



we simplify  
the Internet

# Landing Page Design: Common Mistakes & Tested Techniques

Chuck Bankoff  
WSI Internet Marketing Expert



# What is a Landing Page?



A Landing page is where visitors land after clicking on an email link, a search engine result, a banner ad, or manually type in a specific advertised address.

## Key Points:

- It may be the Home page... but not necessarily
- There may, or may not be navigation to other pages
- There should be a specific objective with minimal distractions.

# Six Steps of Landing Page Design



## Step #1: Define Success

- Transactions
- Lead Generation
- Branding/Education
- Relationship Building
- Membership Registration
- Viral Marketing

## Step #2: Define your Customer

- It's NOT about YOU!
- Create an ideal customer profile
- May have multiple profiles
- Prioritize customer profiles
- Don't try to appeal too broadly  
*(you will target no one)*

# Six Steps of Landing Page Design



## Step #3: Selecting Domains

- Unique Landing Page URL?
- Personal URL (PURL)?
- Multiple Vanity URLs?
- Easy to remember?
- Easy to spell?

## Step #4: Wireframing

- List all the page elements
- Create a layout sketch
- Wireframe before Copy
- Consider general size & placement
- Consider the fold

# Six Steps of Landing Page Design



## Step #5: Copywriting

- **Headlines:** Should refer to the place the visitor just came from
- **Call to action:** Test matching this with the headline
- **Body copy:** Only 20% of visitors will actually read this... still has to be good.

## Step #6: Testing & Tweaking

- Set up a schedule to examine and adjust to the metrics
- Should match your original goals:
  - Transactions
  - Lead Generation
  - Branding/Education
  - Relationship Building
  - Membership Registration
  - Viral Marketing



# Scrolling, Paging & the Fold

## Put enough content above the fold (text and images) so that the visitor can decide to stay or leave

- Do NOT make text-copy columns too wide or fonts too small just to keep content above the fold.
- 10-12 point or larger fonts / no more than 50-60 characters (*including spaces*) across.
- Women ages 34-45 are more likely to scroll, read more info and click onto additional pages than men.
- Above-the-fold info must contain enough convincing data to will over the short attention span visitors.

# Navigation Bars



HYOS	21.14	-0.11	-0.54%	0.17	5	-4.4
PLUG	26.37	-0.04	-0.94%	-0.11	11	-1.34
ESLR	62.20	-0.01	-0.19%	-0.01	2	-7.5
LMT	21.77	0.13	0.86%	0.07	7	11.5
CD	26.6	-0.35	-1.3%	0.09	3	-1.1
IOC	19.59	0.09	0.46%	0.0	4	0.86
TS	49.06	-0.16	-0.33%	0.06	5	0.86
TV	39.16	0.27	0.69%	0.07	6	0.86

## Navigation on a landing page can present a distraction and do more harm than good

- ➡ You will have plenty of opportunity to tell the your customers how wonderful you are.
- ➡ Would you tell an attractive stranger your life history when you are just trying to get them to agree to a first date.
- ➡ The objective is to not encourage the visitor to wander “off-point”

# Landing Pages with Links



## Design Tips for Landing Pages with links to other pages:

- ➡ Eliminate any clicks to irrelevant pages or advertisers
- ➡ Minimize font size of links to privacy and legal information
- ➡ Make the ENTIRE area around a link clickable
- ➡ Make the first 3 words of a link descriptive
- ➡ Make your Hero shot clickable and open in a separate window of information so the visitor does not lose the main landing page



# Color

## Color choices affect: **Reading Comprehension**

**Copy:** Black text on a white background

**Headlines:** Large enough to be readable in most colors, so largely irrelevant.

**Hotlinks:** Blue until clicked and then turns purplish. Designer colors are OK...but test first....

**Branding Colors:** OK if branding is more important than copy.



# Typeface Fonts

## Rules to follow for Easy-to-Read type:

- ➡ Make copy as easy to read as possible. Many visitors will bail just because the page “looks like work”.
- ➡ Use 10 point or larger font. Consider a larger size if you are targeting children, elderly, or if you have very long copy.
- ➡ Captions, form field names, legal and some tech-specs can be smaller.
- ➡ Smaller texts promotes slower reading and a drop-off in comprehension.



