

# LANDING PAGE SUCCESS GUIDE:

## How to Create Your Own Landing Page & Rapidly Build Your Mailing List



You will find useful information and tips on how to use landing pages plus squeeze pages to start or boost your business.

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## **INTRODUCTION**

Before you begin to build a successful list or create a powerful sales page, you will want to start with a rigorous introduction to landing pages.

### ***What are landing pages?***

A landing page is a web page that shows up when you click on a 'search engine optimized' result or an online ad. In stark contrast to undifferentiated, unfocused home pages, landing pages focus specifically on capturing leads for a newsletter or making sales for a specific product – and make no attempt to give visitors a different option. A common word that is often used to describe a landing page is a "squeeze page" ("lead capture page" in some circles). A squeeze page is a page designed to get names and email addresses. However, it is usually a smaller type of landing page, which usually has an opt-in form in sight when the page loads.

So what is important to learn in an introduction to landing pages? First, it is important to recognize that all successful marketers use these. If you plan to sell a product over the Internet, you will want to use one too, rather than relying on sidebar opt-in forms and unfocused pages that do not convey a single point and a single call to action. Second, every landing page contains the same parts and is focused on a SINGLE goal – getting the visitor to

become a subscriber or buyer. Not to mention it would make the process of constructing a landing page easier for you with the single goal. There are five parts to making a landing page and they are as follows: an opt-in form (or sales prompt), a brief or lengthy introduction, a picture of the list/product owner, the signature of the list owner, and a call to action (or multiple calls to action).

The type of model that works best for you depends on you and the testing of the page that goes with it. While many boast a conversion and attribute it to the shortness of their introduction (many will be one short paragraph), others will boast a high conversion rate because they use lengthy, thorough, and compelling copy. However, the one main thing you would need to make an effective landing page is focus.

## **LANDING PAGES**

Before you start building your landing page, you will need a number of things. First, you will need to make your offer actually have a point, and two, you will need to facilitate the creation of your landing page.

One thing you absolutely must have before you get started is an auto responder. An auto responder is a program that automatically answers to an email message and the program has a prewritten message when that email

comes into a specific Internet or email address. They help to answer user comments automatically and save time. Without an auto responder, you are tossing potential bags of money in the garbage. Rather than creating a relationship with customers and potential customers and giving yourself the opportunity to attempt future up-sales, you're allowing them to leave and never return.

In addition to an auto responder, you will need to have an actual offer that people will want to buy. You may want to develop a product, such as an E-Book or a piece of software. If you don't have the skills to do either, you can always hire a professional to do it for you through [Elance](#) or [Guru](#). You will then either want to sell this product, attempt to get subscribers from your thank you page, or you will want to get subscribers by offering the product for free (which is what many Internet marketers now do).

Another thing you must have is a check out service (e.g. shopping cart checkout). You may want to consider [Paypal](#), [Click Bank](#), or [2 Check Out](#). All of these services will allow you to make transactions quickly. Also, you must have a set of graphics, which usually includes a graphic header, a check out button, background wallpaper, and a half-decent picture of yourself. You can

probably provide the picture of yourself, but you might want to hire a professional to do the rest.

The last thing you will need is some way to create a realistic signature.

[V Letter](#) is probably your best bet; but if you're on a budget, you may want to opt for simply using a word processing program.

### ***The landing page system***

The landing page system provides a uniquely powerful system through which you can derive profit from multiple streams. This article will briefly discuss some of those different streams and how you can manipulate them.

Let's start with the landing page itself; all traffic is sent to the landing page. Like it was mentioned before, it's a web page that you go to after you click the 'search engine optimized' result or an online ad. From there, it will have a number of options, depending on what you have given them. Many marketers suggest that your landing page should always be an opt-in form. Others will suggest that it should simply be a sales page.

Here is an example photo of an opt-in:



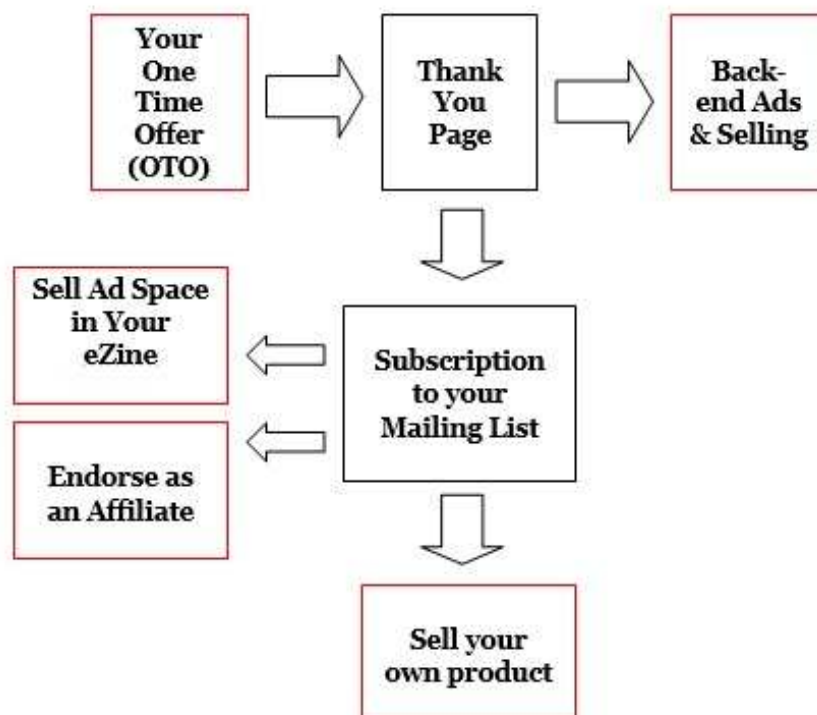
Whether it's a free newsletter or a product for sale, the landing page system you create should include a "one time offer," which will compel them to take action: subscribe, buy, etc. Once they subscribe or buy, the landing page system you create should then re-route them to a thank you page, which opens up to more means you can up-sell. You can include advertisements on your thank you page for related products or for your own products. For example, if you were selling toys, the advertisements around the landing page would be about toys from your business or other people's businesses. Again, you will want to give them a one-time offer.

