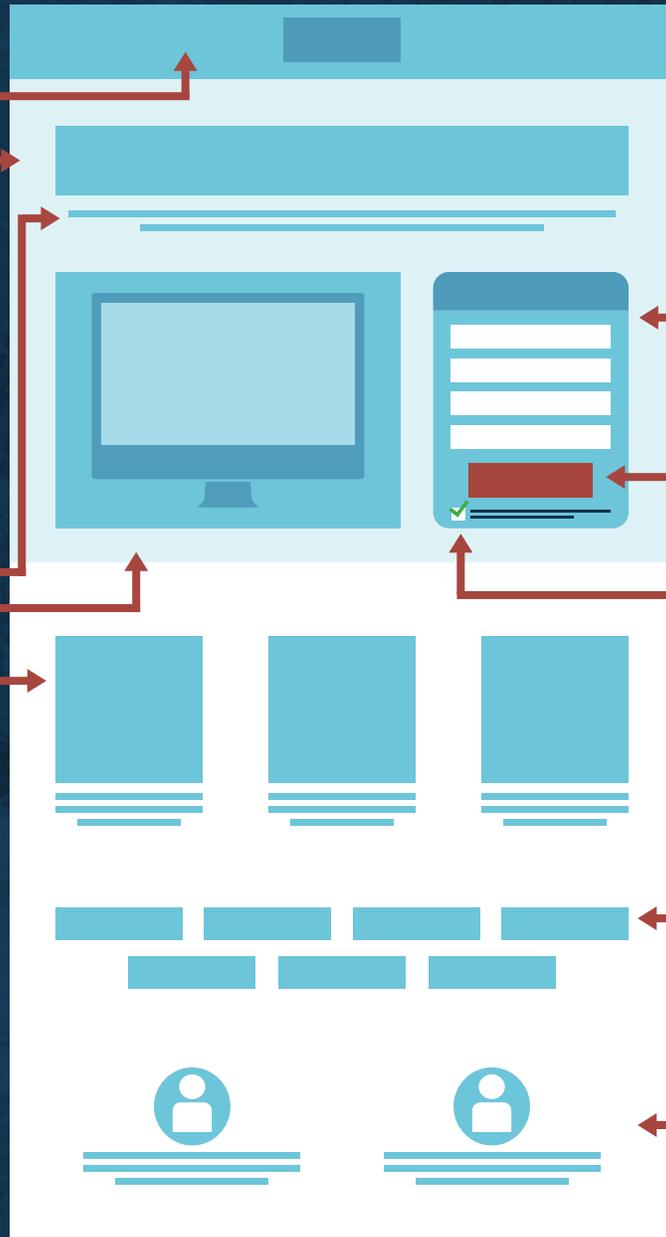
Place CTA buttons "above the fold" on landing pages. If you have more info to provide to the user, then further down the page is better.

8 Private Policy

Any time you request contact information you should provide an explanation about how you plan to use it.

9 Social Proof

Word-of-mouth positive influence that is created when a user finds out that other people are doing something. Examples: testimonials and logos of other companies who use your product.



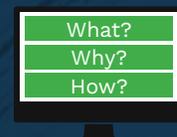
Mobile First Design

Designing in a mobile-first mindset ensures it includes only the essential features. The mobile-first approach organically leads to a design that is more content-focused, and therefore user-focused.



Less Is More

Many landing page designs use the "less is more" rule in order to create a layout that shows it users only the most important elements allowing them to easily digest the value and offer at a glance.



What/why/how?

What is it that you are offering the visitor? Why do I want this? How can I subscribe, buy, or try out this product or offer? Provide everything your visitor needs in order to convert.