BEST WAYS TO IMPROVE LANDING PAGE FOR BETTER CONVERSION RATE

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As per the report by Marketing Sherpa, 68% of B2B businesses leverage landing page to get new leads. Interesting, isn't it?

Many companies well defined PPC strategy gives them good page visits but they fail to get conversions. The reason is their not-so impressive landing page. Perfect amalgamation of your PPC strategy and Landing Page optimization would help you convert visitors to customers.

Let us have a look at some of the best practices, which I have followed as well, and see how you can improve your landing page to increase conversion rate.

Attractive Layout Of The Landing Page

Visuals have deep impact on human's mind. Your efforts on PPC strategy could fail if you have a non-attractive landing page. To get conversions, you need to have a clean and attractive landing page design. You can add info-graphics, videos or pictures to make it more attractive and interactive.

Besides making your landing page informative you should also focus on **interactive design** of your landing page. The design should be at par with the devices your customers mostly prefer to use. This escalates the conversion rate possibilities.

Colors

Yes, colors matter a lot on landing page. Use of proper color combination would enhance the work you have done. Experts suggest using contrast colors. Avoid using colors that would stress users while viewing the page.

Anum Hussain mentioned this point in a blog titled '**7 Key Design Tips For High-Converting Landing Page**' and suggests call-to-action buttons can be highlighted well with the wise use of colors.

Images

Images enhance the beauty of your landing page. It is important for you to explain your product or service with the help of an image. You have options of various **graphic formats** that can help you do this. Avoid putting irrelevant images as they would only make your landing page look worse.

Eye Contact

On an average, a person spends 10 seconds on a page. This means, you have only 10 seconds to capture his/her attention and convert your visitor to a customer. To achieve this, make sure that your content is rightly placed on your PPC landing page.

Salar Salahshoor, in his blog for **Moz**, talks about a concept, "Look at what other people are looking at". Put relevant information about the product or services in bullet points or quotes. Use your image wisely along with the content to guide the visual of the reader. This way, your readers would focus on things you want them to see.

# Appropriate Use Of The Keyword

In PPC campaign you need keyword not on the ad displayed but on landing page content as well. The continuity of the keyword would help you improve your AdWords Quality Score along with impressing page visitors. It's been observed that visitors bounce back when they are redirected to a page which doesn't meet their search requirement.

Content

Content gives out the information about the product or service you offer. An irrelevant or lengthy content would hamper your PPC strategy. Make sure that the content is crisp and speaks about the USP of your product or service. Also, include a call to action in your content to accelerate your conversion rate.

Infographics And Reports

Infographics and reports can be a supportive element to your content. If you're using infographics and reports then make sure you mention their right source. Non authentic data would give negative impression.
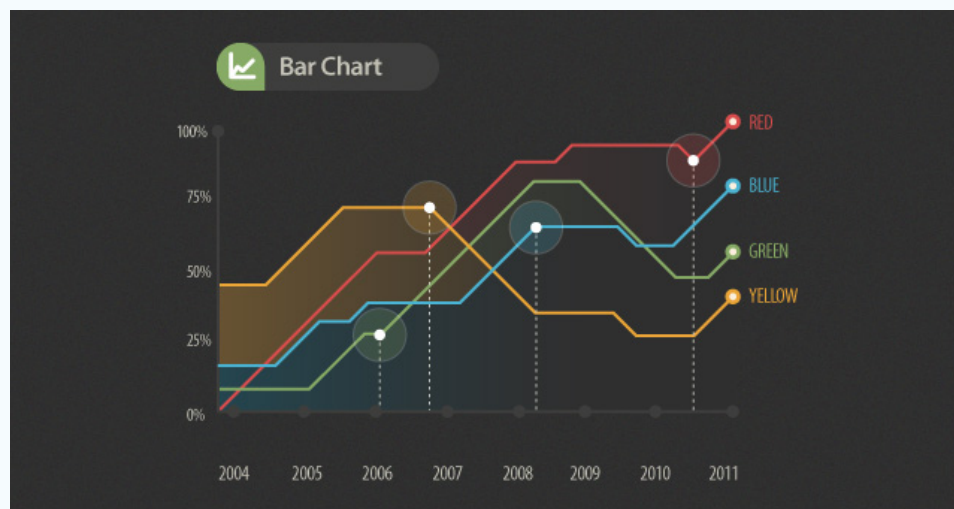
Testimonials

Since your PPC landing page would be your product or service page, including testimonials of your truthful customers would help develop trust and faith of visitors. By putting your trusted customers' testimonials, you would increase the chances of conversion.

