How to optimize *landing pages* for Lead Generation.

2025 Edition

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Chapter 1

Why Use A Landing Pages?

Your landing pages play a critical role in driving leads and revenue. Aside from simply collecting the names and contact information of those who are interested in your company and products or services, your landing pages also provide several other impressive benefits. With careful attention to design and copy, you can take your lead generation to the next level.

Adding multimedia such as video incorporates the most valuable content formats for landing page success.

Video is increasingly becoming the currency of the Internet. Simply adding video content to a landing page can increase its conversion rate by up to 86%.

Customers expect brands to deliver content to them in an engaging and entertaining way. Here are some statistics which clearly show that video content is a premium product when it comes to digital marketing:
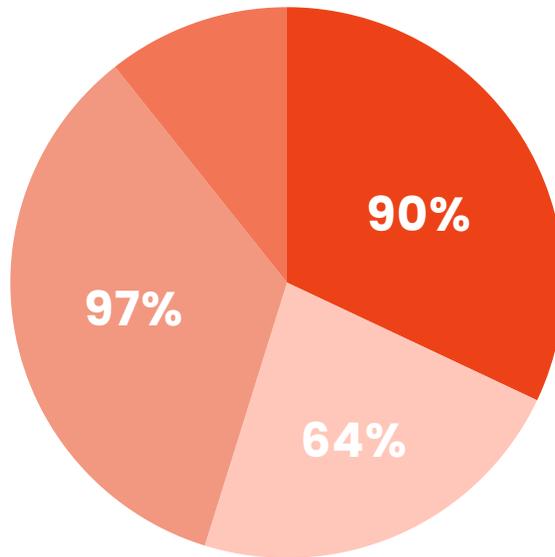
- (90%) Nine out of ten customers say that product videos help them make purchasing decisions.
- 64% of customers say they are more likely to buy after watching a video.
- 97% of marketers say video helps users understand their product or service.
- More than half of consumers want video more than any other content format.

7 benefits of using landing pages?

1) Lead Intelligence

While a person's first visit may require only a name and an email address, subsequent visits can give you deeper insight into the buyers who are interested in what you have to offer.

You can also leverage the power of context by adjusting your forms' questions and length based on whether a visitor has already completed one of your forms in the past. This is called progressive profiling. With progressive profiling, every time a lead fills out a form, you are progressively collecting new valuable information about them while keeping your forms short and easy to complete. This enables you to build up the amount of information, or intelligence, you collect about your individual leads without causing more friction in the conversion process.

2) Site SEO Boost

Every time you publish a new landing page, you're adding one more indexed page on your website, which means it's one more opportunity for you to show up in search engines and drive traffic to your website via organic search.

When you create landing pages that are "search-friendly" or "SEO-friendly," you're increasing the likelihood that your gated offers will be found by people who are interested in your content. Folks who find landing pages through search engines tend to convert at a higher rate because they're already actively looking for information on the topic your offer covers.

A "search-friendly" or "SEO-friendly" landing page means you've optimized the title, headlines, URL, and other parts of the page for a target keyword to tell Google to rank that page for that target keyword.

When your content is planned based on keyword research and demand, your landing pages are sure to be found. The more you're found, the higher you rank; and the higher you rank, the more you're found!

The fact that web users love video makes it an ideal indicator of a website's value. Search engine algorithms understand this, leading to websites with videos reaching higher rankings than text-only alternatives.

While search engine crawlers do not look specifically for video content, they do look for indicators of quality that video content impacts directly.

For example, people spend 88% more time on websites that contain video content than those that don't. This means that video-centric websites will have a higher average dwell time – the amount of time users spend looking at a single web page – than text-based websites.

It should come as no surprise that websites that incorporate video are 53 times more likely to rank on the first page of Google search results. For website users, video content indicates quality.
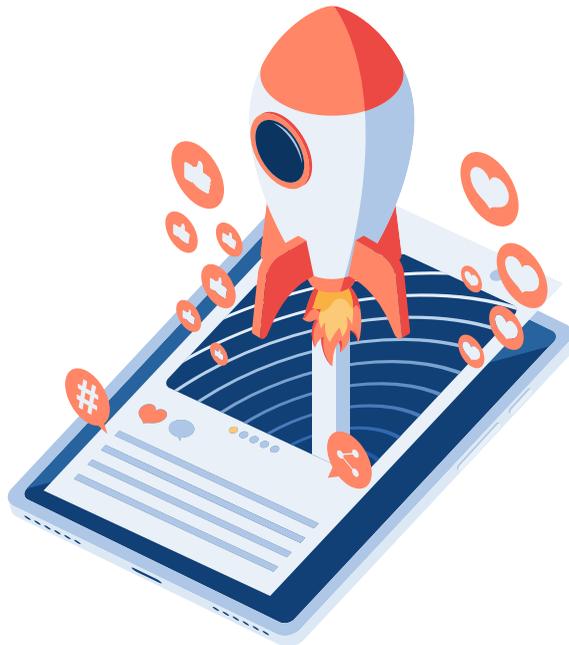
3) Maintain Lead Flow

