

How to Create a Landing Page



Introduction

Beyond the cover: What's inside this eBook?

Landing pages are an essential marketing tool for businesses large and small, and they can have a significant impact in increasing sales. In this ebook, you will learn what landing pages are, why they're important and how you can start using them to generate leads and boost your business.

This eBook Includes the Following Chapters

01. What Is a Landing Page

02. Why Do You Need Landing Pages

03. The Components of a Landing Page

04. How to Design a Landing Page

05. Best Practices for Building a Good Landing Page

06. How to Promote a Landing Page

07. Measuring the Performance of Your Landing Page

08. Using Landing Pages: A Black Friday Case Study

09. Landing Page Key Terms

10. Resources and Inspiration

Who Is This Book For?

This eBook offers something for everyone. The content was written with small and medium business owners in mind and is designed to help them create and promote landing pages to help them reach their business goals

The language and explanations are simple enough for readers with no marketing experience, but the book also includes more advanced tips from Wix marketing experts that will be useful for beginners and experts alike.



About Wix

Wix is a leading web building platform that enables small business owners to quickly create their own beautiful, professional websites for free. In addition to our code-free, drag 'n drop website builder, Wix offers business owners all the tools they need to manage their online presence.

By making it easy for anyone to build a website, Wix frees up time for business owners to focus on marketing themselves and growing their presence online.

Wix was founded in 2006 and has grown quickly. In 2013, Wix became a publically-traded company and today we boast over 110 million users in 190 countries and over 1,800 employees worldwide.

Want to learn more?

Sign up for the [Wix Blog](#) to receive regular tips about online marketing, web design and more!

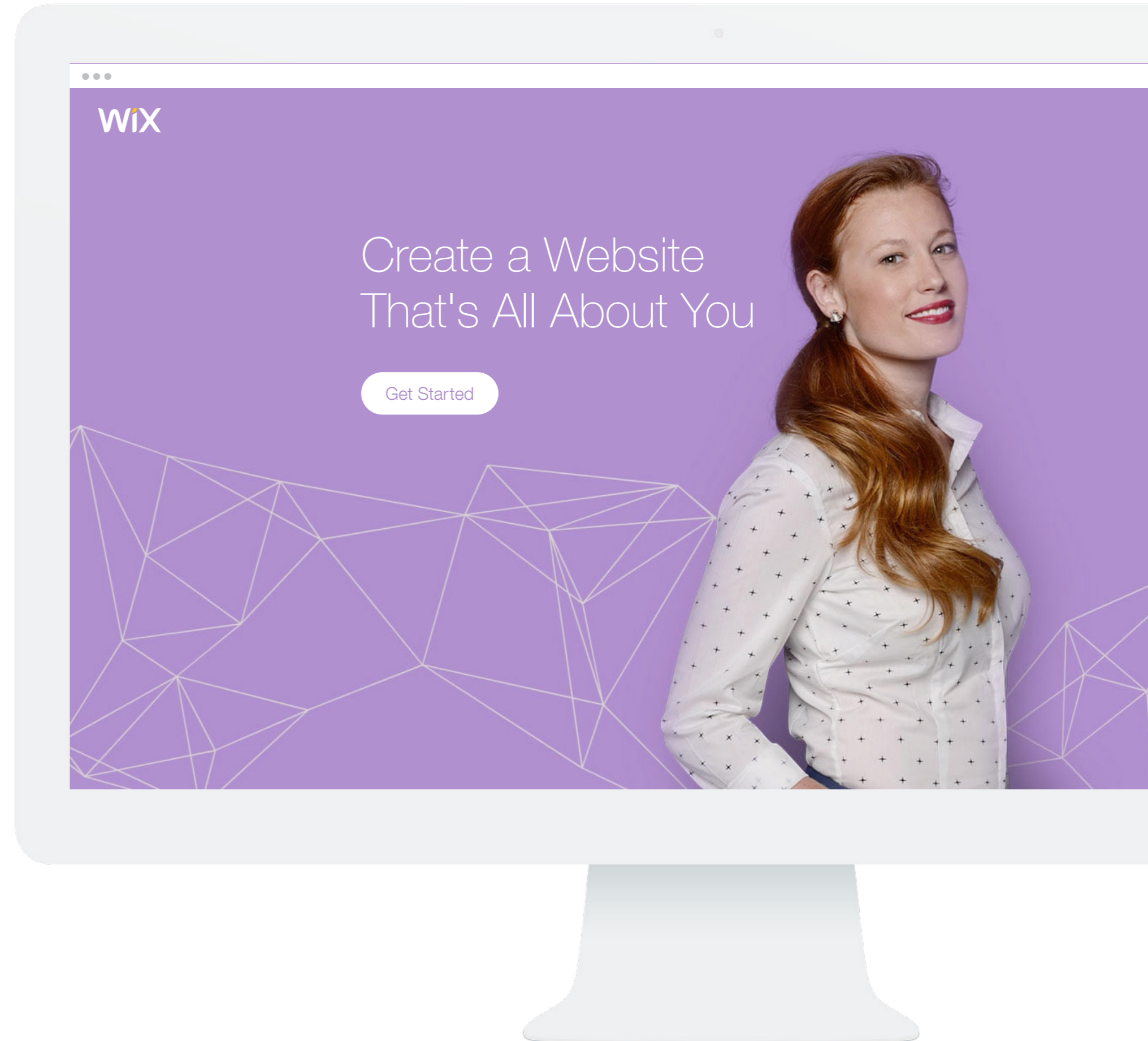


What Is a Landing Page?

Powerful Marketing Tool

A landing page is a single, highly-focused web page that people get to after clicking on a Google ad, Facebook post, email newsletter or search engine result. Its sole purpose is to drive visitors towards conversion – subscribing, purchasing, downloading, leaving their contact details or any other action that is relevant to the campaign.

Landing pages are a powerful marketing tool. They can be used to sell products online, promote an event, generate new leads for your business or collect data about your target market.



Types of Landing Pages

There are two key types of landing pages. The first is designed to generate leads and the second to generate clicks.

1. Create Leads

The goal of this type of landing page is to gather important data about a potential customer, such as their name, email, address and interests relevant to your business. Ideally, this information will help you use further marketing efforts to turn the contact into a paying customer.

Landing pages designed to generate leads will always include a contact form. To encourage visitors to complete the form, businesses will often offer giveaways such as:

eBook | Free consultation | Coupon | Free trial of product

2. Get Clicks

The goal of this kind of landing page is to get a visitor to click through to another page on your website, moving them one step down the sales funnel and one step closer to your conversion goal. This type of landing page is often used on an eCommerce website to encourage visitors to make an online purchase, but it can also inspire them to sign up for a service, register for an event or follow a blog.

Raw Home

DRINK. CLEANSE. LIVE

4 STEP JUICE CLEANSE [Start your cleanse](#)

100% FRESH & NATURAL.
I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. I'm a great place for you to tell a story and let your users know a little more about you.

[Start your cleanse](#)

DESIGNED BY NUTRITIONIST & CLEANSE SPECIALISTS.
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[Start your cleanse](#)

AWARD WINNING TASTES.
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4 DAYS 4 WAYS.
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RAW & ORGANIC PREMIUM QUALITY DELIVERED RIGHT TO YOUR DOOR

POLYSTAT Home Product About Featured Contact Demo

FAST & RELIABLE REAL-TIME DATA

↓

HOW IT WORKS

01

FAST

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. I'm a great place for you to tell a story and let your users know a little more about you.

02

SECURE

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03

EASY

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. I'm a great place for you to tell a story and let your users know a little more about you.

[TRY A DEMO](#)

Explore Subscriptions Support English Sign in

Easily Create a Stunning Online Store & Start Selling

[Get Started](#)

Everything You Need For Your Online Store

Beautiful websites, easy drag and drop, hassle-free store manager, multiple payment options & more. And it's all 100% commission-free. It's your business, so we don't take a cent of your sales.

Do It Yourself. Start with a Template

Whether you're selling jewelry, cosmetics, t-shirts, bikes or juice, we have exactly what you need to look beautiful.

[See All Templates](#)

Impress Your Buyers

Beautiful Storefront
Customize the look & feel of your store. Show off your

Understanding How Landing Pages Work

In the world of online advertising, members of your target market generally arrive on a landing page after clicking on a link from another site or search engine. The page serves as an intermediary between the original click and the potential customer's arrival to the place where you want them.

The page is designed to move these targeted visitors down your sales funnel by convincing them to take advantage of an offer that they, specifically, are likely to be interested in. Because the focus of a landing page is specific, if a member of your target market finds themselves on the page, chances are good that they will click and convert!

But...

For any landing page to be effective, it needs to be carefully constructed, designed and written.

Sound complicated? Not at all! This guide will teach you everything you need to know about how to create, promote and evaluate a landing page! Plus, Wix provides you with the perfect toolset to create a beautiful and effective landing page in under an hour.

[Create Your Own Landing Page >](#)

Why Do You Need Landing Pages?

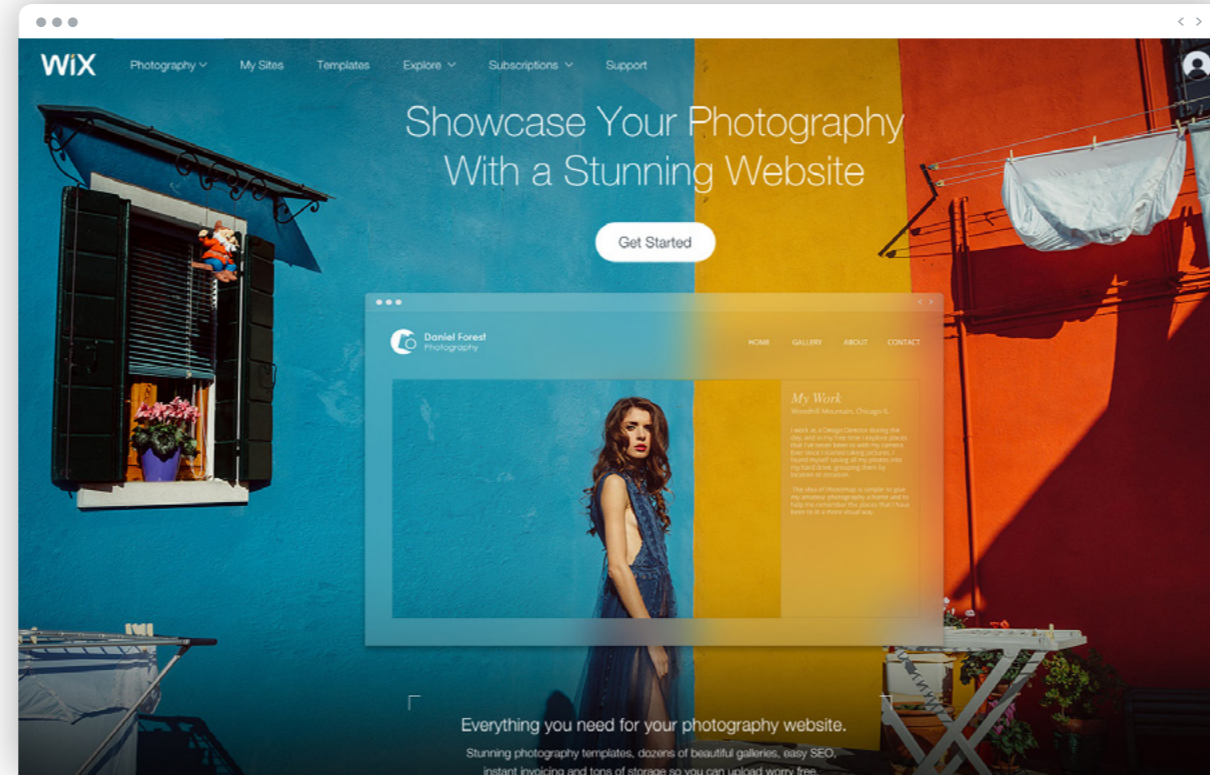
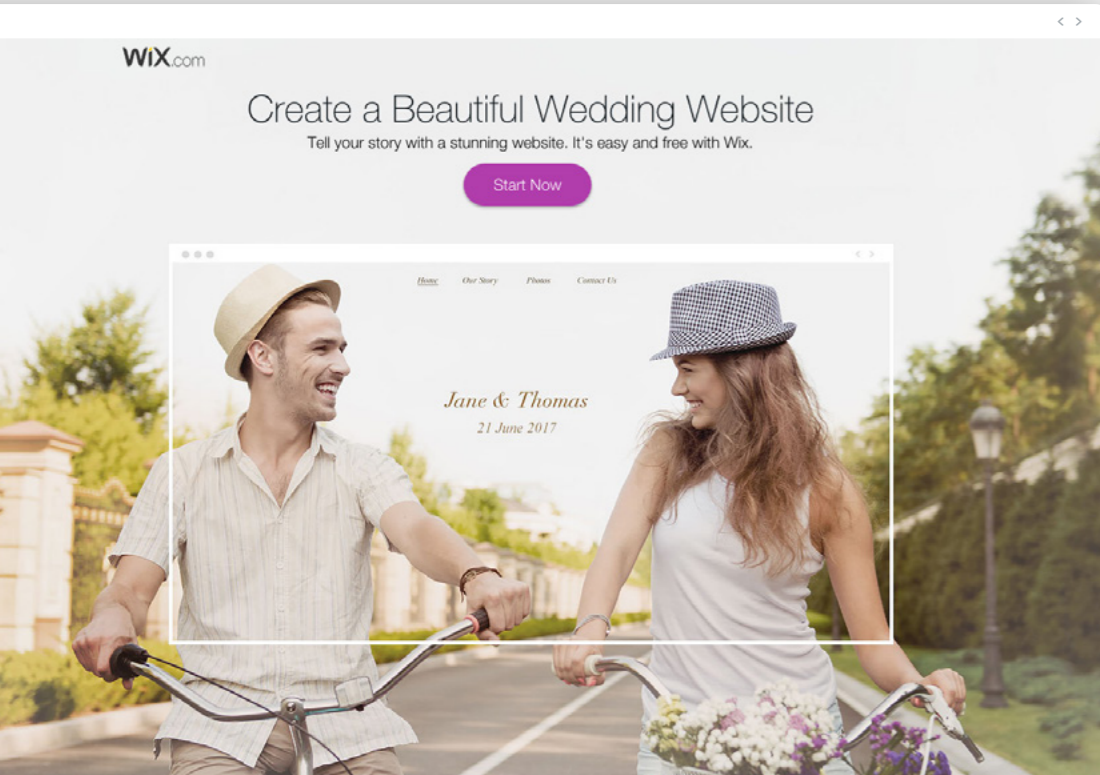
Your Attention Please

“Keeping relevant, focused, and detailed information on a single page can increase conversion by 55%”

According to Interactive Marketing Inc via HubSpot

You might be thinking: “Why would I need a landing page if I already have a business website?”. Unlike a typical website, which promotes an entire business or brand, landing pages highlight one particular product or feature and are meant to catalyze a specific action that you want your visitors to take.

A landing page helps you focus your audience’s attention on one key point – an incredible sale, a new line of products ,a contest or a service that is directed towards one sector of your target market, a contest or any similar campaign that moves beyond your routine marketing efforts.



Landing Pages Get Visitors to Click!

Sometimes known as “lead-capturing pages,” landing pages can be one of the strongest web tools to get a message out. Unlike full websites which tend to have many moving parts (about sections, product pages, checkout carts, contact pages and more), the one-page format of a landing page can be the perfect backdrop to convey a clear message.

And of course, they aim to achieve one thing in particular: **make people click.** What visitors click through to can vary, but it's usually along the lines of having people sign up for a service, buy a product or register for an event.

Focus on a Single Goal

The ultimate goal of a landing page is to make visitors click. Both the design and the text of the page need to reflect that.

A landing page has one simple message to convey; its purpose is to keep the visitor focused by promoting one desired action and explaining the benefits of performing this action.

The content and structure of the page need to focus on supporting this objective – and nothing else. The design should be simple and clean so it doesn't compete for the viewers' attention.

Common landing page goals:

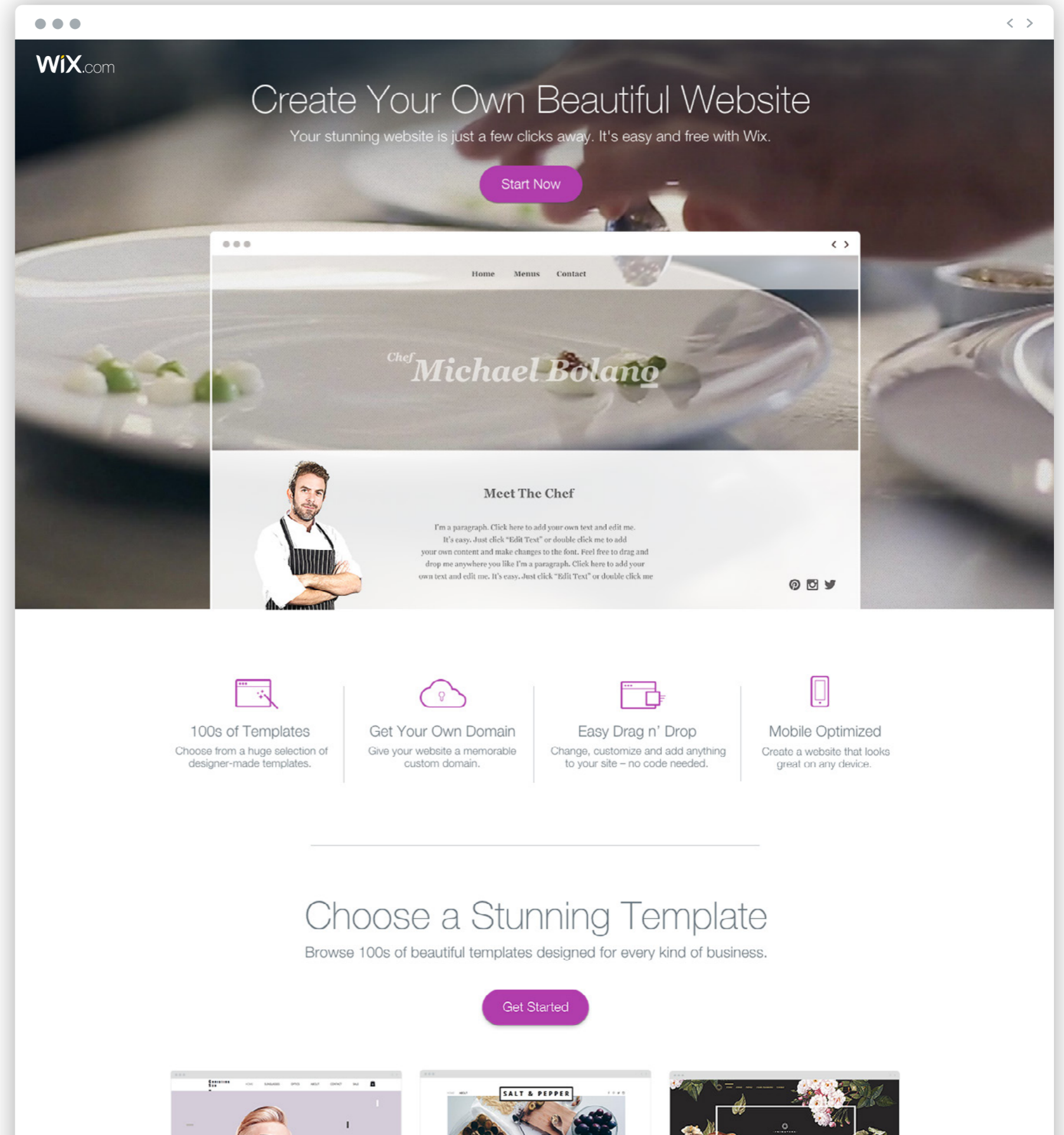
- ✓ Sell a new product or service in your online store
- ✓ Generate new leads for your mailing list
- ✓ Get people to sign up/RSVP to an event
- ✓ Promote an upcoming sale in your store
- ✓ Test a new product, service or target market

The Components of a Landing Page

One Page Only

A landing page, as its name implies, should never be more than one page long. You can divide it into separate sections but always stick to just one page and preferably not a very text-heavy one.

On your page, you will use headers, sub-headers, buttons, images and perhaps video to create a powerful and effective message. Above all else, the content and design of your page should lead your visitors where you want them and encourage them to click.



