



Your
Logo

Call To Action



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eget rutrum turpis convallis eget.



Integer facilisis erat augue,
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Getting Started with Landing Pages: **An Action-Oriented eBook**

 **PAGEWIZ**

Congratulations!

*You've Successfully Enticed Someone to Click Through to Your Landing Page. **Don't Lose Them Now.***

The top 10% of landing pages convert at rates 3-5 times higher than the average landing page. Getting your landing pages into this range won't just happen. Use this guide as your jumping off point to building landing pages that convert.

A number of landing page components need to work together to convert your readers into action-takers:

- A compelling offer
- Good design
- Purposeful formatting, and
- Persuasive writing

Think of these pieces as the four wheels of your landing page. You may be able to drive some people up Conversion Mountain without all four wheels, but it will be a lot tougher – and many people will give up along the way.



How to Use This eBook

We've broken up this eBook into three main sections. At each stage, you can build off the work you've already done.

In section one, we'll talk about **Setting Yourself Up for Success**. When you take care of the action items shared here, you've laid the groundwork for getting the most out of the following sections.

Section two, **Writing Copy that Converts**, focuses on your landing page's copy. Persuasive copy moves your readers to take the action you want.

Finally, section three goes over design and formatting issues in **Foundations of Formatting**. The design and layout of your landing page is as important to drawing visitors in and converting them as your copy.

You'll find a number of action items, examples, cheat sheets, and processes outlined for you throughout this eBook. Take advantage of them to propel your landing page conversion rates upwards.



Key Points to Remember for Every Landing Page

As you work through this eBook, you'll notice a few points come up a lot – A LOT. That's because they're important points you always want to keep in your mind as you build your landing page. Even when you don't see them spelled out – they're still critical to your landing page's success. Don't forget them.

1. Each unique combination of target market and feeder source (this is the source where your visitor clicked to get to your landing page) needs its own landing page. If you're writing to everyone, no one gets the specific message that resonates most strongly with them.
2. Proving credibility is key. Showing you're a credible voice to your readers is vital to the task of getting them to take action.
3. Make a clear and attractive offer. If you don't know exactly what you're offering and on what terms, you can't convince someone to take it.



Section 1: Setting Yourself Up For Success



Before you write word one, you have some work to do. For every landing page you create, you should know exactly:

- Where readers clicked through to get to your landing page
- What their main challenge and/or pain point is
- How your solution is uniquely placed to resolve that challenge or pain point
- What you want the reader to do on your landing page

Action Item: Write down the answers as simple bullet points.

Once you can answer all four of these questions with specificity, you're almost ready to start writing. As noted earlier, and as these four questions make it clear, you need different landing pages for different feeder sources and market segments pairs. The design and format of the landing pages may be similar, but you want to craft a compelling offer and use language that literally speaks directly to one segment of your market.

[Pagewiz](#) makes it easy to tweak your copy for different pairings while using the same landing page design format. Just copy the landing page you've already built and save it as a new one. If you do decide you want to rearrange some elements, you can do that using the same drag & drop functionality that made building the original landing page so quick.

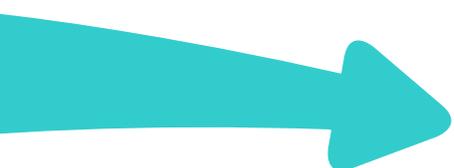


Speak Their Language

Research how your readers talk about their challenge or pain point. This research helps you focus your content on addressing the issues they're really discussing AND use the words they use. Writing to your readers about their challenges in the same language they use to discuss communicates two critical messages: First, the explicit message you're trying to send (sign up for my service – it's awesome!). Second, the implicit message that you understand them, are one of them, and therefore are worth listening to.

The second message is all about your credibility. Fortunately, social media, review sites, and online forums make it very easy to read what your target market has to say in their own words. Spend some time in all these areas to learn best what language will resonate with your readers.

Action Item: Note down both what they're discussing and the words they're using. You'll go back to these lists when writing your own copy.



“ Writing to your readers in the same language they use has two messages: The explicit message you're trying to send and that you understand them, are one of them, and therefore are worth listening to. ”



Prepare to Convert All 3 of Your Audiences

You already know that the most effective landing pages are geared specifically to a single target market coming from a particular source. Here's the rub: Even if you follow this advice (and you should!), your landing page is still always being read by three entirely different types of people. If your landing page doesn't speak to all three of them, you're losing conversions.