As you might expect, the more landing pages you have on your website, the more leads you will generate. This, of course, means that you must create more offers and launch more events, so you have landing pages to direct your customers to. More landing pages bring in more leads, and optimized landing pages will see better conversion rates. With a landing page that has been customized to the specific needs of your buyers, the sky's the limit

4) Long-Tail Lead Benefits

While you may use some of your landing pages for one-off events such as product launches or big discounts, the bread and butter of your lead generation content should be evergreen content.

Evergreen content means content offers that stay useful season-to-season, year-afteryear, with little or no upkeep.

It's content that's timeless, valuable, in-depth, and high quality. These are things like how-to guides, tutorials, resource lists, answers to industry FAQs, historical accounts, or your company's stance on an issue.

5) Prospect & Lead Engagement

In addition to learning all you can about your prospects through your landing page forms, you also have the ability to discover which of your prospects are the most engaged. That first conversion is always exciting, but what about those customers who come back again and again for various offers and product launches? Those are the folks your sales team wants to talk to.

Your landing pages give you the ability to track your returning site visitors, by the amount of page visitors and the amount of viewers on the Video on the landing page – even those who haven't yet made a purchase. By learning which of your offers these folks have downloaded, who all watched the video, how much of the video, and which of your launches they've followed, you can gauge their location in the buyer's journey.

The buyer's journey is the active research process a potential buyer goes through leading up to a purchase. Are they still gathering general information, or have they moved on to the content in the consideration phase? Are they still considering, or have they begun to investigate free trials, demos, or another bottom of the funnel offer?

6) Fuel for Other Marketing Channels

As powerful as your landing pages are, they're not the only tools in your inbound marketing toolbox. You still rely on your blog, pay-per-click campaigns, email campaigns, and social media efforts to drive traffic to your website and keep your prospects engaged. An offer or event launch that leads to a landing page gives you plenty to share through your various marketing channels.

When used in your marketing and lead nurturing campaigns, your landing pages will see even higher traffic, engagement, and conversions.

7) Insight Into Your Marketing Effectiveness

The more landing pages you create, the more data you'll amass for your marketing efforts. Tracking and analyzing the metrics associated with your landing pages helps you learn what's working and what isn't.

- How your various offers compare with one another.

- How visitors and leads convert on your landing pages.

- How visitors watch your video, and how they engage with it.

- How many visitors fill out the form on the video or click on the CTA on the video or on the landing page.

- How your landing pages drive business revenue.

- Which landing page elements you should test for better optimization.

There is always room to improve your efforts, but you can't make changes for the better if you don't know which elements of your landing pages and overall marketing plan need additional attention.

Before we get into testing, let's talk about what an optimized landing page actually looks like.

Chapter 2

The Anatomy of an Optimized Landing Page

The Key Components

Let's dissect a landing page to learn about the various elements every landing page should have, from the headline to the submit button.

1) No Navigation

Once visitors land on your page, you don't want them to leave until they hand over that information and receive your offer. For that reason, it's important to keep your navigation options to a minimum. Hide top and side navigation bars from the site so that nothing distracts them from completing the form.

2) Clear, Concise Headline and Subheading

Headline

The headline is the first thing visitors will see when they land on your page. Whether they stay and engage or navigate away could depend entirely on what your headline says. That's why it's critical that you have a clear and concise headline. It should state your offer as clearly as possible. Tell visitors what kind of eBook or workshop or demo they're signing up for, utilize a video thumbnail to present an insight of your benefits, how much the discount is for, or what product you're launching. The more information you provide in the headline, the more likely you'll convert interested prospects.

Subheading

A subheading under your main headline can provide more information about the benefits of your offer. This also serves as your landing page's value proposition: What does this offer bring to your buyers that they can't get anywhere else? What makes it valuable to your visitor? You can't fit all of that information into a headline, so fortunately, you get a second chance.

