

The Secret to Create **HIGH CONVERTING LANDING PAGES**

used on 100+ successful landing pages

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Conversion Spiker at LeadSquared



Preface

What looks better would convert better!

That's what I thought when I joined LeadSquared in April 2013. Having a background in visual design, I started off making landing pages that looked good, but they weren't getting many conversions. I was at a loss for what was wrong. They looked all right.

Later, my CEO, Nilesh Patel would make small text changes (at least they looked small then) and the conversion rocketed to almost 300% . He would change the headline, the call to action and the form headline.

Three years have passed, and as I still learn the art of conversion, I notice that most businesses still don't use landing pages to capture leads.

Even if they do, these pages (even the good-looking ones), seem plagued with same misconceptions as mine.

But, I stand corrected.

What looks better **may not** convert better.

In this book, I will reveal the secret I learnt after spending countless hours and thousands of dollars, so you don't have to.




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HOMEPAGE
V/S
LANDING PAGE

Before you learn the secret to success, you should know the secret to failure.

“ Directing the ad traffic to homepage is the surest way to fail a campaign”

Why do you need a Landing Page

A landing page is where your web visitors **should** land when you promote a specific offer, especially when you are paying for these visits (*think PPC ads*). The tragedy is that business send their ad traffic to their website homepage, which is a bad idea most of the times.

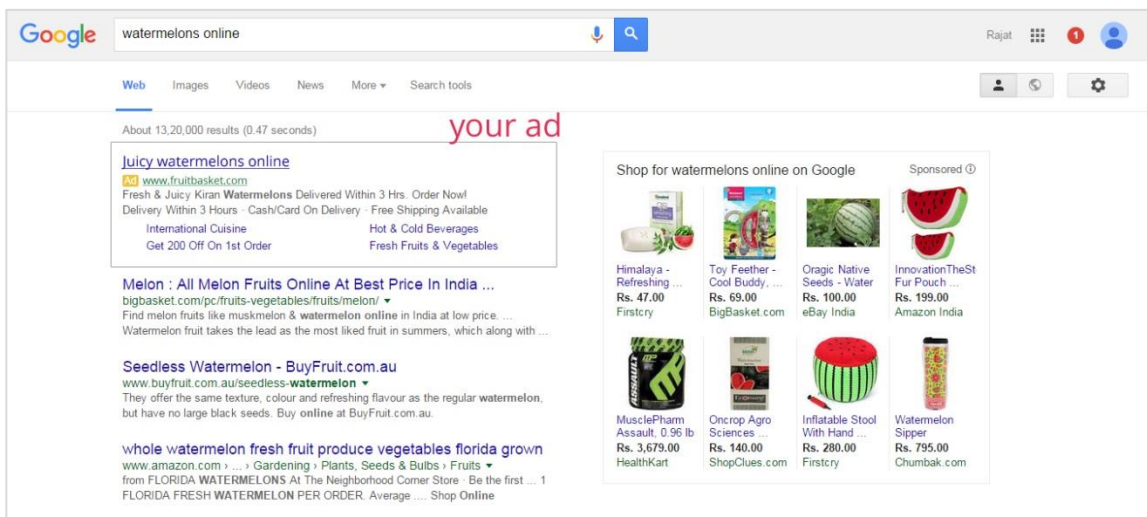
Let us take an example to understand the difference. Imagine you are a fruit seller and want to sell apples, bananas and watermelons online

SELLING 3 FRUITS ONLINE



You setup PPC ads on Google . People search, find your ads, and start clicking.

For Example: Someone searches for a watermelon. Your ad shows up, and clicks begin.




The screenshot shows a Google search for "watermelons online". The search bar at the top contains the text "watermelons online" and the Google logo. Below the search bar, there are tabs for "Web", "Images", "Videos", "News", and "More". The search results are displayed below, with a "your ad" label pointing to a sponsored ad for "Juicy watermelons online" from www.fruitbasket.com. The ad includes details like "Fresh & Juicy Kiran Watermelons Delivered Within 3 Hrs" and "Order Now!". To the right of the organic results is a "Sponsored" section titled "Shop for watermelons online on Google". This section contains a grid of eight product listings, each with an image, a title, and a price. The products include "Himalaya - Refreshing ...", "Toy Feather - Cool Buddy, ...", "Organic Native Seeds - Water", "InnovationTheSt Fur Pouch ...", "MusclePharm Assault, 0.96 lb", "Oncrop Agro Sciences ...", "Inflatable Stool With Hand ...", and "Watermelon Sipper".