Clear Message

“You only have 8 seconds to make a compelling headline.”

According to Interactive Marketing Inc

Your landing page must immediately convey a clear message. You want to include a strong headline across the top of the page. Visitors should understand within seconds what you are offering, why it benefits them and how they can take part.

Call to Action (CTA)

“Your landing page’s Call to Action is a short phrase coupled with a button that encourages visitors to click. The goal of your CTA is to move visitors to a subsequent page with the intention of progressing them along your sales funnel. The follow-through page might be a payment or sign up form, a product shopping page, a checkout cart or a contact form.

No matter what your follow-through page is, every CTA on the Internet has a common purpose: to bring potential clients one step closer to becoming paying customers. With that in mind, make sure your CTA is clear, concise and compelling.

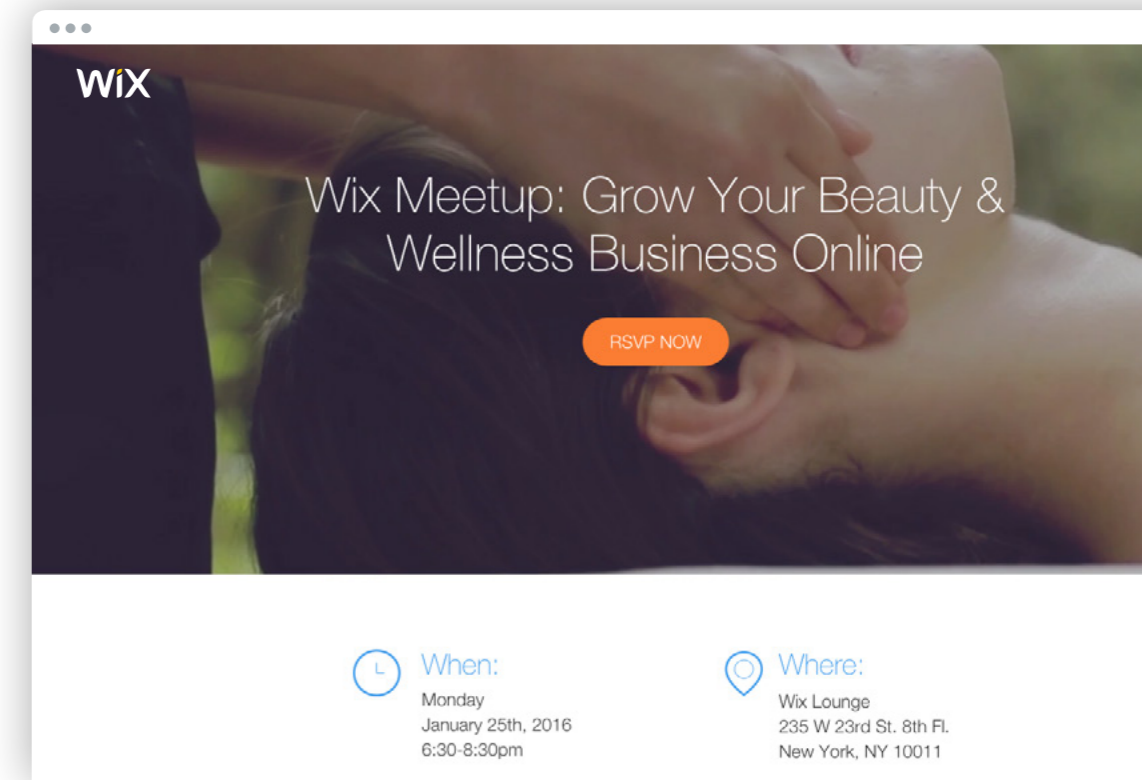
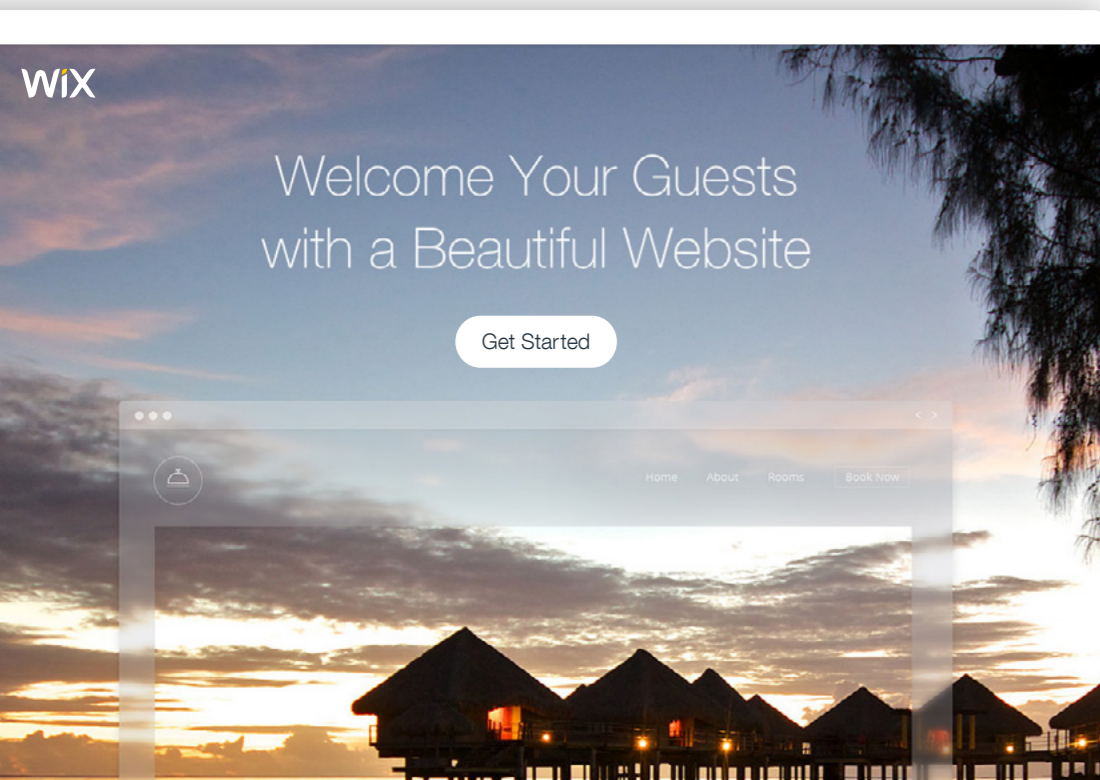
When it comes to CTAs, there’s little room for hidden messages. Though it may diverge from the typical tone of your content, a little persuasive nudge can go a long way. Use action-oriented words like “buy” “add” or “donate” in your CTA. Often, a direct or even blunt CTA is the most effective. (Just make sure to employ plenty of ‘thank you’s’ once a user has successfully progressed to the next step.)

Sample CTAs:

- ✓ Sign up!
- ✓ Check it out!
- ✓ Subscribe now
- ✓ RSVP here!
- ✓ Try it out

Visitors should immediately see your CTA when they arrive on your landing page. They should not need to scroll. A good rule of thumb is to make sure that your CTA is noticeable enough so that it's easily spotted from any point on the page, but not too flashy as to distract attention away from the rest of your content.





Buttons

Your CTA provides the text, but it's the button that offers the visual punch. Get more eyes on your CTA with buttons that act like a magnet to a person's mouse. The design of your buttons should leave no doubt that they are 100% clickable.

Choose colors that make the button stand out from the rest of the content on your page. Consider adding an interactive twist to your CTA button such as a hover effect.

Images and Video

“Using videos on landing pages can increase conversions by 86%.”

According to eyeviewdigital.com

An effective landing page should include strong, enticing and memorable visual elements. Conveying a message with text alone is extra hard in today’s market – people want to get at least half of the story through images.

Don’t overlook the power of videos, either! They are extremely engaging and can quickly explain the benefits and uses of a product or service.

Minimal Navigation

Steer clear of packing too many images, words, boxes, buttons, icons, clip art, videos and more into the small space that is a landing page. Embrace simplicity and leave lots of breathing room around elements on your screen. Blank areas on your screen known as “white space” will make your landing page easier to read and more elegant.

Keep your design and message as minimal as possible and focus on getting your visitor to click. There shouldn't be a lot of navigational choices; all points should lead to the same place - your CTA. If you give your user too many options, they're more likely to get lost and you might miss converting them!

Social Sharing Options

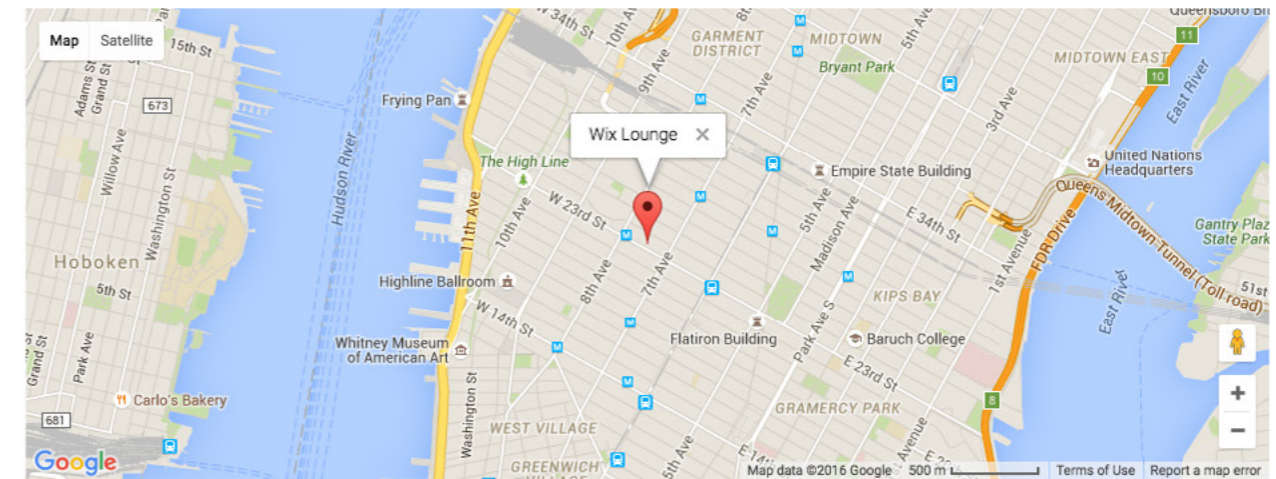
When you include social share buttons on your landing page, your visitors can help you spread the message. Why rely on your own marketing efforts alone? Share buttons can get you extra exposure when people repost your page on their own social media feeds. You should also include links to your business's social media profiles on your landing page.

Encourage visitors to “like” or “follow” you on Facebook, Pinterest and more.

Meet Wix Bookings, Your New Personal Assistant

Wix Bookings makes it easy for you to take online bookings, get paid, manage your calendar and more. Over 100,000 people have already started using Wix Bookings to grow their business.

[Find out more >](#)



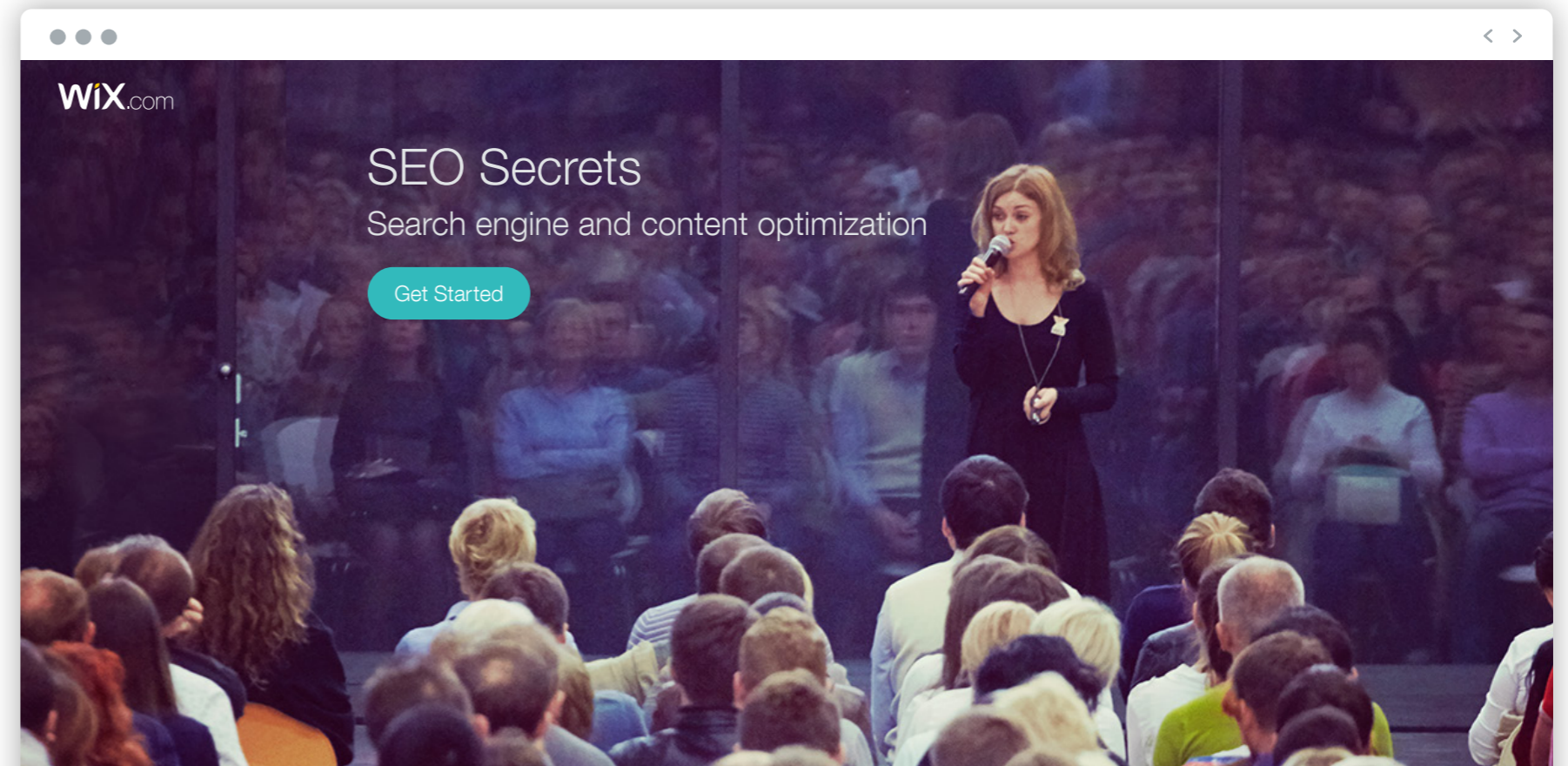
Stay in Touch



Forms

Forms help you gather valuable information about potential clients. After presenting visitors with an enticing offer like a coupon, sale or downloadable, ask them to fill out a form to participate.

Don't create a long contact form with endless fields, but try to obtain essential information that will help you convert them into paying customers. Ask only for what you need. For example, have them submit their name, email, occupation and why they are interested in your business. Remember that every visitor who fills out your contact form instantly becomes a new lead in your database!



The screenshot shows a Wix.com event page. At the top left is the Wix.com logo. The main heading is 'SEO Secrets' with the subtitle 'Search engine and content optimization'. Below this is a teal 'Get Started' button. The background image shows a woman in a black dress speaking into a microphone on a stage, with an audience seated in front of her. Below the image, there are two sections: 'When' with a clock icon, listing 'Wednesday, March 16, 2017' and '6:00-7:30pm'; and 'Where' with a location pin icon, listing 'Wix, 235 W 23rd Street' and 'New York, NY'. Below these is a 'Contact Us' form with three input fields labeled 'Name', 'Email', and 'Messege' (misspelled), and a teal 'Send' button.

Privacy Policy

If your form asks visitors for personal information, be sure to include a privacy policy on your landing page. Reassure visitors that you won't be spamming their inboxes or selling their contact details over the Internet.

Thank You Page or Email

Remember to say thanks! Once a visitor has completed your Call to Action, filled out your contact form, made a purchase or signed up for your newsletter, be sure to say thank you!

Wix makes it easy to send out [Automated Emails](#) to every visitor who takes a specific action.

Thank You for Signing Up


We'll get back to you shortly.



235 W 23rd St,
New York, NY 10011

Share Via:



Check out my website 

 Created with Wix ShoutOut Love It? [Try it! It's Free.](#)

How to Design a Landing Page



Mirit Ben-Or

Team Leader at Wix's Marketing Studio

To help give you the best possible tips for designing a landing page, we spoke at length with design expert Mirit Ben-Or, Team Leader at Wix's Marketing Studio. She has been working as a professional designer since 2010 and oversees the design of Wix's social media posts, banners and landing pages.

First Steps in Designing a Stunning Landing Page

Before you start the design of your landing page, make sure you have gathered all the information you need to create the page. This includes:

- ✓ Your message and goal
- ✓ Designated target market
- ✓ One, measurable CTA
- ✓ Complete content for page
- ✓ Logo
- ✓ Exact brand or company colors and fonts, if applicable

Once you have all of those elements, Ben-Or recommends starting the design process by choosing a single, stunning image for the top-most fold of the page. Known as the header, this fold is the first thing your visitors will see on the page. Because visitors spend a very short amount of time on a landing page, you have to capture their attention at first glance!



“Look for a visual that expresses the key goal of the landing page in the simplest and most beautiful way, and in a way that will make the visitor want to stay on the page and keep on scrolling.”

Organizing the Layout of Your Landing Page

Your landing page will be divided into several folds or horizontal sections. The top fold is called the “header” and the final fold is called the “footer.” There is no golden rule about how many folds your landing page should have. In short, it depends on how much information you want to share with your visitors. A longer page with many folds will allow you to tell a compelling story, but you can risk losing readers if you have too much information.

Each fold on the page should include brief text (about 20-30 words), a strong visual element, a CTA and a clickable button. Choose an image (or video) for each fold that supports and helps to explain the corresponding text.

If you have a form to include on your landing page, put it high enough up on the page so users won’t miss it, but not in the first fold. You need to “sell” your message before you ask visitors to give you something in return by completing the form.

If your business has a physical location, you can help visitors find you by placing your contact information or a map in the page’s footer.

The All-Important Header

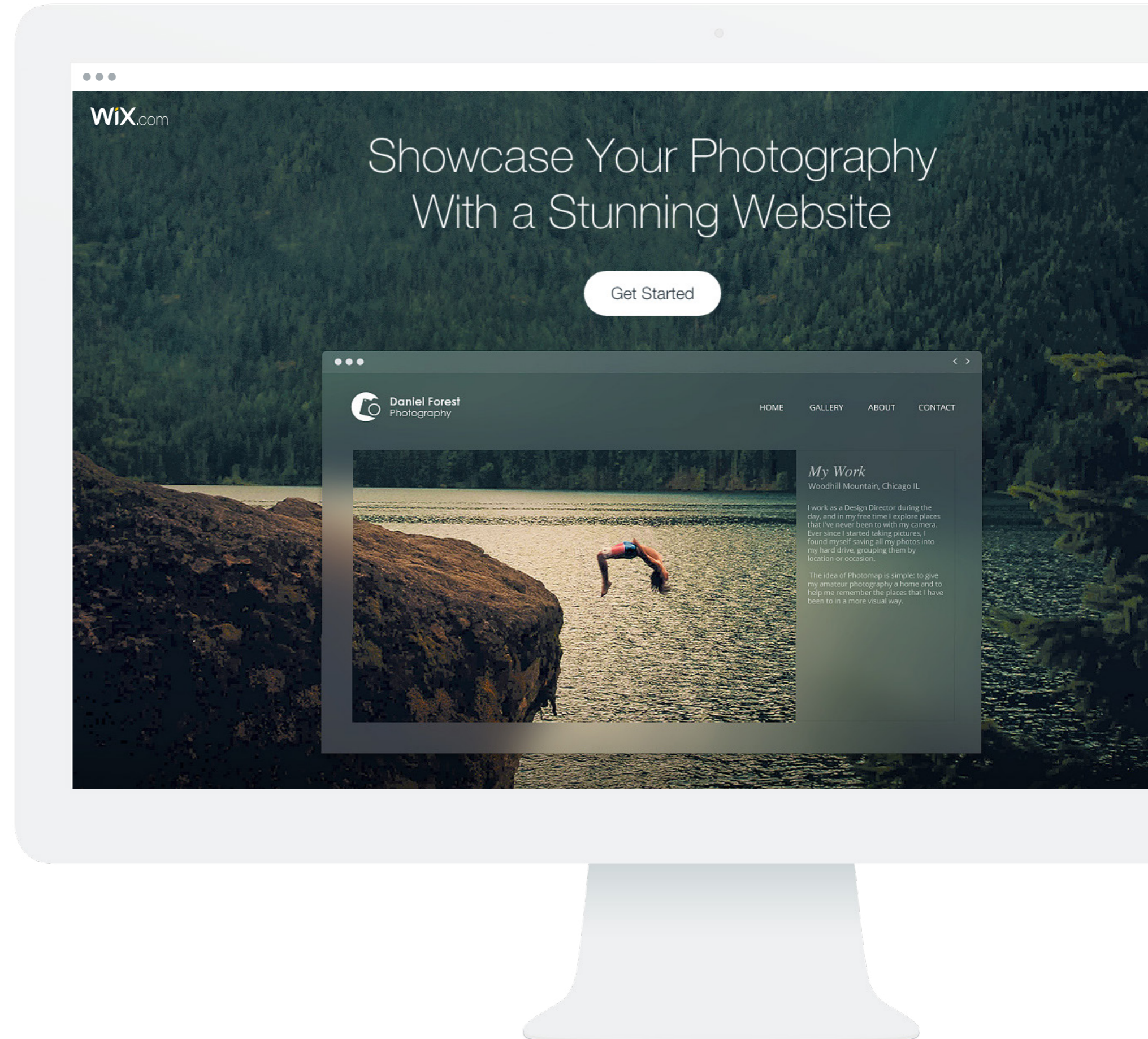
Your header is by far the most important part of your landing page. It's the first thing your visitors will see and it will single-handedly determine whether or not they stick around. Users need to immediately understand what you are offering them and how they stand to benefit.

