

## **Step 1 - Define your Campaign Goal**

Every landing page needs to have a clear and measurable goal.

This will help you decide how to write your copy, what elements to include on the page, and what template you should use. Goals could include:

- Lead generation
- Get more conversions
- Announce new product
- Promote an eBook

## **Step 2 - Select a Landing Page Template**

Choose a pre-made landing page template to use its layout and build upon it.

Most ready-made templates are also mobile-friendly so that's a plus!

## **Step 3 - Write Your Copy**

- Craft a catchy headline
- Write supporting copy: emphasize benefits from visitor's perspective

Tip: Keep sentences short and valuable. Avoid confusing business jargon.

## **Step 4 - Create an Irresistible Call-To-Action**

- It must be very descriptive and specific to yield conversions
- Use phrasing like "See Pricing" or "Start Your Free Trial"
- If your landing page has a form, the fewer form fields the better
- Avoid using navigation bars, headers, footers, and other distractions

## **Step 5 - Use Visual Content**

- Add a hero image or video
- Use high-quality images and try to use real photographs
- Use visuals to emphasize the benefits (and use less "boring" text)

## **Step 6 - Include Social Proof**

Place social proof near your CTA button. The most common types of social proof are brand logos, testimonials, and reviews.

## **Step 7 - Add Branding Elements**

- Add your business logo
- Customize colors to match your brand
- Update fonts to those of your brand

## **Step 8 - Add Tracking**

- Connect with Google Analytics
- Set up Facebook Pixel

## **Step 9 - Set SEO Settings**

- Craft the Title Tag
- Write a Meta Description
- Add your favicon

## **Step 10 - Preview & Publish Your Landing Page**

Make a final check on your landing page for misspells and potential errors.

## **Step 11 - Optimize Your Landing Page**

- A/B test: headline, supporting copy, visuals, CTA
- Measure performance & optimize your campaign