
A Practical Guide To Landing Pages

Create Effective Landing Pages By
Following Our Tips and Recipes

Table of Contents

Preface: What is this book about and who is it for?	6
Chapter 1: Landing Pages – An Introduction.....	7
What is a Landing Page?	7
Landing page Components	7
Headline.....	8
Sub-Headlines.....	9
Landing Page (Sales) Copy	10
Call To Action.....	11
Feature List	12
Testimonials	13
Guarantee – aka Risk Reversal	14
Chapter 2: A Closer Look At Landing Page Components	15
An opening thought on landing pages and keywords	15
Headlines	16
What Makes a Good Headline?.....	16
How to write a good headline	17
Headline examples	17
Sub-Headlines	19
What makes a good sub-headline?	19
How to write good sub-headlines	19

Sub-headline examples	20
Sales Copy	21
What makes good landing page copy?	21
How to write good landing page copy	22
Sales copy examples.....	23
Calls to action.....	24
Buttons	25
Text links.....	26
Feature List	27
Testimonials.....	28
What makes a good testimonial?.....	29
How to make the most of your testimonials.....	29
Testimonial examples.....	30
Guarantee (or risk reversal).....	31
How to write risk reversals or guarantees	31
Risk reversal examples	31
Chapter 3: How To Format Your Landing Page	33
General Formatting Tips	33
Headline and sub-headline Tips.....	35
Formatting Copy/Body Text Tips	37
Typography and Font Pairing Tips	39
Call To Action Tips.....	42
Chapter 4: Techniques To Keep Visitors Reading Your Landing Page	45

Place important things you want people to see “above the fold”	46
Preach to those most likely to be converted.....	46
Address pain points and motivations	47
Paint a picture of a better future.....	48
Use statistics or facts to add gravity to your message	48
Be intriguing in the way you present an offer	49
Change the wording of your calls to action to evoke a feeling of empowerment.....	49
Use images and/or videos to support your copy.....	50
Chapter 5: 17 Things To Avoid When Building Your Landing Page	52
Chapter 6: How to Split Test Your Landing Page	60
Pre-requisite 1: Sign up for a Google Analytics account	61
Pre-requisite 2: Add the Google Analytics tracking code to your web pages	61
Pre-requisite 3: You have created a variation page for your split test.....	61
Step 1: Go to the Experiments menu and enter the URL for the original page	62
Step 2: Configure experiment pages	63
Step 3: Set the experiment objectives.....	64
Step 4: Add experiment code to original page	64
Step 5: Check that the code is working	65
Step 6: Start the experiment	66
Rinse and Repeat	67
Viewing Your Experimental Results	67
Chapter 6: Landing Page Creation Worksheet	69
How to use this worksheet	69

Landing page details 69