



# 100 AWESOME QUESTIONS THAT'LL GROW YOUR Landing Page Magic

## 17 hacks that'll increase your landing page conversion rate

### First things first – what is a landing page, anyway?

When you're promoting a freebie or special offer I highly recommend that you ALWAYS use a landing page.

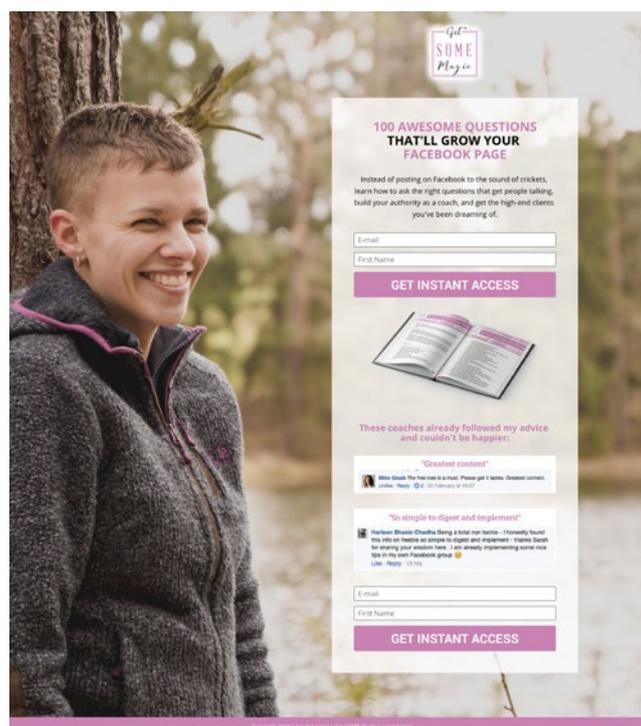
To make sure your campaign really converts, you shouldn't just send people to your website homepage, but instead send them to a custom landing page written and designed specifically for this task.

Your new landing page should include just ONE call to action and no other links or opportunities to click anywhere else. This means you should remove EVERYTHING that could be distracting – including navigation bars or menus.

I also suggest that you use a single column layout - it's by far the clearest layout option and it helps your visitors to quickly scan read your text.

The easiest way to create a perfect landing page is [Leadpages](#). Within 10 minutes, and a few clicks, you can create an optin and thank-you page that will do everything you want it do and be totally mobile responsive – so it looks amazing on every kind of device.

Other ways to build your landing page are Thrive for Wordpress or you can look for a web designer through Upwork – but, personally, I always use [Leadpages](#).





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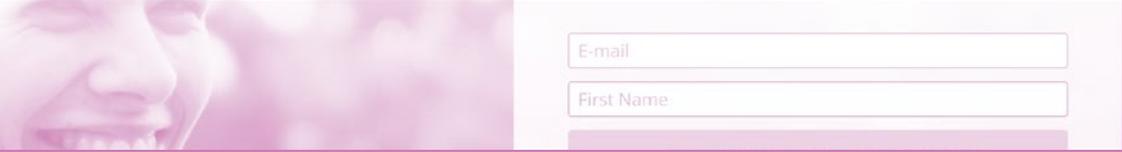
## My top 17 hacks on how to increase the conversion rate on your landing page

1. Repeat after me: **Responsive, responsive, responsive.** It's what your landing page must be. Put simply, it means your landing page needs to be mobile-friendly – actually, even more than that - It needs to be mobile-awesome. 80% of your traffic will come from mobile devices. That is A LOT. So always make sure that your page looks amazing on a smartphone. If it's not, your visitors will simply go elsewhere. Make sure everything fits on the page, is readable at first sight, that you use a nice text font, include easy to see colors, and have a functioning optin.
2. Make sure your optin form is above the fold - meaning people can sign up without scrolling. This needs to be the case on desktop AND on mobile devices.
3. Use as few fields as possible in your sign up forms. While it's certainly nice to know the birthday or phone number of your potential client, the more info you ask for, the less likely a person is to sign up. Just ask for the email address and the first name on your landing page. You can always get to know more details later in the funnel.
4. Include a privacy statement like „I promise to keep your data safe“ underneath your optin fields to build trust. This way people see you really care about them and won't send them spam emails but just relevant content.
5. Now we're getting to the text itself. You're probably running or are planning to run Facebook ads to your landing page, right? One effective trick is to use the same or a very similar text for your Facebook ads and your landing page. It's called message matching. This way people who are clicking on the ad get exactly what they thought they will get on your landing page. Now they just need to sign up. Easy.
6. Pretty obvious but let me just point this out again - avoid spelling errors on your landing page. This is your only chance to look professional and to start building a relationship with a potential client. If in doubt, hire a proofreader from Upwork.
7. Choose clear and easy to read fonts for your text. This is not the right time (or place) to go fancy.



