

# An Introductory Guide to Building Landing Pages

Using Landing Pages to Increase Visitor-to-Lead Conversion Rates



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# Section 1: Introduction to Landing Pages

# What is a Landing Page?

**A landing page is a web page that allows you to capture a visitor's information through a lead form.** A good landing page will target a particular audience, such as traffic from an email campaign promoting a particular ebook, or visitors who click on a pay-per-click ad promoting your webinar. Therefore, it's important to build a unique landing page for each of the offers you create. You can build landing pages that allow visitors to download your content offers (ebooks, whitepapers, webinars, etc.), or sign up for offers like free trials or demos of your product. Creating landing pages allows you to target your audience, offer them something of value, and convert a higher percentage of your visitors into leads.



## New eBook: 99 Tools to Help You Generate Leads with Social Media

*Want to grow your sales and revenue with social media?*

More and more businesses are using social media marketing to get leads and turn those leads into sales. All it takes is a good strategy, excellent implementation and tools to help you manage and monitor your campaigns.


In the new eBook *99 Tools to Help You Generate Leads with Social Media*, Jamie Turner and 60 Second Marketer have collected those tools that can help you manage, create and monitor your social marketing efforts.

Whether you are just launching your social marketing or are at the stage where you are optimizing your efforts, this eBook will give you tools to help you:

- Manage multiple social media channels
- Create and integrate content
- Monitor qualitative social media (Sentiment Monitoring)
- Monitor quantitative social media (Tracking and Analytics)

With 99 tools to choose from there's bound to be at least a few that can help you better manage and monitor your social marketing.

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First Name \*

Last Name \*

Email (privacy policy) \*

Phone \*

Company \*

Company Website \*

What is your role at the company? \*

--Please select--

Number of Employees \*

--Please select--

My business primarily sells to other businesses (B2B) or consumers (B2C) \*

--Please select--

My company provides marketing services such as PR, SEO, Web Design, or other e-marketing \*

--Please select--

Biggest Marketing Challenge

☐ Sign me up for updates from 60 Second Marketer.

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# Landing Pages Generate Leads

If you could do one thing right now to drastically improve your marketing and increase your return on investment, it would be to use landing pages on your website.

Too many companies send their email, social media, and search traffic to their homepages. This is the equivalent of throwing leads away. You could capture these leads at a much higher rate simply by sending them to targeted landing pages.

Think about it – let's say someone clicks on an ad for your latest ebook offer. Do you want to send them to your homepage? When they get to your homepage, what are they supposed to do? What do you *want* them to do?



Once you figure out what you want your visitors to do, you need to make it as easy as possible for them to do just that. By sending your visitors to a targeted

landing page instead of your homepage, you are directing them to the exact place that they need to be in order to sign up for or download your offer. This makes the process simpler for your visitors, since they don't have to navigate your website to find what they're looking for.

Landing pages eliminate any confusion about what to click on. They keep your website visitors from growing frustrated about not finding the form or deciding it's not worth their time to figure out what they must do to receive your offer. This means that directing your visitors to a landing page -- the exact page with the offer and the form they must complete to get it -- makes it more likely that they will complete your form and convert into leads.

## Contact Us Pages Are Not the Best

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Many companies put a "Contact Us" form on their website in order to capture leads. While this is indeed a way to collect information from your website visitors, it is not the best way. The reason is because "Contact Us" pages are not targeted to specific traffic, and they are more likely to attract spam and sales people.



Contact Us

Name

Company

E-mail

Message Subject

Message

Instead of using a “Contact Us” form, diversify and create more offers. At the very least, consider creating an offer for some sort of consultation session or demo of your product. If your visitors are actually signing up for an offer instead of just sending you a message, it is much more likely that they will be interested in your product or service, or in other words, more likely to be qualified leads.

## Glossary: Key Terms for Landing Pages

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Before we dive in and talk about how to build an effective landing page, let's cover some key terms that we'll use in the process.

