

THE ANATOMY OF A **HIGH CONVERTING**



LANDING PAGE

Our mission is to "help our clients make the most of the financial success they have achieved by identifying and reaching the goals each client uniquely values...without sacrificing their lifestyle...and avoiding unnecessary investment risk."



SterlingNewton

Protecting Your Wealth.

904-482-1131



Bill Newton
President

FREE Audiobook



Get The Audiobook FREE!

[LISTEN NOW](#)

**SPECIAL
BONUS**



THE ANATOMY OF A HIGH CONVERTING LANDING PAGE

HOW TO INCREASE CONVERSIONS AND GENERATE OPT-INS

Landing pages can be used for almost any purpose. They can sell a product, attract the right audience, build your brand, request a demo, capture email addresses, view a webinar, make an important announcement, or offer a significant discount.

Landing pages at their core all have one thing in common. They all include some type of opt-in process.

High converting landing pages are one of the best ways to promote your products or services online.

But with a cornucopia of choices to entice your prospect, it can be challenging to design a landing page that rises above the noise and stands out.

Effective landing pages can form the centerpiece of a very successful online business. With so many different options to choose from and the attention span of less than a goldfish, keeping someone on your landing page is both art and science.

Marketers spend a small fortune driving traffic to their website, blog or landing page, with the

hopes that the carrot they dangle in front of their prospect is enticing enough to get them to join their opt-in process and enter their sales funnel. The challenge becomes creating a compelling landing page that captures their attention.

Studies show within the first few seconds of arriving at your landing page, the viewer has already decided if your page is enticing enough to stick around, or they'll bounce and head elsewhere.

48% of marketers build a new landing page for each marketing campaign.

Every single cent you spend on paid ads, and every blog post you've ever created is a complete waste of time if you're not converting visitors to your website into leads and eventually paying customers. If you're not converting, it might very well be your landing page.

That's why landing pages are so relevant, and designing an exceptional landing page takes much more than slapping on graphics, a little bit of text, and a call-to-action.

Do you know the secret of creating a successful landing page? The ability to create landing pages is an essential skill to learn and master if you want to improve conversions and make more sales. In this issue, we'll walk you through step by step exactly what you need to do to design and create a high converting landing page.

What Is A Landing Page?

On the never-ending journey of converting visitors to your website into paying customers, you'll want to include one critical element – a landing page.

Landing pages live separately from your website and are designed to handle the traffic from your marketing campaign.

Landing pages are lead generation tools that encourage people to provide you with their contact information, including their email address in exchange for the offer you're providing.

Only half of landing pages are optimized for mobile devices.

Landing pages are web pages that exist solely to convert visitors. The information gathered from forms on your landing page allows you to build your email list and then market to those prospects taking them through the entire buyer's journey.



Many marketers confuse landing pages with homepages. They are not the same. Landing pages are standalone web pages with a singular focus that targets a particular audience with a specific call to action.

That single focus could be promoting a webinar, buying your product, scheduling an appointment, downloading a free eBook, or signing up for a free trial.

The singular purpose of landing pages makes analytics, reporting, and testing much more straightforward.

Elements Of A High Converting Landing Page

There are six main elements to consider when designing a high converting landing page. To generate more conversions and opt-ins, every top converting landing page should include the following essential ingredients:

1) Headline

Just because people arrive at your landing page doesn't mean they're going to opt-in. The challenge is to get their attention, and the best way to do that is your headline. This is the first place that catches their eye. You should have a unique value proposition in a concise headline.

The headline is by far the most critical element on your landing page. The headline can make or break your conversions. When you get the headline right, your visitors will stick around and read the rest of your content. If you get it wrong, you'll lose that visitor forever.

To create a high converting landing page, you want to create a headline that is creative, bold, clear, straight to the point, and creates urgency in solving a particular problem. The focus of your headline should be on the benefits your visitor will receive.

Like all headlines, landing page headlines have to be concise, offer a specific, highly desirable benefit that solves the visitor's problem, and deliver on the promise of whatever marketing brought the visitor to the page.



Tip For Creating A Killer Headline Include:

- Ask a burning question
- Promise pain-free results
- Tease a solution to a problem
- Provide social proof or a testimonial
- Offer a guide people can't resist

Never underestimate the importance of a great headline!

2) Call To Action

Next to your headline, the most crucial part of your landing page is the call to action. Noth-

ing happens until you get someone to opt-in. In its most basic form, the call to action should tell them exactly what you want them to do and the benefit they will receive from doing it.

To create a high converting landing page, it must include a robust and compelling call to action that leaves no doubt in your visitors' mind about its purpose. This requires a button, or link visitors can click on to take action and finalize their conversion.