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8. Your headline is the most important line of text on your landing page. So brainstorm different ideas for this to make sure you go for the very best option. Make sure it captures your reader's attention and clearly explains „what's in it for them“.
9. Don't just tell people what they'll get but communicate the exact value you're offering them. Will they have more free time after attending your webinar? More self-confidence? Improved knowledge of how to attract clients? Be as specific as possible.
10. Show testimonials on your landing page. What did people say who've read your PDF? Have you recieved emails or Facebook comments from people who already attended one of your webinars or bought your service? Post screenshots of the comments (make sure to always ask for permission or avoid showing the name and profile picture). Always add photos to your testimonials, if you can, so it's clear these are real people. If you are selling a service on your landingpage you could even include a video testimonial.
11. Speaking of video, you can also include a video on your landingpage that explains what your freebie / service is all about and what value it will bring to your potential clients. This also has another big advantage - If people already see you on video they are much more likely to remember you. Which will have a massive impact on your email open rates further down your sales funnel.
12. But of course not everyone's a video kind of person. I get it. In this case I highly recommend to include a high-quality image of you. Don't just take a selfie and hope for the best, try and get professional shots done if you can – they cost way less than you'd think.
13. Your ideal client not only wants to see a picture of you but ideally also a picture of your freebie or service. A mockup of your PDF cover as a real book always looks good, likewise a screenshot of your webinar on a mobile phone/laptop.



Self-Study course



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14. No matter if you're promoting a freebie or selling a service, you need to have a clear call to action underneath your optin form. This can be „Get your free PDF“ or „Reserve your seat“. Be very clear what you want the reader to do. As soon as a person needs to start guessing, he/she is very likely to leave the page. Don't just use passive words like „submit“, be super specific!
  15. If you are selling something, make sure you offer different payment options - I know it's hard to believe, but not everyone likes Paypal. I personally use Paypal and Stripe which gives people the opportunity to also pay with their credit card.
  16. Would you buy a product or service if your child starts crying during the check-out, your door bell rings and three super important emails pop into your inbox at the same time? Probably not if you knew you get the same chance the next day and the day after.

But what if you knew you only had 15 minutes to purchase? Yes, you would probably calm your child, answer the door and super quickly scan those emails but then you would purchase. Because it's your only chance to grab what's on offer.

This technique is known as scarcity or FOMO (fear of missing out), and I strongly recommend you start using it. There are two kinds you can create: quantity-related scarcity (2 seats left at this price) or time-related scarcity (last day to buy, just 15 minutes to buy). A cool tool to create customized countdowns that'll compel people to convert is [Deadlinefunnel](#).

17. Have you ever heard the phrase „split-testing is key?“ Well, that's because it is!

#### **So, how exactly does it work?**

You create two versions of your page (page A and page B) and just change one single thing on page B. For example the headline. A/B split-testing software then directs 50% of the incoming traffic to page A and 50% to page B. After a couple of days (depending on your number of clicks and conversions) you should be able to see which headline leads to more conversions. After that you start testing other things, until your whole page is a fully-optimized conversion machine!



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E-mail

First Name

## Here are my suggestions for things to split-test:

- ♥ Headline
- ♥ Text
- ♥ Call to action text
- ♥ Call to action color
- ♥ Picture / video of you
- ♥ Price/offer

If you're using [Leadpages](#) this is by far the easiest way to do it as you can test everything there, without the need for any other software.

Another option is [Google Optimize](#) which is free but more complicated to set up, or [Splittestmonkey](#) which has a one-time payment of around 40\$.

## So, what's next?

There you have it, my 17 hacks to help you increase the conversion rate on your landing pages and turn more visitors into clients.

Follow these hacks and you'll be well on your way to mastering the art of landing page marketing.

I'd love it if you could reach out to me on Facebook and let me know how much you've increased your landing page conversion rate by.

## Need help getting people to see your amazing new landing pages?

[Why not check out my Facebook ads packages](#) where I'll be able to support you with Facebook advertising – which is the number one way to supercharge your online marketing as a coach.

**Happy landing page hacking,**

Cheers, Sarah





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E-mail

First Name

## Checklist

- Landing page is responsive
- Opt-in is above the fold
- Simple sign-up form
- Privacy statement
- Message match
- No Spelling errors
- Simple Fonts
- Catchy headlines
- What is the value?
- Testimonials
- Include a Video
- High Quality image of yourself
- Mock-up of your product
- Clear Call to action
- Different Payment options
- Add Scarcity effect
- Split Test