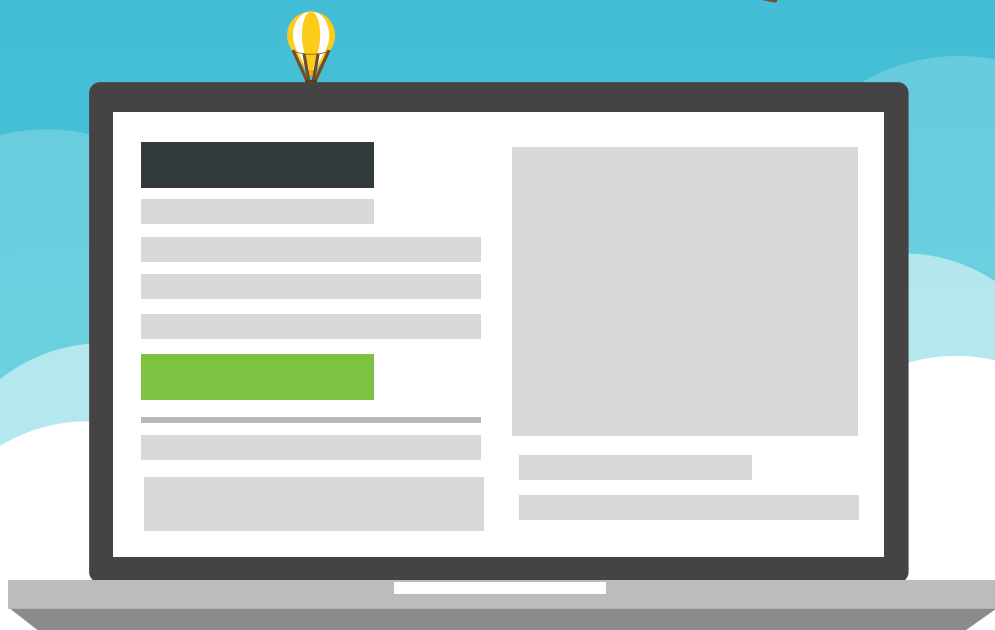


Landing Page **Design** Tips, Tricks, & Practices to Generate More Leads



First impression is the last impression. For that fact, in web designing, landing page holds the key to the success of a website. On surface, it might seem like a pretty straightforward concept, but in practice, landing page design is one of the trickiest jobs in the web arena.

Designing a landing page means using words, graphics, and colors to stimulate people's emotions and make them feel that their needs are being fulfilled. Thereby, landing page design is as much about color psychology and customer behavior, as it is about web designing, graphic designing and content writing skills.

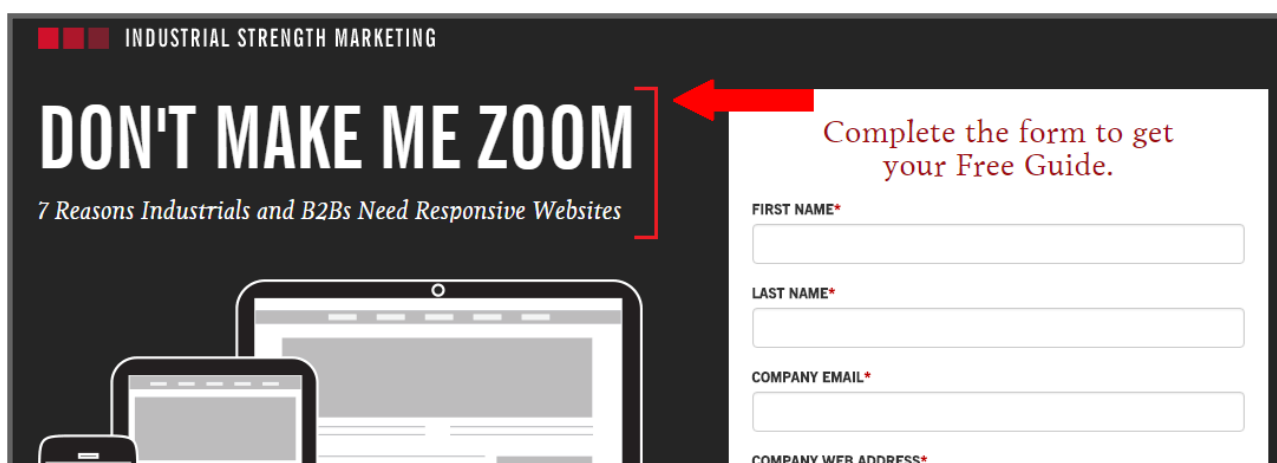
If you want to leverage these insights to build an effective landing page that turns your website into a lead generating powerhouse, then implementing following tips in your website's landing page can do the magic for you. For better comprehension, we have divided the landing page in three sections – above the scroll, below the scroll, and the bottom part – and have described their respective elements, their design, color selection, and placement

