

# The Secret to Create **HIGH CONVERTING LANDING PAGES**

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used on 100+ successful landing pages

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# Preface

## What looks better would convert better!

That's what I thought when I joined LeadSquared in April 2013. Having a background in visual design, I started off making landing pages that looked good, but they weren't getting many conversions. I was at a loss for what was wrong. They looked all right.

Later, my CEO, Nilesh Patel would make small text changes (at least they looked small then) and the conversion rocketed to almost 300% . He would change the headline, the call to action and the form headline.

Three years have passed, and as I still learn the art of conversion, I notice that most businesses still don't use landing pages to capture leads.

Even if they do, these pages (even the good-looking ones), seem plagued with same misconceptions as mine.

But, I stand corrected.

## What looks better **may not** convert better.

In this book, I will reveal the secret I learnt after spending countless hours and thousands of dollars, so you don't have to.



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# What's Inside

- Website vs Landing page
- Why do you need a Landing page?
- What makes a Winning Landing page?
- Landing Page Tests
  - **OFFER**
    - Free Trial v/s E-Book
    - Get a Quote v/s Free SEO Analysis
  - **HEADLINE**
    - Free Trial Page Headline
    - PPC Landing Page for “CRM”
  - **ACTION**
    - Homepage Click-through  
Landing Page Free Trial
  - **BENEFIT**
    - REMtech's New Approach
  - **IMAGE**
    - Hero Image (Shocker)
    - Image vs Features
  - **TRUST**
    - Features vs Testimonials
    - Student Testimonials
    - Sunstone 7 Page Test
- Your Conversion Weapon
- **The Secret**



HOMEPAGE  
V/S  
LANDING PAGE

Before you learn the secret to success, you should know the secret to failure.

**“ Directing the ad traffic to homepage is the surest way to fail a campaign”**

# Why do you need a Landing Page

A landing page is where your web visitors **should** land when you promote a specific offer, especially when you are paying for these visits (*think PPC ads*). The tragedy is that business send their ad traffic to their website homepage, which is a bad idea most of the times.

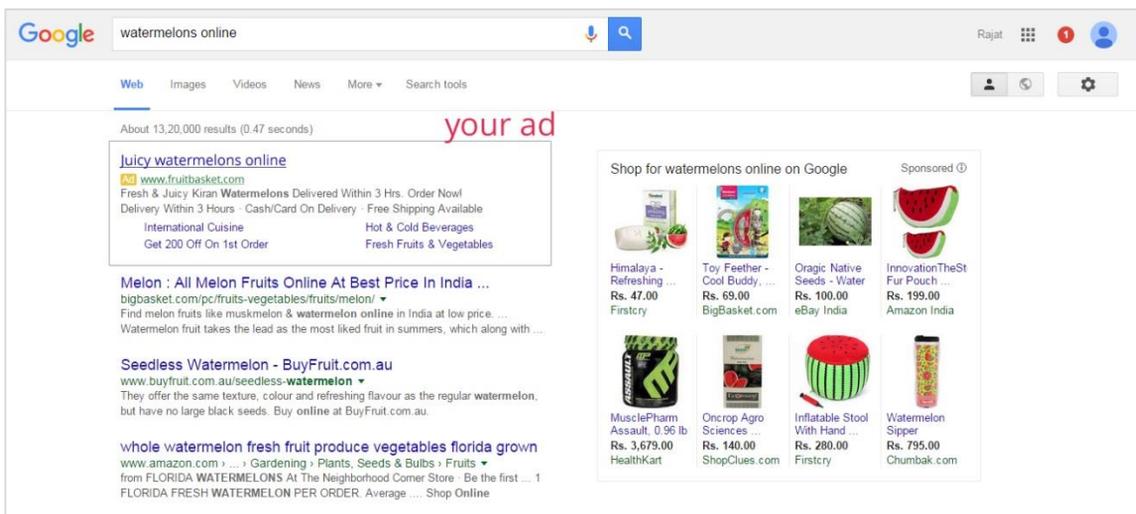
Let us take an example to understand the difference. Imagine you are a fruit seller and want to sell apples, bananas and watermelons online

## SELLING 3 FRUITS ONLINE



You setup PPC ads on Google . People search, find your ads, and start clicking.