Putting multiple offers on your landing page can decrease conversions by up to 266%.

In your call to action, you'll want to focus on precisely what will happen when your visitor clicks that button. And the wording on your call to action button is critical. Your button should never say, **SUBMIT**. Instead, the call to action button should say, **DOWNLOAD NOW** or **DOWNLOAD MY FREE EBOOK**.

Aside from the design of your landing page, one of the most crucial aspects of your call to action is what it says. Copywriting, especially for conversion, can be challenging, but this is where A/B testing comes into play.

3) Unique Offer

Your offer is what you're giving visitors to your landing page in exchange for their contact information, including their email address. The higher the perceived value of your offer, the greater your conversions will be. Always be asking how you can increase the value of your offer.

Your offer should be attractive, unique, and designed to solve a problem, answer a question, or offer specific knowledge.

Your offer should include a brief explanation of how your lead magnet can solve their problem, make their life easier, or answer their questions.



61% of online marketers say generating traffic and leads is their biggest challenge.

Instead of focusing on the feature of your offer, focus on what's in it for them. Focus on the benefits your customer will receive if they accept your offer.

People are generally lazy and hate reading. So keep your main points in bullet form, not big paragraphs, and make them focused solely on the benefits that people will get from using it.

A feature is meaningless without an associated benefit. Always be thinking, "How would this help people?"

4) Opt-in Form

Your opt-in form is a vital part of a high converting landing page. Opt-in forms could be anything from just requesting a name and email address to more detailed contact information. Never forget the information that you're asking for should be equivalent to the value of what you're offering.

Numerous studies have been conducted about form design, and most agree that less is more. In other words, ask for the minimum information you need to get people to sign up. For many, that's just an email address; for others, that's name and email, and for still others, it might include even more.

Make sure you're customizing the form's title and submit button to match your offer. Limit your form fields and only ask questions that will help you learn about your lead and what they want.

Recent studies have shown that a two-step opt-in has a higher conversion rate than the traditional single page.

Include compelling content in your headline, a short paragraph or a few bullet points to persuade readers to complete the form. This requires bright and clever copy that communicates your offers' key benefits.

Knowing a picture is worth 1,000 words, you'll want to include an image of the lead magnet or an image that represents your offer.



5) Social Proof

If you want people to opt-in, they must feel as if they know you, like you and trust you. Including "trusts elements" on your landing page can go a long way towards showing visitors that you're a great company, clients like what you do, and you're credible, qualified, and trustworthy.

Nearly 9 in 10 consumers trust reviews and testimonials.

Would you buy from a company you didn't trust? No! So, think about what you can do to increase the trust factor on your landing page.

Here are a few things you can use:

- Testimonials: Make them authentic and try to use video if you can. And don't be afraid to ask your customers if they are willing to help.
- Social media comments: Show a live stream of people saying nice stuff about you.
- Endorsements: Show the logos of media placements or high profile customers on your landing page.



If you want someone to give you their personal information or their hard-earned money, then they need to trust you. The use of client testimonials, awards, press coverage, or a current registration count can help establish that vital credibility.

If you do all the talking, then you're not providing the reassurance visitors need. External validation will provide that trust factor. External reviews will work as will case studies.

6) Lead Magnet

The reason you create a landing page in the first place is to share with the world your lead magnet or your product or service. What's vital for you to remember is the higher the perceived value of your lead magnet, the more conversions you'll receive. There is an absolute direct correlation between the perceived value and conversions.

That means you want to pull out all the stops and find ways to add so much value to your lead magnet, that it's an easy decision to opt-in.

Lead magnets are an excellent way to give something of value to people who aren't quite ready to make a buying decision. Lead magnets are a great way to keep them interested, get them into your sales funnel and start dripping on them.



Over 70% of visitors who abandon your website will never return!

They're called lead magnets because they help you attract and generate leads online by offering an "ethical bribe" in exchange for their contact information and email address.

Examples of effective lead magnets could include webinars, free reports, ebooks, worksheets, checklists, or other digital or downloadable products.

High-converting landing pages should only focus on the lead magnet and convincing people to opt-in to receive it. There should be no other information other than information about the lead magnet being offered.

High converting landing pages are not like traditional web pages. Landing pages don't include navigation unrelated to the offer. This reduces the risk of visitors bouncing from your landing page and increases the likelihood of completing the form and opting in.

Practical Design Recommendations

User experience and conversion optimization go hand-in-hand. Better user experience means more conversions. Here are three essential things to remember in creating a great customer experience on your landing page.

1. First Impression

You never get a second chance to make a great first impression. You should always remember that when creating landing pages. Examine the part of the landing page they see first. What do they see? Is it cluttered and busy? Is it inviting and compelling with lots of white space? The first impression created depends mainly on the content they see first, before having to scroll down to uncover the rest of your landing page.

