

# *How To Optimize*

## **LANDING PAGES**

..... to .....

## **GENERATE MORE LEADS**

.....

*Tips and Examples From Industry Experts that Will Help  
Skyrocket Your Landing Page Conversion Rates*





## Table of Contents

Introduction Page 1

Page Header Page 2

Images & Video Page 5

Page Copy Page 8

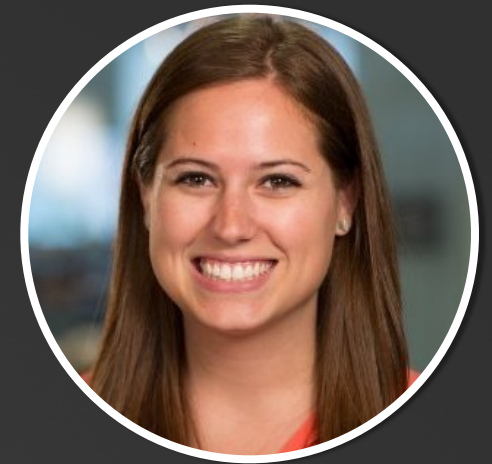
Social Sharing Page 11

Form Page 14

Other Tips Page 18

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# Introduction.

**98%** of website visitors never come back...

That's a lot of lost website traffic! Getting someone to stay on one webpage for longer than a few seconds has become increasingly difficult for marketers. It's important that your landing pages grab viewer's attention and keep them there long enough to convert them to leads.

**By creating highly optimized landing pages, you will create a seamless conversion path that will directly impact your lead generation and bottom line.**


HubSpot and our marketing partners have been perfecting the landing page conversion process for years, and we are here to show you how to produce pages that will work for any industry. We'll show you how to pay attention to smaller details that could make a big impact on your conversion rates.


**In this guide, you will learn:**

- The elements of high-converting landing pages
- How to optimize your landing pages to attract more leads
- Small changes you can make to increase your conversion rates



# 1) The Page Header.





Call us: 1-888-HUBSPOT  
(888-482-7768)







The Page Header

**Tell The Reader More**

The headline and subheader tells us what you're [offering](#), and the form header closes the deal. Over here you can explain why your offer is so great it's worth filling out a form for.

Remember:

- ✓ Bullets are great
- ✓ For spelling out [benefits](#) and
- ✓ Turning visitors into leads.



The Form

First Name \*

Last Name \*

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

Request Demo



# The Page Header.

## Crafting a Headline

Creating a clear, compelling headline establishes the purpose of the landing page. A visitor to your page only has a few seconds to visually interpret its purpose and value.

A concise, bold headline will help to quickly establish the landing page's authority and credibility and will prevent visitors from immediately bouncing.

Oftentimes, we will title our landing pages with the name of the piece of content that we are promoting.

## Think Like an SEO Wizard


The title of your landing page's offer, often the first thing a visitor will see, should be simple, short, and include important keywords.

Because the headline will be the main text on the page, search engines will be inspecting it for search relevance. To help with this, the headline should also be using h1 tags, such as: `<h1>INSERT HEADER HERE</h1>`.



## Don't Forget! Page Title

The page title appears in search results, the browser bar, provides a headline for the page when it is added to favorites, shows up in search-engine results, and is shared on social media.



**Free Ebook: How to Optimize Landing Pages for Conversions**  
offers.hubspot.com/how-to-optimize-landing-pages-for-co... ▾ HubSpot, Inc. ▾  
Build and promote landing pages that generate more leads. **Optimize Landing Pages**  
for Conversions Landing pages literally serve as the location your prospect ...

It's important that you think of a page name that is full of relevant keywords for your search engine strategy.

You can use `<title>PAGE NAME HERE</title>` in the head section HTML to establish your page name.



# The Page Header.

## Be Actionable!

With such a short amount of time to grab the visitor's attention, put action words in the headline that further establish the purpose of the page.

For instance, we tend to precede many of our main headers with language such as "Download Now" or "Free Guide."

## Need to Say More? Use a Sub-header

Include a brief sub-header highlighting the offer's main benefits. Think to yourself: Why would someone want to fill out the form on your landing page?

Sell the offer's main benefits in one short line. To follow the previous example, and appropriate sub-header would be, "Set up and strategize your Facebook marketing plan."