**For Example:** Someone searches for a watermelon. Your ad shows up, and clicks begin.



The screenshot shows a Google search for "watermelons online". The search bar at the top contains the text "watermelons online" and the Google logo. Below the search bar, there are navigation tabs for "Web", "Images", "Videos", "News", and "More". The search results page shows "About 13,20,000 results (0.47 seconds)".

On the left side, there are organic search results:

- juicy watermelons online** (www.fruitbasket.com): Fresh & Juicy Kiran Watermelons Delivered Within 3 Hrs. Order Now! Delivery Within 3 Hours - Cash/Card On Delivery - Free Shipping Available. International Cuisine, Hot & Cold Beverages, Get 200 Off On 1st Order, Fresh Fruits & Vegetables.
- Melon : All Melon Fruits Online At Best Price In India ...** (bigbasket.com/pc/fruits-vegetables/fruits/melon/): Find melon fruits like muskmelon & watermelon online in India at low price. Watermelon fruit takes the lead as the most liked fruit in summers, which along with ...
- Seedless Watermelon - BuyFruit.com.au** (www.buyfruit.com.au/seedless-watermelon): They offer the same texture, colour and refreshing flavour as the regular watermelon, but have no large black seeds. Buy online at BuyFruit.com.au.
- whole watermelon fresh fruit produce vegetables florida grown** (www.amazon.com): from FLORIDA WATERMELONS At The Neighborhood Corner Store - Be the first ... 1 FLORIDA FRESH WATERMELON PER ORDER. Average ... Shop Online

On the right side, there is a sponsored ad section titled "Shop for watermelons online on Google". It features a grid of eight product listings:

- Himalaya - Refreshing ... (Rs. 47.00) - Firstcry
- Toy Feather - Cool Buddy, ... (Rs. 69.00) - BigBasket.com
- Organic Native Seeds - Water (Rs. 100.00) - eBay India
- InnovationTheSt Fur Pouch ... (Rs. 199.00) - Amazon India
- MusclePharm Assault, 0.96 lb (Rs. 3,679.00) - HealthKart
- Oncrop Agro Sciences ... (Rs. 140.00) - ShopClues.com
- Inflatable Stool With Hand ... (Rs. 280.00) - Firstcry
- Watermelon Sipper (Rs. 795.00) - Chumbak.com

A red text label "your ad" is placed over the top right corner of the organic results area, pointing towards the sponsored ad grid.

## CASE 1- DIRECTED TO HOMEPAGE

FRUITY BASKET.COM

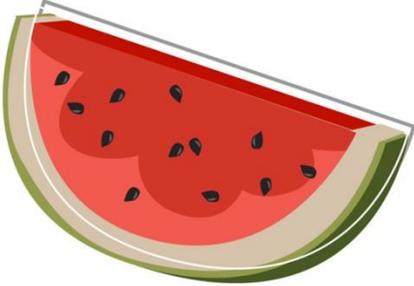
[SELECT FRUITS](#) [ORDER ONLINE](#) [HELP](#) [CONTACT US](#) [RATINGS](#)



Buy fresh fruits online  
At your doorstep in 3 hours

## CASE 2- DIRECTED TO LANDING PAGE

FRUITY BASKET.COM



Juicy Watermelon at your doorstep  
In just 3 hours

Cash on delivery | 50% off on first order | Lowest Price

**ORDER YOUR JUICY WATERMELON NOW**

Name

Email

Phone number

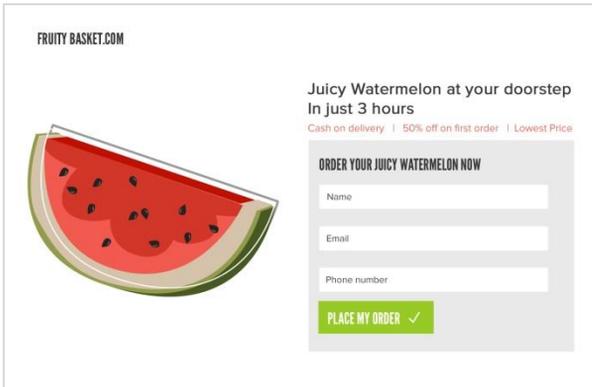
**PLACE MY ORDER** ✓

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**Now if someone is looking for a watermelon**

