

# HOW TO CREATE A HIGH-CONVERSION B2B LANDING PAGE?

To help you create a good landing page, we have created a checklist. You can use these to create high-performing and winning landing pages.



## 1. CALL-TO-ACTION

Ensure that your call-to-action is short and tells exactly what you want the user to do. Use contrast colours to grab the attention of the user.



## 2. COPY



Whether it's the headline, sub-headings, or the main body, ensure that the copy explains the value proposition to the prospect at first glance. Ensure that it does not flow into long paragraphs. Use bullet points as much as possible. The idea is to make the message clear to the prospect in as few words as possible. They are unlikely to stay for more than 3 seconds. So, you have just a small time window to convince them to take action.

## 3. TESTIMONIALS AND AWARDS

Have you received an industry certification? Did you receive testimonials from customers? Have you received an award or been rated the best in your field? Well, a landing page is your platform to boast about it. Add them in strategic places like the hero section to grab the attention of the prospect.



## 4. DESIGN AND LAYOUT



The landing page tells your story. Ensure that the layout flows seamlessly and looks clean. The prospect should not be overwhelmed by looking at a cluttered or confusing design.

## 5. HERO SECTION

The best way to entice your user is by making the hero section of your landing page compelling. Try to communicate your value proposition in the hero section to save your prospect's time.



## 6. LEAD CAPTURE FORM



Ensure that the lead capture form does not overwhelm the prospect. Ask only selective and crucial questions. The user should not be spending a long time filling the form. You may also provide an auto-fill option or integrate it with social media accounts to save the prospect's time. You can also add a privacy policy below the form to let your prospects know that their information is safe.

## 7. CONTACT DETAILS

Ensure that you include your contact details at the end of the landing page. So, if the prospect wants to contact you, they can do it easily without having to scout for your number elsewhere.

