



# Landing Experiences That Visitors Love

14 ways to improve conversion

# Landing experiences that visitors love

## 14 ways to go beyond landing pages for exceptional results

One of the best ways to **get more of your prospects to fall in love with your brand** and turn into a sale or lead is **through landing experiences**. A landing page is anywhere a user lands after clicking. Whether it's a PPC ad, display banner, email or QR code that prompts someone to click on your offer, **the page where that person lands after the click has enormous potential to influence the way they feel about you**. If your ad is a great pick up line, then think of a landing experience as a first date. Like the best first dates, the best landing experiences are exciting, interesting and they make you want more – they make your visitors start to fall in love with your brand.

Getting visitors to fall in love isn't something that just any web page can do and most landing pages don't do a very good job. The average landing page conversion rates are about the same today as they were in the 1990's – around 2.5%. 76% of ion customers report improvements of 100% or greater. More than half even improve 300% or greater. **Here are 14 techniques that our customers use to bump their conversion quality and quantity higher. These will help up your landing page game so that more of your online traffic falls in love with you and converts into leads and sales.**

## 1. Use campaign specific landing experiences

Using a couple of generic landing pages is like using a couple of generic pick up lines; most of them are going to seem awkward and out of place. **Your landing pages should aim to make someone feel comfortable, reassure them that they are in the right place and make them feel special.** The landing pages that do the best job at this are targeted, campaign-specific and contextually relevant. **They are designed to match the ad that will drive traffic to it, and to instantly convey confidence.**



## 2. Be honest

Pretending to be someone who you aren't isn't going to help you find love or quality conversions. Stretching the truth about what your services or product can offer are only going to come back to hurt you in the end. **Be honest about what your service or product's main benefits. Similarly, if you offer something in your ad such as a special deal or a content piece, keep your promise and make sure your landing page clearly addresses how your interested visitors can get the deal or content.**

### 3. Keep it simple

While you definitely want to impress your landing page visitors, you don't want to overwhelm them with too much information. You don't need to discuss every award you've ever won nor do your visitors need to know every detail about your business. The primary thing that visitors want to learn about is the offer in your ad that initially caught their attention. **Limit the content in your experience to only that which will help a visitor decide to take the next step and convert.**

### 4. Remember your call to action

It's hard to have a first or even second date if you don't actually ask for it, and hinting doesn't count. **You've led visitors to your landing page, now ask them with a strong call to action to take your conversion step.** The way you word your call to action matters and using phrases that positively reinforce what a visitor is going to get out of filling a

form make a big difference. For instance, instead of just saying "Fill out this form" try something like "Get the Free Toolkit".

### 5. Interact with each other

If you're going to get to know each other, you've got to interact with each other. **A great way to make your landing page more interesting while also letting your visitors learn more about you is to use "on page" interactive content.** Images that swipe, interactive roll-overs, lightbox content, accordion or tabbed content are not only visually engaging but they also help you add more content to your pages while using your page real estate efficiently.

### 6. Find out what makes 'em special

Finding out what makes your landing page visitors special helps you address their needs more specifically. For instance, if you are a health insurance company, you are going to want to talk differently to a big business with hundreds of employees than you would to a small business. Segmentation paths can help you make this happen. **On your initial landing page allow visitors to self-segment into one group with calls to actions that speak to your different audience segments.** Once a visitor has self-identified themselves as being part of either a small or large business you can take them to a page where you speak more specifically to their needs. Increasing the relevancy and specificity of a page increase the odds of conversion.



## 7. Don't ask for too much too soon

**Kissing on the first date? No way! Too many questions at once can make people feel uncomfortable and that can hurt your conversion rate.** A good rule of thumb is to ask only those questions that you absolutely have to know at first. **Ask yourself if the answer to an additional form field is worth a lower conversion rate.** If you do have a lot of questions to ask one way to make visitors feel more comfortable and increase your conversion rate is to use multi-step forms. Visitors love them! They reduce the perceived barrier to conversion by only asking one or two questions on each step and they allow the each progressive step to be more relevant.



## 8. Get to know each other over time

**To really get to know someone, it's going to take several dates.** Likewise you're not going to be able to know everything about a lead as soon as they fill out your first lead generation form. **One way to slowly build knowledge about your prospects is through progressive profiling.** Progressive profiling relies on a lead nurturing or drip campaign to bring leads back to a landing page where you can ask them new form questions. **It reduces your reliance on longer first forms and reduces conversion barriers.**

