# AOK Marketing
## An Opportunity Knocks



# 10 TESTED LANDING PAGE ELEMENTS GUARANTEED TO IMPROVE CONVERSIONS

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# INTRODUCTION

I have plenty of traffic, but why is no one filling out my contact form! Why don't people sign up for my newsletter? Why have I never been able to get Google AdWords or PPC (pay-per-click) ads to work for me?

If you've ever asked yourself any of these questions, you may be missing some of the key elements of a high-converting landing page:

- *Logo*

- *Headline*

- *Offer*

- *Descriptive Copy*

- *Product Presentation*

- *Calls to Action*

- *Trust / Confidence Building*

- *Contact Information*

- *Links to More Information Secondary Site Content)*

- *Template Elements (Main Site Content)*

Not only are these elements important on their own—they have to work with each other.
You must also take into account the following factors:

- *Relevance*

- *Quality*

- *Location*

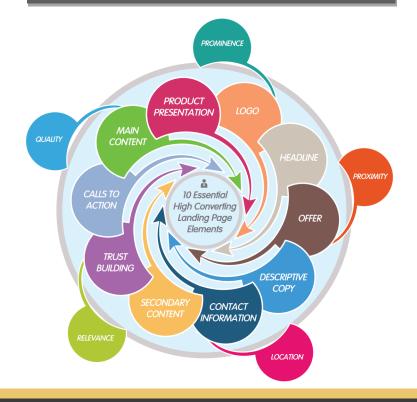- *Proximity*

# WHAT IS A LANDING PAGE?

A landing page is a page on your site that matches up with a particular user query and answers it in an authoritative, trustworthy, and helpful way. Bottom line: It is a relevant search result when people are using the Google search bar to look for something.

Put another way, a landing page is simply the place where traffic lands on your site after coming from another site or search engine results page.

In most cases, this traffic will come from Google or from some other search engine, but not always. Also, your home page may be the most popular landing page on your site, but it's not the only page they will arrive at.

Most of the time, a landing page is designed to serve a certain purpose. This purpose is often to drive sales through online conversions, but the purpose can also be to inform and entertain people or attempt to interact with them.

*A landing page is designed to illicit a prescribed response from a visitor. This should always be the primary function of the page, and the design goal.*

# WHY IS A LANDING PAGE IMPORTANT?

Having a well-designed landing page is especially important for paid searches. If you are paying to have targeted visitors to your site, you should design every page with an end goal in mind. That end goal can be a user performing a desired action, or it can be a resource for information, or it can be something else, but whatever your end goal, the page should be designed to perform it.

Something to note: Your page should be helpful and useful to people—it's not built for robots. If it is helpful, Google will view the content as more valuable.

If you are designing a landing page to use with paid search, the utility of the page is important because you want it to perform whatever specific action is required in your marketing effort. Utility is the most important aspect of search engine quality for paid and organic search, and it's therefore the most important thing for you to think about when designing landing pages. If your page is useful, it will get ranked higher.

*If you are using paid search, then to achieve maximum ROI when developing a landing page, always keep foremost in mind the fact that page utility is extremely important.*

*When it comes to designing a landing page for both paid and organic search, page utility is one of the most important aspects. More useful pages are ranked higher in SERP.*

The next major factor in designing a landing page is user intent. You must take into account not only the query, but the likely user intent of that query when designing a landing page. When designing a landing page, it is important to build intent into the design—that intent can be to perform an action or to find information:

**Action Intent** – Users want to accomplish a goal or engage in an activity, such as download software, play a game online, send flowers, find entertaining videos, etc. These are "do" queries: Users want to do something. The goal or activity may be to download, to buy, to obtain, to be entertained by, or to interact with a resource that is available on the Web.

**Information Intent** – Users want to find information. These are "know" queries: Users want to know something. The goal is to find information. Helpful pages have high-quality, authoritative, and comprehensive information about the query.

To repeat:  a landing page is a page on your site that matches up with a particular user query and answers in an authoritative, trustworthy, and helpful way.

*Now that you have an idea of why people are coming to your page (you built it to be a helpful and useful page that is attempting to accomplish a goal), lets look at the elements one by one.*

# THE 10 ESSENTIAL PAGE ELEMENTS



## Logo

Your logo serves several functions on a landing page. First, it is there to establish trust. Any reputable brand displays a well-designed logo prominently. This logo also serves another purpose as part of your main site content. In order to establish your overall website as a reliable source of trustworthy and useful information, having the ability to go to the home page of your website by clicking on the logo is a key ingredient of a good landing page.

