



7 Best Practices of Landing Page Design

and how take advantage of them



2-3 seconds!

- **Visitors decide whether to stay on your page within 2-3 seconds**
- Your landing page design could be **leaving money on the table**, by turning away potential customers
- For a visitor to stay on your page, he or she will want to know:
 - “Am I in the **right place**?”
 - “Does this place match what I was **expecting to see**?”
 - “Should I **bother reading** or click away immediately?”

- **The following are seven common pitfalls and opportunities in landing page design**
- If you are looking for ways to improve your page, start by identifying the following opportunities
- By testing the design of your site you will be able to optimize its performance and increase your site's conversion rate

#1: Strengthening call-to-action



- Your site's visitors need to be told what to do clearly and succinctly
- “Call-to-action”s should be in clear view and immediately draw the eye
- Avoid “call-to-action”s that are below the fold of the computer screen or that are the same color as the other links on the page

#1: Strengthening call-to-action



MISSED OPPORTUNITY

the Kadet Senior will recover itself and return back to level flight.

- Flat-bottom airfoil, light weight construction, and a super light wing loading allow the Kadet Senior to cruise around at low speeds.
- All-balsa design with a strength-to-weight advantage that ARF trainers can't approach.

Wingspan	78 in	1981 mm
Wing Area	1150 in ²	74.2 dm ²
Weight	6 lbs	2720 g
Length	62 in	1575 mm

Radio Req. 3 Channels, 3 Servos

Engine Req. .29-.40 in³ (4.8 - 6.5 cm³) 2-Stroke Glow
.35-.45 in³ (5.7 - 7.4 cm³) 4-Stroke Glow



Kit Features

- Super Light-Weight Balsa & Plywood Structure
- Die-Cut Wing Ribs & Fuselage Formers
- Photo-Illustrated Instruction Book
- "The Basics Of R/C" Book
- Elevator & Rudder Pushrods
- Complete Hardware Pack
- Formed Landing Gear Wires
- Steerable Nose Gear
- Clear Plastic Windows
- Full-Size Plans
- SIG Easy Hinges
- Engine Mounts

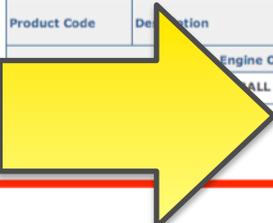
Product Code	Description	Price	Type	Order Quantity
SIGRC58	SIG KADET SENIOR KIT	EACH	\$81.99	<input type="text"/>

SIGRC58 Kit Completion Guide

Product Code	Description	Price	Req	Type	Order Quantity
Engine Options - Choose one from this list					
	ALL BEARING	EACH	\$74.99	1 of	<input type="text"/>

[Add Items to Your Order](#)

[Catalog Menu Search](#)



- Buy button hidden at end of long form
- Low-contrast color (gray)

REALIZED OPPORTUNITY

Commercial Airplanes | Private Airplanes | Model Airplane Accessories

Arch

lanes > Assembled Airplanes > P-3 Orion Model Airplane

P-3 Orion Model Airplane

Item# UHC043

List Price: \$119.99
Sale Price: \$79.98
Save: \$40.01 (33%)

- Used in the Cold War, Vietnam, and today
- Designed for long-range reconnaissance
- Beautifully handcrafted from solid mahogany
- Stained look shows wood's natural beauty
- Finished with three coats of polyurethane gloss
- Wooden stand makes a great display
- Navy
- From the post-WWII era (1958)
- Manufactured by Lockheed Martin
- 26 wingspan inches

[View More Information >](#)

\$79.98 Availability: **In Stock** Qty [Add to Cart](#)

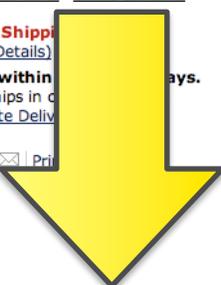
[View Accessories \(2\) >>](#)

[Email](#) [Print](#)

Customer Rating
★★★★☆ (1 Rating)
[Write a Review](#) [Read 1 Review](#)