## 9. Hang out where they do

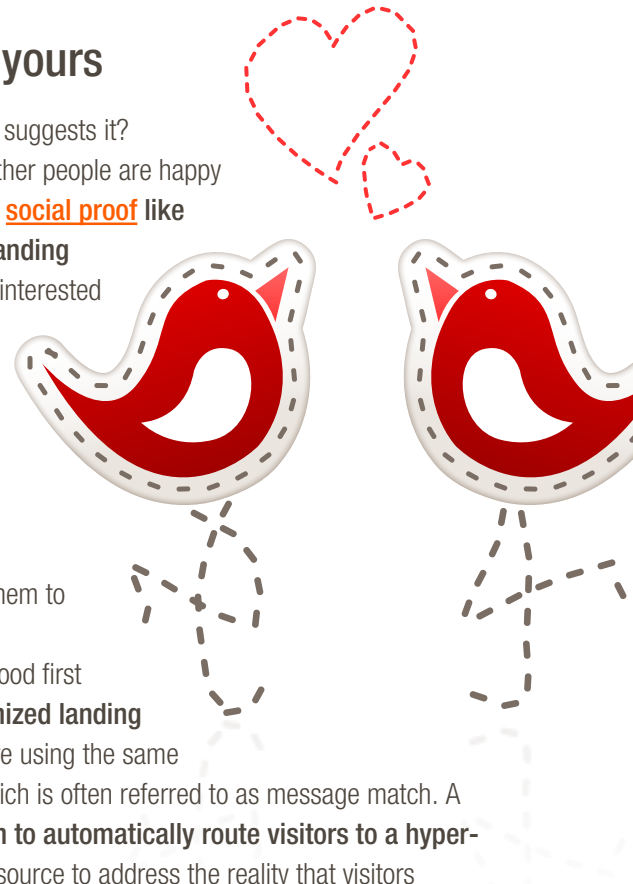
If you want to meet someone new and make a connection, you've got to keep up with where people are hanging out and that's on their phones. **If your landing page visitors are coming from smart phones, then it's important that you are ready with a mobile optimized landing page.** Monitoring your traffic can help you determine how many of your visitors are mobile and if your company should be using mobile landing pages. With mobile pages, you have a lot less room for content so it's important to think through what your visitors expect and how to make it digestible and actionable. **With limited space, you have to make it count and make it engaging!** Consider using ion to automatically detect mobile visitors and automatically serve up a mobile optimized page.

## 10. Always be ready to get together

You never know when Cupid's arrow will strike! **By placing QR codes on signs, whitepapers and other promotional materials you never know when someone might be ready to learn more about you and scan.** You can be ready to **impress with a landing page.** QR codes are a great way to bridge your offline marketing efforts with your online marketing and they make it possible for you to track and optimize the success of your offline efforts. Keep your QR code landing pages engaging and actionable so that you hold your visitors interest. Since many visitors will be "on the go" when they scan your QR code, consider also providing an option like an "email me this link" button that makes it easier for visitors to come back later.

## 11. Like their friends and introduce them to yours

Aren't we all more willing to go on that blind date when it's a good friend who suggests it? Likewise, when someone gets a recommendation from a friend or sees that other people are happy with your product, it helps build your social proof. **Try incorporating signs of social proof like client testimonials or links to your Twitter and Facebook page on your landing pages.** These social beacons can provide assurance to page visitors who are interested but hesitant to act. Another way of getting in front of more people while increasing your social proof at the same time is to **ask visitors who have converted on your pages to tell their friends about you by setting up social sharing buttons on your thank you page.**



## 12. Show them you care

The best way to show that you are really interested in your visitors and want them to have the best possible experience with your company is to tailor your landing experience to their interests and needs. **Be visitor specific.** For instance, a good first stepping stone to creating more individualized experiences, is to **create optimized landing pages for each of your PPC keyword groups.** This helps ensure that you are using the same keywords and language on your landing pages that your visitors are using, which is often referred to as message match. A more advanced idea is to **use browser language detection, or geo-location to automatically route visitors to a hyper-local version of your page.** You can also create pages specific to the traffic source to address the reality that visitors coming from a PPC ad are going to be looking for different things than visitors coming from an email nurture campaign. **The more relevant and specific an experience is, the more likely you are to get higher conversions.**

## 13. Remember to say thank you

**Never underestimate the power of a good thank you page!** First of all it's just polite, but showing your appreciation for someone's time and interest goes a long way in building a relationship. Plus, it's a way for you to keep the experience going. **Take advantage of this space and your visitor's attention by suggesting more resources, cross selling, upselling, or promote ways for them to stay in touch like your blog.**

## 14. Be a good listener

It's hard to build a relationship if you aren't listening to what others have to say. **Through their actions on your landing page, your visitors are telling you what they think of your page and your offer. While your conversion rate is the ultimate sign of whether they are falling in love with you, there are many other metrics that will help you pinpoint where you can improve your landing experience.** For instance, a high bounce rate is a sign of a disconnect between your ad offer and your landing page. Your lead quality, order value, visitor behavior on the page, and results by traffic source are just some of the many metrics that can help you pinpoint and fix any disconnects that may be hurting your overall results.



## Go beyond landing pages.

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