# Typeface Fonts

## **MORE Rules to follow for Easy-to-Read type:**

- ➡ Text should never run more than 52-60 characters across the screen. People can't comfortably read long wide columns.
- ➡ Keep columns at a fixed width (no liquid designs)
- ➡ Use "Web-safe fonts" to control the appearance of the page.
- ➡ With the possible exception of one-line headlines, all text should be flush left and NOT centered.
- ➡ Headlines should be significantly larger and possibly bolder. Sub-headlines should be close to body copy size and bold



# Typeface Fonts

## Common online Type Design Mistakes:

### Sample #1: Multi-line headline with each line centered

Multi-line text of any size is very hard to read because the human eye looks for the beginning of a line over to the left and we expect it to be in the same place ever time. If it isn't we have to adjust



# Typeface Fonts

## Common online Type Design Mistakes:

### Sample #2: 9 Point of Smaller Verdana in Gray:

The average person over the age of 40 will not have an easy time reading this. This is one of the most popular font/size combinations online. Higher rez monitors can make the font look even smaller.



# Typeface Fonts

## Common online Type Design Mistakes:

### Sample #3: Column wider than 65 characters across:

Using a liquid design instead of a static design makes it harder for you to maintain control of the appearance of your page. On higher screen resolutions the column will expand (and get shorter). Is it any wonder that newspaper and magazines use narrow columns?



# Typeface Fonts

## Common online Type Design Mistakes:

Sample #4: White body copy on black background:

Perhaps art directors line white copy on black backgrounds because they never actually read the copy so they don't expect any one else to. Sometimes it might look cool...but it still doesn't convert well.



# Typeface Fonts

## Common online Type Design Mistakes:

### Sample #5: Bold for Verbal Emphasis (Not Readability):

The **average** person over the age of 40 will not have an easy time reading this. This is one of the most popular **font/size** combinations online. **Higher rez monitors** can make the font look even smaller.



# Typeface Fonts

## Common online Type Design Mistakes:

### Sample #6: Paragraphs longer than 4 ½ Lines:

He is going to speak to the Elite Coaching clients and give an introduction to the movement of spinal corrective care in the profession and CBP. This is a phenomenal opportunity to hear one of the professions foremost leaders fighting for you in the political and insurance arenas. It is because of efforts of dedicated individuals like Dr. Deed that gives us the opportunities we have in practice. Please come to the New Orleans seminar early on Friday and give Dr. Deed Harrison the respect he deserves.



# Typeface Fonts

## Common online Type Design Mistakes:

### Sample #7: Pros that should be a Bullet List:

Some common mistakes that designers make when writing text include Multi-line headline with each line centered, 9 Point of Smaller Verdana in Gray, Column wider than 65 characters across, White body copy on black background, Bold for Verbal Emphasis (Not Readability), and Paragraphs longer than 4 ½ Lines

-OR-

### Some common mistakes that designers make when writing text include:

- ▶ Multi-line headline with each line centered
- ▶ 9 Point of Smaller Verdana in Gray
- ▶ Columns wider than 65 characters across
- ▶ White body copy on black background
- ▶ Bold for Verbal Emphasis (Not Readability)
- ▶ Paragraphs longer than 4 ½ Lines



# How many elements should be on a page?

*As many as necessary... no more no less....*

- ▶ Logo
- ▶ Hero Shot, which may be clickable
- ▶ Conversion button or link
- ▶ Headline
- ▶ Quick offer explanation
- ▶ Longer product or Service explanation
- ▶ Links to more information
- ▶ Deadlines
- ▶ Forms with descriptive tags
- ▶ Descriptive tagline
- ▶ Security and trust icons
- ▶ Testimonials (text, audio, video)
- ▶ Technical specifications
- ▶ Guarantees
- ▶ Rich media
- ▶ Copyright /Legal (at bottom)

# Trust Icons



**Data and Case Studies prove conclusively that trust icons do make a difference in conversions**

- ➡ Multiple icons may help
- ➡ Place icons above the fold and at critical decision points
- ➡ Consider using the space around your logo to identify it with a trust image and slogan





### CATEGORIES

- Pre Printed Banner
- Custom Banner
- LED Signs
- LED Modules
- Power Supplies
- Large Business Signs
- Trade Show Banner

SEE SAMPLE BANNERS



LOW PRICE GUARANTEE

We Guarantee the Quality of Our Signs and Banners



We Are Ranked Top Merchant By Yahoo!



Equifax



### SPECIAL PROMOTIONS

#### PRE-PRINTED BANNERS



Price: \$29.00

Price: \$29.00

Price: \$56.00

#### CUSTOM BANNERS



Price: \$16.00

Price: \$38.00

Price: \$53.00

#### ANIMATED LED SIGNS



Price: \$169.00

Price: \$79.00

Price: \$159.00

Outdoor signage like vinyl banners, vinyl signs, neon signs, and led signs are used to attract attentions and increase foot traffic. In the case of custom banners, the custom signs, the uniqueness in the sign design often results in attracting more attention and will help increase of sales and profit.