\$7.00 Shipping
[\(Offer Details\)](#)

Ships within 3 days.
Only ships in [Estimate Delivery](#)



- Buy button above the fold, more prominent
- High-contrast color

#2: Reducing choices



- **Your site's visitors should not have to spend more than 3-4 seconds reading options to determine which one they want**
- **If your landing page has more than 25 options to choose from consider re-grouping the choices into fewer options**
- **You can always add later steps with sub-categories if finer selections are necessary**

#2: Reducing choices

MISSED OPPORTUNITY

Products

- Aids To Daily Living
- Ambulatory Products
- Apparel
- Baby Care
- Bath Safety
- Beds / Accessories
- Clearance
- Core Wound Care
- Enteral / Nutrition
- Home Diagnostics
- Impotence
- Incontinence
- Infusion/IV Supplies
- Lift Chairs / Geri Chairs
- Lifts/Ramps
- Lymphedema Pumps / Accessories
- Medications / OTC
- Needles / Syringes
- OR Products
- Orthopedics
- Ostomy
- Pain Management
- Patient Care
- Patient Lifts / Accessories
- Personal Protect / Gloves
- Power Chairs
- Prof Use And Diagnostics
- Reading Glasses
- Respiratory
- Rollators / Accessories
- Seating / Cushions
- Skin Care
- Socks / Stockings
- Specialty Medical Equipment
- Tracheostomy Care
- Urological Collection Devices
- Urological Catheters
- Vitamins / Oral Medications
- Wheelchairs / Accessories
- Womens Infant Products

LOWEST PRICE GUARANTEE OVER \$50

Aids To Daily Living

- Activity Helpers
- Miscellaneous
- Batteries
- Hearing Assist Devices

Ambulatory Products

- Miscellaneous
- Ambulatory Replacement
- Bariatric
- Cane Accessories

Apparel

- Disposable
- Hampers

Baby Care

- Miscellaneous

Bath Safety

- Bath Accessories
- Bath Benches / Shower Chairs
- Bathtub Bats
- Commode Accessories

Beds / Accessories

- Luxury Adjustable Beds
- Adjustable-Bed-Accessories
- Bed Sails / Bed Sail Pads
- Beds/Mattresses
- Beds / Miscellaneous

Core Wound Care

- Adhesive Strips
- Attachment Devices
- Band-Aids
- Core Wound Miscellaneous
- Gauze, Impregnated
- Non-Adherent Pads
- Pads, Gauze
- Pads, Non-woven

Massagers

- Medication Helpers
- Oral Care
- Sauna

Crutch Accessories

- Rollator Accessories
- Walker Accessories

Staff

- Baby Wear

Grab Bars

- Toilet Seat Accessories
- Transfer Bench Accessories

Monitoring

- Overbed Bats
- Pressure Relief Surfaces
- Sheet Pillcases/Mat Cvsr

Rolls, Gauze

- Rolls, Non-woven
- Sponges, Gauze
- Sponges, Non-woven
- Tape Closures
- Tapes / Adherent Wraps
- Tubular Gauze/Retainers

Child Protective Underwear Pull Ups

- Children's Diapers
- Disposable Briefs
- Child Protective Underwear Pull Ups
- Children's Diapers

Disposable Undergarments

- Disposable Undergarments
- Disposable Briefs
- Disposable Undergarments
- Disposable Undergarments

- 386 clickable links!
- Text-only approach is difficult to navigate
- Page scrolls on and on...

REALIZED OPPORTUNITY

Medical Supplies

- Aids To Daily Living
- Bathroom Aids
- Diagnostic Equipment
- Equipment & Furniture
- First Aid
- General Nursing
- Gloves
- Incontinence
- Infection Control
- IV Supplies
- Labor And Delivery
- Mobility
- Personal Care
- Preventive Care
- Rehab Therapy

Shopping Cart

Recently Viewed

Top Selling Item(s)

- Hundreds of products collapsed into 16 clear categories
- Intuitive use of pictures

#3: Simplifying forms



- **Your site’s visitors see forms as hurdles, don’t make them unnecessarily difficult**
- **For each field ask “if this data point absolutely necessary to the current transaction?”**
- **Consider removing unnecessary fields or asking for that information at a later step in the conversion process**

#3: Simplifying forms

MISSED OPPORTUNITY

Provide Your Contact Information
Remember, [redacted] is a direct lender. We do not sell your information to other lenders. Your information is secure with us.

