

SIX STEPS FOR A HIGH-CONVERTING LANDING PAGE



1. BEFORE YOU START YOU NEED TO:

- Identify your customer persona
- Establish your goals and objectives
- Develop a strategy

2. YOUR MESSAGE

- Catch your visitors' attention
- Give them a reason to engage deeper

3. YOUR OFFER

- Be clear with your offer and explain what your visitors will get from you

4. BE IRRESISTIBLE

- Make your visitors want your offer now
- Make them want it from you only

5. PROVIDE AN EXCHANGE

- Provide a clear call-to-action
- Put it above the fold
- For the mobile version make a scrolling CTA

6. TEST AND OPTIMIZE

- Conduct A/B testing
- Make a detailed analysis
- Work on improvements
- Don't be afraid to experiment