Your headline text should be straightforward, compelling and brief. Ben-Or suggests keeping it to 11 words or less.

Your image should clearly display your product or service.

At Wix, we use a header image that showcases a website or someone building a website.

Your headline, CTA and a clickable button must be visible above the fold so visitors don't have to scroll to get started, regardless of which device they are using. Ben-Or recommends that your first fold be 650 pixels in height. Make sure the button is clearly visible, above the fold and in a color that makes it pop out from the background.



Choosing Images

“I’ll never compromise on how the visual looks. If a picture looks even a little bit outdated, I’ll never use it.”

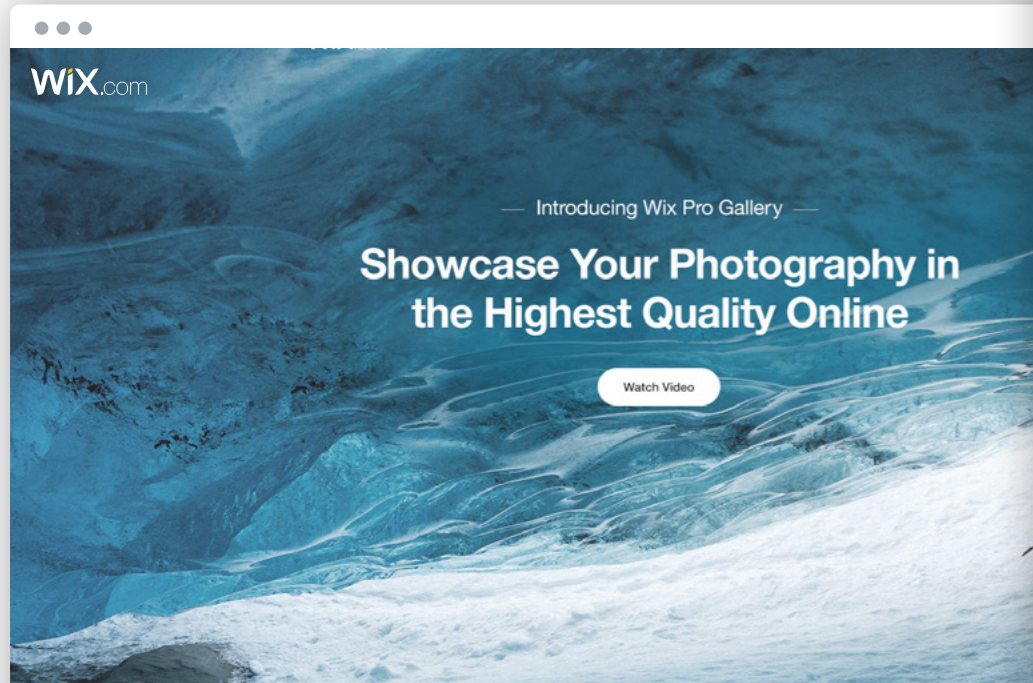
A successful landing page relies upon strong visual elements to deliver its message. Images can convey meaning, emotion and branding far more quickly than text and when it comes to landing pages, you only have a few seconds to get your visitor’s attention.

To engage visitors, try to find an image that tells a story and connects to the text. As Ben-Or says, “Your visual should support your text and your text should support your visual. They work together.” If you use a picture of a person, choose a photo where the person looks welcoming, friendly and authentic. Go for real pictures over stock photos whenever possible!

When selecting images for your landing page, look for inspiration both in your field and across the web. Ben-Or recommends checking out your competitors as well as design inspiration websites like [Dribbble](#), [Behance](#), [Pinterest](#), [siteInspire](#). You can find a list of [sites for inspiration](#) at the end of this eBook.

Remember to use images that are in line with the overall branding of your business. Stay on top of current trends in web design to make sure you choose images that are fresh and up-to-date, because “even people who aren’t design or tech-savvy will instinctually recognize a site that is outdated.”

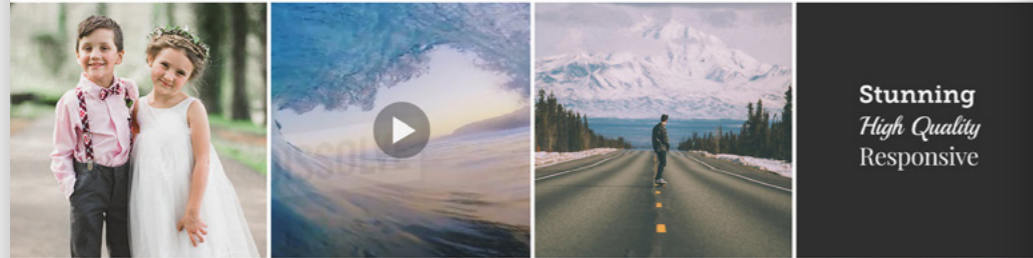
As for finding just the right image for your header, Ben-Or says that you have to rely a bit on your gut. “When I find the right image, I know right away.”



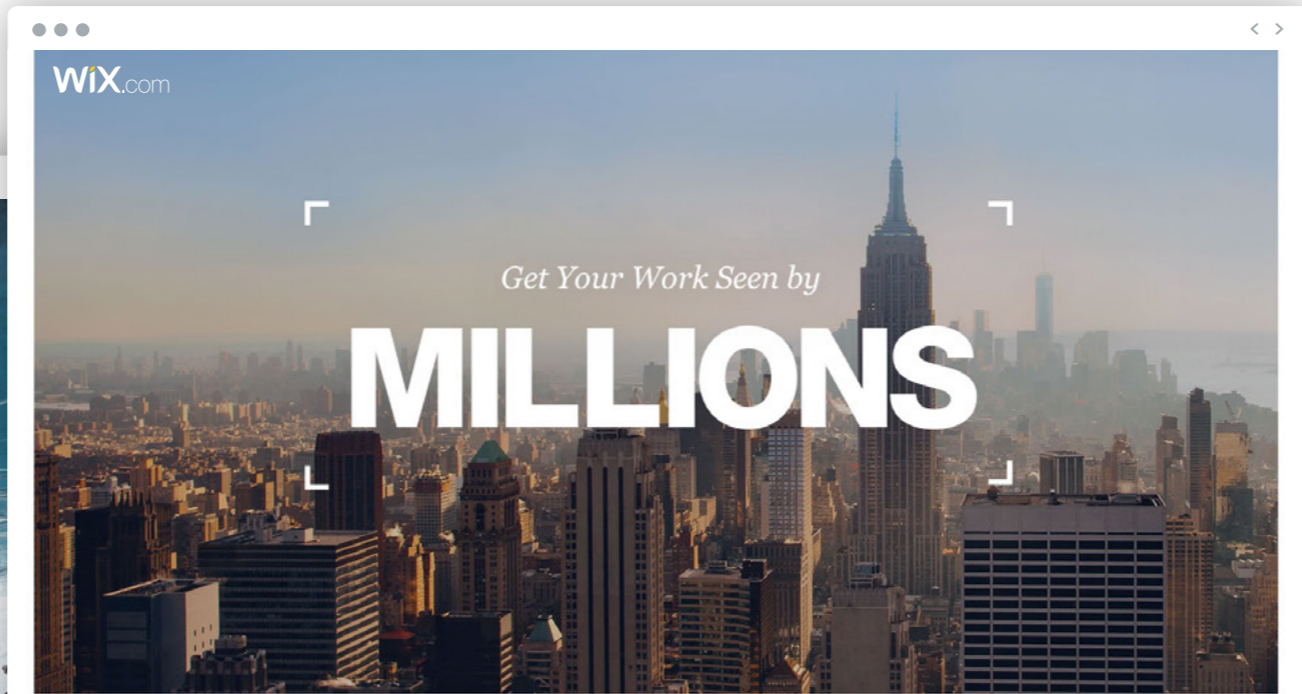
The Most Professional Gallery on the Web

Create your gallery exactly the way you want and look stunning on every device. Advanced image settings. Fully-responsive. Auto-play videos. Colorful text boxes. And so much more.

Add Wix Pro Gallery



Stunning High Quality Responsive



Shoot the Cover

Submit your Wix portfolio website. Win the chance to shoot the cover of Brides or Condé Nast Traveler, or assist a celebrity photographer for Vanity Fair.

Submit Your Portfolio

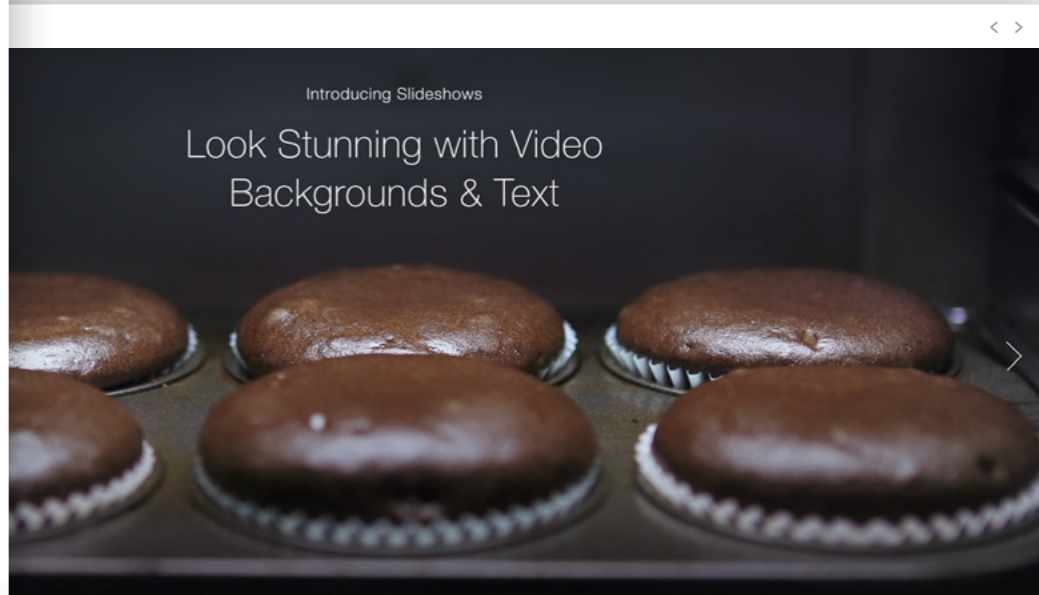
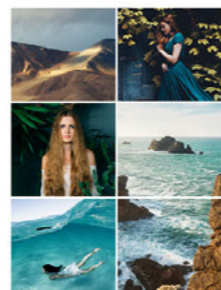
BRIDES CONDE NAST Traveler VANITY FAIR

Submit Now

How It Works

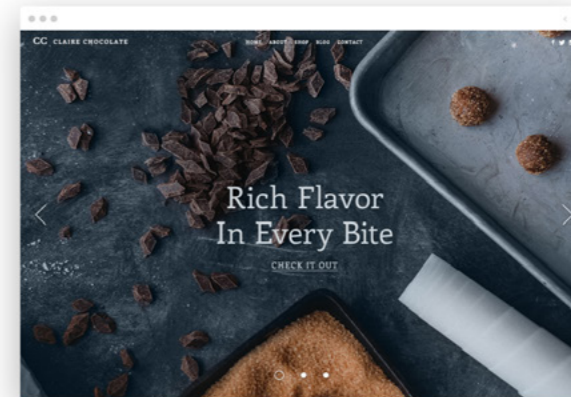
1

Submit Your Wix Portfolio
Submit your Wix portfolio website. Show off your best work and share with everyone you know.



Make an Impact with a Full-Width Slideshow

Introduce your business, show off your latest creations and announce exciting news. With a full width slideshow, you're sure to leave a lasting impression.



Deliver Big News with a Box Slideshow

Try a box slideshow to promote upcoming events, sales and specials. Or add testimonials to show off what your customers are saying about you.