The focus here should be on three critical components that formulate the first impression.

They are the headline, the imagery and visuals, and the call to action.

Viewers are 80% more likely to read content that features colorful images.

2. Provide More Information on Scroll

No matter how good the first impression is from the section of your landing page they see first, many visitors might want more information to learn even more. This should be provided when they scroll down to the lower sections of your landing page.

Keep the essential elements of your landing page on top in the section they see first when arriving at your landing page. As they scroll down and see more text and visuals, make sure the message they encounter reinforces the message on top.

Studies show 79% of landing page visitors scan the page rather than read it. Make scanning easier by presenting the information in an easy to browse format. For example, break a large block of text down into smaller parts, broken up with facts, figures, or statistics.

3. Test, Test, and Retest Your Design

No matter how much time, effort, and energy you put into your landing page design, there is no way to predict how visitors to your landing page will respond. The only way to know for sure is to test, test, and then test even more.

Feedback, even negative, is invaluable. Yes, you want to hear what they like, but the negative feedback is more valuable. The negative feedback provides you with the insight on changes you can make to increase your conversions and truly create a high converting landing page.

The question you want to focus on is this, "In 5 seconds, can visitors to your landing page tell what your landing page offers?"

In 5 seconds can they determine:

- What is the main focus of your landing page?
- What your offer consists of, and what will they receive?
- What are they supposed to do to opt-in and accept your offer?

This leads us to A/B Testing.



A/B Testing

There are many ways to create a landing page. The key is to test, test, and test even more.

Instead of assuming one version of a landing page works better than another, put it through the paces and do split testing, otherwise known as A/B testing.

A/B testing is also perfect for the call to action button. The results of A/B testing will show you where to place your call to action, what size and color the call to action should be along with a host of other critical elements.

Distractions That Kill Conversions

Distractions are a conversion killer. The fewer distractions, the better the conversion results. On the other hand, the more distractions they encounter, the lower your conversion rate. If they face too many distractions, they'll bounce and head elsewhere.

When designing landing pages, you'll want to minimize distractions from the task at hand, which is to get them to opt-in in some way.

The average landing page conversion rate across all industries is 2.35%.

Here are a few common distractions:

- Clutter. Nothing turns people off and drives them away quicker than a messy, cluttered landing page. Remember, simplicity is the ultimate sophistication. Make sure your landing page layout is clean by including the key pertinent facts that drive your message home. Designing a landing page with lots of white space helps your landing page look organized, efficient, and focused on the task at hand.
- Multiple Call-to-Actions all with different objectives. To create a high converting landing page, it must be a singular focus, not numerous options. The more calls to action, the more distraction and the lower the conversion rate. The best way to create dynamic landing pages is to remember the "one page, one purpose" motto. With a singular focus, your landing page should support and reinforce the primary objective of your marketing campaign.
- Navigation bar with links to other web pages. This is a conversion killer. The last thing you want to do is design a landing page that attracts your ideal prospect, but you've given them multiple links to other web pages. The more navigation links, the more they'll bounce and head elsewhere. For high converting landing pages, the only navigation items you should include are links that direct them to different sections on the same landing page, not links that take them to a completely different page.



Tips For Optimizing Landing Page Copy

The copy on your landing page is one of the most crucial elements that explains your offer and increases the interest in your product or service.

You only have 8 seconds to make a strong first impression on your landing page.

Here are my best suggestions to follow when optimizing copy for your landing page:

- Make it easy to read
- Make sure your message matches your ad
- Provide enough information but don't overwhelm
- Include elements that make it easy to scan
- Communicate the benefits of your offer
- Address their pain points in your copy
- Avoid industry jargon that sails over their head
- Speak to the benefits, rather than features
- Offer solutions that address their pain
- Show you understand the key issues facing your audience
- Avoid sounding like an infomercial and don't oversell
- Reinforce how they will be better off with your product or service
- Speak directly to your audience
- Include as many trust elements as possible (i.e., testimonials)
- Be sure to include keywords



A 1 second delay in page loading reduces conversions by 7%.

The Kiss Principle

Keep It Simple, Stupid. Remember, simplicity is the ultimate sophistication. Do you know how to apply the K.I.S.S. principle to your landing page and increase your conversion rate?

1. Use a bold, catchy headline to explain the benefits people stand to gain.

2. List 3 – 5 core benefits of your product/service, using bullet points.
3. Add a simple visual focus on the left-hand side of your landing page.
4. Make sure your call-to-action button blends perfectly with your background.

