



Landing Page Optimization Check List

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Does your business have an online advertising strategy? If yes, then you probably know the value of engaging and thereby converting the traffic that lands on your site. A landing page does exactly that – instead of having all your website traffic land on your main home page, route the traffic to a targeted page that has information about a specific service. Landing page creation and optimization is a tricky business – it does not necessarily follow the conventional rules of web design. Here's a checklist of items that will help you design better landing pages.



One Service per Page

Did you know that the average attention span on a web page is about 3 seconds? The very purpose of having a landing page is so that when visitors come onto your page they find *exactly* what they're looking for. If what they're looking for is lost amidst a whole bunch of other stuff, then you've as good as lost a click.

#2



Minimize Navigation

This is almost a thumb rule of landing page creation. Have you noticed your online behavior? You're always looking for something to click! The wise thing would be to retain your visitors as much as possible on your landing page. All the navigation they need to do is in order to convert (of course the definition of 'conversion' might mean different things to different people). Which brings us to our next point.



Clear and Concise 'Call to Action's

So, you've got the attention of your visitors. They really like what they see and they're looking for what to do. Don't make them search high and low for what they need to do next. Give bold call-to-action buttons at every fold of your page. Don't be ambiguous – avoid messages like 'Click' or 'Go'. Action terms like **Sign Up!** or **Buy Now!** are far more effective .

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Content, content, content

Need we say more? Can you imagine yourself buying from through a site which cries out 'Buy from us' in every other sentence? The point of a landing page is to attract leads, but don't hard sell. Give the visitors useful, good quality content. They have to be convinced that it is a good idea to do business with you.



Keyword Relevance

This follows from the 'One service per page' rule. It is important that the landing page headline and subsequent headings are aligned with your target keywords. People generally scroll through a page, and headings are the things they notice and read the most. Try to keep your headings short, simple and effective.



Make a Video

Research shows that having a video on your landing page increases your conversion by as much as 12 times! Have a neatly made, gripping video; preferably on the top fold of your landing page. Be careful about the length of the video – you want to get your message across, at the same time you do not want people to get bored and move away.

#7



Install Live Help

Installing Live Help is a good way to attract leads, especially those who are looking for quick answers. [Google Chat](#) and [LiveZilla](#) are good options. In the same vein, having a contact number/Skype ID on your landing page also helps a lot.



Establish credibility



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Remember that, unless you're an industry-recognized brand, your visitors are going to be a bit skeptical about you. No one is going to give a second look at a dubious looking site. Make sure your site is designed professionally. Customer testimonials, [PayPal](#) / [VeriSign](#) verifications, etc. are all good ways of establishing trust.



Tracking metrics

If you make use of tracking metrics such as [ClickTale](#), [Crazy Egg](#), [Google Analytics](#), [Omniure](#), etc., make sure the relevant code is added in the HTML code of the landing page.

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Make best use of traffic

So your landing page is excellent, your visitors are satisfied and they've decided to contact you. What next? The trick is to engage the leads as much as possible on your website. After they download your trial version, or filled out a form, don't take them to an empty page. Show them more of your services which they might be interested in – possibly a link to another landing page!



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