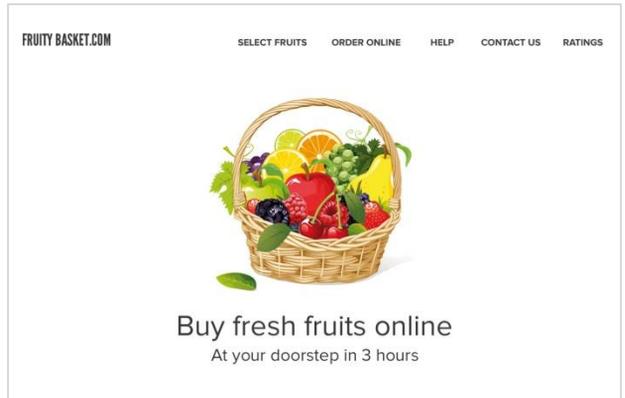
What would you want to show him?

## Landing Page



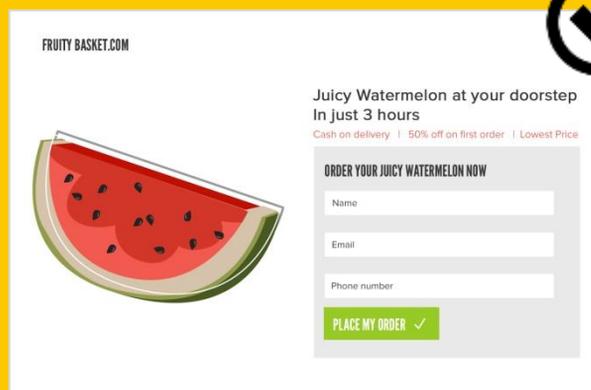
- **Relevant** - highly relevant to the search query (watermelon)
- **Focused** - on conversion with a lead capture form
- **Single offer** - there is no navigation
- **Action Centric** - a visitor has a goal, an action to take - *ordering Watermelon*

## Homepage



- **Irrelevant** - to a search query, (watermelon)
- **Unfocussed** - General info, with no focus on conversion
- **Distractions** – Navigation links create a barrier to conversion
- **Generic** - there is no specific action to take

## WINNER LANDING PAGE



A landing page offers exactly what a visitor wants



# Homepage v/s Landing Page

LeadSquared is a customer acquisition platform which offers lead capture automation, marketing automation and sales CRM. For each feature, we now run a different ad with a unique landing page. Example - for keyword 'CRM'

**CRM for Sales & Marketing - LeadSquared.com**  
 Ad www.leadSquared.com/signup.freetrial ▼ 090191 72733  
 Track all leads. Get more customers. Get better ROI. Try LeadSquared now!  
 LeadSquared has 321 followers on Google+  
 You visited leadSquared.com 3 days ago.  
 10 Content Marketing Ideas for Travel Businesses: Marketing and Lead Generation

## When directed to a website

Conversion= 3%

## When directed to a landing page

Conversion= 12%

↑ 400% more leads



## What makes a Winning Landing page ?

It definitely takes more than just a page with a form.  
After testing 100+ pages, I identified what worked for me

**Offer + HABITS**

Want to know what they are and how they spiked conversions ?

**Let's dive in!**

## OFFER

You can make an offer, but it's the recipient's choice to accept or reject it, unless you are the Godfather



“I'm gonna make him an offer he can't refuse”

The Godfather

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The offer is the essence of your landing page – it's what you promise your visitors in return for their information.

For the offer to be strong enough to be claimed

## Perceived Value has to be greater than Perceived Cost

✔ **OFFER** – **Subscribe with email** to get 20% off on Rs. 10000 Travel Package

**PERCIEVED VALUE** – Rs 2000 saved

**PERCIEVED COST** – Provide your email id

**PERCIEVED VALUE > PERCIEVED COST**

**OFFER** – Provide **credit card details** to get 20% off on Rs 10000 Travel Package

**PERCIEVED VALUE** – Rs. 2000 saved

**PERCIEVED COST** – Fill in your credit card details

**PERCIEVED COST > PERCIEVED VALUE**

Offers are made everywhere. In your personal life, at work, with friends , family, and even when you ask a person out on a date.

