

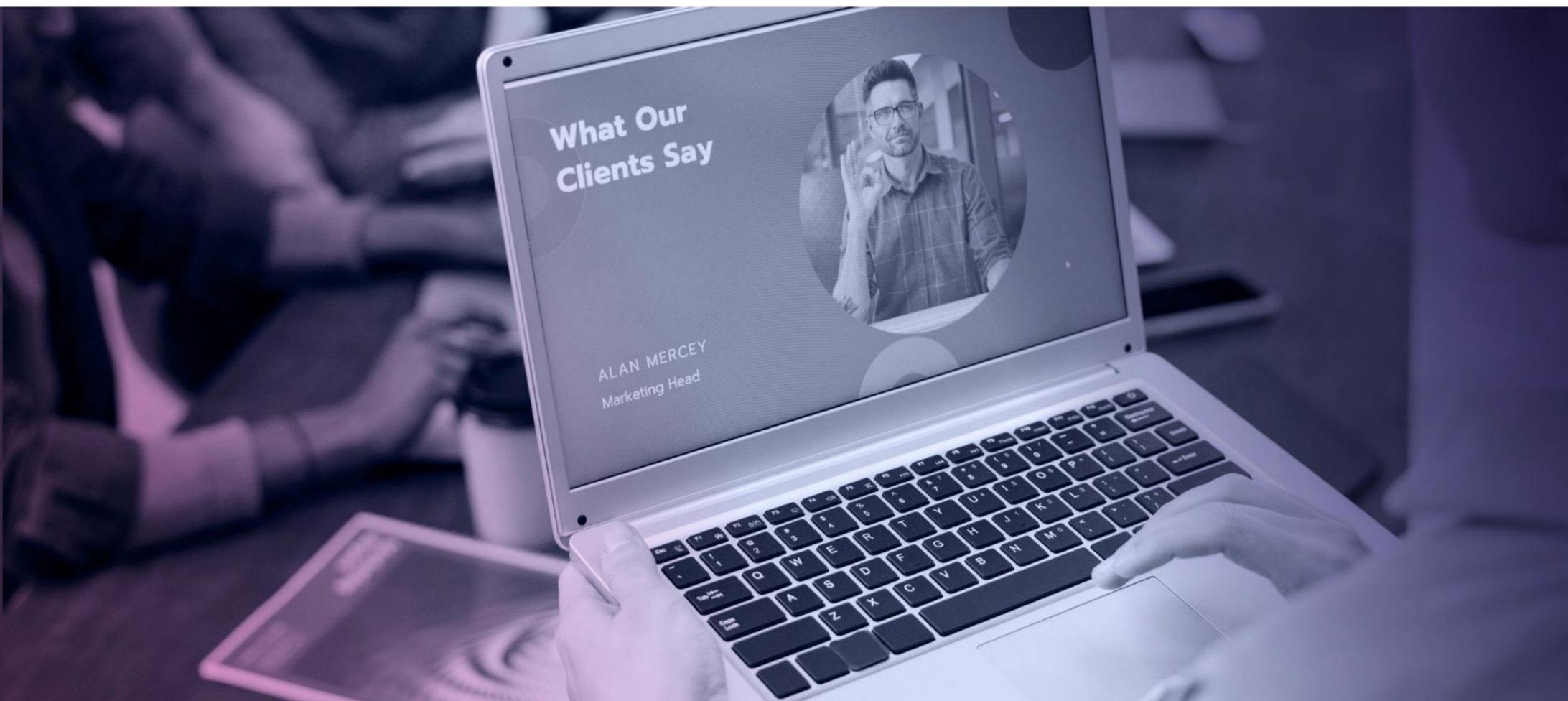


HAWKSEM



A MODERN MARKETER'S GUIDE TO EFFECTIVE LANDING PAGES

EVERYTHING DIGITAL MARKETERS NEED
TO KNOW TO CREATE LANDING PAGES
THAT CONVERT



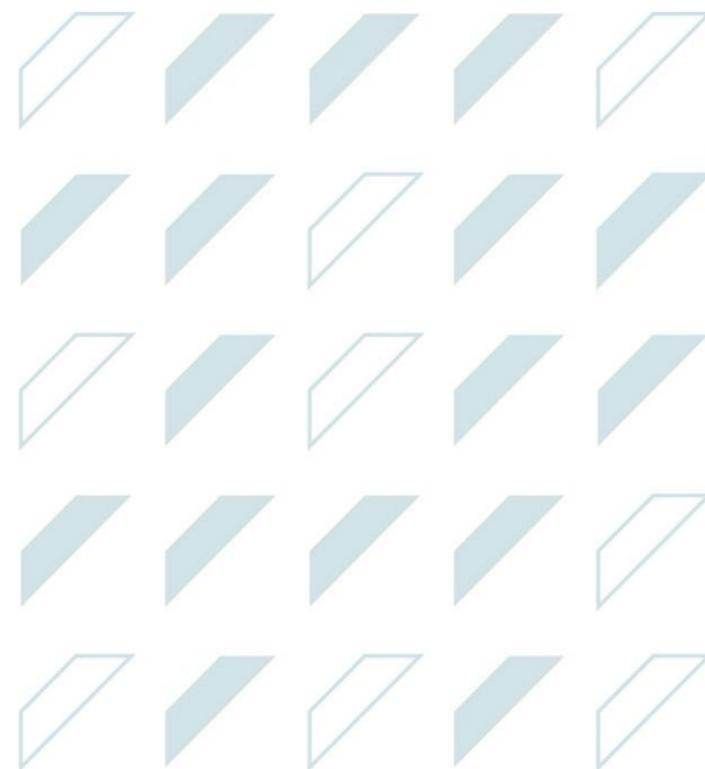
If paid search was a basketball team, landing pages just might be the MVPs.

That's because they do a lot to "carry the team" once your ad has successfully garnered a click. Landing pages are tasked with engaging the viewer, informing them about what you offer, and finally, getting them to take that next desired action.

Sounds simple enough, right? Well, not exactly.

Like much of digital marketing, landing pages are part art, part science. Along with a strategic design and targeted copy, you've also got to factor in things like form length, testing, optimization, and more. But don't let the prospect overwhelm you.

This guide breaks down everything you need to know to create successful landing pages, from psychology tricks to landing page examples that helped businesses achieve their marketing goals.



WHAT IS THE PURPOSE OF A LANDING PAGE?

Most people will arrive on a landing page via an ad or an email.

The purpose of a landing page is to capture the visitor's attention and inspire them to take the desired action that eventually turns them into a lead.

