



Click to Convert

LANDING PAGE BEST PRACTICES



Any active modern-day marketer should have at least a vague understanding of what a *landing page* is.

In the simplest of terms from our friends at [HubSpot](#)¹, “A landing page is a website page that allows you to capture a visitor’s information through a lead form.”

Whether you’re a B2B or B2C marketer, the ultimate goal of creating a landing page is to **attract attention and make the conversion.**

But you may ask yourself,
“how does one ‘land’ on one of these ‘landing’ pages you speak up?”

You know when you get one of those emails that say, “Download the Ultimate Latest & Greatest Industry Benchmarks Report NOW!” or you happen to receive a special invite to the next big marketing webinar of your dreams? Well, that’s exactly how you land on a landing page.

These actions should typically lead you to the same result; a page which sole purpose is to gather your data and give you something small in return for that precious data, like a piece of content, a webinar registration, or a product demo.

Regardless of how you land on your page, it’s extremely important to note *that a landing page is one of the first opportunities you have to influence an interested prospect to pursue the purchase of your product or service.*

So whether your prospects comes from a promotional URL, an online ad, or an email link, you need to ensure that the experience is fluid and optimized for them.

In this guide, we’ll talk about the benefits of a landing page for both B2B & B2C marketers, how to optimize your landing pages, the different types of landing pages marketers can use and why you would use them, as well as some tips and tricks around UI/UX form strategy, microcopy, and more to keep your head held high and your leads converting even higher.

¹. HubSpot: <http://blog.hubspot.com/blog/tabid/6307/bid/7177/What-Is-a-Landing-Page-and-Why-Should-You-Care.aspx#sm.0000zx5h3h1e14eu8y5y6dr4gru6s>

Ingredients of a Killer Landing Page

Before we get too crazy here, it's important to know that there are a number of key landing page should have, regardless of whatever you're promoting on it. Here are all the ingredients you need to cook up a high-performing landing page:

Key Ingredient (above the scroll)

- 1 **Your Header with Logo.**
Seems pretty obvious, right?
A lot of people actually overlook this simple, yet necessary step/ingredient. Although a landing page should have a paired-down navigation from your site, you still want to ensure it feels like the rest of your web-properties. This is your page; slap your logo right at the top, and make it known!
- 2 **Headline.**
Grab someone's attention right away with a strong headline that hits right at the heart of your users.
- 3 **Description & Takeaways.**
It's pretty common knowledge that you tend to have to give a little to get something in return. Give your users that little something so they'll fill out that precious form of yours. Make this valuable and to the point.



- 4 **The Form.**
If you're aiming at their heart, then you're gunning for their data too. Make the form visible right out the getgo so they aren't fishing for it.
- 5 **Call to Action.**
Your call-to-action (CTA) button within your form needs to be actionable and meaningful to the page. If you're promoting a whitepaper, say something along the lines of "Unlock the Guide". If it's a webinar, maybe try using "Save your Spot Now."

With a contrasted color and an actionable statement, you'll entice your users right away.

Extra spice (optional items)

While not required, here are a few bonus items you can use in your landing pages to keep the story fresh and your prospect interested

- 6 Share success stories through **testimonials** or **customer quotes**.
- 7 Create credibility & trust by displaying **client logos**.
- 8 For long pages, **anchor your CTA** to your top form or a new bottom one.
- 9 Add in a **video** or **image** and **text** to continue to share value.
- 10 For long pages, add **another form** to the bottom, so it's easier on users.
- 11 Close it all off with a **footer**. While this isn't really optional, make sure you add your logo, external links, and social. Do this, and you'll be golden.

Content: The Driving Force

Typically, you see landing pages used more in the B2B space rather than the B2C one, but that doesn't mean B2C marketers should avoid the practice altogether. Both groups require the same ingredients in their landing pages:

- advertising
- relevant & interesting *content*
- a method to convert someone
- a strategy around said conversion
- great design & user experience



So what makes a landing page different for B2B vs B2C? **Answer:** the content that is being offered.

