

Landing Pages that Convert

The Ins and Outs of
landing pages!

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Who am I?

- Creative Principal of Dockside Media
- Writer of *The Ham'er* – a weekly email about Framingham politics
- Managed online communications for the Office of the Governor
- Currently ghostwrites and publishes newsletters for a few local non-profits



What is a Landing Page?

Think of it as your digital storefront window

A landing page is a standalone web page created for ONE specific purpose:

- Get visitors to take ONE specific action
- No navigation menu distractions
- No "About Us" or other links
- Laser-focused on conversion

It's NOT:

- Your homepage
- A product catalog
- An "everything about us" page

Example: When someone clicks your Facebook ad for "Free Marketing Audit," they land on a page that ONLY talks about that audit and asks for their contact info.



Why Small Businesses Need Landing Pages

Your current website is like a department store...

Visitors get overwhelmed and leave without buying

A landing page is like a focused sales conversation:

- ✓ **Higher conversion rates** - 2-5x better than sending traffic to your homepage
- ✓ **Better ROI on ads** - Don't waste ad spend on confused visitors
- ✓ **Clearer messaging** - One goal = clearer communication
- ✓ **Easier to test** - Try different headlines, offers, images

When to Use Landing Pages

Perfect for:

- **Email campaigns** - "Download our nonprofit grant writing guide"
- **Social media ads** - "Book your free consultation"
- **Google Ads** - "Get your HVAC system inspected"
- **Special promotions** - "Early bird pricing ends Friday"
- **Events** - "Register for our small business networking breakfast"



When to Use Landing Pages

Quick Test:

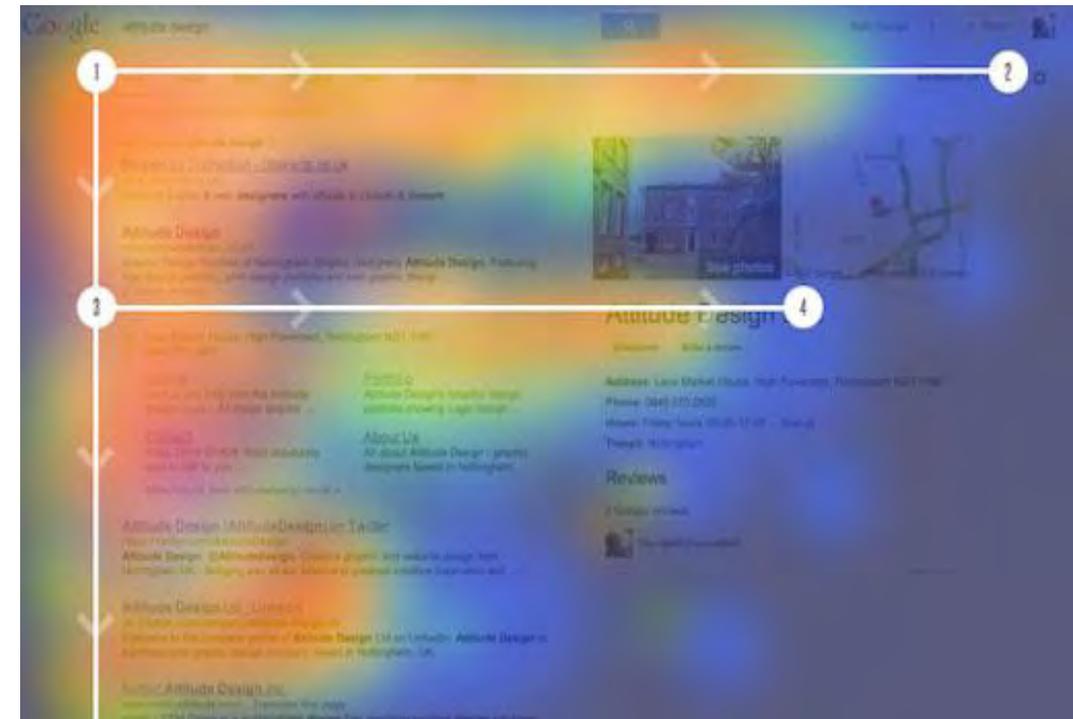
If you're asking people to DO something specific, you probably need a landing page for it.