A full page header would look like this:

**Free Guide:** An Introduction to Facebook for Business

Setup and strategize your Facebook marketing plan.

"Match your headline to the Call To Action that brought them there. For example, if the CTA promises '[Twitter Ebook for Beginners](#),' that phrase should be prominent on the landing page as well."



**Alisa Meredith**  
Co-Owner & Consultant  
[Scalable Social Media](#)  
[@scalablesocial](#)

Learn more from Scalable Social Media:  
["10 Elements of Effective Landing Pages"](#)



## 2) Images & Video.



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### The Page Header

#### Tell The Reader More

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

**Request Demo**



# Images & Video.

## Use Media to Grab Attention

Creating compelling images or videos for your page can help to grab visitors' attention and decrease the chance that they will bounce.

## The Gift of GIFs

We have found that creating animated GIFs can be a creative way to increase conversion rates on our landing pages.

"Our landing page with a GIF header had an average conversion rate of 50.82% as opposed to the 10-20% conversion rates we usually see!"

- **Laura Hogan, OverGo Studio**



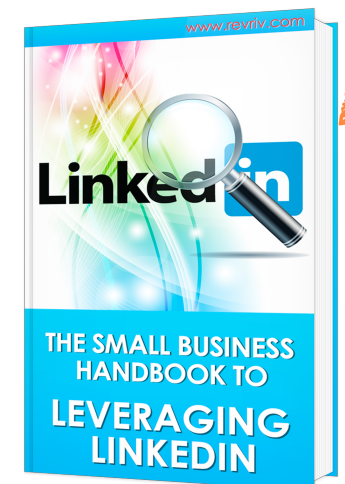
[Check it out!](#)

"We've found that including offer-specific images (images of actual eBooks, branded templates, etc.) helped us convert up to **20% more leads.**"



**Eric Pratt**  
Managing Partner  
**Revenue River**  
**@RevenueRiver**

**Learn More from Revenue River:**





# Images & Video.

## Don't Forget Mobile Optimization!

Images on your landing page should always be mobile optimized. **Why, you ask?**

## Be Responsible. Be Responsive.

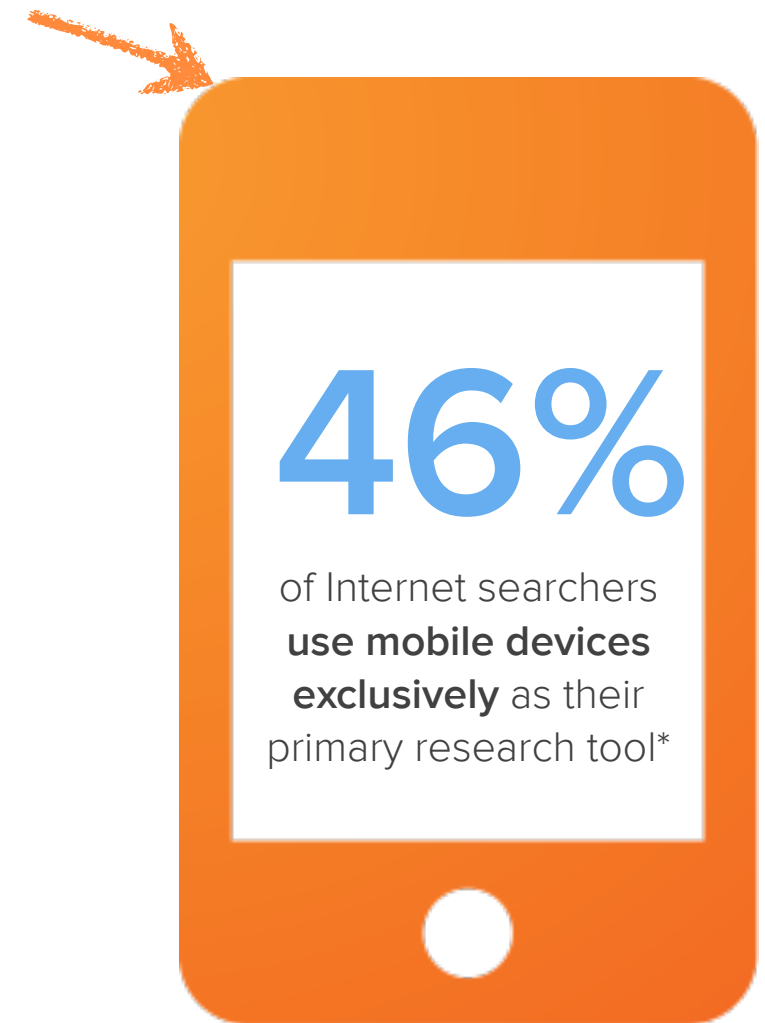
Many people are visiting your landing pages by searching with their mobile devices.

