

Title 1: 7 Ways to Optimize Your Landing Pages for Conversion

Subtitle 1: Maximize your landing pages and get more visitors to your physical stores

Title 2: 7 Simple Ways to Maximize Your Landing Pages

Subtitle 2: Optimizing your landing pages to grow your business and get more visitors at your stores

Title 3: 7 Easy Landing Page Tips To Get More Visitors to Your Physical Stores

Subtitle 3: How to optimize your landing pages and get more leads

You've worked hard on developing your business and designing an effective service. You've put countless hours into perfecting your workflow and business model. But if you aren't generating leads and converting prospects, you are going to have a pretty big problem.

Landing pages are a tool marketers use to increase conversion rates. Landing pages are so effective because they have a singular purpose. They aren't designed to impart a comprehensive look at your entire business; Their purpose is to get prospects to convert on a particular offer. Whether you are offering an eBook, a free trial, or a newsletter, you want to send prospects who click on your online ads to a landing page.

Optimizing your landing pages can have a dramatic effect on your conversion rates. You don't want to send your prospects to a landing page that isn't maximized for conversion. Let's examine seven ways you can optimize your landing pages and generate more leads.

1. Eliminate Menu Navigation

Research from Marketing Sherpa [has found that only 16% of landing pages](#) are free of navigation bars. This is problematic because menu navigation links provide users with an easy way to leave your landing page without even considering converting on your offer. Menu navigation is located at the top of your page, which means that it is one of the first things that users will see. You want them to see your headline and be intrigued to read more, not a menu navigation link that compels them to leave. Take a look at the landing page from TD Bank below and see how the menu navigation distracts from the rest of the landing page:

BANK NEARLY ANYWHERE HUMANS GO WITH OUR FREE MOBILE APP

Download the App ▶

Available on Blackberry, IOS and Android devices



SEE WHAT'S IN IT FOR YOU



Enjoy secure, encrypted mobile banking

It's the only wall we'll
ever put between us.

[Learn more ▶](#)



Manage your accounts anytime anywhere

Now you'll always be prepared, even in
life's most impromptu moments.

[Learn more ▶](#)



Find TD Bank branch and ATM locations

Easily find branches or ATM locations on
a map. We'll also help you get there.

[Learn more ▶](#)

Member FDIC

©2013 TD Bank, N.A. All Rights Reserved.

2. Use an Eye-Catching Headline

Your headline needs to be able to catch the eye of visitors. If it doesn't, they probably aren't going to read the rest of your landing page. Your headline is the key that opens up the rest of your page. Make sure that you aren't using cookie-cutter headlines. Use eye-opening statistics and surprising facts to entice your visitors to read more.

3. Use Images of Human Beings

[A/B testing from VWO](#) found that images of human beings can increase conversion rates by as much as 95%. It can be tempting to use images of your product or even infographics, but using photos of human beings helps create an emotional connection with visitors. You can also use humans on your landing page to point visitors in the right direction. This is called a visual cue.

Take a look at the landing page below and see how a photo of a smiling woman is placed prominently near the top of the page:

Do you have mild to moderate persistent Asthma?

Find out about a clinical research study

Full Name *

Phone Number

Email *

Best way to contact *
choose one

Do I Qualify?

IMMUNOe
INTERNATIONAL
RESEARCH CENTERS

IMMUNOe is currently conducting a clinical research study of an investigational drug for Adults with Asthma

Study Volunteers Must Meet the Following Criteria:

- Ages 18-70
- Diagnosed with Mild to Moderate Persistent Asthma
- Other criteria apply

Study Visits

- This is approximately an 11 week study

Cost

There is no cost to participate. Patients who qualify may be compensated for time and travel.

Your information is kept confidential. To learn more about our privacy policy, please click [here](#)

Call: 855.IMMUNOE (466.8663)
Learn more at www.IMMUNOeResearch.com

4. Make Good Use of White Space

A landing page with poor use of white space is likely to look cluttered and unbalanced. If your visitors feel that your landing page is visually unappealing, they won't keep trying to find the information they are after. They'll simply visit a competitor's page. Make sure that there is enough negative space in between critical elements such as your headline and copy.

5. Focus on a Single Offer

Research from Hubspot found that removing links on a landing page correlates with an increase in the conversion rate:

Landing Page	Conversion % With Nav	Conversion % No Nav	% Lift	Statistically Significant?
Free Ebook Templates	29.4%	30.0%	2%	No
Free SEO Template	39.0%	39.1%	0%	No
Content Creation Kit	56.2%	58.24%	4%	Yes
Free Trial	19.5%	22.5%	16%	Yes
Demo	10.3%	13.2%	28%	Yes

When you push multiple offers and have several links off of your landing page, your prospects are less likely to consider your offer. The good news is that this is an easy fix. Remove all links from your landing page and avoid making other offers as well. You want your prospects focused on a single action.

6. Avoid Blocks of Text

Big blocks of text can make your landing page extremely difficult to read. You don't want to entice a prospect to read through your page with a strong headline and an attractive layout only to bore them with long paragraphs. Get straight to the point by using bullet points to make your copy easier to read.

7. Add Social Proof

Social proof might be considered positive peer pressure. Think about when you see a new service online. If nobody else is using it, would you give it a second look? Now think about a new service that all of your friends are raving about. You'd probably give it a try, or at least think about what it had to offer. Social proof can come in many forms: customer logos, testimonials, counters, and even social media likes. Here is an example of customer logos being displayed for visitors to see. These customer logos let prospects know that the product or service is associated with big brand names:

When these companies want to supplement their free analytics tool with a professional platform

KISSmetrics is what they hire.



HootSuite uses social proof by placing counters at the top of their landing page. Counters let visitors know how many prospects are using the service:

2,574,731
PEOPLE USE BUFFER TO BE AWESOME ON SOCIAL MEDIA

382,551,533
TOTAL POSTS SCHEDULED TO-DATE WITH BUFFER

30
HAPPY PEOPLE BUILDING BUFFER AND SUPPORTING YOU

Get serious about social

Join the 10+ million professionals who trust Hootsuite. Get started for free.

Sign in with Twitter

Sign in with Facebook

Sign in with Google

[or create a new account](#)

Optimizing your landing pages doesn't have to be a long and arduous affair. You can get significant improvement in your conversion rates just by making a few key tweaks. Make sure you are maximizing your landing pages so that you can enhance your lead generation and keep a steady stream of prospects in your pipeline.

Sources:

<https://blog.hubspot.com/marketing/landing-page-navigation-ht>

<https://unbounce.com/conversion-rate-optimization/how-to-optimize-contact-forms/>

<https://conversionxl.com/blog/is-social-proof-really-that-important/>

<https://vwo.com/blog/human-landing-page-increase-conversion-rate/>

<https://www.impactbnd.com/blog/statistics-about-landing-pages>

<https://www.impactbnd.com/blog/7-ways-to-blow-potential-conversions-on-your-landing-pages>