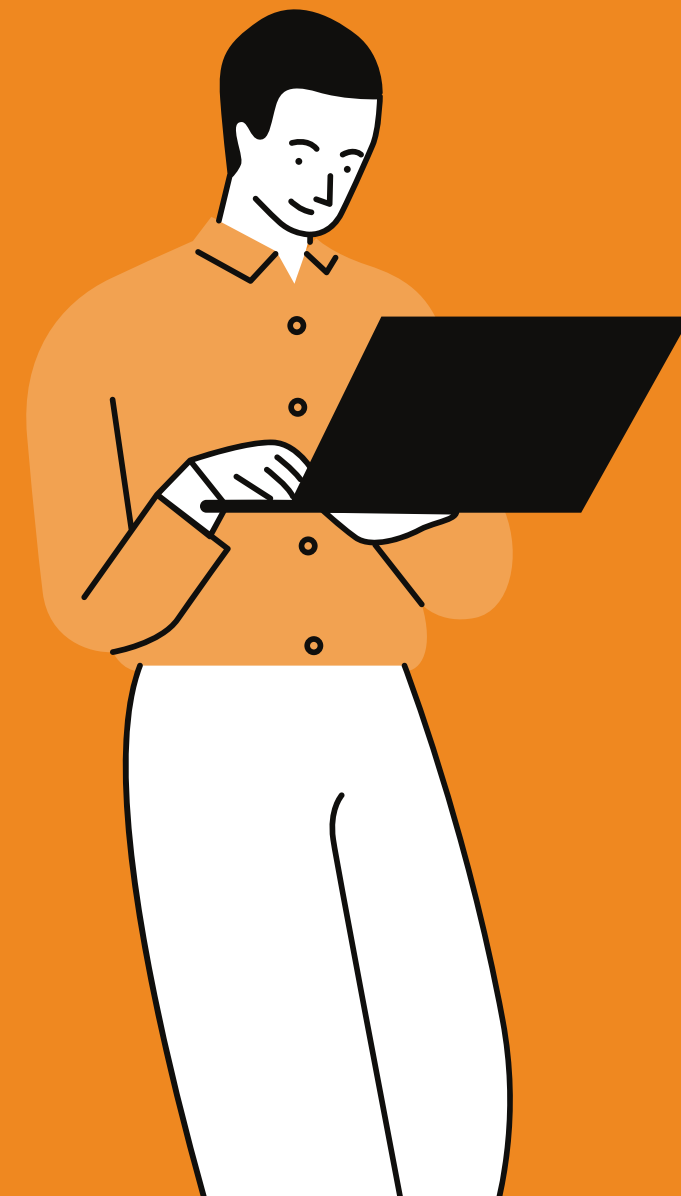
