



First Impressions Matter:

How to Create Landing Pages that
Make Your Audience Take Action



A landing page is like a first date—just as you want to make a good first impression and persuade your date to see you again, a landing page aims to make a great impression and convince visitors to take the next step in their customer journey.

Whether you're trying to sell a product, generate leads, or promote your brand, a well-designed landing page will drive sales, turn visitors to leads and increase traffic and awareness.

What you'll learn:

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What is a Landing Page?

Landing pages are single, standalone web pages created with one specific goal in mind (like lead generation, donations, or sales) as part of an online marketing campaign. It's where your visitors end up after they click on an ad, email button, or link on a social post. They provide visitors with an initial glimpse into what your company or nonprofit is about and include content and relevant information.

Unlike the pages on your website (like your homepage or about us page), landing pages are targeted and have a clear and concise message with a specific call-to-action like filling out a form, downloading a resource, or donating to a non-profit campaign.

The screenshot shows the Constant Contact landing page, which is designed to attract small business owners. At the top, there's a navigation bar with the Constant Contact logo and a 'Log In' link. The main headline reads 'Small business marketing made simple.' Below this, a sub-headline states: 'Small business marketing that allows you to engage current customers, reach new people, and sell more with a free trial of our easy-to-use tools.' To the right of the headline is a 'Get started today!' form with fields for Email, Password, First Name, and Phone Number, and a 'Get Started' button. Below the headline, there are several sections: 'The best marketing for small business.' which highlights customizable email templates and real-time reporting; 'Need content? AI got this.' which promotes AI-generated content; 'Post to social platforms - all from one place.' which shows social media integration; 'Grow your contact list.' which features a 'My email list' interface; and 'We love our customers. And they love us.' which displays award logos from 2022 and 2023. The page concludes with 'Expert small business marketing guidance.' and 'Why Constant Contact?' sections, followed by a large blue footer with the text 'Ready to do big things for your small business?' and a 'Start free' button.

Benefits of landing pages

Landing pages are an essential tool for digital marketing campaigns and can often serve as a first point of contact with potential customers. Your landing page must make a great first impression and convince visitors that you are worth getting to know better. Whether you're looking to increase conversions, generate leads, or promote your product or service, a well-crafted landing page has many benefits and can inspire your audience to take action.

1

Improved conversion rates

Landing pages are specifically designed and optimized to encourage visitors to take a specific action, such as making a purchase, filling out a form, making a donation, or signing up for a newsletter. This leads to higher conversion rates compared to generic website pages.

2

Easy list growth

Building a healthy contact list is the cornerstone of effective digital marketing and landing pages are a great way to achieve this. Offer an incentive (like an exclusive discount) in exchange for visitor information. This not only grows your list, but ensures you're capturing leads that are genuinely interested in what you have to offer.

3

Efficient reporting

Landing pages allow you to focus your reporting on a specific campaign so you can easily measure effectiveness and make data-driven decisions to optimize your page and improve results over time.

4

Enhanced brand awareness

A well-designed landing page with compelling copy, testimonials, and other social proof can reinforce your brand and build trust and credibility with your audience.

5

Cost-effective

Landing pages can be relatively inexpensive to create and maintain, making them a cost-effective way to drive conversions and increase revenue compared to traditional advertising methods.

6

Improved targeting

By creating landing pages for specific marketing campaigns, you can better tailor your messaging to the topic of the page and needs of your audience. This allows you to deliver offers that resonate and engage.



Types of landing pages

Different landing pages serve different purposes and cater to different audiences—some are designed to capture leads, while others focus on selling a product or soliciting donations. Understanding the differences between each landing page type and having a specific marketing goal will help you choose the best one for your campaign.

Thank you

This page is designed to thank visitors after they have completed a specific action, such as filling out a form or making a purchase. These pages often include additional opportunities for engagement such as offers or resources.

Event registration

Encourages visitors to register for an upcoming event, such as a conference or webinar.

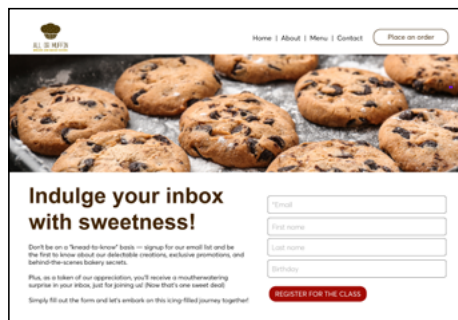


Product detail

Provides detailed information about a specific product or service. These pages often include product features, benefits, customer reviews/testimonials, and pricing.

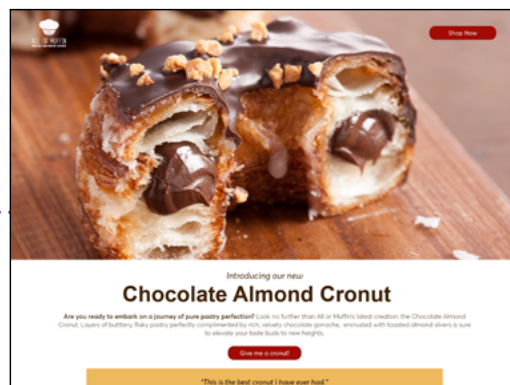
Click-through

Designed to guide visitors through their customer journey by providing additional information about a product or service and persuading them to click through to another page or take a specific action. Unlike lead generation or sales landing pages, click-through landing pages do not typically feature a lead capture form or buy button. Instead, they aim to entice visitors to learn more or take the next step in their customer journey.



Lead generation

Designed to collect information from visitors and generate leads. They typically offer a free resource, such as an ebook or offer, in exchange for their name and email address.



Microsite

A standalone website used to promote a specific campaign, product, or event.

Donation

Encourages visitors to make a donation to a nonprofit organization or specific cause. It typically includes information about the organization, the impact of the donation, and a simple and secure donation form.



Elements of a good landing page

Landing pages that stand out from the rest all contain the same essential building blocks. Understanding and implementing these elements will help you create high-performing landing pages.

High-quality hero image or video:

A visually appealing hero image or video can help quickly grab your visitors' attention and convey your message quickly and effectively.

Social proof:

Trust-building content, like customer reviews, social media mentions, news features, or testimonials build trust and credibility with your visitors.

Strong call to action (CTA):

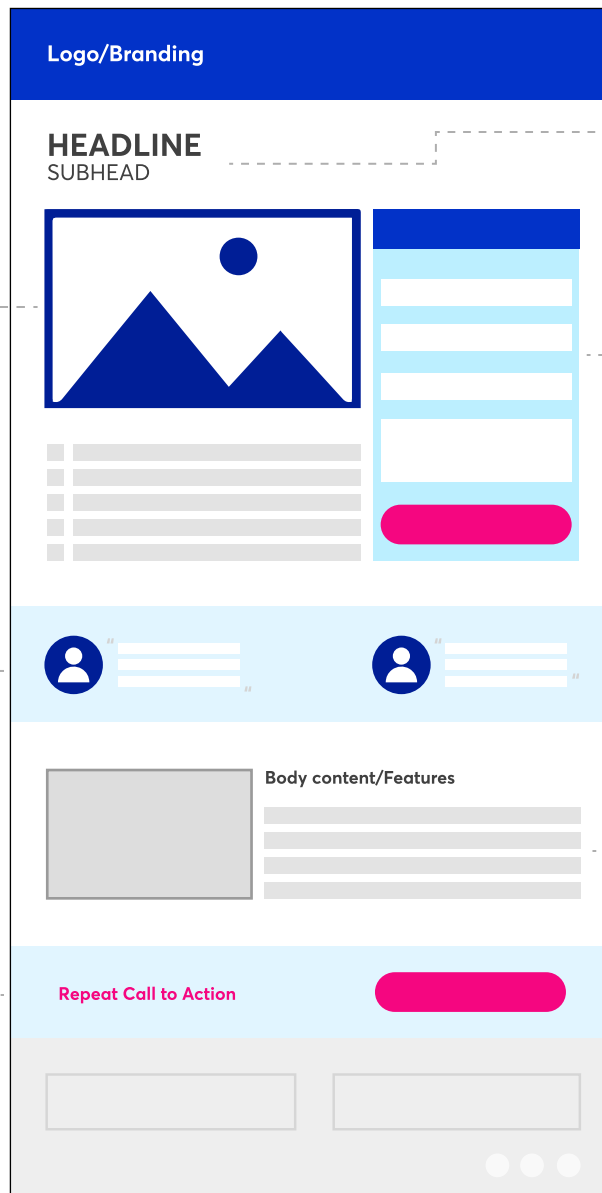
The CTA is the action you want your visitors to take, such as filling out a form, making a donation, or completing a purchase. Make sure your CTA stands out and clearly communicates what you want your visitors to do. If you don't tell them what you want them to do, they won't know.