Who are these three different audiences: Readers, Scanners, and Bottom-Liners.

Allow me to introduce you...

The reader

The rarest of all landing page visitors, the reader will actually read nearly every word of your copy. For the reader, you need copy that holds their attention and flows into the logical final step of clicking your call to action button.

The scanner

Far more common, the scanner challenges you to give them a reason to continue paying attention. They're speed-scrolling through your landing page to see what stands out and intrigues them enough to read more.



Eye-tracking studies show time and again that people scan through web pages in an F-pattern. If you want to convert a scanner, tell them your complete story with left-aligned, descriptive subheaders, strategically bolded phrases in your copy, and visually irresistible, well-placed call-to-action buttons.

The bottom-liner

If you've caught them with your headline, the first thing the bottom-liner does is scroll right down to the bottom. The bottom-liner has no interest in all your carefully constructed prose. The bottom-liner wants to know what you're exactly offering and how much it's going to cost.

To convert a bottom-liner, you need a stellar summary and postscript at the bottom of your landing page. The summary is a slightly more expansive headline, which you know already caught the bottom-liner's attention. Present your most important benefits and offer details. You can also use a different design element around the summary to separate it from the body copy.



“ Making all three reader types happy with the same landing page doesn't have to be complex. Their different reading styles actually align nicely with an effective process to develop good landing page copy. ”



Process: A Terrifically Easy Way to Draft Persuasive Landing Page Copy with All Three Audiences in Mind.

Making all three reader types happy with the same landing page doesn't have to be complex. Their different reading styles actually align nicely with an effective process to develop good landing page copy. Here's a 7-step process you should use in preparation for writing each landing page.

Step 1: Craft a clear, compelling, and specific offer. The more unique you can make it and the more value it provides, the more compelling it will be.

Step 2: Create a three-column table with the following column headers: Feature, Benefit, Emotional Driver. Now list every feature of the product/service being offered.

For each feature, identify at least one benefit. Most features will have more than one benefit, so create a separate row for each one. Then for each benefit, identify what emotional driver underlies that benefit.

Example: Let's use an organic seed company as an example. Here's how a snippet of their table may look:

Feature	Benefit	Emotional Driver
Labeled "Certified Organic"	Validation that seeds were grown under organic conditions	Reliable, trust-worthy
Certified organic → No pesticides and synthetic fertilizers used	Results in a richer tasting corn	Values the highest quality; sees themselves as connoisseurs



Step 3: Prioritize the features/benefits list for the specific referral source + target market pairing this landing page is intended for.

Step 4: Sketch out the story you want to tell that delivers your key message, and layout the features/benefits as you want to present them.

Step 5: Summarize your story and key message, with the highest priority benefit. Use this as the basis for developing your headline (including subheadline, if you're using one) and your ending summary. You need the killer headline for all three audiences. The summary you develop here should tell the bottom-liner everything they want to know. Draft your postscript here.

Step 6: Convert your Step 4 sketch into an outline of subheaders and key phrases to be used under each subheader, using language and an organization that supports the key message/summary you wrote in Step 5. Review your subheaders and phrases – do they tell a full version of all the relevant features, benefits, and main points in support of your key message/headline? If the answer is “yes,” you have the scanners covered.

Step 7: Flesh out the rest of your copy around your Step 6 outline. This is the



full landing page copy for your readers. Stay true to your message and content developed in Steps 5 and 6, so your copy flows while remaining clear and targeted to this pairing's needs and interests.

This is a process for developing copy. We will talk about drafting good call-to-action (CTA) button copy a bit later on. And of course, we're going to get you started with some high-converting copywriting tips to follow in every section of your landing page.



Section 2: Writing Copy that Converts



The structure of persuasive copy isn't complicated, so we're going to focus more on what makes the language persuasive. However, landing pages that follow the persuasive copy structure will convert better, so here it is:

- Get the reader's attention – use the headline and sub-headline to do this.
- Maintain their interest – present the most relevant success or a benefit that they'd like to read more about
- Create the desire for your solution – this is where your credibility builders really do their work
- Present a strong and compelling offer – in addition to providing genuine value with your offer, make it easy and low-risk to take advantage of

OK, now is the writing part – really. Without further ado...