To help make images “responsive,” or able to adjust to the size of the screen, you can go into the HTML code of your image and change the width of your image to a percentage such as ‘50%’ and the height to ‘auto.’

This will then make your image resize to that ratio depending on which device a person is viewing your landing page!

## Remember the ALT Text

Images can also be a helpful way to get more search engine love by changing the ALT text on your image to include keywords.



\*Source: Telmetrics and xAd



# 3) The Page Copy.



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## The Page Header

### Tell The Reader More

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Remember:

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### The Form

First Name \*

Last Name \*

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

**Request Demo**



# The Page Copy.

## Don't Skimp on The Page Copy!

Include in the body paragraphs the main benefits and value of downloading your offer for the reader.

Try to convince the reader that filling out the form on the page (and giving some of their information) is worth the added benefit of receiving what is behind the form.

## Build Trust

Many people are reluctant to provide personal information on the Internet. Make viewers feel comfortable completing your form fields (e.g. phone number, email address, etc.) by instilling trust and credibility on your landing page.

For example, use statistics to show that you have done your research and that you are a credible source of information.

Less is more when it comes to writing landing page copy. You've already enticed the user to click your offer via the CTA, so focus on the main points of what your prospect will gain from downloading your offer. Effectively use bullet points so the prospect can pick out the concrete benefits of your offer.



**Lisa McDermott**  
VP Sales & Marketing  
[Stratus Interactive](#)  
[@StratusInteract](#)

**Learn More from  
Stratus Interactive:**





# The Page Copy.

## Formatting is Key!

Format your copy so it's easy for viewers to easily understand the offer, value, and recommended next step.

Use small paragraphs of text and highlight key sentences throughout that will help instantly identify the value of the offer for the reader. **Bullet points** or numbering is an effective way to identify the main takeaways.

Limit the number of bullet points or numbers to no more than five to keep it short and simple. These formatting tricks will help a visitor draw the key benefits and value of the offer quickly from the landing page without having to dig through many paragraphs of text.

Don't forget to proofread your final landing page copy for spelling errors at the end to ensure that the page comes across as professional and credible!



The 2013 Partner's Guide to Inbound Marketing, is written specifically for Managing Partners and the Management Committees of firms that deliver financial, regulatory compliance, management, operational or other business advisory services.

Inside:

- Tools, processes and approaches for getting found first by people searching online
- 10 key steps for developing and launching an inbound marketing program
- 12 "must haves" for maintaining a successful inbound marketing program.
- How firms are generating leads using inbound marketing, and the 9 "gotta have" pieces for successful lead generation
- Valuable insights on content marketing – the secret sauce of lead generation
- How firms are converting leads to sales with hands free lead nurturing strategies

"Keep the copy short and sweet and direct. Use bullet points to get your message across and always make the benefits to the prospect the key takeaways on the landing page."

- **Shannon Vitberg, Vitberg LLC**



# 4) Social Sharing.



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## The Page Header

### Tell The Reader More

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### The Form

First Name \*

Last Name \*

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

**Request Demo**



# Social Sharing.

## Get Social

Social sharing has become a great way over the past few years to generate traffic to landing pages.

If a visitor is excited by what you are offering on your landing page, they may feel compelled to share it out to their friends or colleagues via email or social networking sites, which will help you generate more traffic.

It may be a missed opportunity not to include social sharing options on your landing pages. You can think of it as free, effortless referral marketing!



## Don't Forget! Pro Tips

- Use only the social channels that work best for your business and the specific offer or piece of content.
- Focus on customizing the message on each social platform so that it makes sense for that channel. For instance, on Twitter, you should keep the message shorter than 140 characters and include shortened URLs.
- Don't overwhelm people by offering them the chance to share an offer on ten different social platforms.