3) Value Statements

While your headline and a subheader should give visitors a pretty great idea of the value of your offer, for some visitors, those alone won't be enough to motivate them to fill in their contact information on a form. A few sentences or bullet points that clearly state what the offer includes and why it's valuable could make all the difference here

In a brief and clear list, anticipate and answer any questions visitors might have about the offer. What does your visitor stand to gain from the offer? Will they learn more about your services? Does your offer teach them various ways to use your product? Can they save money or receive a free trial? Be sure that you break up large blocks of text and use bullet points to draw eyes to the most important takeaways.

4) Relevant Image

In addition to creating a great offer and writing a great headline and value statement, compelling imagery will help you grab your visitors' attention. After all, a picture says a thousand words. Of course, that image should be relevant and match the offer so that buyers aren't confused by the final asset.

A great image for your offer might be the cover image of your ebook, a screenshot of the webinar or video, or a graphic design stating the discount or sale available. This gives landing page visitors something visual to match the text they read. That image will stick with them longer than any of the copy.

5) Relevant Videos

The video player is the component which in most of the cases can attract a lot of attention. It's important that you brand your player to create a seamless, compelling experience for the landing page visitors.

When you have a video on your landing page you have the opportunity to increase engagement with a specific PoT (Point of Trigger).

- Call-to-action on the video can drive user engagement and increase conversions far better than a generic button placed at the end of the video.
- Incorporate annotations directly onto your video content to maximize its attention-grabbing capacity.
- Closed captioning is an incredibly important feature for capturing the attention of mobile users. Facebook users watch 85% of the social media giant's video content with the sound off. captions are critical for capturing the attention of mobile users who click onto your landing page with a muted device.
- Generate a video thumbnail from your video digital hosting Platform and add this on the page, those five secs can be the best eye catch for the viewers.
- Add another capture form on the video on the right place to increase engagements while you don't need to add more elements on your landing page.

6) Lead Capture Form

The lead capture form is without a doubt the most crucial element of your landing page. Your form is how your visitors will supply information in exchange for your offer. Without this form, you cannot collect the necessary data that helps you market to potential buyers. Naturally as marketers or salespeople, we want to ask for lots of information from visitors. Visitors, on the other hand, want to spend as little time as possible filling out the landing page to get access to the offer they're trying to get. That means the number of fields on a landing page is a balancing act between user experience and business needs. It's better to have one form on the landing page, in order to avoid confusion among the users. Hence, when you have a video on the landing page you can add additional form on the video itself and push the fields directly into the HubSpot platform and to your sales team.

7) Privacy Policy

Any time you request contact information from a visitor to your website, you should provide an explanation about how you plan to use email addresses and phone numbers. It's just the right thing to do. After all, it's not at all unheard of for unscrupulous companies to sell people's information to the highest bidder.

8) Compelling Button Copy

The copy on your button is what motivates and directs your visitors to take a desired action on your landing page. That's why a word like "submit" is a bad idea. Not only is it too vague, but no one wants to "submit" to anything. You need to be more specific than that.

Instead, tell buyers exactly what they're getting when they click that button. Use specific words like "Download Now" or "Download Your Ebook" for an ebook or white paper; something like "Access Your Coupon" for a discount offer; and "Sign Up For Free" for newsletters or free trials.

9) Social Proof

You can tell visitors as much as you'd like how good your offer is, but the truth is, it's more compelling for them to hear about it from someone else. This is where social proof comes in.

Social proof is the positive influence created when a person finds out that others are doing something. If site visitors see that people who have consumed the offer are speaking positively about it, they are more likely to think positively about it, too, and therefore might be more likely to fill out the form and convert to a lead

Your Landing Page Checklist ☑

- Does your landing page pass the blink test? In other words, will someone know what the offer is, why you're offering it, and why it's valuable after only 3-5 seconds?
- Do you have an attention-grabbing headline?
- Do you have a relevant and compelling image?
- Do you have a short video to embed onto the landing page with CTA and annotations?
- Is the copy clear and concise? Does it explain what the offer is and why it's beneficial?
- Did you add the video thumbnail?
- Have you removed potential friction and distractions from the page, like external navigation?
- Did you include a privacy policy?
- Did you add social proof?

Chapter 3

A/B Testing Your Landing Pages

A landing page that follows all the tips from our first few chapters can still be improved upon. Every company and every audience is different, and only by A/B testing will you know you've made your landing page the very best it can be for your specific target customers.

The data you collect from your landing pages will actually help you make those and future landing pages more effective. Of course, that means you have to pay attention to your metrics. No one likes poring over spreadsheets, but it's worth the trouble if you can bring in even more leads, right?