A/B TESTING	Testing two different versions of the same landing page to evaluate which one performs better.
AUTHORITY ENDORSEMENT	Visual proof that an authority is recognizing the value of your offer. This is a way to establish credibility.
ANXIETY ELEMENTS	The page elements creating anxiety for your visitors and reducing their inclination to take action. (For instance, the absence of a "Privacy Policy" link next to an email field on a lead-capture form.)
BENEFIT REINFORCEMENT	Similar to value proposition, it is a reinforcement of why the visitor wants to complete the form.
CALL-TO-ACTION (CTA)	A phrase or button that prompts the visitor to take action, such as “Subscribe Now” or “Download the Whitepaper Today.”
CONVERSION RATE	The rate at which a visitor converts into a lead.

FRICITION	The page elements preventing the visitor from converting into a lead. (For instance, too many calls-to-action, which distract the visitor's attention.)
FUNNEL	The process logic as a visitor gets to your page and completes the "transaction." (Think of a visitor as someone at the top of the funnel. How do you push them to the bottom of the funnel?)
GUARANTEE IMAGES	Images that instill trust and show credibility.
LAYOUT	How the landing page is designed.
MOTIVATION OF USER	The visitor's desire to receive your offer.
NAVIGATION	A web page element, usually located at the top, with links that help visitors to navigate through a website.
PAGE VIEWS	The number of views a page has received.
ROI	The return-on-investment of your marketing efforts.
SECURITY OR ACCREDITATION SEALS	Visual elements proving your offer is secure and risk-free.
TIME ON PAGE	How much time a visitor spends on your landing page.
VALUE EXCHANGE	Providing a valuable offer in order to receive information from your visitors.



VALUE PROPOSITION	The primary reason why your visitor will choose to convert on your page. (The answer to the “What is there for me?” question.)
VISITORS/UNIQUES	The number of (unique) visitors who came to your page.

## Section 2: How to Build an Effective Landing Page

There are several key components that make a landing page effective for converting a higher percentage of visitors into leads. The major areas of importance are: the headline, the content of the page, meta descriptions and keywords, share links, hidden navigation, the form, and the thank-you page and email responder. We will discuss each of these in turn, explain why they're important, and discuss how to optimize them to build a successful landing page.

## The Headline

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People's attention spans are short, especially online. This means you need to make sure your offer is as clear as possible. A good rule of thumb is to make sure your landing page passes the "blink test" – can the viewer understand the offer and what you're asking them to do in less than 5 seconds? In order to pass the "blink test," you have to keep things simple and clear. This begins with the title of your page, which is often the first thing your visitors see.



Your visitors should be able to understand your offer in the time it takes them to blink.

Make sure your title makes your offer immediately clear so that the viewer understands what the offer is right away. Take, for example, the title below. This headline does not just give the title of the ebook, but it actually begins by stating that the offer is for an ebook *and* gives additional information that the ebook is free. The page visitor knows exactly what the offer is upon reading this. If your title can accomplish that goal before your visitors have looked at the rest of your page, you're off to a great start.

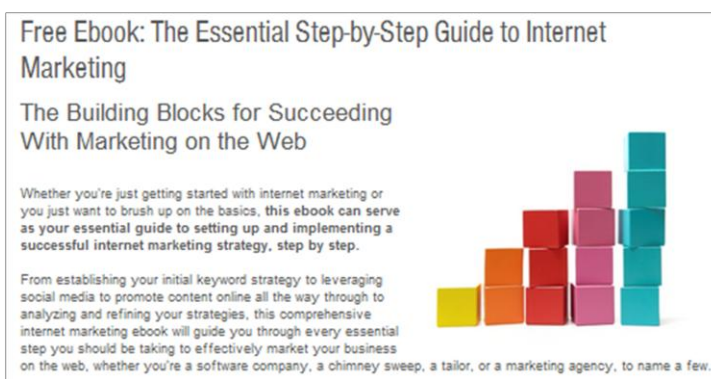
Free eBook: How to Monitor Social Media in 10 Minutes a Day

Another important tip when choosing your page title is to make sure it matches your ad copy and call-to-action text for that offer. If your visitors click on an ad telling them to download your free guide, they are expecting to be directed to a

page where they can do that. Make it clear that they're in the right place when they get to your landing page by keeping your ad copy and page title consistent. (*Bonus tip:* Besides increasing conversion rates, this could also decrease your cost-per-click, or CPC, for paid search ads, since Google's ranking algorithm takes into consideration the consistency of your ads and your landing pages.)