The Benefits Of Using Video

You should consider adding a video to your landing page. Here's why! For the most part, people are lazy. If given a choice, people prefer to watch videos rather than read text. Not surprisingly, adding videos to landing pages can increase conversions by as much as 86 percent.

Video on your landing page could be used to demonstrate how to use your product or service. Testimonials are an excellent use of video on a landing page. Having customers talk about the benefits they've received from your product or service certainly adds credibility and trustworthiness, which leads to higher conversions. Video can play a significant role in your landing pages and offer numerous benefits, including the following:

Using videos on landing pages can improve conversions by 86%.

Retention

A well-done video will motivate people to stay on your landing page longer, allowing your message to stay top of mind.

Trustworthiness

Videos done right can lend a voice to your product, increasing the level of trust. It's all about know, like, and trust, and video can be a great way to establish higher levels of trust in the mind of your ideal prospect visiting your landing page.

Customer Preference

The objective of any video on your landing page is to make it easy for visitors to take the next step and opt-in. Statistics show many people would prefer to watch a 3-minute video rather than reading an entire page of text. By giving visitors what they want and making it easy, your landing page will convert better.

Make sure your videos include a compelling call to action. Videos can also show prospects how your product works, which is a must if it needs to be installed or configured.

My best advice for adding video to your landing page is to keep them short, useful, and to the point. The shorter, the better, but no more than 5 minutes in length.



The Top Landing Page Tools

For those that want to go the Do It Yourself route, you have numerous choices of landing page tools you can use to design beautiful, high converting landing pages. Here are some of my favorites:

ClickFunnels

ClickFunnels enable people to grow their companies through sales funnels. ClickFunnels give you everything you need to market, sell, and deliver your products and services online, without having to hire or rely on a tech team.

Leadpages

Leadpages is popular because you can collect email leads from anywhere. This landing page creator tool with dozens of templates helps you create professional-looking landing pages quickly.

Instapage

Instapage is another landing page creator tool with templates and built-in A/B testing. You can use Instapage to create a single professional landing page, 100% free. But, if you want more landing pages, you'll have to upgrade to a paid version of this landing page builder.

Freshmarketer

Freshmarketer is an all-in-one conversion rate optimization tool with split-testing features to help optimize landing pages. Freshmarketer offers a free forever plan for those with 10,000 or fewer monthly website visitors

Canva

Canva is a drag-and-drop graphic design platform with templates for everything from social media posts to flyers; Canva is free to use, with the option to buy the rights to use stock photos and graphics.

Crazy Egg

A heatmap software tool, Crazy Egg is used for discovering which areas of your landing page users engage with most frequently, helping to optimize them better.

Unbounce

Unbounce is a landing page builder you can use to build, optimize, and carry out A/B tests to determine what works and what doesn't on your landing page.



OptimizePress

With OptimizePress, you can easily create landing pages, sales pages, and membership portals.

PopUp Domination

PopUp Domination is one of the best pop-up opt-in box creators around. It works for beginners, intermediates, and online business experts as a landing page template with drag and drop ease.

OptinMonster

OptinMonster is a great exit intent tool that will help you capture emails and leads. It's a flexible, yet very easy to use landing page template.

Optinskin

Optinskin is a WordPress plugin for adding opt-in boxes to your blog posts, landing pages, and fan pages.

Landerapp

Landerapp allows you to create amazing landing pages for your marketing campaign and design a contact form.

Getresponse

Getresponse uses its landing page builder to run a marketing campaign that will bring you profit.

Conclusion

Landing pages are the workhorses of your marketing campaigns.

Building a high converting landing page starts by being intentional and strategic, and requires serious thought about what you're trying to accomplish. What are your goals for this landing page?

The key to creating high converting landing pages is they should only focus on one goal.



There is no universal formula that works all the time. This requires experimentation with different aspects of your landing page until you find the combination that attracts and converts your ideal prospect.

The most effective way to build high converting landing pages requires you to put yourself in the shoes of your target audience.

You should design your landing pages with your ideal prospect in mind. Your chief aim is to make it as easy as possible for them to convert. The easier you make it, the higher your conversions will be.

This is always a delicate balancing act between a well-designed landing page, just the right amount of content, and a compelling call to action.

Start with the question, "How will your prospect benefit from your product or service by opting in and taking action?" When you have the answer to that question, you're able to craft the right words, select the perfect images, and layout the sequential steps for your prospect to opt-in.

Understanding their pain points will help you to stop them dead in their tracks, grab their attention, and get them to take action. The more you can zero in on their pain on your landing page, the higher your conversion rate.

Some of your best inspiration and ideas for creating high converting landing pages comes from examples. The most effective landing pages match a business's marketing goals. Their design is clean, and they have a strong call to action.