B2B Landing Pages

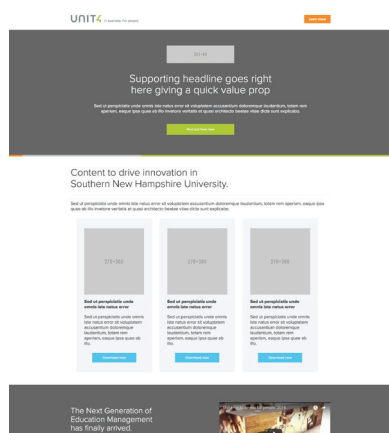
In a B2B environment, we see a number of ways content is introduced as a method to convert an anonymous lead into a marketing or (may the gods be good) even an actual sales qualified account. A B2B landing page is the kickstarter in the buyer's lifecycle journey; pushing that relationship into high-gear from the getgo. **The type of content offers you'll see in a B2B Landing Page will be around:**



Downloadable Content

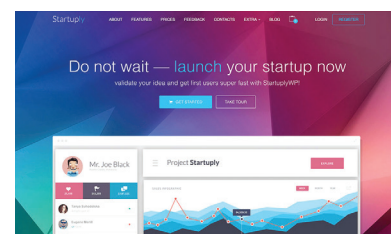
thought leadership content in the forms of ebooks, white papers, reports, and infographics, focused around an industry's pain point and the potential solutions for that point of tension.

Often times, that solution is your software or product!



Toolkit/Multi-Resource Pages

Have a number of resources you're looking to share with a target account? Use a multi-resource page to entice prospects to fill out a form and get an entire suite of content tailored just for them.



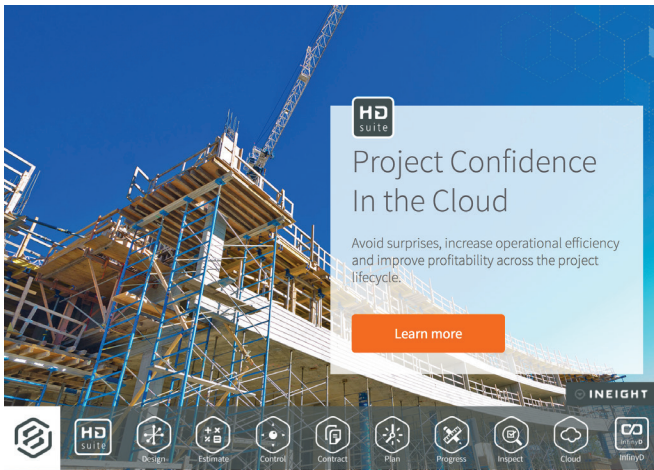
Product Demos

Unlike many of the other content offerings, this is often times a BOFU (Bottom of Funnel) focused landing page. If you have been nurturing your prospect for some time, and they have a need that your solution may fill, you'll likely get a request for a demo. This is a big step for a prospect and moves them directly in the crosshairs of sales.

B2B Event-Based Landing Pages

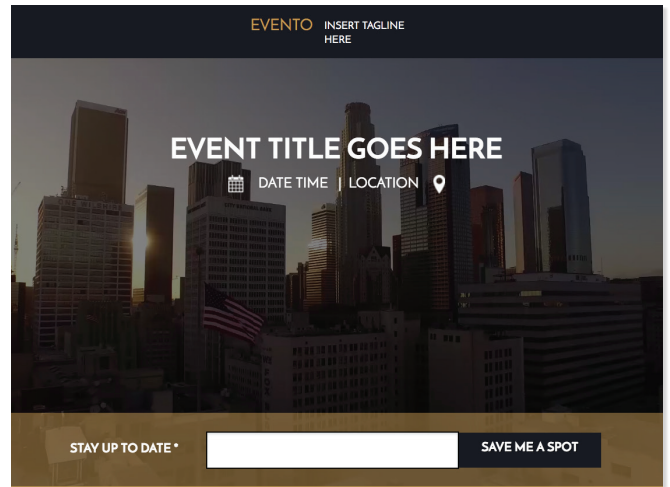
Getting people to register for your tradeshow or private event is no easy task. Leveraging the low cost and highly visible power of landing pages is a great way to get your registration process started off right. Event landing pages are another excellent content offer to your potential prospects.

