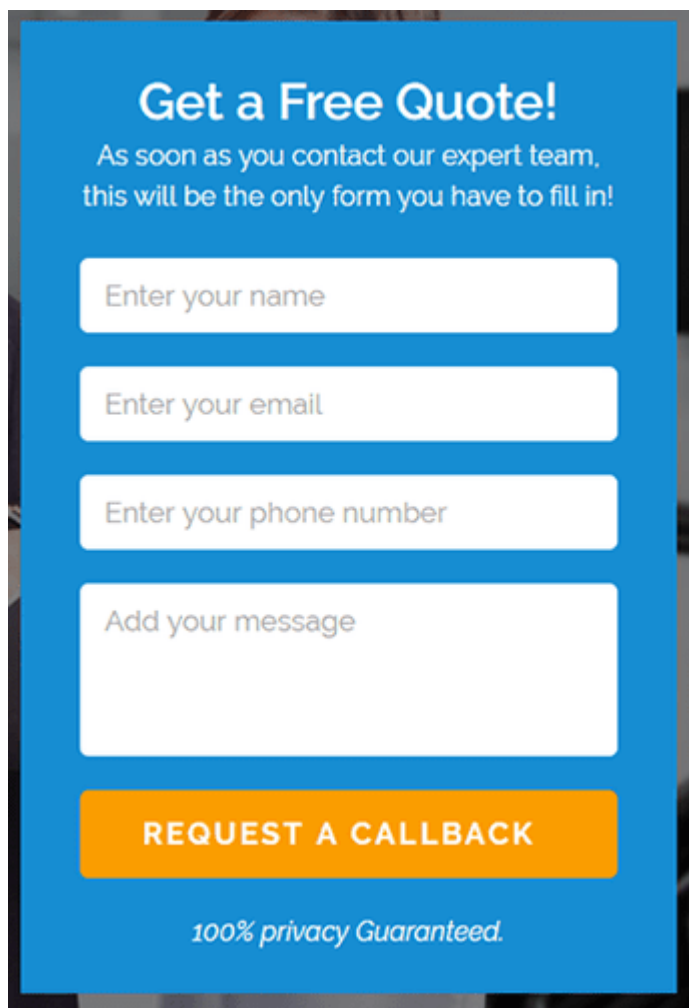


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How a landing page should be designed?

Articulate your core value proposition in a visible short sentence that will immediately let prospective customers know whether to buy from you or not.

1) A call to action form above the page fold.



Get a Free Quote!
As soon as you contact our expert team, this will be the only form you have to fill in!

Enter your name

Enter your email

Enter your phone number

Add your message

REQUEST A CALLBACK

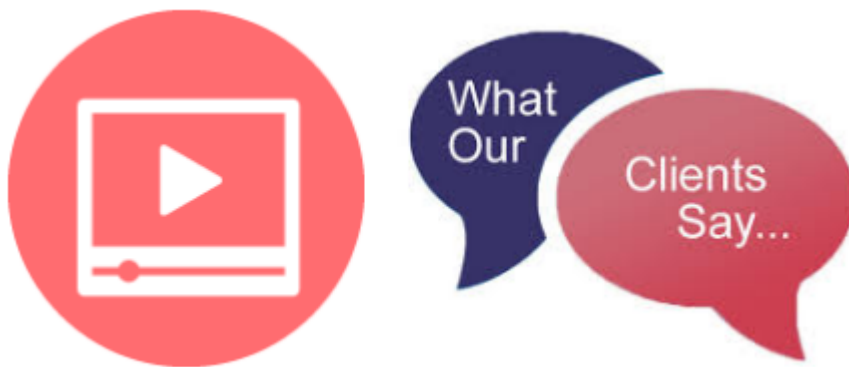
100% privacy Guaranteed.

Have two prominent call to actions place above the fold, on your landing pages. Use the word "FREE" to encourage more clicks.

Shorter forms reduce friction in the conversion process. The lesser the number of questions, the higher will be the form fill rate.

Did you know that, web users spend 80% of their time looking at the content above the page fold.

2) Trust elements like a video testimonial, feedbacks from clients.