Compare to vinyl banners and vinyl signs, neon signs and LED signs are growing in popularity. The glowing light make neon signs and LED signs more visually stimulating and therefore, an effective advertising tool. You will see a tangible return on the investment you made on outdoor neon signs or LED signs especially if you run a night business.

BannerETC.com takes pride in being one of the few professional vinyl banner, neon sign, and led sign maker that provides excellent products and services through the following ways:

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- Competitive pricing and a low price guarantee on all custom banners, vinyl signs, neon signs and LED signs.
- Professional in-house designers ensure your custom banners, neon signs or LED signs are exactly as you envisioned.
- Strong warranty behind all of our products.
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19223 East Colima RD, Rowland Heights CA, 91748  
Tel: 626-839-1922  
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LOW PRICE GUARANTEE



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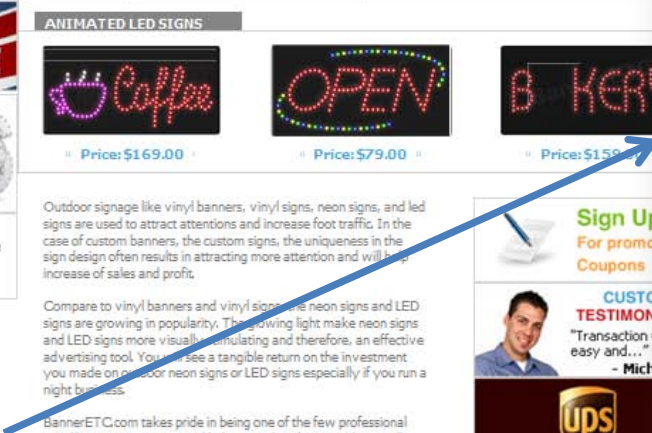
We Are Ranked Top Merchant By Yahoo!



Sign Up For promo Coupons

CUSTOMER TESTIMONIAL  
"Transaction very easy and..."  
- Michael

FedEx  
UPS & FEDEX CERTIFIED



# Video on Landing Pages



## Rule #1:

**NEVER** start playing the video automatically when the visitor arrives on the Landing Page!!!

- ➡ Visitor might be in the work place and might bail as soon as unexpected sounds start blaring from their computer
- ➡ No one likes a “commercial” forced on them
- ➡ The visitor just may not be prepared. They may want to scan the page before investing in the video, or simply adjust their speaker volume.

# Video on Landing Pages



## Two scenarios where video works well:

### *#1: As Seen on TV*

- The purpose is not to sell, but to brand and reassure the visitor that they are in the right place
- Use a shorter version (30-seconds or less) than the original TV version
- Typically works best on the top left side of the page or in a featured area



# Video on Landing Pages



## Two scenarios where video works well:

### *#2: Testimonials*

- ➡ Amateur videos work well because they are believable




# Avatars & Spokesmodels

**SitePal™** What does *your* site say? [MySitePal Login](#)

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Enable your site **with the power of voice**

Sit back, relax and we will show you how it works.  Watch Intro Movie




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**Go Beyond Flat Text!**

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- Enrich the user experience
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Starting at **\$9.95** per month

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Natural support for Weight Loss 60 Capsules

All natural weight management formula with 750 mg of 100% certified South African Hoodia Gordonil to control hunger, support carb digestion and boost calorie burning without harmful stimulants!

Online Price \$33.99  
Plus shipping & handling

**HONEY BACK GUARANTEE**

**Add to cart**

**Health Topics**

Use our extensive MyNutritionStore.com Library to learn which ingredients work best:



# Response Devices: *Phone Numbers*

## Adding Phone Numbers to Landing Pages

- ➔ Bigger is Better....don't be shy
- ➔ Some consumers just prefer to call
- ➔ Some consumers just want to be reassured there is a real person available (even if they never call)
- ➔ **Tip:** put phone number on EVERY page, not just the Landing page or Contact page

Call toll-free 1-888-MATH-HELP

**MATH MADE *Easy***

Looking for some help with algebra?

Many students struggle with algebra through no fault of their own. After all, algebra has its own unique language and set of rules. Nonetheless, the frustration experienced by algebra students can result in a loss of self-confidence.

