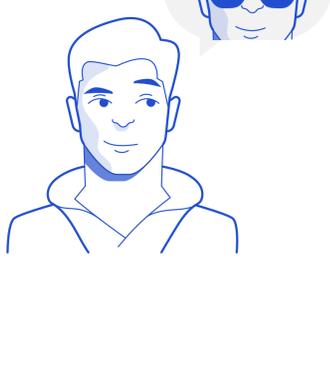


# Landing Page Best Practices

## 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.



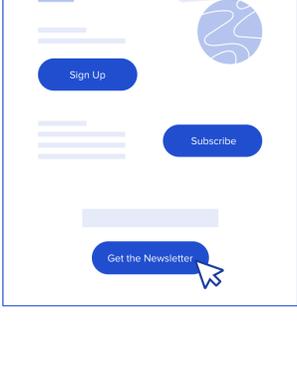
## Write Concise and Compelling Copy

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



## Illustrate Results

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

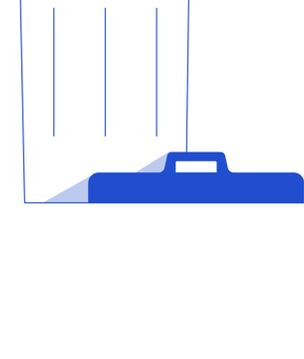


## Enable Conversion

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

## 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.

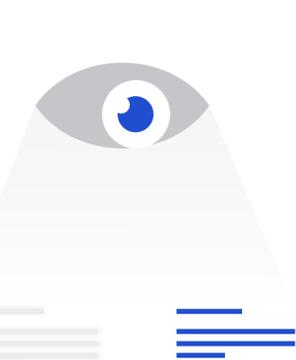
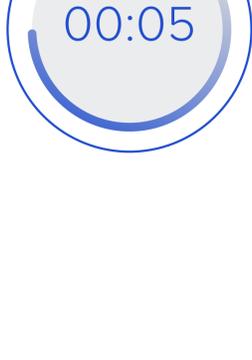


## Cut the Clutter

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

## Make Value Apparent

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

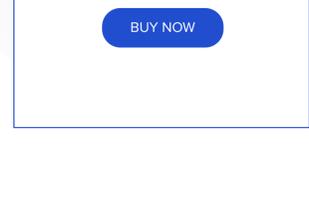


## Accommodate Skimmers

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

## Keep Pages Short

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



## Employ Ample Whitespace

Use whitespace to help prospects focus on important content.

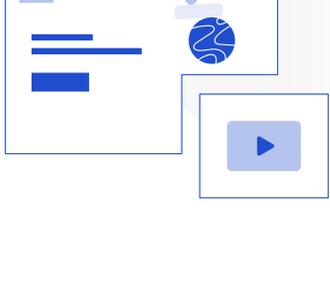
## Stay On-brand

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



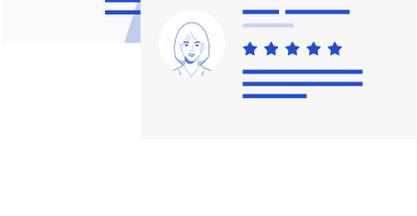
## Consider Video

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



## Utilize Social Proof

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



## Frame Choices

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

## Leverage Scarcity

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

