7 Landing page optimization tips for high conversions.

Sixty years ago, it was only possible to sell your products or services from a physical shop during open hours. Now, it's possible to earn money while you're sleeping. How? Thanks to online sites and eCommerce.

Landing pages, just as showcases in a physical shop, play an essential role in convincing customers why they should stay, explore around and make a purchase. The art of conversion shouldn't be a daunting task if you know the right elements for an easy to navigate and attractive landing page.

Let's say you have a sound landing page for your **eCommerce**. You've read endless articles and followed the latest design trends. So now it's time to drive traffic to your website, investing a significant budget in ads, but to your surprise, the **CTR** (Click-Through Rate) is above 10%, and the **CAC** (Customer Acquisition Cost) **is around $200!** How can you keep a sustainable business if the cost of converting your customers is higher than your earnings?

There are many answers to that question, but one of the most common is **landing page optimization.** Here you'll find some key elements for a winning landing page.

1 An eye-catching headline

Chances are, your headline is the only thing your customer read. Therefore, the message should be powerful and capture the essence of your business. Keep the message clear and encourage them to keep reading.

Pro Tip: If you're running ads, make sure to use the exact keywords in your headline to boost your campaign and decrease your CPC (Cost-Per-Click).

2 A supporting headline

The subheadline gives more details about the products and services you offer. It should be straight to the point yet interesting enough to encourage the customer to visit the rest of your landing page.

3 A creative body

Keep it short. You should be able to cover the most important details in 3 or 4 lines. Emphasize why your business stands out from the others and your products/services' main benefits.

At this point, you should have a target audience well defined. For example, it's different writing for a Gen Z audience looking for hair extensions to accounters browsing for bookkeeping services.

Pro Tip: Highlight your key points, and needless to say, proofread and make sure there aren't any grammatical errors.

4 An impressive image

Visuals are king. Choose something relevant to your business and make sure it's high quality.

Pro Tip: Faces perform better than objects. Yet if you don't have pictures of your own, it's preferable to invest in paid images, as free photos are so heavily adopted that it might make your landing page seem unprofessional.

5 Add videos

Videos can take you a lot further than the humble stock photos. This is your chance to explain in detail and expose all the benefits of your product/services.

It's also your opportunity to show why your previous customers love your products and how to take full advantage of them.

Pro Tip: Videos encourage people to stay longer, decreasing bounce rate and your overall Ads costs!

6 Include social proof

Share what your previous clients think about the product. This could include TrustPilot reviews, quotes, comments or positive feedback.

ProTip: Include where your business has been featured or your previous biggest clients. Many businesses write guess posts for entrepreneurs or Forbes and add them as proof of reliability.

7 A clear CTA

CTAs are Call To Action, and they should be included on every landing page. The message varies according to the action you want people to take. Think this through. If you offer a service that depends on your customer's individual circumstances, Buy Now might not be the best CTA but rather Get your Free Quote.

Pro Tip: Be creative! If you sell coffee, you could replace the boring shop now for Shop for your perfect Brew.

FINAL PRO TIPS

Have you heard of **A/B testing?** It's a simple marketing technique to compare website versions and see which performs better. We actually have the right tools and talent. Head to Merge Group to learn more.

There's nothing worse than an overcharged landing page. Keep it simple and clean, highlighting the most important points and giving a clear vision of what your customer can get from you.