## Headline

The headline of your landing page is important both from an end-user experience and from a machine experience on your site. If you are using paid search to drive traffic to a particular landing page, the headline will be used to determine the relevance of the landing page. The headline should align directly with your ad and the keyword you use to drive traffic to the landing page. This will improve your quality score and search engine results.

## Descriptive Copy

The descriptive copy on your landing page is vitally important for a variety of reasons. You should remember that the end goal for Google is to provide results that are helpful and useful and match up to a user's search query. It's important that the text that the Google bot can read on the page ensures that you are delivering an adequate landing page experience for your end users.

The text on the page that describes what the page is about helps real people (not just robots) to utilize the page more effectively and find the information they are seeking. This creates a better overall user experience. More text will keep users engaged and hopefully enable them to spend more time on your site (which again, from a Google perspective, is a positive indicator on page trust).

## Offer

The offer on your landing page is very important, especially if you're trying to incite some particular action from visitors to your site. Creating a sense of urgency, giving special discounts, or simply stating what people will receive by accepting your offer are all common ways to state an offer.

## Product Presentation

The first thing you must do is to determine what your page is about. If you are selling a particular product or service, then you should have a prominent and attractive product picture on that page. Images are high converting assets on any landing page—they enable a better user experience. However, Google can't read images. For the Google bot you must make sure that you're utilizing proper alt text, labeling and captioning your pictures, so that Google can recognize what the photo is about. Even if you aren't trying to sell a particular product or service, you should still include relevant images for a better user experience.

## Calls to Action

Your landing page should be designed for your users to perform some particular action. This may be to participate in a discussion, sign up for a newsletter, submit a quote request, or some other function. Whatever your measurement of success, the more obvious and clear that you can make this desired action, the better. Multiple calls to action are very important if the user must scroll down to see more of your descriptive text and product images. A good rule of thumb is that you have one call to action for each screen when scrolling down.

*A note on buttons: Some call to action buttons have been so overused that people just don't even notice them anymore. We recommend action based words in your call to action buttons, something like "Get Started" is a good example of text you can use. Also, a contrast color. It doesn't have to be a specific color, just something that is really obvious and stands out against the rest of the page.*

## Trust / Confidence Building

Trust and confidence-building elements are equally important items on your landing page. This secondary content is important both from a machine perspective as well as from an end-user perspective.

From a machine perspective, Google will trust third-party reviews before it trusts the information on your site or landing page. Every site says it is great, but if you can link to third-party citations and references, this makes that page even stronger from a Google perspective.

Also from an end-user experience perspective, having well-known company logos and testimonials with information provided about happy customer experiences goes a long way when trying to sell a product.

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Also from an end-user experience perspective having well-known company logos and testimonials with information provided about some happy customer experiences goes a long way when trying to sell a product. The vast majority of product research for online purchases is now done on third-party sites and social networks.

*The more times that you and your products are mentioned in a positive way on 3rd party sites such as Google Plus / Google My Business or Yelp, the better.*

*Providing clear, correct and transparent contact information is key in establishing good rapport and earning a good reputation when doing business online.*

## Contact Information

Contact information is very important from a landing page perspective as part of your main content on your website.

This is also a trust-building element that you should use to help gain the visitor's trust and the machine's trust. It should clearly outline who you are, what your website is about, and the fact that you are actually a legitimate business.

Contact information, such as clearly defined hours of operation, store locations, and multiple contacts at your company, is key in establishing good rapport and earning a good reputation online.

## Links to More Information (Secondary Site Content)

Let's circle back around to the original design and purpose of your page from a Google perspective:

Having helpful links to more information is key for Google to establish whether or not your pages are helpful, useful, and authoritative.

Some companies and some people will advise you not to have anything on your landing page other than simply the call to action they want you to perform.

They tell you NOT to have any links on your page to other site content.

This indicates a number of things to Google, the most important of which is the fact that the site is trying to manipulate the end-user into a particular action.

This is an issue from an end user perspective and a machine perspective.

