

## 22 Mistakes (Almost) Everyone Makes With Their Landing Pages

Your landing page is a big deal. It's the key to converting traffic into paying customers, brand new email subscribers, or users for your app. And, after spending countless hours on your marketing campaign, you're finally ready to start sending traffic to your page. Exciting!

Except... it's not working. Despite having plenty of people on the page, they're simply not clicking the right buttons. What's wrong?

Well, if you're like a lot of folks it's probably something simple. Here, we've listed out 22 of the most common mistakes people make with their landing pages. Have a read through and see if any of these are hurting your own conversion rate.

### ISSUES WITH PAGE SETUP

#### 1) Sending people to the home page

We see this all the time. Instead of creating a specific, relevant landing page to direct traffic to, we've seen far too many businesses simply dump people on the home page. This is bad for a number of reasons. Mainly, it gives potential customers far too many things to click on. Your landing page should be purpose-built for converting on campaign traffic.

Don't waste traffic you've worked hard to attract (or even paid for) by sending them to your home page. They will get lost and your conversion rate will suffer for it.

**Easy Fix:** Make sure your landing page is a specific page, created for a single purpose.

#### 2) Long load times

Everyone knows this one, right? If your page takes forever to load, you already know it will have a negative effect on conversions. No brainer, yeah? Well then how come we see so many landing pages that take 45 seconds or longer to load up? Bottom line, if your page doesn't [load in four seconds or less](#) you are losing sales. Period.

Find a way to speed up your page no matter what. Try checking how many scripts are being loaded, what size your images are, and if that custom font you uploaded is truly necessary.

**Easy Fix:** Cut down load time however you can. [Try using Pingdom](#) to get some ideas.

#### 3) Poor or no mobile version

Once in a blue moon, you may have traffic that's only coming from desktop devices. Maybe you targeted desktop users when you set up your ads or your target demographic simply doesn't use mobile. In that case, you may be able to get away with a desktop-only landing page. However, for most of us, that's simply not our reality. These days, over [half of all web traffic](#) comes from a mobile device. To reach them, you need a mobile version of your landing page.

Make sure your mobile version works just as well as the desktop one. Pay attention to common mistakes made during a move to mobile like writing, "click below to get started." If the button changes position on the mobile version and is no longer 'below', you'll need to change the copy to reflect.

**Easy Fix:** Have your developer build you a mobile version. Go through it and ensure it's just as convincing and easy-to-use as it is on desktop.

## ISSUES WITH YOUR CTA

### 4) Too many external links.

This is an insanely difficult one to fix. Not because the fix itself is hard, but because you'll find it very hard to force yourself to remove all external links. It's simply too tempting to add a "Learn More" button that redirects to your website. You'll find yourself justifying the extra links, explaining that your users may need more information or might want to read reviews first.

Stop. Resist the temptation.

Each external link you add increases the chances that your users will leave the page without converting. If you think they might need more information, your copy is the problem. If you think they might need to read reviews, include your best ones on the page. But whatever you do, do not add extra links that distract from your primary CTA.

**Easy Fix:** Remove all hyperlinks that don't push people to a conversion. Anchor links are OK.

### 5) Not enough CTA opportunities.

Everyone knows they need an above-the-fold CTA button. Most people know they need one at the bottom of the page. But if those are the only two places you've included a CTA button, you're likely missing out on conversions.

It's hard to know at what point in your landing page a user will feel compelled to convert. And, even after you've reached that magical moment, it can be extremely fleeting. If they can't immediately find a way to convert, they could simply leave your page forever. Look for places to include additional CTA buttons to avoid missing out on potential conversions.

**Easy Fix:** Try adding buttons after a How it Works section, benefits section, and near testimonials or reviews.

## 6) CTA isn't obvious enough.

So you've built a gorgeous landing page that's set to win design awards and make all your artistic friends jealous. No outlandish color scheme, plenty of subtle differences between elements, and a handful of fun illustrations that really tie everything together. It's beautiful.