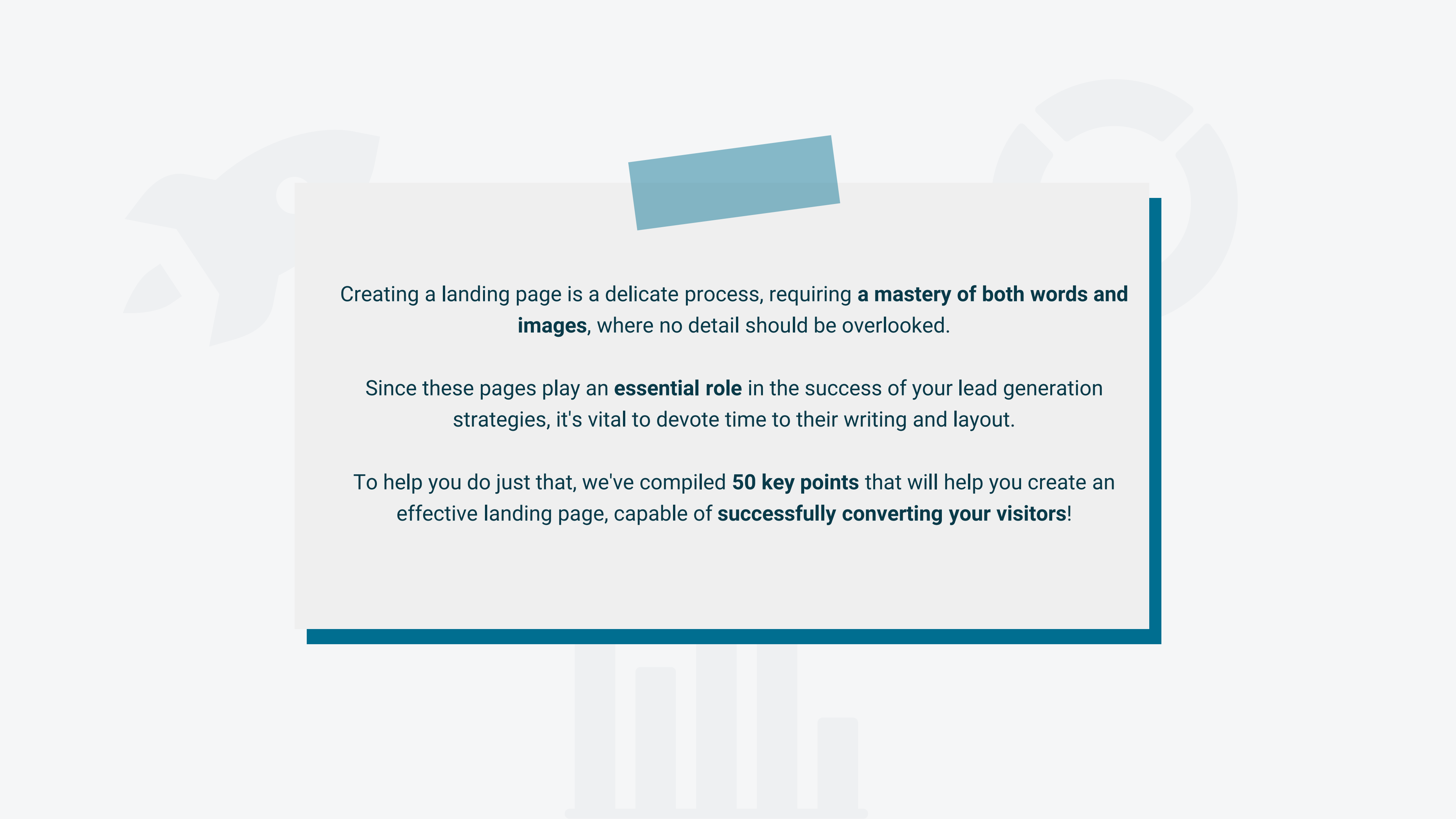


