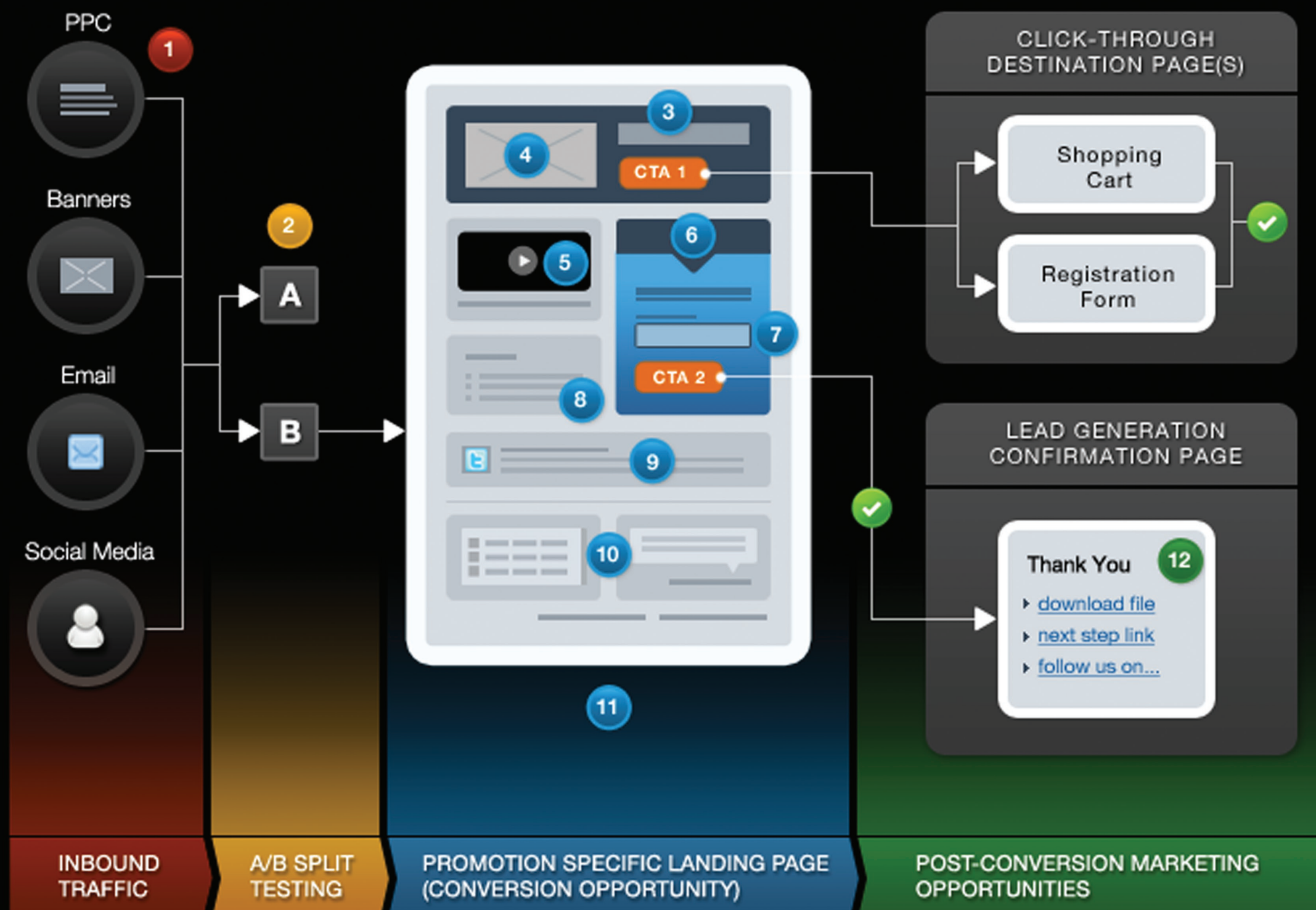


# the 12-step landing page rehab program

OPTIMIZING YOUR MARKETING FUNNEL FOR HIGHER CONVERSIONS



There are 2 primary types of landing page, click-through (generally used for ecommerce) and lead generation (to collect user data). The graphic above includes 2 CTA's (one for a click-through page and one for a lead gen page). Only use whichever is appropriate for your landing page type. Similarly, don't try to use all 12 ideas onto one page, choose appropriate content for your audience and product/service.

- 1 ONE PAGE PER SOURCE**  
Use a unique page for each traffic source to maintain visual, tonal and content factors. It also allows measurement of the best source.
- 2 A/B TESTING**  
Your page can always be improved. Test your page design & messaging to let it evolve over time.
- 3 AD MESSAGE MATCH**  
Ensure your upstream ad copy matches your primary landing page headline to provide reinforcement that the user made a 'good click'.
- 4 CONTEXT OF USE**  
Show photo/video of your product or service being used in real life.
- 5 VIDEOS INCREASE CONVERSION**  
Videos on landing pages have been shown to increase conversion rates by up to 80%. \*
- 6 DIRECTIONAL CUES**  
Use arrows, color, contrast and the direct gaze of human eyes (in photos) to guide your visitors to the primary call to action (CTA) on your page.
- 7 DATA vs. CONVERSION**  
Long forms & personal questions increase the barrier to entry and can lower conversion rate. Test different forms to balance data vs. conversion.
- 8 EDIT RUTHLESSLY**  
Reading is effort and turns people away. Delete 50% of your page copy then remove half of what's left.
- 9 ENABLE SOCIAL SHARING**  
Provide mechanisms for people to share your page or save it for later.
- 10 TRUST & SOCIAL PROOF**  
Show live social streams and testimonials to increase visitors belief that you are trustworthy and likeable.
- 11 ONE PAGE - ONE PURPOSE**  
The principle of congruence states that each element of your page should support a single focused objective.
- 12 POST-CONVERSION MARKETING**  
Leverage confirmation pages to further engage your new customers with free downloads, important next-step links and options to follow you in other media channels.

✓ - POINT OF CONVERSION

\* from a study by [eyeviewdigital.com](#)