Write in the second person (you, you're)

You want to write directly and explicitly to an actual person. Writing in the more formal third person (he, she, his, hers) creates a barrier between you and your reader. In any case, you don't want some mythical other person to click on your "sign-up" or "buy me" button – you want that person, the one reading your landing page right then, to do it. So write to them.



“ Write to your readers as you would talk to them. You're not presenting an argument in a debating society, you're telling someone how and why this offer is good for them. ”



Write as you talk

In this same spirit, write to your readers as you would talk to them. You're not presenting an argument in a debating society, you're telling someone how and why this offer is good for them.

Use action words and active tense

The whole point of the landing page is to get people to take action, so use active language. Continuing with our organic seed company, it could write on their landing page that their eBook of organic vegetable recipes will "help them feel better." But this isn't nearly as powerful as writing that it will "boost your natural energy to give you more hours in your day."

Be descriptive and specific

Did you notice that the action-oriented language was also more specific, more descriptive? The more detailed picture of results and benefits you can paint with your words, the more effective they'll be. Being detailed and descriptive also boosts your credibility. Telling people that using your project management software will keep their projects on-track isn't as valuable as writing that your software has been "used by over than 285,000 companies to finish more 2,000,000 projects."

And last... don't forget to use the same kinds of words, phrases, and imagery that you read your target market using when they wrote about their challenges, pain points, and hopes for a solution themselves. You did write them down during the preparation stage, right?



Building Credibility On Your Landing Page

Credibility is the online world's most potent currency. Only this is the currency you use to sell, not to buy. Your 20-point bullet list of features and benefits? Your unique selling proposition? They're all meaningless if your landing page visitors don't believe you. The critical differentiator that gets people to give you their money in today's digital marketplace is how credible you are.

As well-written as your copy may be, weaving these credibility-builders throughout your landing page copy supports the picture you're painting and lets your reader know that you're offering more than just words.

Social proof

Nothing supports your own claims on your landing page like having those with no financial interest in your business saying the same thing. According to a 2013 BrightLocal.com survey, 73% of respondents said a positive online review increases their trust in a business. The two most effective forms of social proof you can include directly on your landing page are testimonials and influencer validation.

Testimonials: Real success stories from real users of your product or service! What could be better? Nothing. Really - nothing is better. As long as they're done right.

A man in a dark suit, white shirt, and blue striped tie is smiling and holding a large blue speech bubble above his head with both hands. The speech bubble contains a testimonial. At the bottom of the page, there is a large teal arrow pointing to the right.

"Pagewiz made me fall in love with my marketing job all over again!"

The best practices checklist you want to follow for using testimonials are:

- Make it unassailable that the testimonial is from a real person. We've all seen testimonials from "M.Y., local shop owner in upstate New York," and we're all too savvy now to buy the testimonial OR the product this M.Y. loves so much. Your testimonials should include a full name, perhaps their business title and/or location if that's relevant, and ideally a photo – a happy, smiley photo.
- Keep each testimonial short, targeted, and specific. Use separate testimonials to support your various feature/benefit claims. Five testimonials that each rave about a different feature or benefit have greater impact than one long testimonial that makes all the same points. Taking this approach also lets you strategically drop each testimonial near the part of the landing page copy most relevant to it.
- Use a consistent design element to make each testimonial stand out. Your design options are endless, a different colored background, alternative font and/or typeface, a speaker bubble or callout brackets. Whatever design element you use, it should contrast nicely with the rest of your landing page design so the testimonials stand out, and use this design element for every testimonial on the page and only for testimonials.

Influencer validation: Influencer validation is social proof that's enhanced by the credibility of the person or entity providing the validation. This could be a testimonial from a recognizable name. In which case, follow the testimonial rules above plus make it really, really big and place it towards the top of your landing page! Co-branding with a trusted company is another way to bask in someone else's well-earned credibility.



Another form of influencer validation is displaying the logos of media that have covered your product or service, badges showing any industry honors and awards it may have won, and logos of relevant, trusted industry organizations to which your business belongs. Exhibiting these logos and badges benefits your landing page in both form and function. In addition to showing influencer validation, they're appealing visual aids that break up the landing page copy.

