

INTRODUCTORY

HOW TO USE LANDING PAGES FOR BUSINESS.



Learn how you can create, design, and optimize effective landing pages to drive traffic to your website and bring in more leads for your business.

A publication of

HubSpot

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INTRODUCTORY THIS RESOURCE

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.

INTERMEDIATE

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.

ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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MARKETING ANALYTICS

Analyze your web traffic and see which sources are generating the most leads.



SEARCH OPTIMIZATION

Improve your rank in search engines by finding and tracking your most effective keywords.



BLOGGING

Create blog content quickly while getting SEO tips and best practice pointers as you type.



LEAD MANAGEMENT

Track leads with a complete timeline-view of their interactions with your company.



EMAIL

Send personalized, segmented emails based on any information in your contact database.



SOCIAL MEDIA

Publish content to your social accounts, then nurture leads based on their social engagement.

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AN INTRODUCTORY GUIDE: HOW TO USE LANDING PAGES FOR BUSINESS



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DESIGNED BY DESMOND WONG

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[@DETECTIVEDDUBS](#)

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WRITTEN BY SARAH GOLIGER

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Introduction.

Landing pages are an essential component of any well-crafted, effective inbound marketing strategy. Picture these pages as landing pads for the numerous prospects that visit your website. Whether you're looking to generate leads, sell products, or collect data, your landing pages are where the action happens.

Well-optimized landing pages allow you to take the prospects that you attract to your website and convert them into leads. Investing the time into creating well-designed and optimized landing pages is critical because these are your means for generating leads for your business.

With the growing challenge of attracting and holding people's attention online, it's more important than ever to design your landing pages to trigger instant conversions.

This introductory guide will walk you through the basics of landing page creation and best practices that will have you effectively converting site traffic into leads in no time.

Let's get started.

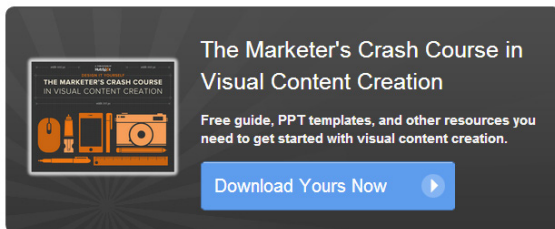
01 CHAPTER



LANDING PAGES 101

What are landing pages?

A landing page is a web page that allows you to capture a visitor's information through a lead form. Essentially, it's where your visitors "land" after clicking a call-to-action on your website, blog, offer, or pay-per-click ad on social networks. On your landing page, your visitors will find a form that they can fill out to receive their offer. After submitting their information to your form, they are created as a new lead in your database.



Design It Yourself: The Marketer's Crash Course in Visual Content Creation

Comes with Pre-Sized PowerPoint Templates for Creating Social Media Cover Photos

Marketers have to start pretending they have 3 seconds or less to catch someone's eye if they want to get an idea across. It's as simple as this: **if you can't win your prospects' attention, you can't convert them into customers.**

In today's real-time world, marketers can't be waiting around for resources to appear from thin air to get content created. Although designers definitely know design best, perhaps it's time for you and your marketing team to take visual content creation into your own hands.



That's why our in-house designers and non-designers worked together to bring you this package of visual content resources. Here's what this free package of design resources includes:

- The 10 Commandments of Do-It-Yourself Design + Checklist to Ensure You Abide By Them
- 20 Easy and Free Tools for Creating Amazing Visuals on a Budget and Without Photoshop
- Pre-Sized PowerPoint Templates for Creating the Perfectly Sized Social Media Cover Photos

After filling out the form to your right, you'll be able to instantly grab your free guide, as well as a folder with the PowerPoint templates -- pre-sized for each social network.



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Last Name *

Email ([privacy policy](#)) *

Website URL *

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What is your primary mode of business? *

- Please Select -

Number of Marketing Employees *

- Please Select -

Number of Sales Representatives *

- Please Select -

Which CRM system does your business use? *

- Please Select -

Where are you located? *

- Please Select -

What is your biggest marketing challenge? (Optional)

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The image above illustrates the path that a visitor may take when they click on a CTA, arrive at your landing page, and fill out a lead generation form.

It is important to create custom landing pages for each type of content or offer you'll be using to trigger a conversion. You can build landing pages that allow visitors to download ebooks, whitepapers, webinars, or sign up for free trials or demos of your product. Creating landing pages also allows you to closely target your audience using content and images that appeal to different segments of your leads. By offering your visitors relevant, valuable content that addresses their individual needs, you'll ultimately be able to convert a higher percentage of them into leads.

Using Landing Pages to Drive Lead Conversions and Sales

Think of landing pages as your means of achieving your conversion goals.

Let's say someone clicks on a call-to-action in an email for your latest ebook... do you want to send them to your homepage? When they get to your homepage, where do they go next? What do you want them to do?

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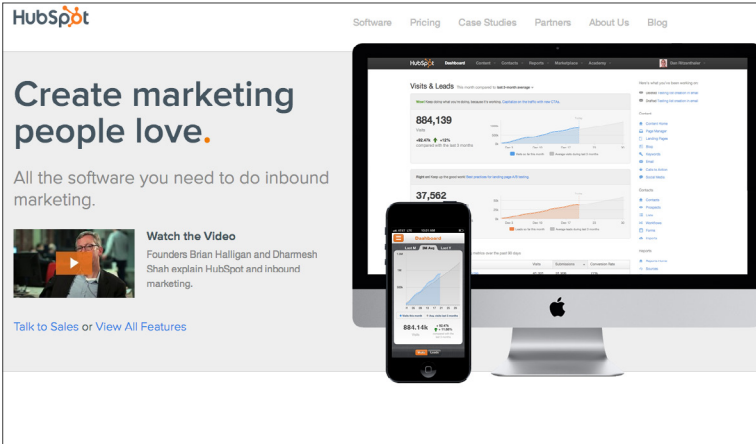


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“This looks like a great offer! I'd like to download this ebook.”

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Create marketing people love.

All the software you need to do inbound marketing.

Watch the Video
Founders Brian Halligan and Dharmesh Shah explain HubSpot and inbound marketing.

[Talk to Sales or View All Features](#)

“What? Where am I? I thought I was downloading an ebook.”

 Sending visitors from a specific CTA to a general homepage is like throwing away leads.

Too often, companies use marketing strategies that incorporate email, social media, and SEO, but send all that traffic to their homepages in one giant clump. This is not the way you acquire and capitalize on leads. Actually, it's basically like throwing those leads away.

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Once you have a solid conversion path, you can design a series of landing pages to facilitate this conversion. You want to make it easy for your visitors to follow the path you have just laid out – according to [Interactive Marketing Inc.](#), keeping relevant, focused, important information on a single page can increase conversion by 55%. So it often makes sense to have a dedicated page for each step (or a series of similar steps) of your conversion path.

55%

Increase in conversion
when keeping relevant,
focused, important
information on single page.

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By sending your visitors to a targeted landing page, you are directing them to the exact place they need to be for them to fill out your form and complete the conversion. This simplifies the process and keeps your visitors from wandering around your website looking for the ebook or webinar you promised them.

Your goal as a marketer is to deliver the right information, to the right person, at the right time in order to better convert your visitors into leads and sales. You can use landing pages to direct your visitors to the right page for them with the exact offer they are looking for. This will increase the likelihood that your visitor will convert into a lead or sale, and be an advocate for your brand.

“Great Facebook post! I think i’ll download this ebook.”

“YES! Now that makes sense.”



i Our social CTA leads to our landing page.



i Send visitors to a targeted landing page.

