

7 KEY ELEMENTS TO INCLUDE:

01. Unique Value Proposition

You'll state this value in your headlines and supporting copy. To find your UVP, fill in this formula:

"My community will help *[specific audience]* achieve *[2 - 3 benefits]* and make their lives better by *[positive result.]*"

02. Hero

A large, eye-catching banner at the top of your landing page. Include a clear overview of your offer in 1-2 sentences and attractive visuals to hook visitors right off the bat.

Pro tip: Using video on a landing page can increase conversions by as much as 86%.

03. Graphics

Include photos and images that paint a clear picture of your service. Visuals set the stage for your offer, create interest, and help potential customers get to know your brand.

04. CTA

The Call to Action is where you state the goal of your landing page - the thing you want visitors to do.

05. Form

Visitors can follow your lead and take the action you want by filling out a form to sign up, register, subscribe, or purchase.

06. Social Proof

Testimonials, badges, awards, data, and any other form of social proof can increase trust and place more value on your offer.

07. Social Share Links

Give people a way to spread the word and share your offer with others! This is a free form of marketing, and can help your offer get seen in more places.

USE FOR:

1. Email/newsletter signups
2. Selling products
3. Discounts/sales
4. Webinar/live event announcements
5. Free trial offers
6. FAQs

CREATING HIGH-IMPACT

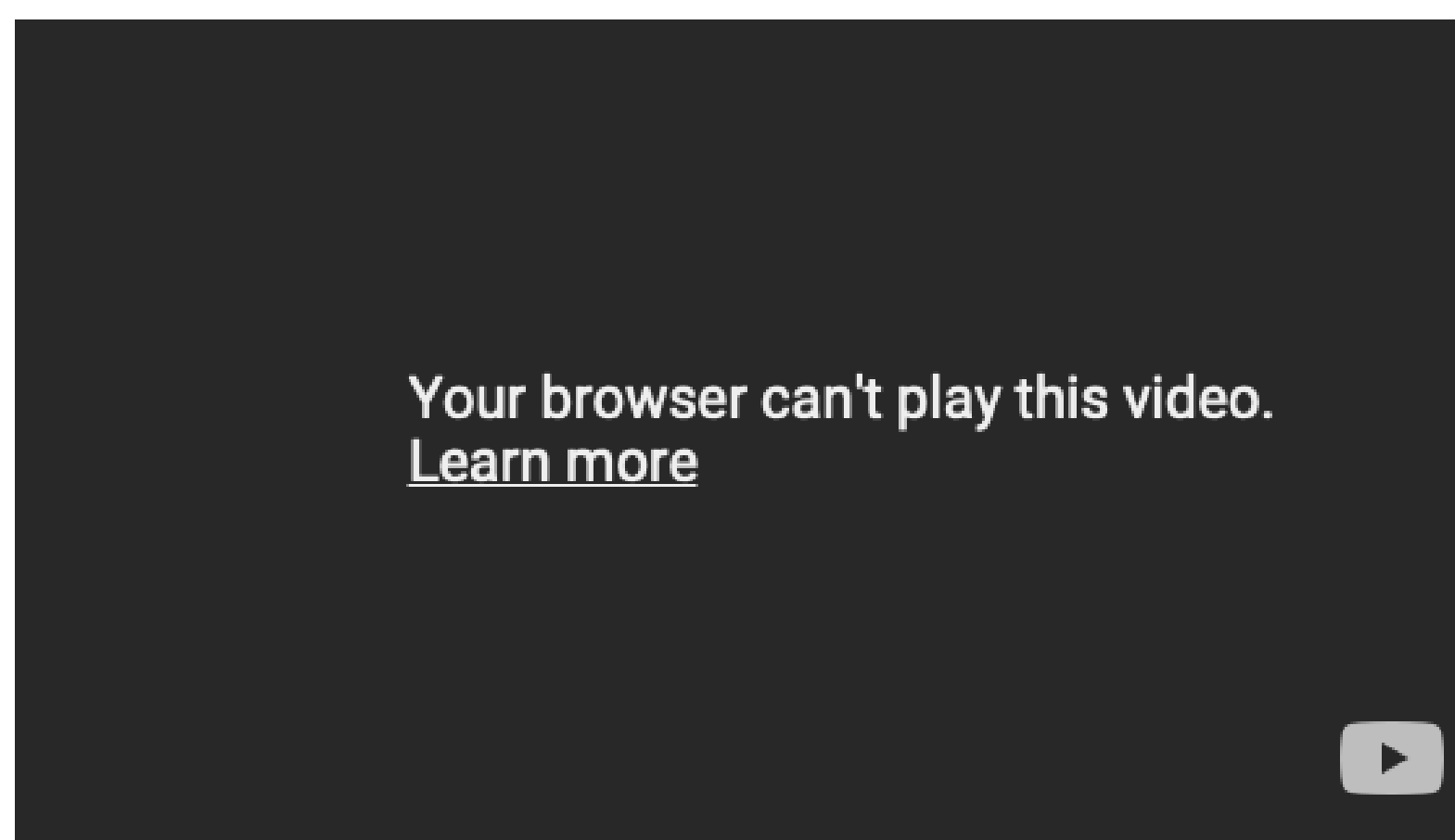
LANDING PAGES

Landing pages are a valuable tool to help you market your service, increase your profit, and convert more customers.

And we're going to help you use them the right way.

Start with our tutorial below. While you're learning, think about the 7 key landing page elements and brainstorm your own. Use our example page for inspiration! Then, optimize your page with our list of best practices, and get ready to see results.

STEP BY STEP TUTORIAL



BEST PRACTICES

CTA

Make sure your CTA is exciting and valuable enough that people want to engage. This means getting creative and using action phrases: for example, instead of the generic "Submit" button, yours could say "Get my copy!"

Headlines

Use your headlines to speak directly to your target audience. In clear, simple words, tell them exactly what the benefits of taking action will be.

Copy

Make your copy compelling, and showcase your offer in the best light. This means: telling them how your offer works, what they'll get, and most importantly, how it will improve their lives and why they need it.

Test

Try different landing pages with slightly altered text or images, and see which ones perform better with your audience.