First Name:
Last Name:
Email:
Home Phone: - -
Cell Phone: - -
Best Time to Call:
Address:
City:
State:
Zip:

Reason for Loan

Type of Loan:
Property Location:
Property Value:
Mortgage Balance:
Rate Your Credit Score:
Are you willing to document your income during the loan process? Yes: No:
Language Preference:

Our No Spam Policy [redacted] will not sell your email address to any third party and will use it only as related to our current loan process or to notify you of our special offers in the future.
[Please click here for our Privacy Policy.](#)

- The more fields, the fewer conversions
- Is the information asked for absolutely necessary to the current transaction?

REALIZED OPPORTUNITY



Loan Amount: \$?

Property Value: \$?

-- Select property state -- ?

-- Select loan type -- ?

- Short and sweet
- Only asks for the essentials, can ask for more in the next step

#4: Streamlining text



- Your site's visitors don't like to read
- Make sure important and relevant information is communicated through headlines or bullet points
- Consider removing long blocks of text that can be off-putting

#4: Streamlining text



MISSED OPPORTUNITY

Grand Canyon Sightseeing Tours and Activities

Enjoy a wide variety of Grand Canyon tours and activities including the [Grand Canyon Train](#).

Stretching 277 miles across northern Arizona, the Grand Canyon ranges in elevation from 2,400 feet to over 7,000 feet above sea level. In places, it is up to one mile deep and over 18 miles wide, while some of the canyon's majestic plateaus to the north rise to 9,000 feet above sea level. The scenery is spectacular, and is a must see for anybody.

We offer Grand Canyon tours at the Grand Canyon and from [Williams Arizona](#), [Flagstaff Arizona](#), [Sedona Arizona](#), [Phoenix Arizona](#), and [Las Vegas Nevada](#).

You can see the Grand Canyon by airplane, train, helicopter, bus, van, SUV, jeep, river raft, or all of the above. We offer day tours and overnight packages.

Departure Points for Grand Canyon Tours

There are so many tours to the Grand Canyon that you may find that the best way to find the right tour for you will be to begin by reviewing the tours offered from the location that will be your departure point:

Williams, Arizona – The Grand Canyon is 60 miles north of Williams. Williams is a small town 35 miles west of Flagstaff on Route 66. Williams has the train depot for the train trips to the Grand Canyon. Shuttle service is available between Williams and Flagstaff.

Flagstaff, Arizona – The Grand Canyon is 75 miles north of Flagstaff. Located on Interstate 40 (Route 66), Flagstaff is thought of by many as the "gateway to the Grand Canyon."

Sedona, Arizona – The Grand Canyon is 110 miles north of Sedona. Over 4 million people visit the Sedona area each year. Sedona offers breathtaking beauty that fills the senses and feeds the soul. The red rocks of Sedona

Most Popular Tours

- [Grand Canyon Train from Williams - Getaway One-Night Package - March 15 thru October 14](#)
- [Grand Canyon Train from Williams - Getaway Plus Two-Night Package - March 15 thru October 14](#)
- [Grand Canyon Train from Williams - Canyon Two-Night Package - March 15 thru October 14](#)
- [Grand Canyon Train from Williams - Canyon Three-Night Package - March 15 thru October 14](#)
- [Grand Canyon Train from Williams - Roundtrip Ticket](#)
- [Grand Canyon Train from Williams - One-Way Ticket](#)
- [Grand Canyon Train from Grand Canyon to Williams - One-Way Ticket](#)
- [Grand Canyon Train Tour from Sedona](#)
- [Grand Canyon Freedom Tour from Flagstaff](#)
- [Grand Canyon One-Way Fly & Road SUV Tour from Las Vegas](#)
- [Grand Canyon South Rim Bus Tour from Las Vegas](#)
- [Grand Canyon West Rim SUV Tour from Las Vegas](#)
- [Grand Canyon Freedom Tour from Sedona](#)
- [Las Angeles to Las Vegas & Grand Canyon - 3 days & 2 nights](#)
- [Grand Canyon Deluxe Tour With Gourmet Lunch by Bus](#)

