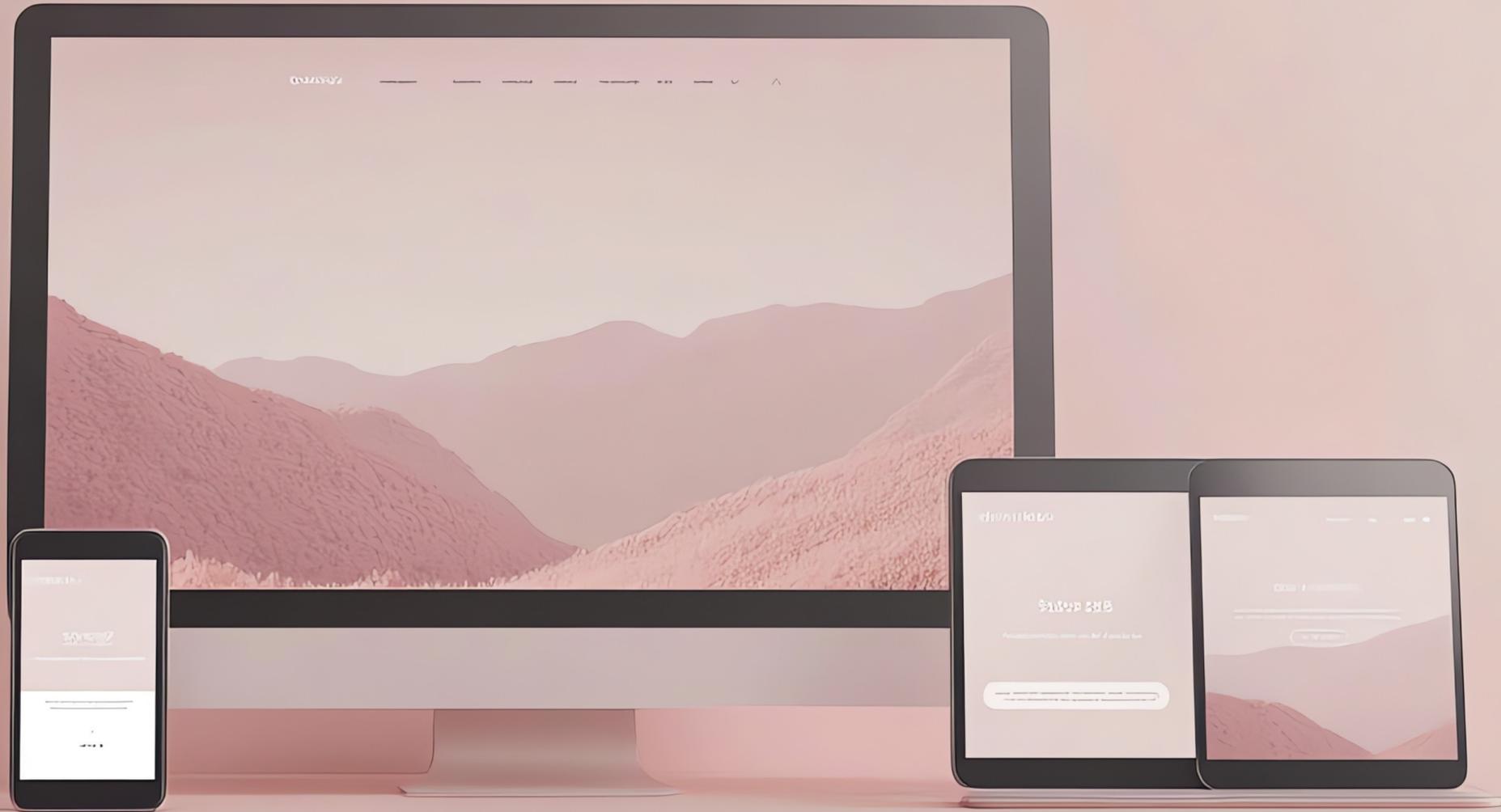# BEST PRACTICES: LANDING PAGE

LANDING PAGES ARE ENTRYWAYS

The reader is coming from somewhere (email, social ad, etc.) and a landing page's job is to get them somewhere else. Ideally, fill out a form or request a quote. **You want them to come through the door and do something.**

But you need to understand from the get-go: why are we making this page? What do we want them to do? All roads on the page should lead to that goal.

