



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

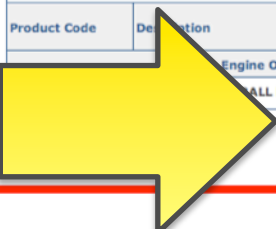
Product Code	Description	Price	Type Order Quantity
SIGRC58	SIG KADET SENIOR KIT	EACH	\$81.99

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

[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 »](#)

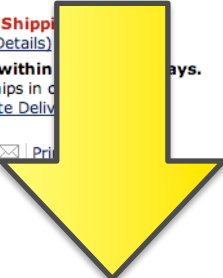
\$79.98 Availability: **In Stock** Qty 1 [Add to Cart](#)

[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 c
[Estimate Deliv](#)



- 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

The screenshot shows a website with a long, vertical list of product categories on the left side, including: 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, Scooters / Accessories, Seating / Cushions, Skin Care, Socks / Stockings, Specialty Medical Equipment, Tracheostomy Care, Urological Collection Devices, Urological Catheters, Vitamins / Oral Medications, Wheelchairs / Accessories, and Womens Infant Products. The main content area is titled 'Aids To Daily Living' and lists various products like Activity Helpers, Miscellaneous, Batteries, Hearing Assist Devices, and Massagers. A 'LOWEST PRICE GUARANTEE' banner is visible at the top. The page is cluttered with text and lacks visual aids.

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

REALIZED OPPORTUNITY

The screenshot shows a website with a clean, organized layout. The top navigation bar includes categories like Infection Control, IV Supplies, Labor And Delivery, Mobility, Patient Identification, Personal Care, Preventive Care, Rehab Therapy, Respiratory, Urology, and Wound Care. The main content area is titled 'Medical Supplies' and features a grid of 16 product categories, each with a representative image: Aids To Daily Living, Bathroom Aids, Diagnostic Equipment, Equipment & Furniture, First Aid, General Nursing, Gloves, Incontinence, Infection Control, IV Supplies, Labor And Delivery, Mobility, Patient Identification, Personal Care, Preventive Care, and Rehab Therapy. A 'Shopping Cart' and 'Recently Viewed' section are visible on the right. The page is visually appealing and easy to navigate.

- 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

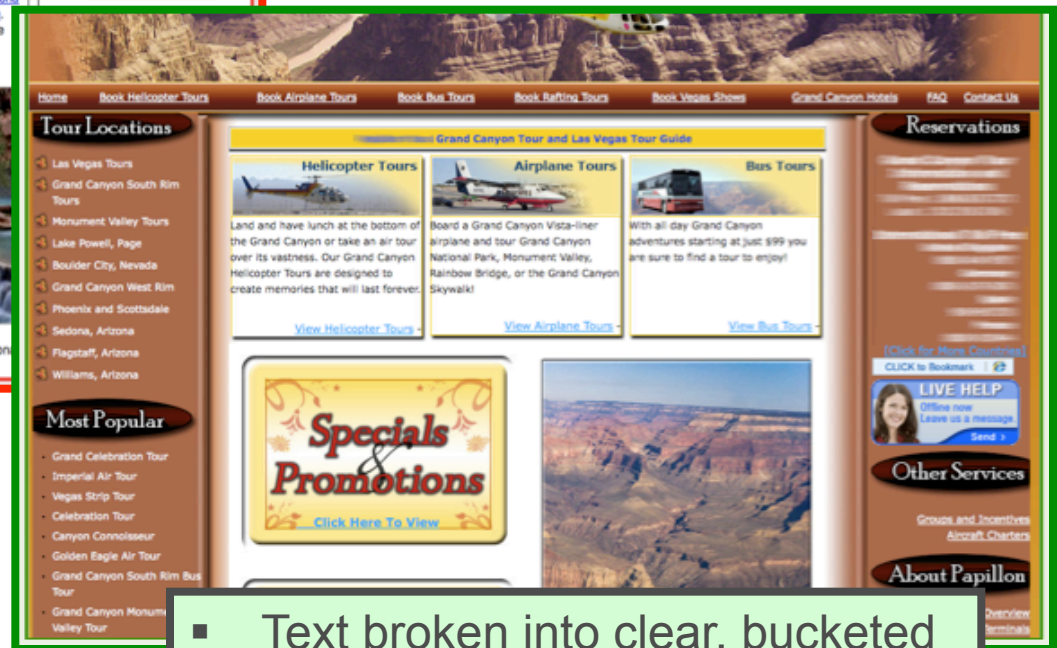
#4: Streamlining text

MISSED OPPORTUNITY



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

REALIZED OPPORTUNITY



- 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 [blurred] 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

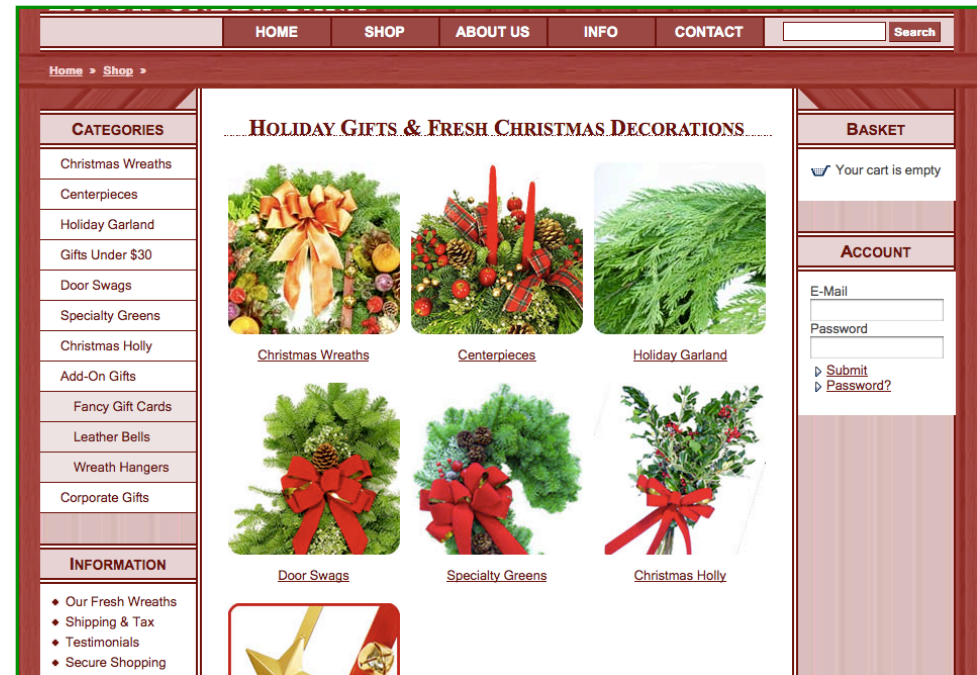


MISSED OPPORTUNITY



- 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



- 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



- 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!