

HIGH CONVERTING LANDING PAGES

HEADLINE

Clearly define value proposition that commands attention.

FORM

Create a form with as few information fields as possible.

BULLETS

Use bullets to demonstrate value, use an odd number of bullets.

VIDEO

Use video content to create a compelling message and explain benefits.

DOWNLOADABLE CONTENT

Create a PDF that customers can easily download, email, or share with decision makers.

SCROLLING TESTIMONIALS

Showcases expertise, authority, and trust. Scrolling factor adds movement and draws clients eyes down the page.

CTA JUMP LINK

To Bounce people back up to the form once they get to the bottom of the page.

Lorem ipsum Dolor Sit Amet

- ✓ Sed ut perspiciatis unde omnis iste natus error sit voluptaten.
- ✓ Sed ut perspiciatis unde omnis iste natus error sit voluptaten.
- ✓ Sed ut perspiciatis unde omnis iste natus error sit voluptaten.

LOREM UPSUM VIDEO

CTA SUPPORT STATEMENT **STRONG CTA**

KEEP THE MOST IMPORTANT ELEMENTS ABOVE THE FOLD

OPTION 1

Convallis habitasse dictumst a curabitur sagittis vitae porta vel ultricies metus, faucibus imperdiet ridiculus laoreet dapibus ante class suscipit quisque, mus auctor tristique pellentesque eleifend feugiat magna vehicula interdum. Pretium erat tristique commodo curabitur lacinia libero purus bibendum magna vehicula interdum, Pretium erat tristique commodo curabitur lacinia libero purus bibendum magna vehicula interdum, Pretium erat tristique

STRONG CTA **LIVE CHAT**

Make sure your footer has contact information.

CTA BUTTON

Use a strong and unique CTA.

MOUSE DOWN

Use an animated mouse down icon.

SOCIAL SHARE

Create social share buttons that lead to a clone of the page.

CONTENT

Build your case with more explanation. Be sure to discuss the value in more detail.

AWARDS & CLIENTS

Showcases expertise, authority, and trust through awards and client logos.

LIVE CHAT

Answer questions in real time and increase conversions.

*DYNAMIC THANK YOU PAGE

Make sure your thank you page leads people to more content that is valuable and makes them feel confident in the conversion that they just completed.