Call-to-action



Landing page

## The Content of the Page

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The body of your landing page should provide further explanation about what your offer is and why your visitors should download or sign up for it. In order to incentivize conversion, you need to not only create and deliver value in the offer itself, but also convey that value on your landing page. Make clear the specific benefits of completing the form to receive your offer.

It is also important to format the body of your page in such a way that it is as easy as possible for viewers to understand the offer, the value, and the action they need to take. Use bullet points and numbering to simplify the visual layout of the text, and use bold or italicized text to highlight the main focus points. These formatting styles will draw your viewers' attention to the key components of your page very quickly, allowing them to take in and process the information in a shorter amount of time. Again, this is crucial because attention span is so short. Your goal should be to convey the top 3 or 4 most important pieces of information almost immediately.

## Free Ebook: The Essential Step-by-Step Guide to Internet Marketing

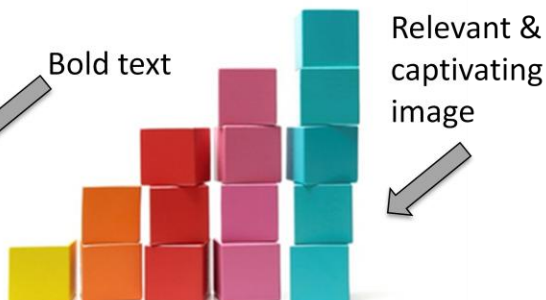
### The Building Blocks for Succeeding With Marketing on the Web

Whether you're just getting started with internet marketing or you just want to brush up on the basics, **this ebook can serve as your essential guide to setting up and implementing a successful internet marketing strategy, step by step.**

From establishing your initial keyword strategy to leveraging social media to promote content online all the way through to analyzing and refining your strategies, this comprehensive internet marketing ebook will guide you through every essential step you should be taking to effectively market your business on the web, whether you're a software company, a chimney sweep, a tailor, or a marketing agency, to name a few.

**This comprehensive guide will cover the following 8 essential steps to internet marketing success:**

1. How to **define** a keyword strategy
2. How to **optimize** your website
3. How to **create** blog & other content
4. How to **promote** content & participate in social media
5. How to **convert** site traffic into leads
6. How to **nurture** leads with email marketing
7. How to **be** mobile-friendly
8. How to **analyze** & refine strategies



Numbered list

Main focus points

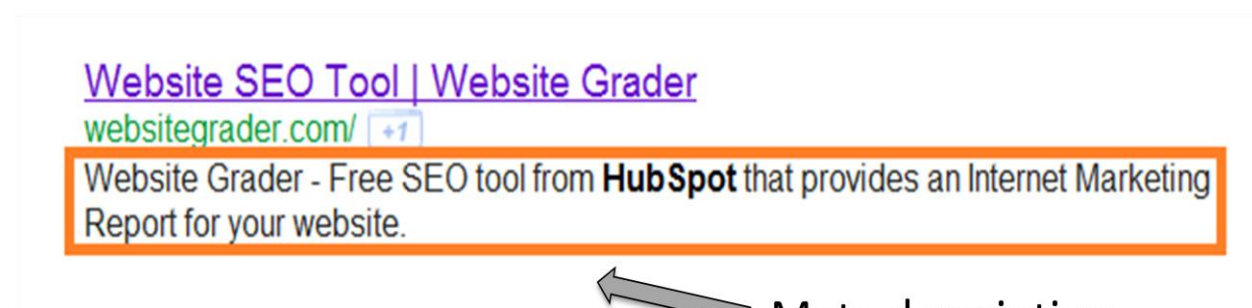
Another thing that catches a viewer's attention instantly is an image. Use images on your landing pages to reinforce the benefits of your offer. The images should be both captivating and relevant to your offer. (*Bonus tip:* You can also use videos that explain the offer or give additional information as another fun way to convince your visitors to fill out the form!)