Finally, I encourage you to look at one of the landing page builders we've mentioned in this issue. They're excellent, very inexpensive, and can save you plenty of time.

My advice. Don't hold back. Go all out and give your landing pages your absolute best effort. If you do, it can go a long way towards turning that prospect into your next paying customer.





Top 10 Takeaways



- 1 Before adding copy to your landing page, consider reading it out loud first. It will help you figure out if you are successfully getting your message across.
- 2 Landing pages are single web pages with offers or content upgrades designed to collect user information and generate leads.
- 3 One major strategy to drive traffic to your landing page is to ensure that your landing page is SEO-friendly.
- 4 Landing pages are not the same as your home page. They have one single purpose with no other information other than pertinent information driving people to opt-in.
- 5 Lead magnets can be webinars, free reports, ebooks, checklists, worksheets, or other digital or downloadable products.
- 6 Once visitors have opted in, the trick is to nurture the relationship as you take them through the buyers journey.
- 7 Simplify and be concise. Be brief but comprehensive when writing your copy. Remember, less is more.
- 8 One of the most important features a landing page should have is ease of use. It should be easy to understand and even easier to opt-in.
- 9 Time is gold. Check your landing page load time and optimize the content. The longer your page takes to load, the more visitors you'll lose.
- 10 The best way to generate ideas for your landing page is to view other high converting landing pages. Don't be afraid to borrow ideas.

ESSENTIAL ELEMENTS

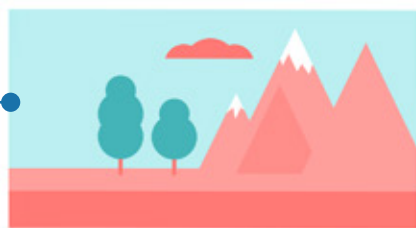
LANDING PAGE DESIGN

(1A) The Main Headline

1

(1B) A Supporting Headline

(1C) The Hero Shot

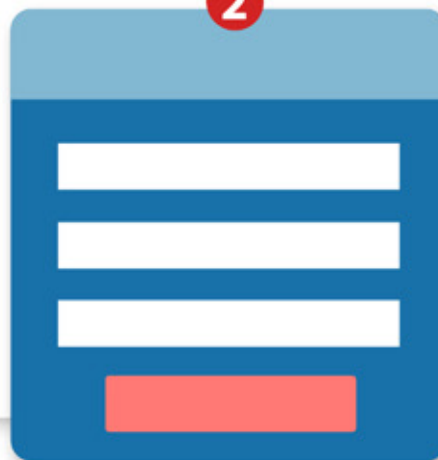


(1D) Benefit Summary - Bullet Points



2

(2) Call To Action (CTA)



3

(3) Benefit-driven Features "The Power of 3"



(4A) Social Proof - Testimonials

4



(5) Closing Argument Statement

5

(4B) Social Proof Company Logos



KEY

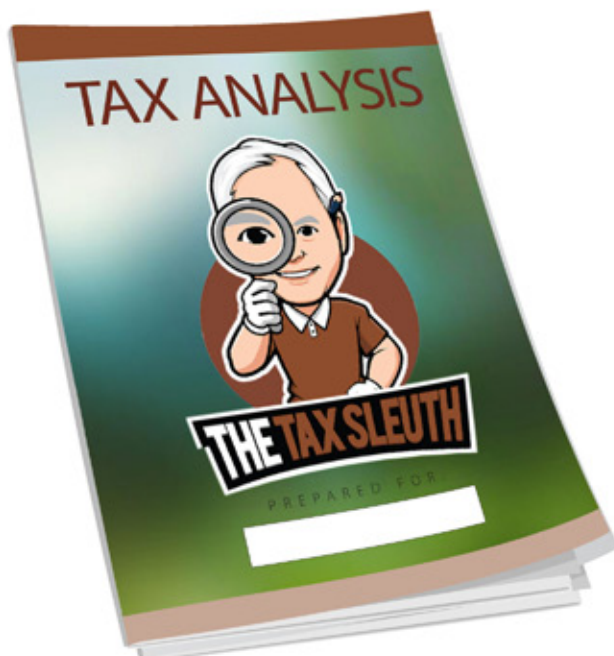
1 Above-The-Fold 2 CTA 3 Benefit Features 4 Social Proof 5 Closing Argument / Reinforcing Statement

SOURCES

The 5 Essential Elements of a Winning Landing Page, Oli Gardner



IS YOUR TAXABLE INCOME MORE THAN \$500K?



WHEN WAS THE LAST TIME YOUR CPA
APPROACHED YOU WITH AN IDEA THAT
WOULD REDUCE YOUR TAX BILL...**BY 50%?**

Most CPAs look for the **RED** flags in the tax code.
We look for the **GREEN** flags!