This action could be signing up for a newsletter or webinar, submitting their info for a free consultation, or simply clicking a link that will lead them further down the funnel.

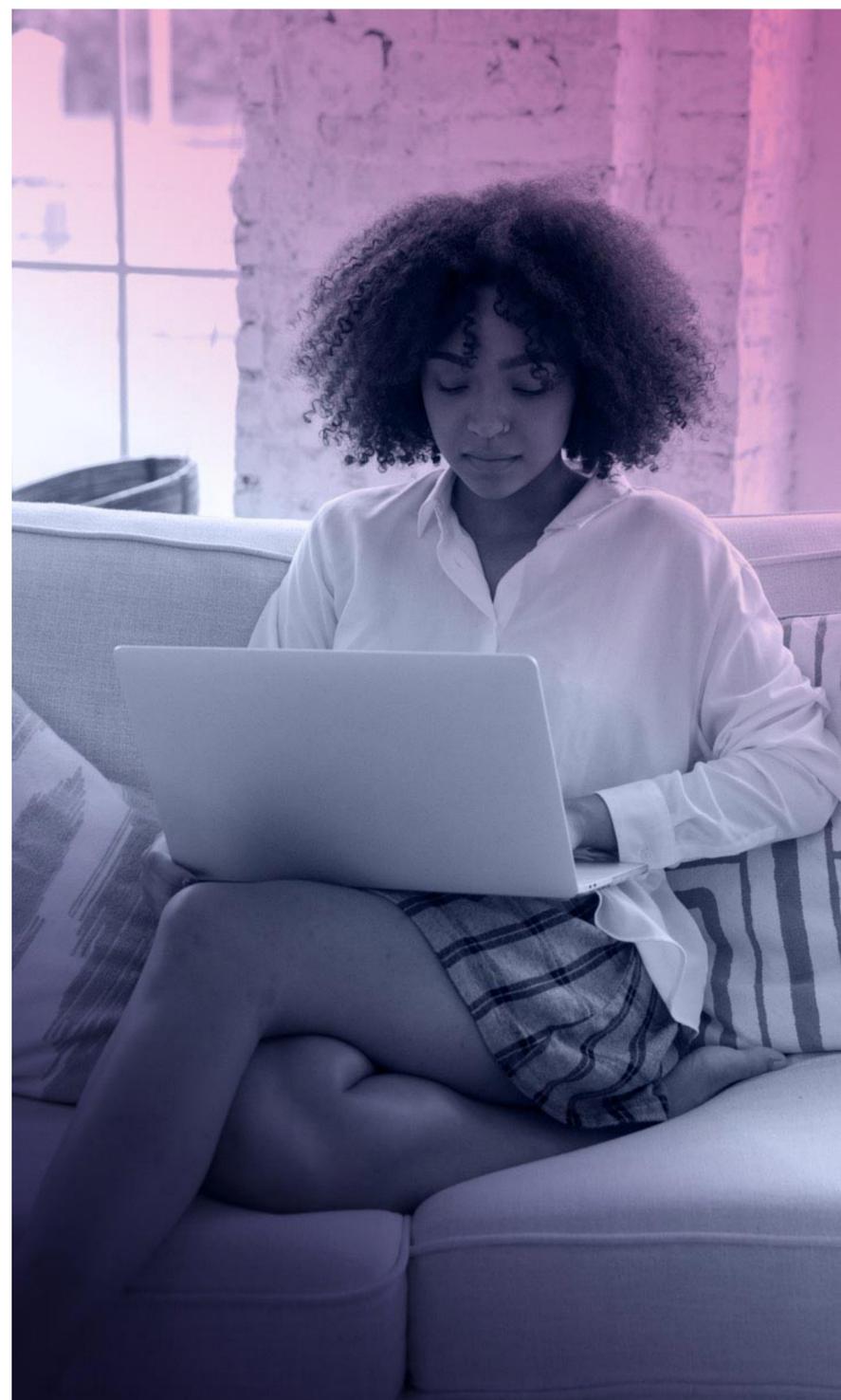
Ultimately, a landing page's goal is to gather the user's info in exchange for something such as an educational piece of content, a discount code, or a special offer.

As far as goals, a landing page is most often about lead generation. However, there are also landing pages that serve as a jumping-off point, leading visitors to click through to a new page where the real action will take place, such as placing an order or scheduling a phone call.



PRO TIP

Landing pages aren't meant to be arrived at through your homepage or navigation menu.



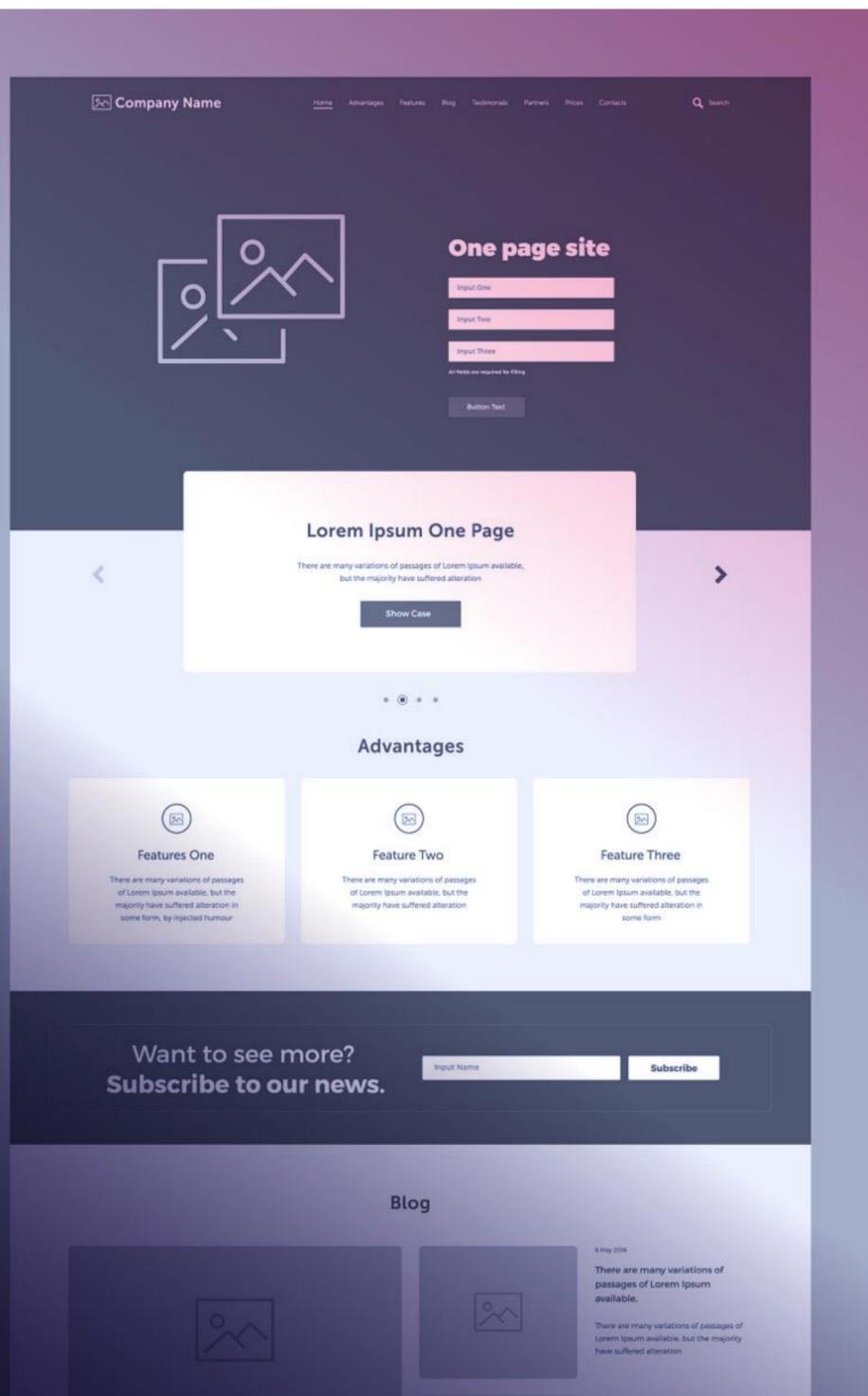
WHAT ELEMENTS MAKE UP A PROPER LANDING PAGE?

