LANDING PAGE GUIDE

1. ADWORDS QUALITY SCORE

Element	Best Practice
Relevance & Originality	Page should: 1. contain only original content, not copied from other websites 2. be of high value to the user given the keywords they searched for 3. contain the main targeted keywords in the title tag and high up in the body copy.
Navigation	Page makes it easy for the visitor to navigate your site (including on mobile sites).
Transparency & Trustworthiness	Page explains your products/services before asking visitors to fill out forms or share their information.
Page load time	Encourage customers to spend time on your site by ensuring your page loads quickly. Check page speed with this tool: https://developers.google.com/speed/pagespeed/insights/

2. OVERALL STUCTURE

Element	Best Practice
Page follows AIDPA formula	ATTENTION: Relevant, punchy headline captures attention INTEREST: Hero image / video gains the visitor's interest DESIRE: List features / benefits that appeal to visitor's needs PROOF: Social proof and trust indicators ACTION: Single, strong call-to-action – copy and button

3. HEADLINES

Element	Best Practice
Main headline describes benefit	Main headline is the first thing a visitor will see, so it needs to clearly describe what they will get from the page (i.e. plainly state the main benefit to the visitor).
Headlines are clear	Choose clarity over cleverness for headlines. Cleverness draws attention to the cleverness itself at the expense of the message, whereas clarity propels the visitors to conversion.

4. HERO SHOT

Element	Best Practice
Hero shot	Hero shot (image or video) should dominate the page, making it clear "at a glance" what the page is about. Hero shot and headlines should work together and reinforce each other. Ideally, show the product/service being used in context – demonstrate it in action.

5. BENEFIT STATEMENTS

Element	Best Practice
Benefit statements easy to scan	The benefits of your product/service should be clearly stated in a format that's immediately easy to grasp. Bullet points can be helpful for allowing the visitor to quickly scan the benefits.
Main focus on benefits not features	Main focus should be on the benefits of your product/service, not the features. E.g. "Saves you hours every week by cleaning your dishes for you" instead of "Cleans dishes". Recommended process for this: 1. List all of your product's features, narrowed down to the features that are most likely to hook your prospect 2. Examine what each feature does, or why you've included it 3. Take your list of what your features do and ask yourself how they connect with your prospect's true desires 4. Look at your reviews / testimonials / email feedback for what customers themselves state as the benefits 5. To get to the bottom of each feature's true benefit, keep asking the question "What does this mean for your prospect on an emotional level?"
Features support the benefits	Features should also be stated to support and justify the claimed benefits of your product / service.

6. SOCIAL PROOF

Element	Best Practice
Social proof on page	Illustrate on the page that other people have bought/participated in what you are offering. Some common forms of social proof: 1. Usage numbers 2. Testimonials from happy customers

	3. Logos of well-known companies who are customers
Believability of testimonials	If customer testimonials are used, ideally they would include full name, photo, location (and even a link to their own website).
Testimonials address specific pain point	The best testimonials describe the resolution of a specific pain common to your customers, describing how your product/service solved it.

7. CALL TO ACTION – GENERAL

Element	Best Practice
CTA Placement	If the offer is simple and the visitor doesn't have to think much in order to make an informed decision, putting the CTA above the fold will usually be best. If the offer is complex and the prospect has to digest a lot of information, putting the CTA lower on the page will usually be better.
Appropriate Level Of Action Required	Balance the value of what you're giving away with the level of information you're asking the visitor to provide – asking for too much can mean dropping conversions.

8. LEAD CAPTURE FORM

Element	Best Practice
Number of fields	Reduce the number of form fields the visitor has to fill out as much possible – too many can put people off.
Questions direct and easy to answer	Use clear, closed questions that the visitor can easily answer quickly. If using dropdowns, cover every possibility, or have an "other" option.
Captcha security	Ensure your captcha form is easy to use, or remove it – they're a common cause of dropped conversions.
Privacy statement	Badly worded privacy policies can actually harm conversions. Don't use the word "spam", which can cause anxiety.

9. CALL TO ACTION – BUTTON DESIGN

Element	Best Practice
Size & Contrast	Button needs to be large enough and use sufficiently contrasting colours to make it stand out from the rest of the page. Also give the button some white space around it to make it easier to see.

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Clickability	The button needs to look clickable, not just another flat design element. Ideally have a rollover state where it changes slightly when you hover your mouse over it.
Directional Cues	You could also use directional cues to point to your CTA / button, to guide the visitor's attention to what you want them to do.
Supporting Statement	Add a short statement clarifying the benefit/purpose of the button, and calling the visitor to action – essentially a recap of the main headline.
Urgency	Consider adding some urgency via time or quantity limitation – put this next to the CTA button to encourage people to click.
Button Copy	In the button copy itself, describe what will happen when the visitor clicks. E.g: "Get the free ebook" or "Request a callback", instead of things like "Submit" or "Click here".

10. CONFIRMATION PAGE

Element	Best Practice
Confirmation Page content	On your confirmation page, consider one or more of the following: 1. Upsell them something 2. Ask them to follow/share on social media 3. Ask them to complete a survey 4. Exceed their expectations with a free bonus of some sort 5. Include info/advice that didn't fit on the landing page 4. Suggest what to do next (e.g. view more content).