Ask us about our **GUARANTEED** tax liability
reduction offer.

SCHEDULE NOW



More Cool Stuff



10 Ways to Use Content Marketing for Landing Page Success

[DOWNLOAD NOW](#)



Anatomy of a High Converting Product Page

DOWNLOAD NOW



How to Design a Landing Page That Converts

DOWNLOAD NOW



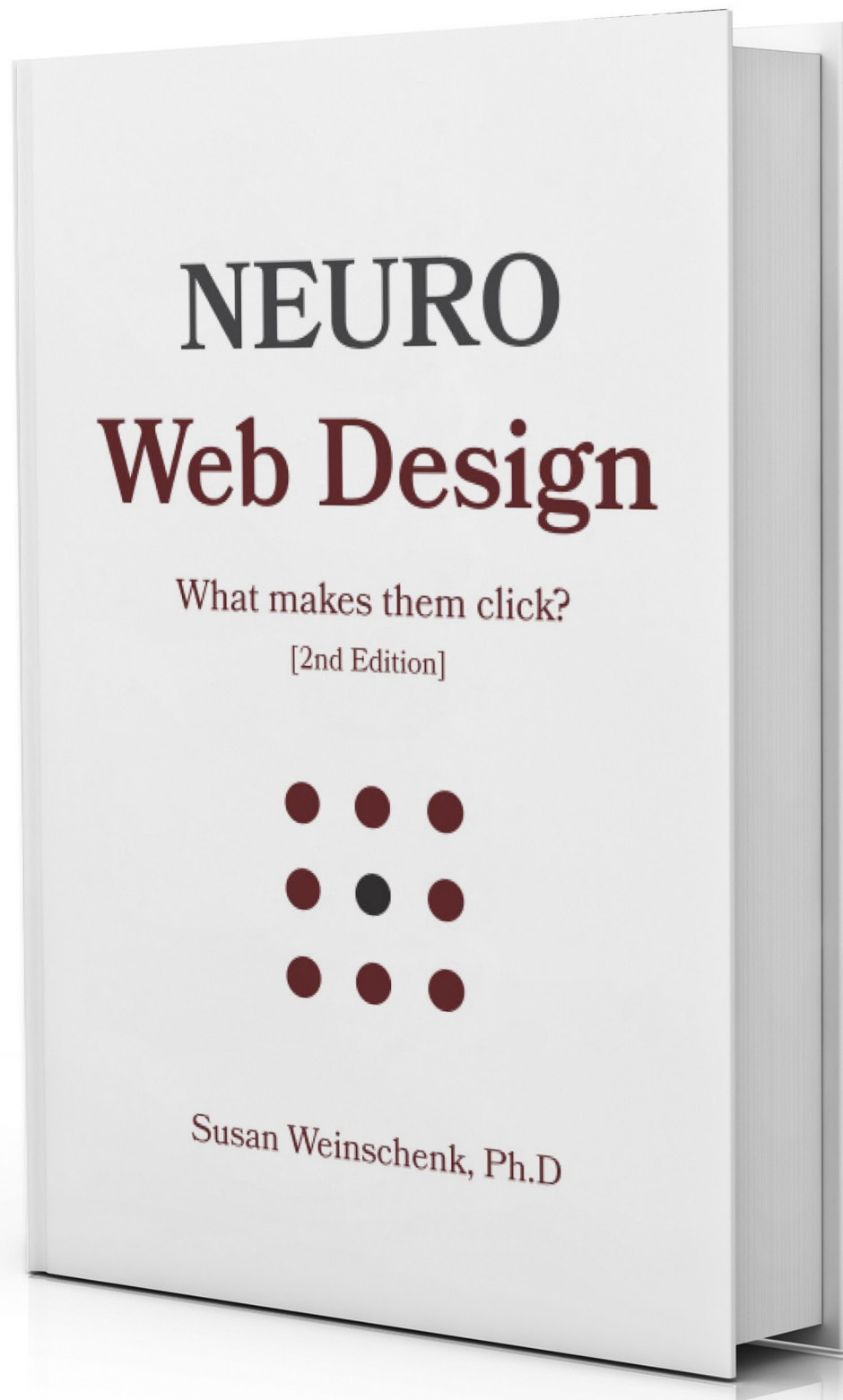
The Anatomy of a (Perfect) Landing Page

[DOWNLOAD NOW](#)



Want to grow your business with a more effective website? If so, this book is a must-listen! Avoid wasting time and money on ineffective web design with this audiobook which contains the 10 critical elements of an effective landing page.





Neuro Web Design applies the research on motivation, decision making and neuroscience to design.