CASE 1- DIRECTED TO HOMEPAGE

FRUITY BASKET.COM

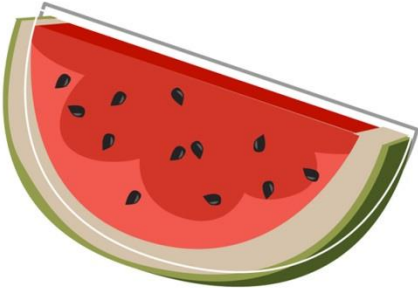
[SELECT FRUITS](#) [ORDER ONLINE](#) [HELP](#) [CONTACT US](#) [RATINGS](#)



Buy fresh fruits online
At your doorstep in 3 hours

CASE 2- DIRECTED TO LANDING PAGE

FRUITY BASKET.COM



Juicy Watermelon at your doorstep
In just 3 hours

Cash on delivery | 50% off on first order | Lowest Price

ORDER YOUR JUICY WATERMELON NOW

Name

Email

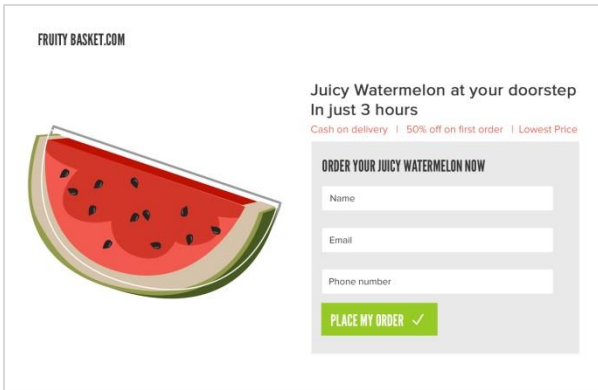
Phone number

PLACE MY ORDER ✓

Now if someone is looking for a watermelon

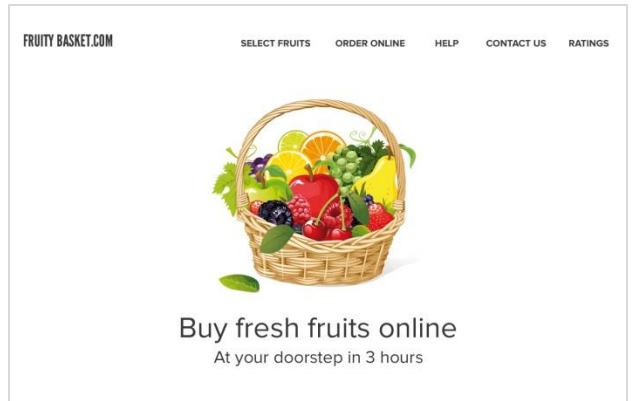
What would you want to show him?

Landing Page



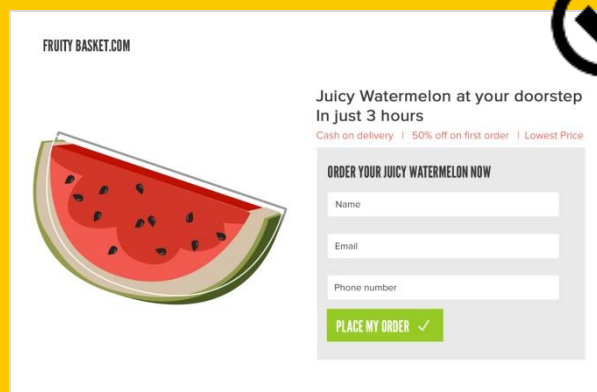
- **Relevant** - highly relevant to the search query (watermelon)
- **Focused** - on conversion with a lead capture form
- **Single offer** - there is no navigation
- **Action Centric** - a visitor has a goal, an action to take - *ordering Watermelon*

Homepage



- **Irrelevant** - to a search query, (watermelon)
- **Unfocussed** - General info, with no focus on conversion
- **Distractions** - Navigation links create a barrier to conversion
- **Generic** - there is no specific action to take

WINNER LANDING PAGE



A landing page offers exactly what a visitor wants



Homepage v/s Landing Page

LeadSquared is a customer acquisition platform which offers lead capture automation, marketing automation and sales CRM. For each feature, we now run a different ad with a unique landing page. Example - for keyword 'CRM'

CRM for Sales & Marketing - LeadSquared.com
 Ad www.leadSquared.com/signup.freetrial ▼ 090191 72733
 Track all leads. Get more customers. Get better ROI. Try LeadSquared now!
 LeadSquared has 321 followers on Google+
 You visited leadSquared.com 3 days ago.
 10 Content Marketing Ideas for Travel Businesses: Marketing and Lead Generation

When directed to a website

Conversion= 3%

When directed to a landing page

Conversion= 12%

↑ 400% more leads



What makes a Winning Landing page ?

It definitely takes more than just a page with a form.
After testing 100+ pages, I identified what worked for me

Offer + HABITS

Want to know what they are and how they spiked conversions ?

Let's dive in!