# Social Sharing.

## Get Social

If you are adding these buttons manually, you can insert images from [HubSpot's Free Icon offer](#) and link each one to a sharing link customized for that channel.

For email, you can use the following URL to customize your emails:

mailto:?subject=INSERT EMAIL TITLE  
HERE&body=INSERT EMAIL BODY  
COPY HERE



You can also include social icons using free tools on the internet that will supply free HTML to insert the icons on your landing page. [Get Sharing](#) is a good, free tool for these sharing icons.



## Don't Forget! Conversion Optimization

The goal of your landing page is to get the visitor to convert on the form. If the visitor instead gets distracted by sharing the offer without actually filling out the form, you have lost an opportunity.

You may want to consider testing the social sharing buttons on your landing pages to see if they have a significant impact on your page's conversion rate.



Another tip is to only use these social buttons on your thank-you page. That way, the visitor has already converted and they are more likely to share the content.



# 5) The Form.



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## The Page Header

### Tell The Reader More

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### The Form

First Name \*

Last Name \*

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

**Request Demo**



# The Form.

## Always Use a Form

One of the most important features on your landing page to optimize is your form.

Your landing page should almost always include a form -- otherwise you're giving away free content without learning anything about your website visitor. Don't let all that content creation work go to waste!

Putting a form on your landing pages is also one of the best ways to generate valuable leads for your business. Without it, your conversion path is broken and you cannot follow up and nurture those who are interested in your content.



## Grab Your Free Copy:

First Name \*

Last Name \*

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

Website URL \*

☐ Subscribe to HubSpot's Marketing Blog



# The Form.

## Determine Form Length Wisely

We often get the question, “How long should my form actually be?” There isn’t always a simple answer to this question. But there are a few different factors that should be considered.

First, think about which stage the consumer of your content would be in your buying cycle. If you are offering content that is less substantial, like a checklist or infographic, you may only want to ask for the visitor’s name and email address. If the content is more substantial, like a guide or report, you may want to ask for more information. People who are looking for more substantial content are more likely to be further along the buying cycle.

Second, consider how many leads you typically generate. If you need to generate a lot more leads for your business, a simpler form may work best. If you normally get a high volume of leads, you may want to add more form fields so that you can better qualify those leads for your sales team.

"Form structure and length is such a crucial component to achieving an optimal conversion rate. Asking too few questions can open the door to less than qualified leads, and asking too many can turn away qualified leads if they cause friction and take too much effort. We've found for our own landing pages, that too few form questions attracts lower quality leads. That's why we've opted to use longer forms, even on the first conversion, and we've seen a dramatic increase in overall lead quality."



**Frank Isca**  
Account Executive  
[Weidert Group](#)  
[@WeidertGroup](#)

[Learn More from Weidert Group:](#)





