

HOW TO GET MORE OPT-INS FROM LANDING PAGES



The majority of business owners fall short when it comes to achieving a high CTR (click-through rate), as well as capturing leads before visitors leave without buying or opting in to get more information.



Some landing page creators have testing capabilities built in, but if you choose to manually build your landing pages, you will need a separate split testing solution.



EFFECTIVE LANDING PAGE DESIGN ELEMENTS

Every landing page design should have a clean, professional look and feel.



PPC LANDING PAGES ARE EXCELLENT EXAMPLES

A highly converting landing page example is an excellent pay per click layout. Minimalism works well if a person wants an immediate quote online, but not if a customer wants more information before requesting an appointment or picking up the phone.



DATA DOESN'T LIE



Review Google Analytics data to see which days of the week and times potential leads are visiting, then consider running paid ads during those times with a landing page catered to that market.



Consider running a Display Campaign on Google and customize banner and text ads to specific age groups and gender.



Data plays a big part of building the most effective landing page design once you launch the first layout.

HOW MOBILE CHANGED OPTIMUM LANDING PAGE DESIGN

You may have noticed blog themes have changed.

- ✓ Some now have huge headers.
- ✓ Social media icons are larger so they are easier to click on mobile devices.
- ✓ Sidebars have been removed.



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