Tips to create a landing page that converts

LeadSeed 





Creating a landing page is a delicate process, requiring a **mastery of both words and images**, where no detail should be overlooked.

Since these pages play an **essential role** in the success of your lead generation strategies, it's vital to devote time to their writing and layout.

To help you do just that, we've compiled **50 key points** that will help you create an effective landing page, capable of **successfully converting your visitors!**

To get started...



Goal

You need to define the unique objective of your landing page.

My goal :



Target

It's crucial to define your target audience, its position in the buying journey and its maturity in relation to your product and the need you're addressing.

My target :



Traffic source

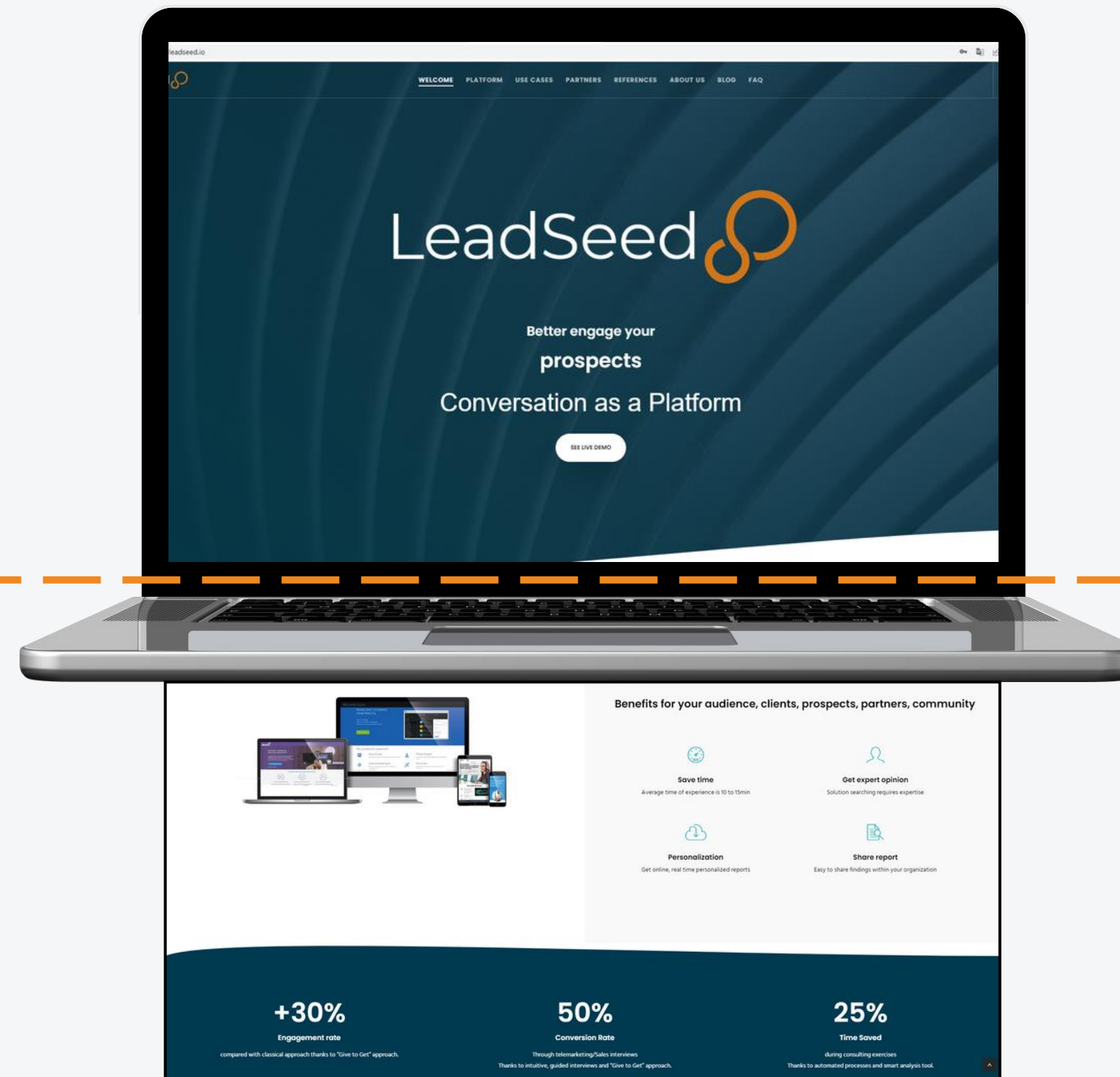
The nature and the quantity of information to be presented on your landing page will vary according to the origin of the person accessing it, whether via an ad on social networks or after reading a full marketing e-mail.

My traffic source

A landing page is divided into two parts

**Above
the waterline**

Content visible directly
on users' screens



**Above
the waterline**

Content visible by
scrolling the page



The part above the waterline must capture the attention of web users and make it clear in 5 seconds whether they are on a page that will meet their needs or not.

01

ABOVE
the waterline

TITLE & SUBTITLE

The title must be

- Concise: limited to 10 to 20 words.
- Clear: responds to a single subject and objective.
- Relevant: refers directly to the value you wish to deliver through this page.

The subtitle must

- Highlight your title (presenting the value of your product/service).

PRACTICAL ADVICE

For inspiration, you can vary your titles around these three headline categories:

Present a profit: "Boost your income".

Present a loss: "Stop losing".

Ask a question: "Need to earn?"

To validate your title, use Michael Materson's 4 U rule:

Useful: What's in it for you?

Unique: Why you?

Ultra-specific: How can you promise this benefit? What proof do you have?

Urgent: Does your offer have a deadline? Make this clear in your title.

Example:

Marketers, stop missing out on sales opportunities. Boost your lead generation with LeadSeed, the lead generation specialist for busy marketers, offering you concrete, measurable results in record time.

CALL TO ACTION

● Use an action verb in your CTA.

Favor action verbs that involve minimal effort to make it easier for your prospects to take action.

Examples:

“receive” rather than “download”,

“get” rather than “ask”,

“start” rather than “activate”

● Limit your CTA to no more than 5 words.

