



Intro to Landing Pages

The Act-On Center of Excellence

Helping you be a better marketer

Course Syllabus

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Course Introduction

A landing page is one of the most important tools a company can use for its sales and marketing efforts. That's because a landing page is a very effective way to turn an unknown website visitor into an identifiable lead that a company can then market and sell to.

A landing page is defined as "a page on a website designed to get a visitor to take a certain action." The most commonly desired action is for visitors to share information about themselves. A landing page may ask for something as simple as an email address or for more complex information such as detailed qualifying information.

Regardless of the information collected, an effective page converts visitors into leads at a high rate. This course will teach you how to create high-converting landing pages.

What's inside the course

This course consists of eight sections. Each stands alone, so you can refer to sections as you need them. Each section in the course contains:

- The Essentials – best practices
- The Big Picture – an illustration of those best practices
- How To – detailed steps

Who should take this course

Marketers who are responsible for generating leads and who want to create landing pages that convert at a high rate will find the course particularly useful.

How to use the course

Introduction to Landing Pages focuses on how to create and manage landing pages that convert. It offers a blueprint for the specific steps required to create these pages. We recommend that you take the course once, then refer back to it when creating landing pages.

This course was jointly created by [Act-On](#) and [TOPO](#). Learn more at www.topohq.com

Part 2

Landing Page Fundamentals

Part 2 Landing Page Fundamentals

The Essentials

Most landing pages are designed to turn a visitor to that page into a lead. Effective pages are able to get a large percentage of visitors to the page to share information that allows you, the marketer, to identify who they are and qualify them. In other words, these pages convert at a high rate.

Landing page elements

Landing pages consist of common elements. These include: the offer and copy, the form, and the design of the page itself. When creating landing pages, think of these elements as your building blocks.

Pages that convert

Remember that the objective of your landing page is to get people to tell you more about them. A strong offer and copy that effectively describes that offer are the two most important tools to drive high conversions. Although design can help, it is a secondary consideration when compared to a compelling offer and copy.

The lead process

The landing page must fit into a lead process that defines how a visitor comes to the page and what will happen to that visitor once they have filled out the form and become a lead. A key distinction is whether marketing will continue to engage with the lead or sales will follow up. Determining this will help you specify landing page requirements.

How to create a great landing page

Creating your first landing page may seem daunting, but a few simple steps will get you started.

- Start with a good offer.
- Spend time writing copy that effectively describes the offer.
- Make sure that the offer is valuable enough to get people to fill out the form on the page.

Part 2 Landing Page Fundamentals

The Big Picture

Throughout the Introduction to Landing Pages course, we'll use three versions of an Act-On landing page to highlight key best practices designed to increase conversion rates.

The screenshot shows a landing page for Act-On. At the top is the Act-On logo. Below it is the headline "Receive your free marketing audit" followed by a sub-headline: "You'll receive a free marketing audit from an Act-On expert. Learn how you can generate more leads and more revenue in less than 30 minutes." The page is divided into two main sections. On the left, a light-colored box titled "Get your free, 30 minute Marketing Audit" contains four bullet points: "Receive a one-on-one consultation from an Act-On certified marketing expert", "Includes a 30 minute phone meeting and custom report delivered via email", "Identifies specific marketing campaigns and programs that can be optimized and improved", and "Learn how specific marketing best practices have generated more revenue for companies like yours". On the right, a dark grey box titled "Get your FREE audit now" contains a form with six input fields: "First and Last Name", "Company Name", "Work Email Address", "Phone Number", "Top Marketing Challenge", and "Number of Marketing Employees". Below the form is a prominent orange button labeled "SCHEDULE IT NOW".

This landing page highlights a handful of best practices worth noting:

1. It offers something that the company's target customers want – a free 30-minute audit. This offer is the foundation of the page and is sufficiently valuable to get visitors to the page to fill out the form.
2. It uses copy to convert visitors into leads. Well-written copy describes the offer and details the benefits the offer provides. The page also uses bullet points to make key benefits easy for visitors to digest.
3. It emphasizes the form, where visitors to the page share information about themselves. The design does a good job of highlighting the form and emphasizes a strong call to action ("Schedule It Now") above everything else on the page.
4. The design of the landing page makes information easy to consume and understand. For example, there is a strong headline, the form pops off the page, and you can't miss the form submission button.