Organization

Keep your information direct and to the point. Most viewers will skim the page, so you'll want to place the most important elements - like your CTA and form - towards the top of the page where they're easily visible.

Objective

Make sure your page has **one clear purpose** and offers **one action to take**. You want as few distractions (text, clickable areas, buttons, or navigation menus) as possible.

People are more likely to complete the task if they can focus on one goal and proceed straight to the finish.

Visual Design

Make sure your brand identity is clear with logos, color palettes, and images that are consistent with your website and social platforms. This builds familiarity with your brand and keeps it interesting.

ANATOMY OF A

LANDING PAGE

Headline

Make your headline catchy and compelling - this is your first pitch.

Subheading

Describe how it works, what they'll get, and provide a clear statement of how this will benefit visitor.

CTA

The Call to Action is where you state the goal of your landing page - the thing you want visitors to do, like "Sign up now!" Include a benefit.

Form

Include a place to capture email addresses and other contact info. This should be a simple form and buttons so visitors can submit their info to sign up, register, subscribe, or purchase.

Sell Yourself!

Establish your authority. Explain why you specialize in this service and why they should choose you!

Social Proof

Establish credibility and build trust with testimonials, positive reviews, data, and awards. Social proof can establish your credibility, increase trust and place more value on your offer. Use things like: testimonials, positive reviews, data, and awards.

Image

Include more graphics if you can - the more visual inspiration you offer, the better!

Hero

A large, eye-catching banner at the top of your landing page. Add attractive visuals to hook visitors right off the bat.

Video

Pro tip: Including a video in a landing page can increase conversions by as much as 86%.

Intro

Briefly introduce yourself and your service. Explain why you're someone they should trust.

Description

Why you should take action and what you'll get.

Image

Include photos and graphics that paint a clear picture of your service. Visuals set the stage for your offer, create interest, and help potential customers get to know your brand.

Social Share Links

Give people a way to spread the word and share your offer with others on social platforms! This is a free form of marketing, and can help your offer get seen in more places.

Branding

Connect your message to your brand with logos and taglines, to create a recognizable presence and help you stand out.