WHAT **OUR CUSTOMERS** ARE SAYING

Awards And Acknowledgments

Apart from testimonials, you can build trust by mentioning the awards and recognitions you've got till date. When a new visitor looks at that, naturally trust starts to develop. This happens as they could see that your product or service is approved and recognized by the industry people.

Call to action

PPC landing page needs a call to action. Without this, PPC campaign is worthless. Make sure that you have a call to action in the form of 'contact us', 'subscribe to newsletter', 'get free demo' or 'order now'. Also, highlight these calls to actions so that they stand out grabbing immediate attention of the visitor.

Call to Action
Emails
Blog Post
Social Media Updates
Press Release
Subscribe
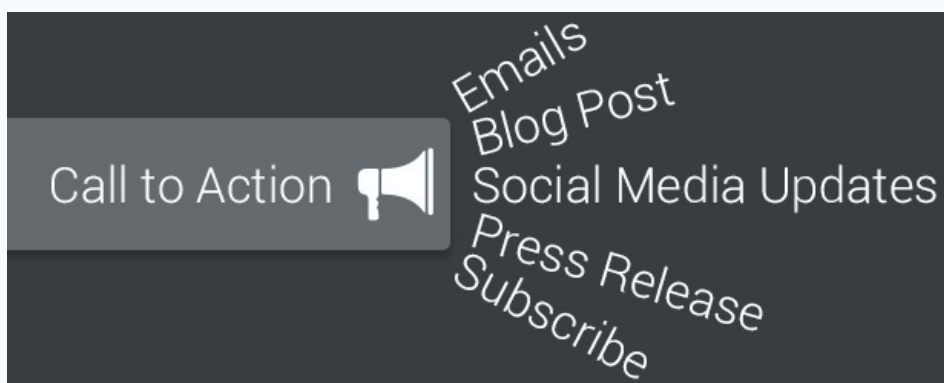
Customer Fill Out Landing Page

Sometimes, landing page could be your customer fill out form. In such a situation, you need to make sure that the form is user friendly. You can have a pre-populate cursor to enhance the experience. Also, try to keep the form as simple and short as possible. Sometimes, long and complicated form may increase the bounce back rate.
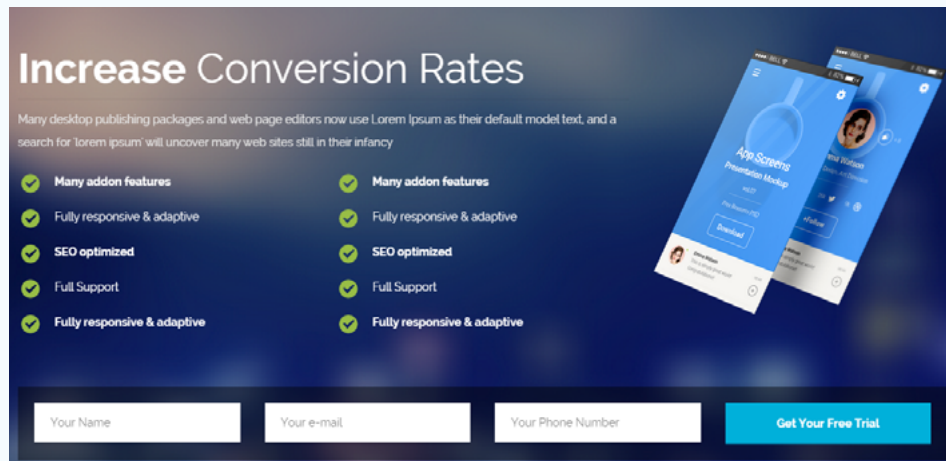
Maintain Purpose Of Landing Page

Your PPC landing page purpose would differ. It could be either to generate lead or to let visitor opt for your free service or to contact you for further details. In either case, ensure that the purpose of your landing page is maintained. Never include two or more purposes on PPC landing page. It may increase the bounce back rate.