Part 2 Landing Page Fundamentals

How to: 8 Steps to a Great Landing Page

1. Identify the campaign the landing page will support

Many types of campaigns involve getting prospects to sign up for an email newsletter, download a white paper, and contact sales. The type of campaign will determine everything about your page.

2. Map out the elements that make up a landing page

A landing page typically consists of the offer, copy, the form that the page will use to collect information, page design, lead process and metrics, and technology.

3. Create a compelling offer

What you offer to prospects in exchange for them sharing information about who they are and what they're interested in is the most important part of your page. Offers that are valuable to prospects convert at a much higher rate than those that aren't.

4. Write the copy for your landing page

Your copy should describe the offer, as well as the benefits that it will deliver to your prospects. Keep your copy simple and specific and focus on the headline and call-to-action.

5. Develop your landing page form

The landing page form allows you to collect information about your prospects. Some forms just collect email addresses, while others collect complete contact information and information that allows you to qualify the prospect.

6. Design your landing page

With an offer, copy, and form specified, you can design your page. It's important to design the page so that the visitor's attention is centered on the form. You should also use lots of white space and bullet points so that the page is easy to read.

7. Understand how the page fits into your lead process

Identify how prospects will arrive at the page. Common sources of traffic include email, search engine referrals, and display advertising. You should also identify what will happen when the prospect completes the form. Will sales follow up or will marketing continue to nurture the prospect?

8. Understand the technology that will support your page

Basic features to look for include the ability to develop and publish form-based landing pages. More advanced features include progressive profiling and lead scoring.

Part 3

Landing Page Offers

Part 3 Landing Page Offers

The Essentials

What you offer visitors to your page so that they will complete the form is the most important part of any landing page. As such, the offer must be sufficiently valuable to the prospect to get them to share vital contact and qualifying information with you.

Types of offers

There are many types of offers that you can develop for your landing pages, but four are commonly used today:

- Content-related offers in the form of newsletters, white papers, and online events
- Pricing-related offers that provide prospects with things like discounts
- Free consultations by subject matter experts
- Free trial versions of products.

When developing your first few pages, try to leverage offers that either already exist or are easy to create. This usually means sticking to content-related offers such as newsletters and white papers.

Offers that convert

Offers that convert share two characteristics. First, they are something that the prospect wants. Second, the offer is valuable enough for the prospect to share information that the landing page form asks for. For example, a newsletter offer might compel a prospect to share their email address, but not much more. A more substantial offer like a free 30-day trial of the product is more likely to compel a prospect to share higher-value information such as their phone number or why they are interested in the product.

How to develop great offers

Developing great offers is relatively easy as long as you understand what the prospect wants and balance that against what information you want to collect via your landing page.

Part 3 Landing Page Offers

The Big Picture

The screenshot shows a landing page for Act-On. At the top is the Act-On logo. Below it is a headline: "Receive your free marketing audit". Underneath the headline is a sub-headline: "You'll receive a free marketing audit from an Act-On expert. Learn how you can generate more leads and more revenue in less than 30 minutes." To the left of the form is a box titled "Get your free, 30 minute Marketing Audit" containing a list of four benefits. To the right is a form titled "Get your FREE audit now" with fields for "First and Last Name", "Company Name", "Work Email Address", "Phone Number", "Top Marketing Challenge", and "Number of Marketing Employees". At the bottom of the form is a "SCHEDULE IT NOW" button.

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First and Last Name

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SCHEDULE IT NOW

1. The offer provides the prospect with something they want as they are evaluating whether to make a purchase or not.
2. The prospect can clearly understand the offer and the benefits it will deliver.
3. The offer is sufficiently valuable to get visitors to the landing page to complete the form.
4. The offer moves the prospect further down the sales and marketing funnel.
5. Once the form is complete, the offer can be delivered almost immediately.

Part 3 Landing Page Offers

How to: 7 Steps to a Great Offer

1. Conduct a brainstorming session on the offer

What will you offer visitors to your landing page? Remember that your offer isn't necessarily your product. Common offers include newsletters, white papers, online events, pricing discounts, and free trials of your product.

2. Determine how valuable the offer is to the prospect

Make sure that the offer delivers sufficient value to entice the prospect to provide you with the information you're asking for via the form on your page. The offer is usually the key determinant of whether the page will have a good conversion rate.

