



HOW TO CREATE A HIGH CONVERSION B2B LANDING PAGE A CHECKLIST.

A champion's guide to creating high-performing and winning landing pages.



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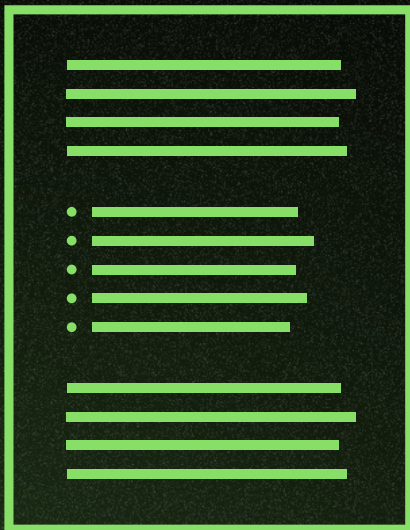
- 01.** INCLUDE A SHORT AND CLEAR CALL-TO-ACTION
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01. INCLUDE A SHORT AND CLEAR CALL-TO-ACTION

Ensure that your call-to-action is short and tells exactly what you want the user to do. Use contrast colors to grab the attention of the user.



02. HAVE A COPY THAT IS TO-THE-POINT AND PROPERLY FORMATTED



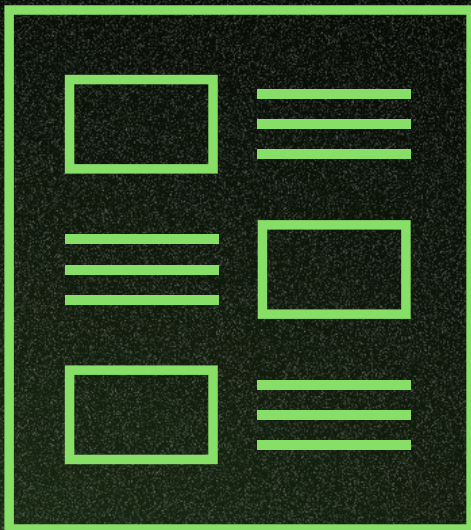
Whether it's the headline, sub-headings, or the main body, ensure that the copy explains the value proposition to the prospect at first glance. Ensure that it does not flow into long paragraphs. Use bullet points as much as possible. The idea is to make the message clear to the prospect in as few words as possible. They are unlikely to stay for more than 3 seconds. So, you just have a small time window to convince them to take action.

03. ADD ALL THE TESTIMONIALS AND AWARDS THAT YOU HAVE RECEIVED TO DATE

Have you received an industry certification?
Did you receive testimonials from customers?
Have you received an award or been rated
the best in your field? Well, a landing page is
your platform to boast about it. Add them in
strategic places like the hero section to grab
the attention of the prospect.



04. ENSURE THE DESIGN AND LAYOUT IS CLEAN AND UNCLUTTERED



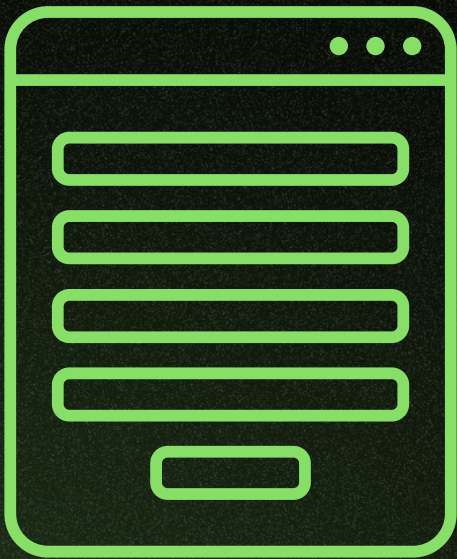
The landing page tells your story. Ensure that the layout flows seamlessly and looks clean. The prospect should not be overwhelmed by looking at a cluttered or confusing design.

05. MAKE THE HERO SECTION ATTRACTIVE

The best way to entice your user is by making the hero section of your landing page compelling. Try to communicate your value proposition in the hero section to save your prospect's time.



06. HAVE A SHORT LEAD CAPTURE FORM WITH JUST KEY QUESTIONS



Ensure that the lead capture form does not overwhelm your prospect. Ask only selective and crucial questions. The user should not be spending a long time filling out the form. You may also provide an auto-fill option or integrate it with social media accounts to save the prospect's time. You can also add a privacy policy below the form to let your prospects know that their information is safe.

07. MAKE IT EASY FOR A PROSPECT TO CONTACT YOU

Ensure including your contact details at the end of the landing page. So, if the prospect wants to contact you, they can do it easily without having to scout for your number elsewhere.



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