Get SOME Magic

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, …)

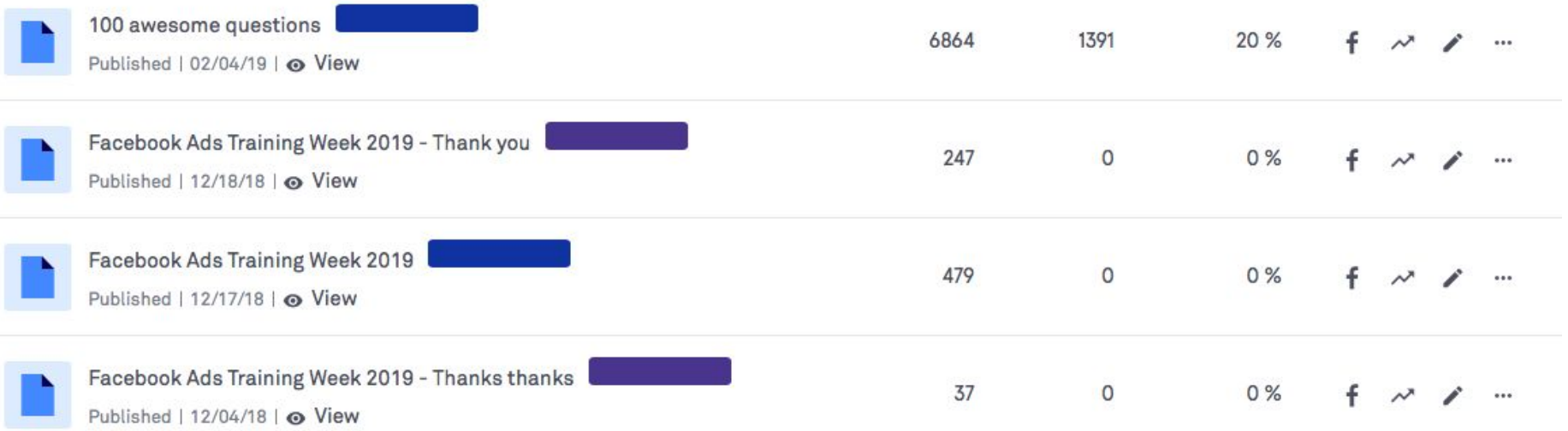
When you're promoting a freebie or special offer I highly recommend that you ALWAYS use a landingpage.

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.

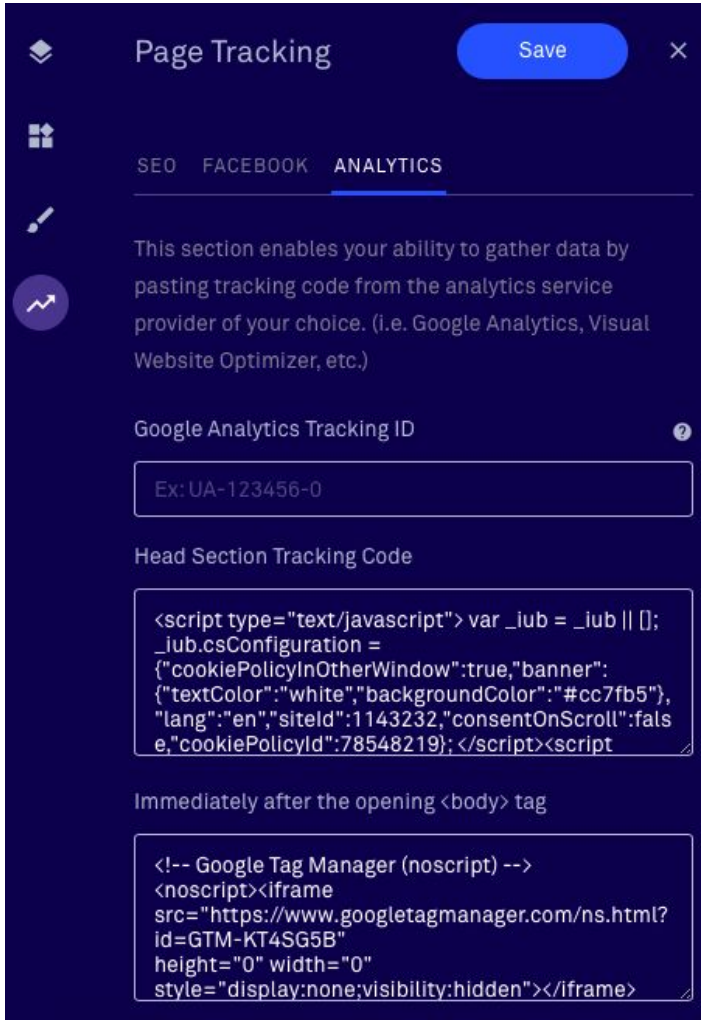
It's a tool that comes in a monthly or annual subscription. It's not super cheap but you'll save so much time with it.