OFFER

You can make an offer, but it's the recipient's choice to accept or reject it, unless you are the Godfather



“I'm gonna make him an offer he can't refuse”

The Godfather

The offer is the essence of your landing page – it's what you promise your visitors in return for their information.

For the offer to be strong enough to be claimed

Perceived Value has to be greater than Perceived Cost

✔ **OFFER** – **Subscribe with email** to get 20% off on Rs. 10000 Travel Package

PERCIEVED VALUE – Rs 2000 saved

PERCIEVED COST – Provide your email id

PERCIEVED VALUE > PERCIEVED COST

OFFER – Provide **credit card details** to get 20% off on Rs 10000 Travel Package

PERCIEVED VALUE – Rs. 2000 saved

PERCIEVED COST – Fill in your credit card details

PERCIEVED COST > PERCIEVED VALUE

Offers are made everywhere. In your personal life, at work, with friends , family, and even when you ask a person out on a date.

Try offering free resources like travel guides, mock test papers, e-books, white papers, webinars, counselling sessions etc. and see the magic!

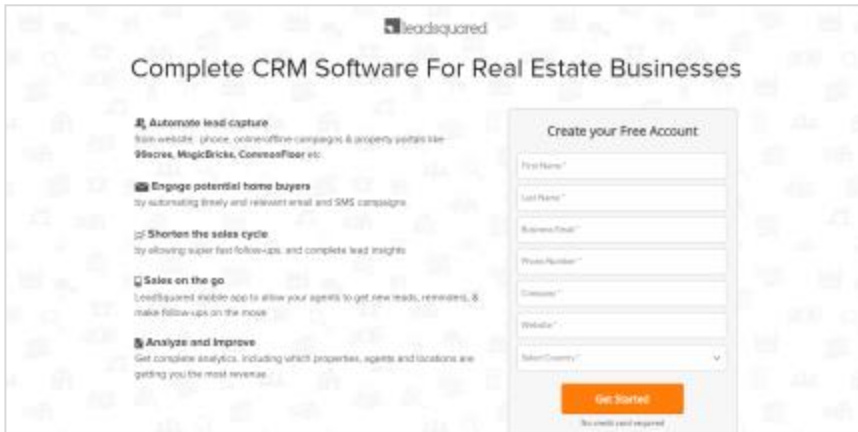
Your visitors will love it



Offer Test #1 – Free Trial v/s E-Book

We ran a PPC campaign targeting real estate businesses. We tried two offers - Free trial and a free e-book

Landing page offer : “Free trial”



Conversion= 9.1%

Landing page offer : “Free e-book”



Conversion= 42%

↑ 336% more leads

Why did the free e-book offer win?

Because this was a top of the funnel campaign. Nothing like a tangible offer (e-book in this case) to get much higher number of conversions than a free trial.

Perceived value > Perceived cost



Offer Test #2 – Get a Quote v/s Free SEO Analysis

We worked on a landing page for an agency client. They were getting 6 % conversions from a landing page. We changed the offer and the result was 433% more leads

Control

Get a Quote

We respect privacy as much as you do

Conversion= 6%

Variation A



Find out the #1 reason why your website is ranking low

We respect privacy as much as you do

Conversion= 26%

↑ 443% more leads

Why did variation A win ?

Again, Value. Where is the value in getting a quote? Every one is willing to give it for free. Free SEO Analysis looks like an offer impossible to deny.

DISCOVER HABITS

Now, that you offer is decided, you'll have to structure your complete page to complement it. It is confusing to remember all the important elements of the landing page, so we came up with the Acronym "**HABITS**" which you will always remember



HEADLINE



“On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar.”

-David Ogilvy, Hailed as the Father of Advertising

Studies reveal that you have just 5 seconds to attract a visitor’s attention, and headline is the first thing they see. Imagine yourself as a salesman at the prospects’ door and you have just one line to say before they slam the door on your face. That’s your headline

A good headline is loaded with benefits, is believable and clear.

For example:

BAD HEADLINE – Book 5d/4n package in Thailand (No benefit)

BAD HEADLINE – Enjoy a great stay at Thailand (No Clarity)

BAD HEADLINE – The best Thailand packages (Not believable)

✔ **GOOD HEADLINE** - Book 5d/4n of bliss in Thailand, starting at Rs. 20,000

The last is a better headline because:

- 1) Positive emotional trigger - Bliss.
- 2) Clarity – 5d/4n and Rs. 20,000
- 3) Believable – It is easy to believe and act upon

BAD HEADLINE – Join the #1 MBA Institute in India (Not believable)

BAD HEADLINE – Join our MBA program today(No benefit)