3. Map the offer to where the prospect is in the purchasing process

Some offers target buyers when they are just starting their buying cycle. Other offers sit deeper in the funnel and are designed to push the buyer to a final purchasing decision.

4. Make sure the offer moves prospects closer to the point of purchase

Offers that move prospects further down the funnel and closer to purchasing your product or service and convert at a high rate are the best kind.

5. Make sure that prospects will understand the offer

The offer should be understandable in three seconds or less. Spend a few minutes writing some copy that describes exactly what the prospect will receive in exchange for completing the form on your page. You should also list the specific benefits the buyer will receive by virtue of receiving the offer.

6. If the offer doesn't already exist, you'll need to create it

When first starting out, create an offer that doesn't require a lot of work. Offers in the form of content such as a newsletter, white paper, or online event are usually the easiest to create. Other offers like trial versions of the product often require product development work and may take longer to create.

7. Make sure that you can deliver the offer to the prospect

For example, if the offer is a newsletter, you'll need a mechanism to add the prospect's email address to your newsletter database so you can email the newsletter to the prospect.

Part 4

Copywriting for Landing Pages

Part 4 Copywriting for Landing Pages

The Essentials

High converting landing pages share one common attribute – they all depend on good copy to describe what the offer is and why a visitor to your page should accept it and fill out the form. Fortunately, copywriting is a well-understood discipline that any marketer can master by understanding a few best practices and following some simple steps.

Elements that require copy

There are a number of elements on your page that will require copy, but the most important ones are: the headline; the sub-headline; the body or details of the offer; and the main call to action. Make sure that you really nail the copy for each of these elements.

Copy that converts

Remember that the objective of your page is to get people to tell you more about them. A strong offer and copy that effectively describes that offer are the two most important tools to drive high conversions.

Good copywriters use a number of best practices to achieve high conversion rates including: writing engaging, easy-to-understand headlines; using simple, specific language whenever possible; reiterating the benefits of the offer; supporting claims with actual proof; and writing clear calls to action.

How to write great copy

The first step in writing great copy is to remember that you are trying to describe the offer in such a way that a visitor to your landing page will want it enough to fill out the form in order to get it. One great way to do this is to let your customers write your copy for you – in other words, use the language your customers use. Find this copy in reviews, case studies and even emails to your sales reps. Finally, all landing page copy is important, but the headline, sub-head, and call to action are especially worth attention.

Part 4 Copywriting for Landing Pages

The Big Picture

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1. The headline clearly describes the offer so that it's understood in three seconds or less.
2. Clearly written copy in the form of short bullet points articulates the specific benefits of the offer.
3. The form headline describes exactly what a visitor to the landing page will receive.
4. Labels for form fields clearly describe what information is required for each field.
5. The button's call to action copy uses strong, action-oriented words.

Part 4 Copywriting for Landing Pages

How to: 11 Steps to Effective Landing Page Copy

1. Review the offer, its benefits, and key messages

Remember that your primary objective when writing copy is to describe the benefits of the offer in such a way that visitors to your page will complete the form.

2. Identify the elements on your landing page that will require copy

Some common elements that require copy include: the headline, a description of the offer, specific bullet points, labels for form fields, the call to action, and social proof points such as customer testimonials.

3. Whenever possible, use your customers to help you with copywriting

You can find lots of great copy in existing customer testimonials or by running a quick survey to collect customer quotes. Either way, creating copy that uses the voice of the customer is one of the most powerful copywriting techniques available.

4. When developing landing page copy, use power words

Power words include terms such as “you,” “free,” “new,” and “instant.” Repeatedly describe the value your offer will deliver to the prospect in exchange for filling out your landing page form. Use copy to back up your claims with proof.

5. Use plain language to describe the offer

Create a landing page headline that describes the offer and benefit in plain language. A visitor needs to understand what you’re offering in three seconds or less by glancing at the headline.

6. Use bullets to list specific benefits of the offer

People like to read content in list form, so develop three bullets that provide prospects with an understanding of three benefits they will receive in exchange for completing the form. Even if you have more benefits, people often won’t read more than three, so pick the three most compelling to your existing customers.

