



Best practice Landingpage

What is a landingpage?

A landingpage is a website with only ONE call to action (for example: Sign up for my freebie, Buy this online course, ...)

























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

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

How do I build one?

I use [Leadpages](#) to build mine.

It's a tool that comes in a monthly or annual subscription. It's not super cheap but you'll save so much time with it.






	100 awesome questions  Published 02/04/19  View	6864	1391	20 %	   ...
	Facebook Ads Training Week 2019 - Thank you  Published 12/18/18  View	247	0	0 %	   ...
	Facebook Ads Training Week 2019  Published 12/17/18  View	479	0	0 %	   ...
	Facebook Ads Training Week 2019 - Thanks thanks  Published 12/04/18  View	37	0	0 %	   ...

How do I build one?

You can build highly converting landingpages and thank-you-pages literally in 10 minutes or less.

It's also super easy to include the Facebook Pixel or other tracking tools.




Page Tracking

Save

SEOFACEBOOKANALYTICS

This section enables your ability to gather data by pasting tracking code from the analytics service provider of your choice. (i.e. Google Analytics, Visual Website Optimizer, etc.)

Google Analytics Tracking ID

Ex: UA-123456-0

Head Section Tracking Code

```
<script type="text/javascript"> var _iub = _iub || [];  
_iub.csConfiguration =  
{ "cookiePolicyInOtherWindow": true, "banner":  
  { "textColor": "white", "backgroundColor": "#cc7fb5",  
    "lang": "en", "siteId": "1143232", "consentOnScroll": false,  
    "cookiePolicyId": "78548219" };  
</script><script
```

Immediately after the opening <body> tag

```
<!-- Google Tag Manager (noscript) -->  
<noscript><iframe  
src="https://www.googletagmanager.com/ns.html?  
id=GTM-KT4SG5B"  
height="0" width="0"  
style="display:none;visibility:hidden"></iframe>
```

How do I build one?

Another option (not as nice but obviously cheaper) is to build the landingpage as part of your website.

Make sure to only ever have one single call to action and to hide your normal website menu. You don't want people to be tempted to click on something that is not your main goal with that page.

If you need help with your website building you can hire a freelancer for example from [Upwork](#).

Pixel

The most important thing is that you have your Facebook Pixel installed on all your pages (all landingpages and thank-you-pages).

For the thank-you-pages you'll want to create Custom Conversions, so that you can later see how many sign-ups you got (and from which audience and through which ad they came).

For the Facebook Pixel and for Custom Conversions: See Module 2

Responsive

Responsive is basically another word for “Looks good on mobile devices and doesn’t give users a nervous meltdown when they try to insert their data”.

Your landingpage 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 doesn’t, your visitors will simply go elsewhere.

Above the fold

A general rule is that your optin field should be above the fold, so that the user can see it without scrolling.

Sometimes this can be a little tricky. But make sure to have it as far at the top as possible.

You can always have more than one optin field anyway.



The screenshot shows a mobile app interface for 'Get SOME Magic'. At the top, there is a navigation bar with a back arrow, a lock icon, the URL 'getsomemem....lpages.co', a refresh icon, and a 'Share' button. Below the navigation bar is a header image with the 'Get SOME Magic' logo. The main content area features a title '100 AWESOME QUESTIONS THAT'LL GROW YOUR FACEBOOK PAGE' in pink and black text. Below the title is a paragraph of text: 'Instead of posting on Facebook to the sound of crickets, learn how to ask the right questions that get people talking, build your authority as a coach, and get the high-end clients you've been dreaming of.' Below the text are two input fields: 'First Name' and 'Email'. At the bottom, there is a small text line: 'I will process your data in accordance with my'.

< getsomemem....lpages.co Share

Get
SOME
Magic

**100 AWESOME QUESTIONS
THAT'LL GROW YOUR
FACEBOOK PAGE**

Instead of posting on Facebook to the sound of crickets, learn how to ask the right questions that get people talking, build your authority as a coach, and get the high-end clients you've been dreaming of.

First Name

Email

I will process your data in accordance with my

Less is more

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.

A simple sign-up form consisting of two stacked rectangular input fields. The top field is labeled 'First Name' and the bottom field is labeled 'Email'. Both labels are in a light gray font and are positioned at the top left of their respective fields. The fields are outlined with a thin gray border.

Privacy statement

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.

I will process your data in accordance with my [Privacy Policy](#) . You may withdraw this consent at any time by emailing me at sarah@getsomemagic.com OR unsubscribing. Please tick the following in order to express your explicit consent for me to process your data in the following manner:

- ☐ I consent to get regular newsletters about social media strategy
- ☐ I consent to get emails about services and products
- ☐ I consent to allow my data to be used to personalize ads

Message matching

Use the same or really similar text than the text you have in your Facebook Ads that lead to this landingpage.

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.

(It's also important to not have something completely different on the landingpage than what you say in the Ads as Facebook checks your landingpage as well and when it looks totally different from the text your ads will not get improved or in the worst case your ad account might even get shut down.)

No spelling errors

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.](#)

Fonts

Choose clear and easy to read fonts for your text. This is not the right time (or place) to go fancy.

