How to Create a Landing Page that Converts

- Have clear goals for your landing page.
- Know and speak to your audience. Personalize!
- Remove navigation and other distracting elements.
- Use just 1 CTA.
- Avoid bad stock photos.
- Use animated Gifs or Video.
- Build trust using best design practices, include contact info, security/HTTPS.
- Spend time crafting a great headline.
- Make sure your site speed is good and page loads quickly.
- Mobile optimize your page/website and test your LP on mobile.
- Keep forms short, unless they need to be long.
- Use tools to ensure clean data.
- A/B test and utilize your data to refine your message.

HOW CAN WE HELP YOU GROW SMARTER?

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