7. Develop a form headline that tells prospects why they should fill it out

The headline should clearly state what the prospect will receive in exchange for completing the form. An example form headline might read: “Get Your Free Evaluation Now.”

Part 4 Copywriting for Landing Pages

How to: 11 Steps to Effective Landing Page Copy—Continued

8. Copywrite the form fields

Spend time copywriting the fields in the form so that you get the information you want. For example, if you want business email addresses rather than personal email addresses, label that field “Business email address.”

9. Write the copy for your landing page form button

Avoid using the word “submit” in the button and instead use copy like “Download Your Content.” Button copy can have a significant impact on conversion rates, so pay close attention to it.

10. Develop a copy-centric mockup of the page

Develop a simple, copy-centric mockup of the landing page so that you can see how the copy will look when laid out on the page. Don't worry too much about visual design, but do pay attention to relative placement on the page and font treatments. Eyetracking visualizations show that users often read Web pages in an F-shaped pattern: two horizontal stripes followed by a vertical stripe. Make sure your most important copy doesn't get overlooked.

11. Conduct a quick review of the copy

Have a handful of your coworkers review the copy to make sure that it articulates a clear benefit, uses plain language, provides specifics, and contains no typos or mistakes.

Part 5

Landing Page Forms

Part 5 Landing Page Forms

The Essentials

The purpose of a landing page is to capture information about a prospect. As such, the form is one of the most important elements of your page. It allows you to capture information about your prospects such as their name, email address, company, and phone number. Without this information, a visitor to your website remains anonymous and you have no way to market or sell to the prospect.

It's all about form conversions

When it comes to forms, the objective is to convert a large number of visitors to the page into leads. There are a few different factors that influence form conversion rates including: the amount of information you ask for on the form; the type of information you ask for; and the design of the form.

Different types of forms

Forms come in different shapes and sizes. When creating a form, it's critical to determine what campaign the form will support. For example, if the objective is to generate leads for marketing, you should design the form to primarily capture email addresses. But if the objective is to generate leads for sales, the form should capture qualifying information as well. Progressive forms can serve repeat visitors with new form fields, so you capture increasing amounts of information on each visit without overwhelming the visitor.

Form best practices

A number of best practices can increase form conversion rates. Some of the more notable ones include identifying the minimum amount of information you need to collect, prioritizing email address capture, and using visual design elements that make the form pop off the page.

How to create perfect forms

There are a handful of simple steps that will help you create great forms. Start by determining the goal of the form. Then specify the information you need to capture via the form and use that as the foundation for your form design efforts. Finally, track and optimize form conversion rates over time.

Part 5 Landing Page Forms

The Big Picture

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Top Marketing Challenge

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SCHEDULE IT NOW

1. The form is displayed prominently above the landing page fold.
2. The form is offset from the rest of page using a contrasting design and color scheme.
3. A strong call to action is placed at the top of form.
4. The form's required information is well thought out and tied to the offer.
5. Well-written copy specifies the exact information required for each form field.
6. When a visitor inputs invalid information, field-specific error messages appear.
7. The form uses a bold button with a "power" word that asks the user to do something.

Part 5 Landing Page Forms

How to: 12 Steps to Great Landing Page Forms

1. Identify the campaign that the form will support

Landing pages can support different types of marketing and sales campaigns. Common campaign types include getting prospects to sign up for an email newsletter, download a white paper, or contact sales. Everything about the form is defined by the campaign it will support.

2. Determine whether lead quantity or quality is more important

Some campaigns, like newsletter sign-ups, are about volume. Others, like contacting sales, are about quality. To make this determination, specify what will happen to a lead once it's generated. A simple distinction to draw is to determine whether sales will follow up on the lead or marketing will continue to market to the prospect.

3. Determine what information the form must collect

Consider the tradeoff between the amount of information you ask for and conversion rates. Try to ask for as little information as possible and no more than seven pieces of information. Common form fields that help determine who the prospect is include name, email address, company name, phone number, title, and department. Common fields that help qualify the prospect include the prospect's role, budget information, timing, and their reason for considering a purchase.

4. Stack rank the information the form will collect in order of importance

With few exceptions, email address should be at the top of the list. Design the form so that it captures the most important information first. This usually means prioritizing the name and email address fields so that they are at the top of the form.

5. Write the copy for each form field

Write copy that tells the prospect the type of information you want in each form field. For example, if you want to capture business email addresses rather than personal email addresses, label that field "business email address."