Your Reservations Cart

Your Reservations Cart is empty

Search for a tour / activity

Keyword: Search

Tour Types

What type of tour would you like to take?
[View the complete list](#)

- Lots and lots of text
- Important links hidden in text

REALIZED OPPORTUNITY

Home Book Helicopter Tours Book Airplane Tours Book Bus Tours Book Rafting Tours Book Vegas Shows Grand Canyon Hotels FAQ Contact Us

Tour Locations

- Las Vegas Tours
- Grand Canyon South Rim Tours
- Monument Valley Tours
- Lake Powell, Page
- Boulder City, Nevada
- Grand Canyon West Rim
- Phoenix and Scottsdale
- Sedona, Arizona
- Flagstaff, Arizona
- Williams, Arizona

Most Popular

- Grand Celebration Tour
- Imperial Air Tour
- Vegas Strip Tour
- Celebration Tour
- Canyon Connoisseur
- Golden Eagle Air Tour
- Grand Canyon South Rim Bus Tour
- Grand Canyon Monument Valley Tour

Specials & Promotions

[Click Here To View](#)

Reservations

CLICK to Bookmark

LIVE HELP
Offline now
Leave us a message
[Send](#)

Other Services

Groups and Incentives
Aircraft Charters

About Papillon

View Helicopter Tours

View Airplane Tours

View Bus Tours

- Text broken into clear, bucketed graphics
- Important information highlighted

#5: Improve connection to ad copy



- **Make sure you show your “clicks” what they want to see**
- **If you promise a discount in your add make sure the discount information is clearly displayed on your landing page**
- **Fulfill the “promise” of your ad**

#5: Improve connection to ad copy



MISSED OPPORTUNITY

Best Digital Camera
Get Expert Reviews of top Digital Cameras from [redacted] e stabilization

For our complete digital camera Ratings including our Quick Picks, and how to ch

Join today!

*These days, there are so many d
make before you choose to buy
digital camera... it's hard to choose
your needs. How many megapixels do y
What's the difference between digital an*

- Ad copy promises access to digital camera reviews but...
- Call-to-action is "Join today!"
- Disconnect from visitor's expectation

REALIZED OPPORTUNITY

▶ Battery life
▶ Next-shot delay
▶ Optical or digital image stabilization

For our complete digital camera Ratings including our Quick Picks, and how to ch

Access camera reviews!

*These days, there are so many d
make before you choose to buy
digital camera... it's hard to choose
your needs. How many megapixels do y
What's the difference between digital an*

- Call-to-action fulfills promise of ad copy
- Meets visitor's expectations

#6: Reducing visual distractions



- **Graphics should supplement the “call-to-action,” not distract from it**
- **Remove flashy, moving graphics that are not part of the “call-to-action”**
- **Try to replace generic, stock photos with product photos or real customers**

