NURTURENOTES

10 Quick Landing Page Tips
Start converting visitors to customers!

A landing page is a one-page extension of your website. You might use it to promote an offer, sell your service or ask for an appointment, but don't make it just another page on your site. With just a few seconds to convert your visitor to a customer, here's our best advice to get the job done faster.

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1. Looks Matter
Your landing page should convey the same style, feel and tone of your website - but it's not your full site. Lose the clutter and use fewer graphics. Make sure your call to action is the main focus of your page so visitors aren't distracted.

2. Keep it Clean
To encourage your visitors to respond to your offer, deliver a message that is clear, concise and to the point. They want to scan so use bullet lists and short blocks of copy to drive them to your offer. Show them how they can benefit...just do it *quickly*.

3. Consider Multiple Calls to Action
It's a fact, different people are drawn to different offers. Try adding a white paper with your free trial. As long as you provide easy access and an even easier way to contact you, your visitors will appreciate having options.

4. Headlines are Key
Headlines are the first (and sometimes only) thing your visitor reads. Use simple, direct headlines that are aligned with *their* goals. Spend time crafting these because they are a very important part of engaging and converting your customer.

5. Test & Test Again
Test your landing page with a small focus group to make sure links work properly, your page loads quickly, and it's easy to navigate. Don't be afraid to ask for honest feedback. People love giving their opinion and you'll end up with the perfect page.

6. Use Testimonials to Build Trust
Adding a simple testimonial to your page does wonders to show instant credibility to those that might not know you yet. A sentence or two about why your customer is happy is all you need, but the impact can be priceless.

7. Content Rules
Think carefully about who will be visiting your page and write your copy for that demographic. Speak to their problems and concerns, then show that you have a solution just for them. Keep the most important stuff at the top of the browser window.

8. Grammer...oops Grammar
Silly spelling errors and grammatical mistakes can take away from the professionalism of your company. If you're not a writer or editor - find someone who is. It's worth every penny to make the right first impression.

9. Only Ask for What You Need
Do you enjoy filling out endless forms at the doctor's office? Probably not. Only ask for the basics...name, email, company, phone number...and save the rest for a private conversation. Otherwise you risk people abandoning your page entirely.

10. Follow Up or Miss Out
You've worked hard to create your masterpiece and the leads are pouring in! Keep the conversation going by following up quickly. Have a strategy in place and don't forget to update your contact list with the valuable information from your calls.

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