Unfortunately, subtlety doesn't convert very well. If your CTA buttons don't stand out from the page, they'll be overlooked. You need to [make conversion as easy as possible](#) for your users. Develop a visual hierarchy within the page and ensure that your CTA buttons are the most easily identifiable elements. If anything else is competing for attention, it needs to go.

**Easy Fix:** If they can't be seen, they can't be clicked. Use color, contrast, and size to make your buttons pop.

## 7) No sense of urgency.

Writing amazing CTA copy takes a lot of work. It's hard to get the right balance of persuasive language, benefits, and a touch of brand personality. Often, we see writers work so hard to get the offer just right, they forget about a vital element of conversion – urgency.

Don't make the same mistake. Think of a reason why your users need to click *now* and not a second later. What will they miss out on if they delay their conversion? Use each readers' [fear of missing out](#) (FOMO) to help push them towards a sale.

**Easy Fix:** Work with your copy to make it more urgent. Demand a conversion now (politely).

## 8) Too many input fields.

What do your CTA forms look like? Ideally, they should be as short as possible and require only the most important information. It's easy to get carried away when you design your form. After all, who doesn't like a little extra data? But remember that every time you add an extra input field you're potentially losing out on conversions.

[https://blog.hubspot.com/blog/tabid/6307/bid/6746/Which-Types-of-Form-Fields-Lower-Landing-Page-Conversions.aspx?\\_\\_hstc=36842495.2f68f1e3e4a12f286caeceb3a7895629.1579102779.125.1579102779125.1579102779125.1&\\_\\_hssc=36842495.1.1579102779125&\\_\\_hsfp=871229347](https://blog.hubspot.com/blog/tabid/6307/bid/6746/Which-Types-of-Form-Fields-Lower-Landing-Page-Conversions.aspx?__hstc=36842495.2f68f1e3e4a12f286caeceb3a7895629.1579102779.125.1579102779125.1579102779125.1&__hssc=36842495.1.1579102779125&__hsfp=871229347)

Keep your total number of fields around three. Any more than that, and you're asking too much from your readers. If you're not sure what to cut, common culprits typically include Job Title, Industry, How Did You Hear About Us, etc.

**Easy Fix:** Cut down on the number of fields so you're at three. If you truly need more fields, create a multi-step form instead (see below).

## **9) Single-step forms.**

Humans are simple creatures. If we see a massive form that looks like a lot of work, we simply won't fill it in. However, if someone were to break that form up so we can only see one step at a time, the whole process feels much more manageable.

Try using multi-step forms on your own landing pages. Include only the first input field on the page itself, with all subsequent fields presented one by one during a multi-step opt-in. Ideally, include a progress bar that clearly shows users where they are in the process.

**Easy Fix:** Use multi-step forms where possible. Tools like Typeform do a great job at taking the pain out of filling in CTA forms.

## **ISSUES WITH YOUR COPY**

### **10) Copy and strategy different from traffic source.**

Often, a campaign is created in stages. First we make the landing page, then the Facebook ads, and then the email blast. Along the way, it's easy to forget that everything needs to be tied together in one, consistent package. The landing page should feel like a natural continuation of the ad, email, or social media post that directed traffic there.

People end up on your landing page because they're intrigued by what you have to offer. Somehow, you've convinced them to click through to your page and learn more. Don't lose them. Keep their interest by using [similar language, imagery, and emotional appeals](#) as you used in your original ads.

**Easy Fix:** Wherever your traffic is coming from, double check that the copy is similar—if not the same—as the copy used on your landing page.

### **11) Trying to be too clever (Unclear headlines, offers, language etc).**

You thought of an amazing headline. It's a pun, it takes a second to click, but once you get it it's both hilarious and informative. Great job, right?

Not so fast.

Too many times we've seen landing pages that shoot their conversion rate in the foot by getting too clever with their copy. Remember, the name of the game is clarity. [Within a few seconds](#), readers should be able to understand what you're offering, what's in it for them, and what step they need to take next. Don't confuse them with clever wordplay, five-dollar-words, or a complex offer.

**Easy Fix:** Keep it simple. Your headline should be clear and encourage people to read the next sentence. That sentence should be clear and push people to the next. And so on.

