

Effective landing page design Tips and best practices

Usually PPC, email, banner or search marketing campaigns drive traffic to your website. They rarely result in direct sales. Once your marketing efforts have generated this website traffic, you don't want those visitors to leave until you get them to do what you want them to do.

By creating targeted landing page design for all your marketing campaigns and paid search terms, your website is in a better position to provide just the necessary information with the motivation to convert those visitors into customers.

So in our previous article we discussed the email design musts. But we all know that the email is only the first step towards email marketing effectiveness. Real selling happens on the landing page: the landing page is all about conversion and about one single conversion goal.

One single goal, no distractions

Distractions destroy conversions. Eliminate any unneeded elements from the page. Anyone who comes to your landing page has already seen and been attracted by your ad. They expect a very specific message. Through out any link or graphic that is not related to your message.

- Minimize navigation bar – skip it entirely if possible, and if it is not needed for the conversion process
- Minimize registration form: only ask what is necessary. People don't like to work hard to register and give out intimate information
- One single call to action: dedicate one landing page to only one product or service. Don't try to promote multiple products (unless they are of the same product group) or services on one page
- Don't use huge pictures, flash or rich media in your landing page, unless it is directly connected to your offer

Readable Text

Remember, it's the words that sell. Your website visitors must be able to read your text with ease. So the general rules apply for the landing page as well:

- Don't use all capital, colorful or inverse lettering
- Use universal fonts
- Use black or dark grey fonts for the copy and blue for links

Be consequent

Use the same keywords, headline and offer in your landing page as you did in the

email or PPC or search campaign: conversion rates for landing pages that match keywords exactly in email are 25% higher than pages that only match the theme of the keyword.

Preview pane (top 350 pixels)

Place the important stuff close to the top or middle, and never distract your user from that focal point. Avoid putting interesting material in sidebars. This pulls the eye away from the main body. If it's interesting and valuable, keep it close to the center and use it to direct the eye.

Focus on the most read elements

Use these elements to communicate your offer, your benefits and for the call to action!

Text accompanied by a picture boosts reading.

The most read elements are:

- Headline
- Lead
- Text next to picture
- bullet points
- and the call to action button

Landing page eyetest results provided by Marketing Sherpa:

