Landing Page Best Practices

**Publish Relevant Content**

People purchase products to fulfill their needs and make their lives easier. If landing page content doesn't connect to customer desires, don't include it.

**Illustrate Results**

Make value propositions apparent with imagery. Don't just depict functionality. Show how prospects will feel once products solve their problems.

**Align With Referrals**

Ensure that landing pages and referral sources, like banner ads and social posts, are visually and thematically consistent. Inbound bait-and-switch is bad for business.

**Make Value Apparent**

Follow the five-second rule. Value propositions should be apparent on first pass.

**Stay On-brand**

Always align with brand voice and identity. Don't go rogue and confuse prospects.

**Utilize Social Proof**

Reviews, ratings, and testimonials are conversion catalysts, but don't overdo it.

**Leverage Scarcity**

Dwindling time, inventory, and access are potent motivators. If scarcity is framed poorly, prospects may feel rushed or manipulated.

**Keep Pages Short**

Ditch the infinite scroll and keep pages as short as possible.

**Write Concise and Compelling Copy**

Get to the point. Copy should be thought-provoking and informative but not long or overly cute.

**Enable Conversion**

The path to conversion must be evident on every part of the page. No scrolling for buttons or searching for input fields.

**Cut the Clutter**

Exclude unnecessary elements to limit distractions. Some experts recommend removing the navigation, but this may frustrate prospects.

**Accommodate Skimmers**

Remember that people skim text online. Break copy into short chunks and bulleted lists. Optimize for F- and Z-pattern scanning.

**Employ Ample Whitespace**

Use whitespace to help prospects focus on important content.

**Consider Video**

If video has the potential to clarify value and boost conversion, give it a try. Be brief, informative, and inspiring.

**Frame Choices**

People like the power to choose one thing over another. Look for ways to allow prospects to make comparisons.