Compared to other pages on your site, landing pages are created with a targeted, specific audience in mind. As soon as someone arrives at your landing page, you want it to speak to them in a way that feels authentic and personal.

There's no one-size-fits-all list when it comes to effective landing pages. That's why regular A/B testing and optimizations are key. However, there are some important features that most successful landing pages often have.

EFFECTIVE LANDING PAGE ELEMENTS INCLUDE:

- A clear, actionable goal
- A visual design consistent with your brand aesthetic
- An appealing offer for the visitor
- A call to action (CTA)
- A lead form
- Targeted messaging that speaks directly to the intended audience



HOW DO YOU DESIGN AN EFFECTIVE LANDING PAGE?

When it's time to plan your landing page's design, experience has taught us that a minimalist mindset will take you far.

You don't want anything on your landing page to lead the eye away from the CTA and potentially prevent visitors from taking that desired next step. Plus, the simpler your layout, the less work people will have to do to figure out what it is you want them to do.

Basically, less is more. That extends to your copy, too, which should be short and to the point. You can still let your brand's voice, tone, and personality shine, but this isn't the place to crowd your page with too much text.

Lastly, your landing pages don't have to include all the same elements as your regular website pages. Here, you can get rid of your header navigation bar, newsletter subscription box, or webinar invitation pop-up. Again, it's all about minimizing distractions.

HOW DO YOU CREATE LANDING PAGES THAT CONVERT?

Even the most well-designed landing page won't do much to help you meet your goals if the page itself isn't set up to maximize conversions.

Luckily, most conversion-minded landing page elements are easy to implement.

LANDING PAGES SET UP TO CONVERT OFTEN HAVE:

- A strong headline
- An eye-catching CTA
- A plan for A/B testing to ensure conversion rate optimization (CRO)
- A simple form
- A clear message
- Proof points (such as client quotes, stats, or award badges)
- Social share buttons

WHAT PSYCHOLOGY TRICKS CAN HELP BOOST LANDING PAGES?

One of the tenets of proper marketing is appealing to your target audience's emotions.

Fostering a genuine connection can turn one-time purchasers into long-term partners, and transform happy customers into evangelists.

While you shouldn't have to "trick" someone into becoming a client, there are ways to leverage psychology tactics around human behavior to optimize your landing pages.

These include:



RECIPROCITY

This concept highlights how, when people are being asked to give something (like their personal info on a form), they want to feel like they're getting something equally or more valuable in return. Your landing pages shouldn't just be about "taking" — they should offer something as well.



SOCIAL PROOF

Similar to the "show vs. tell" mindset, offering social proof provides backup evidence to your claims your landing page is making. Stick to things like facts, data, and customer testimonials to instill trust in your site visitors.



SCARCITY FACTOR

This is why limited-time offers can be so successful. Similar to the fear of missing out (or FOMO), the scarcity factor can inspire someone to "act now" before time runs out and makes an offer sound more appealing.



SKEPTICISM

No matter how creative your campaigns are, people know when they're being marketed to. Thus, they can be skeptical of the claims or offers you present. To combat this, don't over-promise what you can't deliver. An eye-catching headline is key, of course — just make sure you're not crossing the line into sensationalism.



DEICTIC GAZE THEORY

This theory supposes that our eyes will naturally follow cues on a page, such as a photo of someone looking off to the side, or an arrow pointing to a CTA button.

