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# How to build a good landing page



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Evropské strukturální a investiční fondy  
Operační program Výzkum, vývoj a vzdělávání



MINISTERSTVO ŠKOLSTVÍ,  
MLÁDEŽE A TĚLOVÝCHOVY

# What is a landing page

The Landing page is a page to which visitors come when they click on the ad link. Such an advertisement can be for example a banner, a paid link, a PPC ad or a newsletter. Thus, the Landing page is a special kind of page that is designed to have the highest possible conversion rate. The landing page is very well adapted to this task and for this reason it often does not have to be a real part of the website (it can be even hidden within the navigation).

# The Simplicity

What defines the landing page most is probably its simplicity in all aspects. Too complex and content-rich landing page easily distracts the visitor from the main purpose for which you brought him to the site - purchase, registration etc. Avoid large amounts of text, images, subpages, links etc. Do not be afraid of having blank spaces on the web in the style of Japanese ZEN thinking so the web can „breathe“. With the landing page you can afford it and it works. It is connected with the fact that it is also necessary to consider the colors and sizes of individual elements when creating the website, so that they do not disturb the visitor from the particular action. This brings us to the second principle – Call to Action.

# The Call to Action

The Call to Action is probably the most important and most neglected element of landing page. The Call to action must clearly tell the visitor what you want him/her to do on the website - buy a product, sign up for a newsletter, vote, register, just whatever you want him/her to do. It is so logical and clear that it is ultimately unbelievable how many landing pages do not have the Call to Action.

# The Call to Action

The Call to Action must be clear and concise. The fewer words the better. If you want the call to action to be properly visible on the website and the visitors respond to it, graph it using the button. Visitors move on the website by clicking, and the button encourages them to look at it. At the same time, however, avoid having a lot of call to actions on the web: "Hey visitor, register here, download free ebook here and buy our super product here". Then he/she will do what we want him/her to do the least or he/she will do nothing at all.

# The Eyeflow

When building a website, you should think about how you want the visitor to consume the content of your site. This is given by eyeflow, respectively, in what order the individual parts visitor registers. Of course, this order should make sense and again it should lead to the final action you want the visitor to do on the web. Certainly he/she shouldn't jump from one part of the site to the other. The vast majority of users first register the headline, images, and color elements of the site in general. You can continue to work with it and guide the visitor through the web as if you want. The first advice is to use more distinctive color contrasts for the elements that are most important to you. The second advice on how to influence user movement on the web is to use arrows, icons and images. This is typical, for example, for listing the benefits and reasons to buy something.

# The Eyeflow

Whether you have elements well-structured on the web, and visitors are moving the way you intended, you'll find it quite reliably and easily with the heat map. It is a program that tracks the user's movement on the web and transforms it into a color view of the web, not dissimilar to the thermal imaging. On it, the much watched places are shown in red, and as the ratings in the individual parts of the web go down, the colors change to cooler colors.

# The Heading

The Heading will definitely be one of the first things, usually even the first thing that a visitor notices when he/she comes to the web. For this reason, the main title should be concise, should be interesting and, last but not least, it should also be relevant to the content of the site, or the keyword on which you optimize the site for search engines. The goal is to keep the visitor on the web and make him to go through it. A long, boring or irrelevant headline may discourage visitors and you will have a high bounce rate, which not only does not deliver the expected results, but also does not help your SEO.



# The Scarcity

The feeling of scarcity is a traditional and proven selling trick, though... by word trick we do not mean manipulation. It simply works, everywhere, not just on the landing page, not just on the web, everywhere. The Scarcity provokes in people the urge to act faster and more impulsively, so as not to throw away an opportunity that may not be available tomorrow. But how to provoke in visitors such feeling of scarcity on the landing page?

# The Scarcity

Let's say you have only a limited number of specific items that you can sell. Then it is a great solution to place a countdown on the landing page that will report how many pieces are still available - 36 pieces left. You sell 20 of them and the next day a visitor who didn't buy yesterday because he wasn't sure comes and sees – 16 pieces left. This enormously increases the chances that this uncertain customer will buy it immediately. And that's how it works with everything. Often it is not harmful to support scarcity by any other form of urgency or discount.

- Only this month 20% off
- The first 300 gets an ebook for free
- Free registration before the end of May

# The Trust

It is quite understandable that many visitors who visit your site for the first time will have a certain distrust of who you are and what you do. After all, they have no experience with you. Fortunately, there are a few ways to partially build trust through someone who has experience with you.

- Do you have an interesting number of followers on Facebook, Twitter, Google+? Put it on the web so others can see that there are real people who are interested in what you are doing.
- Is there an article written about you in the newspaper? They have expressed themselves (of course, in a good way). Write it on the web, it's authority.

# The Trust

- Do you have satisfied customers who will be willing to write you testimonials? Put it on the web, people take the experience of other customers as a good and more or less trusted source of information.

Just don't make up stuff and cheat. People aren't as stupid as you could think. When I come to some czech web and see that it has over five thousand followers on Facebook and their names are mainly non-czech, it is clear to me that the site owner bought them for ten dollars on some web market, which will cripple my confidence.

# The Guarantee

No matter how much people can trust you (or your website), they may not be sure whether your product or service is right for them. When you go to buy jeans, you try them before you buy them (at least I do not know anybody who does not). Well, why should I subscribe to a service for several thousand half a year in advance when I don't know if it actually works. Therefore, offer your potential customers some kind of guarantee, or the opportunity to try the product.

# The Guarantee

Let's say you provide some kind of paid internet service. There is nothing easier than giving a potential customer the opportunity to try this service for free, say 14 days. The fact is that such a person has a real interest in your product, he/she wants to buy it, but he/she is not sure if it is really for him/her and he/she does not want to risk it. So if you offer a really good service, the customer will buy it anyway. Do you recall how I wrote about heat maps at the beginning of the presentation? The vast majority of providers of paid heat map solutions offer the opportunity to try them out for several weeks for free. Guess why?

# Good landing page and SEO

If your landing page is visited by visitors via PPC, Facebook or any other way, then everything is OK. But if you are fighting for positions in search engines through SEO, then some of the tips in this presentation may be a little harmful if you take them literally. Take for example the first mentioned „The Simplicity“. The Search engines don't like simplicity much. In fact the search engines love rich content. There is a conflict here. My opinion is simple in this case.

# Good landing page and SEO

It is better to have a website with 1,000 visitors and a 5% conversion rate than a website with 20% conversion rate but 100 traffic. Simple mathematics. On the other hand, it does not mean that SEO is the right way for your business. The website with 2000 visitors and a conversion rate that is zero-zero-nothing is just useless. You just need to find the right balance.



# The Last tips

- If possible, place the most important parts of the site "Above the Fold", which means that a visitor of the site doesn't have to scroll down to see them. This increases the conversion rate and reduces the bounce rate.
- Sometimes a small thing can make a big difference in the conversion rate. So if you aren't sure about an element on your site, create two versions and try A/B testing. You can then easily recognize which version of your web converts better.
- Read the texts you have on the web so that there are no errors. Sure, everyone makes mistakes, but if you write z instead of s in the heading it's a definite conversion killer.

# Questions?



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