● Add a “click trigger” below.

This little phrase has a big impact and can encourage visitors to click on the CTA. For example, on a webinar registration page, your trigger can emphasize that even if people are unavailable on the date of the event, they can still register to receive the replay.

● Visually make your CTA stand out.

To do this, make sure you:

- Use contrasting colors against the rest of your page.
- Use a font size about twice as large as your page's body text.
- Position it in different places: at least one at the top of the page, above the fold line, and one at the bottom of the page for visitors who have scrolled to the bottom.

IMAGES AND VISUALS

● Use images of your product/service in action.

By showing your product in use, you will help your target market better understand what you offer and how you can help them.

● Use images featuring real people.

Images of people on the landing page help trigger emotions and drive conversions (especially if people are smiling!)

● Use videos showcasing your product/service.

Video is a great way to convey a lot of information in a short amount of time and can be daunting on a landing page.

02

**BELOW
THE WATERLINE**

Unlike the part above the waterline which must capture the attention of Internet users, the second part must convince them to take action. Take advantage of this opportunity to develop your offer in detail.

CONTENT

● Explain the problem you can solve.

Start by reminding visitors of the problem in question and the negative consequences for your audience if it is not solved. Next, address the obstacles they may face if they try to solve this problem on their own or by involving your competitors.

● Showcase only features/services related to your page topic.

● Keep sentences short and use bulleted lists.

● Use action verbs rather than descriptions.

Example :

"Optimize your time" vs "The solution that optimizes your time"

● Create a sense of urgency on your page.

If your offer is not time-limited, you can always sprinkle your text with "starting today" or "starting now"!

● Write for your customers, not for your product.

The golden rule in copywriting for a landing page is to highlight the benefits of your solution rather than its features.

To guide you, follow these steps:

- Start by writing your feature.
- Ask yourself the question "so what?" to understand what benefit or advantage it brings to your users.
- Highlight the lost revenue your users might face if they don't use your feature.

Example :

- LeadSeed's smart campaign advances the maturity of all your marketing leads.
- Increase the number of qualified leads coming from your marketing activities and thus facilitate their processing by salespeople.
- On average, nearly 80% of new leads never convert into sales for businesses.

Result :

Optimize your results by generating more customers thanks to your marketing actions! 80% of your leads will never convert into customers if you don't take the time to educate them. With LeadSeed's Smart Campaign, automate the generation of highly qualified leads.

- **Speak directly to the visitors of your page and favor the use of “you” rather than “we”.**

- **Write meaningful section headings.**

Your page must be able to be quickly skimmed over by the most eager Internet users. Your titles play a key role in providing a clear understanding of your page structure. Make sure that your advantages and benefits are therefore visible from the titles of your sections.

- **Check the adequacy of the content of your page with that of the advertisements / emails that link to this page.**

For example, if your page is for a paid search campaign, make sure that the title also includes the keywords of the ad that sends traffic to it.

- **Use an easily accessible vocabulary and avoid all professional jargon and pompous formulations.**

- **Add an FAQ to answer common objections from your prospects.**

It may be the price, payment terms, ease of use, speed of implementation, possible migrations if using a competing service...

- **Prioritize the information within your different sections.**

To ensure its effectiveness, each section of your page should focus on a single idea. It is therefore crucial to carefully prioritize the information presented, creating a logical thread from the top to the bottom of your page. This will ensure a smooth and consistent progression for visitors.

Example of prioritization: Your customers' problem > Your solution > Its benefits > How it works > Your evidence of how it works > CTA

- **After writing, remove all superfluous sections and information from your page!**

SOCIAL PROOF

● **Add social proof. It can be:**

- Testimonials from your clients
- Logos of your client companies
- Ratings from your customers
- Number of clients
- Quantitative and qualitative results achieved by your customers
- Badges and awards earned by your company
- Integrations

● **Include social proof above the fold to assert credibility and below the fold to drive action.**

FORM

● **Limit your form to the information you need in relation to where your offer fits into your sales cycle.**

● **Make your form visible.**

Position it in a frame with a contrasting background so it stands out clearly from the rest of your page.

● **Integrate smart fields.**

It may be the price, payment terms, ease of use, speed of implementation, possible migrations if using a competing service...