Why You Should Avoid “Contact Us” Forms

Many companies have grown accustomed to using a “Contact Us” form on their websites as the primary means of capturing leads. While this form can admittedly collect information from your visitors, it is far from the best strategy. “Contact Us” forms are often ineffective because these pages are not targeted to specific visitors, are generally hidden somewhere in your website’s About Us section, and frequently attract spam and sales people.

Let us know your suggestions, comments and concerns by filling out the form below.

Please keep in mind that while we do review all emails that come in, we are not able to respond to all of them.

* For Home Delivery inquiries please [click here](#)
* Got a News Tip? [Click here](#)

First Name *

Last Name *

Email *

Zip Code

Gender
 Male
 Female

Subject *

Message *

By submitting this form, you accept the [Mollom privacy policy](#).




Using a “Contact Us” page limits your ability to properly convert visitors into valuable qualified leads.

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A generic “Contact Us” form lacks the targeting capabilities of landing pages and limits your ability to capture qualified leads. Instead of using a single form, diversify and create more offers that your visitors can download. If visitors are downloading educational content about your product, company, or industry, instead of sending you blanket “contact me!” messages, you’re more likely to acquire leads that are actually interested in your product or service. Leads are great, but qualified leads are even better.



 Use a specific CTA...




Online surveys can serve as powerful marketing tools.


You can use them to build up your buyer persona, optimize your marketing assets and channels, and grow into a more influential industry thought leader. Not to mention that you can use survey data for creating lead generation content like ebooks and reports.

Before you start using online surveys, however, you need to make sure that you are using the right methodology. Download our free ebook, created in collaboration with SurveyMonkey, which will help you understand the fundamentals of using online surveys for marketing.

This 43-page ebook covers:

- Problems online surveys can help you solve
- The 5-step methodology to launching marketing surveys
- How to build your survey questions
- What tools you need to launch an online survey





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First Name *

Last Name *

Email (privacy policy) *

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Please have someone call me about HubSpot's software.

By supplying your contact information, you authorize SurveyMonkey to contact you via email, phone and/or mail about SurveyMonkey services, including special offers. You will have the opportunity to opt-out of future communications.

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...that leads to a specific landing page.

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02 CHAPTER



HOW TO BUILD
AN EFFECTIVE
LANDING PAGE

Now that we've covered the basic overview of what a landing page is, we're going to dive into the individual elements that make up an effective landing page.

The Headline

The headline is usually the first thing that your visitors see when they arrive on your landing pages. With an average online attention span of eight seconds, it is important that your headline sums up the offer as clearly and concisely as possible. You need to ensure that your viewer understands the offer and what you're asking them to do as soon as they "land" on your page.

It seems like social media is everywhere, and every marketer is clamoring to get in the game.

And it's no surprise why: **the time most consumers spend on social media has grown over 250% in just the past two years.**

It's becoming more and more evident that companies must be present and engaging with their audience on social platforms.

But how do you make *your* social media presence stand out from the rest?

Grab our free collection of **101 Companies Rocking Social Media** to get ideas for sprucing up your social media strategy! We'll take a look at some of the best companies in the social media space, and what inspiration you can take from them to rock your own social presence.

Grab the free collection over to the right!



“Wait, What?”



Landing pages without headlines leave your visitors in the dark.

Free Collection: 47 Amazing Blog Homepage Designs


81% of U.S. online consumers trust information and advice from blogs. **But how do you get people interested in your blog?**

We've mentioned before that your website homepage is like the front door to your business. The same goes for your blog. If you're not attracting people visually, how will you get them to trust what you're blogging?

A common issue we see with blog design is finding a **balance between visual design and effective content presentation.** Blogs are chock full of images, text and links that need to be shown off just right – otherwise it just turns the reader away because they can't make heads or tails of what's going on.

That's why we've put together a variety of well-designed blog homepages to get you on the right track to designing the perfect blog for your readers.

Start getting inspiration for your blog! Download the collection over to the right to get started.



Download the Collection

First Name *

Last Name *

Email *

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Please have someone call me about HubSpot's software.

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[f](#) [in](#) [t](#) [g+](#) [p](#) [e](#)

“Ah, I get it!”



Use clear headlines to shed some light on what your visitors are seeing.

Take, for example, the title below. This headline does not just give the title of the ebook, but it actually begins by stating that the offer is for an ebook and gives additional information that the ebook is free. Your visitors know exactly what the offer is by reading the headline. If your title can accomplish that goal before your visitors have looked at the rest of your page, you're off to a good start.

FREE EBOOK

HOW TO ATTRACT CUSTOMERS WITH TWITTER AND VINE



Download Your Guide Now

First Name *

Last Name *

Job Title *

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Provide context for your landing page with a clear headline.

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Landing Page Content and Copy

The body of your landing page should build upon the headline and further explain what the offer is and why your visitors should sign up or download it. The goal of your landing page content is to incentivize conversion by conveying the value of your offer through clear and concise language.

“ Get rid of half the words on each page, then get rid of half of what’s left. ”

- Steve Krug

Effective landing page copy provides more than just a plain description of what the offer is; it also gives visitors an incentive to download by conveying the value of the offer. You’ll want to highlight the benefits of your offer with a brief paragraph or a few bullet points. Your copy should emphasize how the offer addresses a specific problem, need, or interest your target audience cares about.

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The Image

A useful technique for instantly attracting your visitor's attention is to use relevant images to reinforce the benefits detailed in your landing page copy. Believe it or not, [90% of information transmitted to the brain is visual](#), and [visuals are processed 60,000X faster in the brain than text](#). So incorporating images is an effective way to entice visitors and convey the purpose of your landing page and why they should download your offer. The images should be captivating and relevant to your offer. For example, if you were building a landing page for an ebook, you could include an image of the cover to further illustrate what your visitors will be getting when they fill out your form.

90%
of information transferred
to the brain
is visual



With landing page images, it is a good rule of thumb to keep them simple and relevant to the offer. You don't want to overwhelm your visitors with a collage of assorted images that don't actually convey a message.

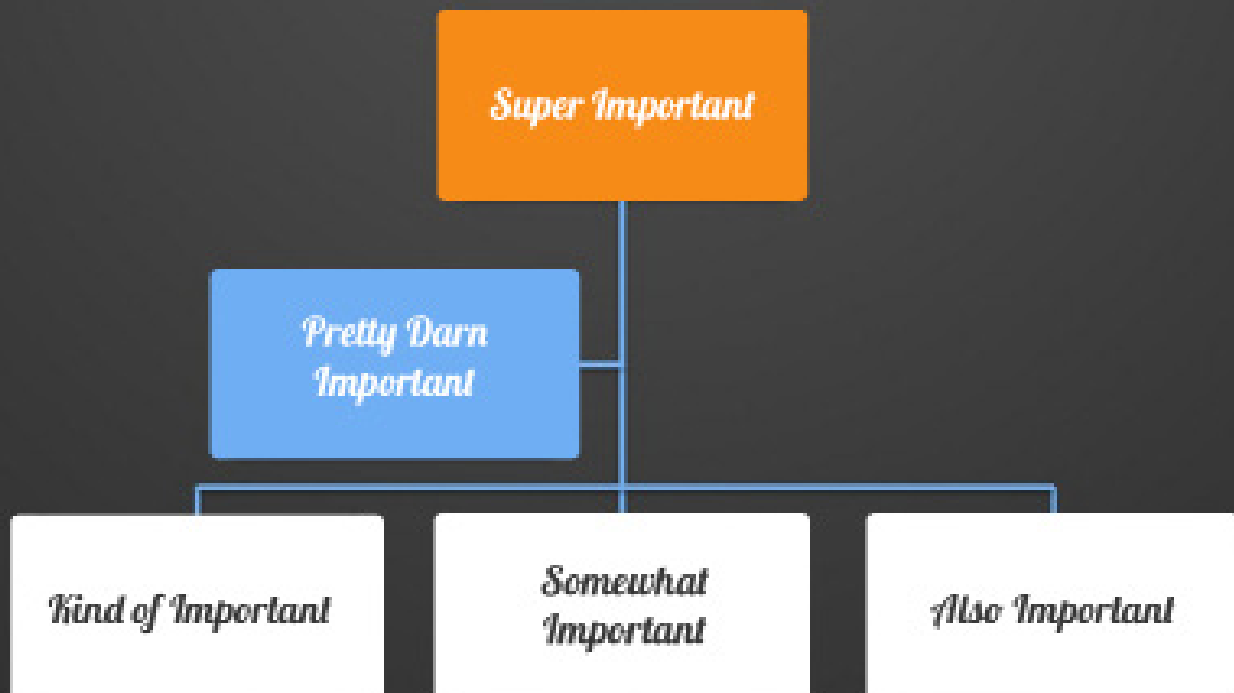
Visitors should be able to read the headline, see the image, and understand exactly what they are looking at.

