

10 Golden Landing Page Ideas to Boost Your Conversion Rate

by [Clever Zebo](#)



Getting your landing page right can mean big returns. While there is no such thing as the PERFECT landing page, there are certain golden rules that can get you pretty close. Here they are.



1. Make Your Value Proposition Clear

The screenshot shows the Unbounce website landing page. At the top left is the "unbounce" logo, and at the top right are links for "LOG IN" and "SIGN UP FREE". A navigation menu includes "WHAT IS IT?", "BENEFITS", "FEATURES", "TEMPLATES", "PARTNERS", "PRICING", "SUPPORT", and "BLOG". A "Contact Us" button with a phone icon and the number "1.888.515.9161" is visible. The main content area features a video player on the left showing a dashboard with "276 Landing Pages" (173 published, 103 unpublished) and a "Premium Template: Aida copy". To the right, the headline reads "THE FASTEST AND MOST POWERFUL D.I.Y. LANDING PAGE PLATFORM" followed by "CREATE, PUBLISH AND OPTIMIZE LANDING PAGES WITHOUT I.T.". Below this, it states "Use a template to create a landing page in minutes" and "Optimize for higher conversion rates with simple A/B testing". A large orange button says "SIGN UP AND BUILD A FREE LANDING PAGE". At the bottom, there are five navigation options: "WHAT IS Unbounce?", "TOP 5 reasons to use it", "PPC landing pages", "HOW TO boost your ROI", and "LEAD GEN made simple".

Notice how your eye is drawn to the large white letters “Landing Page Platform” and how the sentences above and below it in fairly few words explain EXACTLY everything you need to know about Unbounce. Although there are lots of options to explore further, within seconds Unbounce has laid out everything we need to know about them to make a buying decision.



2. Your Call-to-Action Button Should Leave No Doubt

proposable [HOME](#) [FEATURES](#) [PRESS](#) [BLOG](#) [PRICING & SIGN UP](#) [LOGIN](#) [FOLLOW US ON TWITTER](#)

PAINLESS PROPOSAL SOFTWARE.

Create and deliver sales proposals in minutes with our easy online proposal software. Be notified instantly when your proposals are viewed. Know exactly what your recipients are looking at and **start selling in real-time!**

FREE TRIAL
No Credit Card Required

Watch the Proposable Video

"I love this software. No more writing new proposals from scratch. One of the best subscriptions I use!"
—Cynthia Roland | Texas Webbies

CREATE. Proposable is simple proposal software that allows
DELIVER. Deliver your proposals instantly over the web and stay
ANALYZE. Be notified instantly by text message and email as

Proposable’s call to action button reads: “FREE TRIAL No Credit Card Required.” Not all free trials are equal, and consumers have become more wary. Many companies make the mistake of being too vague or misleading with their call to action buttons, but Proposable is up-front and direct with their irresistible offer.

While one take-away is to use “free” to encourage testing, the more important take-away is to be specific, direct, and honest. If you’re selling a product and can’t give something for free, “Go to Purchase Options” will probably convert better than “Submit.” Regardless of the ask, make your buttons specific!



3. Benefits Sell

United States ▾ Organizing an Event? Call Us Today! 1-888-351-9948 | [Contact Us](#) | [Sign In](#)

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Managing events is tough. That's why RegOnline gives you instant access to 32 professional event management software tools to simplify the management of your events. Best of all, we're always here to help. You get free, unlimited access to our US-based phone support team every step of the way.

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Access proven website, email and registration templates that improve attendance by 20%.
- ✓ **Manage events easier**
Use enterprise-level software to automate 60% of your work: registrations, reporting and data management.
- ✓ **Build lasting relationships**
Add value that you can see and measure by engaging your audience before, during and after the event.



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No Setup Fees. No monthly fees. Pay only for registrations

Name:

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A link to validate your email will be sent to this address.