Another quick but essential tip for your landing page text – make sure there are no spelling or grammatical errors. You want your page to look professional, but more importantly, you are asking your visitors for sensitive information, and spelling and grammar mistakes will reduce the perception of your site as a secure one. Bottom line: Make sure you proofread.

## Meta Descriptions & Keywords

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The *meta description* is a text snippet that describes what your specific web page is about. Meta descriptions are usually the first place a search engine will look to find text to put below your link when it lists your website on search results pages. If you do not have a meta description, search engines will usually select a random piece of content from the page it's linking to. The meta description is limited to 150 characters.



Meta description

*Meta keywords* allow you to list a few different keywords that relate to your web page. As a best practice, it is recommended to have 5-7 meta keywords that are highly relevant to your page content.



Use a meta description to give a short and clear explanation of your offer.

It is important to optimize the meta descriptions and keywords for your landing pages for a few reasons. One is that they are both factored into Google's ranking algorithm to help determine the relevance of your ad to your landing page, and higher relevance means that your ad is more likely to be displayed. Another reason is because the meta description is the text that is shown when someone sees your page in search results or shares it in social media. You want this text to convince viewers to visit your landing page, so keep it short and simple, but use it to convey value.

## Share Links

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Just like on any other page, it's important to have social media sharing links on your landing pages. You have a huge crowd of awesome marketers at your fingertips – your audience! If your visitors decide to download your offer, why not enable them to easily share your content and encourage more people to download your offer? Once you've converted your visitors into leads, encourage them to share the landing page with their Facebook friends, Twitter followers, and LinkedIn connections! The more prospects you drive to your landing pages, the more leads you'll be able to generate.


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## Hidden Navigation

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So you put all that work into getting someone to click on your ad or call-to-action, and now they're actually viewing your landing page! Now you want to keep them there. The goal is to get them to fill out your form, and in order to make that more of a possibility, you need to reduce the likelihood that they will click away from the page. Eliminate distractions by removing all navigation and links to other parts of your site. Once the visitor reaches your landing page, the only action they should be able to take is filling out your form. After all, if you're linking away from your landing page, you're not really convincing them that completing your form is what they should be doing, and you'll be wasting a lot of effort. Hiding navigation on your landing pages will help keep your conversion rates up. And don't worry -- you can bring back the navigation later.




← No navigation →

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## Free Ebook: An Introductory Guide to Paid Search




*Learn how you can use paid search to achieve your business goals!*


A successfully set-up and optimized paid search campaign can complement your organic search strategy and maximize your inbound marketing efforts.

Not sure how to get started? Download our Introductory Guide to Paid Search, which will walk you through the essentials of setting up a paid search campaign.

In this 30-page guide, you will learn how to:

- Leverage paid search to maximize your inbound marketing efforts
- Create highly relevant keywords, ads, and landing pages
- Recognize keyword match types and when to use them
- Structure your account and set budgets
- Optimize ad copy to maximize clicks
- Calculate essential metrics for measuring success

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First Name \*

Last Name \*

Email ([privacy policy](#)) \*

Phone \*

Company \*

Website \*

Role at Company \*

## The Form

The form is, of course, the main focus of your landing page, since the ultimate goal is to get your visitors to complete it. The formatting and design of your form have a direct impact on conversion rates, and therefore, it is absolutely critical that you approach them wisely.

First of all, you should make sure that your form appears above the fold, or in other words, that the viewer does not have to scroll down on the page in order to see it. Immediate visibility is important, since you want to draw the viewer's attention to the form.



HubSpot Inbound Marketing Software allows you to:

Track hundreds of keywords relevant to your business.

View referral sources for traffic and leads and lead conversion rates. Track traffic, leads, and results of marketing events.

and much more ...

**Grow Your Business Using HubSpot Software - Request a Demo**

Get a live demo that is customized to your business with an inbound marketing expert providing you actionable advice in addition to an overview of how HubSpot can help you grow traffic, leads and sales.