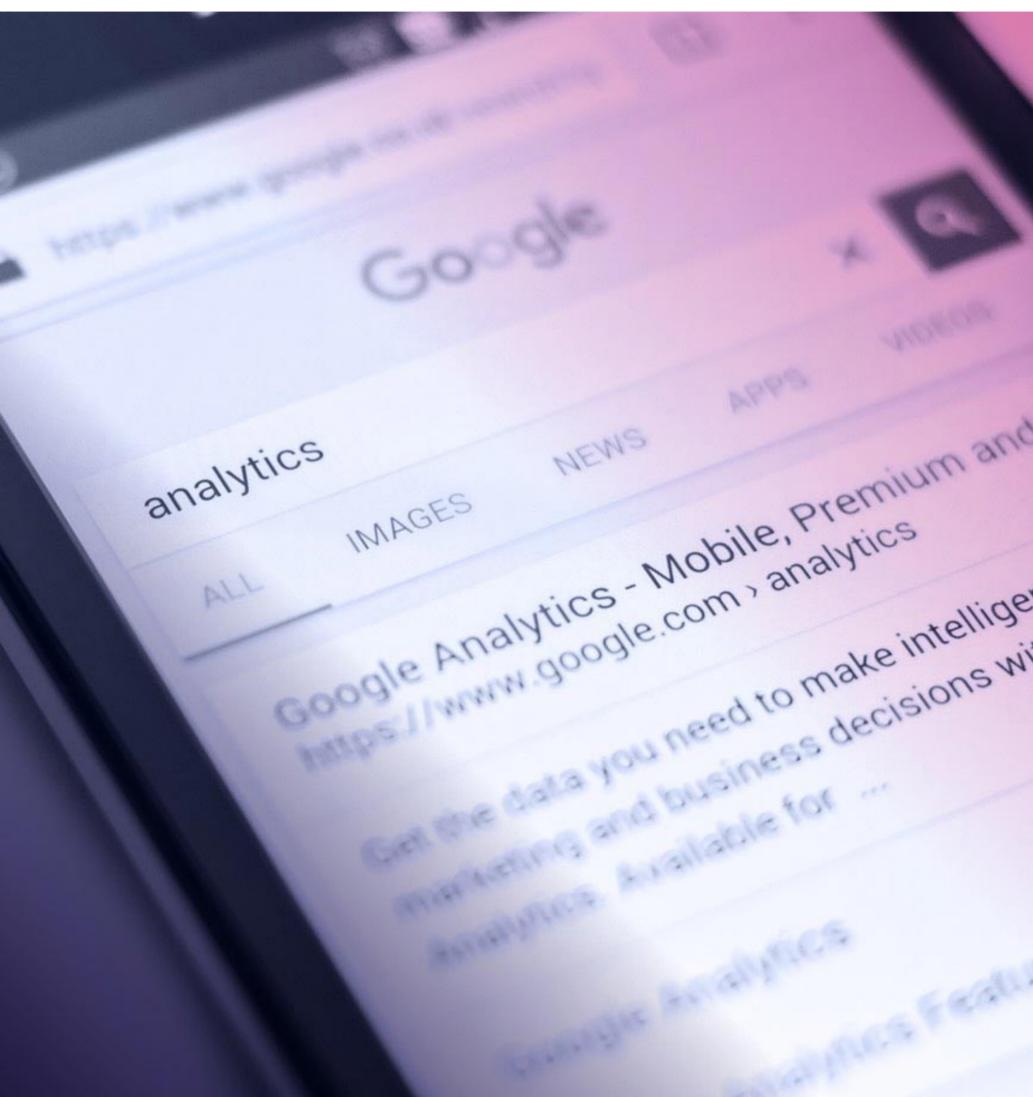
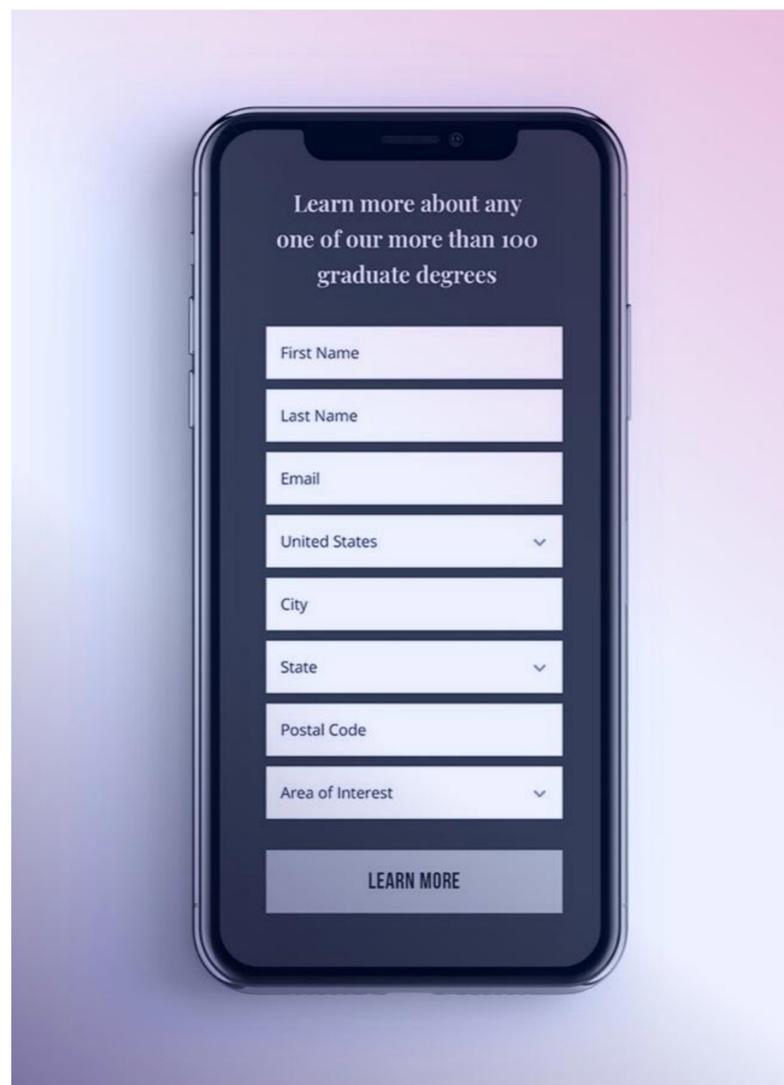


WHY ARE MOBILE-FRIENDLY LANDING PAGES CRUCIAL?

Now more than ever, mobile matters. That's because people are increasingly opting for smartphones over laptops and computers when searching, shopping, and browsing around online.



For proof, look no further than the fact that Google now performs mobile-first indexing, which means they primarily crawl the mobile version of a web page when ranking and indexing.