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The Layout

The layout of your landing page should be designed with simplicity and clarity in mind. You want the page layout to guide your visitors through the page and to the form they should fill out. Determine what you want visitors to do and create a layout that directs them through the steps. Strive to convey the top three or four most important pieces of information almost immediately. Use bullet points, numbering, and bold or italicized text to simplify the visual layout and highlight the main focus points. You want to create a page format that is as easy as possible for visitors to understand the offer, the value, and the action they need to take.



For example, the landing page below has a very clear path that leads the visitors from the headline, to the description, through the offer highlights, and to the form. Each section of the landing page is clear, concise, and relevant to the offer.

Powerful Collaboration for Any Business

① Select a Box plan:

- Personal**
 - Free
 - Purchase additional storage
 - 1 User
 - 5 GB+ of web-storage
 - 250 MB file size limit
 - Sync desktop files
 - Simple sharing and collaboration
 - Mobile app access
 - See all features
- Business** (FREE 14-Day Trial)
 - Free 14-Day trial
 - \$15 / user / month after trial
 - 3-500 Users
 - 1000 GB of web-storage
 - 2 GB file size limit
 - Sync desktop files
 - Full-text search
 - Advanced user permissioning
 - File insight and tracking
 - Document version history
 - Task management
 - Google Apps integration
 - See all features

② Set up your account:

First Name:

Last Name:

Email:

Password: Strength:

Confirm Password:

Your Phone:

Storage: 5 GB - Free

I agree to the Box Terms of Service.

Continue

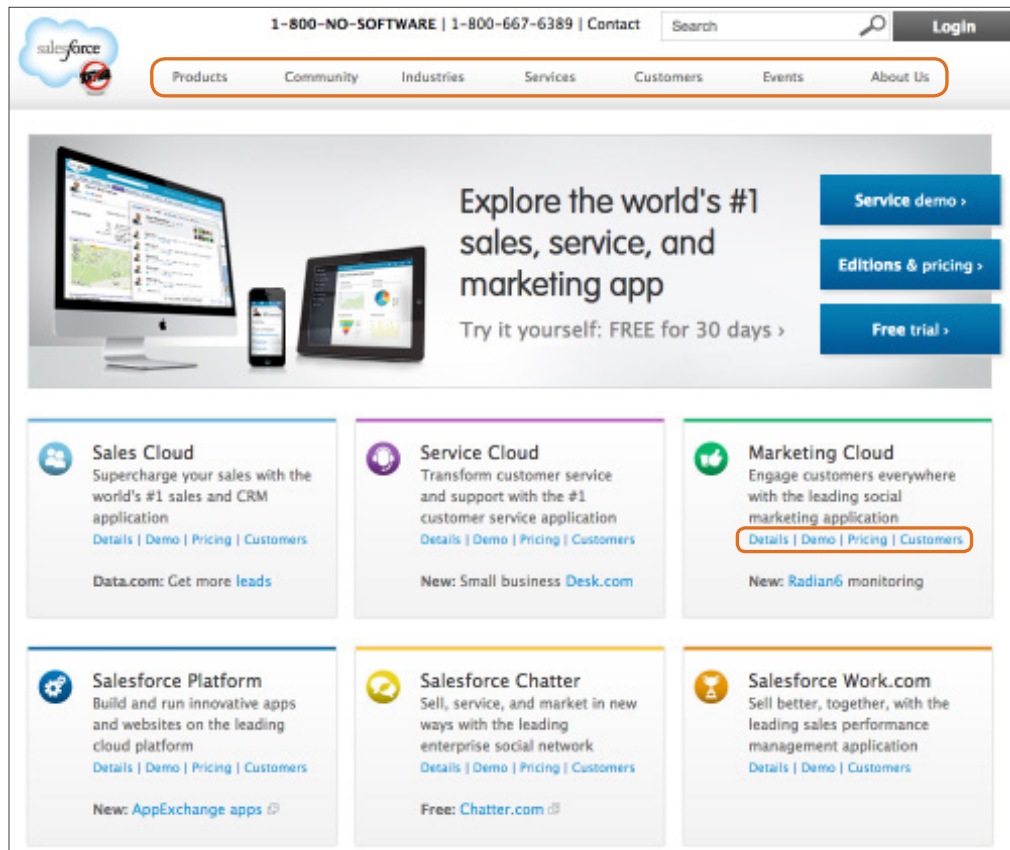
Need help deciding? Call 1-877-728-4288 or [Request More Information](#)



Notice how the landing page guides you from step to step through the conversion process.

Navigation

As we explained earlier, the goal of your landing page is to get your visitors to fill out your forms and convert into happy leads. You've attracted them to your landing page, now you want to keep them there. To reduce the likelihood of your page visitors clicking away and roaming other parts of your website, you'll want to remove all navigation and links from the page. By doing this, you'll be eliminating any distractions from completing your form. After all, if you're linking away from your landing page, you're not convincing your visitors that completing your form is what they should be doing! Avoiding top navigation and links will help conversion rates on your landing pages.



Navigation

Links

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Salesforce.com is positioned as a leader in the 2012 Gartner Magic Quadrant for Social CRM

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Get the 2012 Gartner report
Tell us a little about yourself. Then download your copy of the Gartner Magic Quadrant Report.

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Last name

Job title

Email

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Company

Employees -- Select One --

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f t y+ in s



No Navigation



This landing page has had the top navigation and all other links removed. The only exception is the privacy policy.