● **Make sure you have positioned your form in the right place.**

There is no magic formula for determining the ideal location for your form. Generally, on short pages, it's best to place the form above the fold line, while on longer pages, it's better to present it at the bottom of the page. The important thing is to choose the best location for your audience.

● **Clarify the information requested on each field.**

Be sure to always place an indication of the expected information above your fields, rather than just placing it inside, for accessibility and convenience. Use short labels such as "Email" rather than "Your email address is". Also avoid writing labels entirely in capitals.

● **Add a link to your privacy policy at the bottom of your form.**

03

**PAGE
LAYOUT**

Layout

- **Remove navigation menus from your landing page.**

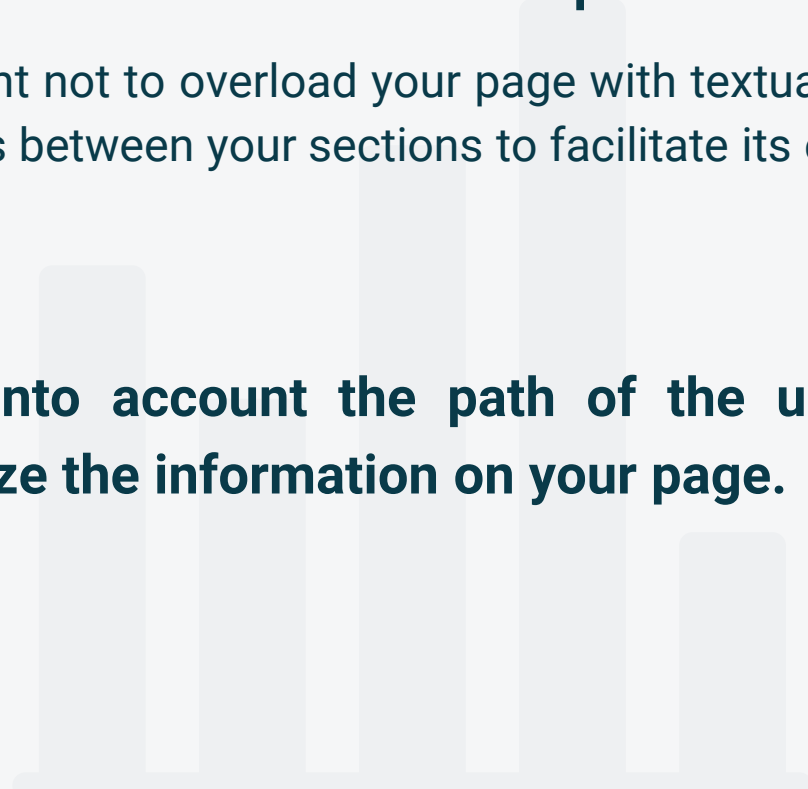
A landing page should be designed for a specific action and minimizing distractions is key. This involves removing the navigation menus usually present on other pages of your site. It's common to leave only your company logo on the top left, to redirect visitors to your site's homepage.

- **Remove all distractions from your landing page, such as popups or chatbots when these are irrelevant.**

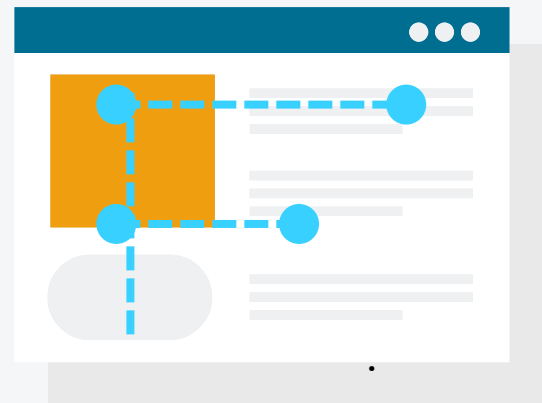
- **Leave a fair amount of white space.**

It is important not to overload your page with textual content and to leave spaces between your sections to facilitate its exploration.