HubSpot's tools allow you to:

- Easily create and optimize content to get found via search engines by qualified prospects
- Convert website visitors into leads and manage those leads efficiently
- Understand how your marketing efforts are driving sales so you know what to keep investing in

HubSpot offers live demonstrations of our product to qualified companies *using custom data from your website, your competitors and your industry.*

**Schedule a Live Custom Demonstration**

First Name \*

Last Name \*

Company Name \*

Company Email ([privacy policy](#)) \*

**Above the fold**

The next and probably biggest question when designing your forms is, how long should they be? This is a tricky question, because the length of your form inevitably leads to a tradeoff between the quantity and quality of the leads you generate. A shorter form usually means more people will be willing to fill it out, so you'll generate more leads. But the quality of the leads will be higher when visitors are willing to fill out more forms fields and provide you with more information about themselves and what they're looking for. Therefore, shorter forms usually result in more leads, but longer forms will result in fewer, but higher quality leads.

**Download ebook**

Name

Email (we will keep your email completely private) \*

**Download ebook**

**Shorter**

**Request information now to receive a brochure sent to you**

First Name \*

Last Name \*

Email \*

Phone \*

Best Time to Call

City \*

State

-Select One-

Country of Residence \*

-select one-

Citizenship \*

-Select One-

Age \*

Educational Level \*

-Select One-

TEFL Class of Interest

**Longer**

The other critical factor to consider is the effect of the length of the form on the prospect's willingness to fill it out. If the form is too long, prospects are going to stop and evaluate whether it is worth their time to complete all of those fields. So you need to find a good balance between collecting enough information and not asking for too much information that they're not willing to give it.

Of course the next question is, what should those fields be? What information should I ask for? Oftentimes, companies have forms on their sites that ask for way too much information or the wrong kind of information. Your goal should be to collect enough information through your form to enable you to both contact and qualify the lead.



Design your form so you get enough info to contact and qualify the lead.

You can use fields such as name and email address to gather contact information about the lead. It is important to be able to follow up with your newly converted lead so you can then put them into your sales funnel to try to convert them into a customer.

Before you do that, though, you'll want to be able to qualify the lead. To do this, include fields and questions in your form that will help you identify how strong that lead is – in other words, how likely they are to become a customer. You can include fields such as company, website, role at company, and number of employees to learn some basic background information. Then add in a question that will allow you to gauge their need for your product, their likelihood to purchase your service, or their fit with your company.

For example, HubSpot sells marketing software, and all of the forms on our landing pages include an optional field that asks the visitor to describe their biggest

Company \*

Website \*

Role at Company \*

- Please Select -

Number of Employees \*

- Please Select -

My Business Primarily Sells to Other Businesses (B2B) or Consumers (B2C) \*

- Please Select -

My company provides marketing services such as PR, SEO, Web Design or other e-Marketing \*

- Please Select -

Biggest Marketing Challenge

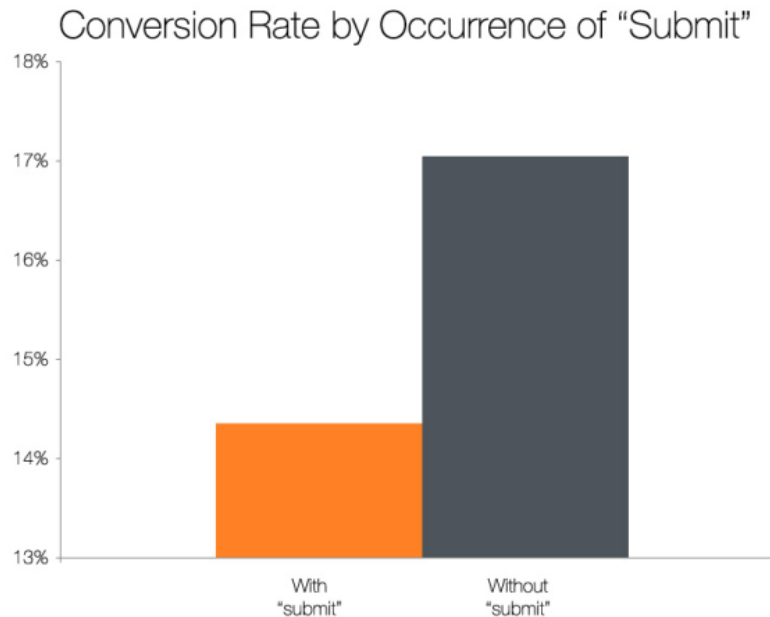
marketing challenge. We use this information to learn more about and qualify our leads before putting them into our sales funnel.