6. Use progressive profiling to increase conversions

This tactic allows you to gather information about a prospect as they visit your website over time. With progressive profiling, visitors initially fill out a basic form with minimal information such as name and email. When these same visitors return, they are served a new form with additional questions.

Part 5 Landing Page Forms

How to: 12 Steps to Great Landing Page Forms—Continued

7. Consider implementing form validation rules

Form validation rules ensure that prospects are entering valid information into the form. An example of a form validation rule is to make sure that U.S. phone numbers include ten digits or that U.S. zip codes contain five digits.

8. Place the form above the fold

Place the form above the fold in an area where prospects can't miss it. The upper right hand corner of the landing page is a good place to start.

9. Make the form pop off the page

Make the form pop off the page by using a color for the form that contrasts with the rest of the page. For example, if your page is white, use a dark color for the form element's border.

10. Use visual cues such as an arrow pointing at the form

Visual cues can direct a visitor's gaze towards the form. For example, use a hero shot where the model is looking at the form in order to direct the prospect's attention to the form.

11. Create a bold form submission button

Create a form submission button that is oversized, brightly colored, and has a strong call to action that relates directly to the offer. Use powerful words such as "now," "free," "instant," and "download" whenever possible.

12. Test the form prior to publishing

Prior to publishing your landing page, test that the form is working properly. Make sure that data submitted via the form is accurate and ends up in your marketing automation database. If you have implemented form validation rules, make sure that they work properly.

Part 6

Landing Page Design

Part 6 Landing Page Design

The Essentials

The design of your page will play a big part in determining whether it generates the number of leads you want it to. Although some people believe that design is about beauty, it's important to remember that landing page design is about achieving high conversion rates.

Design's impact on conversion rates

The design of your page has a major impact on how well the page will convert. The use of images, fonts, and colors, as well as the overall layout of the page, are critical tools in the quest to drive conversion rates higher.

The importance of laying out your landing page

Effective design starts with the overall structure and layout of the page. Most landing pages need to incorporate a few common elements like a headline, a description of the offer, an image that is representative of the offer, a form, and a call to action. Try to structure your page so that visitors are guided to the form and call to action.

Design best practices

There are some well-established best practices when it comes to designing landing pages. Highlighting your call to action by using contrasting colors is one such practice. Displaying images of happy customers or a product in use, and minimizing the number of links on a landing page are two other examples of best practices. Additional best practices are highlighted in the "How To" section that follows.

How to design great landing pages

A few simple steps can streamline the process of designing your page. You should start your design efforts by developing a creative brief that references objectives for the page. Focus on an overall page layout that supports these objectives and then move on to designing specific elements on the page. Lastly, track the impact of design changes to determine what's working and what's not.

Part 6 Landing Page Design

The Big Picture

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1. The layout of the landing page highlights the form and call to action above everything else.
2. The form is above the fold and is clearly contrasted from the rest of the page.
3. The landing page headline is easy to read and articulates a clear benefit to the target audience.
4. A strong call to action button, telling the visitor what to do is featured.
5. Color is used to highlight key areas on the landing page such as the call-to-action button.

Part 6 Landing Page Design

How to: 11 Steps to a Well-Designed Landing Page

1. Develop a short creative brief

Develop a short creative brief that specifies the landing page's objectives, target audience, primary offer, headline, supporting copy and images, and form requirements. If you're working with a designer, use this creative brief as a way to articulate your requirements.

2. Use other landing pages for inspiration

Reference other pages that you think can serve as inspiration for the page you're about to design. It's almost always better to reference an existing landing page when designing a new one.

3. Block out the overall structure of your landing page

Block out the overall structure of the page using a simple wireframing tool or even PowerPoint. You're not creating a final design here – you're just trying to understand overall layout and make sure that the page makes sense. If you're working with a designer, this will serve as a way to indicate your expectations.

4. Make the form pop off the page

Lay out the page so that the form and call to action pop. Place the form above the fold and use a color treatment for the form that contrasts with the rest of the page.

5. Point everything at the form

Make sure that each element on the page guides the prospect to the form. For example, you can use visual cues such as arrows that direct the prospect's gaze to the form and call to action.