If you haven't yet asked them to join your mailing list, your thank you page is where you should do it. Once they opt-in to your list, you now have a whole new set of options you can use to generate income:



- Sell ad space in your newsletter or e-zine:** The more people you have reading
- Endorse a product as an affiliate:** You can tell your subscribers how someone
- them something extra.
- Create and sell your own products to them:** this option is the last and most p

It is important to note that you don't have to use all of these means to generate revenue; however, the more you use, the more you earn in general.



### ***Planning your landing page theme***

Perhaps the most important part of creating a landing page is planning your landing page theme. How you select your theme will depend on how you plan to generate traffic on your landing page.

If you decide to generate traffic through search engine optimization, planning your landing page theme will entail finding phrases within your niche which have a high demand (aggregate search value) and a low supply (small amount of competing sites) and then creating multiple landing pages, each which is optimized around a different phrase.

On the other hand, if you decide to generate traffic through pay per click (PPC) programs, such as Adwords, planning your landing page theme will again entail tuning a number of different pages to fit the keywords you are purchasing. This is actually where most people fail when they create a landing page: they don't tune it to fit a specific audience. For example, in the case of a squeeze page for a newsletter, they might start a newsletter about toys, but they only create one landing page and send all traffic to it. This is a big mistake and it would be overwhelming for a businessperson, new and old.

Chances are, if you create a quality product or newsletter, it can benefit a number of people. So why not communicate the exact benefits they will derive from subscribing or buying? Going back to the toys and Legos

example, if you have a newsletter about Legos and toy blocks and you group it under the loose heading of "toys," a visitor who is looking specifically for information about Legos or toy blocks will click off your page if they don't see the direct connection to the exact topic for which they were searching for. Instead, you will want to setup a page centered on Legos and a page centered on toy blocks. On each page, you will want to communicate the specific benefits to joining the list for each of those groups of visitors.

In addition to planning your landing page theme, if you are creating a landing page for a newsletter, you may also want to segment your list so you can send information specifically about Legos to those who request it and information about blocks to those who request it.

### ***How to write a landing page that converts***

Most people have no or simply the slightest idea on how to write a landing page that converts. Instead, they slop together elements that they have seen used in other landing pages, but usually do not put them together in the same way the owner of the successful landing page did.

One major problem is copy and that's fine. Not everyone is going to be an excellent writer, never mind a copywriter. But as someone selling a product or trying to build a list, it is important that you know your strengths and

weaknesses and whether or not you overcome them or hire someone else to do it for you.

With copywriting, it is important to use a mix of compelling sales points with powerful psychological triggers. Most people who create a sales page miss either one or both of those elements. They might concentrate so much on building hype that they don't actually explain what solution they are providing and for whom they are providing it. It is like a commercial for a new car; there are a lot of visuals and fireworks around it, but it doesn't say what the car does for you or if it solves a problem you might have. If I don't have a specific problem that your product solves, why would I buy it? I wouldn't.

Now, if they fail to sprinkle in psychological triggers, such as "scientifically proven," "guaranteed," and "shocking," no one will feel compelled to continue reading, as the benefits will have a low or average perceived value. For example, there are a lot of articles on certain personality traits like confidence and public speaking, but if there is no presence of the words that say there was research behind it, no one will see the article as genuine.

In addition to these two problems, some sales pages lack coherency and direction. The copy looks amateurish and it doesn't slowly grind forward,

breaking down the visitor's resistance to the sale and compelling him or her to buy more and more at each sales point. If there aren't multiple calls to action or another form of psychological trigger, a potential visitor might never feel compelled enough to pull out his or her credit card on the spot and make the purchase.

There are other important things you must take into consideration when writing a landing page that converts. It is important to build a compelling case for a time-bound offer.

This doesn't mean you have to invent fake deadlines and constantly revise them each week. This is a good way to guarantee your complete loss of credibility in the shortest amount of time possible. However, when planning your copy, you will want to make sure that you constantly urge the reader to act immediately by inserting a number of "calls to action," as I've mentioned previously.