✔ **GOOD HEADLINE** – Get ahead in your career with flexible MBA

The third one is a better headline because

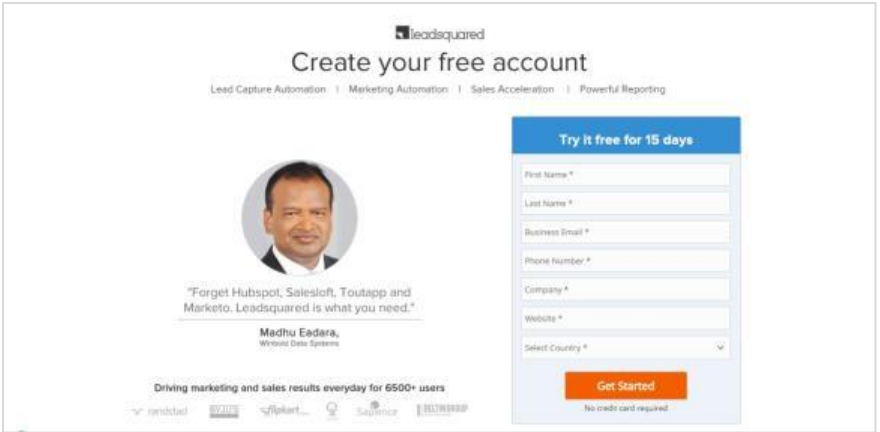
- 1) Positive emotional trigger- Get ahead in your career
- 2) Benefit – The course is flexible
- 3) Believable - It doesn’t have superlatives like best, amazing and #1.



Headline Test #1 – Free Trial Page

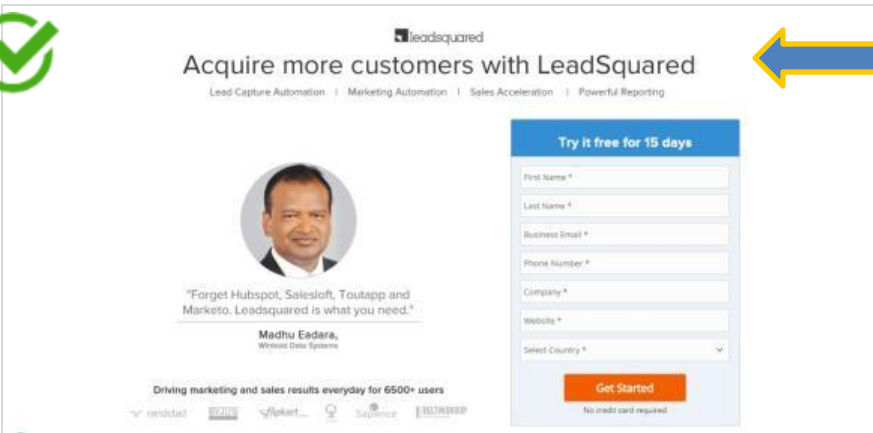
We tested 2 headlines for approximately 1500 visits

Control



Conversion= 32%

Variation A



Conversion= 39%

↑ 21% more signups

Why did variation A win ?

‘Create a free account’ does not offer any benefit to the user. Instead it seems like a lot of work. ‘Acquire more customers’ on the other hand, is targeted and offers a benefit to acquire more customers.



Headline Test #2 – PPC Landing Page for “CRM”

We tested 2 landing pages for our CRM PPC campaign.(Ad copy below)

CRM for Sales & Marketing - LeadSquared.com
www.leadSquared.com/signup.freeTrial * 090191 72733
 Track all leads Get more customers Get better ROI Try LeadSquared now!
 LeadSquared has 321 followers on Google+
 You visited leadSquared.com 3 days ago
 10 Content Marketing Ideas for Travel Businesses: Marketing and Lead Generation

Control



Conversion= 12%

Variation A

Conversion= 7%

41% less signups

Why didn't the Variation A (also with benefit) win?

Message mismatch - The visitors landed on this page through an ad that said 'CRM.' The Control landing page is more relevant than the Variation. Clarity and relevance is a key differentiator here, as both the headlines are benefit driven

ACTION



“Never Submit”

Ryan Engley, Unbounce

Action, Call to Action or in general terms, a button on a landing page

Call now, click here, download it now, share this are the typical call to actions found on a landing page.

Taking action is the ultimate goal of the landing page. It is what you want your visitors to do in response to your offer.

Your form headline generally contains your offer and the button is the call to action. This makes form the epicenter of your landing page. **Consider your form to be a mini landing page which has the capability of converting even if everything else is removed.**

Like the headline, your call to action should be clear, benefit oriented and action centric. It should be asking to get clicked.

Since it is the goal of the landing page, it should be easily discoverable (with contrasting colors and above the page scroll)

Get discount

A total waste of an offer.

The Call to action is generic and unclear . It does not add any value to the visitors.