# The Form.

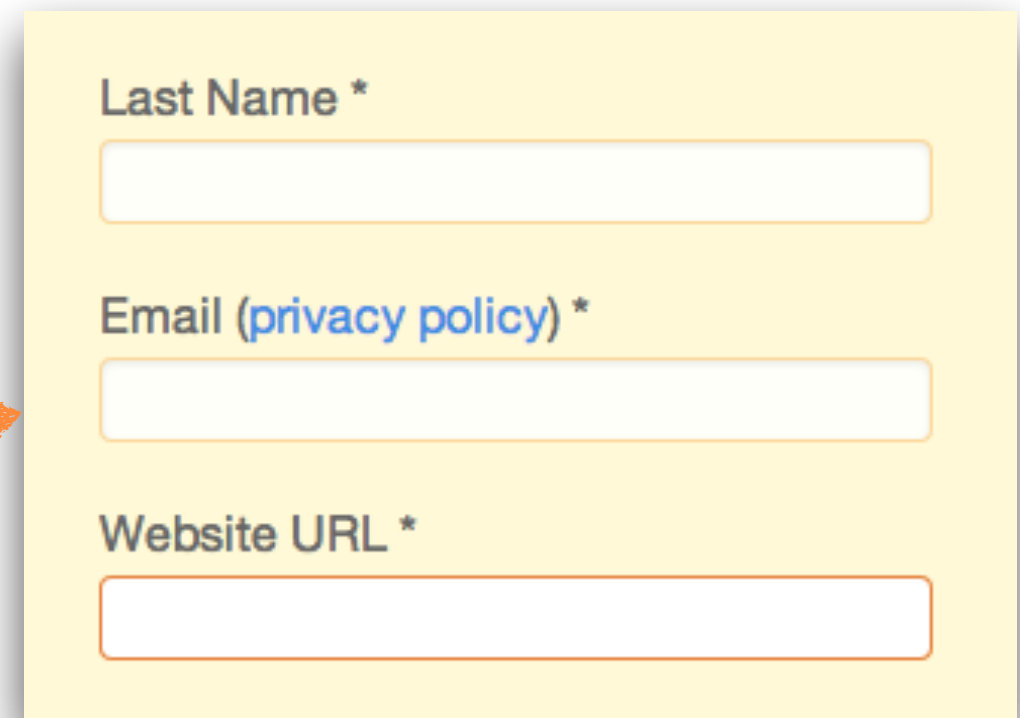

## Privacy is Preferred

To reduce any uncertainty, you need to make it clear which fields are required and what you will be doing with the information submitted.

One best practice is to mark each required field with a star to indicate that the field is mandatory. To make your **privacy policy** clear, include a link somewhere on the form or a short sentence disclaimer stating that the information will not be shared with third parties.

## Test Out The Submission Button

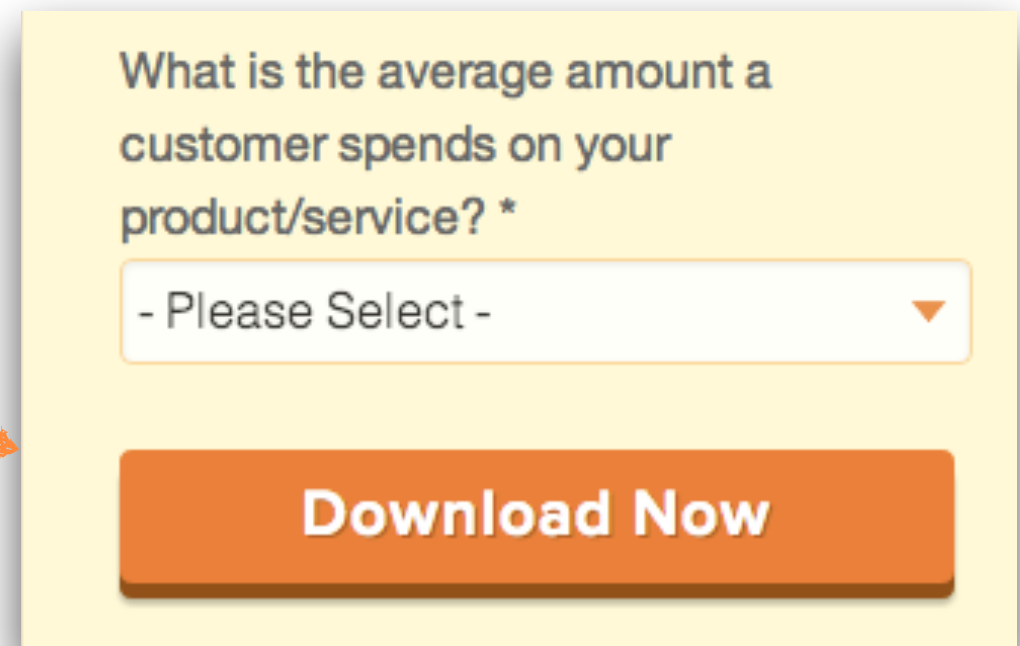
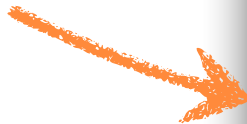
Pay attention to the language on your form's **submission button**. We have found that having the word "Submit" on the actual submit button lowers the conversion rates on our landing pages. The top-performing variations in our research were "Click Here" and "Go." Test out different phrases on your own landing pages to find what works best.