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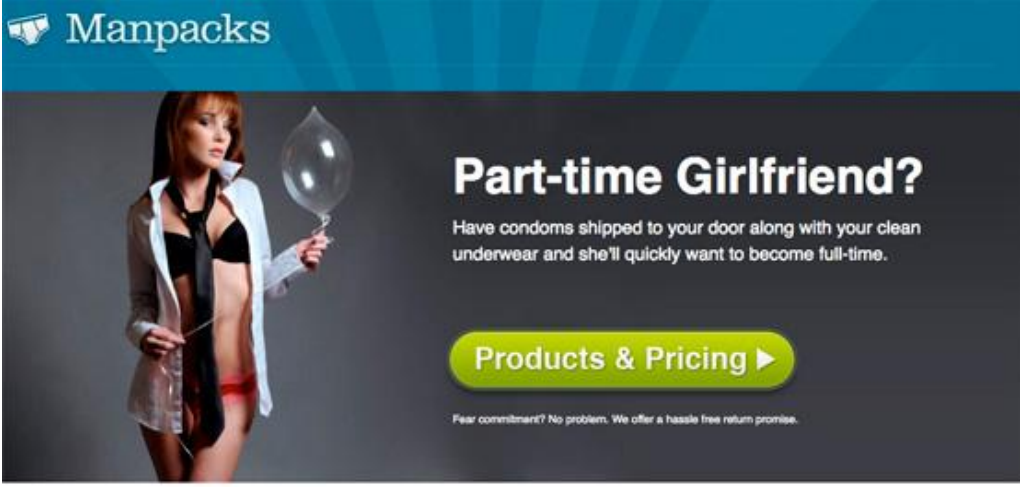
Sarah Li
QA Engineer
helping you Get more attendees since 2009

Discover  how RegOnline's powerful event management software and marketing tools, make your life easier.

RegOnline is a prime example of how to communicate value with brevity. Notice how they use 3 powerful benefit bullet points that answer all of a visitor's potential questions about why they would give their personal information.

While for some companies three bullet points is too limiting, for most of us three is a perfect number to get our point across powerfully.

4. Know Your Audience



Manpacks

Part-time Girlfriend?

Have condoms shipped to your door along with your clean underwear and she'll quickly want to become full-time.

[Products & Pricing ▶](#)

Fear commitment? No problem. We offer a hassle free return promise.

Featured in

TechCrunch NBC MAXIM The New York Times Inc. THE HUFFINGTON POST npr ESPN (magazine)

What's Manpacks?

Manpacks is a lifestyle service for men who are too busy to worry about basics (socks, underwear, shirts, shaving supplies, condoms, etc).

Whether they are busy working long hours at the office, vacationing, playing sports, making music, working out at the gym... we make it easy to stay on top of having the essentials. We always put the customer first, and enhance men's lives with name-brand products in their quarterly deliveries.


We're user-friendly and allow customers to modify, rush or delay shipment at anytime.


Why Manpacks?

Discover the best men's products to look your best & attract others.


Modify, rush or delay shipments to get what you need, when you need it.

Automate routine purchases and never shop for them again.

 *@manpacks is awesome. Between @manpacks, @zappos, and @soap.com, I might never have to run errands again.*
- @ralsennings

 *Maybe it's silly, but @manpacks is my FAVORITE SAAS service that I pay for. Socks as a Service, amirite?*
- @alexknowhtml

Follow Us




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This one is obvious. Their audience is single dudes too busy to shop and take care of themselves. So what's the one thing that'll get them take a moment and open their wallets? ... yep, that.



5. Understand the Buying Cycle


Contact Us | Live Chat

FORRESTER COMPARES MARKETING AUTOMATION VENDORS

Industry Analysis and Vendor Comparison

Forrester's analysis of 18 lead management systems can help you choose the right marketing automation vendor for your business. This 20-page report (\$1749 value) includes a market overview, vendor strengths and weaknesses, and feature comparisons including:

- Campaign management
- Lead scoring and nurturing
- Reporting
- Scalability
- Total cost of ownership



Pick a marketing automation and lead management partner that can help mature your marketing and sales processes - download the report today!

DOWNLOAD NOW!

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Job Function: *

Company: *

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Marketo has created enough brand awareness to be a natural option in most marketing automation buying processes. The problem is that it's a competitive field, and they need to stand out. So rather than toot their own horn, they let Forrester do the work for them.

Understand where your prospects and customers are in their buying cycle when they come to you. There's a big difference between folks seeing you for the first time and folks doing their due-diligence. Make sure your landing page is sensitive to their sales cycle progress.



6. Great Video Solves Lots of Problems

GeneralLinguistics




South Park meets Rosetta Stone. In Spanish.

HILARIOUS Spanish Classes that keep you coming back for more.



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Bueno, entonces... Features

-  30 Spanish Classes you don't even need to get dressed for.
-  18+ hours of audio and video to help you retain everything.