Get discount

A good example of offer

The call to action is rich with benefit. It is clear and it asks to be clicked



Action Test #1 – Homepage Click-through

This is our homepage which leads to free trial if someone clicks on the CTA you see.
We ran a test for a month

Control



Click rate= 2.96%

Variation A



Conversion= 4.10%

↑ 68% more clicks

Variation B



Conversion= 2.46%

↓ 20% less clicks

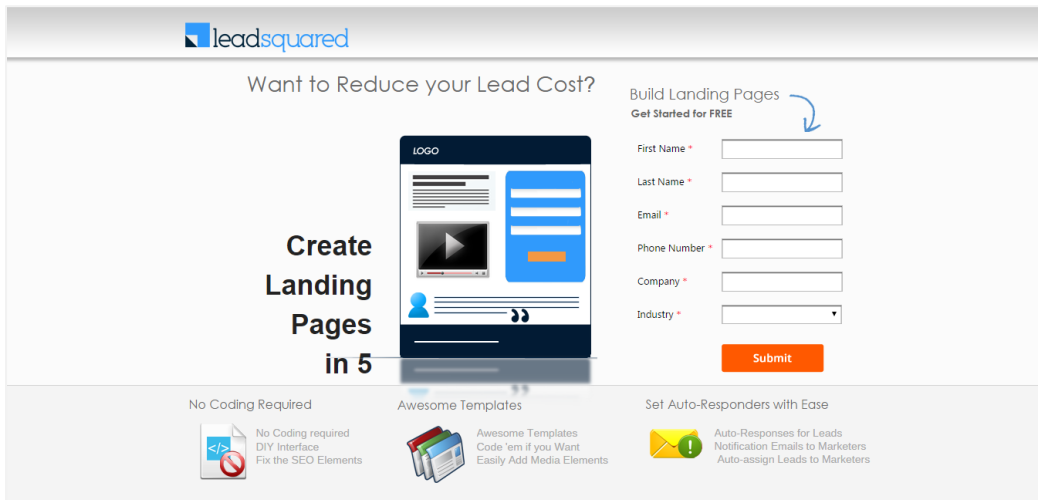
Why did “try it for free” win?

The Variation A was a winner because it reflects a powerful trigger “**free.**” Although Variation B also has “free” in it, creating a free account sounds more daunting than “Try it for free”

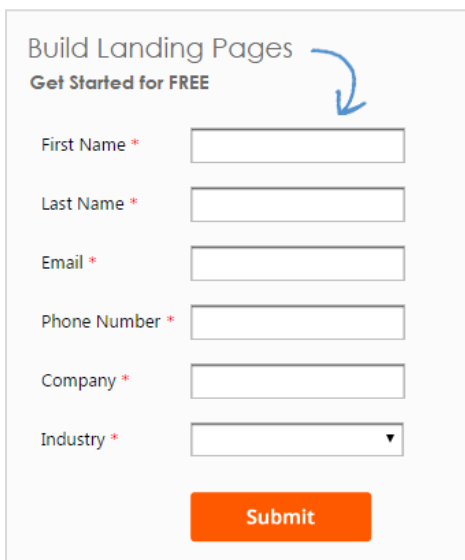


Action Test #2 – Landing Page Free Trial

A very old landing page- we ran this page for almost 3 months, and then we tested the call to action

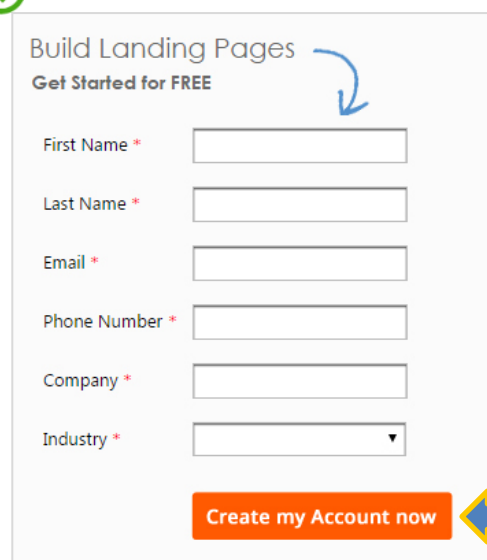


Control



Conversion= 9%

✔ Variation A



Conversion= 14%

↑ 55% more signups

Why did Create my free account work ?

Create my account now is more action centric than a generic “ **Submit**”. Submit is sadly the most used , and the most ineffective call to action button ever. It does not provide any value.

BENEFITS



“ A man who goes into a hardware store to buy a Quarter –inch drill bit does not need a quarter-inch drill bit- he needs a quarter-inch hole ”

Unknown

Till now we have seen that the Offer, Headline and Action should be benefit oriented. Therefore, benefit should shine through all the elements of your page.

People do not buy medicine; they buy relief from pain.