The personal is credible

A truism of good copy is that it speaks directly to the reader. Your landing page visitor should feel understood when they read your copy. When he or she feels like you genuinely understand their pain or challenges, then it's more likely he or she will believe that you offer a credible solution.

How do you personalize your landing page? So glad you asked. The general answer is "be specific." Here's how:

- You've already taken care of the most critical point of personalization – writing a separate landing page for each pairing of target market and feeder source. This is the only way to customize the message so it's most potent for these specific readers.



- Include quantifiable facts. First, cite verifiable facts from outside sources when quantifying the pain point you're addressing. Second, use success statistics from your internal research to quantify your product/service's value. Statistics augment an individual testimonial as well. So if one of your customers shares that your organic seeds sprouted 5x faster than another brand she bought – use that!

Make everything easy

Make it easy for your landing page visitor to trust you, contact you, buy from you, and yes – even return their purchase to you.

- Include security seals, like VeriSign or PayPal Verified, to give the buyer comfort that it's safe and secure to buy on your page.
- Provide complete contact information that's easy to find, including a phone number, email address, and your social media badges. Build their trust that they can reach you if they need to.
- In the same vein, keep both your buying and return process simple. At the point of conversion, don't ask for more information than you need. Make access to what you've just provided simple and obvious. If conversion on your page was a purchase, explain your simple return process in your landing page copy.
- Use a simple privacy statement that's prominently placed. Let people know you respect their privacy.



“ Make it easy for your landing page visitor to trust you, contact you, buy from you, and yes – even return their purchase to you. ”



Stay honest

We trust that we needn't belabor this point. None of the rest of this matters if you're not being honest.

Think of your digital credibility as a type of cryptocurrency, but without the volatility. Because once your credibility goes down, you're unlikely to regain it. However, you can use these tools to build up your credibility reserves and boost your conversion rates.

To Click Or Not to Click – That Is the Call-to-Action Copy Question

Everything on your landing page leads to this moment → inspiring your reader to click that CTA button. Your landing page has painted a specific vision of the wonderful future that awaits the reader once they click that button. Now it's up to your CTA button to seal the deal. Does the button make it easy for your reader to click, or plunge him into a morass of Hamlet-like indecision?

The CTA copy on your button, while short, directly impacts your click through rate (CTR). The placement and design of your CTA button also have an impact, but here we're going to focus on the text.

Pairing nicely with your headline

Good CTA copy shares some qualities of a good headline. You want to keep it short, less than 150 characters. You also need to give the reader a good reason to click. The underlying question of every headline and CTA button is – why should this reader click? What's the value of taking action to the reader? While your headline



teases with possibility, your CTA button copy answers that call.

Let's take a look at Copyblogger's membership landing page headline:



And its CTA button:



The headline makes the promise – you can become a content marketing expert!

How? The CTA button answers - join Copyblogger Authority.

What does this mean for your CTA button copy?

First, it means that your CTA button copy isn't going to accomplish much on its own. From the headline, to subheaders, to body content, your landing page has to build the expectation and anticipation of the real value your visitor will receive for taking action. The CTA button is there to seal the deal, not to make it.

So your CTA button's copy must align with the benefit promise of that page's headline and copy. Ideally, you've clarified the interests and pain points of the specific audience for this specific landing page in order to write the rest of the copy. This is the same information and language cues you put together during preparation; use them again here to craft your CTA copy.



Words, Words, Words

OK, let's get to the actual words that work well:

Action-oriented verbs are always great places to start. You read this earlier in this ebook, but here not all commands are created equal. Since you want your CTA copy to explain the value of the action, command words that describe that value will often do better than action words that focus on what the reader has to do.

In one case study, changing copy from "Order Information and Prices" to "Get Information and Prices" resulted in 14.79% increase in conversions. In another test on a SaaS landing page, "See demo" outperformed "Test it out."

Why? Because the outperforming options told the reader what they'll – well – get. "Order" and "Test" put the onus on the reader, on what they must do and not on the value they'll receive.

Instead of starting with an action verb that's commanding the reader to do something, select an action verb that gives them something.

Compare these examples:

Example #1: "Request an organic seed catalogue" v "Receive an organic seed catalogue"



Include numbers. Numbers make the benefit quantifiable, which makes it more credible and real in your visitor's mind.