*When a visitor leaves a landing page without taking action, you have failed in accomplishing your task.*

There's nothing more annoying than getting to a page that you may be potentially interested in and then not being able to learn anything else about the company from that page. There's nowhere to go, so at that point your only option is the back button. The back button is the enemy of all online marketers; it means that you've failed in accomplishing your goal, especially if you've paid for someone to come to your landing page. That's like getting kicked while you're down.
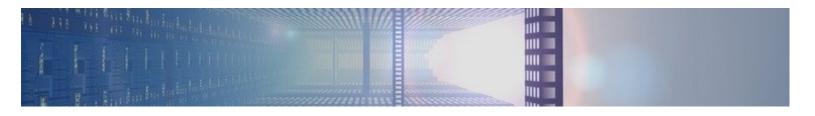
## Template Elements
### (Main Site Content)

Main site content is important from a user experience perspective.

Examples of some template elements are the top navigation bar or the footer on your website.

These link to more information internally—information such as your privacy policy, your returns information, or your customer service information.

These elements are key for Google to establish how trustworthy and good your website is; and they are especially important if your site is something that involves transactions, such as a shop or an online store, for example, or some other utility that will separate the users from their money. In these cases, having easy-to-find contact information and secondary elements is very important.



*Now that we have a basic understanding of the necessary elements on a landing page, let's take a look at how they work together.*

# PUTTING IT ALL TOGETHER

*Now we know the elements that make up a highly converting landing page, we need to consider how to use them most effectively.*

## Relevance

Relevance is very important both from an organic and a paid search perspective.

The user's query that they've written into the Google search box should match very closely with the information and relevance of your landing page—especially if you're paying for clicks to that page.

For paid searches, Google takes into account your keywords, your ad text, and your landing-page experience to arrive at an overall quality score associated with any particular keyword.

The higher the quality score, the more relevant the landing page experience—and the less money you actually have to pay to have visitors come to that landing page.

But even more than that, the information on the page should be relevant to the different elements. Your product picture should be accurately reflected in the descriptive copy, and the product or service you're selling should align with what your site is about. This relevance will improve the overall user experience, and Google will rank you higher as a result.

## Quality

Quality is a much more subjective measure, but some simple considerations will help you improve the quality of the landing page experience. Bearing in mind that the purpose of the page should be to provide a helpful, useful, and authoritative page, simple misspellings of words, poor-quality copy, blurry or small pictures, or a lack of secondary content to support the page will result in a poor-quality user experience.

From a machine perspective, having images on your site is fine but you need to label them adequately. If you have improperly labeled the images on your page, it may get a lower quality estimate by the machine due to the fact that it can't read photos.

## Location

The location of all of these elements is just as important as the necessity to have them on the page.

Some people try to achieve a unique layout, but unfortunately all that does is confuse users who are expecting to find something. Unique is good, but your design should be intuitive; elements should be where people expect to find them.

The second thing you need to take into account is the fact that not everyone will scroll down your page. Your page should have all the necessary elements if possible above the fold (within one screen shot at the top).

This optimized user experience is very important for alternative devices such as laptops and mobile phones. A responsive website that identifies what browser and what type of devices are visiting your site and then serves up the best user experience is crucially important to any site redesign. This proper design will help the end-user experience immensely, and it will enable you to have your landing page elements presented to them when they arrive.

## Proximity

The proximity of the elements is also important. You should group certain elements together, such as trust-building elements with clear divisions and indicators, if there is more information to scroll down to.

Proximity also plays an important role in overall attractiveness and utility of design.

If you have a page that is all text and is not broken up at all by any calls to action or product pictures, this can be a challenge for people. Even the most encyclopedia-based websites, such as Wikipedia, break up their content with photos and citations.

Also, from a utility perspective, if there's a particular action that you want a user to take, this should be in close proximity to the information they require to make that decision.

## Prominence

The final element is prominence. This is especially important when taking into account the various design elements and the main content of your site.

It's up to you how prominent you want links to your privacy information and other content in your template elements to be, in contrast to how large you want your product photos to be.

In any case, it is very important that you have a prominent call to action if you are requiring a particular action on that page.

We recommend a contrast color—and it doesn't necessarily have to be any particular color, such as orange or green; it just has to stand out from the rest of the information on the page and be labeled clearly as to what desired action is expected.

# SUMMARY

There you have it, all the essential elements and how they fit together. In case you missed it, here's the summary again:

- Logo
- Headline
- Offer
- Descriptive Copy
- Product Presentation
- Calls To Action
- Trust / Confidence Building
- Contact Information
- Links to More Information (Secondary Site Content)
- Template Elements (Main Site Content)

*Not only are these elements important on their own, they all have to work with each other.*

*Make sure to take into account the following:*

- Relevance
- Quality
- Location
- Proximity
- Prominence

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