This toothpaste
has flourine

Feature



Keep your teeth
shiny white

Benefit

Feature is a specification or technical information, while benefit is the end result a visitor or a consumer is after.

Beware of benefit overload- Don't go overboard with benefits, especially when you have a technically aware audience. They will know the benefits of the specifications. Here, information and clarity is a better approach to take than benefits.



Benefit Test – REMtech’s New Approach

We worked with **REMtech** (a LeadSquared client, and a leader in engineering education segment in India), to create a landing page for PPC just before the UPSEE counselling. They took a different approach than their usual, and received more student enquiries than ever


The Campaign was a success

“It worked. Instead of yelling “take admission in our college” we actually provided useful advice to the students. The Campaign was a success & we got many calls. Can not tell you the numbers but they were more than they ever were.”




Naman Jain
Vice Secretary, REMTech

REMTech’s landing page



ROORKEE ENGINEERING & MANAGEMENT TECHNOLOGY INSTITUTE



Are you ready for UPSEE Admission Counseling ?

Follow the three steps below for trouble free counseling

1 Document Verification (June 27th-July 8th)
[Download list of centers](#)

REPORT TO NEAREST COUNSELING CENTER
(Do not forget to bring originals and photocopies)

- 1 UPSEE 2019 admit card
- 2 Class 12th Marksheet
- 3 High School/ Class 10th Marksheet
- 4 High School/ Class 10th Certificate
- 5 Medical Certificate & Undertaking for Medical Fitness

[Click here to Check Fees](#)

6 Category Certificate as per eligibility by designated Authority

[ICET/ICET](#) [Research/Innovation](#) [Award Letter](#)

[Fee/Donation](#) [Send/Withdraw](#) [Invoice/Receipt](#)

[UPSEE Category](#) [Demand Certificate](#) [Character Certificate](#)

Click on your category to download the format

7 Deposit Account Payee bank draft of Rs.500.00 as counselling fee(non-refundable) drawn in favor of FINANCE OFFICER, UPTU, LUCKNOW payable at city branch of verification/counseling centre.

2 Online Choice Filling (courses and Institutes)

DATES ACCORDING TO RANKS:

Rank 1-30,000	8th- 7th July
Rank 30001 – 80000	8th- 10th July
Rank 80000- Last Candidate	10th-15th July


Location- Online at www.upsee.ac.in

3 Allotment & Confirmation of seat
(July 17th-July 20th)

SUBMIT A BANK DRAFT

Student is supposed to submit a bank draft of Rs. 15000/- towards the fee at respective counseling/document verification center in favour of FINANCE OFFICER, UPTU, LUCKNOW payable at city branch of verification/counseling center.

Get a Call in less than 60 secs



Get advice on how to select the best college

Enter your Phone number here *

Get FREE Pre-counseling session with an Expert!



IMAGE



“The ability to draw and communicate visually can no longer be seen as optional”

Bette Fetter
Author, Being Visual

Apart from the fact that an image is processed 60,000 times faster than words by a human brain, a great image sets up the tone of a page while a bad image can undermine everything else.

Do not use studio-like fake stock images. Everybody knows that's not you. Try to use real images (if possible); if not, use a believable looking stock photo or just keep it plain if you can't find one.

Characteristics of a good image

- **Catches Attention:** A good image keeps the visitor glued and attracts attention
- **Believable-** Like a good headline, an effective image needs to be believable
- **Relevant-** A good image is relevant and adds value to your offering or USP.



ATTRACTIVE BUT FAKE

This image looks so fake that no matter what is written on it, it will look fake too. Stay away from cheesy, studio stock photos. It is better to have a blank screen instead



SUBTLE AND BELIVABLE

This looks like a real office. It doesn't matter that this is a stock photo, as it hints at the real culture and people of the company. It is dynamic with people moving, calling and working.



Hero Image Test (Shocker)

After testing the call to action on the homepage, we tried 3 different background images for a month and the result was unexpected



Conversion= 6.34%



Conversion= 6.8%

↑ 7% more clicks



Conversion= 8.14%

↑ 22% more clicks

Why did the plain background win?

If you notice on www.leadSquared.com the headline is dynamic, and that's how we get the attention of all our relevant audience. The background was distracting and the text was not visible clearly on the faded images in the background.

Does that mean you do not need the image?

Maybe you should test 😊



Image vs Features Test

For 'Lead Management' PPC campaign, we tested two pages - One with features listed as text and the other one with relevant image

leadsquared

Don't just manage leads, turn them into customers

Lead capture automation | Lead tracking | Lead scoring | Automated lead distribution | Tasks and reminders

Automate lead capture
from website, phone, online/offline campaigns & lead generation portals like JustDial, Sulekha etc.

Engage your leads till they convert
by automating timely and relevant email and SMS campaigns.

Shorten the sales cycle
by allowing super fast follow-ups, and complete lead insights.