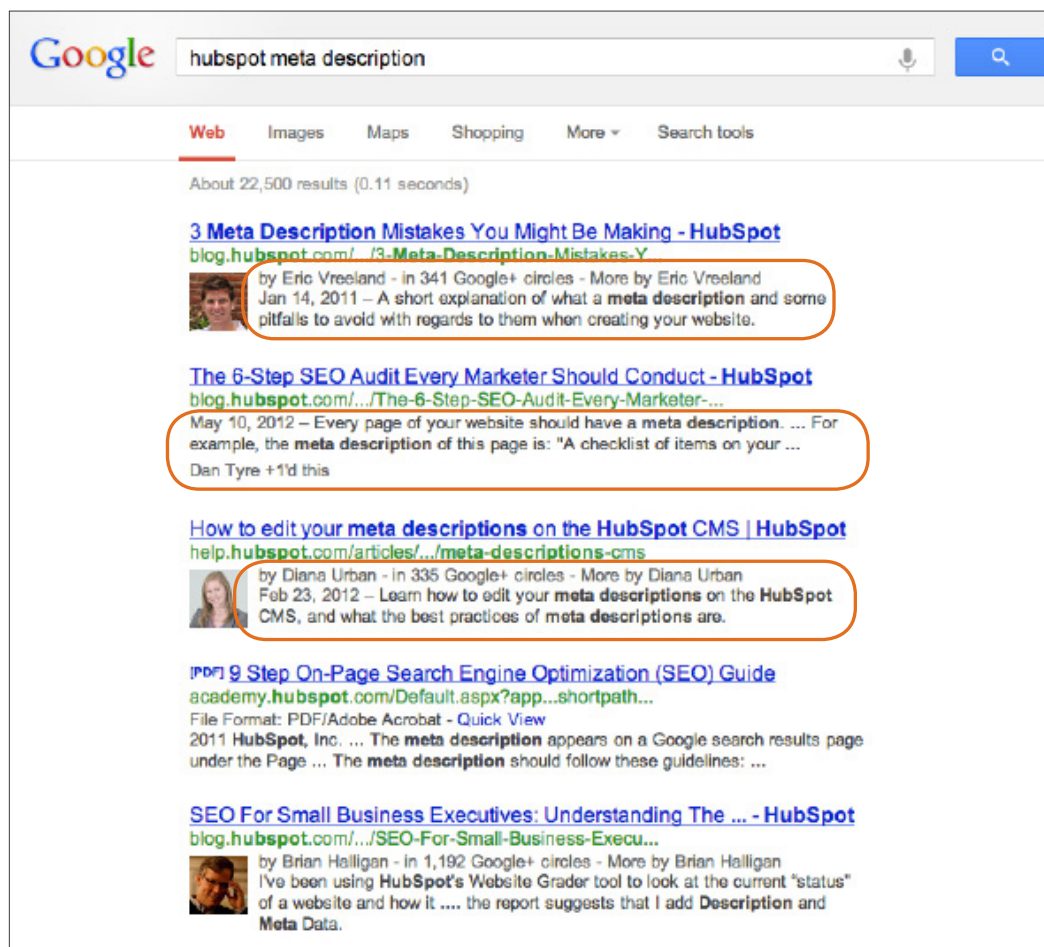
There is one exception to the rule that will calm form-wary visitors – add a link to your privacy policy. This will help answer any questions your viewers may have about how you're going to be using their information and increase the likelihood that they'll fill out your form. Remember that you want your visitors to see you as a transparent, credible, and trustworthy source for great content. Just be sure your privacy policy is with that trustworthy messaging.

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Meta Descriptions and Keywords

The meta description is a text snippet that describes what your specific web page is about. In this case, your meta description will tell visitors about the content on your landing page. These embedded descriptions are usually pulled by search engines and coupled with your page links that show up as search results. Meta descriptions are limited to 150 characters, so be sure to make them short and clear explanations of your offer.



Meta Descriptions

 The meta descriptions of your landing pages show up in search results.

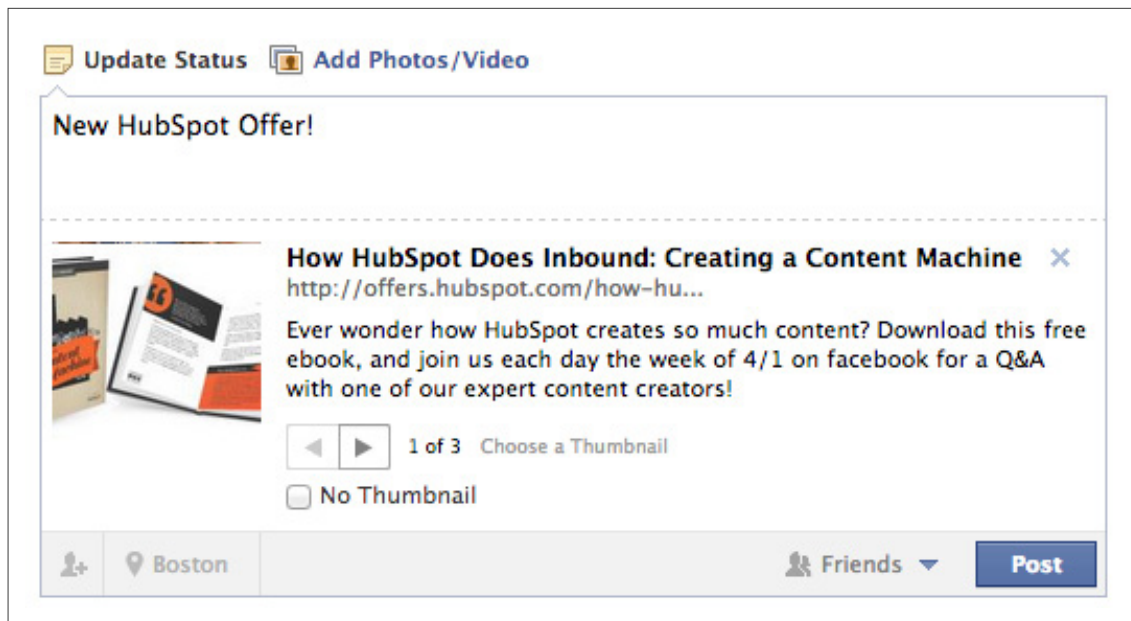
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There are a few reasons why optimizing your meta data and keywords is important. One is that the meta data and keywords are both factors in how Google's ranking algorithm determines the relevance of your ads and where your website shows up in search results. Another reason is because the description is the text that is shown and shared in social media. You want this text to be concise and convincing enough to attract visitors to your landing page.

Social Media Sharing



The meta data auto-populates the description field of social sharing posts.

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The Form

The form is, in essence, the main event on your landing page, since your ultimate goal is to get your visitors to fill it out. It is important that you focus on the design and formatting of your landing page because they have a direct impact on your conversion rates.

Your form should appear above the fold and remove the need for visitors to scroll down on the page to see your form. Immediate visibility is important, since you want to draw the viewer's attention to the form.

iMPACT
branding & design

Free Sample Inbound Marketing GamePlan

See an Example of How We Strategize Inbound Marketing Campaigns for Clients.

This 20-page sample of the Inbound Marketing GamePlan is created for the fictional 'XYZ Company,' and will provide you with a realistic idea of what you can expect us to deliver.

Included in this Sample is the Following:

- Analysis of Current Marketing & Brand
- Outline of Business Goals
- Competitive Analysis
- Definition of Value Proposition
- Quality Lead identification
- Definition of MQL's & SQL's

Download Your Sample Inbound Marketing GamePlan

First Name *

Last Name *

Email (Privacy Policy) *

Company *

Website *

Best Describes Me *

- Please Select -

Number of Employees

- Please Select -

Have an iMPACT Consultant Contact Me

Get it Now

f in t p e



The location of this form is “**above the fold**” and does not require your visitors to scroll down the page in order to view it.

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You're probably wondering how long your forms should be. This is a tricky question to answer, because the length of your form inevitably leads to a tradeoff between the quantity and quality of the leads you generate. Shorter forms mean that you will most likely generate more leads, but they may be lacking in quality. Longer forms will bring fewer results, but higher quality leads.

More Leads



Download Your Guide Now

First Name *


Last Name *

Job Title *

Email ([privacy policy](#)) *

Please have someone call me about HubSpot's software.

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 A shorter form will encourage more visitors to fill it out, but will gather less information for qualifying leads.

More Qualified Leads



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First Name *

Last Name *

Email ([privacy policy](#)) *

Website URL *

Subscribe me to the HubSpot Marketing Blog

What is your primary mode of business? *

Number of Marketing Employees *


Number of Sales Representatives *

Which CRM system does your business use? *

Where are you located? *

What is your biggest marketing challenge? (Optional)

[Download Now](#)

 Longer forms will yield more information from fewer people.