Example #2: "Receive your ebook filled with organic vegetable recipes" v "Enjoy these 27 organic vegetable recipes"

Use the first person. The CTA button is all about the reader taking action, so put the copy in her perspective. Numerous tests have shown that using "my" instead of "you" boosts conversion rates.

Let's refine Example #1 this way: "Receive my organic seed catalogue"

A CTA's most important words: "A/B test"!

If there is one default CTA word, it's "Submit." It accurately describes any landing page situation; your reader is submitting information. Testing across thousands of landing pages shows that "Submit" buttons don't perform well.

CTA words that do even worse? "Download" and "Register"

However, when testing one specific landing page, "Download Now" outperformed "Get My Free Ebook Now." In fact, "Download Now" had triple the CTR than the other option!

The CTR analysis across thousands of landing pages predicted that "Get My Free Ebook" should have done better.

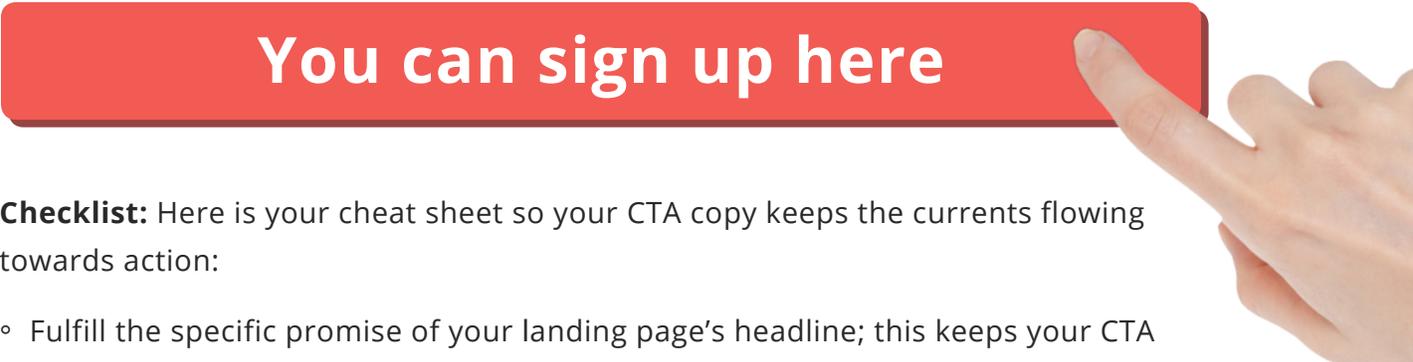


What does this mean for your CTA button copy?

Test, test, test. Our touchstone for all landing page copy, including the CTA copy, is that it's specific to the needs and interests of that page's targeted audience. So all best practices notwithstanding, the best practice for any given landing page is the CTA button that provides the best results.

So start with these solid guidelines and then test the hell out of it. Even if you're happy with the CTR on one page, test out if it could be better.

You can run unlimited A/B tests on your [Pagewiz landing pages](#) just by following a simple 3-step process. You'll see real time statistics to let you know which CTA copy is converting best. Test out our A/B testing during your 30-day free trial!



You can sign up here

Checklist: Here is your cheat sheet so your CTA copy keeps the currents flowing towards action:

- Fulfill the specific promise of your landing page's headline; this keeps your CTA copy aligned with the vision of benefits presented throughout the page
- Start with action-oriented verbs that describe what the reader will get, not what they have to do
- Including numbers enhances the credibility of the copy
- Writing in the first person helps paint of the picture of what the value the action-taker will get
- Continually A/B test



Section 3: Foundations of Formatting

← 300px →

← 800 px →

← 250 →

← 200 px →

← 200 px →

← 200px →

← 800 px →



A good landing page takes its readers on a journey. Long or short, its elements must combine to bring each visitor to the same final destination – a conversion. How the landing page is formatted either eases their way or throws up roadblocks. You want everything on your landing page to reduce the friction that might slow visitors down on their way to conversion.

Checklist: The Basic Elements Every Landing Page Must Have

- Headline + subHeadline
- Feature/Benefit subsections
- Credibility builders
- Call-to-action (CTA) button/form
- Bottom line summary

The two most prominent elements on your page should be the headline + subheadline and your CTA. The first gets your visitors in the door and the second gives them (and you) and the pay-off. Of course, the bottom line summary goes exactly there – the bottom of your landing page.