Sales on the go
LeadSquared mobile app allows your sales team to get new leads, reminders, & make follow-ups on the move.

Analyze and Improve
Get complete analytics, including which products, sales people and locations are getting you the most revenue.

Try it for free

Name *
Business Email *
Phone Number *
Company *
Website *

Get Started
No credit card required.

Conversion= 8%

leadsquared

Don't just manage leads, turn them into customers

Lead capture automation | Lead tracking | Lead scoring | Automated lead distribution | Tasks and reminders

Try it for free

Name *
Business Email *
Phone Number *
Company *
Website *

Get Started
No credit card required.

↑ 50% more signups

Conversion= 12%

↑ 50% more signups

Why did the image work better?

Attention span of humans is even shorter than a gold fish now. The image holds the key as it is processed 60,000 times faster than text. That said, it doesn't mean any random image would convert better. This illustration worked because it explains the functionality of the product very easily and clearly.

TRUST



“Most people say that Shakespeare rocked merely because most people say that Shakespeare rocked.”

Mokokoma Mokhonoana

Author, *N for Nigger*

Trust here refers to social acceptance and proof. People turn to peers or a trusted authority when in doubt.

Following trends, scanning reviews before going to movie, asking your friends which car to buy are some of the everyday examples.

Reviews, Testimonials, Certifications, Awards, Recognitions are trust elements which provide credibility to your landing page.

Consumers trust
user reviews
12x more
than manufacturers
description

Source- Emarketer

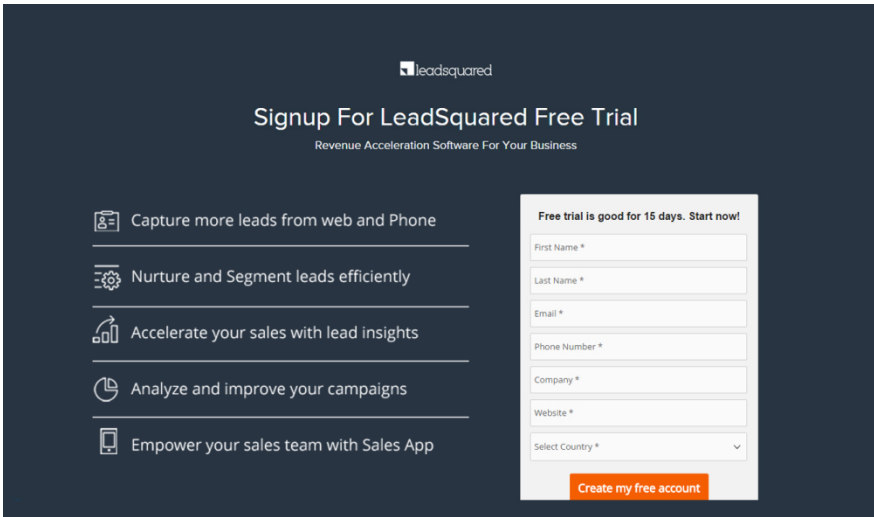
On the other hand, negative social proof can be devastating for your business. How many times you have booked the hotel without reading the reviews on portals like Trip Advisor? And how many times you have been turned off by negative customer reviews?



Trust Test #1 – Features vs Testimonials

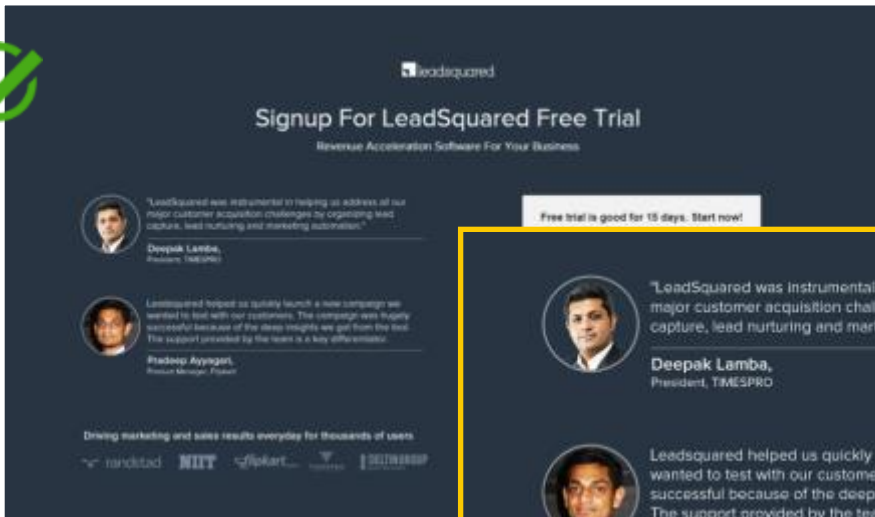
We have seen in the past that benefits work better than features, and user testimonials reflecting benefits work the best. We set up a test for a couple of months

Control (with product features)



Conversion= 22%

Variation A (with 2 testimonials and company logos)



Conversion= 31%

↑ 41% more trials





Trust Test #2 – Student Testimonials

Sunstone (one of LeadSquared’s clients in Education Segment) was struggling with low conversions. We redesigned the page with main focus on testimonials and new offering.