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When determining the length of your forms, you should take into account that the length will affect the visitor's willingness to fill it out. You'll want to find a good balance between collecting enough information and not asking for too much information that they're not willing to give it. Your goal should be to collect enough data so that you can contact and qualify the lead. Refrain from asking for too much information, especially information that won't help you qualify your lead.

Get Your Free Copy of This Guide

First Name *

Last Name *

Email ([privacy policy](#)) *



Enough info to contact. Not enough to qualify.



This form asks enough information for your sales team to contact that lead, but not enough to qualify them.

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Start simple and use fields such as name and email address to gather contact information about your lead. Then you should include fields and questions that will help you identify how likely it is that that lead will become a customer. Use fields such as company, website, role, and number of employees to learn some background information. After that, you'll want to add questions to help you gauge their need for your product or service, and their likelihood to purchase.

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First Name *

Last Name *

Email ([privacy policy](#)) *

Website URL *

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What is your primary mode of business? *

- Please Select -

Number of Marketing Employees *

-Please Select-

Number of Sales Representatives *

-Please Select-

Which CRM system does your business use? *

-Please Select-

Where are you located? *


-Please Select-

What is your biggest marketing challenge? (Optional)

Download Now

← **Contact Info**

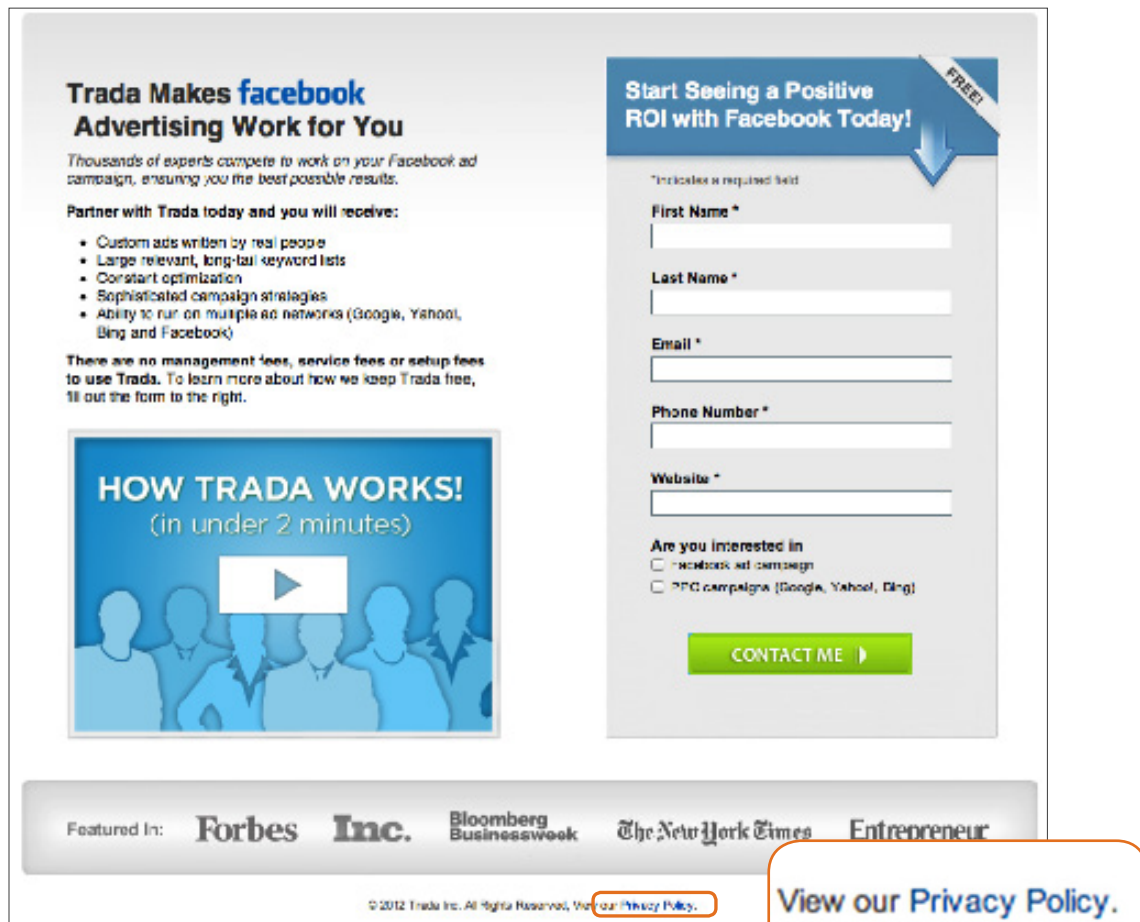
← **Qualifying Info**


 These additional questions allow your sales team to determine the quality of the lead they are contacting.

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Now that you've established your form fields, you need to show your visitors that they can trust you with their information. Most people experience some sort of anxiety when they're asked to provide sensitive information, especially online. The best way to remedy this particular wariness is to include a link to your privacy policy within your forms or on your landing page. You can also use client testimonials, authority endorsements, third-party security certifications, or guarantee seals. The credibility of your site and how it looks will impact conversion rates.



 Include a link to your company's **privacy policy** to reassure your visitors that they can trust you with their information.

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Call-to-Action Buttons

The last piece of your form is a major component when getting visitors to send you their information – the button. For most forms, you’ll notice that the default text is usually “Submit,” but data shows that landing pages with buttons labeled “Submit” have lower conversion rates than those that do not. Try to make your buttons engaging and relevant to your offer. Experiment with different wording and focus on using language that will make visitors want to click the button instead of language that will scare them away. Putting more thought into your button text can significantly affect your conversion rates.

Grab Your Free Template


First Name *

Last Name *

Email *

Biggest Marketing Challenge

Submit

 Here are 3 examples of landing page buttons. The “Submit” button has been shown to be the least effective in converting visitors to leads.

Register for the Workshop

First Name *

Last Name *

Email ([privacy policy](#)) *

Website URL *

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What is your primary mode of business? *

Number of Marketing Employees *

Number of Sales Representatives *

Which CRM system does your business use? *

Where are you located? *

What is your biggest marketing challenge? (Optional)

Register Now

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[Sign in to download this offer](#) from the HubSpot Marketing Library.

First Name *

Last Name *

Email ([privacy policy](#)) *

Website URL *

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What is your primary mode of business? *

Number of Marketing Employees *

Number of Sales Representatives *

Which CRM system does your business use? *

Where are you located? *

What is your biggest marketing challenge? (Optional)