We find that organizations use two distinct forms of event landing pages:



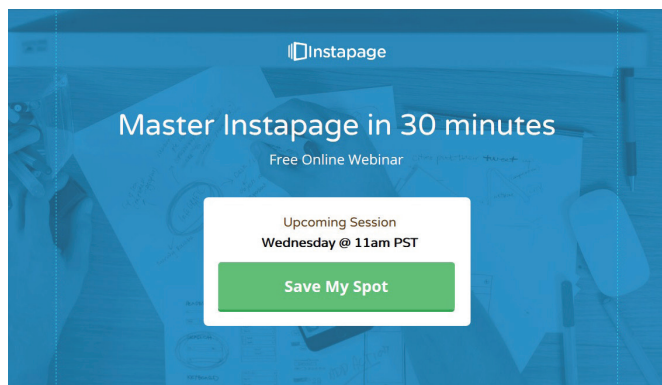
Microsites

Use a microsite for a long, content-dense page that includes a wide range of details around an event or campaign. You see this format typically for a tradeshow like Marketo Summit or even when releasing a new series of products. If you're promoting an event on the microsite, you should likely point to another service like Eventbrite to carry the brunt of the registrations work.



Smaller Events

For smaller, private events or dinners, simple click-through pages are a great value add. You may see a page like this, which allows you to join a special event where several of your peers attend a council to celebrate, brainstorm, and ultimately, create new business relationships.



Webinars

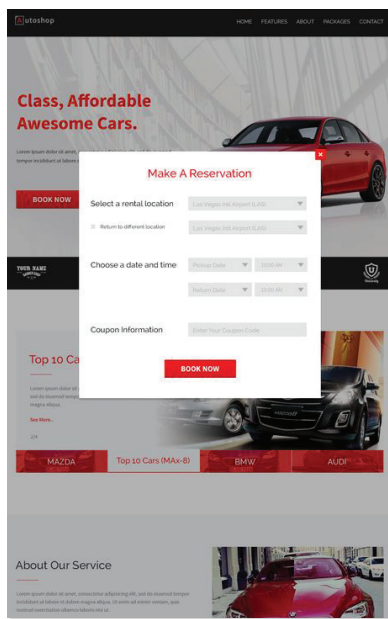
These landing pages can be used to promote your upcoming digital events such as a co-branded webinar or a twitter chat. The topic of these webinars may vary, but it's important to make note of who's hosting the webinar, who's speaking and what the main takeaways of it are. If none of which are relevant to your market, they likely won't sign up.

B2C Landing Pages

For a landing page in the B2C realm, content offers are not nearly as defined as those in the B2B world, but overall the “content” revolves around:

Product Promotions

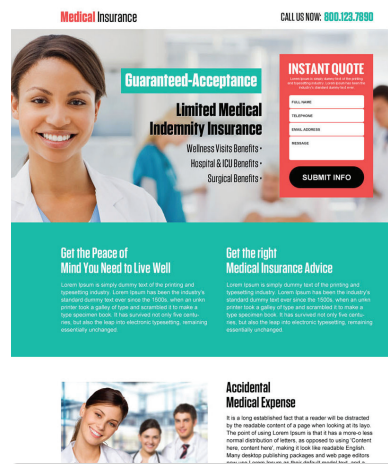
These pages express explicit price points to a very specific product (like promoting a flashy new Buick Enclave at the local dealership).



Service Appointments & Promos

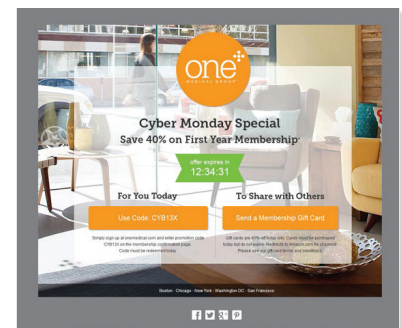
These types of pages are often made for the health and beauty industry.