6. Design your form button

Pay particularly close attention to the design of your form button. Use a color treatment such as green, red, or orange, as well as a bold, impactful font.

7. Design a high impact headline

Use a high impact font treatment to highlight the page headline. The headline needs to grab the attention of the prospect and clearly articulate the value the prospect will receive in exchange for completing the form. But be sure to use web-safe fonts, so you can be confident people see the page as you intend.

Part 6 Landing Page Design

How to: 11 Steps to a Well-Designed Landing Page—Continued

8. If appropriate, showcase a happy customer

You may be able to incorporate a “hero shot” into the page that showcases a happy customer. Make sure the image is high quality and, if possible, align the image so that their gaze is directed towards the form. You can also use another type of image such as a picture of your product, but make sure it’s related to the primary offer. If your product is intangible or industrial, you may need to get creative with other types of images that provide an emotional connection.

9. Use bullet points to organize copy

Use bullet points to organize copy so that it’s easy to consume. Try to stick to three bullet points made up of one high impact sentence each. Remember that prospects won’t read your landing page – they’ll scan it. Don’t try to say everything; pick the three points that matter most to your buyers.

10. Use plenty of white space

Make sure that there is plenty of white space on the landing page so that prospects can easily consume the information you’re presenting. Use enough white space so that prospects can scan the page and quickly identify the headline and form in particular.

11. Minimize the number of links on the page

Minimize the number of links on the page so that prospects can focus on the form and call to action. In fact, some landing pages have no links.

Part 7

Metrics and Optimization

Part 7 Metrics and Optimization

The Essentials

Given that landing pages are designed to convert visitors into leads, it's critical that you track the performance of your page. While there are different metrics that can tell you about the performance, the most important one is the conversion rate – the percentage of the visitors to the page that complete the form.

Different landing pages yield different conversion rates

Remember that different landing pages have different conversion rates. As such, it's important to understand what type of campaign your page is designed to support. Some pages are designed to generate a small number of high quality leads, while others are designed to generate a large number of lower quality leads. Regardless of the type of page you have, make sure that you are using a reliable technology to track your pages' conversion rate.

Optimizing your landing page

The conversion rate metrics that you collect will allow you to optimize your page. While you can make changes to a single page using this data, the best way to improve conversion rates is to conduct what's called an A/B test. An A/B test allows you to compare the performance of one version of a page (page "A") against another (page "B"). Page B is usually similar to page A, but contains one change, such as a new headline or a different location for your call to action button. The idea is to drive traffic to both pages and see which converts at a higher rate.

How to track and optimize landing pages

While metrics and optimization can seem like a challenging topic, it's actually straightforward. Start by establishing a target conversion rate for your landing page and begin collecting data. Then develop a second version of the page and collect conversion rate data for that page. Choose the page that performs better as your new champion or control page and repeat.

Part 7 Metrics and Optimization

The Big Picture

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SCHEDULE IT NOW

1. A new version of the landing page offers a consultation, as opposed to an audit.
2. The headline (and associated copy) has been changed to reflect this new offer.
3. The color of the button is now green, as opposed to orange.
4. These small changes can be tested to see if they increase the conversion rate of this page.

Part 7 Metrics and Optimization

How to: 8 Steps to Metrics and Optimization

1. Identify the business objective your landing page will support

Landing pages can support different types of marketing and sales objectives. Common objectives include getting prospects to sign up for an email newsletter, download a white paper, or contact sales. It's important to identify what the overall objective of the landing page is before detailing copy or design.

2. Establish a conversion rate goal to support that objective

Depending on the objective or campaign they support, different landing pages have different conversion rate targets. For example, some campaigns, such as newsletter sign-ups, are about quantity and may see conversion rates as high as 10%. Others, such as attending a webinar, are more about quality and may see conversions in the 1-2% range. When establishing a target conversion rate, remember that there is almost always a tradeoff between lead quality and quantity.

3. Collect and analyze baseline data for “control” page

Start collecting data that tells you how well your page is converting. The first version of the page that you collect metrics for is called your “control” page. It is the baseline against which the next version of the landing page will be compared. Refer back to your original conversion rate objectives and make sure that you are in the right ballpark. If not, it may be time to revisit some of the fundamental elements of the page such as the offer, headline, or number of required fields in the form.

