Landing Pages That Convert - Essential Elements

Craig Zingerline

Velocity Growth
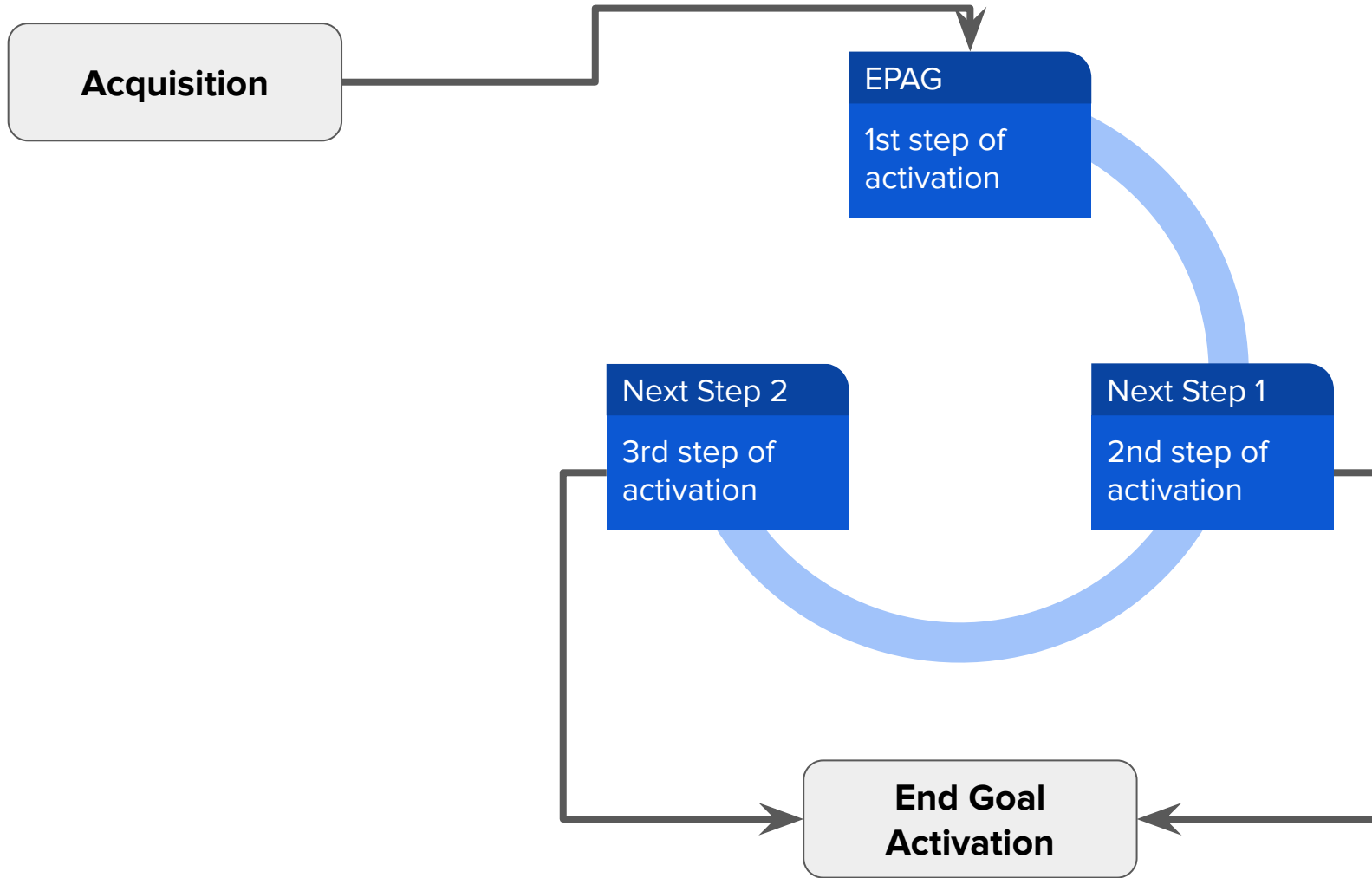
Today's agenda

- What is a landing page & when are they used?
- Anatomy of an amazing landing page
- Common gotchas with landing pages
- How landing pages save you $$$$$!
- Tools, etc.

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Landing pages live in the space between advertising and the product.