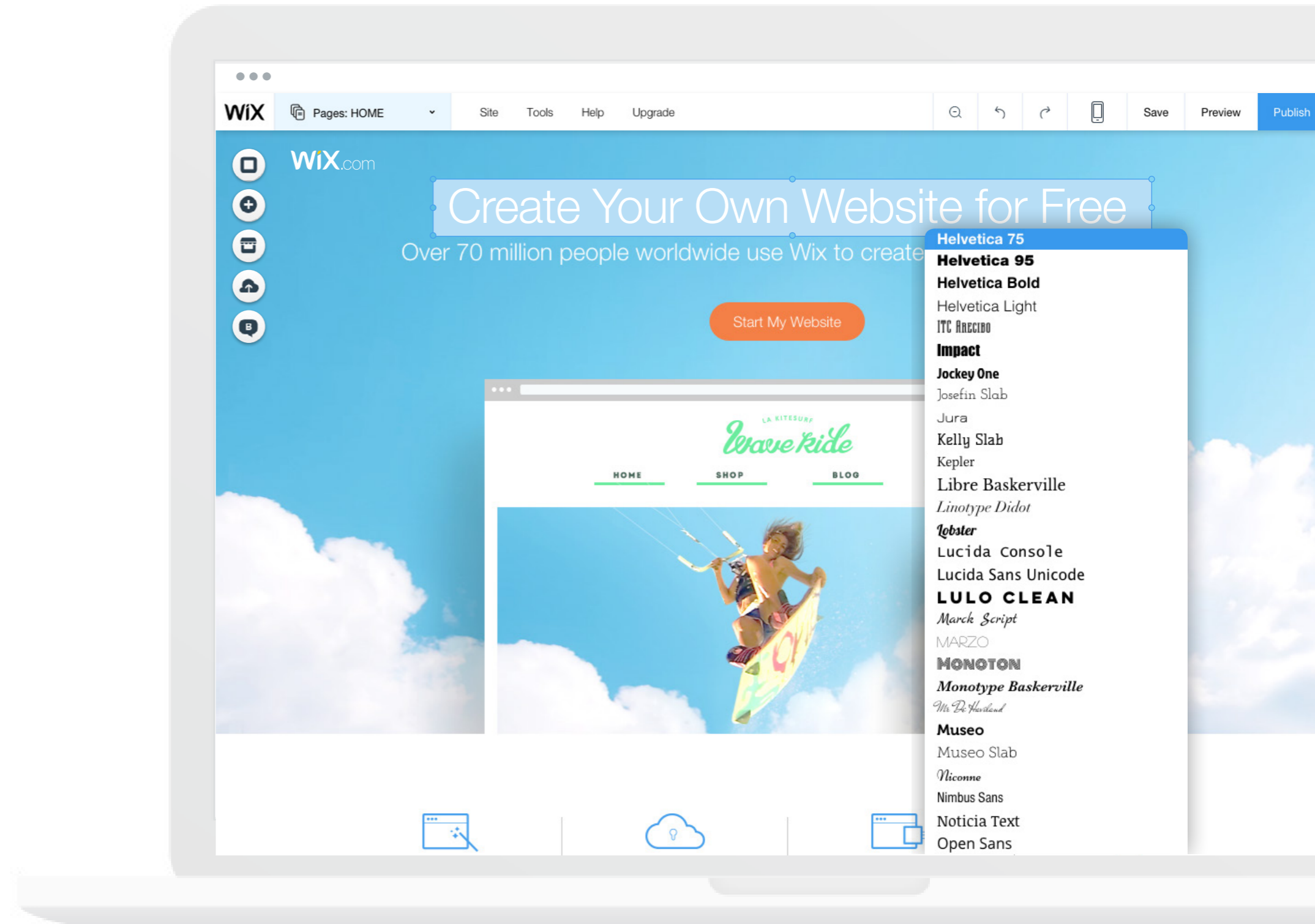
Finding Fonts

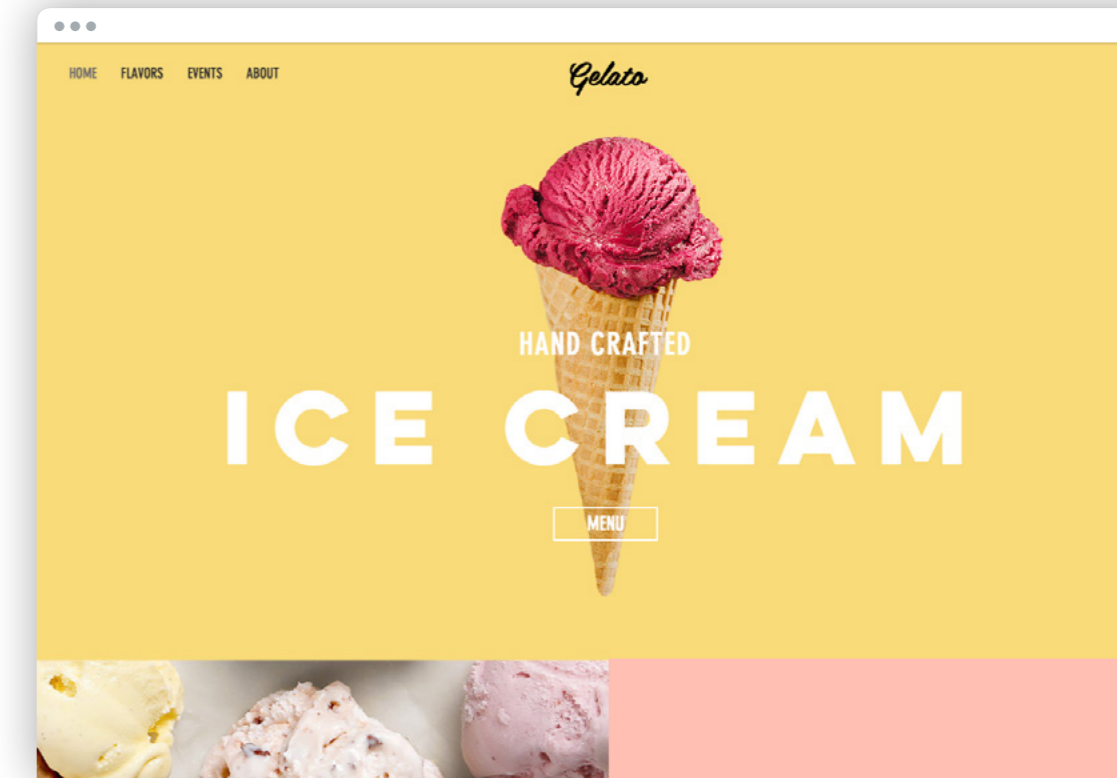
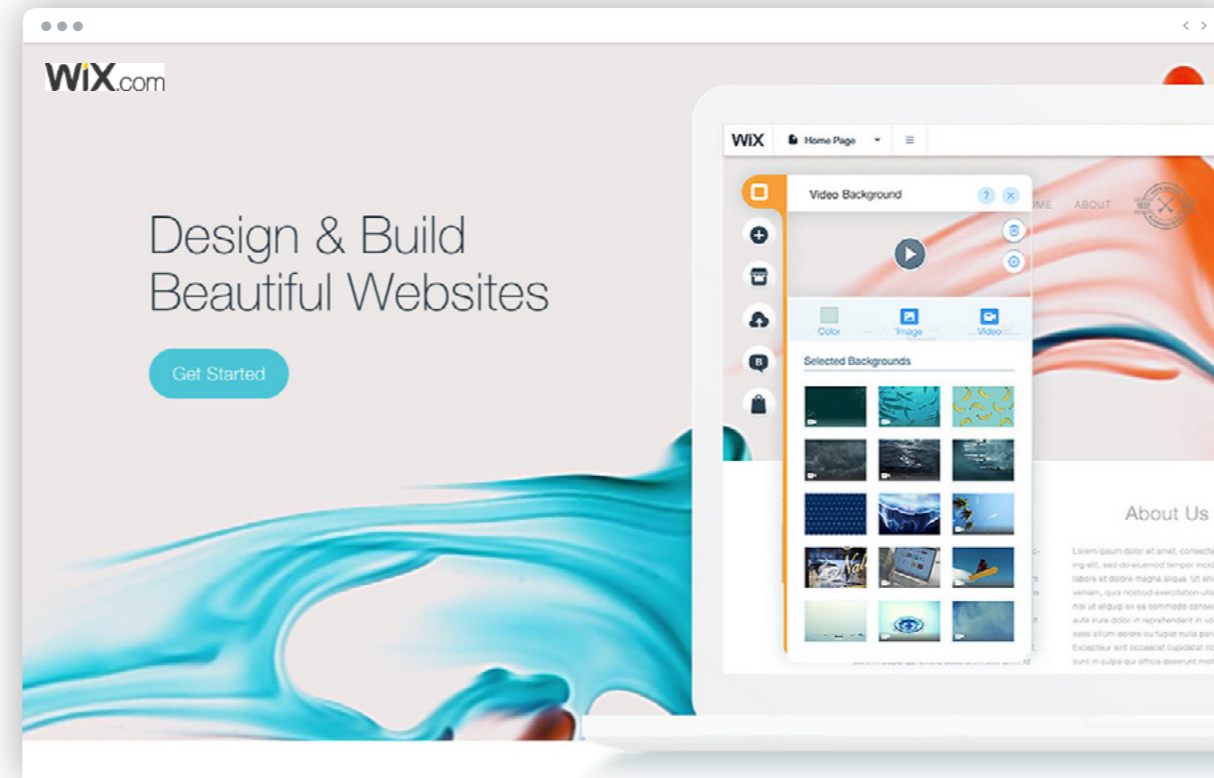
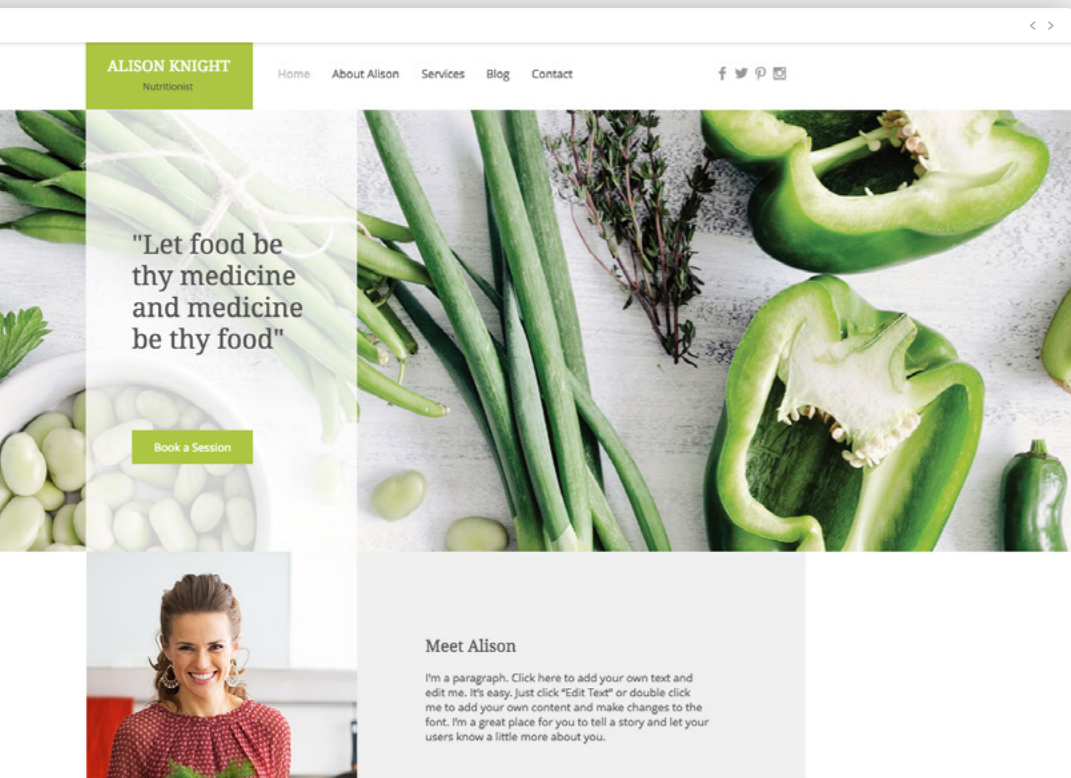
“When it comes to choosing a font, the most important thing is that it’s easy to read.”

Just as you want your image to instantly convey a message, your carefully chosen words must be immediately accessible to visitors.

Choose easy-to-read fonts and steer clear of cursive or artsy, bubble letters

You also want to be consistent. Choose fonts that match your branding, website and other marketing materials and never use more than 2 or 3 fonts on a landing page.





Picking Colors

When it comes to colors, you should also keep your branding in mind. Match your logo and website. If you're starting from scratch, use colors that are vibrant and convey the feeling of your business. Work with contrasting colors so important elements like your CTA and button stand out. For example, if your main image has a blue background, try adding a button that is orange.

Writing Content with Design in Mind

“Less is more when it comes to the text.”

Designers like to keep content to a minimum. When it comes to your landing pages, this is sage advice. While you need enough content to tell users exactly what you are offering and how they can benefit, you don't need to go into details on a landing page.

Hone in on what you really want to say. Your message should be immediately clear. You can go wild with design, but keep the content short and to the point.

Your top fold should include a headline with just a few words. Don't use words that are difficult to understand or too technical. Instead, write the way you would speak to your customers. The other folds should also have a brief headline and, if needed, a short explanatory paragraph of up to 30 words. Place a CTA and clickable button in every fold.

How Long Should Your Landing Page Be?

The length of your page may vary among different versions of your landing page. Consider how much information you need to provide your visitors at this stage, before they have completed the Call to Action. Other information can always be given afterwards, once a potential client has signed up, made a purchase or given you a call.

How in depth should you go? It depends on your audience. Will your typical clients look for details, scroll down and read more text? Or will they respond better if you keep it short and simple? Every word, image and element on your screen should have a purpose and should encourage visitors to click!

The core question to ask yourself is:
Will including this information on my landing page help me achieve my goal?

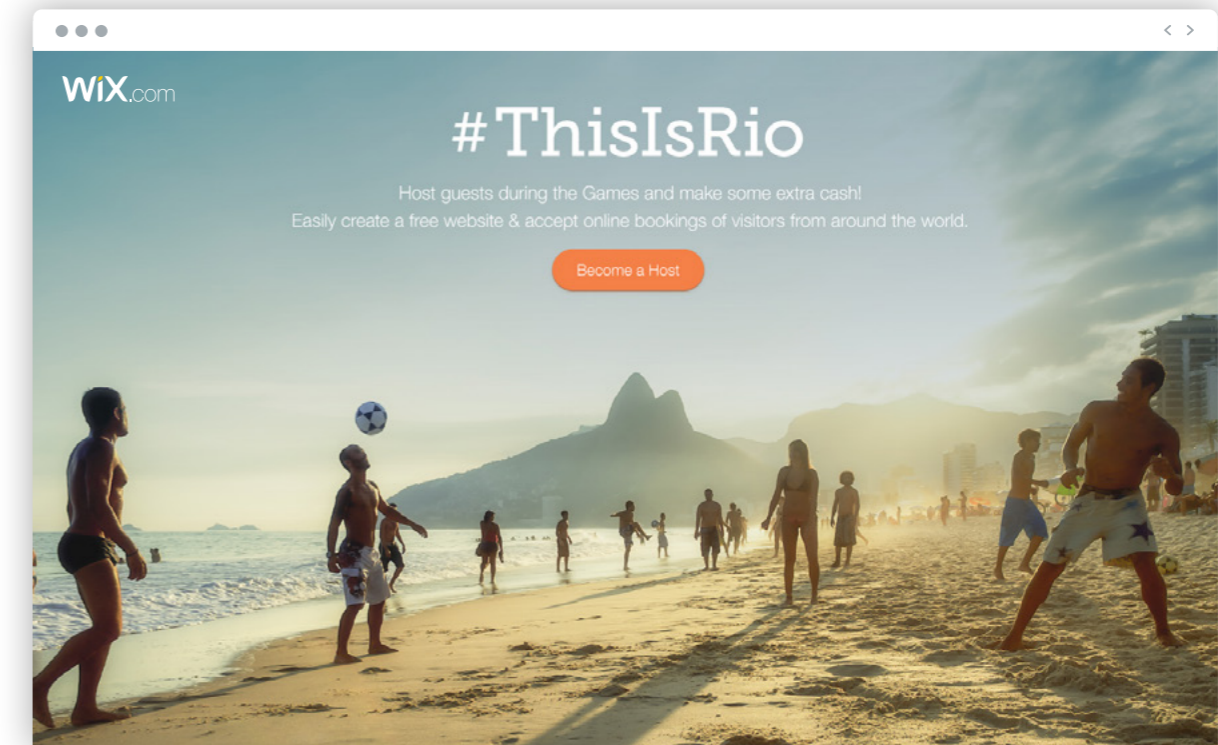
Design Tricks to Help You Convert

“If I choose an image of nature or with mountains, then I’ll usually put the text in the sky, with the mountaintops pointing towards the text. I recommend putting text on a solid background so there’s no way that a visitor can miss it.”

When designing your landing page, it helps to understand how visitors’ eyes will move across your page. Then, you can arrange the text and images in a way that leads readers straight to your CTA!

Choose a main visual element that both supports and attracts attention to your text. For example, if your image shows a person whose eyes are looking towards the text on the page, a visitor will naturally be drawn to that text. If you place text on top of an image, make sure the font color contrasts well with the background.

Another way to bring attention to your CTA or to a specific object on your page is to organize objects around that element.



To encourage your visitors to keep scrolling down, make sure that a small section of the next fold is always visible. That way, they’ll be curious to see what’s next on the page. You can also place an arrow inviting them to move lower down the page.

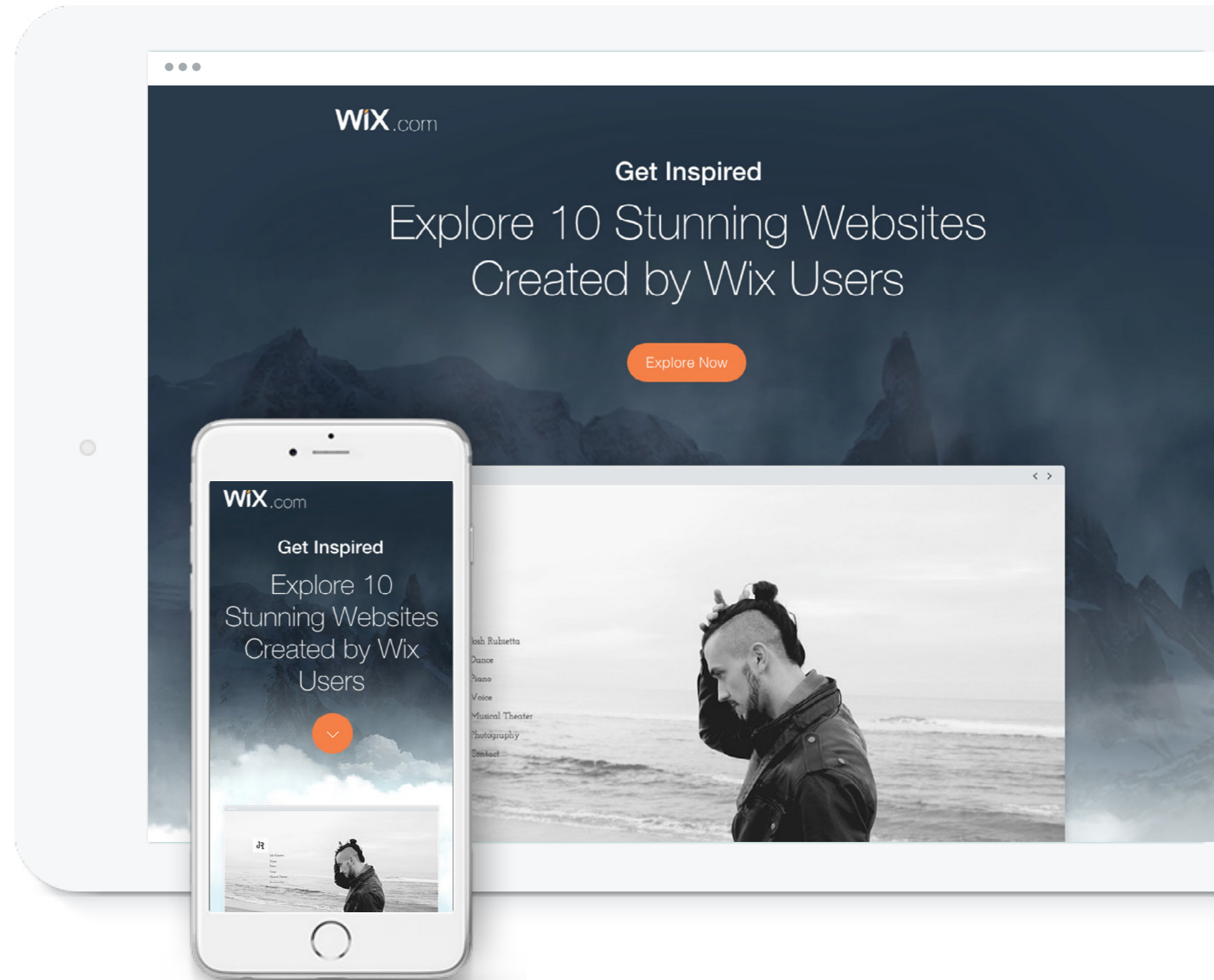
With Wix, you can make the arrows clickable by adding an anchor. When a visitor clicks on the arrow, they will be taken directly to the next fold, without having to scroll at all.

Designing for Mobile

Your landing page will look different on mobile devices than it does on a desktop computer. Use the Wix mobile editor to optimize the mobile version of your page.

Remember that people using their phones have even shorter attention spans than desktop users. Your CTA and button need to be front and center, visible without your visitor needing to scroll.

On your mobile site, objects and page elements should be arranged vertically, one on top of another, and your design should not be more than 320 pixels wide.



Performing QA before You Go Live

Once you've completed your landing page and created a design that you feel is both stunning and clear, you want to spend some time doing "QA" or Quality Assurance. In other words, you want to make sure you've dotted all your i's and crossed all your t's.

Check how your landing page looks on a variety of screen sizes and devices. You don't know where your users will be coming from and you want to make sure they'll be impressed from any device! Next, check that all of the links work. If someone clicks on your CTA button and nothing happens, you've lost them! For those with a contact form, fill in your name and make sure you see it in your back office or on your mobile device.

Creating Several Versions of Your Landing Page

To optimize your chances of launching a successful campaign with your landing page, you'll want to make several versions of the page. Change just one aspect of the design or text on each version. Even the smallest change can significantly impact your results.

Ben-Or recommends making the changes in your header. Duplicate your landing page and then try changing the main image or using an alternative choice of wording in the main headline. Later on, in the chapter called "[Measuring the Performance of Your Landing Page](#)", we'll explain how you can test these different versions to get the best results.

Additional Tips

- ✓ Take time to look at your competitors' websites and landing pages. Discover what's popular in terms of fonts, button sizes and more.
- ✓ Make sure your site looks modern. If a page looks outdated, visitors will navigate away. People can immediately identify websites that look old and out of style.
- ✓ Don't take it personally if your landing page isn't successful. Sometimes you create a page that is really beautiful but doesn't convert well. You can always tweak your page and try again!

[Create Your Own Landing Page >](#)

Best Practices for Building a Good Landing Page

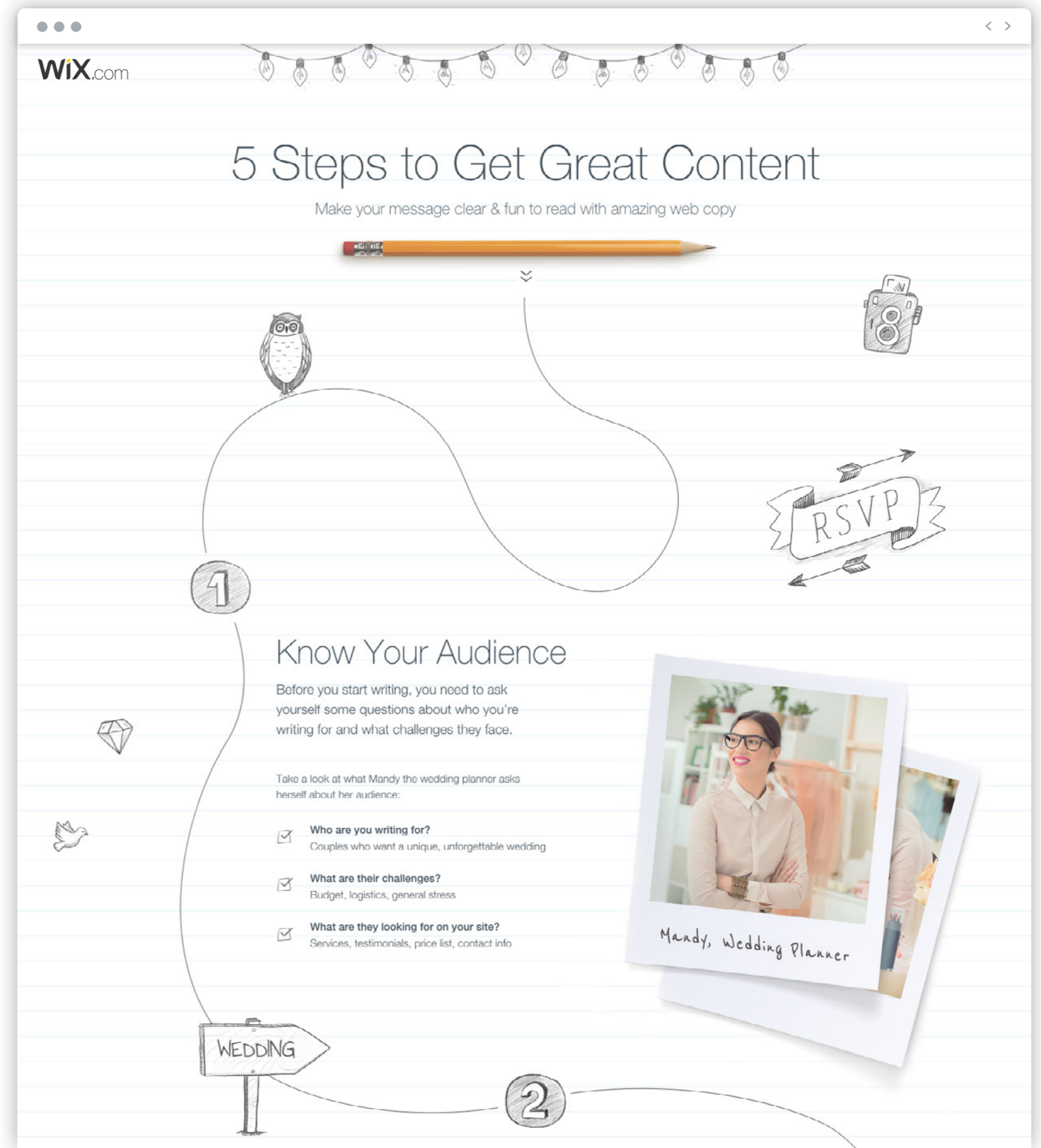
Design with Direction: Implement a Strategic Design Hierarchy

A great landing page will direct visitors' attention to where you want it. To use design to convey your message, consider how the human eye moves across the screen and how the brain processes information. Colors, images, fonts and the size of objects and text all impact how users view the content on your site.

