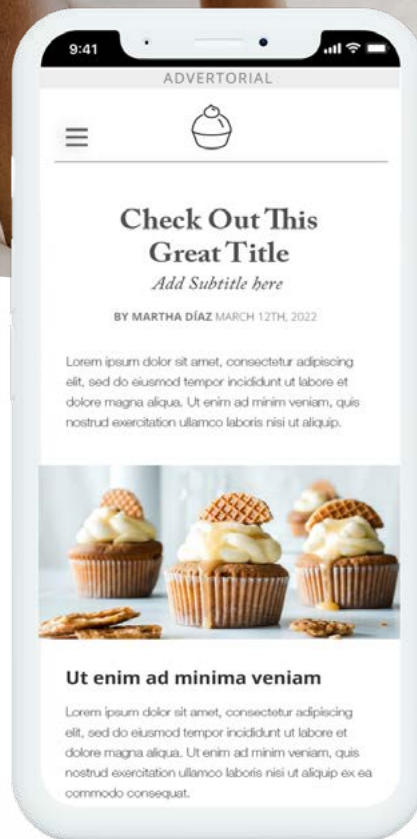# LANDING PAGE
BEST PRACTICES

CONTENT
STRUCTURE

1 **What is the Problem?**

Start by speaking about the problem your product is solving. The reader needs to understand the problem first, not the product.

2 **Why Should this Problem be Solved?**

In 1-2 sentences, educate your target audience on the importance of solving their problem. Speak about how their lives will improve if they fix the issue.

Mention the pros and cons of eliminating the problem, and rule out the cons the reader might have.

Make the solution to the problem simple. The reader should clearly understand that taking action to solve the problem will be easy, especially regarding time, effort, and cost.

3 **How Can Your Product Help?**

Explain the solution to the problem, not the product. Put emphasis on the unique selling points your product offers. Show your expertise in a simple, concise manner.

4 **Why Should They Take Action Now?**

Define why it's important for the user to take action immediately. Use techniques such as urgency or FOMO, user testimonials or reviews, comparisons to competitors, and other points.

DESIGN
YOUR PAGE

TRY IT

ARTICLE TITLE

Your title should **capture the reader's attention** and **makes a promise** about what they will read.

It should have the **same** message as your **creative**.

Check Out This Great Title
Add Subtitle here

BY MARTHA DÍAZ MARCH 12TH, 2022

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HOOK

Answer the **promise** you made in your title immediately in an **enticing way.**

NUTGRAPH

Your reader should receive the **entire message** of your article in these **1 to 3 sentences** — think of this as a brief summary.

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SECTION HEADERS

Headers should **summarize your article when scanned** so the reader understands whether or not it's valuable for him or her.

- ⊗ **Bad:** Will you be satisfied?
- ⊘ **Good:** Comfort and interior that will guarantee your satisfaction.

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SIGN UP NOW

CTA

Your final CTA should be more **aggressive**, as readers who make it to the end of an article are **interested and committed to the topic.**

COMMENTS
2 Comments

Joseph Hawkings

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BY MARTHA DÍAZ MARCH 12TH, 2022

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DESIGN
YOUR PAGE

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KEEP IT SHORT

400-600 words will be just enough to get your point across and will keep the reader's attention.

KEEP IT CLEAN, KEEP IT SIMPLE

Simple black font on a white background is best to keep the reader engaged.

TOP IT OFF WITH AN IMAGE

Adding a picture at the beginning or midway through the article will help make your page inviting.

Make sure the image doesn't take up the entire width of the page so the user knows to continue to scroll down.

MAKE IT READABLE

Bolded sub-headers, relatively big fonts, and short paragraphs will also ensure the reader stays on the page.

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BY MARTHA DÍAZ MARCH 12TH, 2022

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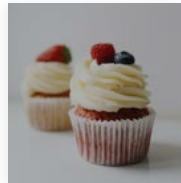
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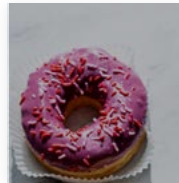**Try it now for $1.**

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Which pastry do you like best?

MUFFIN   **DOUGHNUT**   **CROISSANT**

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COMMENTS
2 Comments

Joseph Hawkings

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USER
EXPERIENCE

LINK
CAREFULLY

If you need to link outside of your site, make sure that the link opens in a new tab or window.

TRY IT

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SIGN UP NOW

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POP SMART

Users will instinctively close pop-up windows without reading them. If you need to rely on a pop-up, then make sure it's triggered only once a reader has truly engaged with your page.