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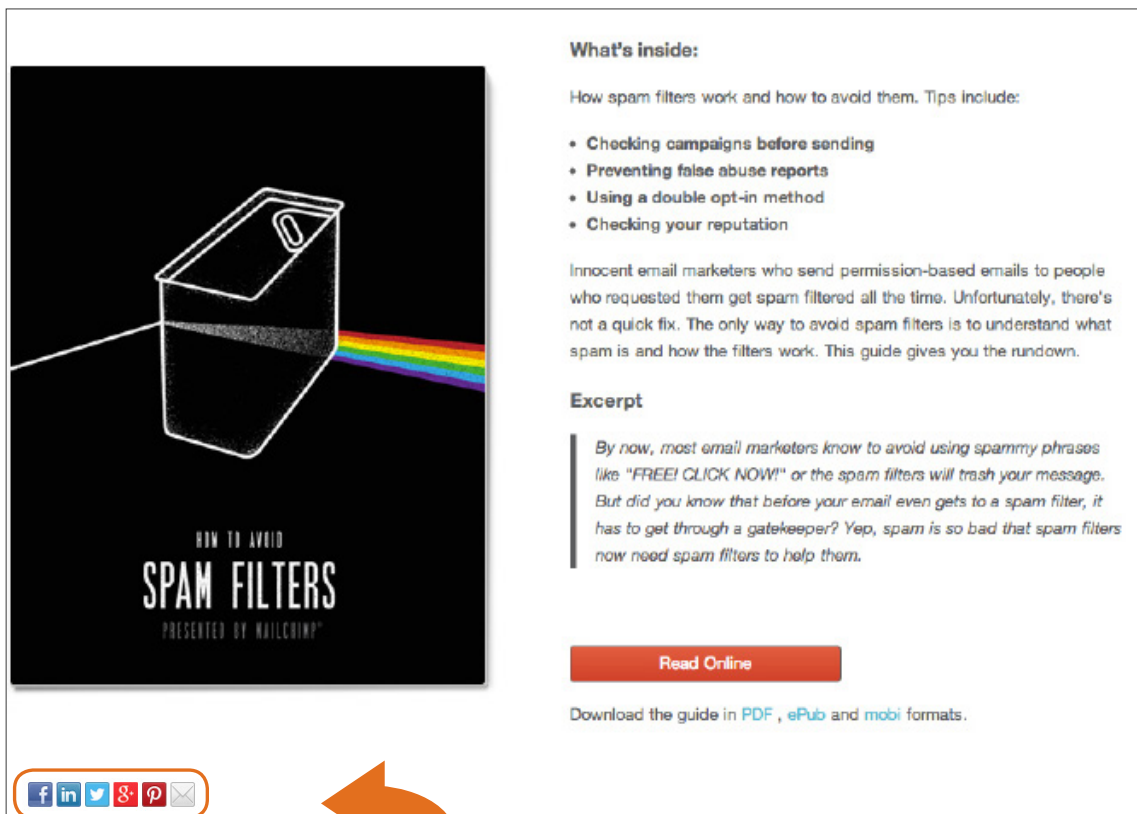
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Share Links

What do you do after you've converted your prospects to leads?

Encourage them to share your awesome content, of course! Having social media sharing links on your landing pages give your visitors the chance to share that landing page with their Facebook friends, Twitter followers, Google + circles, and LinkedIn connections. Remember to include sharing and forwarding options for email as well. You'll be able to spread your reach to more people, across a broader audience. The more visitors that share your landing pages, the more leads you'll be able to generate.



What's inside:

How spam filters work and how to avoid them. Tips include:

- **Checking campaigns before sending**
- **Preventing false abuse reports**
- **Using a double opt-in method**
- **Checking your reputation**

Innocent email marketers who send permission-based emails to people who requested them get spam filtered all the time. Unfortunately, there's not a quick fix. The only way to avoid spam filters is to understand what spam is and how the filters work. This guide gives you the rundown.

Excerpt

By now, most email marketers know to avoid using spammy phrases like "FREE! CLICK NOW!" or the spam filters will trash your message. But did you know that before your email even gets to a spam filter, it has to get through a gatekeeper? Yep, spam is so bad that spam filters now need spam filters to help them.

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You should include a set of **social sharing icons** on your landing pages to encourage visitors to share your content.

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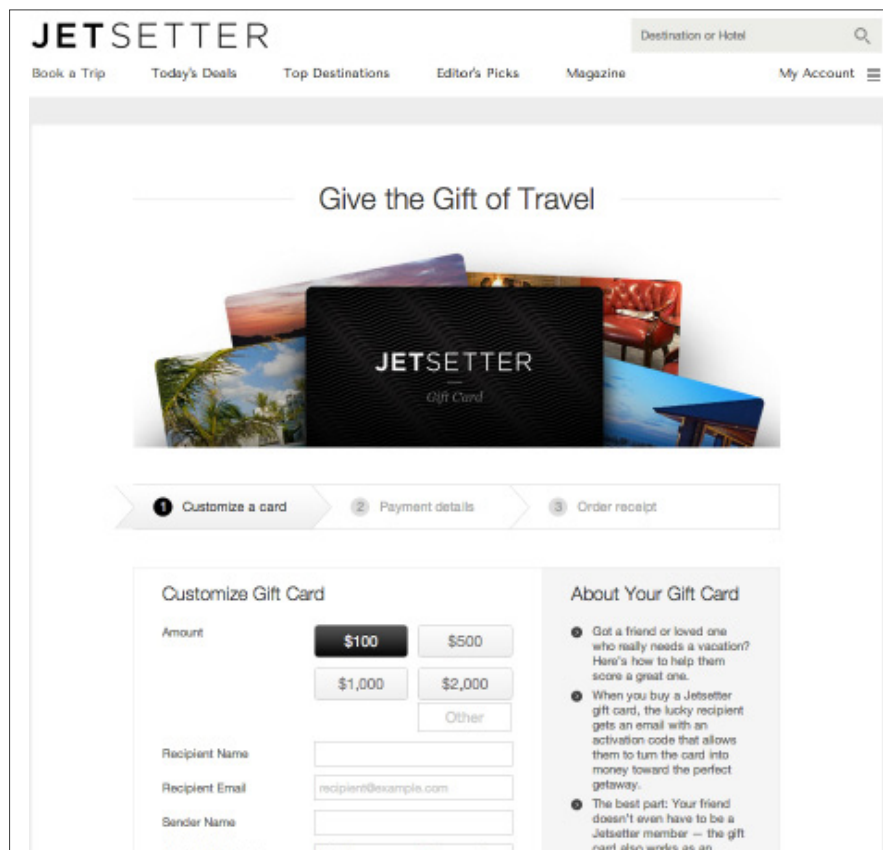
03 CHAPTER



LANDING PAGE
BEST PRACTICES

Maintain Brand Consistency

It's important to ensure that the look and feel of your products and services come through in your landing pages. Focus on keeping your language, colors, text, and logos uniform on all of your pages. Maintaining brand consistency will lend additional credibility to your pages and increase the likelihood that your visitors will fill out your form. If your brand is already seen as a transparent and trustworthy source of great content, your landing pages should reflect that image in layout, color scheme, and design.



Notice that the Jetsetter logo, colors, fonts, and image are all in line with the company brand.

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Pass the “Blink Test”

A good rule of thumb is to make sure your landing page passes the “blink test” – can the viewer understand the offer and what they need to do in less than 5 seconds? Using the “blink test” when designing your landing pages will help you keep things clear and concise.

Does your landing page answer all these questions in less than 5 seconds?

“Why am I here?”

“What do I get in the guide?”

MailChimp For Designers

What's inside:

A tour of MailChimp specifically for designers. Topics include:

- Managing multiple accounts for clients
- Email template language
- Popular integrations
- Avoiding spam filters
- Understanding reports
- Collaborating with clients and colleagues

Maybe you're a freelance web designer hired to create email templates. Maybe you work for an agency, and you're setting up a client's MailChimp account, designing their templates and teaching them how to use the application. Maybe you're a web-design consultant. In any case, you can use MailChimp to create beautiful emails for your clients and see to it that their email-marketing plan is successful.

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“How do I get it?”

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Make the Value Clear

The landing page should make it very obvious what your visitors will get out of your offer. When they land on your page, your goal is to emphasize the value, convince your visitors to fill out the form, and give you their contact information. With that goal in mind, focus on making the copy as clear as possible. Tell your visitors exactly what they are receiving, what benefits will come from it, and why they need it now. When visitors clearly understand the value of downloading your offer, they will be much more inclined to fill out the form and convert.

Convey value




Make the value of your offer clear and concise by using bullet points, bold or italicized text, and arrows.

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Understand the Conversion Path

To understand your conversion path, you first need to identify what kind of conversion you're aiming for. A "conversion" is the behavior that we marketers want the prospects to perform. That behavior must be measurable. The conversion path is a process of clicks that your visitors take to travel from one step to the next, ultimately ending with the action you intend for them to take.

The way to measure the success of your conversion paths will vary depending on the complexity of your business model.