Mobile-responsive design:

More people than ever are accessing the internet on their mobile devices, so make sure it looks great and functions on all devices.

Visually appealing design:

A clean, inviting design that stays true to your brand keeps visitors engaged, makes your offer more appealing, and increases brand awareness.



Clear and compelling headline and subhead:

Your headline and subhead are what visitors see first, so they need to grab their attention and clearly communicate what your offer is and why it's valuable to your audience.

Optimized lead capture form:

If you're asking your visitors to fill out a form, make sure it's as easy and straightforward as possible. Only ask for the information you really need.

Relevant and concise content:

Keep your content focused on the benefits of your offer or nonprofit and make sure it's easy to read and understand.

Landing page planning worksheet

Use this worksheet to put together your landing page marketing plan.

Target audience

Goal

How will you measure success?

1.

2.

3.

Headline

Subhead

Call to Action (CTA)

Imagery or video needed

1.

3.

2.

4.

Social proof

1.

3.

2.

4.

Body copy

Feature highlights

1.

3.

2.

4.

Lead capture form requirements



Landing page best practices checklist

A well-designed landing page is critical to converting visitors into leads or customers. Here are some best practices to help ensure you put your best foot forward.

✓ Keep it simple and clear:

Keep your landing page simple and easy to understand. Avoid too much info or visual clutter that will overwhelm visitors. In regards to copy, your landing page should have clear and concise messaging that is easy to understand.

Keep your landing page simple and easy to understand

Include clear and concise copy

✓ Keep forms short:

Only ask for essential information in your lead capture form. The shorter the form, the more likely visitors are to fill it out.

Keep your lead capture form short

✓ Use a clear call to action:

Use a prominent call to action that is clear, easy to find, and clearly states what action you want visitors to take.

Include a clear, prominent call to action

Clearly state what you want your audience to do



Tip: For best results, keep your CTA "above the fold" (what's visible on the screen before a visitor has to scroll).

✓ Make it visually appealing:

Use high-quality images, videos, or graphics to catch your viewers' attention and make your landing page visually appealing and engaging.

Use high-quality images, videos, or graphics

Use images that support the landing page message

Link your logo to your website

Ensure colors match your brand, including: background, headline, buttons, and dividers



Tip: For brand consistency, be sure to use colors and images that complement your brand.

✓ Optimize for mobile:

With more people browsing the web from their mobile devices, it's important to make sure your landing page is optimized for mobile viewing for the best possible user experience.

Ensure your landing page is mobile-friendly

Landing page best practices checklist (continued)

✓ Highlight benefits:

Clearly state the benefits of your offer, product, or donation and what makes it unique and valuable.

Clearly state the benefits of the offer, product, or donation

Include what makes your offer, product, or nonprofit unique and valuable

✓ Include social proof:

Build trust and increase credibility with your audience by including content such as customer quotes, reviews, testimonials, and data.

Include social proof such as customer quotes, reviews, testimonials or relevant data

✓ Keep it search-friendly:

Use relevant, targeted keywords in your headline, copy, and metadata to improve your page's visibility and increase organic traffic.

Include relevant keywords in your:

Headline

Copy

Metadata

✓ Test and optimize:

Continuously test and optimize your landing page to improve its performance. Use A/B testing to compare different versions of your page to identify what performs better. Try out different layouts, headlines, CTAs, colors, and images to see what resonates with your audience best.

Test different layouts, headlines, CTAs, colors, and images

✓ Keep your audience in mind:

Always keep your audience in mind when creating a landing page. Understand their specific needs, wants, motivations, and pain points then create a landing page that speaks directly to them.

Address your audiences' specific needs, wants, motivations, and pain points

✓ Promote:

Your landing page should be promoted through multiple channels like your website, email campaigns, social media, paid advertising and more to help attract relevant traffic.

Share on social

Include a QR code on print and packaging materials

include information on your website/popups

Send out promotional emails or SMS text messages



Let us help you create landing pages that convert

Now that you know all the best practices for creating effective landing pages, it's time to try it for yourself. Constant Contact provides the tools you need to create landing pages that will inspire your customers to take action.

Get the free trial of Constant Contact and see how landing pages can help you find qualified leads for your business or nonprofit.