How your landing pages can increase conversion rates

Building a successful landing page is counted among the top five challenges faced by B2B marketers today.
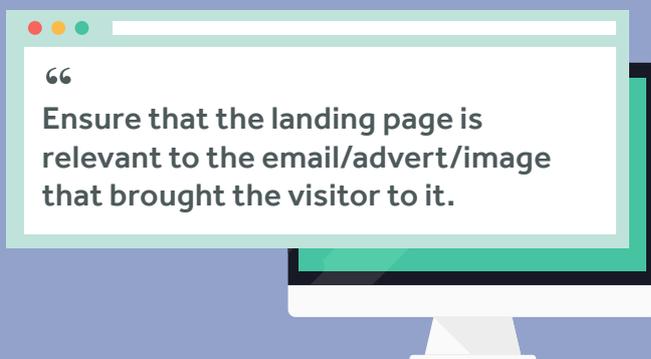
Use these 6 top tips to help you get started...

1

Make it relevant

Less than 50% of B2B companies make a different landing page for each campaign, which is a vital mistake. Don't fall into the trap of being so keen for a conversion that all your landing pages look and say the same.

> **Ensure that the landing page is relevant to the email/advert/image that brought the visitor to it.**

2

Make it impactful

90% of those who read the header and like it, go on to read the CTA copy – so the top of your landing page needs to be impactful!

Realistically, everything above the fold is critical to the success of your landing page – so keep the layout, copy and images on brand and packed with a positive punch.

8 seconds to grab the visitor with your header

3

Make your CTA clear

48% of B2B landing pages have multiple CTAs – this can cause confusion for the visitor, and heavily effect your conversion. Your landing page should have a singular aim, so make it clear from the start what that is.

Remember, as you can't be there in person to take them through your landing page, use directional cues to guide the reader's eyes down the page – this keeps your visitors focus on the task at hand.

MAKE IT URGENT

This is a well-known tactic for converting visitors on any online page – instilling a sense of urgency, encouraging them to act now instead of later. Scarcity is a great driver of this; promise them something valuable (like a downloadable asset) if they sign up now, but **only the first 50 to sign up** can claim it. Your visitors will be keen to act that moment, instead of coming back later.

" Make it trustworthy

Though it's important to keep copy concise on a landing page, using a short quote from a previous client can do wonders for pushing visitors over the tipping point and getting them to fill in that contact form. It's like the final thumbs up – a definitive seal of approval from an outside source letting the visitor know everything you've said is true

**Remember – 88% of buyers trust a testimonial as much as a personal recommendation!**

Make it mobile first

Google sees over 50% of B2B buyer searches come from mobile devices, so mobile friendly landing pages are simply essential. Make sure they're **easy to navigate and use on a mobile device**, ensuring images and logos click through to the right pages and load speed is fast.

A 1 second delay in landing page loading time can reduce conversion rates by 7%. Add this up and 5 seconds too long means you lose a third of your leads!

Landing pages are so crucial to any marketing campaign – there's no excuse not to put the time into getting them perfect. Why not let Lead Forensics help you see the success of your landing pages? Our software lets you see what businesses your landing pages attract, how long they spend on them and where they go from there. Lead Forensics also gives you the contact details for key decision makers in that business, so you can get back in contact with them instantly and convert them into a lead.
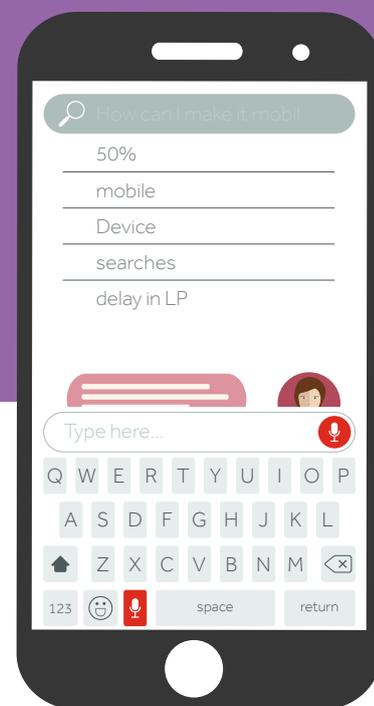
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today with Lead Forensics.

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no obligation trial today!

GET STARTED