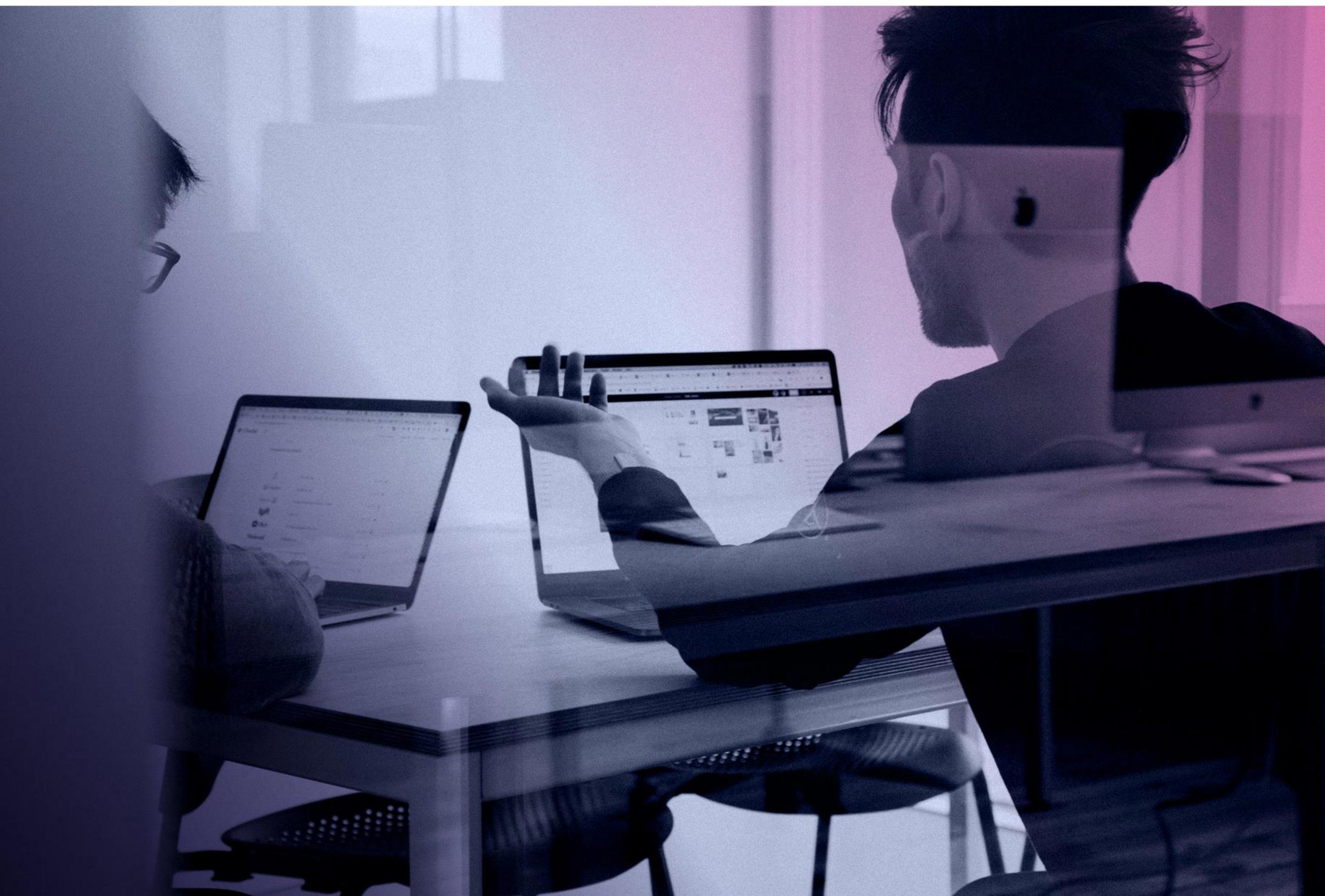
Depending on how your site is hosted and set up, your landing pages may automatically render well on mobile, but it's always a good idea to double check.

Google Analytics lets you audit your website in the Mobile section under "Overview/Devices" in the Audiences tab, and Google Search Console will notify you of errors in Mobile Usability. Google even has its own Mobile-Friendly Test tool — simply input the landing page's URL and see how it stacks up.



PRO TIP

There are dozens of SEM experts on our team, so we asked them for their top landing page tips. Their responses included "compelling videos," "social validation," and "visuals that explain your products or services."



WHAT ARE THE MOST COMMON LANDING PAGE MISTAKES TO AVOID?

With millions of landing pages existing online, it's easy to fall for a few of the common mistakes we've seen over and over again with clients and prospects.

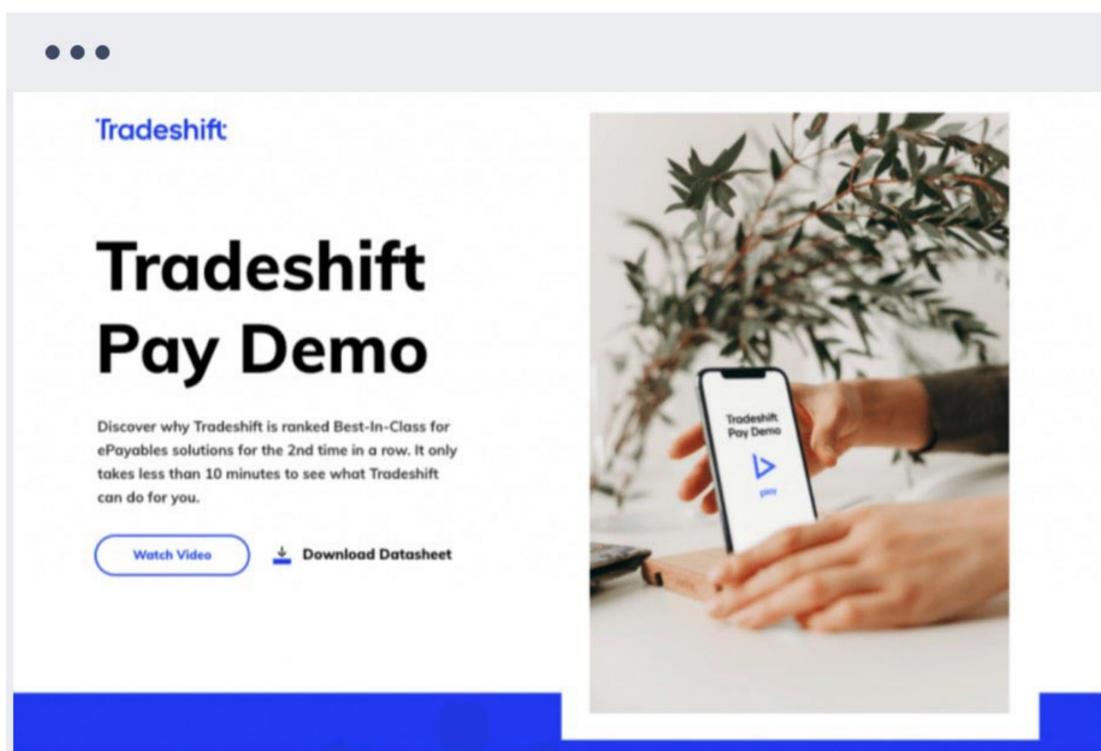
Once you know how to identify these missteps, you can be proactive about avoiding them.