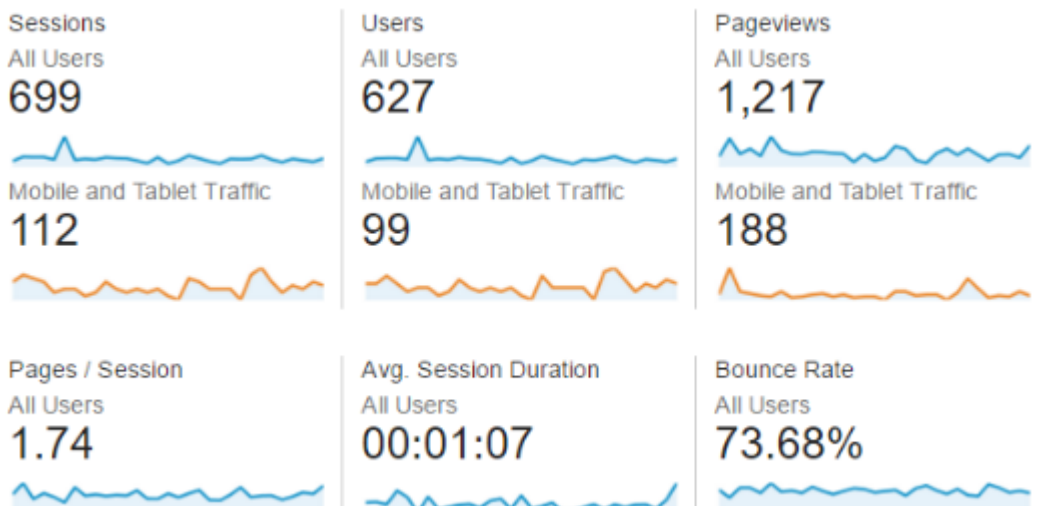
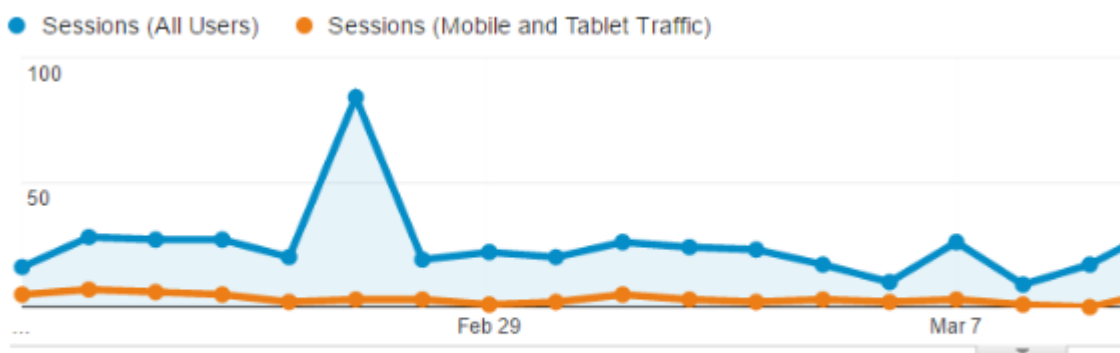
Have a testimonial on your landing page, closer to call to action with the name of the person and organisation who said it. Video testimonials are generally more effective. A camscore study found that a website visitor will stay on an average 2 minutes longer after they watch a video.



- Did you know that, 70% of website users will check out product reviews or ratings before making a purchase.
- Conversion rates increase by 64% when testimonials were moved closer to the offer sections.

- 63% of consumers are more likely to buy from a website that has product reviews and ratings.

3) Enable Conversion Tracking



Tracking a return on investment is equally mandatory as to its marketing. Online marketing has made it easy to track ROI. There are countless tools to do same. One of which is Google analytics.

4) The closing argument call to action statement



Your landing page should always end with an closing argument statement that leads to visitors to contact you.

Did you know that, call to action targetted to user had a 42% higher view to submission rate than call to action that were same to all visitors.

5) Redable text and content

Short Sentences

Use only a few specific meaningful words to get your message across/

Use Bullets

When we use bullets than paragraph, to showcase data, 83% marketers have seen a positive impact.

Benefits

Focus on benefits of your product than features

Did you know that, there is 38% increase in conversions when we use lesser words to convey the message.