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**Try offering free resources like travel guides, mock test papers, e-books, white papers, webinars, counselling sessions etc. and see the magic!**

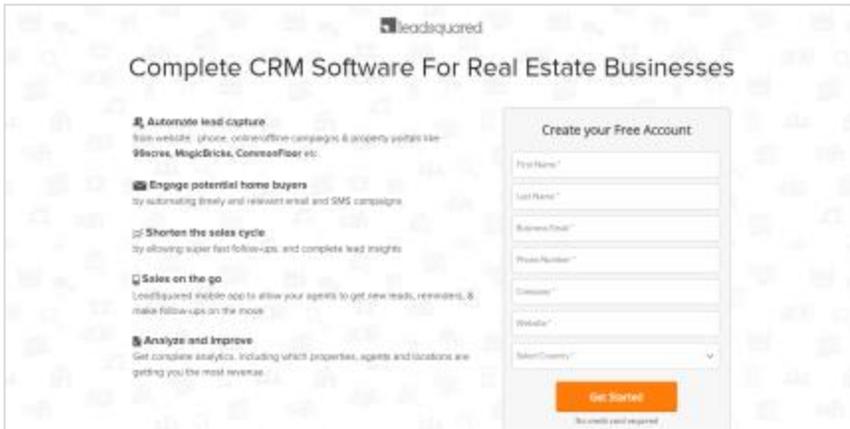
Your visitors will love it



# Offer Test #1 – Free Trial v/s E-Book

We ran a PPC campaign targeting real estate businesses. We tried two offers - Free trial and a free e-book

## Landing page offer : “Free trial”



Conversion= 9.1%

## Landing page offer : “Free e-book”



Conversion= 42%

↑ 336% more leads

## Why did the free e-book offer win?

Because this was a top of the funnel campaign. Nothing like a tangible offer (e-book in this case) to get much higher number of conversions than a free trial.

Perceived value > Perceived cost



## Offer Test #2 – Get a Quote v/s Free SEO Analysis

We worked on a landing page for an agency client. They were getting 6 % conversions from a landing page. We changed the offer and the result was 433% more leads

### Control

### Get a Quote

We respect privacy as much as you do

Conversion= 6%

### Variation A



### Find out the #1 reason why your website is ranking low

We respect privacy as much as you do

Conversion= 26%

↑ 443% more leads

### Why did variation A win ?

Again, Value. Where is the value in getting a quote? Every one is willing to give it for free. Free SEO Analysis looks like an offer impossible to deny.

## DISCOVER HABITS

Now, that you offer is decided, you'll have to structure your complete page to complement it. It is confusing to remember all the important elements of the landing page, so we came up with the Acronym "**HABITS**" which you will always remember



## HEADLINE



**“On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar.”**

-David Ogilvy, Hailed as the Father of Advertising

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Studies reveal that you have just 5 seconds to attract a visitor’s attention, and headline is the first thing they see. Imagine yourself as a salesman at the prospects’ door and you have just one line to say before they slam the door on your face. That’s your headline

**A good headline is loaded with benefits, is believable and clear.**

For example:

**BAD HEADLINE** – Book 5d/4n package in Thailand ( No benefit)

**BAD HEADLINE** – Enjoy a great stay at Thailand ( No Clarity)

**BAD HEADLINE** – The best Thailand packages ( Not believable)

✔ **GOOD HEADLINE** - Book 5d/4n of bliss in Thailand, starting at Rs. 20,000

The last is a better headline because:

- 1) Positive emotional trigger - Bliss.
- 2) Clarity – 5d/4n and Rs. 20,000
- 3) Believable – It is easy to believe and act upon

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**BAD HEADLINE** – Join the #1 MBA Institute in India ( Not believable)