You may see headlines like “Make an appointment today! New Customers receive \$20 off a full highlight, color & cut!”.



Coupon Codes

If you’re looking to get something as simple as a \$5 dollar discount on your next California roll or have been gifted the prize of your own coupon code such as... “NatashaLuvsPugs”, then these types of pages are probably familiar to you. They often don’t require a form and the currency is either your email, a tweet, a check-in, or a link.



PRO TIP

Scaling Success with Templates

Try and use a template whenever possible, regardless of the type of landing page you’re creating for a given campaign. The use of templates allow landing pages to be more quickly furnished than making one from scratch. With a defined framework in place, anyone from a marketing manager to a consultant can develop killer assets without needing a ton of design skills.

Furthermore, templates help in reinforcing your brand by providing consistency across your entire web presence.

Natasha Ness, Director of Creative Services, LeadMD

Creating Landing Pages That Tell a Story

So you have this great product, *right*? Everyone loves it, so you of course want more people to use it and share their successes through the lens of the support you provided to get to that success.

Regardless if you are a B2B organization sharing a great success story about a software implementation or a B2C organization focused around a planned exotic wedding that went off without a hitch (wink), those customer success stories/testimonials have a place in the landing page world too. Sometimes that place is a typical content download. Other times, it can be a quote from a client featured on an existing page. It can even be something totally different, and take a new shape all its own!

In the sample here, you can see how a customer story is shared through the eyes of a service offered to them. Not only does it show the value of the service provided, but also the partnership between the client and the vendor.

You only have so much time to captivate an audience, having a succinct message in a beautiful and easy to translate structure is the perfect recipe for an optimal landing page.

PRO TIP

Our case study landing pages were built with the marketer/content creator in mind. We built a highly scalable template that allows anyone from our sales team, content team, or consulting team to dive in and plug their story into the framework provided. Creating a scalable template is key to the continued success of your digital marketing assets. Make the assets easy to produce and digest; both from the back & front end experiences.

Natasha Ness, Director of Creative Services, LeadMD



Optimizing Your Pages

Creating landing pages, at least initially, takes a lot of time and effort. These marketing assets are an integral part of your campaign and any busy marketer knows that time doesn't come cheap. So with that in mind, you want to ensure your efforts were worth it in the end and provide the greatest ROI possible.

Whether you're looking to learn optimization best practices while at the ideation stage or looking to freshen up your existing pages with high bounce rates & low conversion metrics, these tips should help you get your best foot forward.



User Experience

These tips and tricks assist in providing focus for getting your landing pages in check – not only from the best design perspective, but also from the best user experience. Doing so while maintaining the knowledge of the user's starting point, and what they should and shouldn't expect to see on screen.

1. Keep in mind where they're coming from

Users will expect a slightly different experience based on where they came from. A mobile user may click on a Facebook ad and see an entirely different experience from someone who's clicked on a link within an email. Don't make your pages feel forced or jarring.

2. Create ONE Primary Call to Action (CTA)

It's important to note that your landing page shouldn't be distracted by a ton of different options. Make sure your end user knows why they're on the page and what they are supposed to do with it. Drive that call to action with a strong button and actionable verbs to support the desired action you're looking for your prospect to do.

3. Make it Easy

You need to make it easy for your end users to do the action you're wanting them to do! Don't make them jump through hurdles to get to your ebook, because chances are they will bounce and move right onto the next ebook NOT on your site.

4. Above The Scroll [fold]

Keep all your relevant information above the scroll as much as possible. Don't make your users fish for forms.

5. Anchor Your Call to Actions

If you happen to have a long landing page that needs to build up to elicit the form fill, make sure you've added several anchor points to your page, so it all points to one overarching goal, that sweet form! Those anchor points can take the shape of buttons, links and even photos. Make it clickable and point back to where you NEED your end user to go to.

6. Nix the Navigation

In the lens of reducing distractions, get rid of any information or content that is not critical to the goal of the page. This often means removing or reducing your top navigation and opting for the use of just a simple logo or a logo and contact information.