Your CTA should appear in multiple places throughout your landing page.

Between headline and bottom line, you can arrange and present the feature/benefit subsections and various types of credibility builders in an infinite variety of ways.



Above the Fold

“Above the fold” on an online page is everything that can be seen without having to scroll down. In this area, your visitor should see your headline + subheadline; this is the copy that draws them in with a promise and delivers the key benefit of your offer.

If your offer isn't complex and/or the typical reader is already very familiar with you, it's probably helpful to place your first CTA button/form right near the headline + subheadline above the fold. In other words, everything a motivated visitor needs to validate their decision for coming to your landing page in the first place is front and center. They don't need to search around to take further action. They came. They saw. They clicked. Reduce the friction – make it easy for them.

The more complex your offer and/or the less familiar your audience is with you, place your first CTA button after you've made your first, best case that should motivate them to act.

Your Most Basic Landing Page Design Questions Answered!

1 column or 2?

The conventional wisdom is to use only one column on your landing page. In one A/B test, the one column version significantly outperformed the two column version, boosting sales by 680.6% and sale value by 606.7%. It doesn't mean a two column layout could never be the better performer, but one column is the place to start. If you feel your content or offer requires two columns, this is a variation you can A/B test.



What do to with my logo?

Present your logo in the same place across all your landing pages. This consistency lets your visitors know they've come to the right place. However, don't let it overwhelm the elements you want them to notice first. Remember those? Those are your headline + subheadline and your CTA button/form.

You can also use your logo as a starting point for making decisions about colors and fonts used on your landing page. They don't need to be the same ones you use in your logo, but they shouldn't clash.

OK, so how do I pick the right colors and fonts?

Before you pick either, keep in mind the general rule that you only want to use two main colors and two different fonts, otherwise the page starts looking messy. The one very important caveat to this is that your CTA button/form should be a third color; one that contrasts greatly with the main color scheme and isn't used anywhere else on the page.



“ Keep in mind the general rule that you only want to use two main colors and two different fonts, otherwise the page starts looking messy. ”



As for the specific colors, a great deal has been written about the psychology of colors, and the psychology of colors in marketing and branding. It's worth considering that aspect of color choice, in addition to the simple aesthetics of choosing visually pleasing colors. There are also cultural differences in how we respond to color. If your different feeder sources are pulling primarily from audiences in different areas of the world, using different color schemes for their separate landing pages may improve conversions.

Now the fonts...

Generally, you only want two fonts on your landing page. There may be rare places where using a "handwritten" font is effective, like around your CTA button, but we'll get to that later. In the meantime, focus on selecting just two fonts.

In addition to selecting two fonts that complement each other, pay attention to how they reinforce or detract from your brand or message. Some fonts have a more industrial look, some evoke a certain era, others may be associated with specific feelings. So give the message your font selection is sending some consideration as well.

This is all a lot to include - the more the merrier, right?

No. Design clutter is confusing and gives your visitors nowhere to focus. Don't include anything on your landing page for decoration. Every word and every design element should have a clear purpose for being there.



You also want to pare down your page to the essentials so design and copy elements don't fight with each other for attention. Bright red arrows pointing to your CTA button can be great. However, if you also use bright yellow arrows to point to your testimonials on the same page, it all becomes a bit of a mess.

White space is your friend.

So my landing page should be short?

We don't know. The point above is that everything on your landing page should have a purpose. This may result in a long or short landing page.

A good rule of thumb to follow is the greater the ask in your offer, the longer your landing page may need to be. A landing page asking visitors to download a free ebook won't need to make as strong a case as a landing page asking them to buy \$3000 coaching program.

Likewise, the less familiar your brand is to your audience, the longer your landing page may need to be as well.

Designing a CTA Button That Hits the Sweet Spot

How easily can visitors to your landing page find your CTA button? If your answer wasn't "How can they miss it?!" - then you may have some work to do.

The formatting of your CTA button is a critical part of designing a landing page that converts.



Checklist: Critical design aspects of your CTA button:

- placement
- color
- size
- shape
- the button's immediate surroundings

As always with landing page, there are two key ideas to remember when designing your CTA button:

- Don't make your reader work that hard!
- YMMV, so test out of which CTA buttons are really working best on your landing pages.

Location, Location, Location

The common wisdom is that your CTA should always be above the fold.