When you're deciding which fields and questions to include on your form, remember that you should *only* be asking for information that is essential to be able to contact and qualify them. You can always ask for more information later, and in fact, that is usually the better approach. Too often, companies request all kinds of contact information and ask tons of questions of their visitors, neglecting to realize that their 15-field forms are significantly lowering conversion rates.

This brings us to the next concern that prospects have with regard to filling out forms, and that is security. Most people experience some sort of anxiety when asked to provide sensitive information, especially online. You need to show your visitors that they can trust you with their information. Link to your privacy policy next to the field that asks for their email address. Have your logo and a client testimonial visible. Use some sort of authority endorsement, third-party security certification, or guarantee seal. Just make sure that your site looks credible, and that should help reduce friction for filling out your form.

Email ([privacy policy](#)) \*

The last major component of your form is the button that the visitor must press to complete the form and send you their information. The default text for this button is usually "Submit," but studies show that landing pages with buttons labeled "Submit" actually have lower conversion rates than those that use other wording. The top-performing variations in this study were "Click Here" and "Go." Compared to "Submit," these buttons feel much less committal and imply a lower investment of time and effort.



However, you should also try to make your buttons engaging and relevant to your offer. Try something like “Reserve Your Webinar Seat Today!” or “Get Your Free Ebook Now!” Alternatively, you could use those as headlines above your form and use shorter button text, like “Download Now!” Just make sure you put some thought into your choice of text – it could have a significant effect on conversion.

**Download Now!**

## Thank-You Page & Email Responder

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When someone has finished filling out the form on your landing page, what do they see next? Sending them to a “thank-you” page is a great opportunity to suggest next steps for your lead. This is where you bring back the navigation and direct them to other parts of your site or more offers in which they might be interested. Use calls-to-action to suggest such things as “Subscribe to Our Blog,” “Read Our Newsletter,” “Connect With Us on Facebook,” or “Share This Offer With a Friend.”



## Thanks! Here is your eBook, "How To Brainstorm Content That Rocks And Converts"

Start creating great content that supports your marketing effectively.

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You can also set up an email response for visitors who fill out your form, and use this email as an additional way to follow up with them and suggest another offer they might enjoy.

Hi there,

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Best,  
The HubSpot Team



Use thank-you pages and email responses to help your newly converted leads further connect with your company or brand, and keep them engaged. This will make them stronger leads that will be more likely to convert into customers.



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## One More Glance

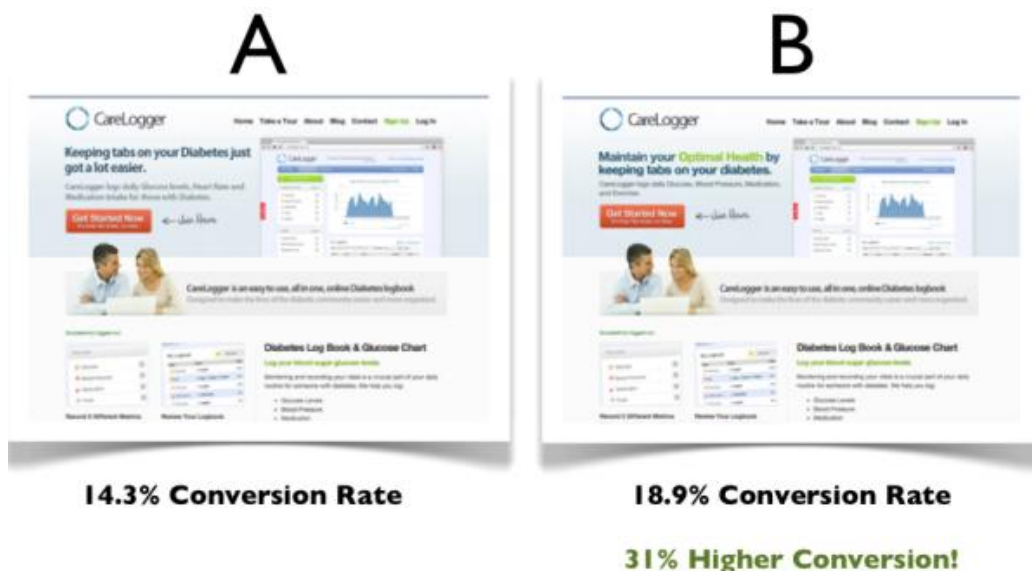
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After you've put the finishing touches on your landing page, give it another look before you start linking to it. Ask a colleague to test the page and complete the form to ensure it's working correctly. Ask *yourself*, "Would I fill out this form? Is it too long? Would I be willing to provide that information? Do I find this page confusing? Is the value of the offer obvious? Would I share this information with others?" If your answers don't match up with the answers you want your visitors to have, go back and make some changes so they do.

