How to create a landing page that converts

By James White

24 Feb 2015

A strong landing page does more than just attract customers with stellar design or compelling copy. Whether you're trying to sell a new product or you want to convince customers to stick around and get to know your company and services better, there's a lot to consider when constructing the perfect landing page.

For starters, the page should be geared towards your target audience or consumer. Avoid cluttering the page, as too many photos or outside links can confuse readers - it could even cost a potential sale. Many landing pages excel in one or two ways but fall short in others. Let's take a closer look at what separates weaker pages from exceptional ones.

It's all about the customer

Successful landing pages cater to a target audience or customer base. For example, an upscale yoga clothing company will focus on copy that speaks to younger affluent women while an outdoor company relies on specific outdoor-oriented words and phrases to attract customers. This concept may seem obvious to some, but it's essential for drawing in customers with a strong interest in your company's product or services.

One way to attract the appropriate audience is to sneak into the customer's mind. You'll need to determine what they're really looking for and how you can successfully deliver. The best way to do this is through meaningful customer connections, which may include a focus group, survey, face-to-face meeting, or a similar strategy. Taking a simpler approach such as an online survey might not be enough to get a comprehensive idea of what your customers desire.

CJ Pony Parts, a Ford Mustang parts and accessories retailer, instantly connects with customers through its landing pages. For example, the 1979-1993 Mustang parts page speaks to its classic car-loving audience using words such as "enthusiast" and "beloved." These customers are often interested in partial or complete restoration projects and want to find a supplier who understands their goals and needs. Using precise copy to personally excite customers and keep their attention is crucial for forming and maintaining positive relationships.

Cleanliness counts

Anyone can write copy for a landing page, but there's more to successful copy than stringing words or ideas together. Successful copy is clear, concise, and free of distracting words or phrases. It's best to keep the copy short and simple to hold your reader's attention. Aside from using succinct copy, you'll also want to remove any clutter or debris from the page to keep the customer focused. The goal is often to entice the reader to make a purchase or feel compelled to spend more time on your company's website.

A good example is ContentVerve.com. Not only is the copy sparse and direct, but it also encourages customers to invest in a free eBook using short bolded phrases or sentences to attract customers - such as "tested and proven optimisation principles," "flexible template," and "inspiration."

Easy navigation

Cluttered navigation systems can quickly divert any customer's attention. A messy navigation system also makes it difficult to find a specific product or service. In some cases, it may even aggravate the customer to the point where he or she looks elsewhere for a similar product.

Carphone Warehouse offers clear, concise navigation for customers seeking broader product selections or a specific item.

For example, customers can shop for the Apple iPhone 6 or find the most popular phone by positioning the mouse cursor over the "Mobile Phones" section, and then scan the list of most popular phones.

Sense of connection

Most customers want to feel a connection, especially when they're investing in a company's product or service. For this reason, the landing page should clearly define who or what the company is and what it offers. It's not always the first bit of information visitors seek, but it's helpful to have it readily available for them.

Some websites prefer to write an informative "About Us" or company info page for customers to peruse. Others, including Asana, go a step further. They quickly and directly connect with customers through meaningful images, such as shots of upbeat group collaborations or energetic group meetings. However, visitors seeking additional information about Asana can easily find it in the "About Us" section towards the bottom of the page.

How to be successful

The best landing pages draw customers in, enticing them to buy specific products or services. Not every landing page accomplishes this goal, but there are plenty of companies that create stellar landing pages. While the companies are vastly different, their landing pages successfully interest customers with concise copy, a sense of connection, and easy navigation. By taking the right steps, you'll attract the right customers and maintain rewarding connections over the years.

ABOUT JAMES WHITE

James White is a content specialist for SEO Company Go and blogs in his free time at InfoBros. His articles have been published by ConverStations, Thought Catalog and IP Watchdog.
- Nine ways to scale your sales team - 21 Dec 2016
- How to create a more personalized website - 10 Mar 2016
- Here's how your company can recover after a PR screw-up - 30 Oct 2015
- Could biometrics help businesses interact with each other more smoothly? - 1 Oct 2015
- How to use your company's history to build up your brand - 3 Sep 2015

View my profile and articles...

For more, visit: https://www.bizcommunity.com