



Landing Page **BEST PRACTICES**

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CONTENT AND PRESENTATION

Use these tips to maximize the performance of your landing page:

- **Craft a benefit-focused headline:** For every 10 people that visit your landing page, at least seven of them will bounce off the page. To keep that number low, your visitors need to know (and understand) what's in it for them within seconds of arriving. Your headline is the first thing they'll read, and it should clearly and concisely communicate the value of your landing page and offer.
- **Choose an image that illustrates the offer:** Use of an image is highly recommended, and it should represent your target audience. The purpose of your image is to convey a feeling — it should illustrate how your visitor will feel once they receive your offer. Certain images may work better than others, so you should always split test your options (which we'll cover below).
- **Write a compelling copy:** Don't spend all that time crafting the perfect headline and finding your ideal image to fall flat when it comes to the words that will actually sell your call-to-action. Your copy needs to be clear, concise and should guide your visitor to the action you want them to complete. Compelling copy also speaks directly to the visitor by using "you" and "your" to make them feel engaged. We'll go more in-depth on copy tips below.
- **Add a clear and standout call-to-action:** The call-to-action (CTA) is arguably the most important element on your landing page — it's one of many elements that encourage conversion. The CTA button needs to stand out, meaning you should use a color that contrasts with other elements on the page. Be clear about what you want visitors to do, that is, use an action verb that spells it out for them, like "submit," "download," or "get it now."
- **Make sure your CTA or lead form is above the fold:** Your CTA or lead form needs to be readily accessible should your prospect want to convert right away — you definitely don't want them searching and scanning your landing page to find your offer. "Above the fold" just means that visitors don't have to scroll to get to the form — that it's in view as soon as someone hits the page. This could be a form or an anchor link to the form. Even better: Design your form or CTA to scroll with the user as they move down the page.
- **Give away a relevant offer:** Think of your landing page as a part of your lead's journey to your ultimate offer — your product or service, that is. Your offer is the thing you give in exchange for your lead's personal information. Not only should it be compelling enough for your visitor to provide their contact info, but it should also be relevant to your business.
- **The three-second test:** Most people skim websites instead of fully reading them. An easy experiment is to show somebody your page for three seconds, then interview them on what they saw and remember. If the things they noticed do not match your CTA or your Value Propositions, revisions are needed.
- **Only ask for what you need:** You want to gather as much information as possible about your lead, but how much you ask for depends on several factors: how well acquainted they are with you, where they are in their buyer's journey, and how much they trust you. Ask for as little info as you need in your lead form to create a low barrier to entry. A name and an email are more than sufficient to nurture a new lead. Lengthy forms can be tedious, and asking for too much information may discourage end-users or trigger concerns about privacy.
- **Remove or simplify all navigation:** Your landing page has one main objective: to convert visitors into leads. Any competing links — including internal links to other pages on your website — will distract from that goal. Remove any other links on your page to draw all of your visitors' attention to your call-to-action. Don't be afraid to consolidate menus; less options tend to make for easier decision making. Don't waste valuable screen space on less popular content.

- **Make your page responsive:** Just like every other page on your website, your landing pages need to be responsive to accommodate every viewing experience. The last thing you need is for your form to fall out of view on mobile devices. Give your visitors every possible opportunity to convert, no matter how they're viewing your page.
- **Be conscious of mobile user experiences:** Most mobile users tend to use a single hand to navigate apps and websites. Consider how phones are held, and place interactive content in easy-to-reach areas.
- **Make your page efficient:** With a large portion of users now on mobile devices, ensure that your webpage is optimized for quick loading and minimal data usage.
- **Personalize your pages as much as possible:** Dynamic landing pages will increase relevance for your end users. Showing them content that they commonly visit or express interest in will improve your chances of conversion greatly.
- **Listings/product page as a landing page:** When possible, enable users to sort and filter results. A/B Test vertical and horizontal layouts to see which your customers prefer.
- **Avoid dead-end user experiences:** Perhaps this is more obvious, but ensuring a good user experience is critical. Ensure that all links and functions work across all device types. Test your pages frequently to ensure smooth operation.
- **Use social proof:** Media mentions, customer reviews, and other forms of social proof are proven to increase conversion and develop better customer trust.
- **Optimize for search:** Sure, you'll be driving visitors to your landing page through email blasts, social posts and other marketing methods, but your page should also be optimized with target keywords for your paid campaigns and organic search. When someone searches for your key phrase, they should find your landing page. Similarly, when you target a keyword with paid ads, those words should exist on your landing page.
- **Remember to use a thank you page:** A thank you page is where you send leads once they've completed your form. Here are 3 important purposes the thank you page serves:
 1. It delivers the offer that you promised (usually in the form of an instant download).
 2. It gives you an opportunity to interest your new lead in additional relevant content.
 3. It serves as a chance to thank them for their interest, which goes a long way in promoting them to a customer down the line.