Last Name \*

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

Website URL \*



What is the average amount a customer spends on your product/service? \*

- Please Select - ▼

**Download Now**



# 6) Other Tips.



Hidden Navigation

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The Page Header

[The Step-by-Step Guide to Lovable Marketing Campaigns - HubSpot](#)  
[offers.hubspot.com/guide-to-lovable-marketing-campaigns](#) ▾ HubSpot, Inc. ▾  
From producing a stellar marketing **offer**, to promoting it on your channels and measuring its impact, this ebook will teach you how to piece together the main ...

The Form

First Name \*

Last Name \*

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

Request Demo





# Other Tips - Remove the Navigation.

## Remove the Navigation

Once you have the attention of your visitor, the last thing you would want is to lose them to another page without converting them to a lead. That's why it is important to eliminate all distractions on the landing page, including your website's normal top navigation bar.

Typically, when you create a new landing page and link it to your website, you would see the same navigation at the top that you would see if you visited the homepage of your main website. However, by eliminating that top navigation, your conversion rates will increase because the visitor focuses on the landing page without distraction.



VS.

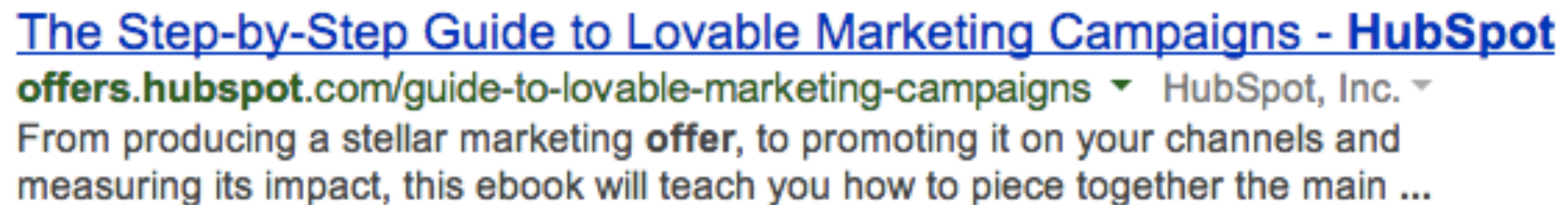




# Other Tips - Meta Descriptions.

## Meta Descriptions

Make sure to add a meta description to your landing page. A meta description is brief text that describes the landing page and is 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 page:

A screenshot of a search engine result for a HubSpot guide. The title is "The Step-by-Step Guide to Lovable Marketing Campaigns - HubSpot" in blue. The URL is "offers.hubspot.com/guide-to-lovable-marketing-campaigns" in green, followed by a dropdown arrow and "HubSpot, Inc." in blue with a dropdown arrow. The meta description is "From producing a stellar marketing offer, to promoting it on your channels and measuring its impact, this ebook will teach you how to piece together the main ...".

[The Step-by-Step Guide to Lovable Marketing Campaigns - HubSpot](#)  
[offers.hubspot.com/guide-to-lovable-marketing-campaigns](#) ▾ HubSpot, Inc. ▾  
From producing a stellar marketing **offer**, to promoting it on your channels and measuring its impact, this ebook will teach you how to piece together the main ...

Your meta description should be one or two sentences describing your offer and no longer than 150 characters. It is essential to include keywords in this description so that your landing page can be found organically by people browsing the internet.

To add a meta description to your landing page, you can use this code in the head section HTML:  
<meta name="description" content="INSERT META DESCRIPTION HERE">




.....  

# Thanks for Reading!


  
.....

See how HubSpot can help you improve your website conversion rates. Get a demo now!

An advertisement for HubSpot's landing page creation tool. On the left, there are three overlapping images of mobile devices (a smartphone and two tablets) displaying various HubSpot landing page designs. The background of the ad is dark with a subtle radial pattern. To the right of the images, the text 'How to Create Custom Landing Pages in Seconds With HubSpot' is written in a large, white, sans-serif font. Below this, in a smaller white font, is the text 'Learn how easy it is to build powerful landing pages designed to increase conversions, right in HubSpot.' At the bottom right of the ad is an orange rectangular button with the text 'GET A FREE DEMO' in white, uppercase letters, followed by a white play button icon.

How to Create Custom Landing Pages in Seconds With HubSpot

Learn how easy it is to build powerful landing pages designed to increase conversions, right in HubSpot.

GET A FREE DEMO 

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Blog for the Latest Marketing Insights