

BUILD A BETTER LANDING PAGE

A good landing page lets you make connections with a qualified audience and convert them into leads.

1. IDENTIFY YOUR TARGET AUDIENCE

We need to know who you are targeting and why. Only then can we create a strategy that will compel them to act.

2. INCLUDE KEY BRANDING COMPONENTS

We'll incorporate your logo, tagline, and any other elements that help you stay consistent with your brand standards.

3. DELIVER A GREAT VALUE PROPOSITION

What's in this for your audience? Offering them something valuable is the best way to get them to reach out.

4. MAKE IT EASY TO FOLLOW THROUGH

Choose how visitors will contact you. Like making a call, filling out a form, or downloading a coupon.

5. CONVEY A CLEAR CALL TO ACTION

Summarize the offer and bake it into the button or phone number. Make following through as desirable as possible.

6. ESTABLISH CREDIBILITY

Show testimonials or recognizable partners to reassure your audience that you can be trusted when they reach out.

7. INCLUDE ANY NECESSARY EXTRAS

Put yourself in their shoes. What else might they possibly need before knowing your business is right for them?

