

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

used on 100+ successful landing pages

Rajat Arora

Conversion Spiker at LeadSquared



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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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.

Google watermelons online

Web Images Videos News More Search tools

About 13,20,000 results (0.47 seconds)

your ad

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 > ... > Gardening > Plants, Seeds & Bulbs > Fruits ...
from FLORIDA WATERMELONS At The Neighborhood Corner Store - Be the first ... 1
FLORIDA FRESH WATERMELON PER ORDER. Average ... Shop Online


Shop for watermelons online on Google Sponsored

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

CASE 1- DIRECTED TO HOMEPAGE

FRUITY BASKET.COM

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

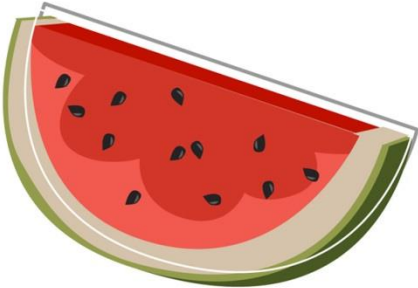


Buy fresh fruits online

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

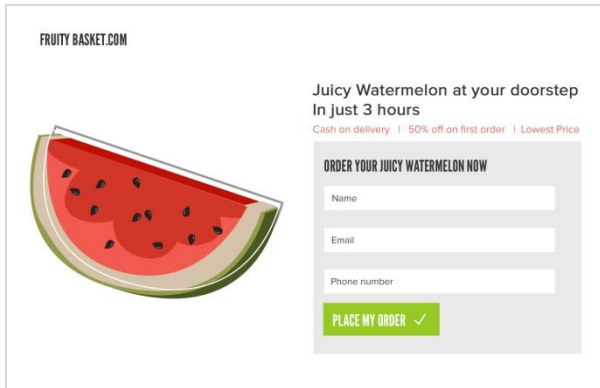
Phone number

PLACE MY ORDER ✓

Now if someone is looking for a watermelon

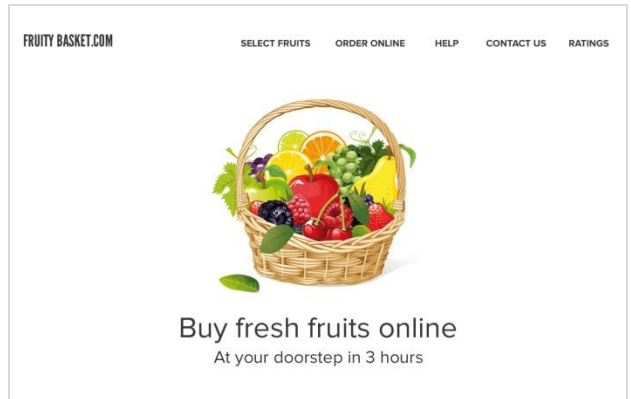
What would you want to show him?

Landing Page



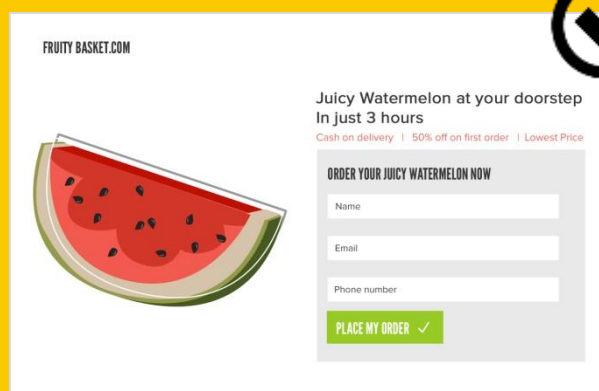
- **Relevant** - highly relevant to the search query (watermelon)
- **Focused** - on conversion with a lead capture form
- **Single offer** - there is no navigation
- **Action Centric** - a visitor has a goal, an action to take - *ordering Watermelon*

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

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.

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”

The screenshot shows the LeadSquared landing page. The header includes the LeadSquared logo and the tagline "Complete CRM Software For Real Estate Businesses". The main content area is divided into two columns. The left column lists four benefits: "Automate lead capture", "Engage potential home buyers", "Shorten the sales cycle", and "Sales on the go". The right column features a "Create your Free Account" form with fields for First Name, Last Name, Business Email, Phone Number, Company, Website, and Select Country. A green "Get Started" button is at the bottom of the form, with the text "No credit card required" below it.

Conversion= 9.1%

Landing page offer : “Free e-book”



The screenshot shows the LeadSquared landing page for a free e-book offer. The header includes the LeadSquared logo and the tagline "Complete CRM Software For Real Estate Businesses". The main content area is divided into two columns. The left column features a pink book cover titled "Decoding the HOME BUYER'S JOURNEY". The right column lists three benefits: "The different stages in the life-cycle of a home buyer", "A home buyer's behavior at each stage of buying", and "Smart marketing moves at each stage to capture his attention". Below the list is a form with fields for First Name, Last Name, Email, Phone Number, and Company. A green "Download the free ebook now" button is at the bottom of the form.

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

Name *

Website *

Email *

Phone Number

Submit

We respect privacy as much as you do

Conversion= 6%

Variation A



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

Name *

Website *

Email *

Phone Number

Get your Free SEO Analysis Now!

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

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

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

leadsquared

Create your free account

Lead Capture Automation | Marketing Automation | Sales Acceleration | Powerful Reporting

Try it free for 15 days

First Name *

Last Name *

Business Email *

Phone Number *

Company *

Website *

Select Country *

Get Started

No credit card required

Conversion= 32%

Variation A



leadsquared

Acquire more customers with LeadSquared

Lead Capture Automation | Marketing Automation | Sales Acceleration | Powerful Reporting

Try it free for 15 days

First Name *

Last Name *

Business Email *

Phone Number *

Company *

Website *

Select Country *

Get Started

No credit card required

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

Ad: www.leadSquared.com/signup.freeltrial * 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



leadsquared

Accelerate your sales with LeadSquared CRM

Stop wasting time on excel sheets and manual data management

Automate lead capture

from website, phone, online/offline campaigns & lead generation portals like JustDial, Sulekha etc.

Engage your leads till they convert

by automating timely and relevant email and SMS campaigns.

Shorten the sales cycle

by allowing super fast follow-ups, and complete lead insights.

Sales on the go

LeadSquared mobile app allows your sales team to get new leads, reminders, & make follow-ups on the move.

Analyze and Improve

Get complete analytics, including which products, sales people and locations are getting you the most revenue.

Create your Free Account

First Name *

Last Name *

Business Email *

Phone Number *

Company *

Website *

Select Country *

Get Started

No credit card required

Conversion= 12%

Variation A

leadsquared

Turn More Prospects into Customers

Stop wasting time on excel sheets and manual data management

Automate lead capture

from website, phone, online/offline campaigns & lead generation portals like JustDial, Sulekha etc.

Engage your leads till they convert

by automating timely and relevant email and SMS campaigns.

Shorten the sales cycle

by allowing super fast follow-ups, and complete lead insights.

Sales on the go

LeadSquared mobile app allows your sales team to get new leads, reminders, & make follow-ups on the move.

Analyze and Improve

Get complete analytics, including which products, sales people and locations are getting you the most revenue.

Create your Free Account

First Name *

Last Name *

Business Email *

Phone Number *

Company *

Website *

Select Country *

Get Started

No credit card required



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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