Proper Conversion Path



The conversion path here shows the movement from the content, to the CTA, to the landing page where the conversion will take place.



How HubSpot Does Inbound: Creating a Content Machine

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People always ask, "How does HubSpot publish such high volumes of content?" The answer lies behind all our work to build a content machine. We realized early on that to "do" inbound marketing, you need to "do" content.

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- How to Create a Culture of Content
- Refining Your Content Creation Process
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Deliver on Your Promises

So you've spent all this time improving your headlines and emphasizing the value of your offer in the copy, what now? You deliver on what you promised your prospects! The last thing you want to do is disappoint your newly converted leads with content that falls short of what you described on your landing page. When you consistently provide your visitors and audience with high quality content, you'll turn them into advocates for your brand.

Include a Thank You Page

Once your newly converted leads have gone through the effort to fill out your form, you should always redirect them to a "Thank You" page, where they can receive the content that you had promised them. You should optimize your thank you page with access to your offer, social media sharing links, secondary calls-to-action, and auto-response emails.



-  The thank-you page gives newly converted leads a link to the offer, automatically sends out an email, and includes social sharing icons. You can also take advantage of thank-you pages by including a secondary CTA.

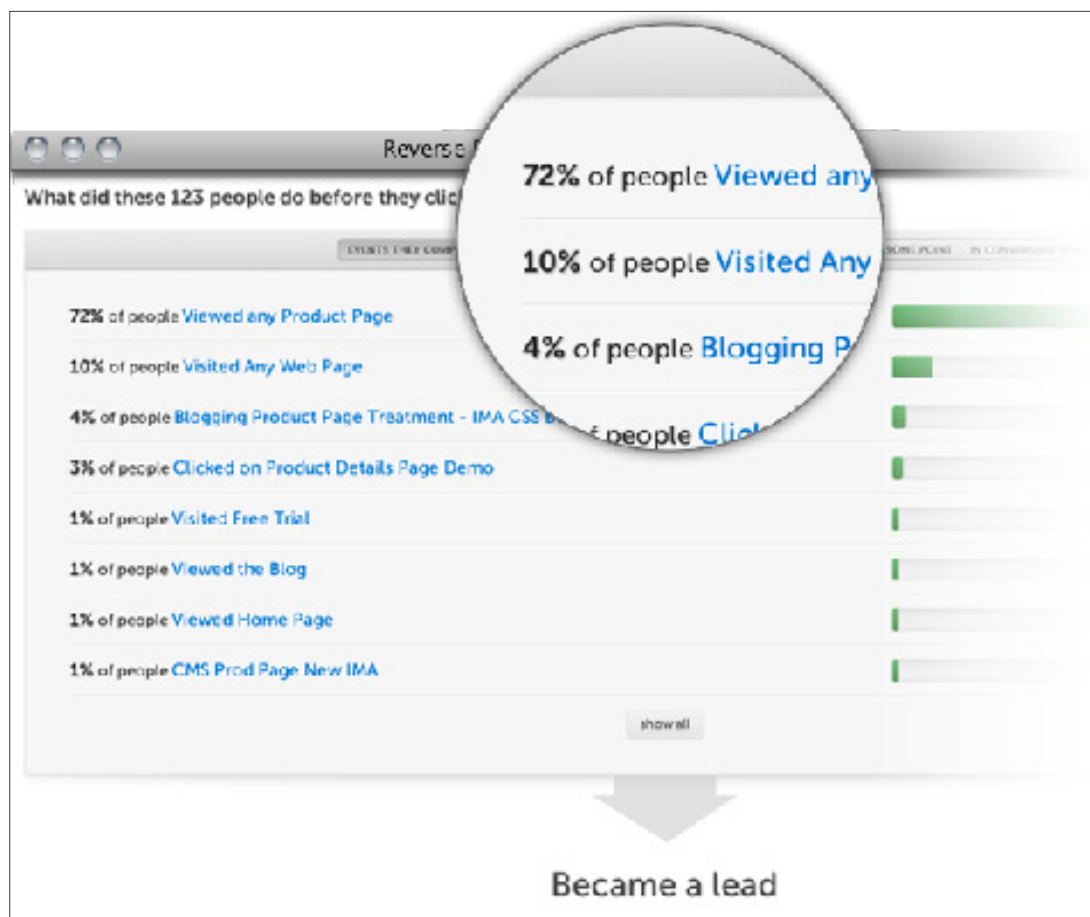
04 CHAPTER



MEASURING THE
SUCCESS OF YOUR
LANDING PAGES

The best way to determine the effectiveness of your landing pages is to track the progress of your work through analytics.

Set up your analytics to deliver regular reporting. You don't need to track every data point immediately, but make sure you set up your tracking to measure the success of your landing pages over time.



Tracking your landing pages with regular reports will help you maintain and optimize for higher conversion rates.

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For those just beginning to delve into landing page analytics, you probably want to focus on a few key data points, namely your traffic and conversion rates.

Traffic: How many people have viewed your pages? Looking at your overall traffic volume can offer some insight on who is coming to your site, and why.

The screenshot displays the HubSpot interface for a contact named Andrew Pitre. The top navigation bar includes 'Dashboard', 'Content', 'Contacts', 'Reports', 'Marketplace', and 'Academy'. The contact's profile includes a photo, a 'Starred' status, and fields for Email (sample@acmec.com), Phone Number (123-456-7890), and Website URL (http://www.acmec.com). The lifecycle stage is 'Marketing Qualified Lead' with a note 'Since Nov 2, 2012'. The interaction history for February shows 2 Website Visits, 3 Emails, 1 Form Submission, 10 List Memberships, and 2 Synos. Specific interactions include 'The Marketer's Field Guide to Salesforce' (Clicked) and 'Free Collection: 47 Amazing Blog Homepage Designs and 3 other pages' (Landing Page Page Type).



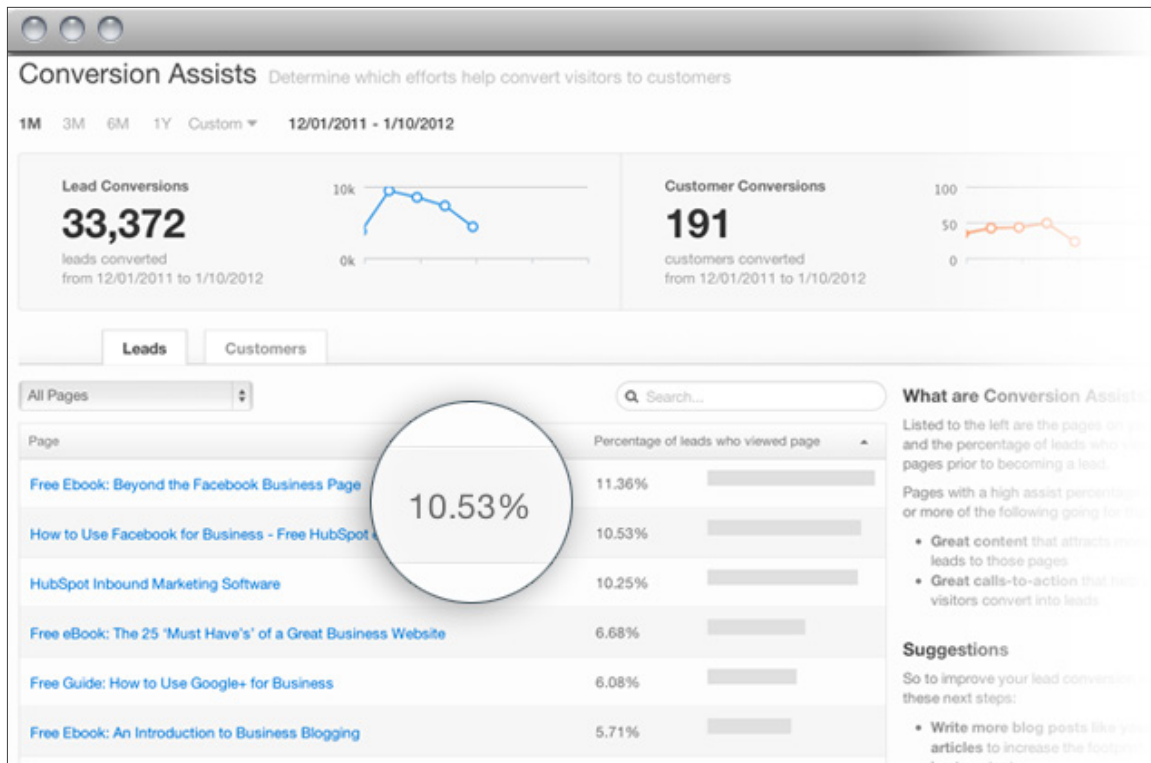
Keep an eye on the who is visiting your landing pages and why. This way you can continue creating content to keep those visitors engaged.