COMMON LANDING PAGE MISTAKES INCLUDE:

- A design that distracts from your CTA
- A page that loads too slowly
- Not A/B testing your forms
- CTAs that are too generic
- Messaging that doesn't target a specific audience
- A subpar or clunky mobile experience

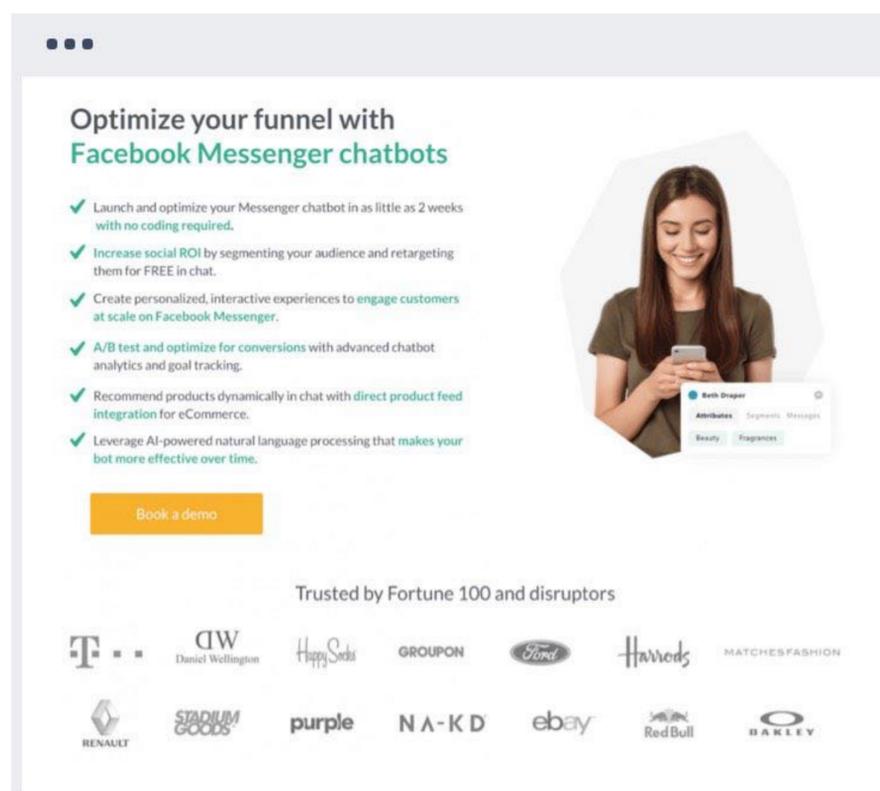
WHAT ARE SOME EXAMPLES OF EFFECTIVE LANDING PAGES?

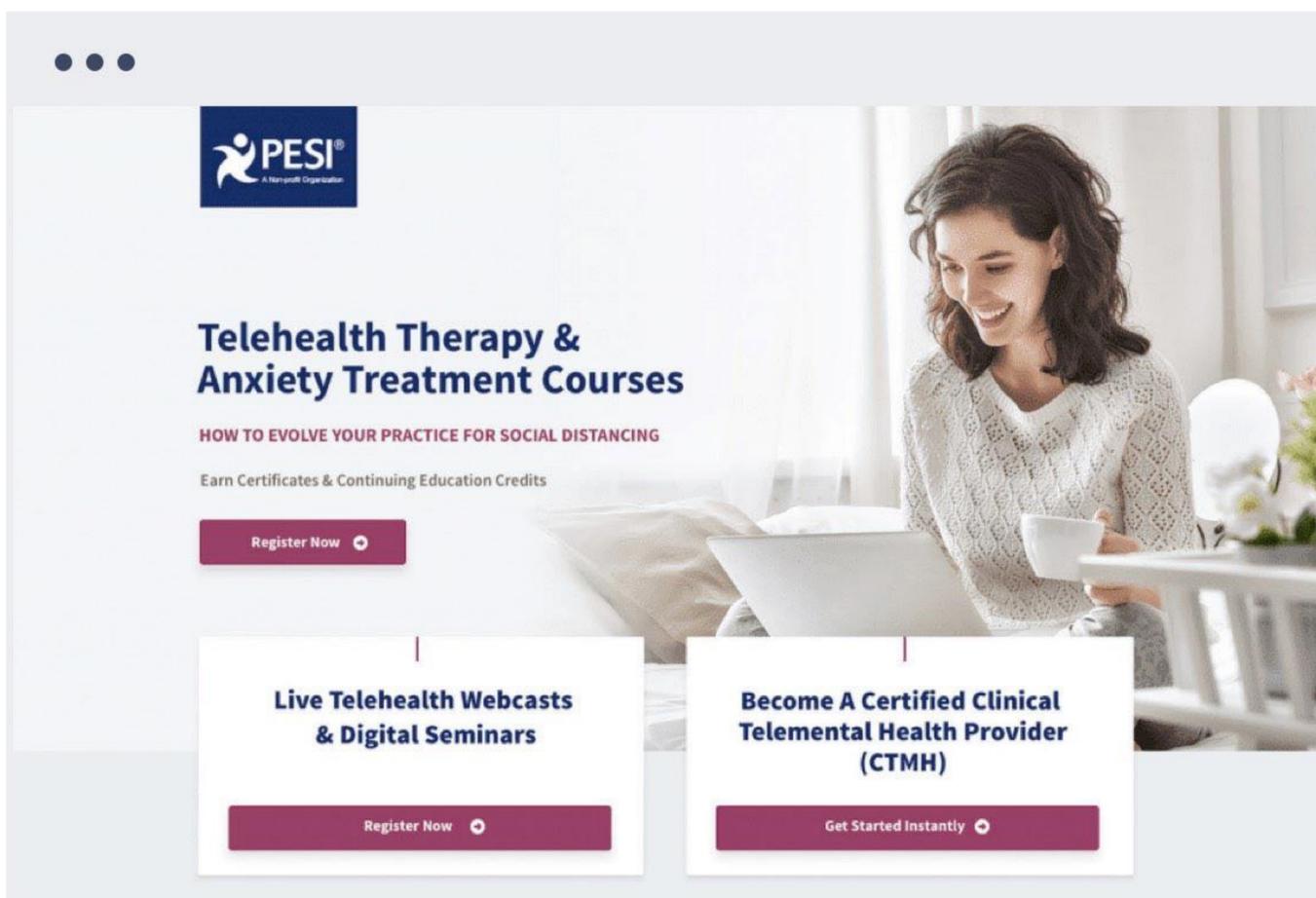
Now that you know the ins and outs of what elements make up proper landing pages, check out these examples to inspire pages of your own.



