Create Better Landing Pages

> This is a sample from Tiny Marketing Wins. Subscribe to get 4 free tactics!

A landing page is single page website with one goal: to get people to convert. This week, your goal is to get more email signups.

Every landing page should answer these questions:

1. Who is this for? Where are they now?
2. What's their dream? How could their life be better?
3. What obstacles stand in their way?
4. How does your offer help them overcome obstacles, and achieve a better life?

Sections of a landing page

Headline + Sub-headline

The first thing people read is your main headline. Don't waste it! It's your way to hook people's interest.

The headline is not the place to introduce yourself. Instead, address your audience directly by using (or implying) the word "you."

Here are a few examples of bad "we" focused headlines:

- "Corporate gifting by Sesame."[1]

- "We make interfaces."[2]

- "Lita Healthcare Group Limited is a diversified healthcare company which markets and distributes products to the hospital and retail healthcare environment."

On the flip-side, here are some good audience-focused headlines:

- "Accounting made for you, the non-accountant"[3]

- "You don't need to be an engineer. Build your startup by pointing and clicking."[4]

- "Guaranteed to increase your organic search traffic."[5]

Improve your headlines by using a strong verb.

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[1] sesamegifts.com

[2] metalab.co

[3] freshbooks.com

[4] bubble.is

[5] hittail.com

Without a primary action, headlines feel like generic descriptions:

- "Dead simple time tracking."[6]
- "Real-time customer activity all in one place."[7]
- "Meet the world's first visual CMS"[8]

Here are headlines that make good use of verbs:

- "Create professional client proposals in minutes."[9]
- "Record bugs easily."[10]
- "Send with confidence. Build, test, and monitor your emails with Litmus."[11]

Landing page body

Now we get to the meat of the page. Follow this checklist while crafting your content for the body:

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[6] ding.io

[7] woopra.com

[8] webflow.com

[9] bidsketch.com

[10] testfire.io

[11] litmus.com

- **Put a visual near the top.** An image or a video can help people imagine themselves using the product. Images that create an emotional response are particularly helpful.

- **List the benefits.** In what ways does your product help your audience?

- **Show social proof.** What notable people are using it? What trusted news sources have written about it?

- **Describe some (not all) of your features.** Remember to describe the product itself! List a few features, and describe what makes them unique.

- **Call to action.** What is the conversion event for your page? If it's to get people signed up for your list, feature your sign-up form prominently. If it's to get people to buy, focus on your pricing tiers and "Buy Now" buttons.

Footer

Keep the footer simple. You don't want to give people too many reasons to click on a link, and leave the landing page. Start with three links and / or short content sections:

- **About:** who is behind this project?

- **Blog:** link to your blog.

- **Contact:** provide a way for people to contact you to ask questions.
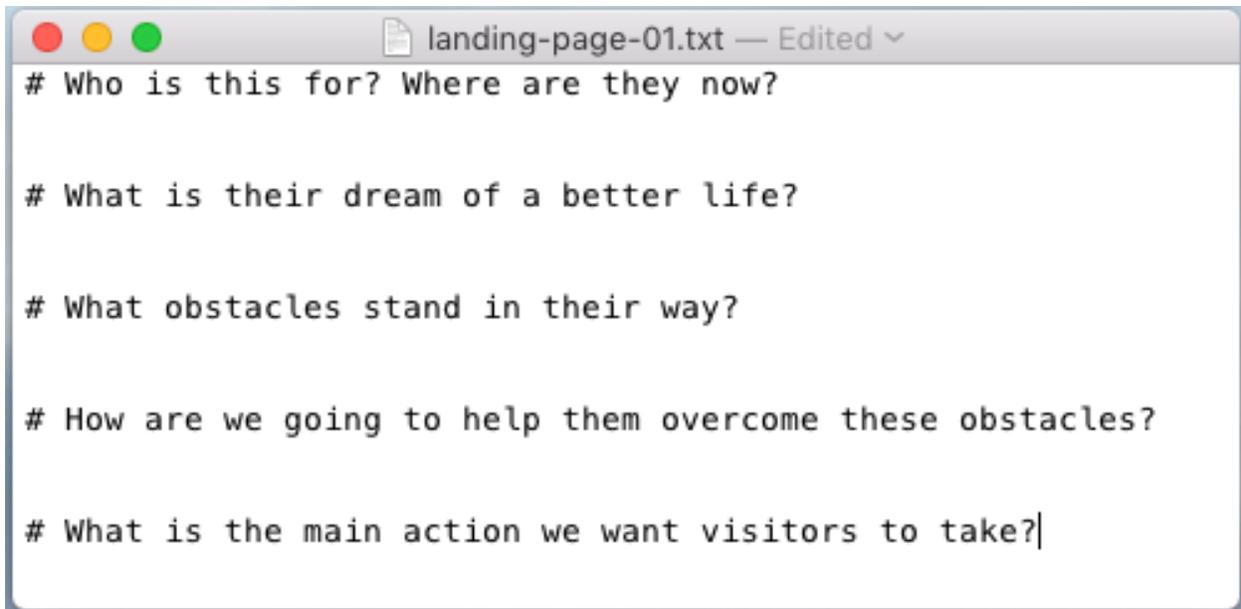
Focus on the words

Jason Fried, the founder of Basecamp, has a great metaphor for building landing pages:

> *I've got to start with the words; the story has to be right. You can launch with just words.*

Before you work on the design, images, and formatting, focus on the words.

Here's the template I use in Notepad:

```
# Who is this for? Where are they now?


# What is their dream of a better life?


# What obstacles stand in their way?


# How are we going to help them overcome these obstacles?


# What is the main action we want visitors to take?
```

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