**BAD HEADLINE** – Join our MBA program today( No benefit)

✔ **GOOD HEADLINE** – Get ahead in your career with flexible MBA

The third one is a better headline because

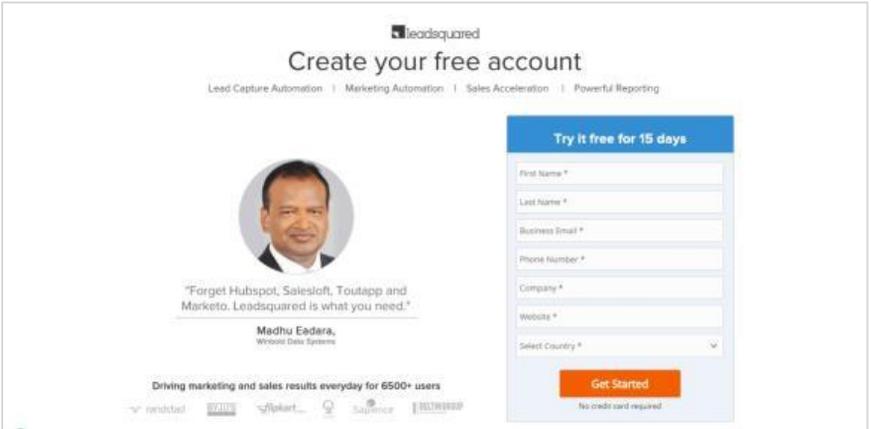
- 1) Positive emotional trigger- Get ahead in your career
- 2) Benefit – The course is flexible
- 3) Believable - It doesn’t have superlatives like best, amazing and #1.



# Headline Test #1 – Free Trial Page

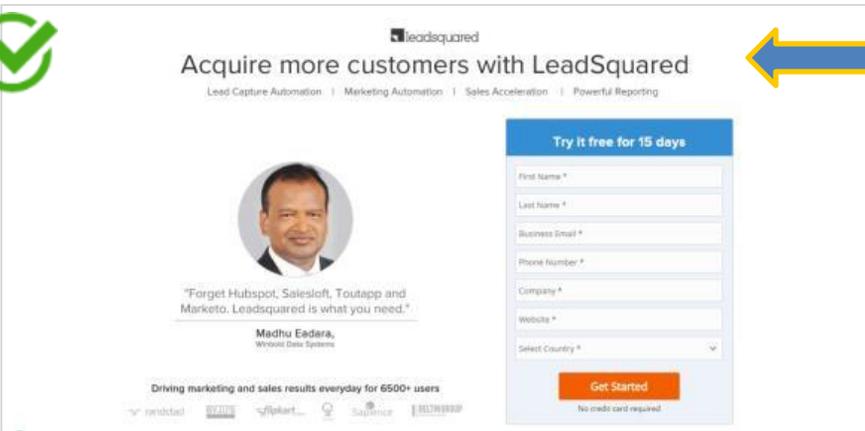
We tested 2 headlines for approximately 1500 visits

## Control



Conversion= 32%

## Variation A



Conversion= 39%

↑ 21% more signups

## Why did variation A win ?

‘Create a free account’ does not offer any benefit to the user. Instead it seems like a lot of work. ‘Acquire more customers’ on the other hand, is targeted and offers a benefit to acquire more customers.



# Headline Test #2 – PPC Landing Page for “CRM”

We tested 2 landing pages for our CRM PPC campaign.( Ad copy below)

CRM for Sales & Marketing - LeadSquared.com  
[www.leadSquared.com/signup.free.trial](http://www.leadSquared.com/signup.free.trial) \* 090191 72733  
 Track all leads Get more customers Get better ROI Try LeadSquared now!  
 LeadSquared has 321 followers on Google+  
 You visited leadSquared.com 3 days ago  
 10 Content Marketing Ideas for Travel Businesses: Marketing and Lead Generation

## Control



Conversion= 12%

## Variation A

Conversion= 7%

41% less signups

### Why didn't the Variation A ( also with benefit) win?

**Message mismatch** - The visitors landed on this page through an ad that said 'CRM.' The Control landing page is more relevant than the Variation. Clarity and relevance is a key differentiator here, as both the headlines are benefit driven

## ACTION



### “Never Submit”

Ryan Engley, Unbounce

Action, Call to Action or in general terms, a button on a landing page

**Call now, click here, download it now, share this** are the typical call to actions found on a landing page.

**Taking action is the ultimate goal of the landing page. It is what you want your visitors to do in response to your offer.**

Your form headline generally contains your offer and the button is the call to action. This makes form the epicenter of your landing page. **Consider your form to be a mini landing page which has the capability of converting even if everything else is removed.**

Like the headline, your call to action should be clear, benefit oriented and action centric. It should be asking to get clicked.

Since it is the goal of the landing page, it should be easily discoverable ( with contrasting colors and above the page scroll)

Get discount

#### **A total waste of an offer.**

The Call to action is generic and unclear . It does not add any value to the visitors.

Get discount

#### **A good example of offer**

The call to action is rich with benefit. It is clear and it asks to be clicked

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