Above-the-scroll: Conquer the first fold

Above-the-scroll or first fold section of a landing page pretty much decides whether a visitor will stay on your website or not. On an average, visitors stay on a new website only for about 4 seconds. To grab their attention within that short span of time, the first-fold area of your landing page should be packed with gripping headlines, eye-pleasing graphics, right color contrast scheme, and perfect call-to-action button (with or without a form). Let's break down these elements.

1 Headlines: Take it as a rule of thumb that landing page headline should complement the message provided in the ad copy. It would be one of the first things that a visitor will see on your landing page, so it is important that you create something clear, concise, and compelling to entice user to explore more. You can use a single headline or a combination of headline & sub-headline, whichever you feel can work better to engage visitors.

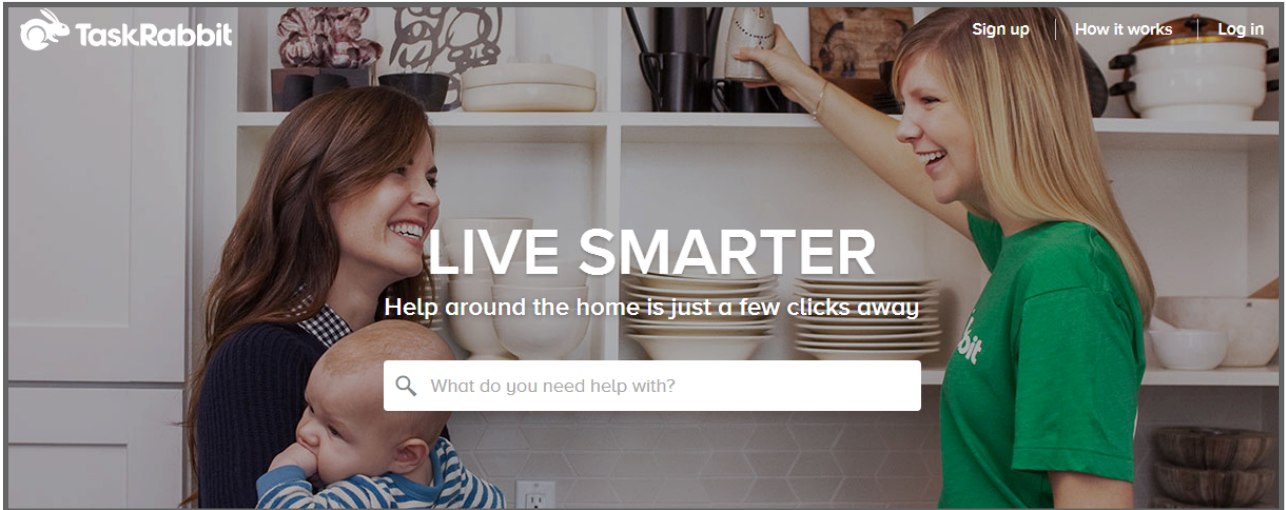
For example, take a look at the landing page of Industrial Strength Marketing. See how the first fold features a compelling headline with an ideally supporting sub-headline.