- **Take into account the path of the user's gaze to organize the information on your page.**

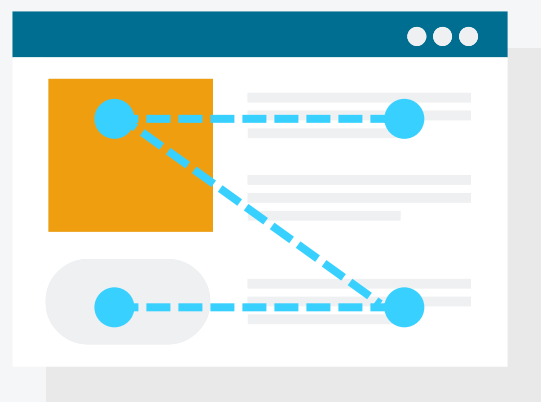


Two types of courses are most often used



The F courses

Use this layout for high text density. Position the most important elements along this path.



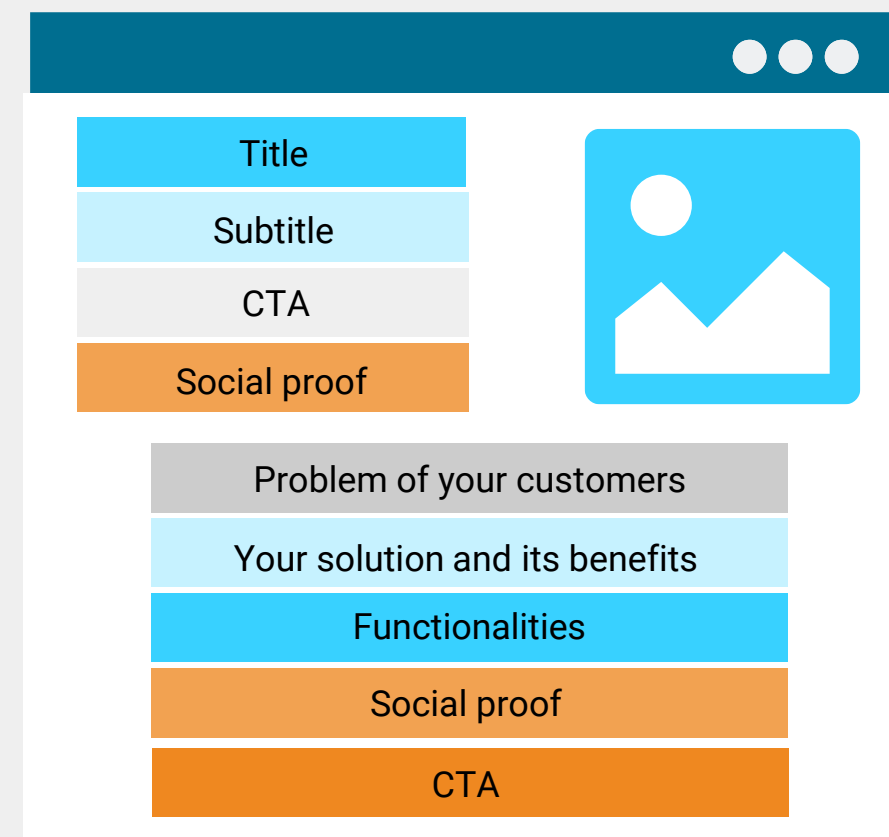
The Z courses

Use this layout for less dense content, to focus on the important elements. You can follow this path by alternating content blocks aligned left and right.

Conclusion

Your landing page should have a clearly defined structure.

You can follow the example below:



04

**BEFORE
PUBLICATION**

AFTER CONVERTING

- **Take advantage of this page to maintain the link with Internet users.**

To do this, offer them relevant content according to their request, encouraging them to subscribe to your newsletter or to follow you on social networks.

Take advantage of this page to maintain the link with Internet users by offering them relevant content according to their request, by encouraging them to subscribe to your newsletter or to follow you on social networks.

- **Set up an automatic thank you email.**

Peace of mind is essential, and any user would like to have confirmation of receipt of their request. This is why it is essential to set up a system for automatically sending e-mails to all the people who fill out your forms, whatever the subject of their request. Consider this email as a thank you page, an opportunity to strengthen your connection with the Internet user and develop the relationship between you.