You may want to consider using fly-ins or pop-ups to create more urgency or to make a time-bound offer. Perhaps you can use a countdown to build urgency (i.e., when someone arrives at your landing page, they have five minutes to purchase the product at the lowest price).

If you're creating a squeeze page, you might want to employ slightly different tactics. Rather than building a compelling case with multiple triggers and calls to action over the course of 1000 words, you may want to condense that all into a compelling headline and one paragraph of “benefits.”

For a completely free-to-join squeeze page, you more than likely won't have a considerable amount of resistance to joining, unless the visitor:

- Doesn't see any benefits
- Suspects that you will sell their email address to spammers.

Both of these problems are relatively easy to overcome. In your headline, simply state the exact benefits they will receive for joining, as always mixing in psychological triggers.

In your first paragraph of copy, give them a compelling reason to join now (i.e., the price might go up, the list might become private, or you'll get this amazing report).

To overcome the second problem, simply include a short line under your opt-in form that explains that you will not, under any circumstances, spam them, sell, or give away their email address and name.

***Tips on increasing your landing page conversion rate***

Follow all of these steps and you will significantly increase your landing page conversion rate. There are three major ways in which you can create your landing page conversion rate. All landing pages created by professionals usually include these three elements:

1. Personalization

This is usually done in two ways: the first is by providing a photo of yourself. The second way is by adding your signature to the bottom of your landing page. This radically increases visitors' trust. Most people who resist buying products online do so because they're weary of getting scammed by a faceless liar who won't be around when they need help or when they need to return the product.

2. Using black text or a white layout

This is one of the easiest ways to make your page look professional rather than pathetic or desperate.

3. Offering something for free

This is generally what you will do if you're using a squeeze page to generate leads: you'll offer a free report or a five-day course and then use that to generate leads, which you will later upsell or generate revenue from affiliate sales. Why is this technique so effective? Simply because it allows them to judge your work and ideas before they actually have to pay for them. Additionally, it builds trust.

In addition to these three general ways, you should always guarantee a product. If you sell through Click Bank, you actually won't have a choice. If you are using PayPal or some other form of check out (Credit Card processing) program, you will want to make sure you clearly state that customers can return your product for any reason within a given period of time after the purchase.

### ***Driving traffic to your landing page***

Driving traffic into your landing page – it sounds easy, doesn't it? Well, it's not. No matter how great your landing page is, it won't matter if no one ever reads it. Furthermore, if everyone in the world other than your target audience reads it, it also won't matter. That is why you need to find media through which you can drive targeted visitors to your landing page.

One way you can drive traffic to your landing page is through natural search engine optimization. This is the slowest process, but it is also one of the best ways to ensure a continually increasing stream of traffic over time. Generating natural search engine traffic entails getting links to your site. While reciprocal linking was once the best strategy, experts now believe that



major search engines are devaluing reciprocal links in favor of one-way links and triangular links (which search engines can't really detect).

Another way to drive traffic to your website is by optimizing it with certain key phrases. You can do this by creating pages that specifically focus on one keyword of your given niche. You can then set the page extension to that keyword and optimize the content at a 1.5% density for that keyword. You will also want to use it in header and title tags. For example, if your business is in a type of cuisine, you should have food or cuisine as your keyword for your niche.

In addition to building natural search engine traffic, you will want to consider using pay-per-click advertising. You can do this by opening an account with Google AdWords. As mentioned earlier, successful Google AdWords campaigns do two things: they group keywords into multiple, small, related groups and they send leads to multiple, tweaked landing pages.

This means you will have to start with some careful keyword research, and you will then have to alter your landing pages to match that research. These two methods are some of the most commonly used tools for driving traffic to a landing page; however, they are not always the most effective.

Both of those methods can be effective, but they both usually have rather high barriers to entry and require a lot of work.

Luckily, you do have another option: human connections. This is where most Internet marketers fail. They don't realize the power of human connections because they are so caught up in the idea of making transactions and collecting massive checks without having to deal with customers and clients. Even though we are connected by technology with Skype and texting, there is still a sense of physical disconnect between the buyer and the seller.

One quick way to get traffic through human connections is a joint venture. You can enter into a joint venture by compiling a list of possible "partners" or people who might be able to assist you in some mutually beneficial way. This list might include other list owners in your niche, site owners in your niche, and experts.

There's only one important thing you should keep in mind when contacting joint venture partners and that is to make it as quick, easy, and beneficial for them as possible. If they have no incentive for doing it, they probably won't even reply to you. And if it isn't easy, they'll accept other joint venture offers over yours.

Another way you can drive traffic to your landing page is through a blog and forum posting; however, it is important that you do not spam, as many businesses do. Instead, participate on the forum, provide people with something of value, and after a while, post your product in your signature and try to network with people on the forum who work in similar fields.

Your approach to blog posting should be similar. Include a signature file that links back to your landing page, but don't spam. Instead, post useful comments. This is not only more ethical, but it is plainly more effective. Spam gets deleted. Good comments get praised, inducing people to follow your link and check out your products.

HIGHLY RECOMMENDED FOR YOU

**DISCOVER THE FORTUNE THAT LIES**

**HIDDEN IN YOUR BUSINESS**