



**6 MUST-HAVES FOR A**

*High-Converting*

**LANDING PAGE**

# 6 MUST-HAVES FOR A *High-Converting* LANDING PAGE

## REMINDER: UNDERSTAND YOUR IDEAL CUSTOMER'S PAIN POINTS

A quick reminder that unless your ethical bribe is something that solves a problem for those that you serve, you are going to struggle to convert. The key is to understand what your ideal customers pain points, frustrations, struggles are. What keeps them up at night, worrying and motivates them to search for a solution online.

## Must-Have #1 SMOKIN' HEADLINE

This is where it all begins...interest, attention, and understanding what's in it for them.

- Your headline should grab the viewers attention
- It should tell viewers what's in it for them
- It should be short - not more than 20 words, less than 10 is optimal

## Must-Have #2 TEMPTING SUB-HEADLINE

The goal of the headline is to catch their attention and the goal of the sub-headline is to keep them.

- Normally, sub-headlines are right under the main headline
- It should entice viewers with more about the main headline

### **Must-Have #3** **LOOKING GOOD IS HALF THE BATTLE**

The brain processes visual images about 60,000 times faster than text. If your landing page doesn't have a great visual appearance, people are going to bounce.

- Visuals should tie into the theme of your product/service.
- Make sure your images are high quality. Using stock photo sites like depositphotos.com are very inexpensive and have amazing photos to choose from.

### **Must-Have #4** **EXPLAIN WHY THEY NEED YOUR ETHICAL BRIBE**

If a viewer can't get more information about the benefits of your ethical bribe, you have lost them. An explanation of why they need your bribe is critical. Explanations can be...

- Integrated into your sub-headline
- A separate paragraph
- Or bullet points

### **Must-Have #5** **TESTIMONIAL(S)**

Testimonials are always powerful marketing elements and that is no different on a landing page. When seeing a trustworthy testimonial, this opens the door to a user's trust.

- Use real people and those that are relatable to your ideal customer.
- Make sure you use photos! Photos are the key to building trust with your viewers.
- Testimonials that are specific are the most powerful!

## Must-Have #6 **POWER-PACKED CALL TO ACTION**

This is where you move your viewer to action so it's arguably one of the most important parts of your landing page.

- It should be big - not hidden somewhere.  
Generally speaking, the bigger the better.
- Don't use words like "submit" or "give me your info".  
Instead using something persuasive or action drive like "grab your free \_\_\_\_" or "try it for free".
- Use a button as people are used to clicking on them.
- Use a contrasting color on your button so that it attracts the eye and compels your viewer to click.