2 Graphics: Images and other graphical content are handy elements that can enhance the look and feel of your landing page, but only if used mindfully. Their size, color scheme, and placement should be taken into account to ensure that they lead visitors towards your end goal not distract them.

Image in the banner backdrop (aka hero image) is a good way to use graphics, which in recent years has become quite popular. But here as well, a little brainstorming is required to ensure that the image inspires visitors to move forward towards becoming your customer.

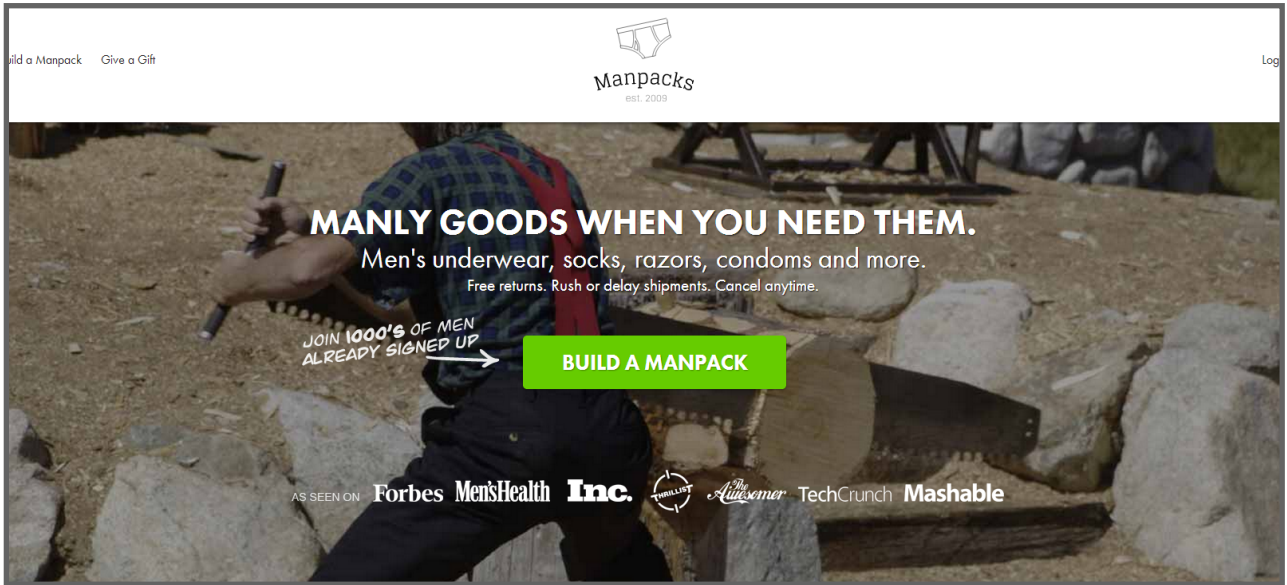
TaskRabbit's landing page serves as a good example here. See how the hero image is indicating that the website makes people's life convenient. Also note that the headlines are equally compelling.



3 Call-to-action (CTA) & Form: In implementing these elements you have to play with color and human psychology a lot. Ideally, the lead generation form (with one field or several) should be placed within the first-fold area. In case that might not be a feasible option, you must create a CTA that is engaging enough to make visitors go one step further.

First thing you need to do is choose the right color contrast to make it stand out. Second, instead of writing something dull like 'Get Started', 'Start Now', etc. write something more engaging, which clearly portray the action the user is performing.

Manpacks' landing page is an ideal example in this context. See how they have used bright green CTA button over a dull backdrop image, as well as have written 'Build a Manpack' on it instead of something boring like 'Sign up'.