Maybe.

Your CTA needs to be placed at the point where you've given your reader enough motivation to take action.

In other words, a beautiful, clean landing page design with a CTA button taking up half the



above-the-fold real estate isn't going to be effective on readers you've not yet convinced action is worth taking. Despite all the reports on how visual we're all becoming, we do still need to use our words to make a conversion.

What does this mean for you?

When deciding where to place your CTA, consider the complexity of the offer you're making and how knowledgeable you expect your average visitor to be about you or what you're offering. The more complex your offering and less knowledgeable your audience is, the more information a reader will need before being motivated to act.

If you find that the copy you need to make your first, best case pushes your CTA below the fold, [you can use other visual clues](#) to keep your reader's eyes moving down, like vertical lines or arrows pointing downwards. More important though is that your copy holds the reader's interest down to the CTA.

One last note on placement: If your landing page is long, you will want to have a number of CTA buttons dropped throughout. Don't make your reader scroll around too much to find a place to take action.

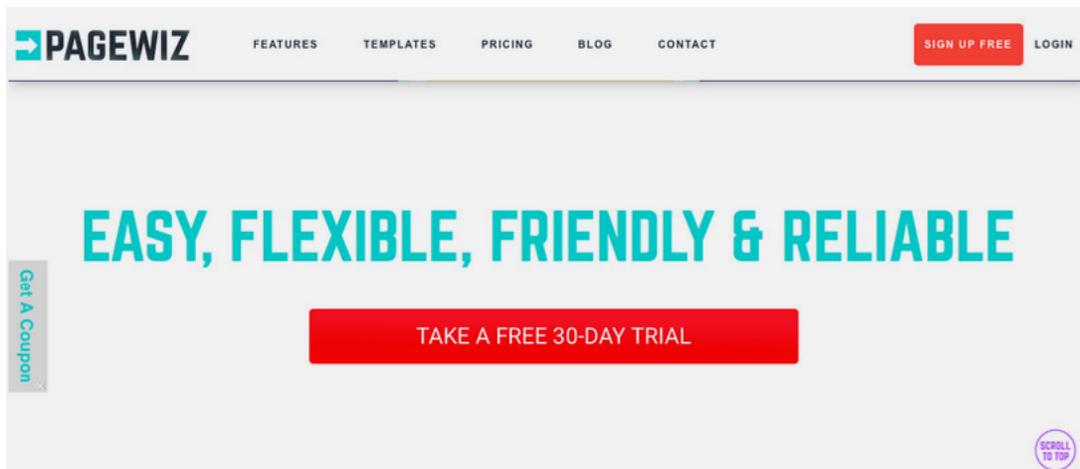


“ If your landing page is long, you will want to have a number of CTA buttons dropped throughout. Don't make your reader scroll around too much to find a place to take action. ”



One of Pagewiz's unique features is the ability to completely customize each field in your CTA form and place different conversion forms throughout your landing page. This flexibility means you can customize each CTA form on your landing page to reinforce the copy surrounding it.

For example, if the form is towards the bottom of the page where some of your fence-sitters are still looking for a reason to click or not to click, you may want to include text in that CTA form about your 30-day free trial. Perhaps like this example at the bottom of [Pagewiz's](#) homepage.



Using the principle of sufficient motivation described above, place additional CTA buttons at other points where your landing page copy has made another good case for action. This can be after another group of features/benefits or after addressing another common objection.



The Color of Conversion

There’s been a lot of testing on what button color converts best. Green? Red? Orange? Blue? The answer seems to be, on this issue more than perhaps any other – it depends.

What is clear is that the color of the CTA button needs to stand-out from the rest of the color scheme of the page. So an orange CTA button may work well on page made up of shades of blue, but less so on a page where red is dominant.

Look at the screen where you’ve placed a CTA button. What’s the first thing that attracts your eyes? If it’s not your CTA button, changing the color may be a good tweak to make in an A/B test.

Do you have more than one CTA on your page? Use of a highlighting color is a great way to direct visitors to the offer you really want them to take. Below are the CTA buttons for LinkedIn’s Premium service. Not subtle at all. And that’s OK.