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Acquisition to Activation Loop

Example

Google | all in one video editor | ✕ | 🎤 | 📷 | 🔍

Powerful Online **Video Editor** - **All-in-One** Professional Suite. Quick and powerful **video editing**
- add subtitles, transcribe audio, and more!
★★★★★ Rating: 4.9 · 79 votes · Free

Mentioned in

VEED's online video editor emphasizes transcriptions and subtitles for both YouTube and social videos.	And if you want to add an extra layer of polish and professionalism to your videos, then VEED's video editor has lots of...	>
🟩 Sprout Social	🅿 The Podcast Host	

Descript
https://www.descript.com ⋮

Descript | All-in-one video & podcast editing, easy as a doc.

Descript is the only tool you need to write, record, transcribe, edit, collaborate, and share your
videos and podcasts. ... **Editing video** in Descript is as easy ...

Key Features · Ai Effects · More Tools

Descript
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Key Features · Ai Effects · More Tools

◺ Velocity
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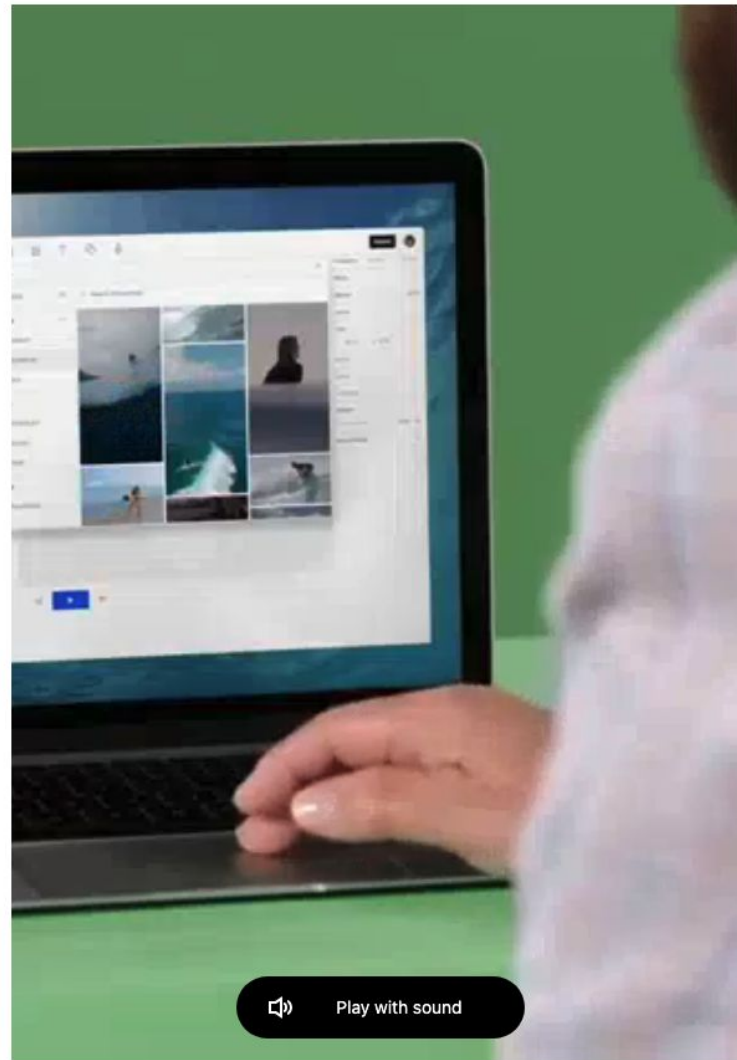# There's a new way to make video and podcasts. A good way.

Descript is the simple, powerful, and fun way to edit.