How To Build Your First **Landing Page** In 60 Seconds

Make Me A Marketer Podcast with Landon Poburan

Everyone can be a marketer. On The Make Me A Marketer Show Landon Poburan shares simple and effective marketing principles to help coaches and course creators spread their unique message, helping them redefine success in life and business along the way.



*"I encourage everyone to
identify their own triggers
and come up with
individual strategies to
prevent burnout."
- Landon Poburan*

F E A T U R E D A P P

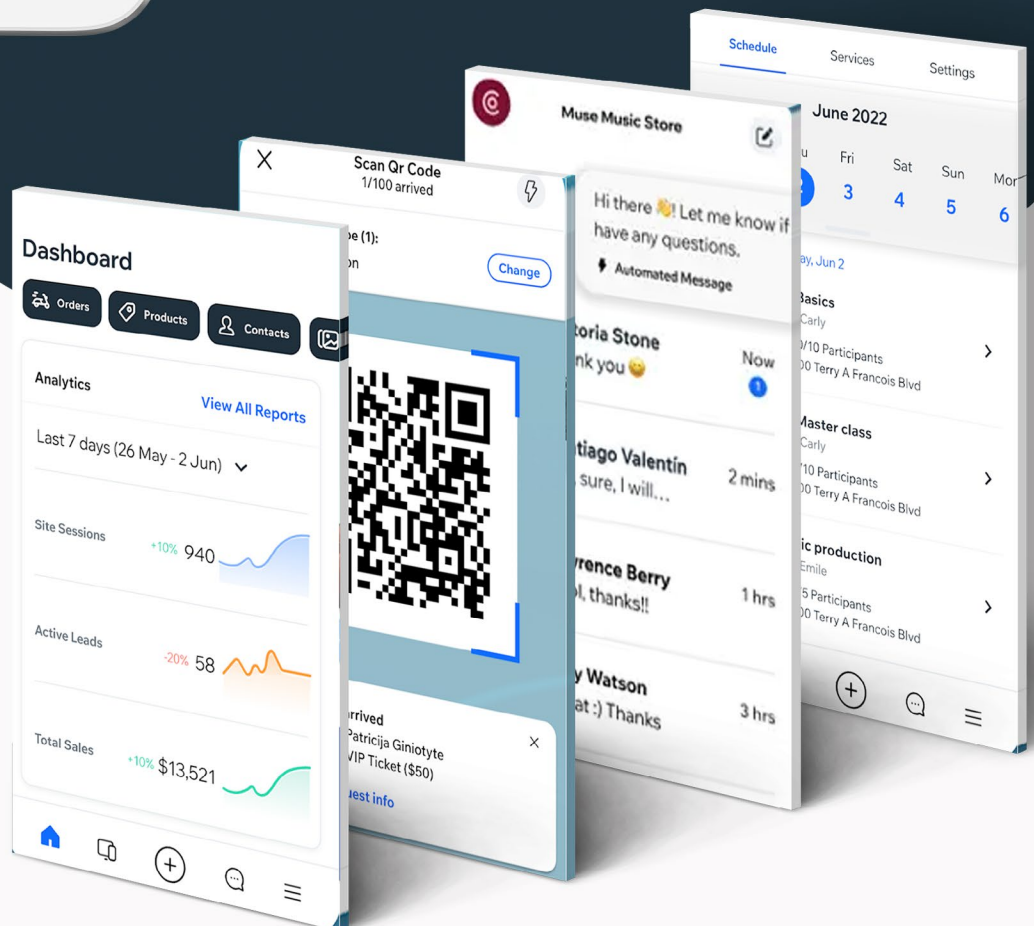


Wix

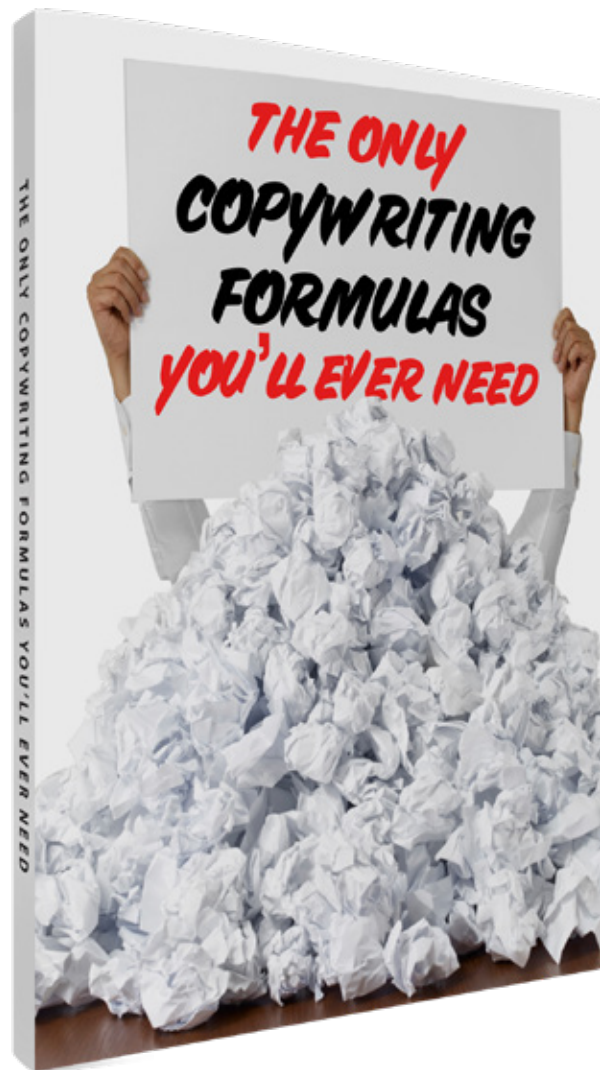
Website Builder

The Wix website builder app gives you the ability to design, customize and manage your website from anywhere.

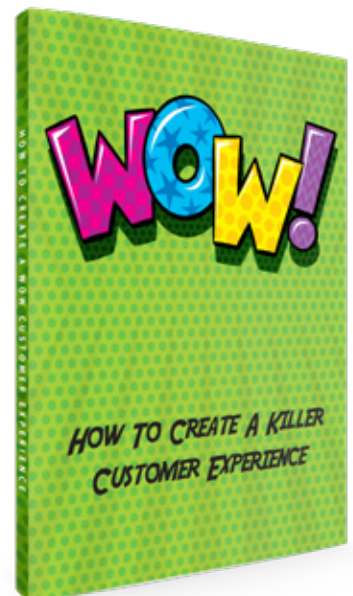
- Create and update services
- Take online session bookings directly from your website
- Get paid online commission-free
- Manage calendars, staff, attendance and clients from the app
- Connect pricing plans



THE NEXT ISSUE



UPCOMING ISSUES



A Word From Legal

The information contained in this issue is published “as is” without warranty of any kind, either express or implied. The content in each issue is for informational purposes only. It is general information, and should not be relied upon or construed as advice on any specific topic or subject matter. Opinions expressed herein are solely those of The AWESOMENESS Group, Inc. and our staff. Material presented is believed to be from reliable sources; however, we make no representations as to its accuracy or completeness.

All material included in this issue is copyrighted, 2020 by The AWESOMENESS Group, Inc. All rights reserved. The AWESOMENESS Group authorizes you to view, copy, download, and print the images and information on this web site or in the eBook, provided you comply with all of the following conditions:

- (1) All materials may be used solely for personal, non-commercial, and informational purposes only.
- (2) None of the contents may be modified.
- (3) The following copyright notice and permission notice must appear on each document:

“Copyright 2020 The AWESOMENESS Group, Inc. All rights reserved.”

- (4) Reproduction, copying, or distribution of materials included in this issue for commercial purposes is prohibited, without the express written permission of The AWESOMENESS Group, Inc. To obtain permission to copy portions of this issue for commercial purposes, please send an e-mail to info@theawesomenessgroup.com stating your request with specificity.



Sources

<https://optinmonster.com/anatomy-of-the-perfect-optin-landing-page/>

<https://www.crazyegg.com/blog/no-one-wants-your-ebook/>

<https://www.marketingresults.com.au/landing-page-strategy/>

<https://www.nbcchicago.com/news/business/how-to-weave-a-fantastic-landing-page/1940275/>

<https://elementor.com/blog/landing-page-guidelines/>

<https://www.bbntimes.com/companies/9-tips-for-best-b2b-landing-pages>

<https://www.actualize8.com/blog/articles/how-to-make-high-converting-landing-pages>

<https://beyourownbossbyblogging.com/benefits-of-clickfunnels>

<https://fitsmallbusiness.com/landing-page-examples/>

<https://www.jeffbullas.com/create-high-converting-landing-page/>

<https://www.kunocreative.com/blog/high-converting-landing-page>

<https://ducttapemarketing.com/how-to-create-a-high-converting-landing-page/>

<https://www.beaconmm.com/2017/04/03/anatomy-high-converting-landing-page/>

<https://www.getbanzai.com/2019/04/08/the-anatomy-of-a-high-converting-webinar-landing-page/>

<https://neilpatel.com/blog/the-definitive-guide-to-creating-high-converting-landing-pages/>

<https://fitsmallbusiness.com/landing-page-examples/>