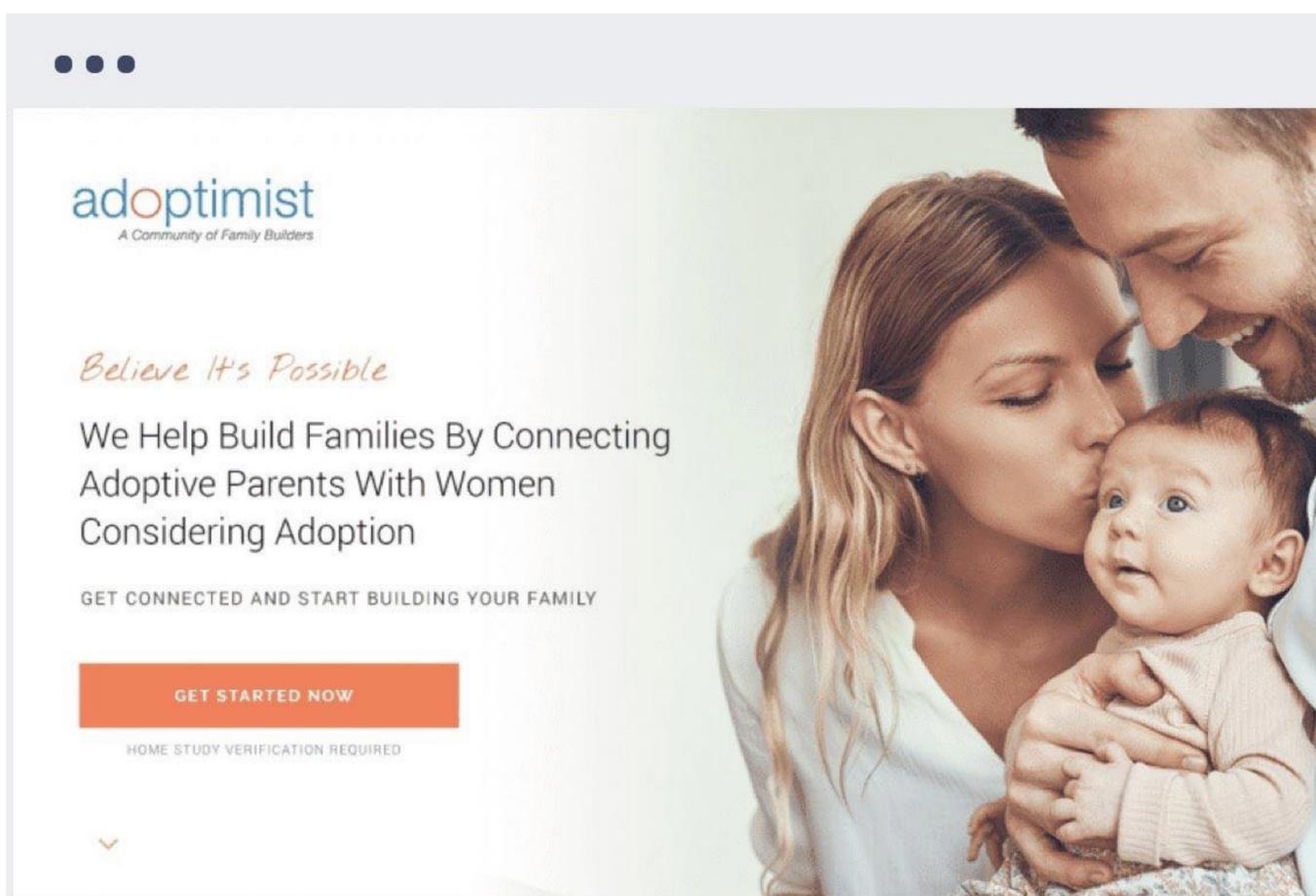
Cloud-based business network and platform Tradeshift uses a simple design with plenty of whitespace to let the image and CTA take center stage.

AI platform Spectrm’s landing page doesn’t toot its own horn — they let their impressive client roster and customer testimonials speak for them.