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Conversion rates: What percentage of visitors are converting on your landing pages? You'll want to keep an eye on your conversion rates to help you determine what techniques and best practices have worked to increase or decrease that number.

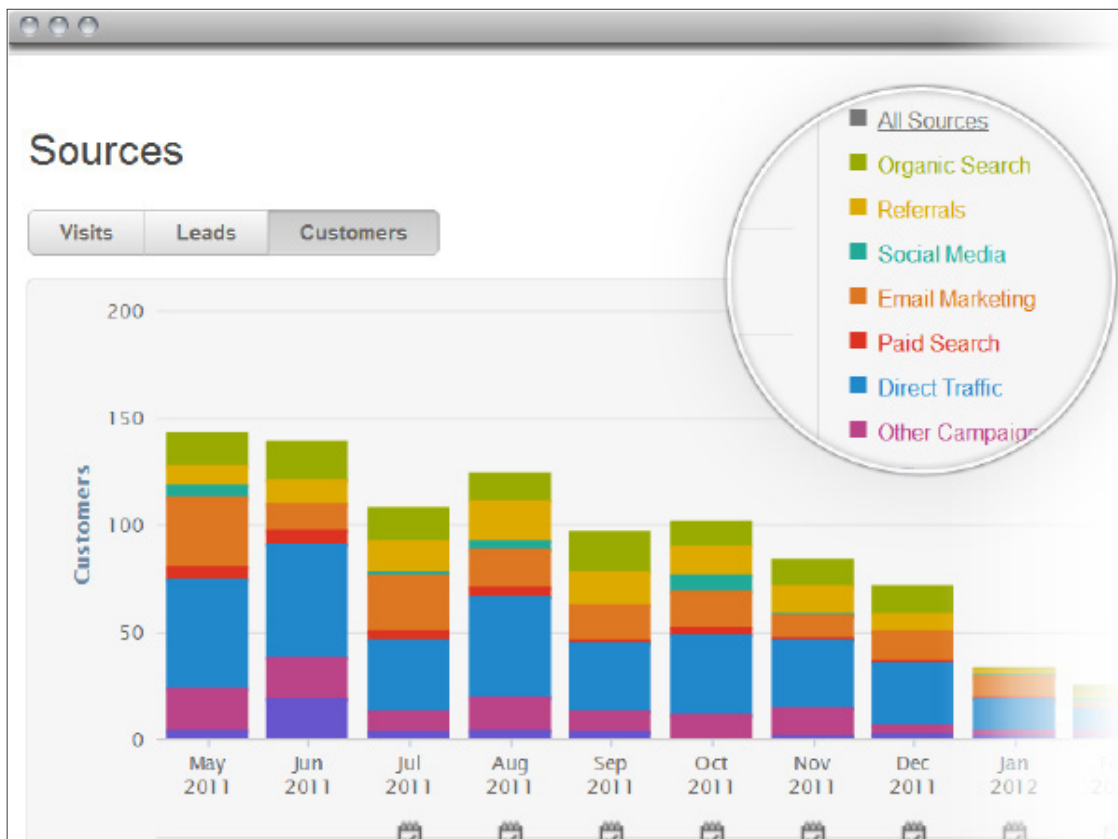


Your conversion rates are important to measuring the effectiveness of your landing pages.

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Finally, check your progress on a regular basis. At HubSpot, we monitor our landing pages on a daily basis, but we recommend looking at your dashboards at least weekly to identify trends in your traffic and conversion rates.



Monitoring your landing pages on a daily basis will keep you on top of your optimization efforts.

By understanding your analytics, you'll be able to keep a firm grasp on your marketing efforts and better optimize your landing pages to increase conversion rates. To learn more about these analytics, download our [intermediate guide on how to optimize landing pages](#).

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Conclusion.

Now that you've learned that landing pages are a simple and effective way to convert your website visitors into leads for your business, it's time to start building your own landing pages.

You now know how to define your conversion goals, identify your intended conversion path, and create targeted landing pages to address specific segments of your leads.

You are also armed with best practices to create top-performing landing pages. Remember to focus on the key elements to optimize those pages for conversion. Use clear titles, descriptions, and layouts to quickly convey value and incentivize your visitors to fill out your forms. Keep your visitors focused on filling out your form and remove all links and navigation. Be sure to structure your forms to capture the right amount of information to qualify your leads while still keeping the user's experience in mind.

Finally, with all these new visitors and conversions, you will need to track these numbers closely to optimize your landing pages, so remember to enable your site analytics and check them on a regular basis.

By following the steps outlined in this guide, you'll be able to build landing pages to effectively convert more of your visitors into leads and sales, so you can take the next steps towards advancing your lead generation strategy and growing your bottom line.

GLOSSARY



KEY TERMS FOR
LANDING PAGES

Key Terms for Landing Pages.

Here is a list of useful terms that you'll want to know and learn when creating your own landing pages. The terms define important aspects of landing page creation.

A/B Testing | Testing two different versions of the same landing page to evaluate which one performs better in converting leads.

Authority Endorsement | Visual proof that an authority is recognizing the value of your offer. This is a way to establish credibility.

Anxiety Elements | The page elements creating anxiety for your visitors and reducing their inclination to take action. (For instance, the absence of a “Privacy Policy” link next to an email field on a lead-capture form.)

Benefit Reinforcement | Similar to value proposition, it is a reinforcement of why the visitor wants to complete the form.

Call-To-Action | A phrase of button that prompts the visitor to take action, such as “Subscribe Now” or “Download the Template Today.”

Conversion Rate | The rate at which a visitor converts into a lead.

Friction | The page elements preventing the visitor from converting into a lead. (For instance, too many calls-to-action, which distract the visitor's attention.)

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Funnel | The process logic as a visitor gets to your page and completes the “transaction.” (Think of a visitor as someone at the top of the funnel. How do you push them to the bottom of the funnel?)

Guarantee Images | Images that instill trust and how credibility.

Layout | How the landing page is designed.

Motivation of User | The visitor’s desire to receive your offer.

Navigation | A web page element, usually located at the top, with links that help visitors to navigate through a website.

Page Views | The number of views a page has received.

ROI | The return-on-investment of your marketing effects.

Security or Accreditation Seals | Visual elements proving your offer is secure and risk-free.

Time on Page | How much time a visitor spends on your landing page.

Value exchange | Providing a valuable offer in order to receive information from your visitors.

Value Proposition | The primary reason why your visitor will choose to convert on your page. (The answer to the “what is there for me?” question.)

Visitors/Uniques | The number of (unique) visitors who came to your page.

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