Get started for free →

See product tour

🔊 Play with sound

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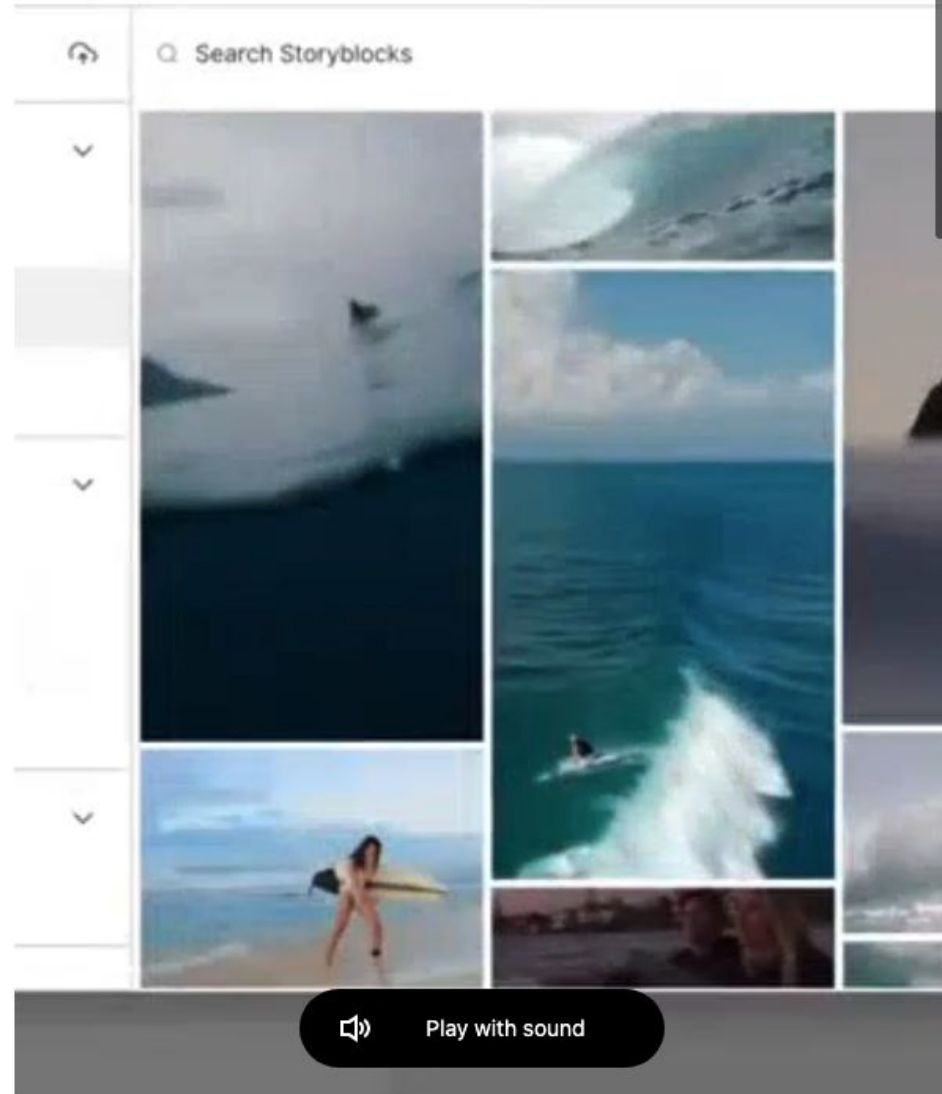# From OK to Amazing...

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The All in One Video Editor.

Write, record, edit, transcribe...do it all!

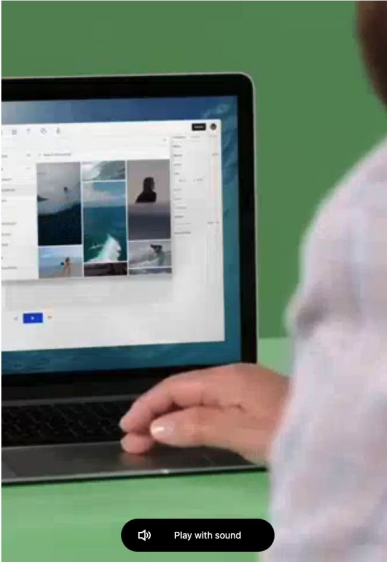Descript makes the complex easy & fun. Get started and 10x your output!