As for the lead generation form, there are a few things you can do to naturally bring users' attention on it. Here are some suggestions with examples:

- Use the right color scheme to make it stand out. Ex: WebDAM



- Use direction cues to lead visitors to it. Example: Unbounce

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WISTIA Features Pricing

Sign up for the Free Plan

Gain better insight into how your videos are performing

Your email

CREATE ACCOUNT

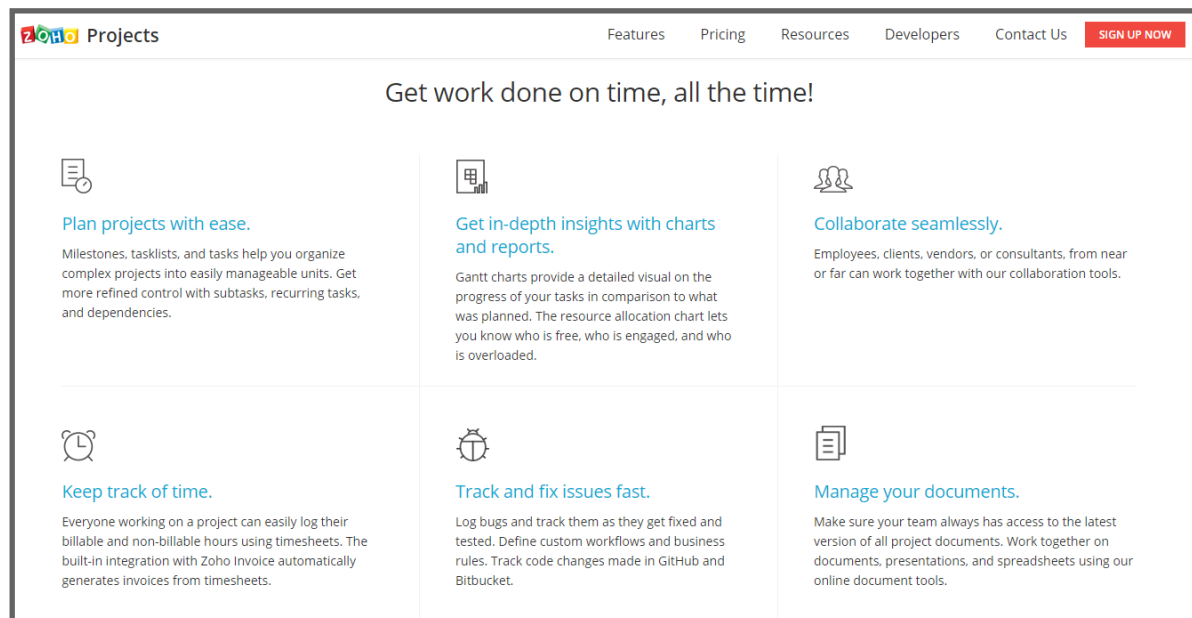
By clicking this button, you agree to our [Terms of Service](#).

Below-the-scroll: The Mid-Battle Ground

In most scenarios, landing page doesn't conclude within the first scroll. So, the next part of your landing page should be dedicated to support the message you have left for visitors in the first fold. Depending on your offerings you can choose which type of supporting elements you should include in the below-the-scroll part of your landing page.

1 Supporting Elements: You can use following supporting elements in the below-the-scroll part of your landing page to educate visitors about your product and service, as well as build trust in them about it.