What is Bueno, entonces... ?

General Linguistics was founded by a group of professional linguists, teachers and students frustrated with boring, old-fashioned language learning programs. Though comprehensive and supported by millions of dollars in marketing, products like **Rosetta Stone®** and **Pimsleur®** are dated, expensive, and worst of all, boring. Our mission is to develop language learning programs that people will use and enjoy.

[Read More >>](#)

Especially when your competitive advantage revolves around feel and style, video is one of the most effective means for conveying how something works, its benefits, AND what makes it special and unique.

When well-conceived and produced, a great video can be your single most effective sales tool.



7. Pimp Your PR

The screenshot shows the SmartyPants website landing page. At the top, the logo "SMARTYPANTS™" is displayed with a purple character icon and the tagline "Family Health Simplified". Navigation links include "Got Questions?/FAQ", "Contact Us", "> LOGIN", "> SHOPPING CART", and "> FIND A STORE". Social media icons for Twitter, Google+, and Facebook are present. A horizontal menu contains buttons for "for Kids!", "for grown-ups", "who ♥s SP", "our story", "shop!", "our mission", and "blog".

The main content area features a testimonial from "THE OPRAH MAGAZINE". The testimonial text reads: "Look what we found: Good-for-You Gumdrops!" followed by "The only all-in-one multivitamin gummies that contain 100% of the RDA of Vitamin D as well as omega 3's (from eco-friendly toxin-free fish oil)." and is attributed to "- O, The Oprah Magazine 11/11". An "ORDER NOW!" button is prominently displayed, with a note below it: "Use code OPRAH to SAVE 15% + FREE SHIPPING".

At the bottom, a row of logos for various media outlets is shown: "DAILY CANDY", "OK!", "People", "THE OPRAH MAGAZINE", "MSNBC", and "ecomom". A "See more >" link is also visible.

Wondering whether talking about all the places your product is listed is bragging? It's most definitely not. If Oprah loves it, then your customers will. If you've been mentioned, written about, reviewed, or even sneezed at, get that media outlet's logo on your landing page.

8. Keep It Simple

WISTIA PRESENTS A **FREE** **INSIDER'S SAVVY** **COMPREHENSIVE** **SAGELY NO-SWEAT** GUIDE TO **VIDEO MARKETING**



- ▶ How should you create video?
- ▶ When should you use YouTube?
- ▶ Hone your message with analytics
- ▶ Promote your video using email
- ▶ Drive traffic with video SEO

EMAIL: **START WATCHING**

Enter your email address to get access to all our video guides and receive our newsletter of pro-tips and web-video heroics.

We won't spam, sell, hack, or inappropriately touch your email. Promise.

Wistia helps businesses share, manage, and track their videos. To learn more about us, swing by [our website](#).

Do you REALLY need to collect all that other contact info? Does listing every feature really make a difference in the prospect's eyes? You sure you can't explain everything your customer needs to know about your product in a few bullet points?

Less is more when it comes to landing pages.

9. Great Design is Irresistible



It almost doesn't matter what this landing page is selling – I want some.

Truly innovative design transcends and can't help but go viral.

If you're serious about selling, it's worth investing in design. Start keeping a record of all your favorite landing pages to get you or your designer inspired when it's time to create.



10. Keep Iterating

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ONLINE USABILITY TESTING. POWERFUL. SIMPLE.

Loop¹¹ is a remote usability testing tool that enables you to test the user-experience of any website and identify navigational and usability issues. Get the hard facts about your website quickly and cost effectively!

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Use our easy step-by-step process to create professional, world-class usability tests in just a few minutes.
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- INVITE PARTICIPANTS**
Inviting users is simple. Every test that you create will have a unique link that you can send out to participants via e-mail or social media. Or create a pop-up on your website, the choice is yours!
- ANALYSE DATA**
Track and see users as they try to complete the tasks you created! Get real-time quantitative usability metrics, as well as video playbacks of users using your website.
[Show me the features](#)

Your landing page is an evolution. When you get enough traffic, you can isolate elements (call to action, images, title, etc.) and a/b test, but even before then you create usability tests to ensure your landing pages bring visitors to the intended goal.

Keep learning, keep analyzing landing pages you love, and keep trying new things. An experimental spirit will yield pleasant surprises.

For more good stuff on marketing strategy, visit the [Conversion Optimization blog](#) and hang out with [the Zebo on Twitter](#).