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Search Storyblocks

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Side by Side

There's a new way to make video and podcasts. **A good way.**

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The All in One Video Editor.
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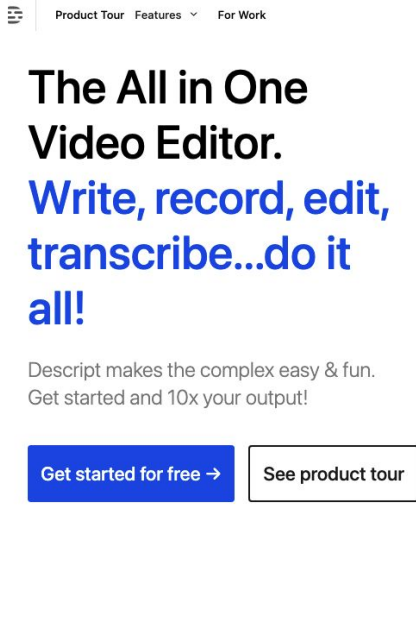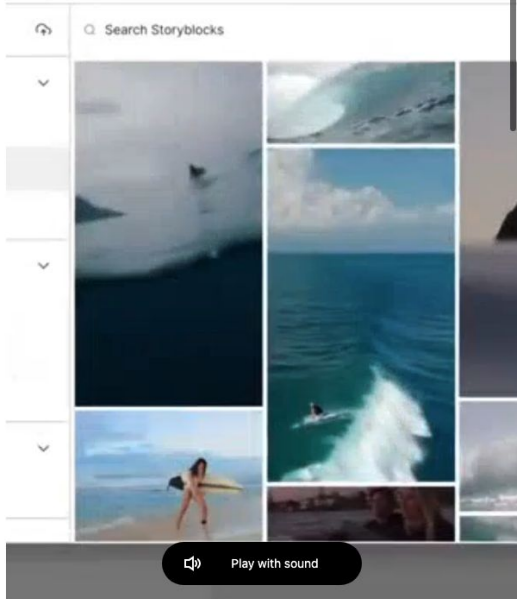
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Small changes compile

	Visits	Trial start	Conversions	Trial to Paid	Customers
Baseline	10,000	**7%**	700	10%	70
Variant	10,000	**11%**	1,100	10%	110

** +57% increase on same spend

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What is a landing page & when are they used?

- Specific page meant to convert traffic to a next step in the buyer or user journey.

- Usually an email capture, download, trial start, etc.

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What is a landing page & when are they used?

- Historically used mostly in performance marketing.

- Often used as a click through from an offer (via email, SMS, ad).

- Sometimes used within SEO.

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A landing page is <u>not...</u>

- Your website home page

- A page with no goal

- A page without a direct next step or path for the user (usually with a CTA)

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Common conversion metrics

- % of users who take a desired action (EPAG), i.e.:

  - Demos booked
  - Leads captured
  - Forms filled
  - Trials started

- We don't spend a lot of time looking at time on page, bounce rate, or other actions.

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What makes landing pages awesome?

- Relentlessly focused on the message, offer, conversion.

- Can be lighting fast.

- Can be highly personalized.

- Most require little tech overhead.

- Dramatically change your advertising performance.

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A glance at performance impact

Quality Score affects your CPC

Quality Score	Cost Per Click
10 ✦	discounted by 50%
9 ✦	discounted by 44.2%
8 ✦	discounted by 37.5%
7 ✦	discounted by 28.6%
6 ✦	increased by 16.7%
5 ✦	Google benchmark
4 ✦	increased by 25%
3 ✦	increased by 67.3%
2 ✦	increased by 150%
1 ✦	increased by 400%

● Save Money

● Pay Money

How to leverage conversion rate optimization to save 50% on Google Ad campaigns

August 4, 2023

How to leverage conversion rate optimization to save 50% on Google Ad campaigns If you are running google ad campaigns, chances are you are over-spending

Graphic from
https://www.esperinbound.com/blog/google-ads-quality-score-explained

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	Visits	Trial start	Conversions	Trial to Paid	Customers	Quality Score	CAC		Spend needed	Revenue	ROAs
Baseline	10,000	7%	700	10%	70	2	$	375	$ 26,250	$ 35,000	**1.3**
Variant	10,000	11%	1,100	10%	110	10	$	125	$ 13,750	$ 55,000	4.0
						Google benchmark $250				$500 / year ACV	

What makes a great landing page?

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Google | wireframe software

Sponsored

Miro
https://www.miro.com

Create A Wireframe - Build A Wireframe

Miro enables you to engage co-located & remote teams for collaboration. Brainstorm...

No exit navigation →

Super clear & personalized headline →

Strong sub head →

Simple clear CTA →

miro

Try Miro's visual workspace for wireframing magic

Arrange elements to create the best version of your prototype with Miro's Wireframe Template.

