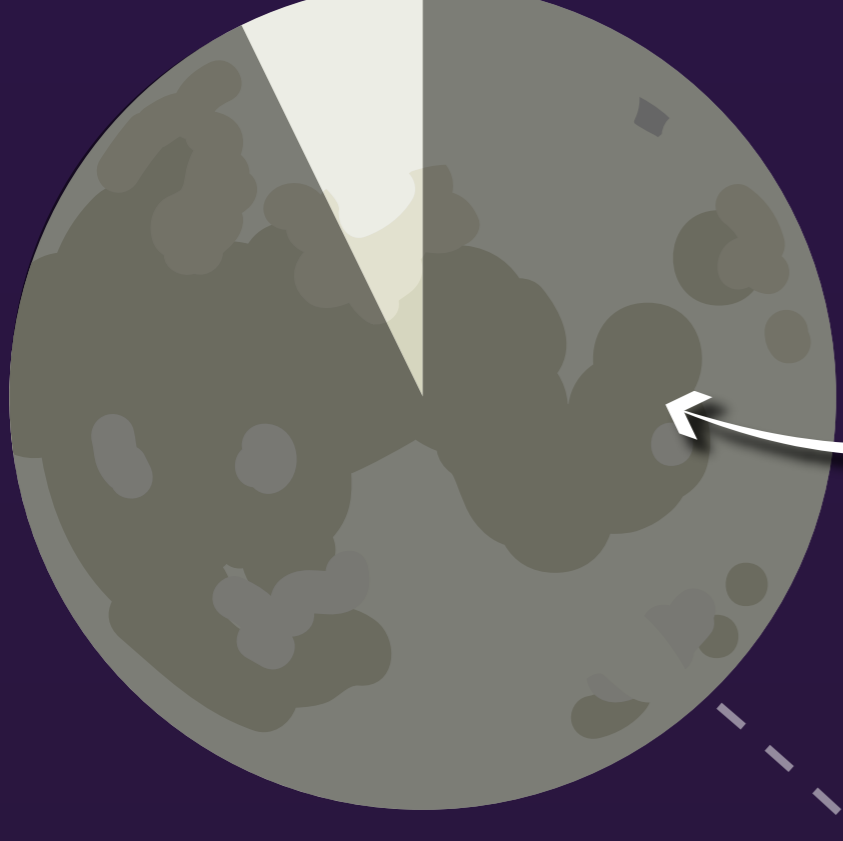
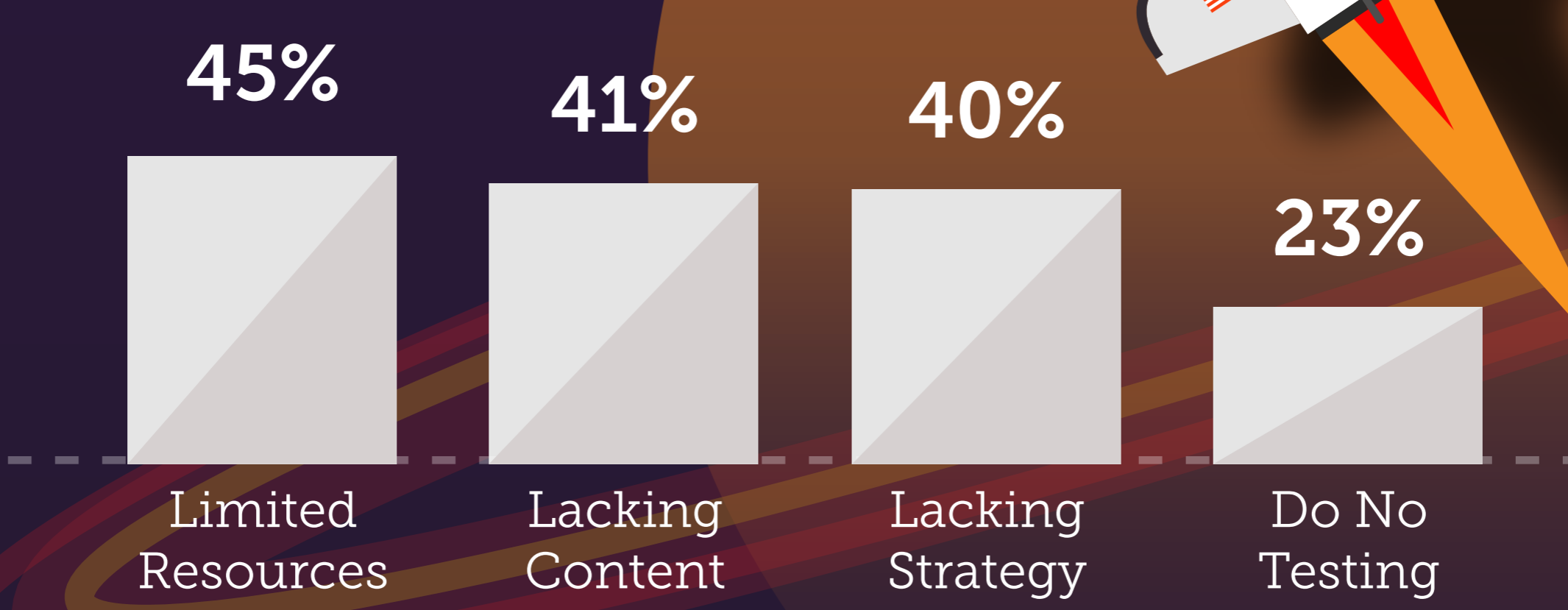