4. Develop a second landing page

With an understanding of how your control page is performing, you can create a second page. This second, or “B,” page is critical to understanding which of your pages convert at the highest rate. When developing this page, change a specific element on the page that you think will impact conversions. Try changing the headline, image, and color of the call to action button to see if they have an impact on conversions.

5. Run an A/B test that compares the two pages

Now you can start tracking the performance of the “B” page. Gather conversion rate data about the new page and compare it to the control page. When driving traffic to a new page, make sure that you understand whether the new page will perform at an acceptable conversion rate as you direct a small amount of traffic to it. After you've made this initial determination, you can start driving higher volume traffic to the page and engage in a complete A/B test.

Part 7 Metrics and Optimization

How to:

8 Steps to Metrics and Optimization—Continued

6. Choose an A/B test winner

The A/B test is designed to allow you to choose a winner – the page that converts at the highest rate. Once you've identified the best performing landing page, make that your new control page.

7. Continue optimizing your landing page with new A/B tests

Now that you have a new control page, you should develop a new, alternative page that you can use to run another A/B test. Again, think about changing elements such as the headline, image, and color of the call to action button.

8. Optimize over the long run

Your sales environment is always changing, so landing page optimization should never stop. In fact, the world's highest converting pages got that way over many months, if not years. So, remember to never stop collecting metrics and looking for new optimizations that will increase conversions.

Part 8

Landing Page Technology

Part 8 Landing Page Technology

The Essentials

The benefit of choosing an easy-to-use platform is the time savings it provides. Time spent on creating effective landing pages should be used to focus on developing a compelling offer to help with conversion rather than writing HTML code. Additionally, look for integrated platform capabilities that can help drive more traffic to your landing pages, such as SEO and social sharing.

Types of landing pages

There are two basic types of landing pages which can be created: pages with an embedded form and pages without. Landing pages with embedded forms have a higher conversion rate, as , they allow visitors to provide data and convert on the spot.

Landing pages that convert

In addition to your landing page having a strong offer and copy, it's important to have ways to drive traffic to it. The more traffic you can drive to your landing page, the more exposure you have to its content and offerings, which should lead to increased conversions.

How to create landing pages using Act-On

Act-On's technology allows you to quickly create landing pages using a few simple steps. You don't need extensive knowledge of HTML. In addition to creating compelling offers to help turn page visitors into leads, Act-On's SEO capabilities allow you to evaluate and alter page elements to help with search engine rankings, which in turn helps increase traffic to your landing pages. Additionally, Act-On allows you to publish your landing page out to various social media outlets to help drive additional traffic.

Part 8 Landing Page Technology

How to:

6 Steps to Create Landing Pages Using Act-On

1. Decide how you want to build your new landing page

Act-on allows you to build your new landing pages from multiple options: upload a pre-designed page, start from an existing landing page, or start from a blank page. With one single click, Act-On allows you to create a new landing page from any existing email message draft or sent email message. This option is typically used for landing pages that do not have an embedded form.

2. Create the landing page form

Create your form before designing your landing page. Since you will be embedding the form into the landing page, make sure you have a single column for the form fields as width is a key consideration. Also, ensure your form is plain without a logo or stationery, as those elements will be defined by the landing page.

3. Determine the overall layout of the landing page

Select the stationery, logo, font and font size for your landing page. Then select the form you want to embed and determine its alignment – left, center, or right.

4. Optimize your landing page for search engine traffic

Act-On's Meta Tags tool lets you create and edit the landing page's title and description. This will help your landing page rank better on major search engines, thereby increasing visitor traffic. Learn more about Meta Tags for your landing pages [here](#).

5. Insert content via Smart Content Blocks

Use Act-On's Smart Content Blocks to create your offer, keeping in mind the copywriting essentials.

6. Publish your landing page

Act-On allows you to create trackable URLs so you can get visibility into where the visitors are coming from. SEO-friendly URLs can also be created for search engine queries. Also, Act-On allows you to publish the landing page into multiple social media outlets to help further extend your marketing reach. Additional information on how to make the most of your social media accounts can be found [here](#).

Appendix

Landing Page Templates

Appendix Landing Page Templates

Top of the Funnel

Buyers in the top of the funnel are usually still defining their need; they're in discovery mode.