Create a Wireframe →

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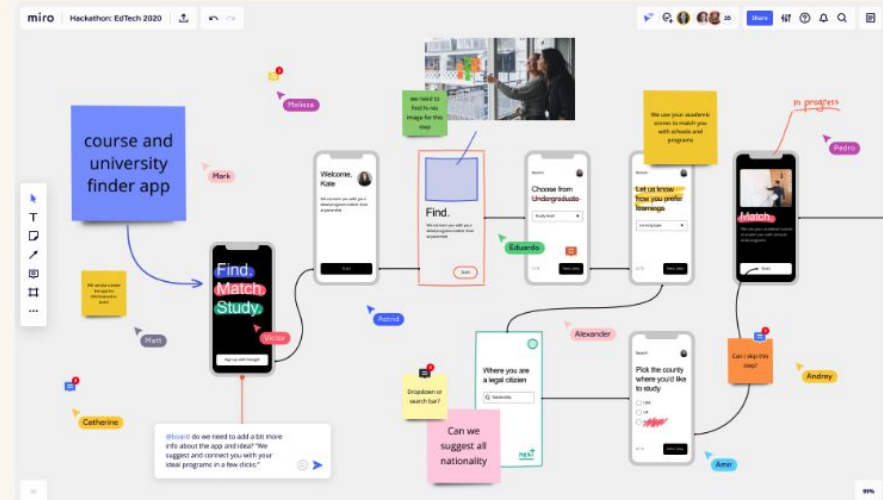
Create intuitive
wireframes fast

Build low-fidelity wireframes on the fly with our
collection of over 15 interactive UI components.

Create a Wireframe →
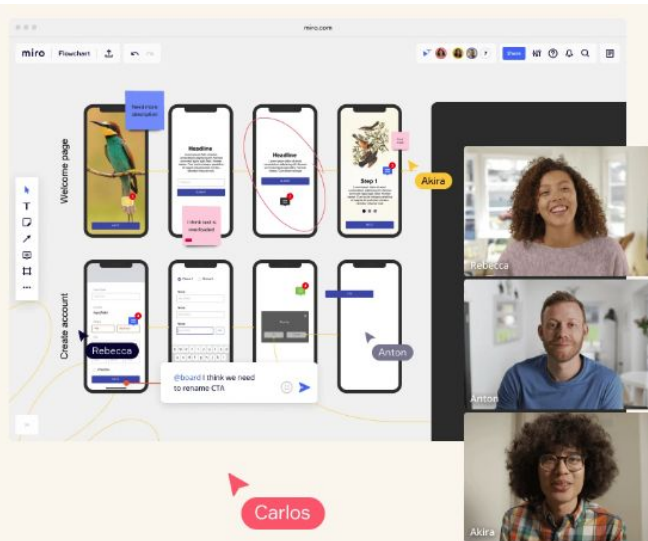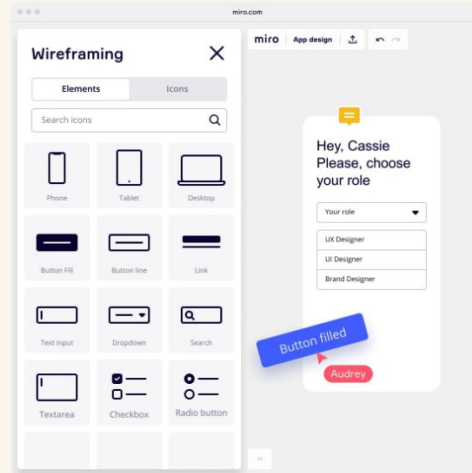
Build solutions. Break
down silos.

Brainstorm with the team no matter where you're
working. With Miro, co-creation is seamless.

Create a Wireframe →

Work smoothly across devices

View your board on your mobile, tablet, desktop, or interactive display. Or on all of them together. When it comes to working efficiently, Miro is your constant.

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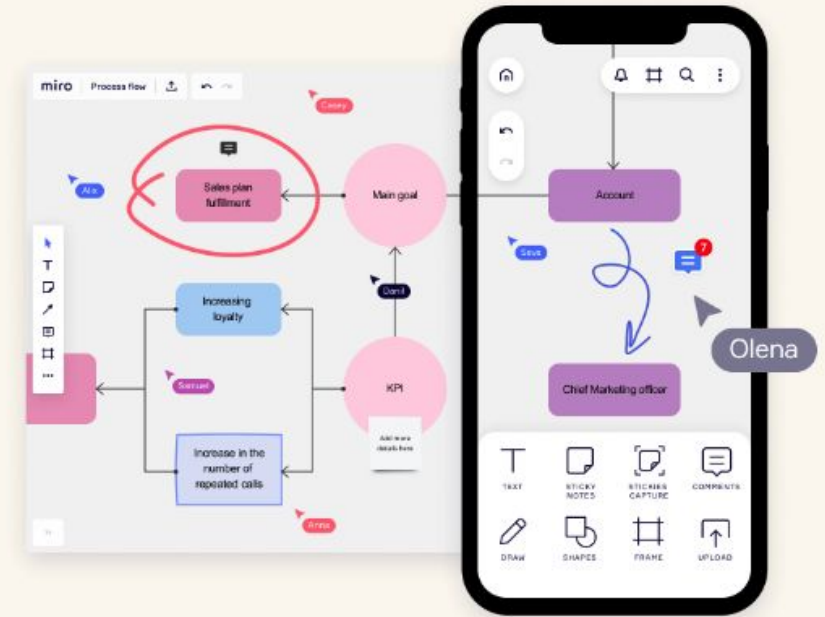
Join over 60M users worldwide