BEST PRACTICES FOR ACCESSIBILITY

Here are ways you can ensure your pages meet the accessibility standards:

- **Make your page keyboard friendly:** Visitors should be able to navigate your post-click page even if they don't have a mouse, using only the keyboard 'Tab' key.
 - **Use the title tag:** A title tag is an HTML element that specifies the title of a web page.
 - **Use language tag:** Language tags are used to indicate the language of text or other items in HTML and XML documents. Use the lang attribute to specify language tags in HTML, and the xml:lang attribute for XML.
 - **Make all the content accessible:** When using dynamic content, make sure to tag dynamic content as a live region, this enables screen readers and similar devices to understand the content as it changes.
 - **Include alt text with all images:** Adding alternative text to images guarantees that text appears as a replacement for the image if it fails to load, describing and giving context about the image.
 - **Add contrast to the page:** This is a necessary step to make sure copy and all page elements stand out from the background and are visible to users with visual disabilities.
 - **Use headers to structure content:** H1, H2, and H3 help structure your copy and make it easy for users to interpret.
 - **Don't use tables for anything except tabular data:** When it comes to displaying data, tables are handy. They make it much easier for all users, including those using assistive technology, to parse a large amount of data. To get the maximum benefit, however, you'll want to keep your tables as simple as you can interpret.
 - **Enable resizable text that doesn't break your site:** Most devices and browsers will enable users to resize text, which can be helpful for those with visual impairments. However, if you don't build your site to support this feature, resizing text could break your design or make it difficult to interact with your site.
 - **Avoid automatic media and navigation:** Automatically-playing media files have been a bane of internet users since the days of MySpace. As annoying as it can be to have music or videos start when a page loads, this is an even bigger issue in terms of accessibility. It's also best to avoid automatic navigation, such as carousels and sliders. This can be incredibly frustrating if the viewer needs more time to absorb all the information before moving on to the next slide or section. If video, audio, or other interactive content is desired or necessary, make sure that it is user-initiated.
 - **Use legible fonts:** Avoid overly stylized fonts, ensure your text has good contrast with its background, and uses a minimum of 16px font size.
 - **Create content with accessibility in mind:** Finally, we come to the core of your site: its content. While designing your site for accessibility is hugely important, you should bear the same considerations in mind when creating content.
- **Design your forms for accessibility:**
 - **Use semantic HTML form elements:** A semantic element is code whose name clearly identifies its purpose, such as `<form>` or `<button>`. Non-semantic elements, such as `<div>`, don't tell you what kind of content is within the tag.

- **Use focus styling:** You need strong visual cues on your forms so that keyboard navigators know which fields are being selected. When the tab key selects a field, it should be surrounded by a box with a contrasting color.
- **Use a clear visual label - not placeholder text:** Placeholder text - the lightly colored, temporary copy in form fields - introduces a number of issues for users. Include phone number formatting details above the field as well.
- **Code a programmatic label for screen readers:** Label tags (<label> and </label>) are required to make your form accessible to screen reader users. The assistive technology will announce the text within them when it reaches its associated form input. Label tags also create a clear visual label.
- **Group-related inputs with fieldsets and legends:** Giving multiple-choice questions a logical structure helps screen readers clearly interpret the form. This is where <fieldset> and <legend> tags come into play, especially with questions involving checkboxes or radio buttons.
- **One or two column form layout:** Overly complicated layouts tend to cause confusion and frustration. With some small exceptions, a one or two column layout is usually best.
- **Use button tag in CTA:** The <button> tag is used to create clickable buttons on the web page.

■ **Provide instructions for screen readers with ARIA labels:** ARIA - Accessible Rich Internet Applications is a set of related HTML attributes that include instructions and information for screen readers. These attributes, such as aria-label and aria-labeledby, don't display anything on the web page. Per WebAIM, ARIA should only be used when native HTML is not sufficiently clear.

■ **Structural elements:** Define clean structural elements like Header Navigation, Body, Footer, etc.

■ **Privacy policy and user consent checkbox:** Provide privacy policy link and user consent checkbox. Footer, etc.