SEO & SOCIAL MEDIA

- **Specify whether or not your page should be indexed by search engines.**
- **Edit the meta-title, meta-description and meta-image of your page.**
- **Write a short and precise URL for your page. Fill in the “alt” tags of the images.**
- **Make sure your page is responsive and loads in less than 3 seconds.**

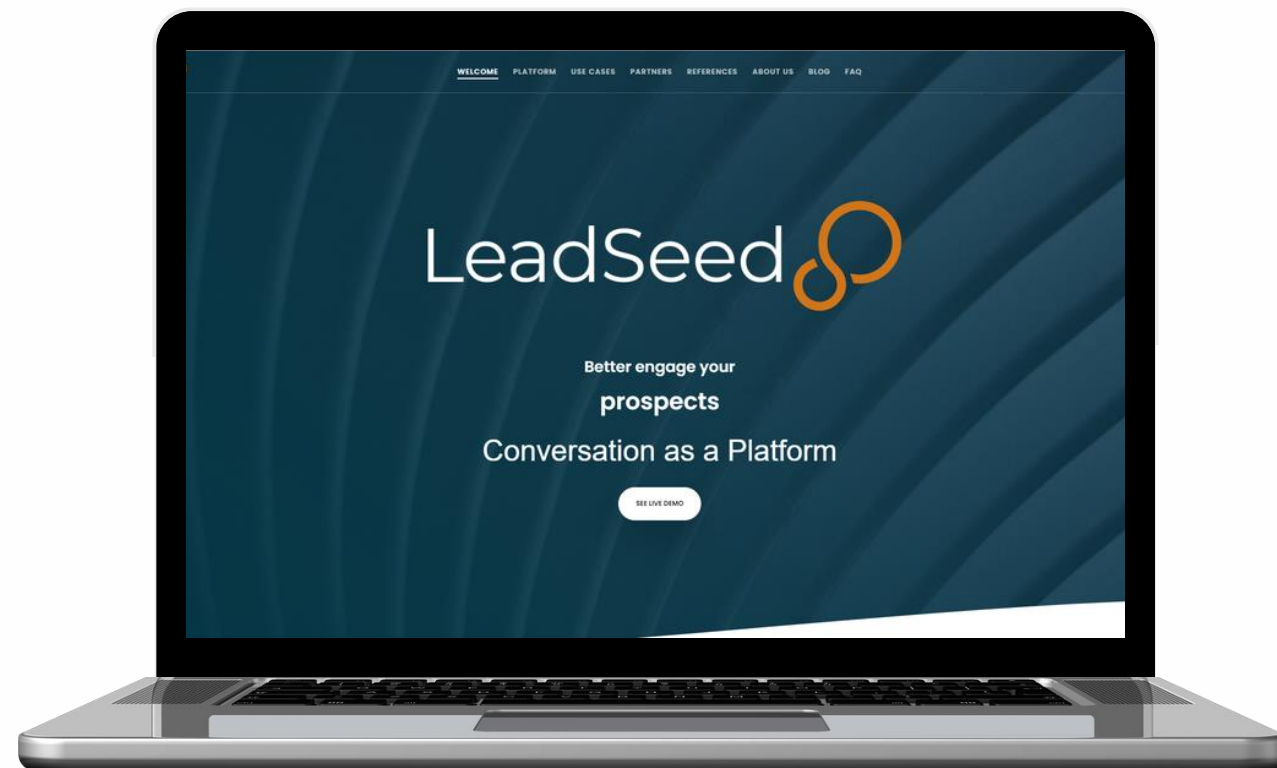
Final checks



- **Check that the post-conversion actions work well and that their follow-up is operational.**
- **Make sure that the various tracking elements are installed on the page (such as Google Analytics, Facebook Pixel or LinkedIn Insight Tag).**
- **Ask a colleague to judge your page in less than 5 seconds.**

Your users should be able to figure out what action to take within seconds of landing on your page. If not, you need to make things clearer.

About LeadSeed



[DEMO](#)

Unleash the power of your marketing with LeadSeed.

The **game-changing CaaS** (Conversation as a Platform) solution that enables marketers and sales specialists to obtain **highly qualified leads** by creating personalized, engaging and omnichannel content.

Come discover the future of marketing automation and explore the LeadSeed platform, its interface, its advanced logic capabilities and its automated generation of personalized content.

Also, check out our latest innovation – seamless integration with ChatGPT AI allowing consultants to use it as an assistant to build better questionnaires for optimal results and engagements.

Come to our site to discover concrete examples from our customers and make an appointment for a personalized demonstration.



A QUESTION ? AN OBSERVATION ?



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