

“...Landing pages are often the first thing people see when they interact with the brand as a result of traffic acquisition efforts.”


### INTRODUCTION

Landing pages are very different from other generic pages of a website or blog because of the very reason that they are goal driven. A landing page, which is sometimes also referred as a “lead capture page” or a “lander” has specific goals, geared towards the publisher’s business strategy. In short, landing pages are created to convert site visitors, leads and prospects into customers or clients. The more conversions a landing page generates, the more successful it is.


These guidelines can be used when designing a landing page at any point during a web development life cycle. This can be used for compliance to ensure that designs for all current and future landing pages comply with best practice research and used for validation as a point of reference during the latter stages to cross-check that all relevant components remain compliant. The guidelines are split up into the three ‘C’s (Credibility and Trust; Conversion; and Content) that can be used as required depending on the intended type of landing page desired.

Source: <https://www.udemy.com>

Taught by



**Barin Cristian Doru**  
*Made over \$50,000 by working in Photoshop part time!*



Barin Cristian Doru, been in the web design business for 5+ years. I started out by making complete websites (meaning I designed and coded them as well), but then I found out about other ways I could earn a living through web design.

From that point, I started learning Photoshop so I could focus only on the design aspect and I left the difficult part (the coding)

(more)

Udemy provides social proof with social media and web links of the existence and professionalism of the course instructor.


## GUIDELINES FOR A GREAT LANDING PAGE

### Credibility and Trust


In the online world, perception is everything. If people believe that the web page is credible and trustworthy, they are more willing to absorb the information that they read and more likely to impart their private contact information to you. Here are the top ways to garner trust via the landing page:

1. **Display testimonials from well-known sources.** Use quotes and videos (if possible, with the person's name and demographics) to establish the credibility of information and company's performance. The testimonials can be placed either next to the product or service description for context or next to the call-to-action for reassurance.

Apply for a DBS Business Account online in just 5 minutes and enjoy IDEAL™ fee waiver!



It only took me 5 minutes to complete the online application, given that the questions were clear and structured.



Mr Kee Jing Zhi  
Partner  
Kloud LLP

Partner DBS >

Source: <https://www.dbs.com.sg/sme/dbs-forms/accounts/account-opening.page>

2. **Make it easy to verify the accuracy of the information on your site.** Provide third-party support (e.g. citations, references, source material, social proof) for the information you present. Even if people do not follow these links, you have shown the validation and confidence of the materials and information presented.

3. **Minimise security concerns.** Taking precautions to guard against the stealing of information provided online increases the trust of customers. Here are a few ways of doing so:

- Having a third-party privacy logo or seal of approval (e.g. GeoTrust) to show that a website has been verified for protecting the online privacy and security of information can increase the perceived credibility of the landing page.
- Using encryption when sending information, e.g. running an active SSL session.
- Using secure URL (“https” rather than “http”).
- Displaying a padlock icon at the left side of the browser’s Address Bar.
- Not forwarding the users to another domain without notifications.
- Include adequate policies for user IDs and passwords.



Example of trust seals.

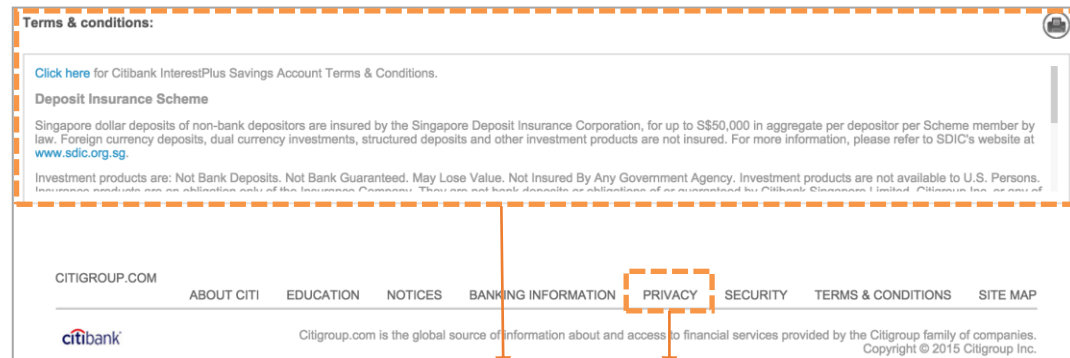
Source: Bills.com

Source: [https://www.buylandingpagedesign.com/blog/personal-injury-landing-page-design-added-to-buylandingpagedesign.html?utm\\_content=buffer79746&utm\\_medium=social&utm\\_source=twitter.com&utm\\_campaign=buffer](https://www.buylandingpagedesign.com/blog/personal-injury-landing-page-design-added-to-buylandingpagedesign.html?utm_content=buffer79746&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer)



Contact information placed above the fold prominently.

4. **Make contact details visible with a link for customer feedback.** The landing page should have the contact details visible to make it easier for your customers to contact you. This provides the perception that there is a real, legitimate company/ organisation behind the website. Studies have shown that detailed information about your business including address and telephone are essential to instil confidence and trust in website visitors.
5. **Provide a link to your privacy statement.** This gives customers information about how personal information will be collected and used. This link can be provided at the footer or visible from any location that you are asking your customers for personal information.