- Where visitors clicked on your page
- How long visitors stayed on your page
- How many visitors converted to leads
- Where viewers drop from your video?

Each of these metrics can be improved upon, but testing it will be the best way of discovering what works and what doesn't. Instead of wondering if your headline is compelling enough, put it to the test against a different headline to see which leads to a higher conversion rate. Even the smallest tweaks can significantly affect the number of leads you can generate.
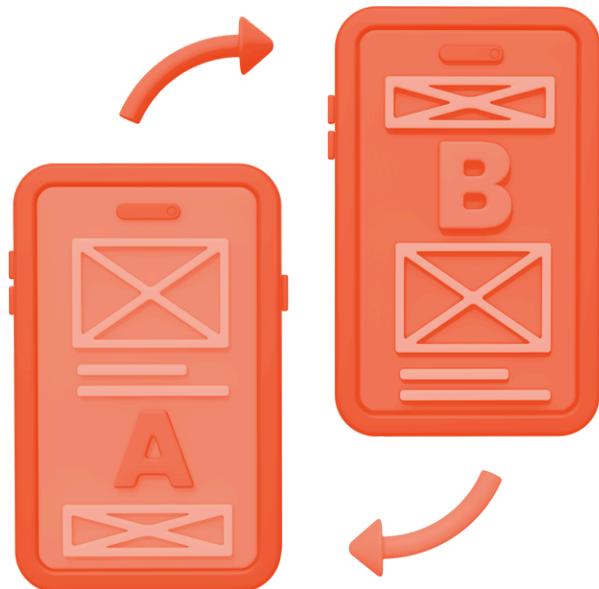
Which Elements Should I Test?

Not all variables on your landing page will result in higher conversions. Some are actually more worthy of your time than others. If you're wondering if you should change the background color on the page or change the copy, you'll quickly learn with A/B testing which is more beneficial to your bottom line.

First, let's determine which of the elements you can optimize through A/B testing on your landing page.

- Offer Type
- Copy
- Video thumbnail types.
- Form Fields

Each of these can be broken down into smaller elements. Let's start with the biggest effort test: offer type.

Offer Type

We've done a lot of the work to determine which types of offers work best for prospects in various stages of the buyer's journey. You may need to test your own offers to determine which types work better for your customers wherever they may be on their journey.

Keep in mind that a balanced mix of content is important so that you're reaching people at every stage of their buying journey. If you have plenty of content for first-time visitors (like checklists and eBooks), but drop the ball on offers that will convert those visitors into actual customers (like product demos and free trials), then your landing pages won't do much to help you.

Now, if you want to determine which offers work best with different stages of the buying journey, you'll just have to test them. You can promote these offers one at a time or do a split test. The first takes longer, but is less work up front.

Copy

The copy on your landing page can be broken down into various elements, from the headlines to button copy. Each of these smaller pieces can be tested to achieve better results – just make sure you're testing them one at a time, otherwise you won't know which copy change yielded the better results

One test you can start with is short, snappy copy versus a long-form article on the landing page. You might find your audience likes longer copy, while some industries benefit from short, to-the-point information. And this may differ by the type of offer. We've also discovered that hard data and bullet points often work better, but you could discover the opposite through your testing.

Video Thumbnail

A/B testing is incredibly important for video content. Video players offer a wealth of features and functionalities you can analyze in order to drive landing page value.

The thumbnail on the video is the most important tool which determines if the user on your landing page will watch the video or not. Create two -three Video Thumbnails that will run as an A/B testing on the players, choose the one which has the highest conversation rate. Once the visitor will watch the video, the odds are higher that the user will fill out the form and click on one of the CTA on the video.

Form Fields

We've already touched on using forms in various ways to reach buyers at different stages in the decision process. This chance to A/B test your forms will help you really hone in on what works best.

For top-of-the-funnel offers like eBooks and whitepapers, start with simple contact information. Content and offer forms targeted at folks who are considering making a purchase can ask for more information – but only what you need to help these prospects move further down the funnel. If you're offering something at the bottom of the funnel (i.e. something for those who are ready to buy but just need a little more convincing), then it's time to really dig deep for answers that will help you convert that lead into a customer.

The number of fields could impact the number of prospects willing to hand over their information, but don't be too quick to cut fields. If you remove the most important questions just to increase the number of leads you gain, you still won't learn what you need to provide the best education for those prospects.

Headline

Do your buyers like witty, punchy, or clear and informative headlines? Maybe different language will work better to convert different types of prospects. A/B test to find out if more high quality sales leads convert when using a variation of a headline.