Is this lead gen and we assume visitors are in consideration/decision? Keep it simple and only have one "door" to go through (your CTA).

Is this an awareness push and this page should serve as a campaign hub of assets? That's a different approach.

CLEAR, BENEFIT-DRIVEN HEADLINE

Your headline is the first thing they'll read, and it should clearly and concisely communicate your value.

Don't agonize to get a witty, cute, teasey headline that doesn't explicitly tell the reader what they are looking at and why they should care.

If somebody didn't read the body copy (and most likely they won't), would they still get a sense of what the product can do for them?

Focus on the benefits your customers gain (ex: less downtime, cost savings, improved safety) rather than just vague platitudes (Elevate Your Forecourt, the Best Just Got Better, the Next Evolution of Industrial Pumps).

Clearly articulate what makes your product or service the best choice.

VISUALS USUALLY MATTER MORE

One of the most important lessons a writer needs to learn is **when to get out of the way and let the visuals do the heavy lifting**.

Industrial products can be complex, so more real estate for high-quality images and videos gives the page some much-needed _oomph_ that words can't.

> **Can any of your body copy live as design-centric content, like graphics, call-outs and icons? If so, do that.**

Regardless, you will do irreparable damage if the copy and imagery are not in alignment. If the first time you're talking to a designer is when the copy is "done," then you're gonna have a bad time.
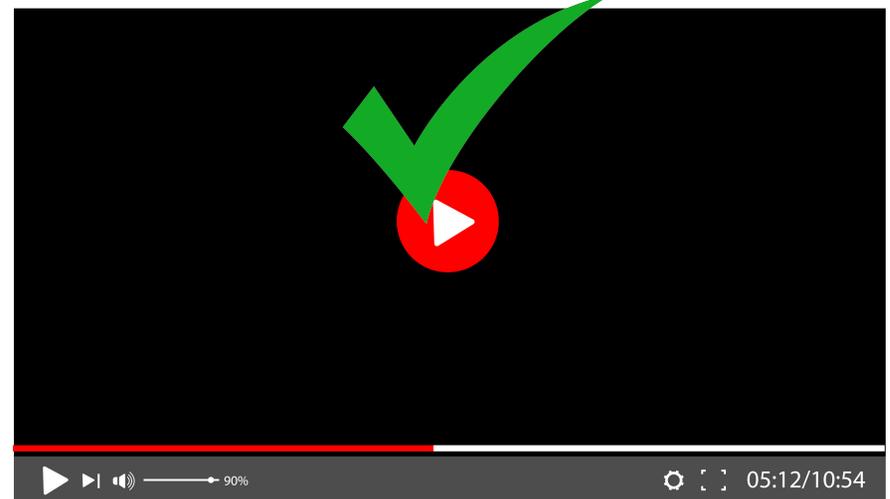
WATCH OUR VIDEO
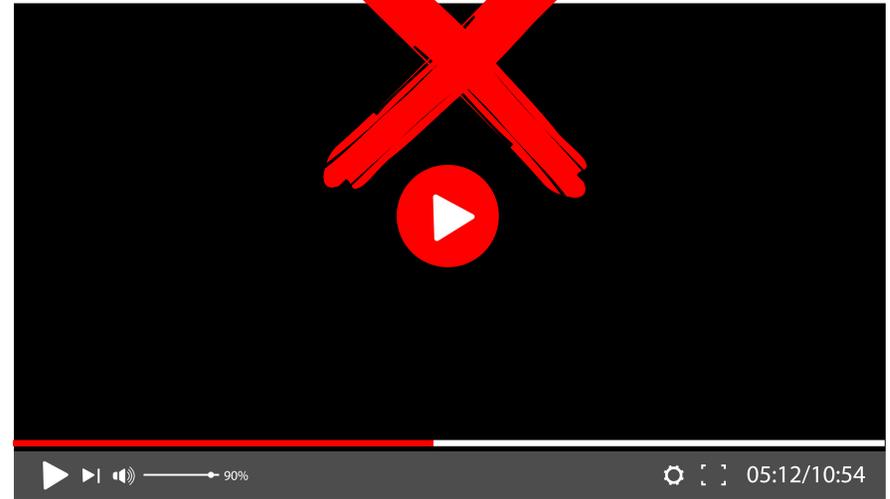
Use headers for on-page videos as a touchpoint for benefits. "Watch Our Video" is wasted prime real estate.