Use a layout that naturally guides visitors to your CTA. Remember that bullets, numbering and short phrases can all help you convey your message quickly. As an example, note how this cute landing page uses a clear guiding scheme to show you where to look.

[Visit Page >](#)

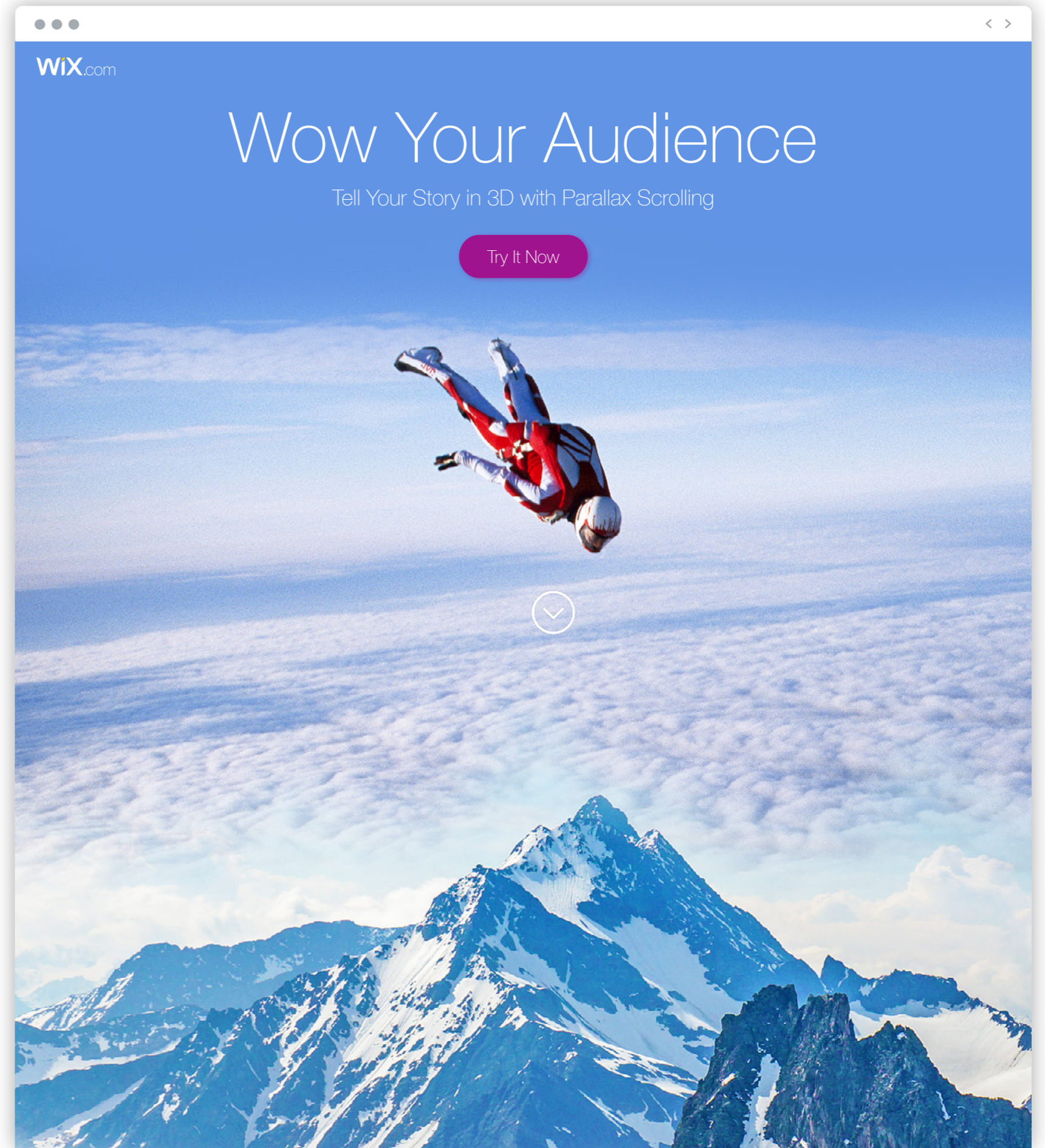
Learn more about designing a landing page in the previous chapter, [How to Design a Landing Page](#), where we consulted with Mirit Ben-Or, Team Leader of the Wix Marketing Studio.



Design to Wow

Landing pages are a bit like love at first sight. Your visitors need to feel the desire to 'click' right away — otherwise, they are unlikely to stick around. A spectacular image or a video background can make a huge splash and are often the most effective tools to guarantee that killer first impression. Here's a great example of a landing page packed with powerful visuals.

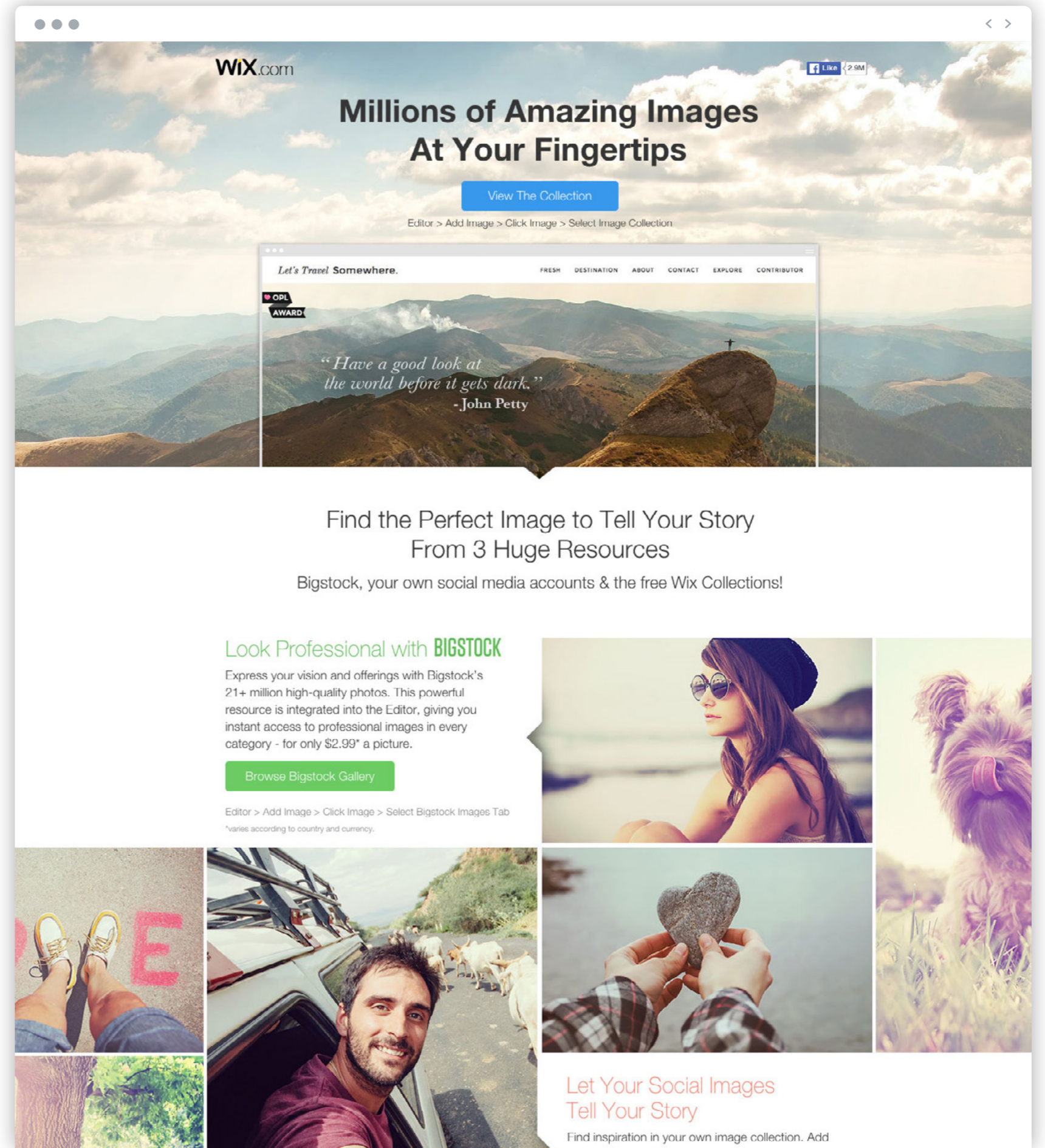
[Visit Page >](#)



Write Great Copy

To instantly grab your visitors' attention, you'll need great text for your landing page. Landing pages shouldn't have a lot of content, so choose your words carefully. The text can have a significant impact on the success of the page. This page is a great example. The text creates a sense of excitement and possibility while at the same time keeps the focus on the reader's own experience.

[Visit Page >](#)

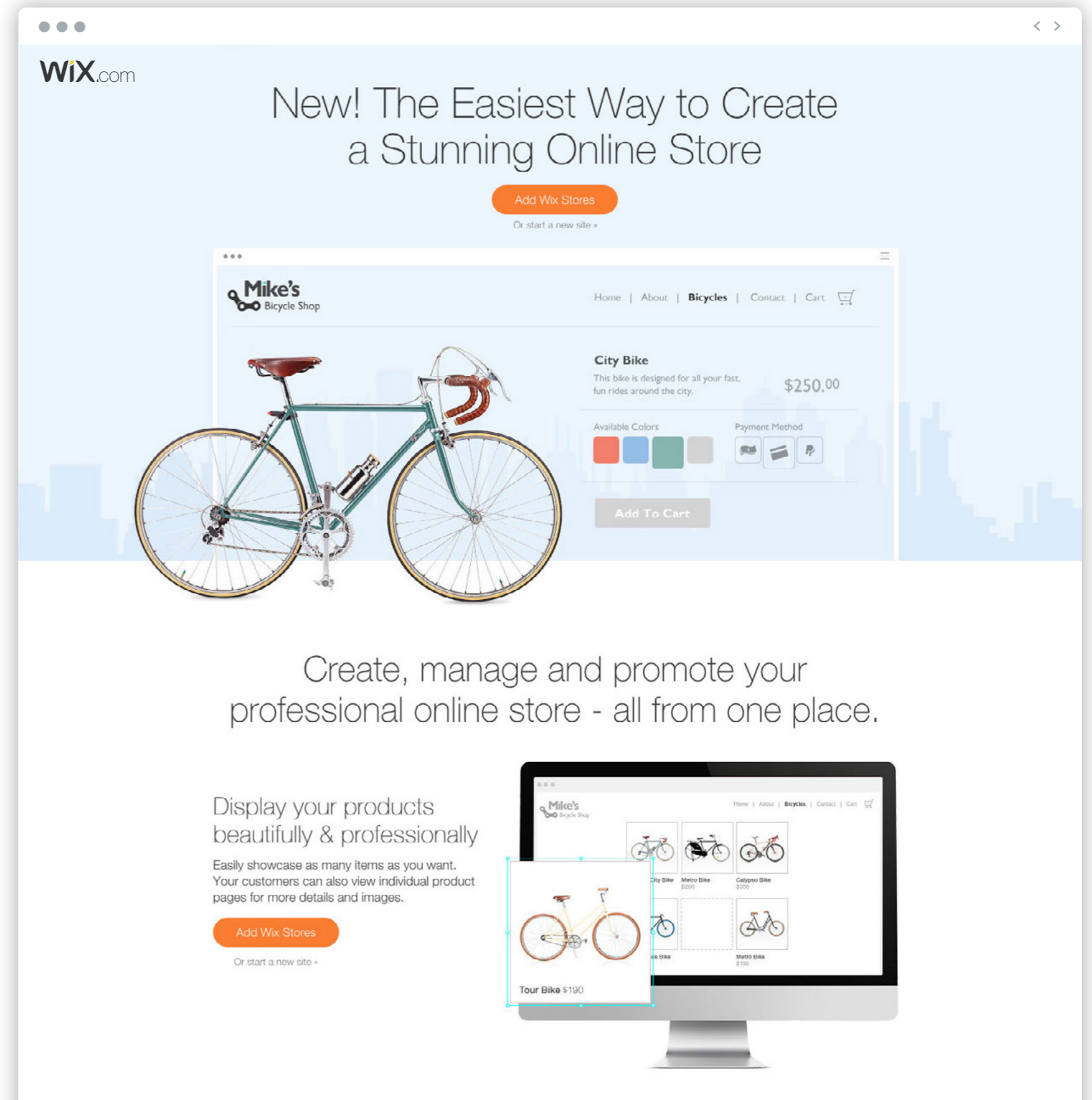


Highlight the Value Proposition

You're asking your visitors to do something for you – buy, subscribe, download, register, etc. – but are you doing a good job at explaining what they get in return? To entice your visitors to take action, you need to clearly explain how they can benefit from what you are offering. What added value will they receive from joining your newsletter or purchasing from your online store? Put yourself in your visitors' position and think about what they will find the most compelling.

As an example, check out this landing page promoting the Wix eCommerce platform. It was created to send an explicit message – Wix has everything you need to easily build and manage your online store. Clear, to the point and valuable for those who see it.

[Visit Page >](#)



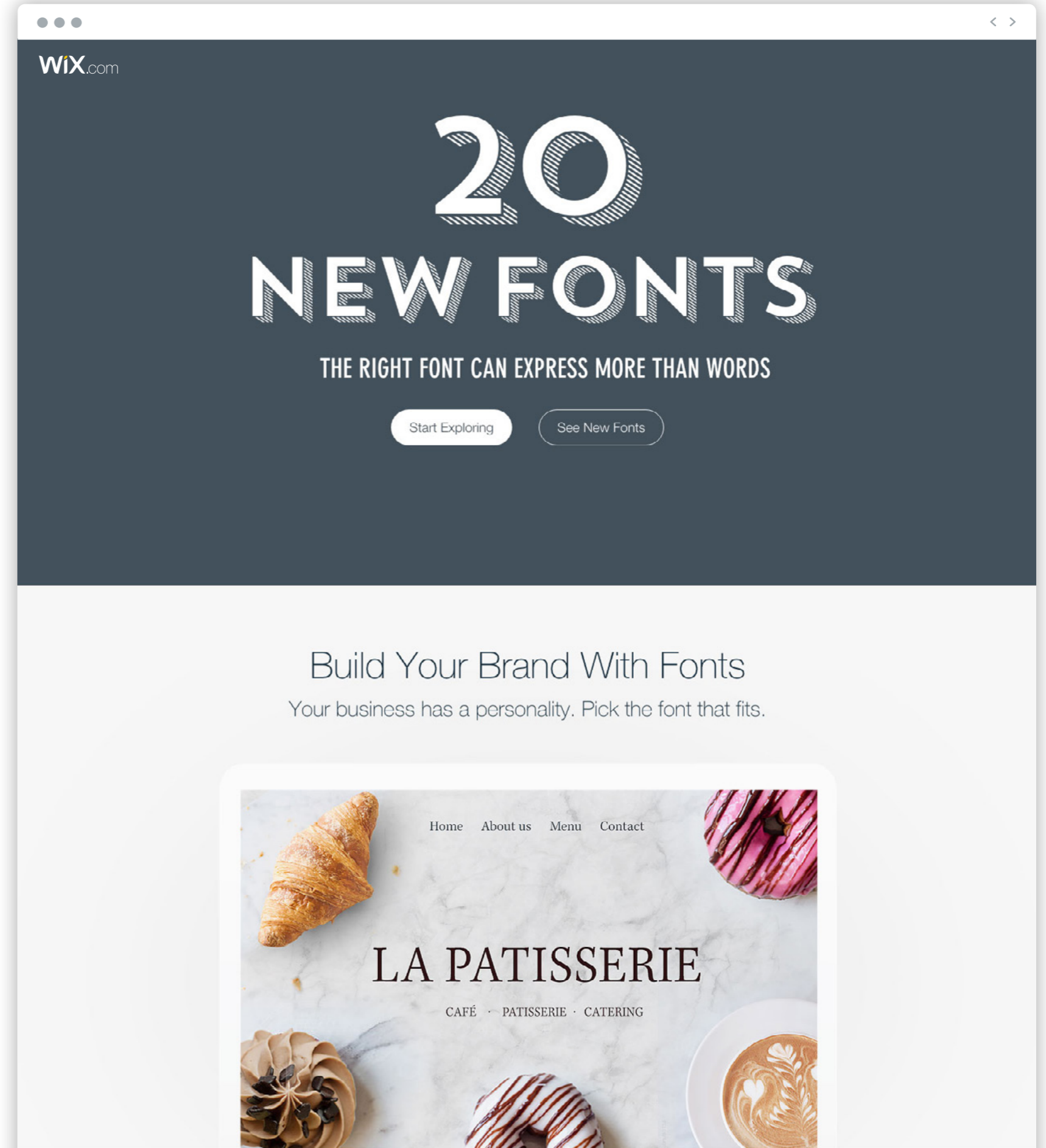
The image shows a screenshot of a Wix landing page for 'Mike's Bicycle Shop'. The page features a large header with the text 'New! The Easiest Way to Create a Stunning Online Store' and a prominent orange 'Add Wix Stores' button. Below this, a smaller screenshot displays a product page for a 'City Bike' priced at \$250.00, with options for color and payment method. The main body of the page contains the text 'Create, manage and promote your professional online store - all from one place.' and another 'Add Wix Stores' button. To the right, a computer monitor displays a grid of various bicycle products, including a 'Tour Bike' for \$190. The Wix.com logo is visible in the top left corner of the browser window.

Go for the Hard Sell

There's no time for innuendos and subtleties. Landing pages are designed to help you get quick results, so embrace the hard sell technique. Be direct, but not aggressive.

This landing page is a great example. Wix used it to announce new fonts in the Editor. The landing page shows how the fonts can strengthen an entire site's brand and turn a casual announcement into a game changer. Notice the two clear CTAs in the top fold — Start Exploring and See New Fonts. Both of them are meant to get new customers to start using Wix.

[Visit Page >](#)



Stick to Your Brand

Your landing page will be the very first time that many visitors are exposed to your business, so make sure the page accurately reflects your brand. The tone, colors, fonts and text should all be in line with the messaging and style that you use on your website and in other marketing materials; a customer familiar with your business should immediately recognize your brand, whether because of your logo, colors, fonts or the language used. A well-designed landing page helps establish your business as professional and trustworthy.

Don't Settle for Just One...

“Companies with 40+ landing pages get 12 times more leads than those with 5 or less.”

According to [hubspot.com](https://www.hubspot.com)

Ideally, you want to create dozens of landing pages each year. Every time you hold a sale, launch a new product or begin a new marketing campaign, create a dedicated landing page to support your efforts. In order to create many landing pages, however, you want to keep it simple.

With Wix, you can create landing pages in less than an hour, without knowing any code at all.

