

LANDING PAGES

A landing page is a web page that allows you to capture a visitor's information through a form. A good landing page will target a particular audience and explain the value of filling out the form. It's important to build a unique landing page for each of the offers you create. Whenever building a landing page, the end goal is the same: to capture your lead's interest in something you have to offer, and then use this opportunity to nurture them through the buyer's journey.

Creating a Landing Page

1. In the header, make the offer clear and consistent with the call-to-action.
2. Relate to the audience you are targeting, explain the value of the offer to the visitor. Avoid only focusing on the features of the offer, like the table of contents.
3. Use formatting, like bolding and bullets to help people understand the value quickly. This helps draw their eyes to the most important information.
4. Include a relevant image.
5. On the form, ask appropriate questions for the type of offer they are requesting. If the questions are too "personal" people may be less likely to complete the form.

Passing the "Blink Test"

There are 4 questions your landing page needs to address within the first few seconds of someone viewing it.

1. What is the offer?
2. Why does it benefit me (the visitor to the page)?
3. Why do I need it now?
4. How can I get it?

After your landing page is complete, check to see if it answers these questions quickly and clearly. If so, it passes the blink test!

Analyzing Results

1. Your submissions rate is one of the best ways to track how well your landing page is performing – it is the percentage of visitors who filled out the form. Pages that are further along in the buyer's journey are likely to have lower conversion rates. On average aim for 20-30% or higher!
2. The new contacts rate is the percentage of brand new people who filled out the form on your landing page.
3. You can also view a sources report to see a breakdown of where visitors and leads are coming from.

PRO TIPS

For landing pages targeting people at the beginner of the buyer's journey, limit form fields and try to ask questions that allow you to learn about your leads and segment based on persona, e.g. a drop-down field that asks "which best describes you?"

Over time, try creating a unique landing page and offer for each stage of the buyer's journey for each of your buyer personas.

To convey value to the visitor, answer questions like, "What will they understand after having reviewed the material?", "How will this improve their day-to-day?" or "What can they expect to accomplish after accessing the offer?"

Make it easier to create your conversion path by creating your assets in the reverse order that a visitor will experience them. Start with the offer, then create the thank you page, then the landing page and finally the call-to-action button.

From the landing page, you can setup an auto-responder email to send contacts the offer as they submit the form.

[Create a tracking URL](#) for landing pages you are using with paid ads and efforts (like email campaigns and offline marketing) outside of HubSpot to track performance.

Product Help: [Read the Landing Page User Guide](#)

Check out: [8 World Class Landing Pages with Over 50% Conversion](#)

Anatomy of an Exemplary Landing Page

The diagram illustrates the anatomy of an exemplary landing page for a whitepaper. The layout includes:

- 1:** Header with the blueleaf logo.
- 2:** A clear offer statement: "Whitepaper: How to Turbocharge Your Financial Advisory Referral Program for 2013".
- 3:** A sub-header: "Avoid the #1 mistake ALL the so-called experts teach".
- 4:** A list of benefits: "Referrals are invaluable to growing your advisory business. The gurus claim that getting new clients through referrals is an art that only they can teach. We'll teach that myth and show you growing referrals is a science that anyone can learn." and "This whitepaper will show you: - How to make sense of all the gibberish - How to avoid the Fatal Flaw of most referral programs - The Key to growing a large referral base - 5 simple steps to creating and growing your referral network - 3 incredible FREE online tools to optimize your success".
- 5:** A list of bullet points: "How to make sense of all the gibberish", "How to avoid the Fatal Flaw of most referral programs", "The Key to growing a large referral base", "5 simple steps to creating and growing your referral network", "3 incredible FREE online tools to optimize your success".
- 6:** A central image showing a path leading to two signs: "SUCCESS" and "FAILURE". Below the image is the text: "WHY REFERRAL MARKETING FAILED YOU AND HOW YOU CAN FIX IT" and the blueleaf logo.
- 7:** A form with fields for "First Name", "Last Name", "Email", and "Company Name". Below these are radio buttons for "Custodian(s)": Schwab, Fidelity, Pershing, TD Ameritrade, Folo, NFI, and Other.
- 8:** A "Read it now:" section with a "Get it Now" button.
- 9:** Social sharing icons for LinkedIn, Facebook, and Twitter.

1. Remove navigation to minimize distraction, this will help improve conversion.
2. Pass the "blink test".
3. Make the offer clear with the header.
4. Relate to the target audience and explain the value of the offer in the copy.
5. Use formatting to draw attention to important information.
6. Include an image that relates to the offer. If it is a content offer, the cover page is a great image to add.
7. Ask only the most important questions on your form and gather details to help you segment your contacts.
8. Customize the form title and submit button to align with the offer.
9. Allow people to share your landing page through their social accounts by adding in social sharing buttons.