10 Step Landing Page Optimization Guide

This 10 Step Landing Page Optimization Guide will help you optimize your landing pages so you can generate more leads. A landing page must have a form on it, and your homepage never counts as a landing page.

The goals of landing pages are to:

- Help sales generate qualified leads
- Determine where your leads are in the buying cycle
- Turn your website into a valuable business asset
- Help quantify the ROI of your marketing efforts

Pre- Step 1: Create a Valuable Offer

A valuable offer is the most critical component a landing page must have. Without it, you don't have a landing page. You must create a piece of valuable content that your audience will find useful and relevant to see a return from your landing page.

Read the Tutorial: How to create an offer that generates leads

Step 1: Explain the Value of the Offer

The landing page has to explain the benefits of receiving the offer in exchange for their contact information. This is a critical element of the landing page that you should spend a significant amount of time working on. Clearly explain the value by bolding the most compelling statements on the page. Make sure the content answers visitors' question: "what's in it for me?"

Step 2: Write Headers That Match the Call to Action

The landing page's headers should clearly explain what the offer is, and be very consistent with the call to action visitors clicked on to reach this landing page. This way, they will immediately recognize the same offer that was promised to them on the call to action, and you'll eliminate any risk of confusion. The **headers should start with an action verb** like "learn" or "download."

Step 3: Use Bullet Points

Using bullet points on your landing page is very important. They help synthesize compelling information and make it very easy for someone to quickly skim the landing page (reference step 2). You should try to write three (3) to five (5) bullet points on the page that explains what the visitor will receive if they complete the form.

Step 4: Create a Short Form

Short forms are always better than long forms, since you should make it as easy as possible for a website visitor to become a lead. Try to create the landing page form with less than seven (7) fields. Only ask for the information that will help you or your sales team follow up with or qualify the lead.

Step 5: Place Content above the Fold

The content and form on the landing page should always be visible above the page's fold. This means that someone should not have to scroll down to see the form. Testing has proven you will see a higher conversion rate with a form above the fold.

Step 6: Remove Menu Navigation and Links

The landing page should not include any menu navigation or links that could distract the visitor from filling out the form. Completing the form should be the only action someone can take on a landing page.

Step 7: Include an Image

Including a relevant, interesting image on the landing page will help your visitors visualize what the offer is. For example, you can use an image of the cover of an eBook or Whitepaper, first slide of a webinar presentation, or screenshot of free-trial software.

Step 8: Perform the Blink Test

Visitors to your landing page should be able to understand what the offer is, the value of this offer, and what they need to do to get the offer in less than 5 seconds. Test your landing page with co-workers and ask if they understand those three key takeaways.

Step 9: Redirect to a Thank You Page

After someone completes the form on your landing page you should always redirect them to a thank you page. This is a perfect opportunity to try to reconvert the lead on another offer or to provide them with other relevant information. You want the lead to stay on your site as long as you can, so you have a better understanding of how interested they are in your product(s) or service(s).

Step 10: Test, Test, Test

You should implement the first 9 steps as best as you can, but you must test your landing page to see what will resonate well with your audience. In HubSpot you can duplicate any landing page you want to test. Be sure to only change one element on the page at a time when you perform a test. This way you will be able to clearly determine if that change had an effect.