- Use copy that addresses well-known pain points or desires
- Offers of more general education materials tend to work well
- Keep the form short and basic; note that this example is just three fields

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- ✓ Learn how other marketers are using Act-On to generate 50% more leads and achieve 43% higher revenue growth on average

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Appendix Landing Page Templates

Middle of the Funnel

Buyers in the middle of the funnel generally have defined their problem and are researching solutions.

- Provide educational content that helps them visualize a solution
- Educational content can become a little more specific
- Keep the form short and basic. Consider using progressive forms so you can ask new questions and gain more insight

The image shows a landing page template for Act-On. At the top is the Act-On logo. Below it is the title 'The Ultimate Guide to Marketing Automation' and a sub-headline: 'You'll learn how the world's best marketers are using marketing automation to generate more qualified leads and increase revenue in this 60 page eBook from Act-On.' The page is divided into two main sections. On the left, a light grey box contains the title 'The Ultimate Guide to Marketing Automation' and three bullet points with green checkmarks: 'Get instant access to the 50 page ebook and supporting tools', 'Includes 30 best practices that can help you target buyers more effectively using marketing automation', and 'Learn how marketing automation helps companies achieve 43% higher revenue growth on average'. On the right, a dark grey box contains the heading 'Get your FREE eBook now' and a form with four input fields: 'First and Last Name', 'Company Name', 'Work Email Address', and 'Phone Number'. At the bottom of this box is an orange button with the text 'GET YOUR COPY NOW'.

act-on

The Ultimate Guide to Marketing Automation

You'll learn how the world's best marketers are using marketing automation to generate more qualified leads and increase revenue in this 60 page eBook from Act-On.

The Ultimate Guide to Marketing Automation

- ✓ Get instant access to the 50 page ebook and supporting tools
- ✓ Includes 30 best practices that can help you target buyers more effectively using marketing automation
- ✓ Learn how marketing automation helps companies achieve 43% higher revenue growth on average

Get your **FREE** eBook now

First and Last Name

Company Name

Work Email Address

Phone Number

GET YOUR COPY NOW

Appendix Landing Page Templates

Bottom of the Funnel

Buyers in the bottom of the funnel generally are making a decision or reaffirming a decision they've just made.

- Provide information targeted for financial decisions
- You can get very specific with your offer
- Again, keep the form short, and consider using progressive forms so you can ask still more new questions and gain even more insight

The image shows a landing page template for Act-On. At the top center is the Act-On logo. Below it is the main headline: "Receive your free marketing audit". Underneath the headline is a sub-headline: "You'll receive a free marketing audit from an Act-On expert. Learn how you can generate more leads and more revenue in less than 30 minutes." The page is divided into two main sections. On the left, there is a box with the heading "Get your free, 30 minute Marketing Audit" and a list of four bullet points: "Receive a one-on-one consultation from an Act-On certified marketing expert", "Includes a 30 minute phone meeting and custom report delivered via email", "Identifies specific marketing campaigns and programs that can be optimized and improved", and "Learn how specific marketing best practices have generated more revenue for companies like yours". On the right, there is a dark grey box with the heading "Get your FREE audit now" and a form with five input fields: "First and Last Name", "Company Name", "Work Email Address", "Phone Number", and "Top Marketing Challenge". Below the form is a button labeled "Number of Marketing Employees" and a large orange button labeled "SCHEDULE IT NOW".

Resources

Learn more

Other courses in this series:

- Email Marketing
- Sales & Marketing Cooperation
- Social Media Lead Generation
- Webinar Planning & Management

Learn more about email

[Browse](#) white papers, blog posts, videos, and more.

Read customer case studies

[Learn more](#) about how real people use marketing automation for lead generation and customer lifecycle management.

Visit Act-On University

Access more [training resources](#).

About Act-On Software

Act-On Software's integrated [marketing automation](#) suite is the foundation of successful marketing programs, from simple and direct, to sophisticated and globally executed campaigns. Act-On is a cloud-based marketing platform that enables marketers to tie inbound, outbound, and nurturing programs together in a single dashboard. Scalable and intuitive, Act-On supports sales as well as marketing and is fast to implement, easy to use, and powerful.

About TOPO

This course was created by [Act-On](#) and [TOPO](#), a research, advisory, and consulting firm that believes in a really simple, but powerful idea – that the most important thing in business is to deliver a great buying experience.