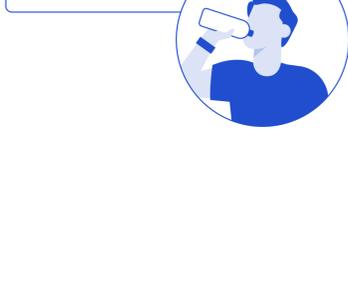
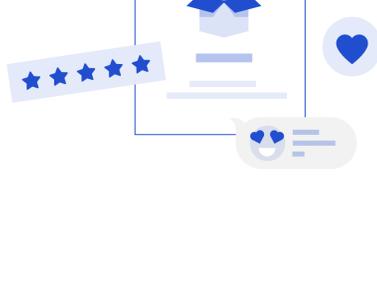


# Landing Page Best Practices

## Connect to Consumer Desires

People purchase products to make their lives better. Landing page content should speak to customers' problems, wants, and needs.



## Illustrate the Outcome

Use imagery to show how products add value to people's lives. Don't stop at depicting how the product works—show how it solves a problem and how it makes people feel as a result.

## Make Conversion Easy

Ensure that users can follow an intuitive path to conversion from any part of the landing page. They shouldn't have to scroll to find buttons or search for input fields.

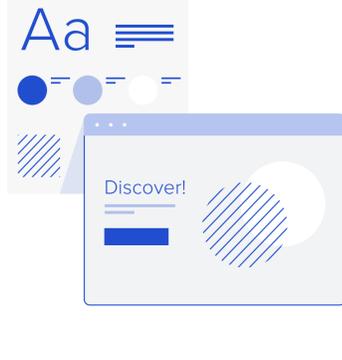


## Align With Referrals

Referral sources, like banner ads and social media posts, should be visually and thematically consistent with landing page content. Inbound bait-and-switch can frustrate users—and hurt brand reputation.

## Stay On-brand

Always align landing page copy, imagery, colors, and fonts with brand voice and identity. Straying from the brand on pages designed to convert can confuse prospective customers.

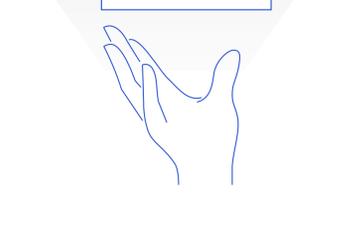


## Write Concise, Compelling Copy

Dense or meandering text can lose readers' attention. Thought-provoking, informative copy that quickly gets to the point keeps users engaged.

## Design for Skimming

Because many people skim text, break copy into short chunks and bulleted lists to make it more digestible. Optimize content for F- and Z-pattern scanning.

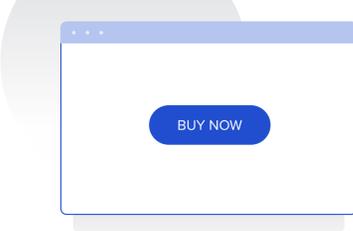


## Make Value Immediately Obvious

If the purpose of the page isn't clear right away, people may leave. Follow the five-second rule: Users should be able to grasp the value proposition within five seconds.

## Cut the Clutter

To limit distractions, only include landing page elements that support conversion and a positive user experience. Some experts recommend removing navigation from landing pages, though this carries the risk of frustrating prospective customers.

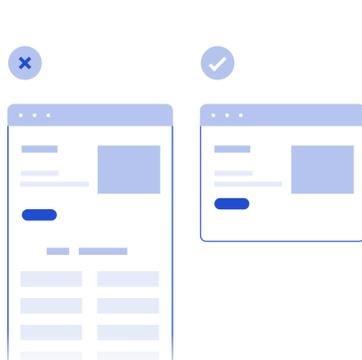


## Employ Ample Whitespace

With clutter eliminated, use the area between elements on the page—whitespace—to guide users and emphasize essential content.

## Keep Pages Short

Infinite scroll isn't very effective for landing pages. Shorter pages quickly guide customers to your call-to-action.

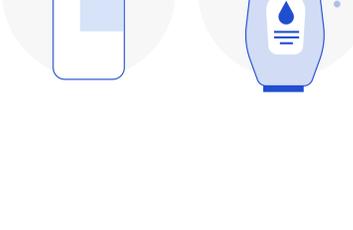
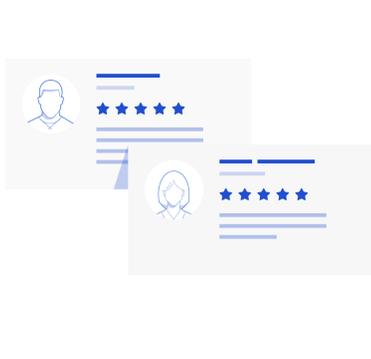


## Consider Video

When developed with a clear goal in mind, video has the potential to clarify value and boost conversion. If you use video on your landing page, keep it brief, informative, and inspiring.

## Utilize Social Proof

Reviews, ratings, and testimonials are conversion catalysts. When leveraging social proof, curate a selection of powerful examples to avoid overwhelming or distracting users.



## Frame Choices

Enabling customers to compare products helps them find the right one for their needs. When there are a lot of options, making comparisons can also reassure people that they've made an informed choice.

## Leverage Scarcity

Limited time, inventory, and access are potent motivators. Only use scarcity when it's real, and be cautious with wording to avoid making users feel rushed or manipulated.