7. Consistent Branding

While you may have a slightly different look and feel from your website to your landing pages, you should still ensure your pages have the same look and feel as other aspects of your brand. Keep the same colors, fonts, logos, and voice and tone to ensure a beat isn't skipped and it doesn't feel like the landing pages were made in a silo without regards to your overarching brand.

Campaign Optimization

It's important to that your landing pages aren't just pretty and functional, but also that their optimized to gain the greatest traction on your campaigns and targeted to those who will benefit most from it.



Adding tools like **Google Tag Manager** to your pages allows marketers to see how their pages are performing overall. If you use this service, you should install it on every page so that you can keep consistent tags on all your web properties. Using their logic in a management console allows you to set tags to fire on specific pages.

PRO TIP

Google Tag Manager allows you to update tags without making changes to templates, so no approvals need to be done in Marketo. My favorite benefit to Tag Manager is the preview functionality, though. It allows the user to see what tags fire on each page before deploying changes.

Maxwell Suckle, IT Manager, LeadMD

1. Create SEO-Focused Content.

Think of how your page will appear in search results or in a social share. Make sure you can take as much advantage of that as possible. Update your metadata with the optimized headlines, descriptions, and images to ensure you have the best opportunity for people to visit your page.

2. Add Favicons

Simple, yet good to keep in mind. You don't want to get the dreaded blank piece of paper icon on your prospects tabs, do you? Use the same favicon as your website, or if you have a campaign with themed visuals, tie it in there.

3. Don't Have Form Drama

Have you ever been to one of those pages where you see like 15 fields to fill out? They're asking for your name, your birthday, your grandma's birthday, your first stuffed animal's name, where you went last summer, blah blah blah. And you think to yourself, "Ah, I really want this thing, but I'll just do all this mumbo jumbo a little bit later." Do you ever go back? Likely not. Make it easy for your users to fill out your forms, use only the needed fields based on your data needs. For many of our B2B clients, we often see at a minimum the following fields: First name, Last name, Email address, Phone, Industry name, Company Name, & Title.

4. Microcopy: K.I.S.S [Keep it simple, silly]

The web or microcopy on your landing page should be pretty minimal. Make your headlines catching and your key takeaways even more so. Don't load up the page with every nook and cranny fact you can find. Keep it simple, to the point, and applicable to your buyers.

5. Use Your Defined Personas or Segments

If you have four distinct markets with varying degrees of needs and goals, you may want to point them to the pages that will make them most likely to convert. Would a patient-focused healthcare organization see the same benefits in content that a B2B Tech organization would? Likely not, so support your segments by serving up your content in pages that are applicable to them and their needs, otherwise, you run the risk of sending noise and misguiding your brand.

QA is Queen

So that's all a lot of work, right? RIGHT?! It's one thing to make sure you're designing, developing and ultimately making the best landing page possible for your end users. It's another thing to ensure it's applicable to ALL your end users.



1. Make it Cross Browser Compatible

According to W3 Schools², close to 3/4 of the market uses **Google Chrome** as their primary browser. Not a huge surprise, I'm sure. Even so, if potentially **up to 75%** of your userbase is using the almighty King Chrome, you still have a number of individuals actively using browsers like Firefox, Safari, Internet Explorer, and dare I say *Opera*. This doesn't even include the vast number of mobile users that cohabitate on your pages at any given time.