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.



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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.

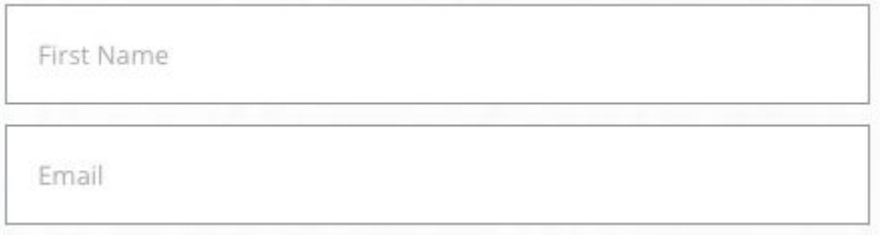
Less is more

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.

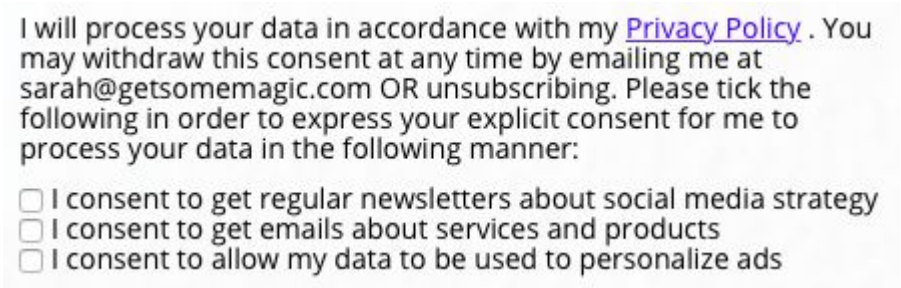
You can always get to know more details later in the funnel.



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.



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.

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".

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?

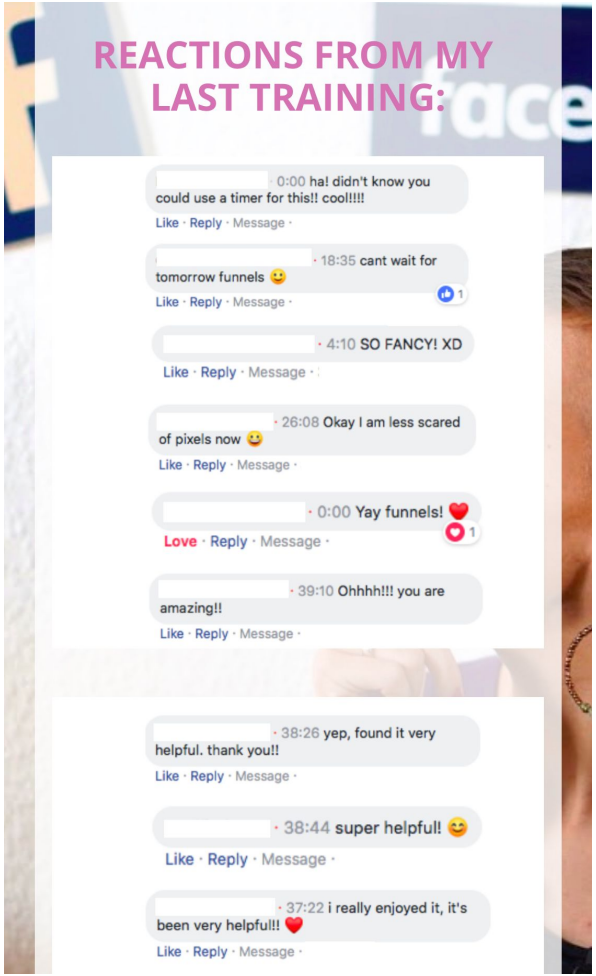
Be as specific as possible.