## 12) Emphasizing features instead of benefits.

This is a trap that even the most seasoned writers fall into. When talking about a product, we naturally want to talk about features. Selling a pen means talking about how many hours you can write for, how the grip has been tested for comfort, or how it's purposely weighted at just the right areas. Unfortunately, that's not going to make for particularly persuasive copy.



People don't buy features. They buy benefits. They want to know if that pen will make writing comfortable and easy. If you want to sell a pen, you tell people how it feels so great to use that you'll be inspired to write more. You're not selling a pen, you're selling a gateway between who a prospect is and the accomplished writer they want to be.

**Easy fix:** Look at your copy and notice anytime you've described a feature. Think about why that feature is important and translate it into a benefit. It's OK to include both (extra ink means this pen can write for hours on end, helping you finish that essay without running dry).

### **13) Not user-focused.**

This one is huge. It's a mistake that's made all the time, across the internet, in every industry. Essentially, it's where you talk about yourself and your product instead of talking about your customer. It looks like this:

Not so good:

*Our new tool uses API calls to hook into existing apps and populate data in real time.*

Much better:

*Your data is updated in real time. Use API calls to hook into your existing apps.*

People don't want to hear about 'our' and 'us'. They want to hear about themselves. On your landing page, use 'you' and 'your' to connect with your readers and get them emotionally invested. They want to feel like you're talking directly to them and not simply listing off product features to anyone who might be interested.

**Easy Fix:** Look for opportunities to include 'you' within your copy. Pair it with action verbs (try, use, start) and you'll be off to a great start.

### **14) Not using multiple appeals.**

In copywriting, an appeal is basically one specific angle of your sales pitch. They can be either logical (join 12,000 newsletter subscribers) or emotional (become an expert by reading just one email a week) and they make up a huge part of the persuasion process. Makes sense? Here's the problem: too many writers settle for just one appeal when writing their landing page.

Don't sacrifice potential conversions by restricting your copy to just one appeal. Think of *all* the possible problems your product solves and list every single one. It's impossible to know why someone decided to convert. Help yourself out by giving them multiple reasons to do so.

**Easy Fix:** If you're having trouble coming up with multiple appeals, think about how your product solves customer problems around [the Life Force Eight](#).

## **ISSUES WITH DESIGN**

### **15) No social proof or testimonials.**

Social proof and testimonials are the glue that hold your sales pitch together. If you want your users to click, you need to find a way to demonstrate that others trust your product. A landing page without these important trust signals has to work much harder to convert users.

That said, if you don't have testimonials yet, don't worry. Try including logos of companies that already use your products. If you offer a product or service that's been certified by some kind of a regulatory body, include their logo. If you've got a thousands of social media followers, highlight that.

**Easy Fix:** There's [plenty of ways to demonstrate trustworthiness](#) throughout your landing page. Find at least one that works for you and be sure to include it.

## 16) Weak testimonials.

We just mentioned how important testimonials are, right? But here's where a lot of people make mistakes. Instead of [carefully selecting quotes](#) that emphasize benefits, success stories, or some kind of emotional journey; we often see writers that select weak testimonials for their page.

*"Great product. Highly recommended"*  
— John B.

Thanks, John. Unfortunately, that's next to useless from a conversion perspective. What's more, a weak testimonial like John's can cause some readers to believe you simply made it up. Instead, try to select testimonials that are specific. Use first **and** last names if possible and try to include a photo.

**Easy Fix:** When asking users for testimonials, ask *why* they loved working with you and what *specific problem* they were able to solve.

## 17) Copy not supported by design.

After spending hours perfecting your copy, it's finally time to start working on the design. At this point, it's easy to forget that every element of your design needs to be as finely-tuned as your copy. Every element of the page is about increasing conversion – your design too!

Select images that draw attention to your copy and not away from it. [A classic trick](#) is to use photos of people who are looking at (or pointing to) the elements you want people to notice. You'll also want to only use images of people that look like your target demographic. Oh, and I'm sure we don't have to tell you, but somewhere on the page you need a photo of your product in use.

