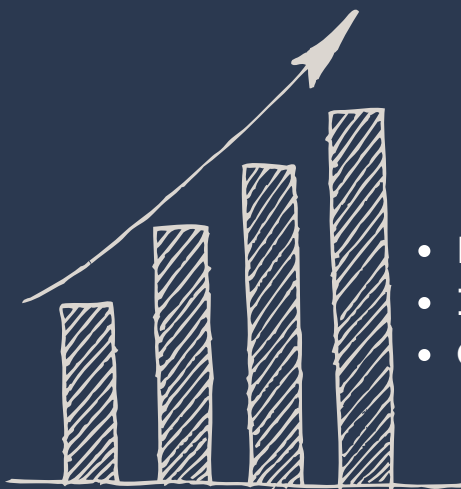


CREATE A HIGH CONVERTING LANDING PAGE THAT

ROCKS & RANKS

**The killer guide to
landing page design
& strategy**



- RETAIN BETTER USER ENGAGEMENT
- INCREASE ORGANIC RANKINGS
- GROW YOUR INCOMING LEADS

Re-Frame Your Thinking First

Simon Sinek said it best “successful organizations communicate by starting with 'Why' (their purpose), then 'How' (their process), and finally 'What' (their product). You need to think along the same lines when laying out the content for your new landing page. Consider that people don't buy what you do; they buy why you do it.

The 'Why' connects on an emotional level and is a powerful motivator in decision-making.

In a market saturated with similar products, the 'Why' sets a brand apart, going beyond features and benefits. Head over to Google and type in brands that focus on the why or purpose driven marketing. You'll start to notice some pretty names that solely focus on selling through this method. Not only does this effect the decision making factor, it builds one hell of an emotional connection to the brand AND drives brand awareness.



Furthermore having a WHY increases brand loyalty as these buyers love supporting the purpose, not the product.

Build Trust & Drive Decision Making

Consumers seek authenticity from the products and services they invest in now a days. A clear 'Why' demonstrates transparency and builds trust. Many purchase decisions are made subconsciously. By appealing to the underlying emotional and psychological reasons for purchasing in your websites copy, imagery and social proof, you'll be more successful in gaining visibility and retaining those customers. Plus keep them coming back for more when you have a new offering! Bonus tip, great customer experience also equals a new ambassador for your brand.



Creating an effective landing page that sells a product, boosts organic rankings, and ensures a great user experience involves a strategic blend of marketing, SEO, and user experience design.

Design In This Order

Purpose: To immediately capture attention and communicate the core offer. THE WHY
Tip: Keep it concise and benefits-focused.

Clear & Compelling Headline

Engaging Subheading that supports the main heading and adds a little more context. Be sure to use persuasive and action oriented language here.

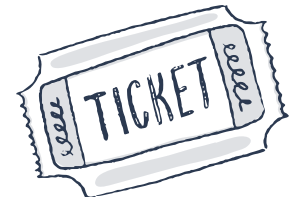
Call To Action



High-Quality Images or Videos drive appeal and demonstration of the product. Make sure they are high resolution but compressed for web so they don't slow down your websites load time.

Concise and Persuasive Copy

This is a great place to summarize the product's benefits and features. Focus on how the product solves your customer's problems or adds value.



Make this CTA clear, strong and stand out! Doesn't have to be a button, it would be a graphic that clicks to purchase or book services!

Social Proof

This is a great spot to build credibility and trust. Showcase testimonials or trust badges.



Detailed Benefits of Product/Service

A great way to add more value to your product is to add bulleted visuals that speak directly to the buyer.

Feature #1



Feature #1



Feature #1



Great time in the customers journey to place another CALL TO ACTION.

Call To Action



Introduction to the brand

Here is a great place to give a little info on the brand mission, values and why you are the best at what you do.

[Learn More](#)

Adding buttons to learn more about the brand and or to contact you is a smart way to get the customer to engage further and show you are accessible if they need more information.



Mobile Responsiveness

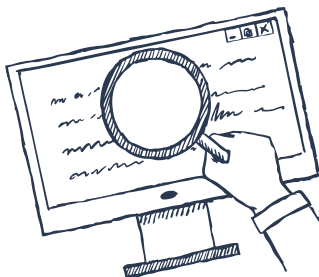
Having a mobile responsive site ensures accessibility across all devices. Be sure to test out how your landing page looks on various devices, tablets, laptops, etc. Especially if you are going to be driving paid traffic from ads to this page.



Integrating a simple and intuitive design that stays on brand is key throughout your landing page. Additionally, opt for clear fonts that are easy to read, and keep colors contrasting for good ADA compliance. Having a light-colored background with light-colored fonts can actually get your site penalized by my search engines for not being ADA-compliant.

SEO Optimized

Search engine optimization should be a part of your landing page and overall website strategy to increase organic traffic. By planning your keywords, then adding your relevant keywords into your copy, meta description, page title and image alt text you are already setting your page up for success!



When it comes to SEO, search engines prefer speed when loading a page and quality content on a site. By have a good hosting provider you are ensuring fast load times. When it comes to hosting don't skimp, it's not worth it. At the bottom of this page you'll find links to the hosting and tools we use to get sites to rank.

For quality content, be sure to create in your own voice. Don't have AI write your content, it won't do the trick. Use it to draw inspiration but for maximum

quality write from your unique expertise in your niche. The same message is true for your email marketing, social media captions and customer out reach.

I hope this was helpful! Please share any feedback to amber@goetzgo.com

Helpful Tools

This page contains product affiliate links.