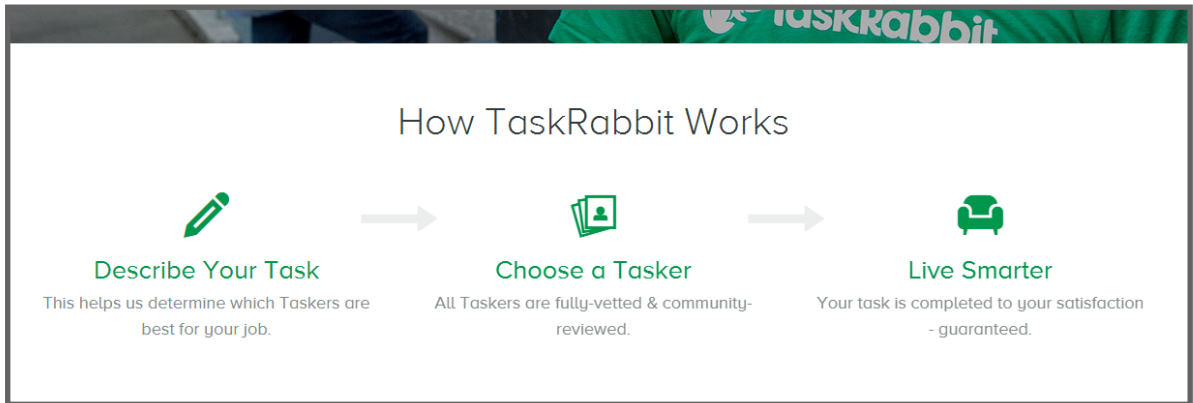
- **Benefits & Features:** List benefits (or features) of your product with crispy benefit statements and make them clearly distinguishable. Example: Zoho Projects.



The screenshot shows the Zoho Projects landing page. At the top, there is a navigation bar with links for Features, Pricing, Resources, Developers, Contact Us, and a red SIGN UP NOW button. The main heading reads "Get work done on time, all the time!". Below this, there is a 2x3 grid of feature cards, each with an icon, a title, and a brief description.

Icon	Title	Description
	Plan projects with ease.	Milestones, tasklists, and tasks help you organize complex projects into easily manageable units. Get more refined control with subtasks, recurring tasks, and dependencies.
	Get in-depth insights with charts and reports.	Gantt charts provide a detailed visual on the progress of your tasks in comparison to what was planned. The resource allocation chart lets you know who is free, who is engaged, and who is overloaded.
	Collaborate seamlessly.	Employees, clients, vendors, or consultants, from near or far can work together with our collaboration tools.
	Keep track of time.	Everyone working on a project can easily log their billable and non-billable hours using timesheets. The built-in integration with Zoho Invoice automatically generates invoices from timesheets.
	Track and fix issues fast.	Log bugs and track them as they get fixed and tested. Define custom workflows and business rules. Track code changes made in GitHub and Bitbucket.
	Manage your documents.	Make sure your team always has access to the latest version of all project documents. Work together on documents, presentations, and spreadsheets using our online document tools.

- **How It Works:** Put a brief 'How It Works' with minimal graphics to explain how your product or service works. Example: TaskRabbit.



- **Explainer Video:** Include an explainer video in case your service or product is a bit comprehensive or complex, and need a visual demonstration. Text-Writers has nicely put together all the above-mentioned supporting elements in the below-the-scroll area to help its visitors understand its offering completely.

Place your order, pick a writer, and it's done!


Text-Writers connects you with top academic writers, helps you hire the best, and keeps you updated about work progress. Benefit from:

- ✓ Secure and transparent payments
- ✓ Easy to use order management features
- ✓ Writer reviews and ratings
- ✓ Quick communication channels

FEATURES

Watch the video to learn more


VAST LIBRARY OF
ARTICLES AND BLOGS




EXPLAINER VIDEO

HOW IT WORKS

Are you a? Customer Writer





Place Order

1. Place your order

Share assignment details with our talented writers to get response from the most relevant ones.

2 Iconography: It is clear that below-the-scroll area is dedicated to educate visitors. But since you have only limited time to do that, you will have to come with ways to convey maximum information in minimum words. That's where icons and other graphical content will come into play.

In all the screenshots shared in the previous section (Supporting Elements), you can see how these websites have used icons to convey the message, so that users get the idea what the point or section is about just by looking at it. Besides that, using some creative icons and graphics can also help you in keeping visitors' interest intact.