Control



Conversion= 4%

Variation A



Conversion= 18%

↑ 350% more signups

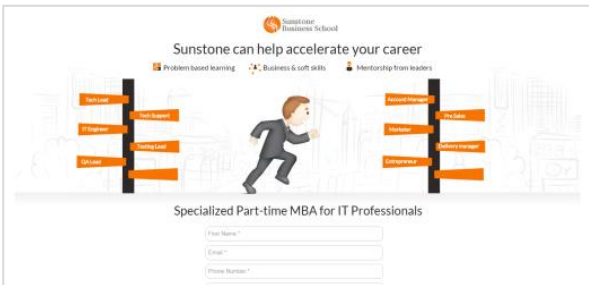
Why did Variation A win ?

The variation A actually had animated testimonials on the page, which depicted the benefits(role transformation). Plus, below the testimonials there was an arrow showing the transformed role of the student after taking the course.



Sunstone 7 Page Test

Sunstone tested 7 different pages for this campaign. The winner was the one with testimonials



WINNER LANDING PAGE WITH TESTIMONIALS



Conversion= 18%

SCARCITY



“Without a sense of urgency, desire loses its value.”

Jim Rohn
Entrepreneur and Motivational Speaker

Limited offer, Till stocks last, Limited Time are some examples of scarcity (urgency)

To be honest I have never used this principle and hence can not give you examples on how it worked for me. But I have been a willing victim of this powerful conversion trigger many times.

Pain from loss > Pleasure from Gain

You might not use this element always on your page. When you have a “Limited Time Offer,” or a product that you can regularly create scarce offers around, it would work wonders, if it seems genuine.

See how Neil Patel, founder of Kissmetrics and Quicksprout uses it



WARNING: Space is limited to 200 registrants and the ADVANCED Webinars always fill up because they are significantly better than the information others charge you thousands for... even though they are free.

This one will be no exception. So claim your spot below!

Yes! Watch the On-Demand Webinar Now »

Peep Laja from Conversion XI says urgency works for him the best



There's room for 4 projects per month



We take our job seriously, and really dive in with each and every client. Since we only have so many hours per week, we can only accept 4 landing page makeover projects per month.

Our service is not for everyone. It's best suited for businesses that are active in customer or lead acquisition and want to grow fast. We don't want you to waste your time or ours if we're not the best match.

If you're ready to take the next step and get the results you want, get a quote by submitting your landing page details in the form below.

REMEMBER

OFFER + HABITS

will give you a conversion spike you look for



I have something for you to define it very easily

YOUR CONVERSION WEAPON

Conversion sheet

OFFER

HEADLINE

ACTION

BENEFITS

IMAGE

TRUST

SCARCITY

Keep this handy, and fill it every time you create a new landing page. This ensures that you don't miss out any crucial conversion element.

MY CONVERSION SHEET

Below is the conversion sheet of the page from which you downloaded this e-book


OFFER	<u>Free E-book</u>
HEADLINE	<u>Unlock the secret behind high converting landing pages</u>
ACTION	<u>Download the e-book</u>
BENEFIT	<u>Create high converting landing pages, tests, free</u>
IMAGE	<u>E-book cover image</u>
TRUST	<u>Reader testimonial, Author Biography</u>
SCARCITY	<u>Not needed</u>

AND THIS IS THE LANDING PAGE

leadsquared

Unlock the secret to create high converting landing pages **← HEADLINE**


Loaded with examples and tests

← IMAGE 


← BENEFITS What is in the book?
All my learnings in the last three years working in and out with landing pages every day, having spent countless dollars and hours on online ads. It eventually came down to one secret.

← OFFER Download your Ebook here

← ACTION Name *
 Email *

← TRUST This book has changed the way I look at landing pages.*


About the Author


Rajat Arora
Conversion Expert at LeadSquared

← TRUST Rajat is a designer and marketer at LeadSquared. He has 10+ years of experience in Design, Advertising, Art collection and Marketing. If you have any questions about landing pages and website conversion, you can write to him directly at rajat@leadsquared.com



The Secret

Map the Offer + HABITS before jumping to your landing page design

Thank you for reading

Please share this e-book if you liked it. It inspires us to create more content like this



Acquire more customers with LeadSquared

Lead Capture Automation | Marketing Automation | Sales CRM | Powerful Analytics

TRY LEADSQUARED