The Anatomy of a Converting Landing Page

Every great landing page has these 6 elements:

1. **Compelling Headline** - What's in it for them?
2. **Supporting Subheadline** - Add context and urgency
3. **Hero Image/Video** - Show the benefit visually
4. **Benefits (not features)** - Why should they care?
5. **Social Proof** - Testimonials, reviews, logos
6. **Clear Call-to-Action** - One button, obvious next step

The F-Pattern: People scan in an F-shape, so put your most important info at the top left.



Headlines that Hook

Bad Headline: "Welcome to ABC Accounting Services" *Why it fails: Generic, no benefit, could be any accounting firm*

Good Headline: "Save 5+ Hours Per Week on Bookkeeping" *Why it works: Specific benefit, addresses pain point*

Formula That Works: [Desired Outcome] + [Time Frame] + [Without Common Obstacle]

- **Examples:**

- **Restaurant:** "Get 20+ New Customers This Month Without Spending More on Ads"
- **Non-profit:** "Raise \$10,000 More This Year Without Hiring a Fundraising Consultant"
- **Contractor:** "Get Your Bathroom Remodel Quote in 24 Hours (Not 2 Weeks)"

Benefits vs Features

Features tell, benefits sell.

Examples:

Accounting Service:

 Feature: "We use QuickBooks Pro"

 Benefit: "Know exactly where your money is going every month"

Fitness Studio:

 Feature: "Small class sizes (max 12 people)"

 Benefit: "Get personal attention so you actually see results"

Non-profit:

 Feature: "Established in 1985"

 Benefit: "Nearly 40 years of proven impact in our community"

Benefits vs Features

Quick Exercise:

Take your top service and write 3 benefits, not features.

Call to Action Best Practices

Your button text can make or break conversions

Weak CTA Buttons:

- "Submit" (Submit what?)
- "Click Here" (Generic)
- "Learn More" (Vague)

Strong CTA Buttons:

- "Get My Free Quote"
- "Reserve My Spot"
- "Download the Guide"
- "Schedule My Consultation"



Call to Action Best Practices

The Magic Formula:

Action Verb + Value + Urgency *"Book Your Free 30-Minute Strategy Call Today"*

Visual Tips:

- Make it BIG and obvious
- Use contrasting colors
- Only ONE primary button per page

Landing Page Examples

Example 1: Local Restaurant

- **Headline:** "Skip the Wait - Order Your Family Dinner Online"
- **Benefit:** Photos of happy families eating together
- **Social Proof:** "Over 1,000 Natick families served"
- **CTA:** "Order Now for Pickup"

Example 2: Non-profit

- **Headline:** "Help Us Provide 500 Thanksgiving Meals to MetroWest Families"
- **Benefit:** Every \$25 feeds one family
- **Social Proof:** Photos from last year's event
- **CTA:** "Donate \$25 Now"

Example 3: Home Service

- **Headline:** "Emergency Plumbing Repair in Wellesley - 24/7"
- **Benefit:** "Fixed in 2 hours or it's free"
- **Social Proof:** 50+ five-star Google reviews
- **CTA:** "Call Now: (508) XXX-XXXX"

Copy that Converts – the AIDA Framework

- **A - Attention** (Headline) *Grab them with a benefit or intriguing question*
- **I - Interest** (Subheadline & opening) *Keep them reading with relevant details*
- **D - Desire** (Benefits & social proof) *Make them want what you're offering*
- **A - Action** (Call-to-action) *Tell them exactly what to do next*

Write Like You Talk: Use simple words, short sentences, conversational tone. If your grandmother wouldn't understand it, simplify it.

How to Drive Traffic

You've built it - now how do you get people there?

Paid Traffic (Fastest Results):

- **Facebook/Instagram Ads** - Target local audience, specific interests
- **Google Ads** - Capture people already searching for your service
- **Local online directories** - Yelp, Google My Business posts

Free Traffic (Takes Time, But Builds Long-term):

- **Email marketing** - Send to your existing list
- **Social media posts** - Share on Facebook, Instagram, LinkedIn
- **SEO** - Optimize for local search terms

Offline Traffic:

- **Business cards** - Include your landing page URL
- **Networking events** - "Check out our free guide at..."
- **Print materials** - Flyers, brochures, direct mail

Consider: Partner with complementary businesses for cross-promotion.

Your Action Plan

Before You Leave Today:

- 1. Identify** one specific action you want customers to take
- 2. Write** a benefit-focused headline for that action
- 3. Gather** one testimonial or review you can use
- 4. Pick** a tool to build your first landing page
- 5. Set** a deadline to launch (within 30 days)

Remember: Done is better than perfect. Your first landing page won't be your last.

Questions?



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