[Check out our templates >](#)

How to Promote a Landing Page



Shani More

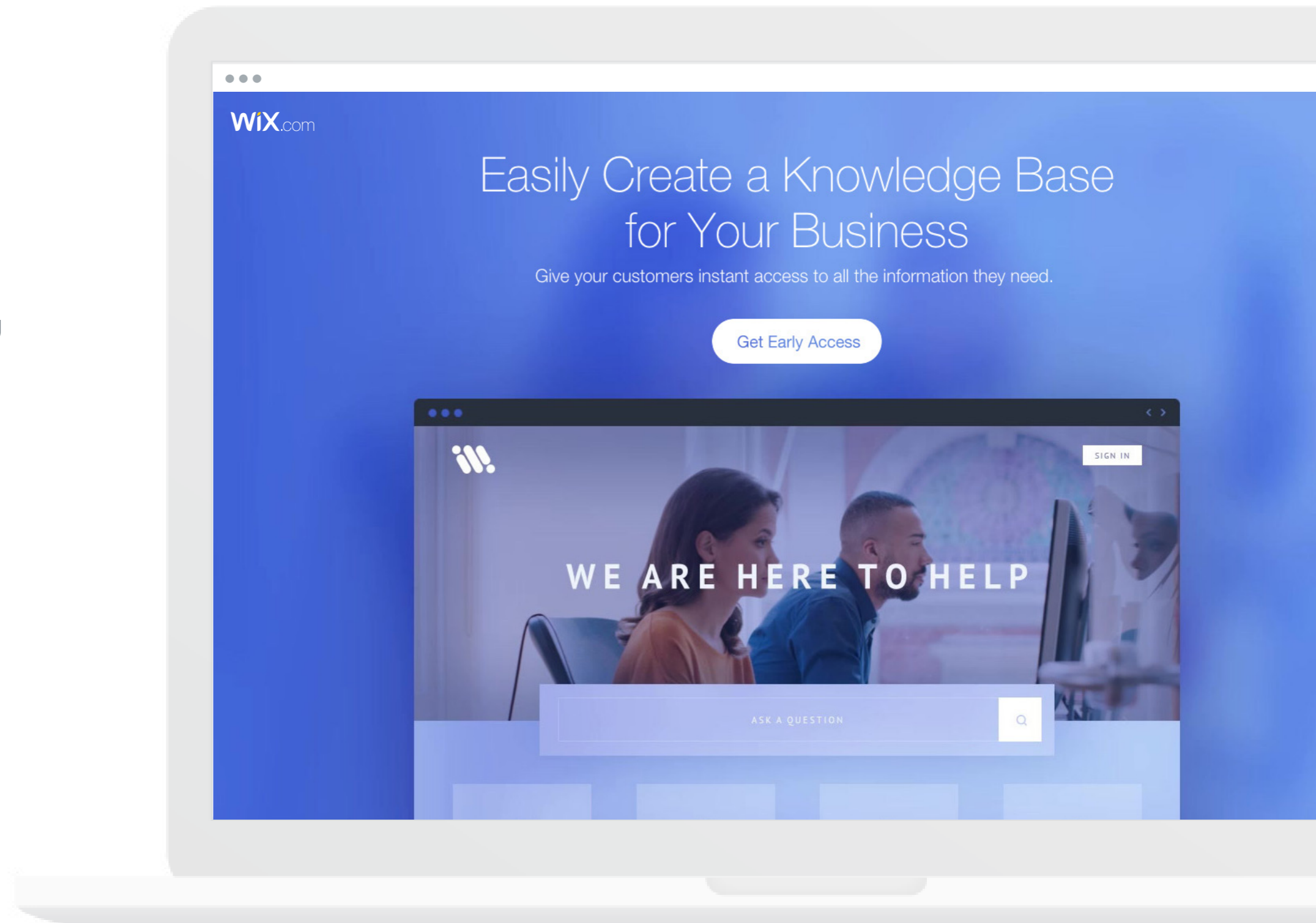
Director of Acquisition at Wix

To offer you expert advice on how to promote your landing page, we consulted with Shani More, Wix's Director of Acquisition. She is in charge of bringing new users to Wix and managing all of the company's paid online advertising campaigns. She also oversees Wix's sub-product launches and the company's TV and offline campaigns. More has been with Wix since 2012 and has worked in online marketing since 2010.

Landing Pages Are a Form of Advertisement

Unlike your business's website, the primary purpose of a landing page is to promote one particular product or service. Typically, a website needs to provide an overview of everything you do and will offer an array of menu options for users to choose from. Conversely, a landing page generally offers one Call to Action and one place to click. The text and design are all meant to lead the user to one, specific place.

Your landing page is an advertisement, just like a flier or a billboard. When promoting a landing page, it can be helpful to keep this in mind. Once you've settled on the text and design, your mission is to get your beautiful ad in front of the people who will find it most enticing!



Get the Right Audience

According to More, “the trick to successfully promoting your landing page is getting it in front of right people,” and the first step to promoting your page successfully is finding the right CTA. Your Call to Action is closely connected to your goal.

Let’s say your goal is to increase the number of subscribers on your mailing list; a corresponding CTA might be “Sign up for our newsletter,” or “Get the latest news!” Your CTA should be something very simple. If the message and visual make the visitor curious, they will probably click!

Tips for Writing a Good CTA

- ✓ Keep it short, ideally just 2-4 words.
Be reasonable in your request. Make it easy for the customer to say yes!
- ✓ Don't ask for more than you need. If you ask users to fill out a long form or provide sensitive information, your conversion rate will be very low.
- ✓ Use language that matches your brand and the way you speak to your customers in person
- ✓ Don't leave anything to surprise: Let users know what will happen after they click on your button.

For example, if there's a form to fill out, tell the user what to expect after they hit submit. In small text write, "Send us your phone and email. We'll be in touch within a week and we promise to keep your personal information secure!"

Know Before You Go

Before you start promoting your landing page, you need to gather some key information. This data will inform the decisions you make about where to promote your landing page and how much to spend on advertising. It can also help you manage your expectations about results.

Make sure you know:

- ✓ Exactly what you're offering
- ✓ Details about your target market
- ✓ How much each new user/acquisition is worth your business
- ✓ Your **measurable** goal

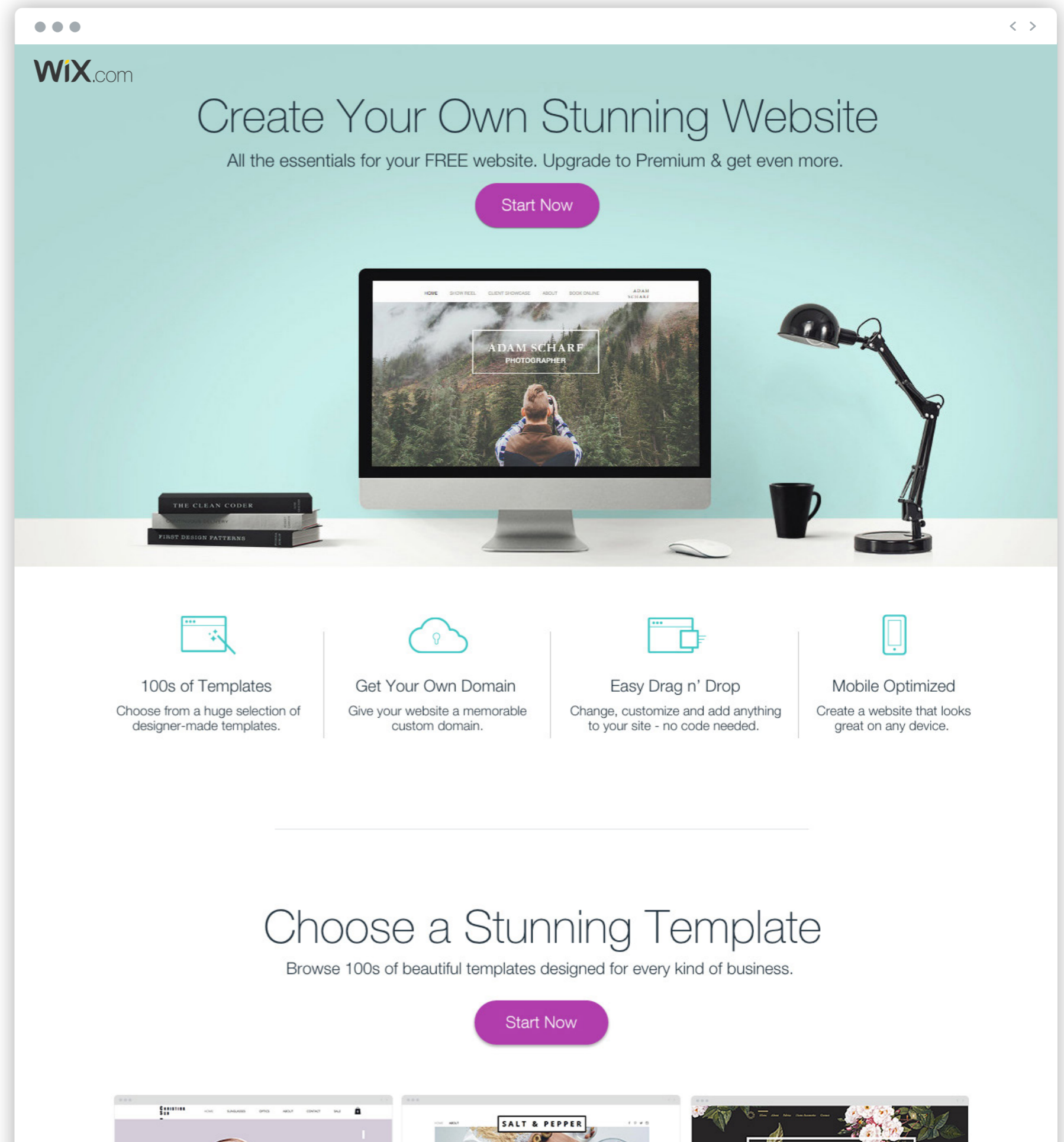
Fine Tuning Your Offer

According to More, “The main question you always need to ask yourself is: What do I want the user to do on my page?”

Let’s say you found the right user. You made the right offer, he clicked and arrived at your landing page. Your customer is here, knocking on your door. What exactly do you want him to do?

The way you answer this question should be reflected in the text, visual and CTA on your page. It should be very, very direct.”

Remember that your page should have just one request (your CTA) and it should be obvious to the visitor exactly what you expect them to do.



Refining Your Target Market

“If you are smart enough to find the right potential user, he will do what you ask him to do.”

The trick to successfully promoting your landing page is making sure that the right people see the site. To help find members of your target market, you need to define them as precisely as possible. Consider everything from their age and income to their hobbies, political views and buying behaviors.

Keep these attributes in mind when designing your landing page. They will also be helpful when it comes to promoting the page. The more you know about your target market, the easier it will be for you to use the tools available on the Internet to find them.

Primary Ways to Promote a Landing Page

In order for a landing page to fulfill its purpose, you need to drive traffic to it. This can be done in a variety of ways. Advertise on platforms where you have best chances of finding your target market and maximizing your ROI.

Here are the most common tools used to promote a landing page:

- ✓ Email campaign
- ✓ Social media (free and paid)
- ✓ Pay per click (PPC) advertising
- ✓ Guest blogging
- ✓ Organic SEO

Email Newsletters

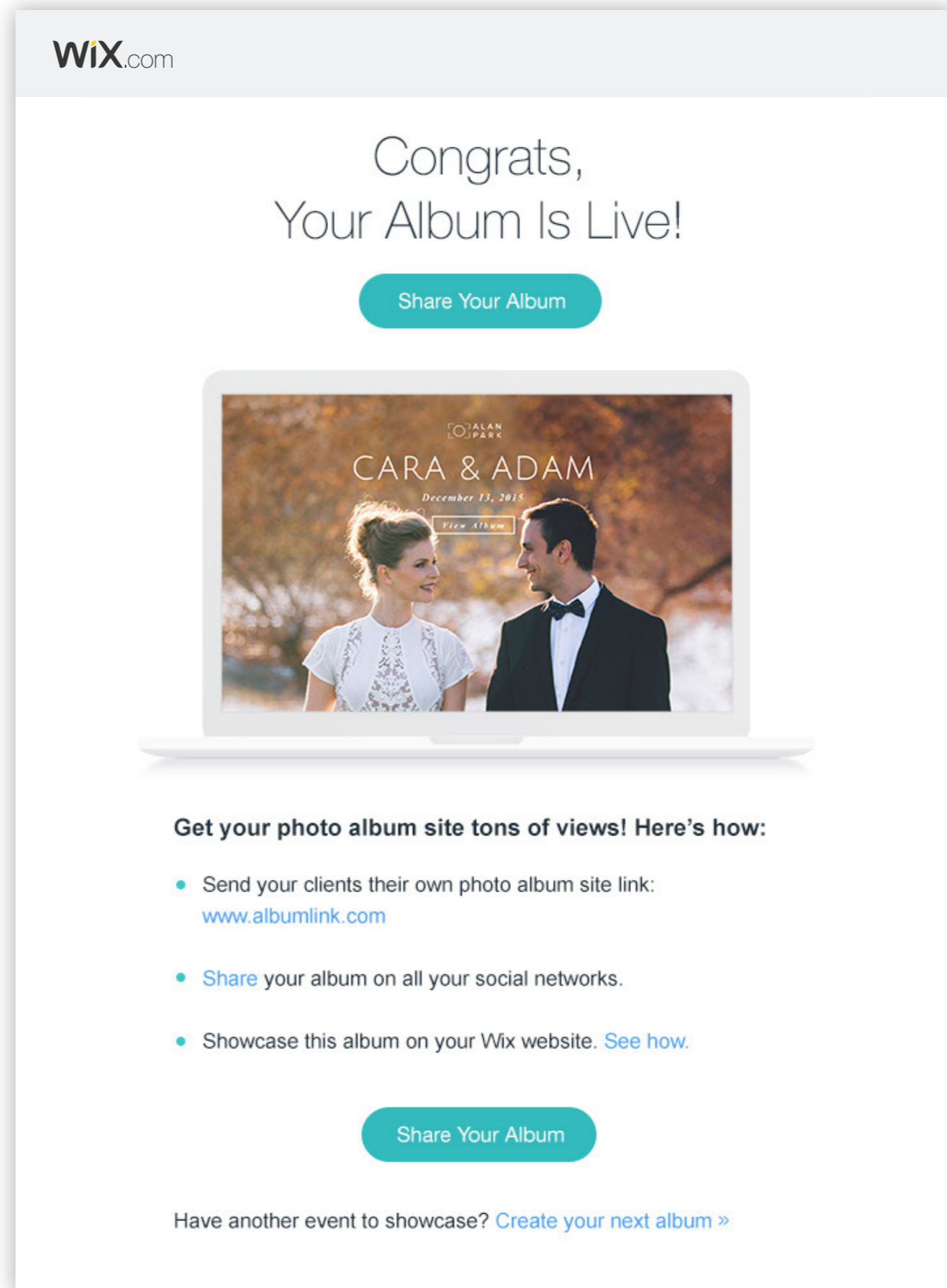
Email newsletters are a great way to start promoting a landing page, particularly if you're a beginner. Because you are sending out the email to a database of people who know your business, you have the best chance of success. Many of these people are already loyal to you and may have purchased from you in the past.

You can use [Wix ShoutOut app](#) to easily create an attractive email that matches your website and branding. The email can be short; think of it as a teaser for the landing page where they will get more information.

Just like landing pages, newsletters should have a clear Call to Action and a button that clicks through to your landing page. In your email, explain what you are offering and invite readers to “sign up,” “learn more,” or “buy now.”

Remember to keep the email simple, straightforward and honest. As More reminds us, “People don't like to do complicated things and they don't like to feel like they are stupid or confused. People don't like to be fooled.”

If you bring your users to a landing page in a way that's indirect or dishonest, chances are that you will lose them, not only for this offer, but for future business opportunities as well.

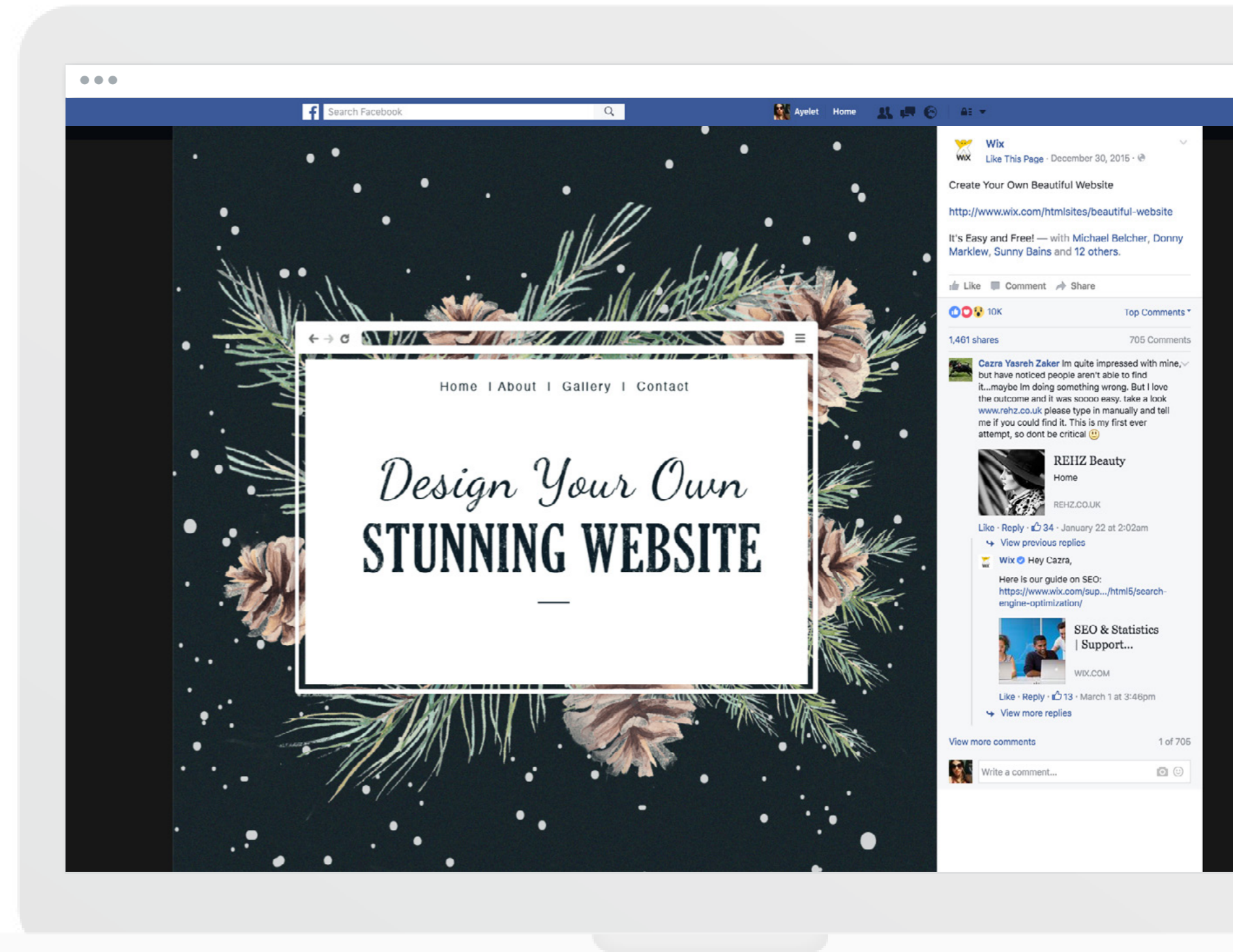


The image shows a screenshot of an email newsletter from Wix.com. The header features the Wix.com logo in the top left corner. The main heading reads "Congrats, Your Album Is Live!". Below this is a teal button labeled "Share Your Album". The central focus is a laptop displaying a wedding album landing page. The album page has a background image of a bride and groom, with the text "CARA & ADAM" and "December 13, 2015" overlaid. A "View Album" button is visible on the laptop screen. Below the laptop, the text "Get your photo album site tons of views! Here's how:" is followed by a bulleted list of three tips: "Send your clients their own photo album site link: [www.albumlink.com](\"http://www.albumlink.com\")", "Share your album on all your social networks.", and "Showcase this album on your Wix website. [See how.](\"#\")". At the bottom of the email content, there is another teal "Share Your Album" button and a link: "Have another event to showcase? [Create your next album >>](\"#\")".

Social Media

Social media is also an easy way to get your feet wet at promoting landing pages. If you want to go the free route, start by posting compelling images, text or videos about your offer along with a link to the landing page.

Post on your business's own profile pages, in groups where your target customers are likely to be found or even on the pages of other relevant businesses. When you use this method, keep your expectations in check. Your exposure will be limited and you are more likely to attract repeat customers than to unearth a whole new market of untapped prospects.



Paid Advertising on Social Media

The major social networks like Facebook and Twitter offer do-it-yourself advertising platforms that are relatively intuitive to use. You can take advantage of these platforms to find new prospects and make them a pitch.

To run a successful paid advertising campaign online, you will first need to know:

- ✓ Details about your target market
- ✓ How much each new user/acquisition is worth your business, so you can decide how much you are willing to pay per click.
- ✓ The attractive offer you have to pitch

To identify your audience, the platforms will ask you to choose from a variety of characteristics like age, gender, geography and interests. Then, you'll enter the details of what image and text you want in the ad and where you want to bring visitors who click. (Your landing page, of course!)

When users start clicking on your ads, you'll start getting billed. You can usually set a daily budget and track how much you are spending. Most of the platforms work on a "pay per click" basis, meaning you only get charged when a user clicks on your ad.

The Facebook Lookalike Tool

The Facebook Lookalike tool lets you securely upload a database of your customers' names and phone numbers. Facebook analyzes this data to find common characteristics among your contacts and then generates a list of Facebook users who are similar to your current clientele. You can then create a targeted advertisement designed to entice these "lookalike" clients to click on your ad and arrive at your landing page.