If your child is struggling with algebra, our Algebra Made Easy video tutorial series can help pave the way to a good grade. Created by a team of leading math educators, Algebra Made Easy features a comprehensive, step-by-step approach that simplifies complex concepts by breaking them up into bite-size pieces, using high quality color illustrations, and providing real-life examples.

The knowledge and sense of achievement that Algebra Made Easy can bring to your child will pay big dividends for years to come. Not only will it help your child earn a good grade in algebra, but it will also lay a critical foundation for future success, including college admissions.

**Why not see for yourself?**

To receive a free sample of the Algebra Made Easy tutorial, just fill out the form on this page, or call us toll free at **1-888-MATH-HELP**.

**Request Your Free Sample Today**

First Name:

Last Name:

Phone Number:

E-Mail Address:

What is the Grade level of the student?  
Choose one...

With which subject does the student need help?  
Choose one...

Are you the parent or the student?  
Choose one...

If you are under 18, please provide the name of one of your parents:

This offer is valid to United States residents only. One sample per person/family. We will verify all information before sending your sample.

We are committed to protecting your privacy. We will use the information we collect about you only as outlined above and to our primary purpose, and will not disclose or sell it to third parties.

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Call toll-free 1-888-MATH-HELP



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#### Request Your Free Sample Today

First Name

Last Name

Phone Number

E-Mail Address

What is the Grade level of the student?

Choose one...

With which subject does the student need help?

Choose one...

Are you the parent or the student?

Choose one...

If you are under 18, please provide the name of one of your parents:

Send

This landing page gets an average 12-15% conversion rate from search engine traffic, with 10% of the conversions coming in on the toll-free line.

Credit: MarketingSherpa Handbook



# Buttons

**Next to Headlines, button copy, color and shape as the most important element on the page...**

- ➡ Test: Red vs. Gray... Round vs. Rectangular
- ➡ Wording is important: “Buy Now” vs. “Try it Now”
- ➡ Different buttons work for different audiences

Click to qualify – It’s Free

Am I Eligible? Find Out Instantly!

- ➡ Don’t get cute with the labels....say what you mean



# Registration Forms

## Shorter is better. Usually...

- ➡ Be patient. Ask for only what you need... you will have more chances to get the rest. Roughly 40% of visitors may answer a few extra questions on the “Thank You” page

If you sign up now, we will also send you an audio file titled, “2 Secrets That Can Guarantee Better Compliance at the ROF.” This will change the way you think of communicating to your patients and running your practice.

Name:

Email:

*Submit*

- ➡ **Exception:** When you want to pre-qualify leads because there is a cost associated with the next step of the process.

# Copy Tips...



- ➔ Use half the copy that you would use in printed material
- ➔ Headline should exactly match the headline that got them there
- ➔ Stay on point.... Headline match Body Copy
- ➔ Nothing more than needed...nothing less than needed
- ➔ Don't waste valuable real-estate with "Welcome..."
- ➔ "You" and "Your" trumps "We" and "Our"

# More Copy Tips...



- ➔ People read only the first few words of bullets and paragraphs
- ➔ People read the tops and bottoms of lists...not the middle
- ➔ Keep your first few paragraphs short and inviting
- ➔ Alternate long and short Paragraphs
- ➔ Paragraphs shouldn't be longer than 4 or 5 lines long
- ➔ Numerals have more impact than written numbers

# Long Copy vs. Short Copy



Long copy works well for....

- ➡ Expensive Products & Services
- ➡ Money related products and services
- ➡ Health related products and services
- ➡ Older consumers
- ➡ Reading related products
- ➡ Technical products

# Campaign Killers!



- ✘ Too much text (*some exceptions*)
- ✘ Error pages, broken links and anything that does not work.
- ✘ Required fields (*especially personal info & telephone numbers*)
- ✘ Reset buttons
- ✘ No email privacy information next to the email form
- ✘ Lack of communication choices
- ✘ Inadequate shipping & pricing information
- ✘ Too many links leading to too many destinations

# Just a few more **Success Factors...**



- ➡ **Keep the critical elements above the fold**
- ➡ **Fewer columns are better**
- ➡ **Consider removing navigation** (*keep the visitor from straying*)
- ➡ **You may need more landing pages....think “template”**
- ➡ **Bigger is Better** (*typeface that is....*)
- ➡ **Men like short pages... women like long pages**
- ➡ **Influence the visitor with minimal distractions** (*lead the eye*)



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the Internet

**Download the Whitepaper at:**

[www.getWSIpowered.com/Landingpages](http://www.getWSIpowered.com/Landingpages)