Business	Business Plus	Executive
US\$23.99/MO¹ <i>Billed annually</i>	US\$47.99/MO¹ <i>Billed annually</i>	US\$74.99/MO¹ <i>Billed annually</i>
<input type="button" value="Start Now"/>	<input type="button" value="Start Now"/>	<input type="button" value="Start Now"/>



The perfect size

When it comes to the size of your CTA button, think Little Red Riding Hood. Too small and your CTA might not get noticed. Too large, and it can throw off the balance of the entire page and crowd out space for motivating copy.

You do want your CTA button to be larger than other design elements around it, because that will deliver the message that this button is important. However, the degree of how much larger should be in proportion to everything else the visitor sees on the page at the same time.

Thinking outside the rectangle

Using a creative shape for your CTA button is another way to make it stand out to your reader without screaming at them. It doesn't even have to be geometric.

One last note about shape: Make sure your CTA button looks clickable. Keep this in mind even if you do stick with a rectangle. Dispatch.com makes sure there's no question what to do here:



You can also use shading, borders, and other design elements that provide some depth to show clickability. How you use the CTA's immediate surroundings helps as well.

About that... immediate surroundings

The space around your CTA either contributes to your CTA's effectiveness, or detracts from it. Avoid clutter in the area that surrounds your CTA. A nice plain of white space will help your CTA stand out.



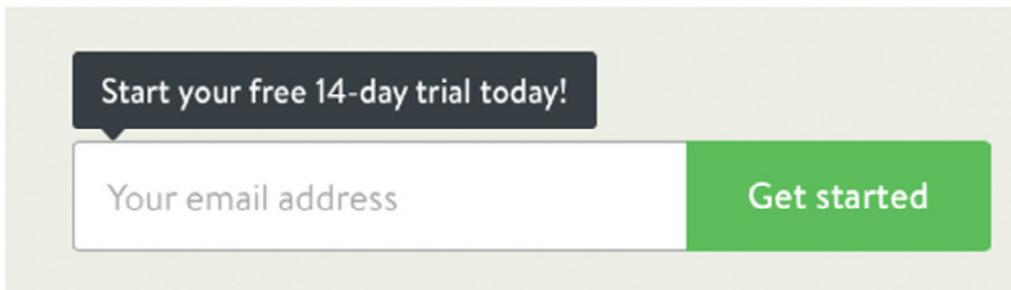
This expanse of white space doesn't need to be entirely empty, as long as what's there is pushing attention to your CTA. In fact, using another visual element and/or snippet of copy here can be a potent tool in boosting conversions.

Take a look at this CTA button from Wix.com:



An arrow points readers directly to the button. The copy is one last push reiterating a key benefit of taking action.

Last, here's a good example from Shopify.com that uses a number of the design elements discussed here:



The CTA button is a pleasing, yet contrasting and obvious color. There's muted white space all around it, but with a supporting copy and design that pushes you to action.



Checklist: CTA Button Design

- Don't be a slave to above the fold placement. Place your CTA only after you've presented a good a case for action.
- Use a contrasting color.
- Make the CTA button larger than the elements around it, but proportional.
- Your CTA button doesn't have to be a rectangle, but it does need to look clickable.
- Keep the area around your CTA button clear, except for copy and/or design elements that push attention towards and it and reinforce the motivation for taking action.

Putting It All Together

There's a lot going on in this ebook, so refer back to it as you're drafting and designing your landing pages. To make things even easier for you, here's a summary list of the key rules already discussed:

- Don't make your readers work hard! Make it easy for them to understand and take action on your landing page.
- Always create a separate landing page for each target market + feeder source so that the copy can deliver the most specific, compelling message possible.
- Write directly to the reader in active, descriptive terms.
- Specificity enhances credibility.



- Every design element and layout choice has a purpose; nothing is simply decoration.
- Value your white space.
- Test. Test. Test.

Each stage outlined in this eBook is critical to creating a landing page that converts:

1. Building a good foundation by clearly defining your landing page visitors so you can speak directly to them and their needs;
2. Writing persuasive copy that inspires trust;
3. Designing a landing page format that moves readers to act.

When you use a methodical approach like the one outlined here to developing your landing pages, you'll uncover your own specific process that enables you to replicate your landing page success every time you need a new one.

Once you've worked through the first two stages and are ready to design your landing page, [Pagewiz](#) is here to make it easy for you. Use its drag & drop functionality to design your landing page in minutes.

Start your 30-day free trial today.