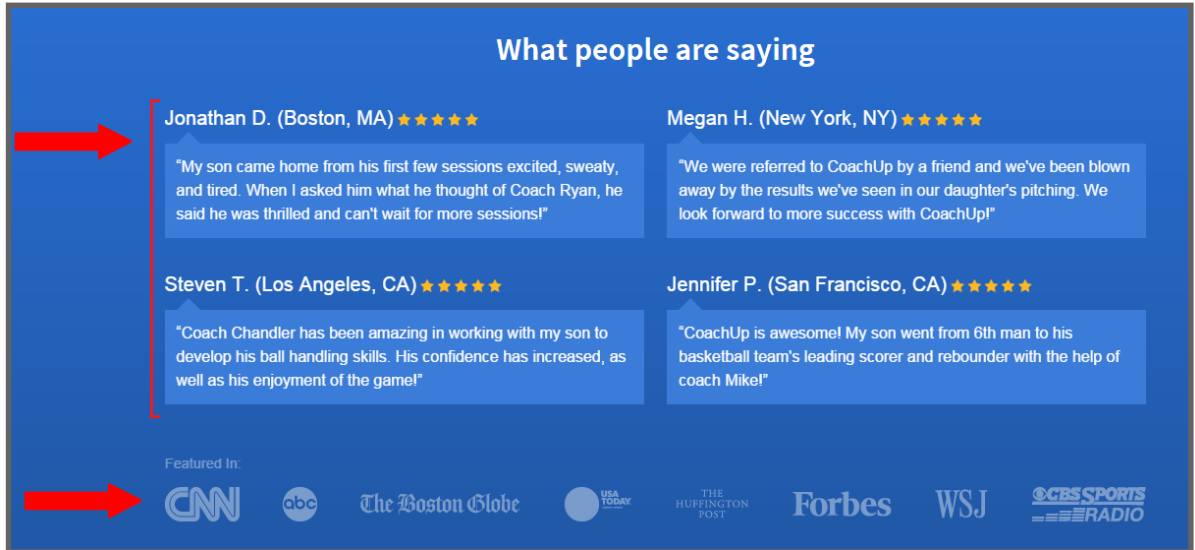
The Bottom Part – Win the War

If you have made your visitors to come this far, then it's time to seal the deal with the remaining key landing page elements. Whatever you have claimed and explained so far, in this part you need to justify that, since only then visitors can turn into customers.

1 Social Proof: Including social proofs on the landing page is the best way to make visitors become trustful towards your offerings, especially the skeptical and unsure ones. Here are the social proof elements that you should consider including on your website's landing page.

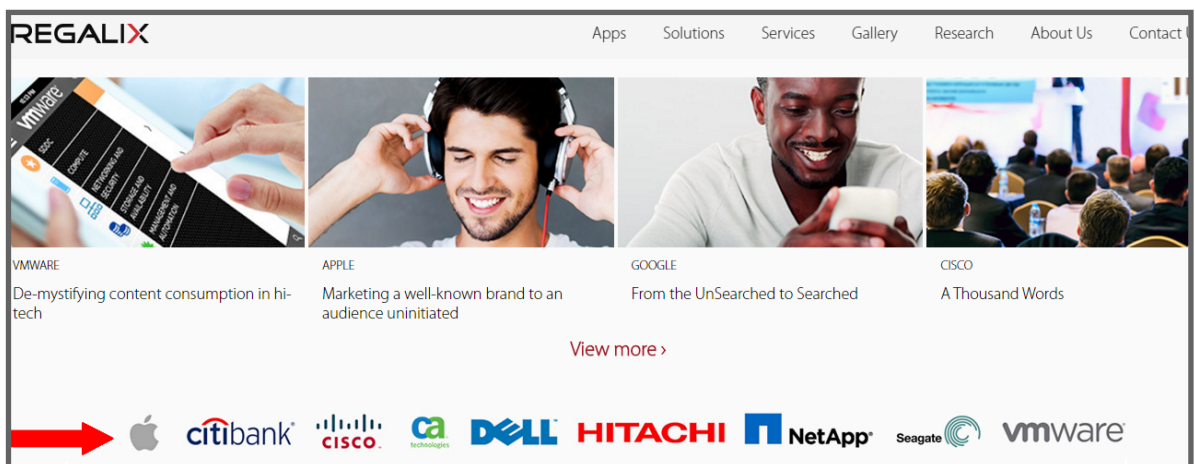
- **Testimonials:** Testimonials & other forms of feedback by your existing clients and customers can easily inspire your visitors to go ahead and give your product/service a try.
- **Featured in:** If your business or a product has been featured in a popular content publishing website, then it is mindful to highlight that on the landing page. For a little bit internet-savvy people, this can be a deciding element.