**Easy Fix:** You can use heat mapping software like [Hotjar](#) to see how well your design supports your copy.

### **18) No image captions.**

You may already know this, but as readers scroll through a page, their eyes will automatically jump to the images. It's just human nature. What you may not know, is that after looking at a picture, we also naturally look for a caption that explains it. You can capitalize on this habit.

[Use your image captions](#) to emphasize the benefits of your product, introduce additional social proof, or push people towards the CTA. You have an extremely good chance of getting eyeballs on your captions, so take advantage of it!

**Easy Fix:** Image of your product? Caption with benefits. Image of someone using it? Caption with an emotional appeal.

### **19) Design doesn't match brand**

When you first created your main website you were careful. You made sure everything looked consistently on-brand no matter where users ended up. Months later, you're working with your designer on a landing page and you've got so many new ideas for your brand. Why not try them out here, on the landing page? What's the harm?

The problem is you'll likely damage the trust you have with your users. By breaking from [brand consistency](#), you leave readers wondering if they're on the right site, if this page is actually associated with your main website, if they're about to fall victim to a scam... it's a nightmare. Don't make this mistake. Ensure your landing page looks like a continuation of your brand.

**Easy Fix:** Use the same fonts, colors, and tone of voice that you're using across all your marketing messages. Don't be tempted to try something new on your landing page unless you've already proven the concept first.

## **ISSUES WITH IMPROVEMENT**

### **20) Not A/B testing**

A/B testing is where you make two versions of your landing page and send 50% of your traffic to each. You track the results and the version that gets the most sales becomes your new control version. From there, you continue to make small changes and A/B test to see what effect they have on conversions.

You need to do this.

We see far too many people fail to test their landing pages. That's a problem. You may think you know exactly what your audience wants. You may think they don't want to read salesy copy or see yet another product image at the top of the page. That's fine. You're free to theorize all you want. But, there's only one way to know if you're right – [run a test](#).

**Easy Fix:** Create a second version of your page and try changing just the headline, just the color of the CTA button, or just one section of copy. Don't change too many elements between iterations, or it will be hard to determine what's most effective.

## 21) Not tracking data

So you read #20 and immediately decided to start testing your landing page. Awesome! But how are you tracking the data? In fact, while we're on the topic, how are you tracking who comes to the page, where they come from, what they interact with, and how much time they spend doing so? You are tracking all that stuff, right?

If not, it's time to start. At the very least, you should be tracking where traffic comes from and what percentage of it is converting. If possible, try and also figure out how long people spend on the page and how far they scroll before leaving. This is all extremely valuable data and can help you improve your page (and revenue!).

**Easy Fix:** Google Analytics is free and can be installed on any page. Combine it with tools like Hotjar or CrazyEgg and you'll be well on your way to collecting all the data you could ever need.

## 22) Ignoring your data

Now that you're successfully tracking data, what are you doing with it? It sounds silly, but often people will create a landing page, collect usage data, compile it all into a report, and... do nothing with it. Don't that be your story, too.

Your data is only as valuable as it is useful. Decide on just one or two key metrics that you want to improve (we suggest conversion rate and bounce rate start) and then start iterating. Try changing your ad copy, your landing page headline, or your target audience. As you make each change, go back to the data and try and understand what it's telling you – are you on the right track?

**Easy Fix:** Not every campaign is created equally. Only know [which KPIs are most important](#) to you. Decide on just a few and then continue to tweak your campaign in order to improve them.

## 23) BONUS: Uninspired thank you page

The last landing page mistake that we see time and again actually has nothing to do with your landing page at all. Instead, let's talk about what happens *after* you've managed to convert your traffic. They entered their details and clicked your button... now what?

You probably have a basic thank you page in place. Something that tells users that an email is on the way or that you appreciate their business. That's great, but leaves a lot of opportunity on the table. Try using your thank you page to push people further down your funnel. If they've just requested an eBook, ask them to like your page on Facebook while they wait for it. If they've just made a purchase, see if you can upsell them on a small item.

**Easy Fix:** If someone has just converted they're far more likely to do so again. Use your thank you page as an opportunity to get just a tiny bit more from your users.