Reduce Navigation

Never navigate your user to any other page on your website. Put all relevant information on your PPC landing page thus restricting your user to navigate from your landing page. By navigating you may miss out on conversion.

Don't Make Home Page The Landing Page

Sometimes, companies make their home page their landing page. This is not a good practice. Landing page should be relevant to the search users make. A user feel lost when he/she is redirected to a page which isn't relevant to the product or service they are looking for. This makes user to bounce back.

For instance, you click on an ad saying 'Cheap air travel in England' and it takes you to 'Must see places in England'. Certainly, you wouldn't appreciate and would move out from there. Sonakshi Babbar quotes in her blog '**Ways to optimize PPC landing page**' that companies like Amazon are perfect example. You click on an ad and you are redirected to an exact page that matches that ad.

Sense Of Urgency

Until your PPC landing page is not talking about the urgency to opt for your product or service, you won't get conversion. Make sure that your content and features of your product or service speaks about the urgency to have what you offer. This would improve the conversion rate.

Run A/B test

It is suggested to run your landing page through split testing. This would help you understand which page is getting maximum views and how you can improve your landing page to get more conversions. Also, it is always wise to consider the result of this test.

All Devices Compatibility

Today, people use their tablets and cell phones than computer systems to surf Internet and visit websites. This means, you need to ensure that your landing page is compatible with various devices. If your landing page isn't compatible to different devices, the chances of bounce back rates increase. This would hamper your PPC strategy.

Include Privacy Policy

Mostly people underestimate the importance of Privacy Policy. But, for a visitor it is important to know that his/her privacy is maintained. Make sure that you include few lines of privacy policy on your PPC landing page. This will help you win their trust and you can expect some leads.

Along with displaying privacy policy on your landing page, you need to ensure that the developer has taken effective **web application security** measures for the information that would be given by the customers.

Placement Of Form

Customers fill out form should be above the fold. Since many times visitors don't scroll down, there are chances you may miss out on potential customer. Also, highlight the form so it stands out visually.

Current Offers And Discounts

If there are any offers or discounts on your product or services, make it visible. This would get the attention of the visitor and they might be interested to opt for your product or service post seeing it.

Usage Of Video

It is been observed that videos can improve conversions by up to 80%. Make an impressive video that speaks about the benefits and USP of your product and service.

Company's Information

You need not put the entire information about your company but your company's name, logo and tagline would be enough. Let your visitor know about you.

30 Seconds Pitch

Make sure that your PPC landing page has the 30-seconds pitch feature. To ensure this, make others go through your landing page. If it's not meeting the 30-seconds requirement, then change it accordingly to get visitors' attentions.

Loading Speed

You PPC landing page should not take long time to load. Your possible prospect would move to your competitor if your PPC landing page is slow to load.

Don't Change Frequently

Don't make a mistake of changing your PPC landing page too frequently. This would hamper the conversions. Rather, make changes based on the statistical data or research.

K.I.S.S. Strategy

PPC landing page should be simple yet informative. Don't complicate your landing page with lots of irrelevant information. Unnecessary information would only increase the bounce back rates than conversions.

Joe Putnam gives a valid example of **Geico**. He mentioned that this comes second after Amazon on monthly AdWords spending. Its landing page is simple, informative and attractive.

ABOUT THE AUTHOR

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With an experience of 15+ years in Digital World, heads Digital Marketing at Mobisoft Infotech. He has a rich experience in SEM, SEO, Social Media & other verticals of Digital Media. He also has been a consultant for a variety of industries, enterprises & startups. He loves reading & traveling. He often writes on various forums since he believes 'Knowledge increases by sharing.'

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