13 PROVEN WAYS TO IMPROVE YOUR NONPROFIT LANDING PAGES

1 Use a linear layout.
- Exp. #2472 – 7.7% increase in emails.
- Exp. #2100 – 23% increase in emails.
- Exp. #1692 - 10.8% increase in email (not isolated)

4 Add social proof.
- Exp. #2193 – 8.4% increase in emails.

2 Use a text-only headline; not a banner image.
- Exp. #2684/2693 – 9.2% increase in emails, 59.8% increase in instant donation
- Exp. #2794 – 11.9% increase in donations.

5 Write 2-3 short paragraphs of copy to convey your value proposition
- Exp. #5763 –25.6% increase emails
- Exp. #153 – 6% increase in emails
- Exp. #4652 – 80% increase in emails

If your incoming traffic already has a relationship with you, you can use shorter copy.
- Exp. #2313 – 26.2% increase emails
- Exp. #1408 – 76.2% increase emails

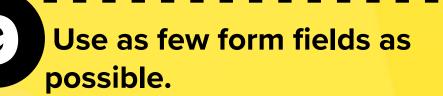**3 If you use a background image, make sure that it matches your advertising.**
- Exp. #2985 – Random image makes no difference.
- Exp. #2927 - Random image makes no difference.
- Exp. #3290 Matching your ad increased emails by 3.9%

6 Use a primary image, not a video, if it adds clarity or increases continuity.
- Exp. #6678 – 13.2 decrease emails when video is used.

8 Add a call-to-action header and copy.
- Exp. #6670 – 100% increase emails
- Exp. #4180 – 96.7% increase emails

7 Avoid supporting content in-line with the main content.
- Exp. #6678 – 13.2 decrease emails
- Exp. #3224 – 28.0% decrease emails

9 Use as few form fields as possible.
- Exp. #5847 – 8.9% increase emails
- Exp. #4699 – 48.3% increase emails

12 For supporting content, use testimonials or endorsements.
- Exp. #6331 – 20.1% increase emails
- Exp. #4405 – 11.2% increase emails
- Exp. #6441 - No difference between testimonial or endorsement.

10 Group form fields together to reduce page length.
- Exp. #4376 – 4.1% increase emails

11 Consider adding qualifying questions to increase user's expectaton.
- Exp. #2086 – Questions on values saw an 89.3% increase emails.
- Exp. #2918 – Questions on user's desire saw an 8.3% increase in emails.

13 Add a privacy statement below the submit button.
- Exp. #4354 – 49.7% increase in emails

LOGO

SOCIAL PROOF

MAIN OFFER HEADLINE GOES HERE

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:
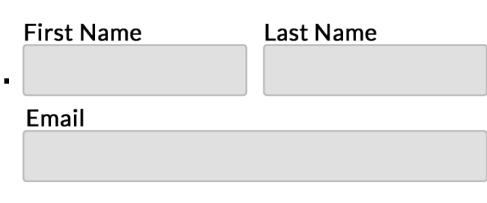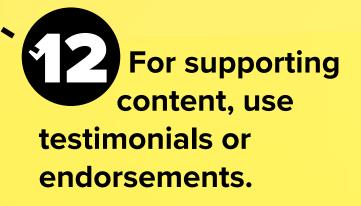
- Like a bullet here
- Or a bullet there
- A bullet everywhere?

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

MAIN OFFER IMAGE (OPTIONAL)

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First Name   Last Name

Email

Yes No
○   ○   Clarifying question 2
○   ○   Clarifying question 1

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

What [prospects] say:

"I love this offer so much. It's the bees knees. You better get it quick."
- Happy Customer 1

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"
-Happy Customer 2

NextAfter