THE COMPLETE GUIDE TO A SUCCESSFUL LANDING PAGE



93% of website landing pages exist to generate conversions

What are the obstacles that stop businesses from reaching that objective?



The Black Hole of Customer Acquisition: Investment in traffic heavily outweighs investment in conversions

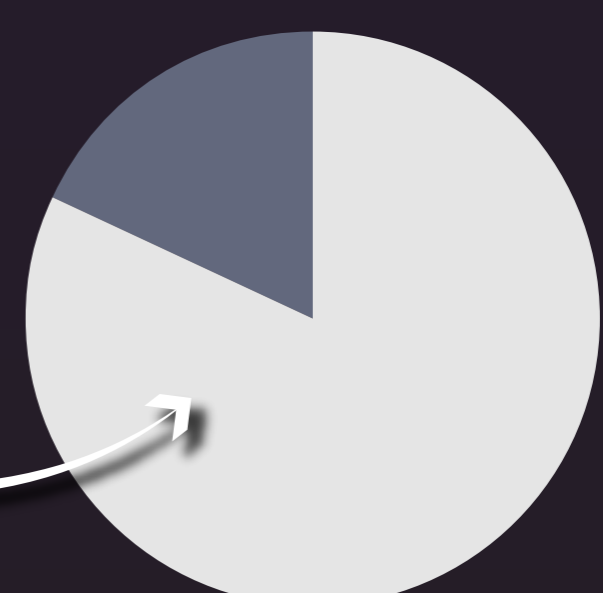


\$92 spent on customer acquisition

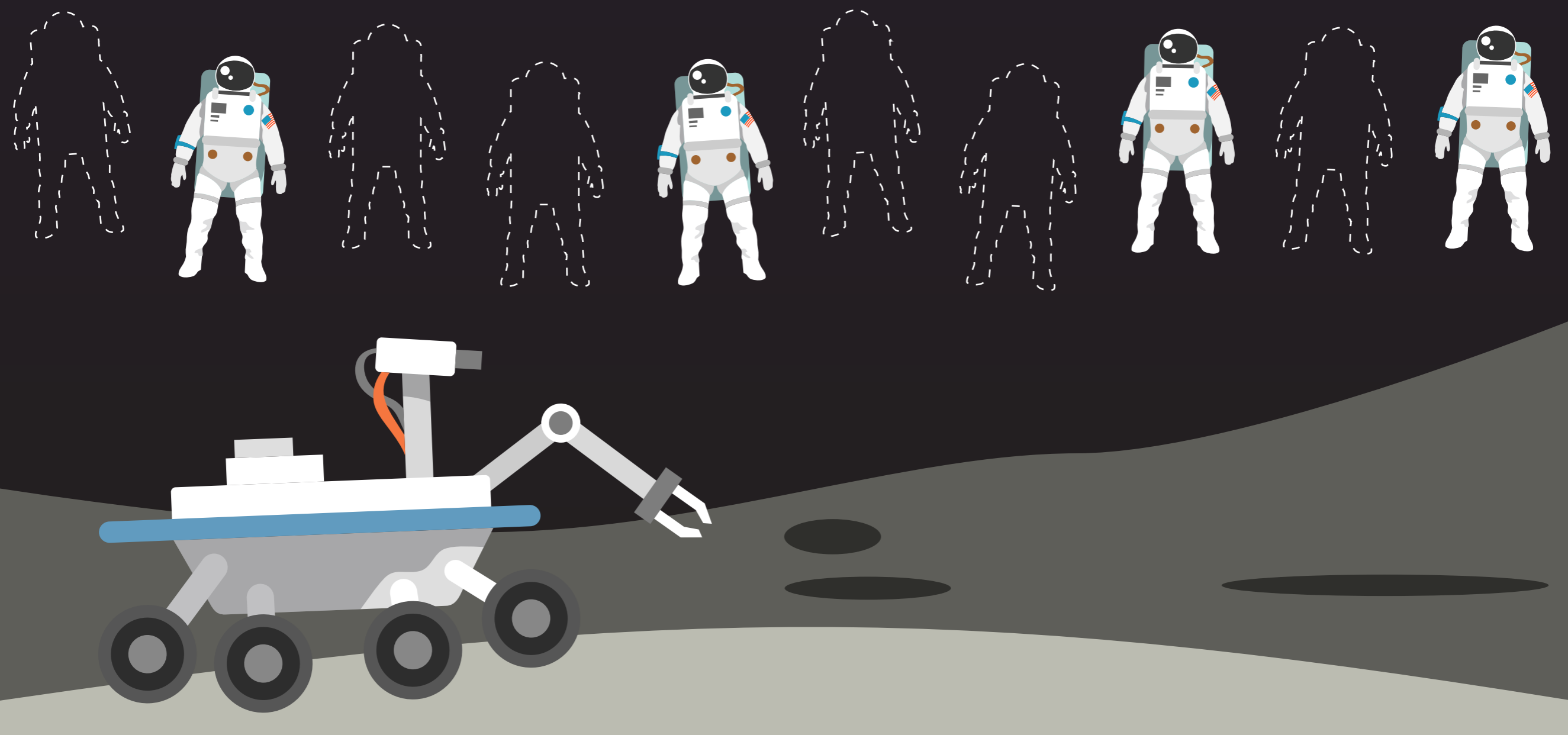
\$1 spent on improving conversion

And many businesses don't know how to run effective optimization tests

82% of marketers say that knowing how to run effective tests is "somewhat" or "very" challenging



57% of businesses have problems finding suitable expertise for optimizing their landing page copy



5 Tips For Optimizing Your Landing Pages Successfully



1 Understand Your Target Audience
Who are you speaking to, and what information are they seeking?



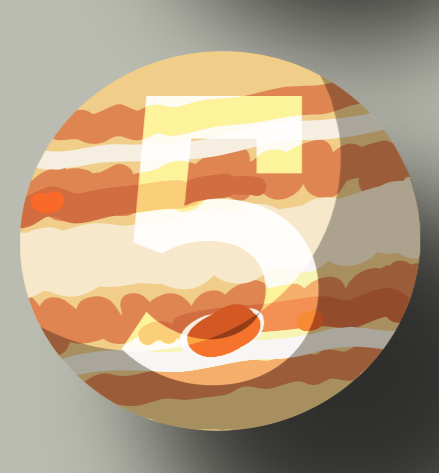
2 Create Clear Calls to Action
Use positive, active language that speaks to the real actions visitors want to take



3 Clean Design and Layout
Remove clutter that distracts from your main message and call to action



4 Test with Video and Images
Rich content engages visitor attention and can increase conversion rate



5 Measure and Test Continually
Use behavioral insights to continuously test improvements to landing pages