LANDING PAGE LAYOUT SAMPLES

Here are some landing page designs that utilize some of the above tips:

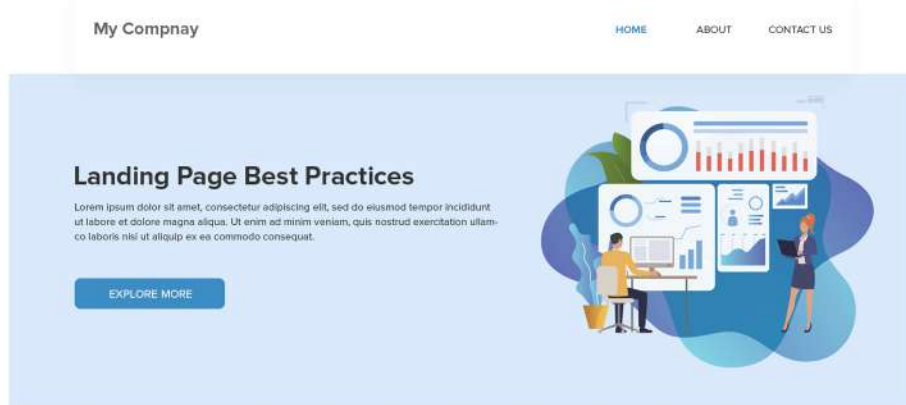
Landing Page Sample

Single column form

Illustrative image

Benefit-focused headline

Navigation and menus removed



Landing Page Best Practices

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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Where does it come from?

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 110.32 and 110.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem Ipsum dolor sit amet.", comes from a line in section 110.32.

Where does it come from?

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First Name

Last Name

Business Email

Company Name

Job Title

Country:
Select...

Industry:
Select...

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SEND

Event Landing Page

CTA above the fold

Illustrative image

Benefit-focused headline

Navigation and menus removed

Details to add to event value

The screenshot shows the event landing page for the Google Maps Platform Summit 2020. At the top, there is a navigation bar with links for 'Overview', 'Agenda', 'Venue', and 'FAQs', and a 'Reserve your spot' button. The main header features the event title 'Google Maps Platform Summit 2020' and a sub-headline 'Explore the potential of location data for your business'. Below this, the dates 'March 18-19, 2020' and the venue 'Google Event Center, Moffett Place (MP7), Sunnyvale, California' are listed, along with another 'Reserve your spot' button. A large illustrative image shows a modern interior space with a large screen displaying the Google Maps Platform logo and a colorful map. The 'Overview' section includes a sub-headline 'Join our first-ever Google Maps Platform Summit' and a list of benefits: exploring business partnerships, being among the first to hear about new products, hearing from Google's leaders, discussing industry trends, and networking with peers. The 'Agenda' section is divided into two days: Day 1 (Wednesday, March 18, 2020) and Day 2 (Thursday, March 19, 2020). Day 1 includes a Partner Summit, Technical Workshop, and Welcome Reception & Pavilion. Day 2 includes Attendee Registration, Breakfast & Pavilion, General Session, Lunch & Networking, Breakout Sessions, Closing General Session, and Closing Reception & Pavilion. At the bottom, there is a closing statement and another 'Reserve your spot' button.

Google Maps Platform Overview Agenda Venue FAQs Reserve your spot

Google Maps Platform Summit 2020

Explore the potential of location data for your business

March 18-19, 2020

Google Event Center
Moffett Place (MP7), Sunnyvale, California

Reserve your spot

Overview

Join our first-ever Google Maps Platform Summit

- Explore how businesses are partnering with us to drive innovation and growth
- Be among the first to hear about our new products and solutions for your industry
- Hear directly from Google's leaders
- Discuss industry shifts, emerging trends, and the future of location data
- Network with industry peers in both business and technical roles

Agenda

DAY 1

Wednesday, March 18, 2020 | 10:00 AM - 7:00 PM

10:00 AM - 5:30 PM	Partner Summit
10:00 AM - 5:30 PM	Technical Workshop
5:30 PM - 7:00 PM	Welcome Reception & Pavilion: Product Demos, Ask the Experts, Networking

DAY 2

Thursday, March 19, 2020 | 8:00 AM - 7:00 PM

DAY 2

8:00 AM	Attendee Registration, Breakfast & Pavilion: Product Demos, Ask the Experts, Networking
9:00 AM - 11:30 AM	General Session: Opening Keynotes
11:30 AM - 1:00 PM	Lunch & Networking: Product Demos, Ask the Experts, Networking
1:15 PM - 4:15 PM	Breakout Sessions
4:30 PM - 5:30 PM	Closing General Session
5:30 PM - 7:00 PM	Closing Reception & Pavilion: Product Demos, Ask the Experts, Networking