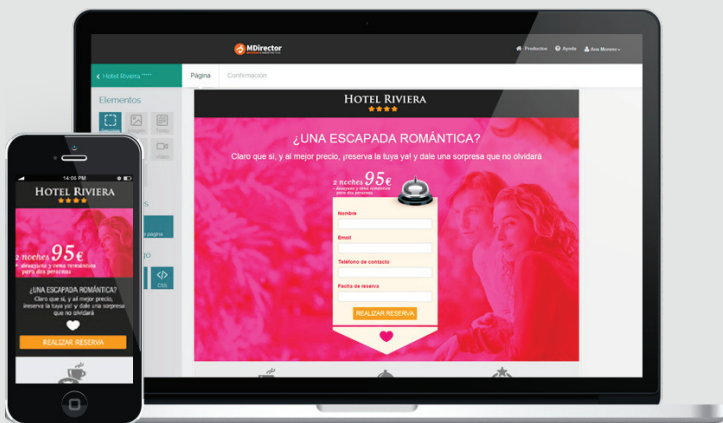
2. BrowserStack

Tools like BrowserStack are a great way to ensure your pages are looking great in all applicable environments from mobile, to tablet to desktop, to Windows to Mac. This tool has you covered and shows you exactly how your page will appear on all the various browsers out there, so you can catch any glitches in the coding that need correcting! **Fun fact:** In one neat little tool, you have access to seeing how your landing page looks in any browser from Windows 8, Internet Explorer 9 to Mobile IOS Safari.

3. Speaking of Mobile... Don't forget about these guys!

While typically landing page conversions happen at a higher rate in a desktop environment, many of your end users WILL in fact first see your page on their iPhone or Android device.

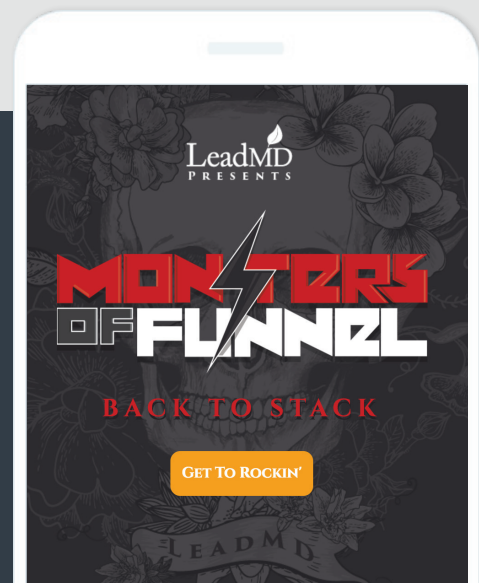
What that means for marketers and designers alike is that there is a high probability of unknowns in any website, web page or landing page you create. These unknowns can span from how your button appears on page, to colors & fonts, and even the placement of the form.



PROTIP

Get your CTA to display when the user first gets on the page. That limited space in a mobile environment is crucial; don't make your people slide up and down endlessly for the ebook they so desire!

Matt Lewter, Director of Engineering, Six Bricks



In closing

So now you know, *hopefully*, a lot more about landing pages than you did yesterday! **Here are the overarching takeaways from this guide:**

- What it takes to create a KILLER landing page
- The many many types of awesome landing pages
- K.I.S.S [Keep it simple silly]
- Leverage your success stories, they sell!
- Optimize your campaigns
- Target your landing pages to your buyers interests
- Don't make things difficult for your users
- QA! QA! QA!
- Measure, analyze, and report



Taking away just some of the immense amount of great information from this guide will be sure to launch you into a king, *or queen*, landing page creator!



LeadMD is a different kind of full service digital marketing agency. As the ultimate extension of your team, we help you optimize and launch full-scale marketing campaigns and initiatives.

Our pack of Marketo Certified Experts is chock full of Salesforce ninjas, Marketo gurus, design superstars, social and content specialists, web developers and more.

We are proud to be Marketo's first Strategic Services Partner. With over 2,900 Marketo instances serviced, LeadMD is well-equipped to help you reach this year's marketing goals and beyond.



Modern day marketing is vastly different than that of even ten years ago. The rapid pace of innovation in technology has led to changes in the buyer and their behavior, these changes continue to evolve almost daily. Traditional education lays down a foundation of knowledge but today's marketing professionals need real world experience. Six Bricks is based on real-world practical marketing knowledge and our instructors are today's best marketers. Together they will prepare you for a career in modern marketing.

With accessible curriculum to support any and all learning styles, Six Bricks bridges the gap between what learners want to know and what employers need them to know. We focus on what matters to your next employer.

Continue the Learning

In addition to the services we offer, LeadMD invites you to learn Marketo, CRM and marketing best practices with our on-demand learning series, leadmd.com/marketplace