



Landing Page Best Practices

COPY/MESSAGING

- Answer visitor's #1 question: **"What's in it for me?"** Use clear, concise value propositions and proof points.
- Include a section **"This is for you if"** to help the user understand what if the offer is right for them
- Avoid generic subheads or CTAs, be specific and clear, talk in the first person "Sign me up" vs "Sign up"
- Include 'trust elements' or social proof, such as relevant testimonials/reviews, BBB certifications, awards and honors, an SSL certificate.
- The copy on the landing pages is consistent with advertising messaging.
- Use FOMO: Gently remind visitors what they will miss, risk, or lose by not signing up or purchasing
- Integrate customer testimonials on the page
 - like these examples:
 - <https://www.strategiesthatpay.com/5steps/>
 - <https://impactacademy.com.pages.ontraport.net/7-day-challenge>

VISUAL ELEMENTS

- Images are high-resolution/high quality.
 - Include images of the product, if applicable, to help engage and familiarize the user to the product.
 - Images of people/faces are engaging, especially if the eyes are leading to the CTA

GENERAL LAYOUT

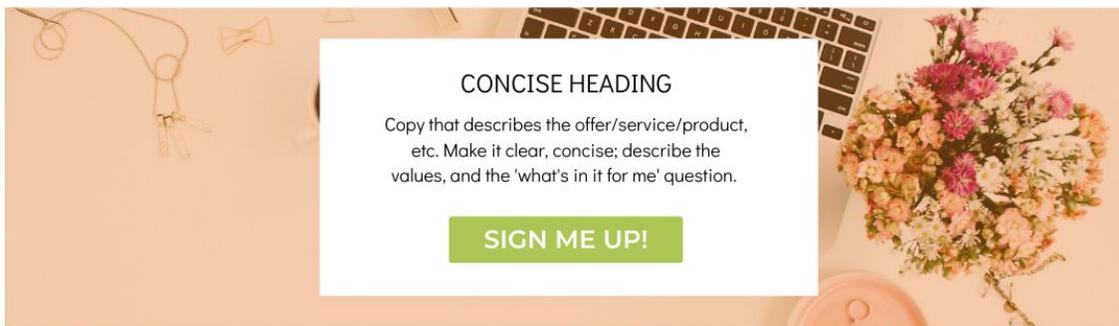
- There should be a single goal for the page.
 - Eliminate all other distractions, including menu bars, footers, and additional links to other websites or pages on the main site.
- The main CTA is 'above-the-fold' and easy to see
- Pick an "action color" for CTA buttons and links. Use the action color nowhere else but on clickable items
- Call to action copy is consistent (i.e., "Try the App Free") to eliminate confusion as to which button the user should click.

- Design is simple and provides a smooth user experience on **mobile and desktop**.
- Immediate thank you or confirmation when someone submits a request - confirm they did the right thing

[View this page](#) for a great landing page example.

And this: www.strategiesthatpay.com/5steps

Here below is an example of a landing page - this page is not fully complete, but it shows the above-the-fold view, the “This is for you if...” section, and describes what the user will gain, along with two CTA buttons. Your landing page needs to have several CTAs down the page so the user doesn’t have to scroll up to opt-in.



THIS IS FOR YOU IF...



- ✓ Point 1
- ✓ Point 2
- ✓ Point 3
- ✓ Point 4



Sound good? Sign up now!



THANK YOU PAGE

Once the user fills out the form and clicks the submit button, they should be **automatically redirected** to a thank you or confirmation page.

The thank you/confirmation page should have the menu bar, footer, and other website links because we want to encourage the user to continue moving through the site or exit rather than clicking the back button.

Include a brief copy that outlines next steps (E.g., Thank you for signing up to support/learn more about our cause. A member of our team will be in touch soon.)

Include buttons to the blog, about page, etc. to encourage the user to continue through the site.

Conversion Tracking: Once the user fills out the form and lands on the thank you/confirmation page, the conversion will “trigger.” So, our team will be adding a special code to the page.

All Intellectual Property (“IP”) created by the Impact Academy team, Coach and/or Team of Experts is for Client’s individual use only to apply the learnings in the client’s business. All IP shall remain the sole property of Coach, and Client agrees to not reproduce, duplicate, copy, share, sell, distribute, trade, or otherwise disseminate or exploit for any commercial purposes any portion of the IP provided in connection therewith. The coach does not make any representation or warranties as to the accuracy, applicability, or completeness of materials. The coach shall not, under any circumstances, be held liable for any loss or other damages of any kind by use of these materials. As always, please seek the advice of a competent legal, tax, accounting, or other professional when needed. All links are for informational purposes and are not warranted for content, accuracy, or any other implied or explicit purpose. This manual contains material protected under International and Federal Copyright Laws and Treaties.