Join us to celebrate 15 years of businesses innovating on our platform, and learn about what's to come

Reserve your spot

Landing Page Sample (With Form on the Initial Page)

Two-column layout with form on side

Illustrative image

Benefit-focused headline and bullets

Navigation and menus removed

Google Maps Platform

Unlocking value with location intelligence

Using geospatial data and mapping to drive business value

Customers today expect highly relevant, location-aware experiences, delivered without a hitch. Learn how leading companies use location intelligence to boost customer satisfaction, sales, and operations.

Across the financial services, retail, logistics and delivery, real estate, and travel and tourism sectors, 95% of executives agree that geospatial data plays a key role in business today. Yet many companies still have work to do in unlocking true value from geospatial data.

Boston Consulting Group surveyed more than 500 executives on the what, why, and how of location intelligence. The results are explored in this whitepaper.

Download your copy today to learn:

- **How location intelligence is used** for customer-facing to operational tasks
- **How leaders measure the success** of integrating geospatial data in business processes and customer experiences
- **7 tips for getting started** when using location intelligence

Sign up for your copy

Get the latest insights on location intelligence, and hear from leading companies on how they realize tangible business benefits.

First Name

Last Name

Business Email

Company Name

Job Title

Country:
Select... ▾

Industry:
Select... ▾

Yes, sign me up to receive communications from Google Maps Platform and Google Cloud.

Your information will be used in accordance with Google's [privacy policy](#). You may opt out at any time.

[Send me the whitepaper](#)

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Landing Page Sample (Form Pops up When Click to Register)

CTA above the fold

Illustrative image

Benefit-focused headline

Navigation and menus removed

Google Maps Platform

Stores near you:

- Main Street Store
1578 Main Street
[Open now](#)
- South Ave. Store
1073 South Ave.
Closed

How to drive online and offline sales with location intelligence solutions

[Watch now](#)

Retailers that harness location intelligence can quickly adapt to evolving consumer trends, such as the growing popularity of buying online and picking up in store. Designed to target critical obstacles like cart abandonment and competitor interruptions on the path to purchase, Google Maps Platform's Checkout and Store Locator Plus solutions help retailers reduce time to acquisition and drive revenue.

Join Ben and Kevin as they talk through today's unique customer journey, discussing solutions for businesses ready to meet shoppers' needs in this new era of retail.



Ben Waltzer
Sales and Business Development Lead
Google Maps Platform



Kevin Wu
Retail Product Manager
Google Maps Platform

Google

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Landing Page Sample

(Marks Registered Once Form Submits plus Countdown)


Starts in

26d

22h

37m

09s



Location intelligence: the new frontier for data-driven success

JUNE 9, 2021 10:00 AM - 10:35 AM PDT

✓ Registered

How market leaders use real-time geospatial data to engage customers and deliver results

Find out how combining mapping solutions, real-time geospatial data, and your internal company data can improve your customer experiences and business processes through new research insights from Boston Consulting Group (BCG). Leaders in location intelligence saw benefits such as increased customer retention by ~2.1x, decreased support calls by ~1.3x, and increased revenue growth by ~1.7x compared to companies with less comprehensive usage.

To conduct the research, BCG surveyed more than 500 executives in the US, UK, Singapore, and India and conducted interviews with 40 companies for in-depth feedback. Industries covered include Retail, Financial Services, Travel, Real Estate, and Mobility/Logistics.

We will share examples of how location intelligence leaders are:

- Tailoring products and services to customers' spending patterns and end-to-end journeys.
- Improving customer experiences and improving sales conversions.
- Optimizing delivery routes, maximizing fleet utilization, and reducing delivery times.
- Expanding customer services to reduce support costs.



Shalie Jonker
Director, Enterprise Business Strategy and Operations, Geo
Google Maps Platform



Rob Archacki
Partner and Associate Director, B2B Marketing & Sales
Boston Consulting Group



Andre Georgi
Principal
Boston Consulting Group

Marrina Decisions has a proven track record of helping clients execute multi-channel campaign execution utilizing their expertise and detailed processes, and we'd like to help you do the same. Contact us today to find out how we can bring winning results to your next marketing campaign.

LEARN MORE ABOUT MARRINA DECISIONS

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