Create your first board today.

Sign up free →

See what they did?

- Highly personalized
- Strong messaging
- Clear next steps
- Clear CTA
- Strong social proof

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One weakness? Speed.

Diagnose performance issues

Building strong messaging

Talk to your customers!

- How do they describe you?
- What are the concerns they had?
- The word "you"
- What do you "fix"?

Your headline should contain some, if not all of these descriptors.

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Stop wasting time on data integrations. With Segment, it's easy.

People like you with problems like yours.

A CRM you'd actually want to use

Automate repetitive work so you can spend more time on sales.

Short links, big results

A URL shortener built with powerful tools to help you grow and protect your brand.

Get Started

yourbrnd.co/link

24,340

Tired of **Downloading** Data Into Spreadsheets?

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Social proof is key

De-risk the decision!

- Social proof
- Fears, Uncertainty, Doubts!
- FAQ's
- Contact Details

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Our Average Client Sees a 9.2x Return on Ad Spend with Facebook Ads

Our clients have an unfair advantage over the competition. With over $26,000,000 spent across hundreds of campaigns, we have the experience to skyrocket your business.

Over 3,000 reviews & ratings

Highly rated by thousands of customers all over the world

Capterra	G2	Gartner	GetApp	Software Advice	SOURCEFORGE
4.5/5	4.2/5	4.3/5	4.5/5	4.5/5	4.7/5
★★★★½	★★★★	★★★★½	★★★★½	★★★★½	★★★★½

See why customers recommend Sigma over other analytics platforms. ‹ ›

Yesware
Ian Adams
VP of Sales and Marketing

"Sigma is one of the great new business tools. Anyone who uses Excel should be able to pick it up very quickly."

amuse
George Durzi
CTO

"The seamless integration with Snowflake was the most value I've gotten out of a proof of concept ever. I connected my data and was immediately up and running. From the start I could already see value."

PAYLOAD
Iain Letourneau
BI Lead

"Proprietary code and Excel extracts stunted Payload's growth. Not to mention, one small schema change in our cloud data warehouse meant hours of manual updates in Looker"

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Considerations

- What's your page speed?
- How many CTA's do you have?
- How much space is on the page?
- Is attention on the right things?
- Can I scan critical info or do I feel like I need to sit down?

For every second of load time, at least 5% drop off is common!

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Why not just drive traffic to the home page?

Enter with a dream.
Exit with the next big thing.

Miro is your team's visual workspace to connect, collaborate, and create together. It's free to use for as long as you like.

Enter your work email

Sign up free →

Keep work and life separate by using your work email

Deloitte.   CISCO   BEST BUY   YAMAHA   Expedia   accenture   Walt Disney

Built for any task or role

Diagramming   Workshops & meetings   Planning   Wireframing

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Stats

Landing page conversion rates averaged between 4% - 10% for 2022.

Pages with videos can increase conversion rates by up to 86%.

77% of landing pages used for paid ads are homepages. This is just...wrong!

Mobile traffic accounts for 55% of web traffic and will increase.

20% of traffic will get past the headline. In other words, "above the fold" still exists!

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Tools

Tools
- PageSpeed Insights by Google
- Google Analytics
- Unbounce
- Hotjar

Inspiration
- Growth.Design
- Onepagelove
- Marketingexamples.com

Hack?
- Almost any later stage venture backed startup uses landing pages extensively. Beg, borrow, steal!

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Thanks!

Interested in a teardown or new landing page?

https://bit.ly/vg-landing-page

Reach me at craig@velocitygrowth.com with any questions.

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