CUT MAINTENANCE BY 10%

KEEP BODY COPY SHORT AND SWEET

You should keep the copy as short and sweet as possible while addressing:

- Your audience's pain point
- How product/service will improve their situation (benefits)
- How product/service works (features)

Good exercise: After you have your first draft in a good spot, cut 15-20% of the total word count.

After that, see if you can cut another 10%. That forces you to get rid of buzzwords that don't say anything, points that don't support your main idea and other useless filler crap.

The end result is always better.

People likely won't read the entire body copy. Don't bury important details!

DON'T HIDE YOUR WEAKNESS

Most people are terrified of their product's weakness. *Don't bring it up,* they fear.

But your reader is thinking it – or at the very least, it's something that will need to be addressed eventually.

I've found it's effective to preemptively address any objections the reader may have to the product/service head-on in the body copy.

Example (product is expensive):
"By investing a little more up-front, you get greater lifetime value and avoid the costly operational headaches that come from substandard equipment."

HEY, YOU SHOULD CLICK ON THIS!

Some say you should only have one CTA button on the entire page with no other way for readers to do anything else on the page. I can appreciate that zealous approach.

However, I don't mind offering readers different doors to go through (Open in New Tab!). Big picture, the more they're engaged with our brand, the better. Maybe we lose an artificial lead in the moment, but we gain somebody who's more into our brand in the long-term.

No matter how many you use, you're main CTA should be impossible to miss and hard to resist. That means contrasting colors and action-driven text above the fold.

SUBSCRIBE

Ideally, the CTA will either be:

Benefit-driven:
Lower My Energy Costs
Upgrade My Tech Stack
Speed Up My Production

Question focused:
How Does It Work?
What If I Have Questions?
What's the Next Step?

Crystal-clear language of what the action is:
Request a Quote
Access Guide
Set Time to Talk with an Expert

PROOF IS IN THE PUDDING (AND LANDING PAGE)

Most people are leery of marketing.

They go to your page with their BS detector on full blast. Three ways to build credibility are **proof statements**, **testimonials**, and **clear language**.

Proof Statements
Find actual statistics and declarative statements you can make and lean on the designer to make eye-popping nuggets. You should include proof statements as high as possible!

Testimonials
A big mistake I see with customer testimonial quotes is using the entire quote. It's a *gigantic* paragraph of a quote that people won't even start to read. Find the core part of the quote, and only run that.

Be Clear
If your copy is ambiguous and jargon-heavy, the reader won't take the next step. Being clear is about building the reader's confidence in what they're reading, which will give them the motivation to do what you want them to do.

By the Numbers
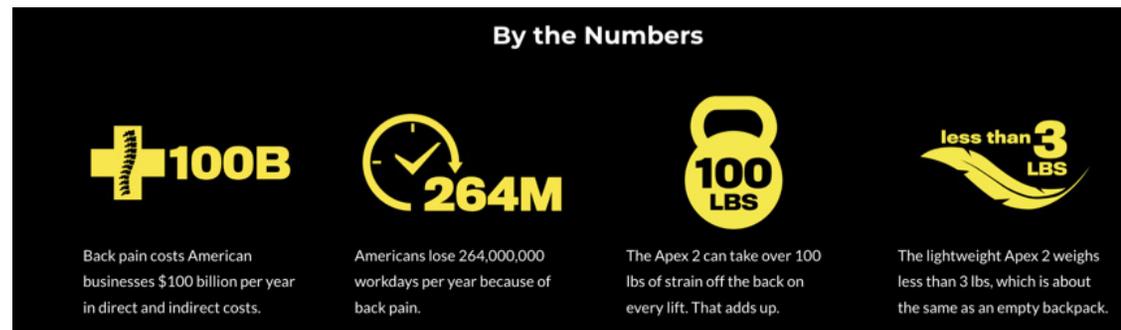
100B — Back pain costs American businesses $100 billion per year in direct and indirect costs.

264M — Americans lose 264,000,000 workdays per year because of back pain.

100 LBS — The Apex 2 can take over 100 lbs of strain off the back on every lift. That adds up.

less than 3 LBS — The lightweight Apex 2 weighs less than 3 lbs, which is about the same as an empty backpack.

"Our guests often comment about how they love that their sandwich is toasty on the outside but also heated all the way through, thanks to the microwave process with SpeeDelight. That's not attainable through a traditional panini press."

– Shav Perusinghe,
Food Service Manager, Bristol Farms