See how CoachUp has highlighted its users' reviews & ratings, as well as the list of popular blogging sites where it has been featured to build trust in its users.

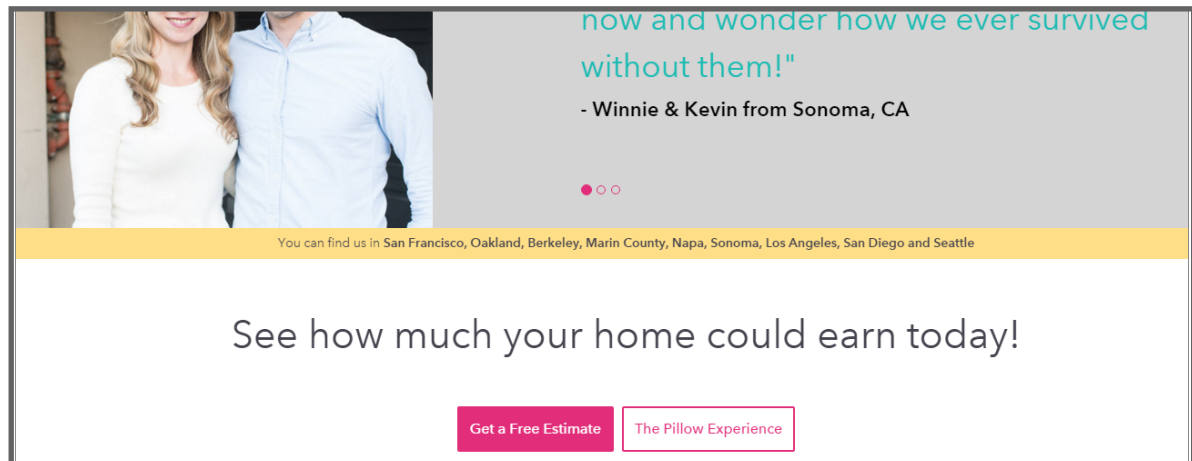


- **Clientele:** Listing clients on the landing page is another popular social-proof practice among service providers of the web industry, especially since in this industry, experience and portfolio matters.

Regalix, a digital marketing agency, has proudly showcased its clientele on the landing page, which is enough to build trust among their prospective clients.



- **Final Touch:** All's well that ends well. So, you need to pay special attention to how your landing page concludes. A powerful final CTA is the ideal way to wrap things up. But make sure that you choose the words in a manner that portrays that visitors already know about your service and benefits. As only then it will score for sure. Final landing page CTA of Pillow Homes qualifies on these parameters.



Conclusion: The landing page design approach we have described here is not standard, but something that is applicable in most cases. Therefore, it is perfectly alright to jumble up a few elements as per you specific business needs.

For instance, if you are a web solution agency, you can showcase your clientele within the first-fold or below-the-scroll area for better engagement. Or, if you are a new startup of an emerging ecommerce sector, then you might want to do the same with the 'Featured In' section. Important thing is to keep all these key elements into consideration while building a landing page. Their order can be changed, depending on relevancy and page flow.

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