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?

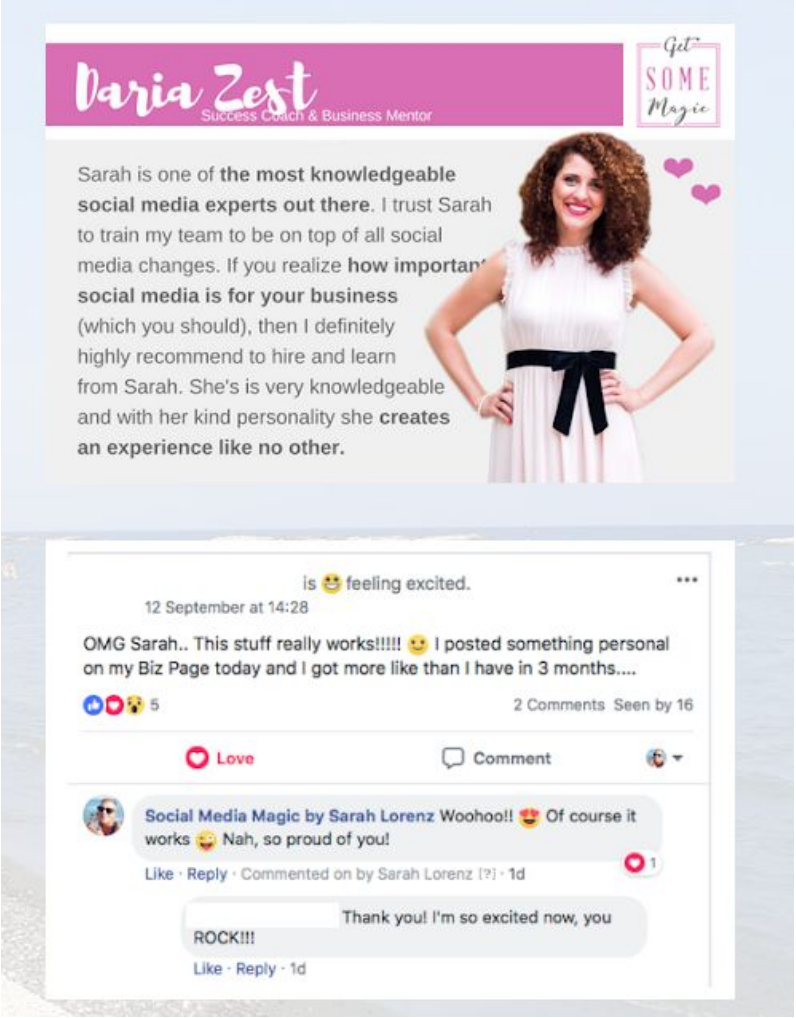
Post screenshots of the comments (make sure to always ask for permission or avoid showing the name and profile picture).



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!



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.

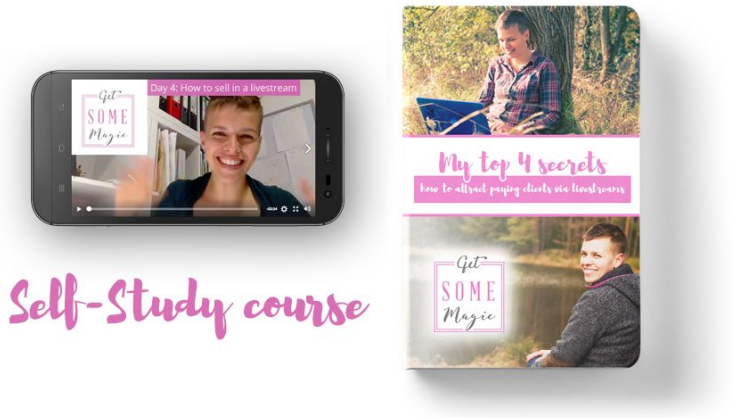
Mockup

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]



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.

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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!