100 AWESOME QUESTIONS THAT'LL GROW YOUR FACEBOOK PAGE

Instead of posting on Facebook to the sound of crickets, learn how to ask the right questions that get people talking, build your authority as a coach, and get the high-end clients you've been dreaming of.

Headline

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“.

This is an example of a headline for an ebook, presented within a light beige rectangular box. The text is arranged in three lines: the first line 'GET YOUR EBOOK ON' is in a pink, sans-serif font; the second line 'HOW TO BUILD YOUR EMAIL' and the third line 'LIST - THE RIGHT WAY' are in a bold, black, sans-serif font.

Explain the exact value

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.

AFTER THE MASTERCLASS

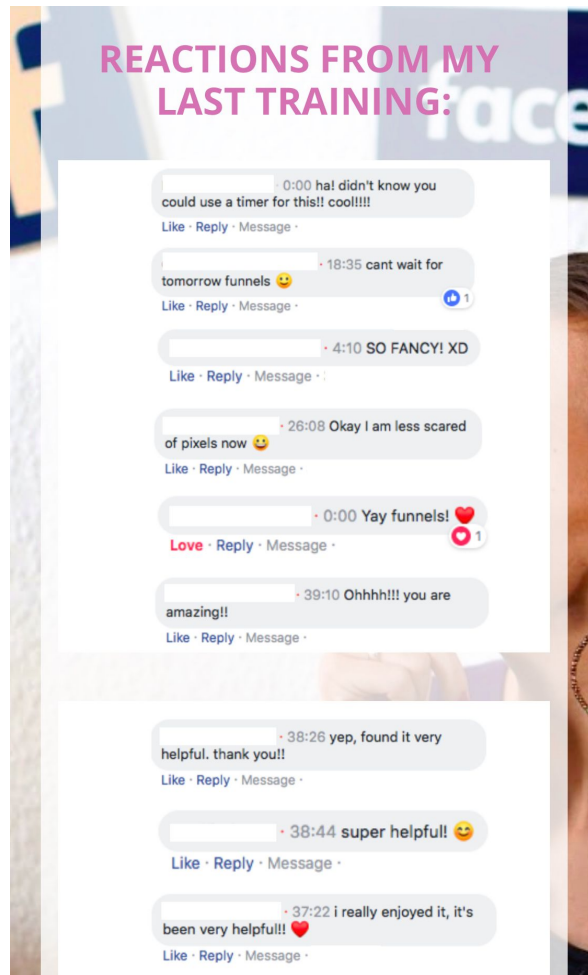
- ✓ You will know how you can build a Messenger Bot
- ✓ You will know which strategies I use for my Bot to get clients
- ✓ You will be in love with your open-rates and responses

Testimonials

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).



Testimonials


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 video testimonials!

Daria Zest
Success Coach & Business Mentor

Get
SOME
Magic

Sarah is one of **the most knowledgeable social media experts out there**. I trust Sarah to train my team to be on top of all social media changes. If you realize **how important social media is for your business** (which you should), then I definitely highly recommend to hire and learn from Sarah. She's is very knowledgeable and with her kind personality she **creates an experience like no other**.




is 😊 feeling excited.

12 September at 14:28

OMG Sarah.. This stuff really works!!!! 😊 I posted something personal on my Biz Page today and I got more like than I have in 3 months....

👍❤️👏 5 2 Comments Seen by 16

Love Comment



Social Media Magic by Sarah Lorenz Woohoo!! 😊 Of course it works 😊 Nah, so proud of you!

Like · Reply · Commented on by Sarah Lorenz [?] · 1d

Thank you! I'm so excited now, you ROCK!!!!

Like · Reply · 1d



Video

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.

If you really hate videos of yourself (you shouldn't!) than at least use a professional photo of yourself on your landingpage.

Mockup

Show a “mockup” of your freebie. This can be a photo of your PDF cover as a real book or a screenshot of your webinar on a mobile phone or laptop.

[You can get some really cool \(and free\) mockup device images for free here.](#)

You can then use [Canva](#) to get your image or screenshot in there.

[Or you can generate a maximum of 200 mockups on this site](#)



Self-Study course



Clear and specific call to action

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!

Different payment options

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 have a WooCommerce shop on my website and use Paypal and Clearhaus which gives people the opportunity to also pay with their credit card.

Stripe is also an amazing option to receive credit card payment (just not available for Cypriot companies).

Or you use an external shop for this like Digistore or Edudip. This is much easier to set up but you'll also pay much higher fees.

Split-testing

You already know this from your Facebook Ads and it's true for your landingpage as well: Split-testing is amazing.

Here you can create two different versions of the same landingpage and then just change one thing, like the headline.

To be able to get traffic to both landingpages you need a tool that evenly directs people to version A and version B (your Ads Manager won't do that).

Leadpages does this for you.

Or you can use [Google Optimize](#) (which is free but a little more complicated to set up) or [Splittestmonkey](#) which has a one-time payment of around \$40.



HOMEWORK

**Check all your existing landingpages
to see if you can improve them even further.**

**If you don't have a landingpage yet,
start building one.**

Now it's your turn

You can do this! Have fun! ●