Guest Blogging

Guest blogging can be a great option for exposing your business to a large new audience, particularly if you want to promote your landing page without spending any money. It involves a bit more creativity, however, as you'll need to invest time in thinking about who your potential clients are and what blogs they might be reading on the Internet.

More highly recommends this avenue for businesses that are launching a new product or service that doesn't yet exist. With an unknown product, people won't likely be searching for it on Google, so PPC will be less effective. Instead, do research to find well-known bloggers, social media gurus or "influencers" whom members of your target market are likely to be following.

Once you've found these influencers, reach out to them and tell them about your business. Then, either invite them to review your product or service, or offer to write a guest blog on their site. In both cases, your goal is to get a link from their blog or social media page to your landing page.

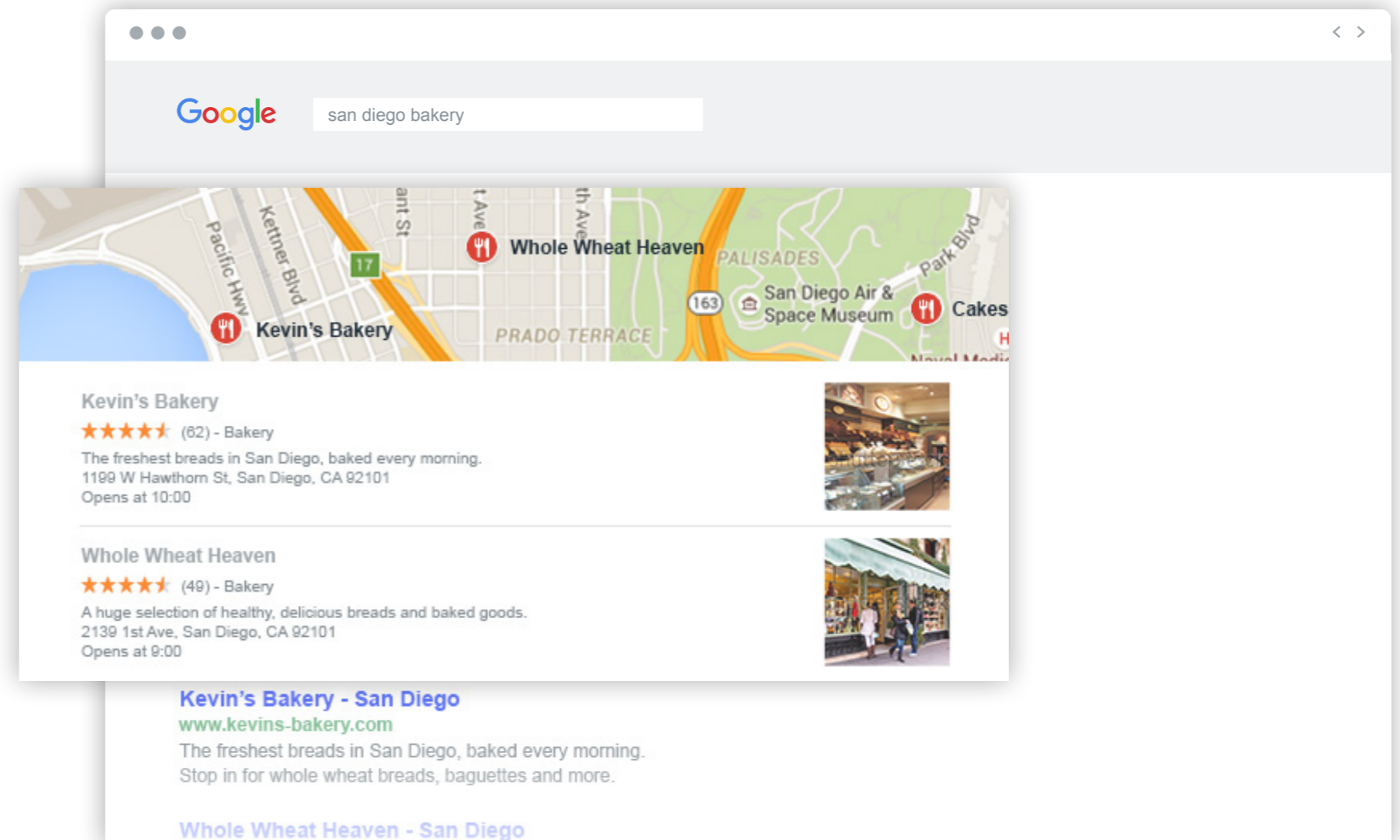
When you publish a blog on a high traffic site, you gain valuable exposure that lasts more than a few seconds.

Unlike people who see a PPC ad or a social media post, blog followers are a captive, engaged audience. Whether it is you or the blogger who is writing about your business, use the article to explain your product or service in depth, tell the story behind it and highlight the value it provides.

Remember to include a link to a dedicated landing page in every blog!

Organic Search Engine Optimization (SEO)

While landing pages are most commonly associated with paid advertising or email campaigns, they can also be promoted through organic Search Engine Optimization, or SEO. SEO is just a fancy term for the strategy a business uses to rank high on search engines like Google and Bing. While businesses typically think about promoting their website using organic SEO, landing pages can be promoted in a similar way.



Start with Keywords

To help boost your landing page's chances of ranking on search engines, include relevant keywords and phrases in the text. The keywords you promote should relate specifically to the content of that landing page, rather than to your business in general.

If, for example, you own a shoe store and create a landing page for your new line of running sneakers, try incorporating keywords like "best running shoes" or "lightweight running sneakers" throughout the content on your page.

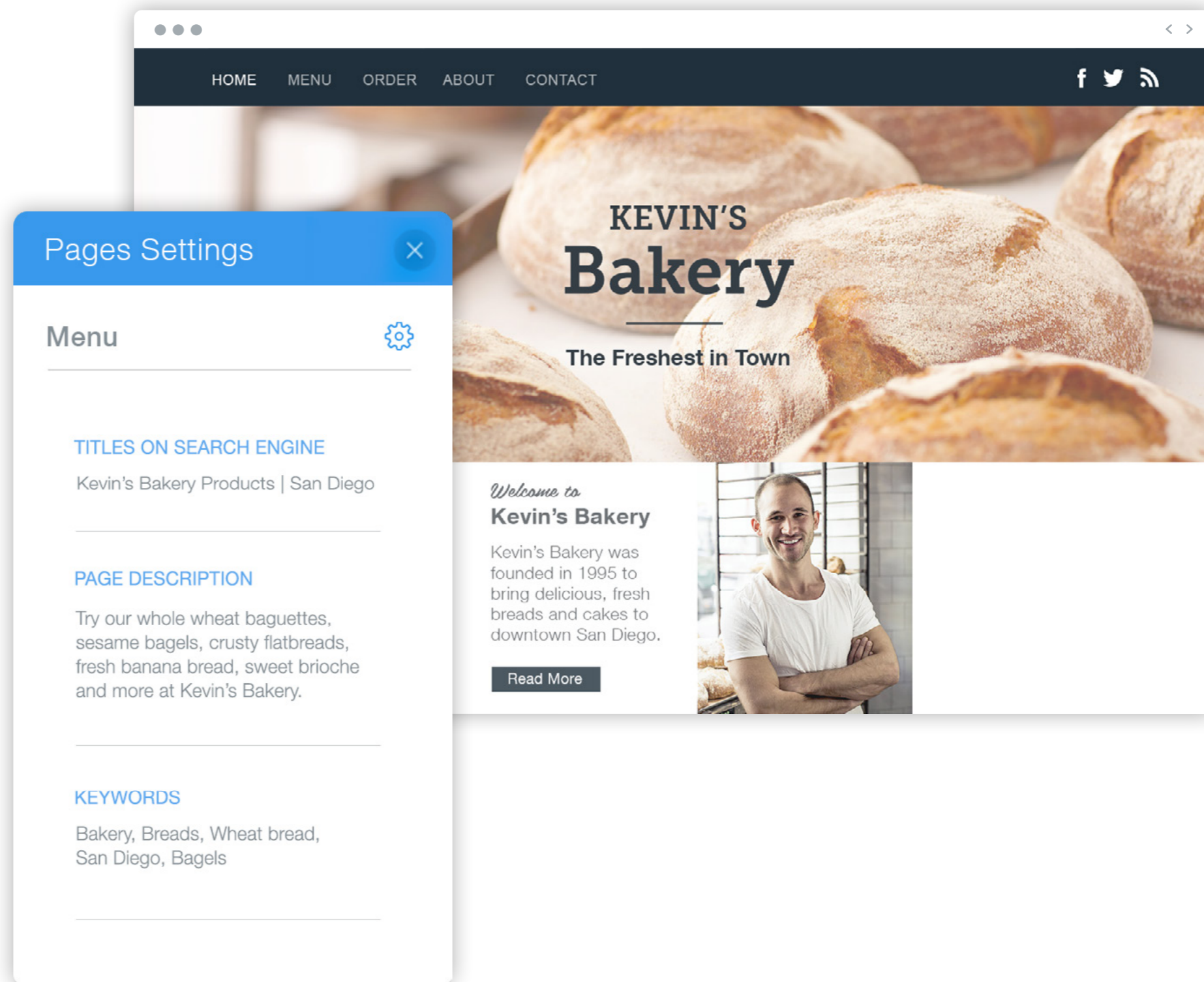
A landing page that performs well can increase in rank over time. Occasionally, landing pages will stay active for years with users continually finding the page via search engines.

According to More, "Once a web page is out there, you never know who will see it. But if it's high enough quality and adds value to the market, then there's a good chance people will click on it organically."

How to Optimize Your Landing Page for SEO

- ✓ Focus on specific, long-tail keyword phrases (minimum of 3 words)
- ✓ Write a [page description](#) of up to 150 characters. It should clearly explain what your page is about.

This description will show up on search engines beneath the link to your page. It will also be visible when someone shares your page on social media.



Launching Your First Campaign

“Always try to challenge yourself, because your campaign can always be better. There is always room for improvement.”

Additional tips for promoting your landing page:

- ✓ Use colors, fonts and images to try and mimic the experience of using your product or service. If you're a bakery, for example, includes photos of your famous fresh-baked, blueberry muffins in the first fold. Highlight your best sellers!
- ✓ Take advantage of your user database and target past customers. Your ROI will be higher because you already have their loyalty.
- ✓ Don't be intimidated by PPC. If you know your target market and the keywords they are looking for in search engines, you have a great chance of succeeding with this method.

- ✓ If you know your target market, but you don't know what keywords they are looking for, start with Facebook.
- ✓ Don't start with banner ads. While they work for some businesses, as a general rule, they are less effective because users are becoming blind to them.
- ✓ Make sure your message is extremely straightforward and direct. Use simple words and avoid slang.
- ✓ Think of your landing page as a business card and consider how you present yourself. Remember that for most visitors on the page, this will be their first introduction to your business and brand.
- ✓ Use authentic images whenever possible. Choose images that people will connect to.
- ✓ Doubt everything! Once you've launched your campaign, don't stick to one direction. If you have good results, don't stop there; instead, think about how you can do even better.

Strategic Tips for Promoting a Landing Page

Any business, large or small, can take advantage of landing pages for promotional purposes. As you become more comfortable with this tool, you can create more landing pages and expand your application of them to help you meet your marketing goals.

More offers several Strategic Tips for Promoting a Landing Page. “Don’t spend a month creating one page,” she emphasizes, “but make something you are proud of. If it’s a good one, your business can use it for a long time.”

The life expectancy of a landing page

While landing pages are often created to promote a short-lived sale or a one-time event, once a page is live on the Internet, it can be hard to predict how long it will continue to attract visitors. If you use a very trendy design on a page and it continues to generate traffic, be sure to update the design at least once a year. If the content is still relevant, the page can live for years! That being said, unlike your website which design with a long-term plan in mind, you don't want to invest the same amount of time into building a landing page.

The need for several landing pages

Most businesses will have many landing pages, each one tailored to a specific product, service or event. You will likely want to promote each of these pages to different segments of your target market, based on what you think will interest them most.

More likes to think of landing pages as the rays of the sun, with the sun representing your entire business and each ray as a product, service or event. "The right structure is that every ray of light should have its own landing page. You want to make it as easy as possible to get every user to the center of the sun. To do so, you need to offer each user exactly what they want so they go exactly where you want them to be. If a user is stepping into a business that offers many types of

services, you don't want him to spend time looking for what he wants. You just want to clear the path for him. You want him to land on the page that is going to be the most interesting to him rather than just coming to the general business site."

Offer incentives to get leads

If you've created a landing page with the goal of generating leads for your database, consider providing your visitors with an incentive to fill out the form and share their details with you. Based on your target market and industry, try to offer something that will provide real value for your users. A giveaway can be anything from the recipe for your famous croissants to a coupon, a free trial of your product or a downloadable ebook.

Expert Tip: Using a landing page to test a new market

If you're looking to expand your horizons and explore new waters, landing pages can be a powerful tool for helping you venture into new markets. Since they're quick to build and easy to change, they allow you to test a new market with little risk.

Imagine you sell real estate in Manhattan and want to test the feasibility of working with clients in Brooklyn. You can create a landing page dedicated to selling property in Brooklyn, promote it through social media, search engines or email and get an indication of whether or not there is strong interest in this new venture.

Measuring the Performance of Your Landing Page

Not a Science, but Close

Once you've launched a landing page, you want to check regularly to evaluate the page's performance. **That's one of the reasons it's essential that every landing page have a predetermined, measurable goal.** Based on this goal, you can select the best tool to measure the effectiveness of the page.

"As a business manager, you can never stop learning," says Shani More, Marketing Director at Wix, whose job includes managing hundreds of live landing pages. "At the end of the day, it's people who are sitting behind their computers and seeing your landing pages, so the results will never be 100% predictable. But you always need to ask, was it good, was it bad, was it the best you can do? Marketing is not science, but it's close."

Tools for Measuring Your Landing Page's Performance

There are a variety of tools you can use to track the performance of your landing page. We will discuss each one in depth below.

- ✓ Google Analytics
- ✓ Analytical tools on platforms like Facebook and Google
- ✓ Wix Contacts
- ✓ Analytical tools from the Wix App Market

Google Analytics

Any premium Wix website can be connected to Google Analytics for free. This tool provides you with a wealth of information about who is visiting your page and what they are doing once they're there. Find out how people are getting to the page, how long they are spending on it and where they are clicking. The more you explore the Google Analytics platform, the more you can learn details about your page's performance. You can also gain insights to help you know how to tweak your page for better results.

Facebook and Google

If you're paying to promote your landing page on Facebook or Google, the platforms will help you track your success. They provide in depth data about your CPC (cost per click) and your CTR (click through rate). Your CTR is simply the ratio of how many people are clicking on your ad in comparison to how many people are seeing it. You'll also be able to track the amount of money you are spending.

You can also track the performance of free post on Facebook. Take note of the number of people who see each post, as well as which kinds of posts receive likes and comments.

Wix Contacts

When you are signed into Wix, you can access a list of all of your contacts. Wix automatically updates your database with every new user who signs up for your mailing list, shops in your online store or fills out a contact form on your landing page. You can use Wix ShoutOut to reach out to these contacts at any time.

Analytical tools from the Wix App market

The Wix App market is filled with apps to help you promote and manage your business and there are several apps designed to help you track the performance of a website or landing page. These include Marketing and Analytics and Web-Stat. Depending on the specific goal of your page, one of these apps may be just what you need to measure your page's performance.

Defining Success

“I suggest measuring both rates between different stages of acquisition and cost per every action. Together, they give you a perspective on how your landing page is performing.”

How you gauge your success depends on the goal of your page. Typically, most online marketers will judge the performance of a landing page based on one or several of the following:

- ✓ Amount of traffic coming to the landing page
- ✓ Number of goal achievements/conversions (and percentage of visitors who convert)
- ✓ Money spent promoting the page and ROI
- ✓ Success of a given campaign as compared to a previous, similar campaign
- ✓ In PCC: Your cost per click and click through rate
- ✓ In social media: Number of views, likes and shares

A/B Testing Explained

Most businesses will simultaneously launch at least two versions of their landing page. This is known as A/B Testing. Generally, the two pages (version A and version B) will be nearly identical except for one significant change. This might be the location of the CTA or the text of the main headline.

Because landing pages are easy to make, you can quickly create and test the performance of different versions of your page. Testing landing pages is a crucial technique in professional online marketing; it can teach you a great deal about your target market, help you focus your messaging and, most importantly, help you improve your conversion rate and ROI.

Running Your Own A/B Test

“A/B testing of landing pages can generate up to 30-40% more leads for B2B sites and 20-25% more leads for eCommerce sites!”

According to [hubspot.com](https://www.hubspot.com)

To run your own A/B test, duplicate your landing page to create a second version. On the new page, make just one major change. (We’ll talk more in just a bit about what page elements to consider altering.) Next, launch the two versions of the page and direct the same number of similar users to both pages.

Once you have generated a significant number of visits to the page, take note of which page is generating more clicks. Which page is doing a better job at achieving your goal? This page is the “winner” of your A/B test. You can now tweak the page again and run another A/B test. The process is easy to repeat and your results can almost always improve!

Recommended Changes for an A/B Test

“You need to test the most meaningful and **significant** aspect of your landing page.”

Start by identifying the most significant aspect of your landing page. This is where you want to focus your efforts. It's not worthwhile to make small changes to the font or the size of your text. Instead, try playing with the first component that a visitor sees when they land on the page. In most cases, your change should be in the header. If your change is too minimal, the results won't be valid.

Consider tweaking the following page components:

- ✓ Header image
- ✓ Placement of CTA button
- ✓ Headline text
- ✓ Design of CTA button
- ✓ Video
- ✓ Number of folds on your page
- ✓ Text of your offer

Optimizing a landing page is a never-ending process. Once the results of your initial A/B test are in, you can make more changes to the page to strive for even better results. Every time your rates look to low, try adjusting something on your page.

Monitoring Your Landing Page's Performance

There is no golden rule for how often to check the performance of your page. Rather than thinking in terms of how many hours or days your page has been live, wait until the page has received a critical mass of traffic. You don't want to draw conclusions based on small numbers. Instead, wait until you have dozens or hundreds of visitors so you can get a clear picture of what's going on.

Since launching a new landing page is exciting, you'll likely find yourself checking its performance more frequently in the early days of your campaign. But even after the initial enthusiasm has waned, continue to check the page's analytics regularly.

Newbie? How Do You Know If Your Results Are Good?

Gauging your success requires knowing your business and the value of each new customer. The specifics of your industry, what you are promoting and the makeup of your target market all play key roles in determining what success will look like for a given campaign. Over time, you'll get better at judging if a specific landing page performed well for your business.

In terms of numerical success rates, the numbers vary widely among industries. **“Most businesses don’t see conversion rates much higher than 3 percent. However, that doesn’t mean you can’t see conversion rates that are much higher.”** (source: impactbnd.com) Research online to learn what results are reasonable to expect in your field.

Above all, you need to know how much each user is worth to your business. If you generate an average income of \$50 from selling a product, then you may decide that you won't spend more than \$30 to acquire a paying customer. If your analytics show that bringing each new visitor to your landing page costs \$25, then you have a problem. Why? Because you will need almost every visitor to become a customer in order to earn a profit.

Remember Your Goal

When evaluating your landing page, always refer back to your goal. If the landing page is designed to sell a product, you'll probably be willing to spend a bit more than you would on a page that is simply meant to get new subscribers to your newsletter.

Part Art, Part Science

Like everything in marketing, optimizing the performance of a landing page is part art and part science. It takes a combination of trial and error, perseverance and a deep understanding of your business and market.

The truth is, you can almost always can improve your results. The challenge is determining which changes will have a significant impact. As you create more landing pages, you'll become more skilled at improving their performance and increasing your conversions and ROI.