Try it for $1

If you sign up today, you'll receive a **20% discount** on your first purchase.

Email | **SIGN UP NOW**

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CTA DO'S AND DON'TS

LOCATION

✓

Add a **less agressive CTA about 1/3 of the way down** your page. Hyperlinked text in a separate row can work well for this.

Place the CTA **immediately below the article body.**

TRY IT

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SIGN UP FOR
OUR AWESOME
SERVICE

Full Name

Email

SING UP NOW

Sign up for our awesome service.

SIGN UP NOW

COMMENTS
1 Comment

Joseph Hawkings

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03.07.2022 11:00 am

Sign up for our awesome service

SIGN UP NOW

Don't place your primary CTA in the **right rail on desktop**. Users will be engaging with the article, and will most likely miss it.

Don't place your CTA **below share buttons and/or comments.** The user will miss it.

COPY

✓

Tell the user what to expect post-click. **Use precise action-oriented languagge** like "buy" or "sign up", Rather than more generic language like "click here."

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Use our service to find the best deals on fashion's biggest brands.

If you sign up today, you'll receive a 20% discount on your first purchase.

SIGN UP NOW

LIKE OUR PAGE

Don't emphasize multiple actions. Your CTA should focus only on your primary goal.

Use end of article CTA's rather than multiple CTA's. The user who will click on the end of article CTA will probably make a valuable conversion, as they read the full article and knows what they will get in return.

CTA DO´S
AND DON´TS

FORMAT

✓

Find creative ways to **gamify your action** if possible, like using a quiz format. It will make the user more likely to follow through with the action.

✗

Don´t make the CTA **look like a banner**. Users have blindness and will ignore it. Even separating your CTA from the article with a block of background color will have this effect.
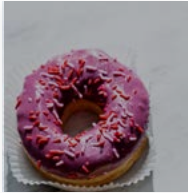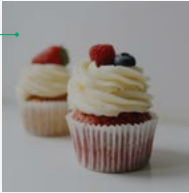
Don´t rely on a floating CTA in the footer. Users will most likely miss that as well.

TRY IT

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Which pastry do you like best?

MUFFIN   **DOUGHNUT**   **CROISSANT**

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Sign up for our awesome service   **SIGN UP NOW**

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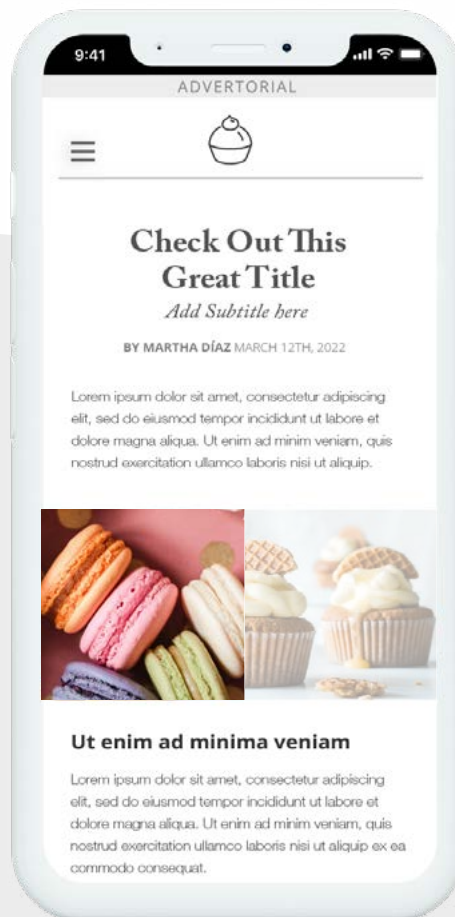
BY MARTHA DÍAZ MARCH 12TH, 2022

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ALWAYS BE TESTING

Technology and browsing habits change and evolve. A/B test major elements of your page on a regular basis to make sure you´re reaching maximum conversion potential.

TRY IT

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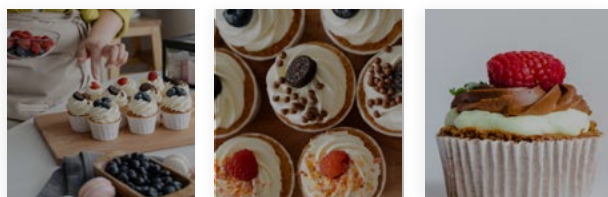
INNOVATE

Videos, photo galleries, quizzes, and other unique content types have the potential to unlock new audiences for your product or services. Experiment with new formats when possible, but make sure to keep the rules we've mentioned here in mind!

Reach out to your dedicated Taboola **contact for more information!**

Taboola