

9 MUST HAVE ELEMENTS FOR A HIGHLY CONVERTING LANDING PAGE / SALES PAGE

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A Landing page is a page on your website created for only one product or service. It's objectives is to get your page visitors to take a specific action.

Whether your goal is to generate leads, sell products, or collect data, you need landing pages.

ELEMENTS

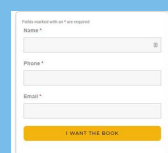
1 THE USP OR HEADLINE

This is the written benefit. It tells visitors why they're on the page and gives them a reason to keep reading. It invites them to learn more about what you have to offer and this invitation can make or break your ability to convert.



2 SIGN UP FORM

Forms are the avenue to collecting visitors' information. If the page's objective does not include the collection of information, it can be excluded.



3 CALL-TO-ACTION (CTA)

This is usually in form of a button. Without it, your prospects will read the information and may not take action. A strong CTA, will reinforce their desire to get their hands on whatever you are offering.

BUY NOW

4 FREQUENTLY ASKED QUESTIONS (FAQ)

FAQs are responses to the questions mostly asked about the product or service.



5 TRUST BADGES & SOCIAL PROOF

Increase your trust factor by using Testimonials, Badges, Third-party seals, Awards, Five Stars etc. They help build credibility and make it easier to convert the visitors on the offer.



6 PHOTOS, VIDEOS & ILLUSTRATIONS

Graphics communicate information faster and captivate your audience visually. Videos, in particular, can help convert more customers because it is usually more engaging.



7 COMPELLING COPY

The copy should be persuasive enough to convince prospects to convert. The focus should be on the benefits of your product or service and not on the features of what is being sold.



8 URGENCY

Adding terms like "now," "limited time offer," and "act today" can compel sign ups or a count down timer



9 REMOVE ALL EXIT LINKS

To ensure visitors are hyper-focused on the information on the page, there shouldn't be any external links to any other page (except privacy policy and terms of service). They may get distracted and leave without converting.