## Always Be Testing

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So now you know what factors are important to consider in creating an effective landing page. But you're not quite done yet. You should always be looking to increase your conversion rates, and in order to do that, you need to be constantly testing your landing pages.



Try A/B testing two different versions of the same page to evaluate which one performs better, and make changes according to those results. You can A/B test

your headline, body text, formatting, form fields, button text, and more. However you choose to approach your testing, make sure you are constantly tracking and measuring your conversion rates and optimizing your landing pages accordingly.

## Landing Pages

Build and analyze pages with forms





928 NUMBER OF LANDING PAGES	3,881,643 TOTAL PAGE VIEWS	1,532,191 TOTAL FORM SUBMISSIONS	39.47% TOTAL CONVERSION RATE
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Create New Landing Page

Search

[Go To Form Manager »](#)

[Call-to-Action Dashboard \(Beta\) »](#)

Page	Views	Submissions	Conversion Rate	Lead Nurturing Campaign	
<a href="#">SEO Guide - Learning SEO From The Experts</a>	140,700	76,441	54.33%	<a href="#">Website-Related</a>	  <a href="#">MORE</a> ▼
<a href="#">Free Ebook: The Facebook Marketing Update Spring 2</a>	137,928	62,522	45.33%	<a href="#">Social Media-Related</a>	  <a href="#">MORE</a> ▼

## Section 3: Conclusion & Additional Resources



## Conclusion

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Landing pages are a simple and effective way to convert more of your website visitors into leads.

Here are some of the key takeaways for building a successful landing page:

- **Use a clear title, description, and layout** to instantly convey the value of your offer and create a strong incentive for your visitors to download or sign up for it.
- Keep your visitors focused on filling out your form by **removing all navigation links** from the landing page.
- **Include social sharing links** to encourage your visitors to spread the word about your offer.
- Design your forms to capture the information that you need to in order to **follow up with and qualify the lead**.
- **Structure the forms with the user in mind** so they're not too long or invasive.
- After they have filled out your form, **follow up with your new leads** by directing them to a "thank-you" page or sending them an auto-response email. **Keep them engaged** by suggesting other offers they might be interested in or next steps they can take.
- Track your conversion rates closely, and **keep testing to find areas for improvement**. Use your metrics and test results to optimize your landing pages so they continue to generate an increasing number of leads.

So what are you waiting for? Start building your landing pages today, and get those conversion rates up!

## Additional Resources

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After reading this ebook, you should have a solid foundation to start creating landing pages for your website. HubSpot's software makes building landing pages even simpler, with easy-to-use tools that let marketers create, design, analyze, and optimize landing pages to convert more visitors into sales leads.

**Free Trial: Try the HubSpot Software Free for 30 Days!**

[Take HubSpot for a test drive](#) to see how HubSpot's landing page tools can help you generate more leads from your website traffic!



**[Click here to sign up for your free, 30-day HubSpot trial today!](#)**