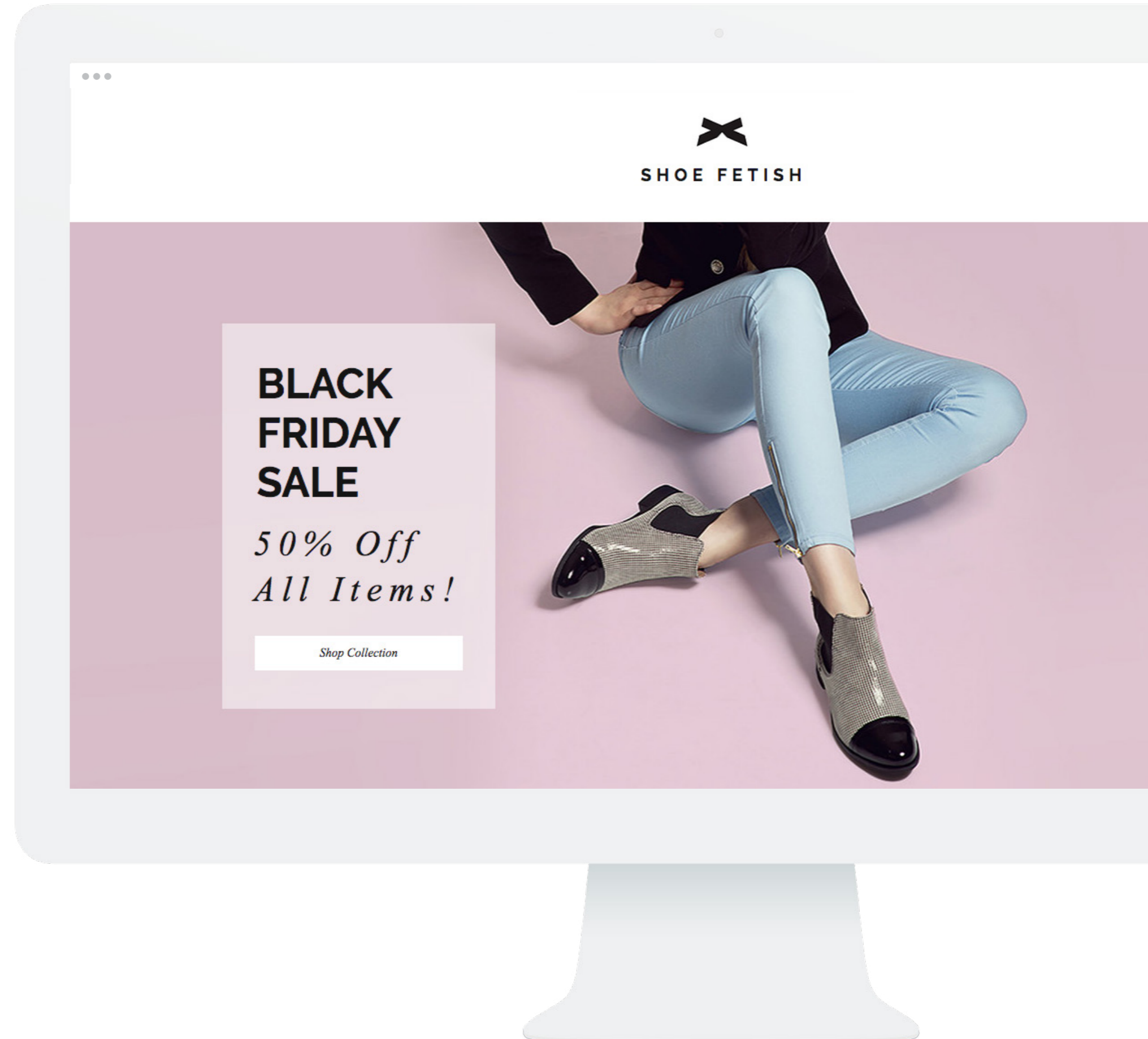
Using Landing Pages: A Black Friday Case Study

Drive Crowds

This case study is designed to help you get a better sense of how to use landing pages to promote your business.

Each year, the Friday after Thanksgiving is celebrated as an unofficial national holiday in the United States. Known as “Black Friday,” the day is essential for retail businesses across the country. As consumers race to get a head start on their holiday shopping, businesses of every size and in every field hold sales, events and promotions to try and drive the crowds to their doorstep.

Here’s a look at how a business can use a landing page to boost their Black Friday sales.



Keep Your Message Simple

As with all landing pages, your Black Friday landing page should have one, clear, simple message. The page design and text should support this message so that people instantly understand your offer and how they can opt in. For example, if you want to push your new line of products for the holidays, keep your content focused on these items alone and don't clutter the page with other information. Yes, less really is more.

Examples of Black Friday headlines:

- ✓ Black Friday Sale: 50% Off All Items
- ✓ An Exclusive Black Friday Event: Get a Sneak Peek at Our New Line of Products! Space is Limited!
- ✓ Find the Perfect Holiday Gifts at Our Black Friday Sale (Online and in Stores!)
- ✓ Store Wide Black Friday Sale - One Day Only
- ✓ Black Friday Special: Earn \$10 for Every \$100 You Spend!
- ✓ Get a \$25 Coupon When You Join Our Mailing List - Good in Stores This Black Friday!
Get a \$25 Coupon When You Join Our Mailing List - Good in Stores This Black Friday!

Encourage Visitors to Act

To be effective, your Black Friday landing page must be more than informational. Once you've made your offer, you need to specify an action for users to take. This Call to Action must be immediately clear to visitors. In fact, your CTA should be so obvious and compelling that users click without even thinking.

With clear messages such as "Purchase Now," "Download the Coupon" or "Sign up to Reserve Your Spot," your visitors will know what comes next and will be that much more likely to click through.

Link Carefully

Depending on what you're promoting, you'll want your CTAs to link to different places. The location you link to is crucial. The fewer steps between your site visitor and their final destination, the more likely you are to convert the user.

If you are promoting a new online product, your landing page should link straight to that product's page in your eCommerce shop. If you're offering a 25% off coupon for use in store, the CTA button should immediately open a pdf that visitors can download and print. If you're hosting a Black Friday event in your store for a limited number of attendees, visitors who sign up through your landing page should immediately receive confirmation that they have successfully registered.

Highlight Your Added Value

On a busy shopping day like Black Friday, you need to go out of your way to highlight the added benefits you offer shoppers. Buyers have countless options and it's your job to convince them to shop with you.

Let them know what sets your business apart, but remember to keep it short and to the point. Whether you are promoting free shipping, a storewide sale, a new loyalty rewards program or unbeatable service, you must communicate it on your landing page directly and clearly. Make your visitors want to shop in your store — first.

Drive the Right Traffic to Your Landing Page

Traffic is the lifeline of every landing page and you can go about getting it in many different ways. Does the old saying, “You have to spend money to make money,” ring a bell?

While it isn’t an absolute must, running a PPC campaign on Facebook or Google AdWords is one of the most effective techniques for driving traffic to your landing page. It’s also one of the best ways to tap into your specific target market. Best of all, you only pay when people click through to your landing page.

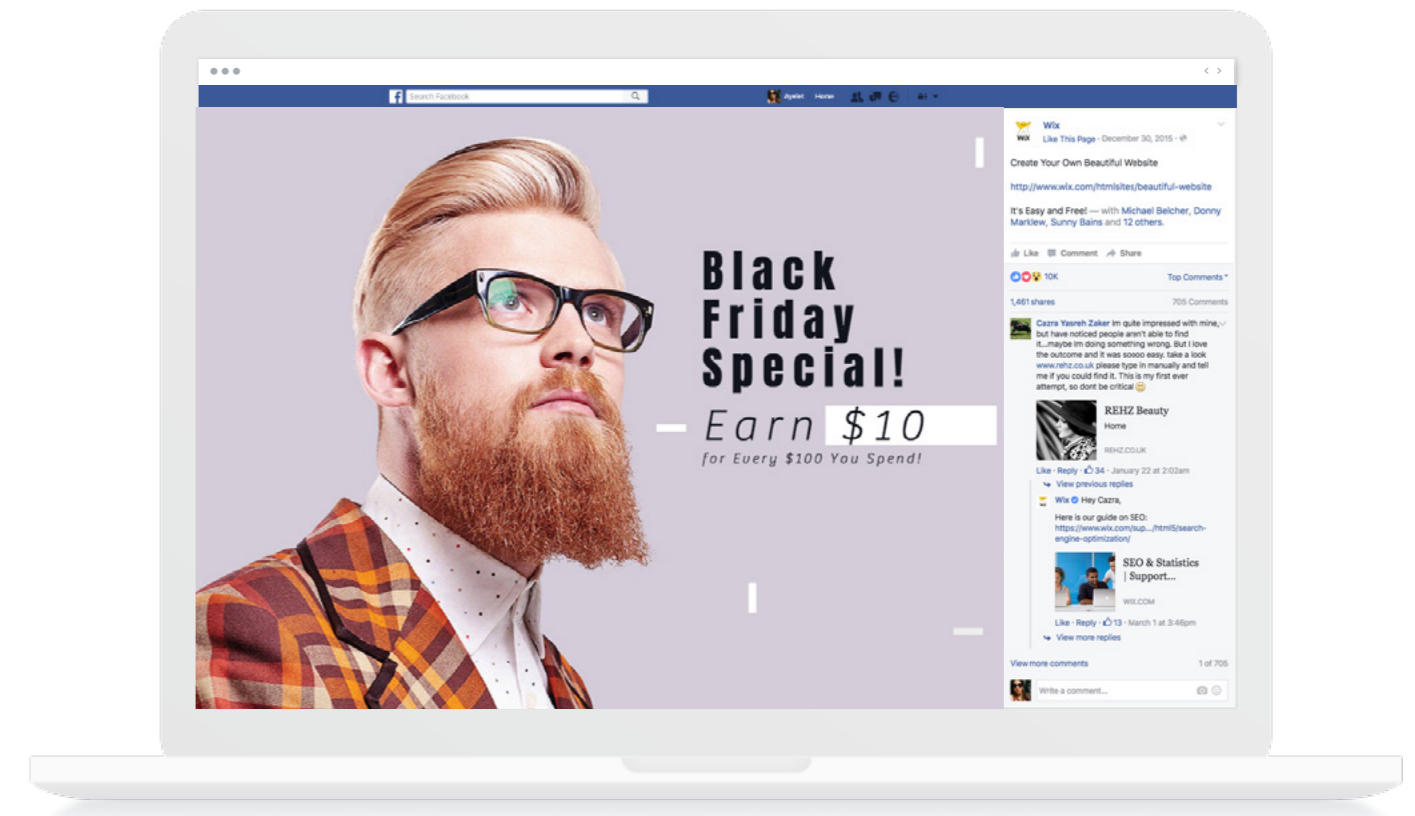
Consider targeting long-tail keywords that your potential customers will be looking for in advance of Black Friday:

- ✓ Best Black Friday deals
- ✓ Where to buy gifts on Black Friday
- ✓ Black Friday coupons

Spread the Word on Social Media

Be sure to write about your Black Friday promotion on all of your social media accounts and include a link to your shiny, new landing page. Because competition is fierce, you need to be aggressive to bring in the buyers! Leave no stone unturned — you can attract visitors from Facebook, Twitter, Instagram, LinkedIn, Pinterest and more.

In the week leading up to the sale, post several times about your plans for Black Friday. Use pictures, exciting text and even video to attract users. Take time to respond to comments and quickly answer any and all questions that potential customers throw your way.



Send out an Email Newsletter!

Black Friday is an ideal opportunity to create a newsletter using Wix ShoutOut. A few days before the big day, send out an email letting everyone on your mailing list know about your upcoming promotion, deal or event. Be sure to include a link that takes them straight to your landing page.

Don't Forget Your Old Clients

People who visit your website frequently don't always follow your social channels or subscribe to your newsletter.

Once you've created your new Black Friday landing page, you want to make sure it's the very first page that people see when they come to your website. Consider setting your landing page as your homepage during the week before Black Friday.

(Just don't forget to change it back right after the promotion has ended!)

Landing Page Key Terms

A/B Testing

Also known as “split testing,” A/B testing is a technique for comparing the performance and efficacy of two versions of a webpage. To run an A/B test, you create two versions of a web page and send them to similar target markets. Half of the market gets Version A and the other half receives Version B. You can then compare the conversion rates to see which page is most effective.

Above the Fold

Above the fold refers to the portion of any web page that is visible to a viewer without them having to scroll down. The size of the fold depends on the device a user is using and the resolution of their screen.

Bounce Rate

The bounce rate refers to the number of visitors who land on a website and then immediately navigate to another website or close the page. You can view the bounce rate of a website on Google Analytics.

Call to Action (CTA)

A Call to Action is a brief phrase that tells a website visitor to take a specific action such as “Subscribe to Our Newsletter” or “Shop Now!” A CTA is an essential component of every advertising campaign and a landing page should have one that is clear and measurable.

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Click through Rate (CTR)

CTR refers to the ratio of users who click on a specific link in comparison with the number of total users who viewed a web page, email or online advertisement. It is commonly used to measure the success of an online marketing or email campaign.

Conversion/Conversion Rates

Every landing page has a specific action that the business wants visitors to take. Conversion refers to the number of visitors who take this action. The conversion rate is calculated by taking the number of goal completions (or achievements) and dividing that by the number of visitors to the site.

$$\text{Conversion Rate} = \frac{\text{Number of Goal Achievements}}{\text{Visitors}}$$

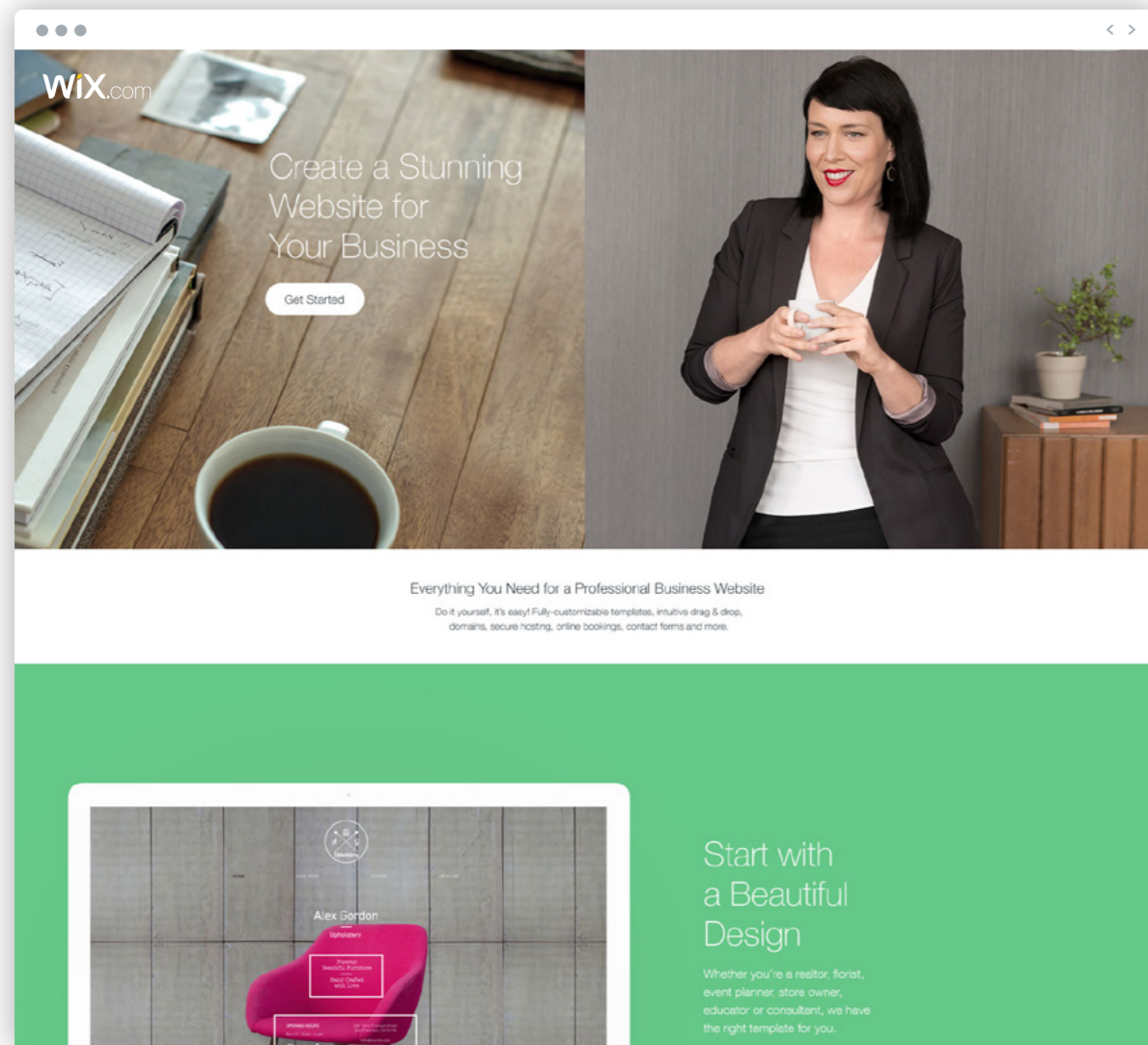
Cost per Click (CPC)

CPC refers to the exact price paid for each click in a PPC marketing campaign. (See below for more about PPC.)

CPC is often calculated for campaigns when a business has set a maximum daily budget. When the advertiser's budget is reached, the platform stops showing the ad to members of the target market.

Fold

A fold refers to a horizontal section on a web page. In modern web design, many websites are divided into a series of folds.



Lead

Any potential customer is known as a lead. You can generate leads via referrals, online contact forms, social media and... with a great landing page.

Organic Traffic

Organic traffic refers to visitors who come to your website from a search engine like Google. As opposed to paid traffic (or PPC), organic traffic is free. It refers to visitors who found your business because of relevant keywords on your website and not because they clicked on a paid ad or promoted link.

Page Views

Page views refer to the number of Internet users who visited a specific page on your website. You can track page views on Google Analytics.

Pay per Click (PPC)

In PPC advertising, a business pays every time a user clicks on an ad and arrives at their website or landing page. Businesses often place PPC ads on Google or Facebook and then pay these companies for each visitor who clicks through to their website from the ad.

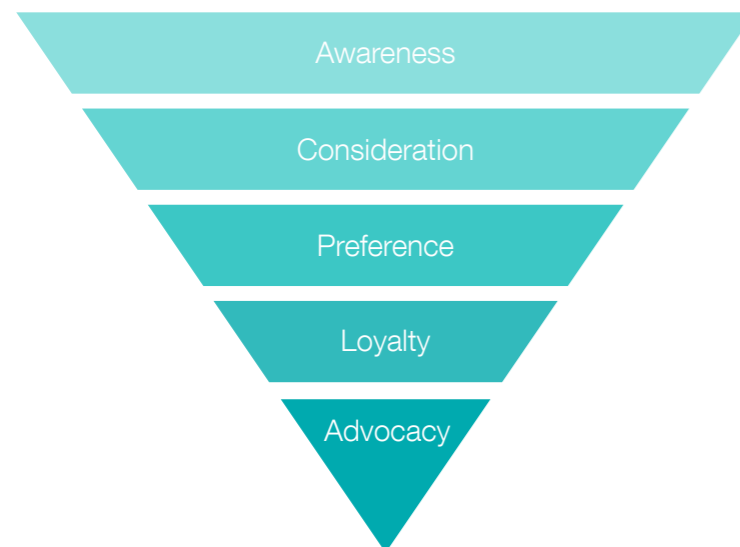
ROI

ROI refers to how much profit a business earned from a specific investment. The higher the ROI, the better, as a high ROI means that you earned more profits while spending less. To calculate the ROI of a specific marketing campaign, you subtract the amount you spent from the amount you earned and divide it by the amount you earned. The final ROI is represented as a percentage.

$$\text{ROI} = \frac{(\text{Gain from Investment} - \text{Cost of Investment})}{\text{Cost of Investment}}$$

Sales Funnel

A sales funnel is a marketing term used to describe the various stages of prospective clients' journeys from their first interaction with a brand until they make a purchase and become loyal customers.



SEO (Search Engine Optimization)

SEO refers to the strategy a business uses to improve their ranking on search engines like Google and Bing. A web page that is well-optimized will show up high on search engine results pages (SERPs) for relevant keyword phrases.

Value Proposition

A value proposition refers to something that makes your business attractive to a potential customer. It can be a specific service or feature that consumers will find enticing and beneficial.

Visitors/Unique Visitors

Visitors are all of the people who came to a web page during a given time period. Unique visitors refer to the number of individual people who visited a site, while visitors counts all of the visits to the site, including people who have visited the page on several occasions.

Resources & Inspiration

[Landing Page Templates from Wix](#)
[Wix Pinterest Landing Pages](#)

Sites for design inspiration:

[Dribbble](#)

[Behance](#)

[siteInspire](#)

[CSS Design Awards](#)

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