Form Field Names

Could you be clearer with your form field names? If your buyers fill in their email address every time you ask for a home or business address, then you could probably work on clarifying things.

Button Color

You want the colors you use to both work with and stand out from the other colors on your landing page. Contrasting but also complimentary. Could you use another color that catches more eyes?

Button Size

If your buyers can't find the button, how can they click it? Test different sizes to see which are large enough to garner attention without overwhelming the overall design. This is especially important for folks who land on your landing page on a mobile device with a smaller screen.

Button Copy

Here's where you discover if "submit" works for you or not. (Hint: It doesn't.) Some of the terms you choose could work better than others, though. Take some time to find out which gets your visitors to act

Form headline

There's more than one headline to worry about on your landing page. Make sure your headline of your actual form tells buyers what happens when they fill out the form. A few changes might be needed to get it just right.

Video

Video is one of the best conversion tools, not only to get boost of messages on the same landing page, but the idea that you can utilize so many types of engagements on the Video can increase your conversion dramatically.

Image

How relevant is your image? Knowing that 90% of people process images before words, you could get a big boost to your conversions simply by testing different images.

Font Size

You may want to experiment with your headlines and body copy to make sure you're capturing visitors' attention. A bolder headline with clear, larger-than-usual copy could be the combination that gets those leads converting.

Use of Video

Video could help you illustrate the value of your offer. In fact, some landing pages with video could increase your conversion rate. Consider trying landing pages with and without to see which ones perform better for your buyers.

Testimonials

Social proof is a big deal and could be very helpful on your landing pages. Or, you could find that the testimonials you include distract your visitors from the real goal: filling out that form.

Analyzing Your Results

Like all good marketers, you must track and analyze your results to know what's working and what isn't. Some of your metrics will be easier to track that others.

For instance, you can see almost immediately how many people clicked through to submit their information, who watched your video, when they drop and the level of video engagements. Where things get tricky is comparing the many variables you've tested to determine which bring the best results.

Fortunately, we have a free A/B Testing Calculator that'll help you avoid doing complicated math manually. Use that calculator to help you determine the statistical significance of each change you made with just the push of a few buttons

Applying Your Learnings

Statistically significant results should be implemented right away. The changes that brought in more visitors, converted more prospects to leads, prompted more information through the form fields, and resulted in higher sales – should all be added to your landing pages permanently.

Just remember: Your landing pages will never be perfect. Just when you think they are, you should probably start testing again.

Consumers are fickle. What prompts them to action today might annoy them tomorrow. The only way to keep your landing pages as fresh as your content = is to keep changing things to reflect the latest best practices and trends

Chapter 4

Measure the Performance of a Landing Page

All the calculators in the world can't tell you if your pages are performing well or not. It's up to you to use landing page analytics to determine your reach, impact, engagement, and growth. We'll start with the easiest to track and go from there

5 Important Metrics to Measure

1) Page Views

You'll probably watch this number obsessively after launching an offer, so tracking views won't be too hard. It's important to note that this number tells you much more than simply how many people stopped by your landing page.

First, you'll know if your page was promoted well. Would changes to your promotion efforts bring in more page views? Does your number jump after A/B testing different elements? What's the ratio between page visits and conversions? That's where you really start learning something about your landing page.

2) View-to-Submission Rate

Once you know how many people have visited your landing page and watch your video, you'll want to know how many completed submitted contact information if directly on the form on the landing page or the form on the video. Keep in mind that several things could affect this ratio, such as the type of offer you've presented.

You'll also want to consider your historical benchmarks to determine what's working and what's not. Do you know if visitors from different promotional channels, such as email, search, and social media, are more or less likely to convert than others? This will help you determine where promotion should occur in the future.

Various segments of your buyer personas may also be more likely to fill out the form on the first visit, too. Some may need to mull things over before returning to get your offer

3) Conversion Rate

Your conversion rate can be broken down into two different categories: new and returning. This tells you which offers are better for the top of the funnel—attracting new customers—and which work better for those in the consideration phase or who have already made a purchase.

4) Total Number of Leads

The total number of leads generated is the big number to look at here. This number lets you know your landing pages are optimized and your offers are compelling to visitors who are unfamiliar with your company or those who have never converted on a form previously.

5) Video Engagement Analytics

Upon embedding video content onto your landing page with an analytics-capable video host (heatmap), you can gather and analyze user engagement data directly from your videos. This allows you to treat your video content as an analytics asset that can directly impact conversion rate performance in real-time.

Thank You