#6: Reducing visual distractions

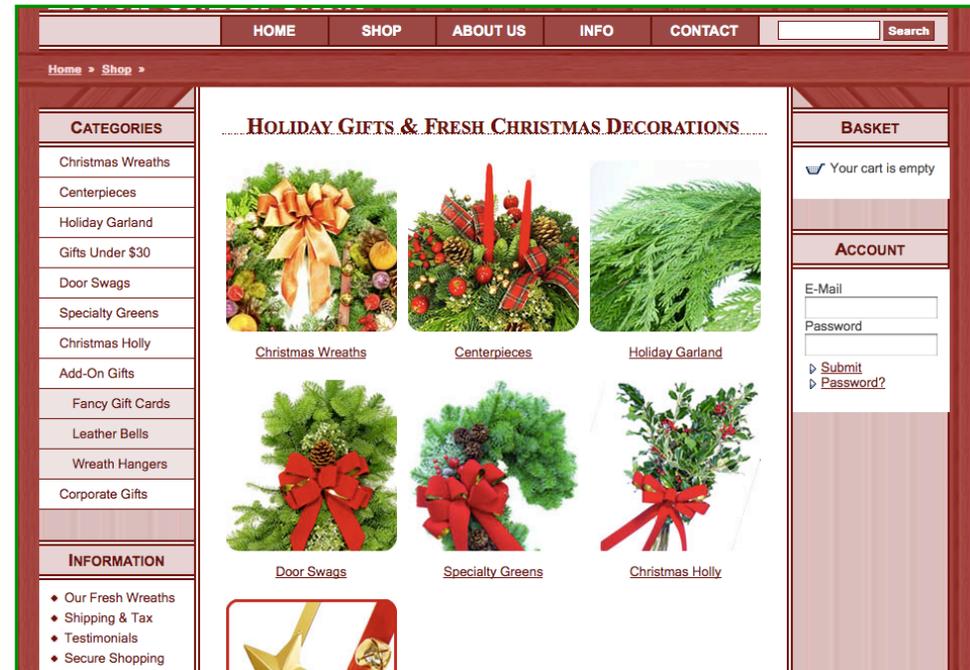


MISSED OPPORTUNITY



- Large support pop-up fills up valuable screen space
- Distracting and potentially annoying

REALIZED OPPORTUNITY



- Graphics are used to draw the eye to important products
- No unnecessary images

#7: Improving placement of trust builders



- **If your brand name is not widely known you can rely on “trust builders” to make your visitors feel comfortable**
- **Trust builders can be**
 - Recognizable brands that you sell
 - Recognizable news outlets your business has been mentioned in
 - Business badges like the “Better Business Bureau” or “VeriSign”
- **If you do have trust builders make sure they are visible and effectively placed**

#7: Improving placement of trust builders



MISSED OPPORTUNITY

The screenshot shows a mortgage lender website. At the bottom of the page, there is a row of trust builders and credibility indicators, including logos for upFront Mortgage Lender, VeriSign Secured, BBB Consumer Information, and BBB Tips. Above these logos, there are several text-based trust builders, such as "The Amerisave Process", "Weekly Market Commentary", and "Why You Should Choose Amerisave". The text-based builders are listed in a sidebar on the left, and the logo-based builders are in a horizontal row at the bottom.

- Trust seals (like VeriSign, BBB) and credibility indicators (like CNN, USA Today) are hidden at the bottom of the page
- Most visitors will not see them

REALIZED OPPORTUNITY

The screenshot shows a mattress retailer website. At the top of the page, there is a row of trust builders and credibility indicators, including logos for Sealy, Stearns & Foster, Simmons, Serta, Spring Air, Bassett, and Tempur-Pedic. Above these logos, there is a large "sale" banner and a "shop now" button. The website also features a "BBB ONLINE RELIABILITY PROGRAM" badge and a "McAfee SECURE" badge. The text-based builders are listed in a sidebar on the left, and the logo-based builders are in a horizontal row at the top.

- Trust seals at top of page, near cart
- Recognizable logos (Sealy, Serta, Tempur-pedic) build credibility

- **Improve your landing page *for free***
 - Use Google's Website Optimizer to test alternative designs:
<http://www.google.com/websiteoptimizer>
 - Advertiser success videos:
<http://www.google.com/websiteoptimizer/workout>

- **More information on landing page design**
 - Books on landing page optimization
 - *"Always Be Testing"* by Bryan Eisenberg
 - *"Landing Page Optimization"* by Tim Ash
 - Google-authorized consultants:
<http://www.google.com/intl/en/websiteoptimizer/partners.html>



Thank you!