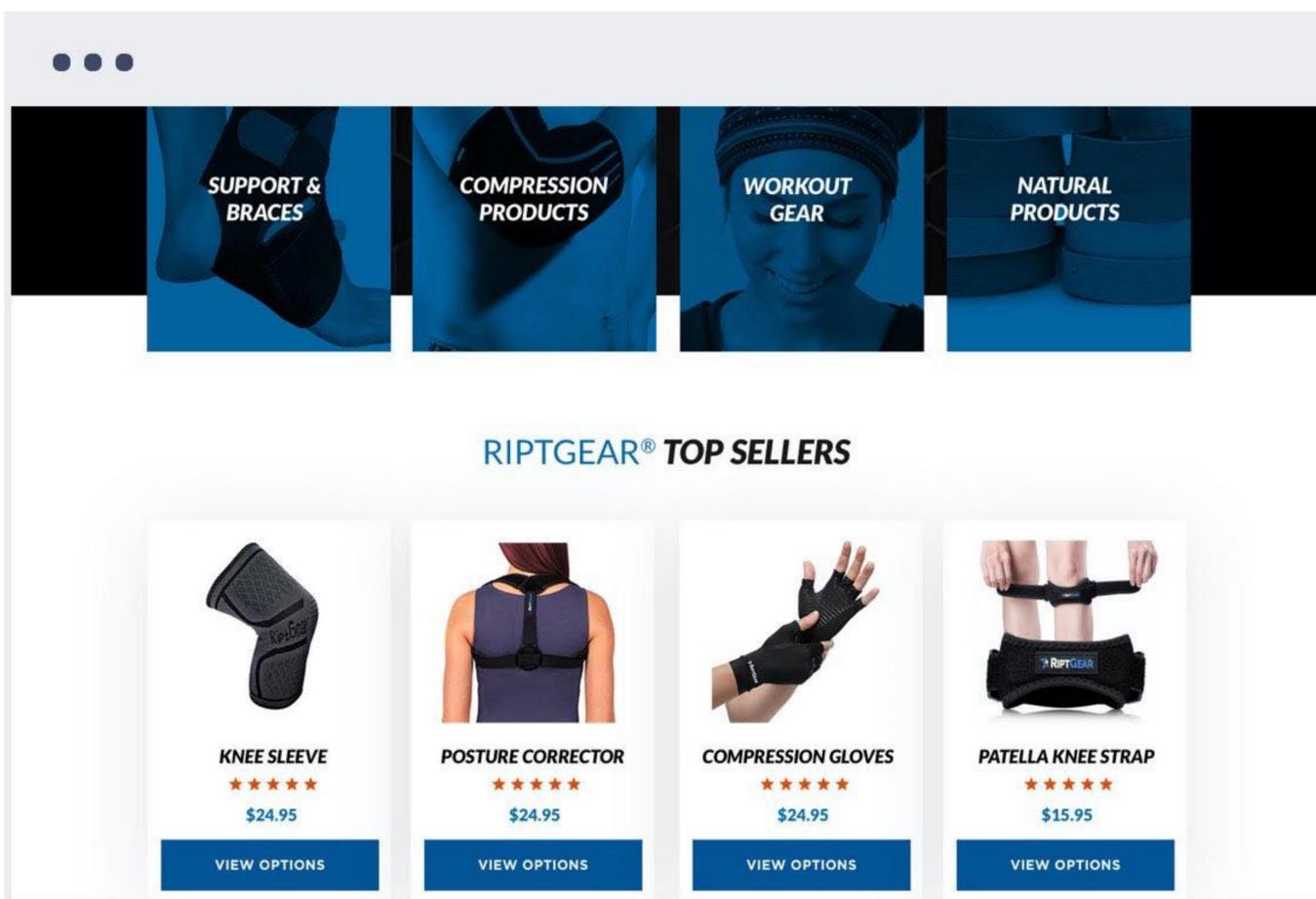




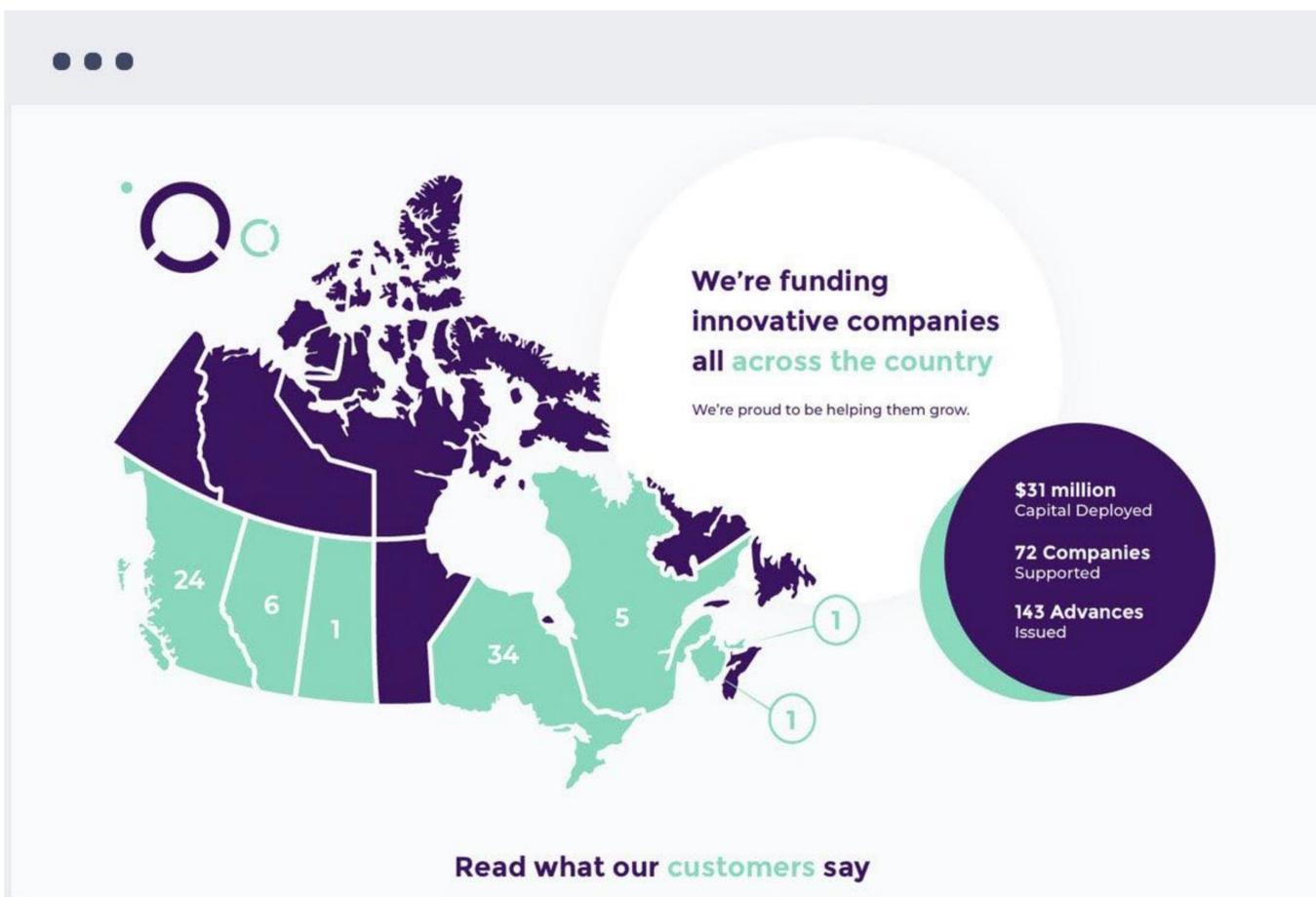
Mental health education platform PESI's landing page uses the deictic gaze theory to draw the visitor's eye to their CTAs.



Adoption service Adoptimist's landing page appeals to emotion by keeping family at the center of its visuals and messaging.



Athletic apparel, injury rehabilitation, and recovery brand RiptGear leverages product ratings to instill credibility on their landing page.



Canadian financial company Easy puts impressive data on display on this landing page.



THE TAKEAWAY

Of course, there's no exact blueprint that'll guarantee your landing pages are a slam dunk (though we wish!).

However, there are a handful of strategies, elements, and ideas to keep in mind that you can use to guide you and ensure your pages are as effective and thorough and they can possibly be.

Use these tips and checklists to be well on your way to creating top-notch landing pages to boost your biz and smash your conversion goals.

ABOUT HAWKSEM

Our mission as an agency is to dramatically improve your digital marketing results. HawkSEM brings a mix of senior industry experts, ConversionIQ (our smart way of marketing to drive more revenue), and constant optimization to transform your paid search, paid social, remarketing, SEO, content marketing, and everything in between.

We go above and beyond, working with you to create the perfect digital marketing strategy for your business. Learn more at hawksem.com