web republic

GENERATING LEADS WITH OPTIMIZED LANDING PAGES

Handout and Checklist

September 2022

Landingpage Best Practice

The Landing Page as a Whole:

- Create a connection between the landing page and traffic source (e.g. ad on social media) in terms of value proposition, visuals, etc.
- Direct the user's eye via visual cues (e.g. info boxes, headings, etc.)
- Formulate the text according to basic UX writing principles (clear, concise, useful)
- Meet technical requirements (e.g. Google's Core Web Vitals) and optimize them for different devices (desktop, mobile)
- Continually check and optimize performance through A/B testing

Above the Fold:

- Map out the value proposition of the offer concisely and clearly in the viewport
- Position the CTA in the viewport and ensure it stands out visually

Below the Fold:

- Demonstrate the offer in action, explain the process
- Clearly illustrate the company's value proposition/unique selling proposition
- Use social proof to emphasize the company's trustworthiness (e.g. testimonials, rating on review platforms)

Google-Specific Requirements for Landing Pages*

GENERAL EXAMPLES

- **Destination Experience:** no pop-ups or interstitials that cover the content of the landing page
- **Destination Mismatch:** avoid diverging from display URL and target URL (example.com & example.org)
- **Accessibility Issues:** avoid exclusion of visitors from particular locations from the landing page (e.g. "Not available in your country")

EXAMPLES SPECIFIC TO THE GERMAN-SPEAKING MARKET

- Clearly highlight promotions and offers to facilitate decision-making by users
- Use pictures and visualizations of the product/process
- Publish testimonials to reinforce the quality of the offering
- Offer easily accessible contact methods (email, telephone, chat)

*As of September 2022

Checklist for Forms on Lead-Generation Landing Pages

- ◯ Keep the number of fields to a minimum (e.g. by consolidating fields)
- ◯ Emphasize the added value created by filling out the form (e.g. via value proposition)
- ◯ Clearly label the input fields (e.g. marking mandatory fields with an asterisk)
- ◯ Use placeholders (e.g. John Doe)
- ◯ Enable autofill
- ◯ Enable inline validation
- ◯ Use appropriate keypads (e.g. figures for zip codes)
- ◯ Deactivate autocorrect for fields such as name, address, etc.
- ◯ Avoid redundancies (e.g. repeatedly requesting email address)
- ◯ Use an optimized CTA in microcopy (e.g. “Sign up – it’s free!”)
- ◯ Address data protection (castle icon, security badge)

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