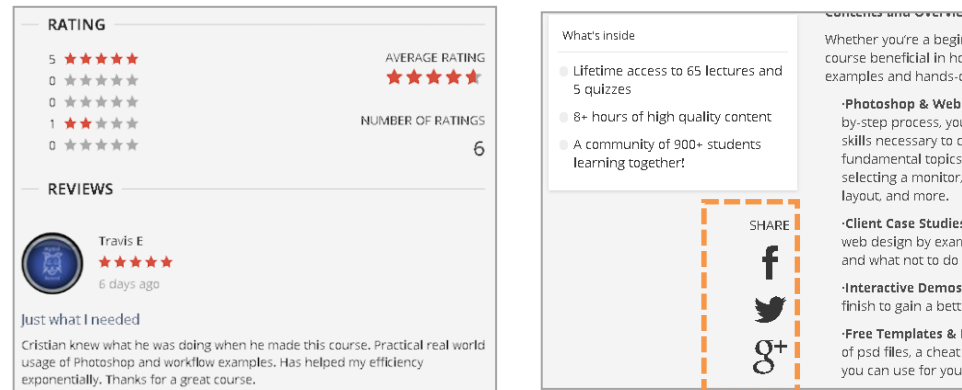
Privacy statement links and 'terms & conditions' information are easily seen at the bottom of Citibank's landing page. (source: [https://www.citibank.com.sg/gcb/landing\\_page/insurance/one\\_solution.htm?ecid=PSGONGSIPAENUM](https://www.citibank.com.sg/gcb/landing_page/insurance/one_solution.htm?ecid=PSGONGSIPAENUM))

6. **Provide a logo for your company.** The landing page should have the logo at the upper left corner to increase the chances that it will be the first thing that your customers notice when they first visit your page. It will also serve as a legitimate branding image your customers remember you by.

### Conversion

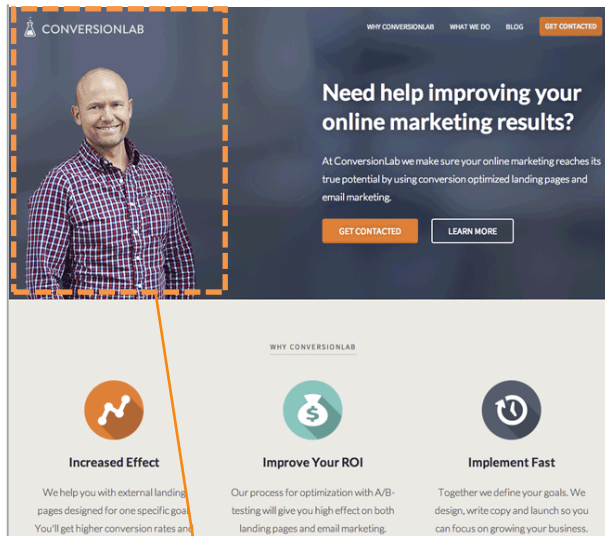
Getting traffic alone to the landing page is not enough to drive sales. Conversion must happen by persuading the users to take the desired course of action, be it filling up their personal details for follow-up marketing purposes or to buy a product. Increasing the chances of influencing people's behaviours and decisions online without them dropping off halfway can be done through these following guidelines.

1. **Use social influence to enhance conversion.** Make use of the power of social influence to persuade potential users to transact on the landing page. People will feel compelled to do the same as what others before them have done. Some elements of social influence that can be displayed on the landing page are social media links (e.g. Facebook, Twitter, LinkedIn, etc.), 'Most popular' or 'Most downloaded' tags, past users' reviews and choices, visit counts, case studies, and linking back to customers' testimonials.



Rating and reviews from previous course participants and the ability to share the landing page uses social influence. (source: <https://www.udemy.com>)

Source: <http://conversionlab.no/>



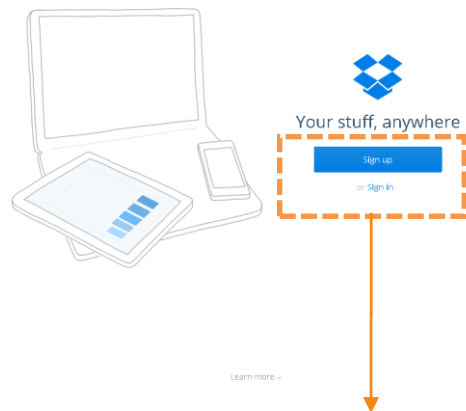
Main information and human imagery were placed above the fold.

2. **Place imagery above the fold.** Maximise impact by displaying any visual representation of objects, actions or ideas above the fold, which is the upper half of the landing page space where it is visible without scrolling. Information and imagery shown above the fold attracts and retains the users' interest.
3. **Use line of sight to draw attention towards the primary call to action.** People are inherently drawn to follow the line of sight of a person or to a face. Images of faces positioned to look at the primary call to action could be used to steer users to look in that direction (see figure below). This could improve the opportunity to convert your users who are browsing your site to people who actually carry out transactions on your landing page.



In the left image where the baby is looking forward, users generally paid more attention to the baby's face. However in the right image where the baby is looking towards the headings content, the users were directed to look at the content more than focusing on the baby.

Source: <https://www.dropbox.com>

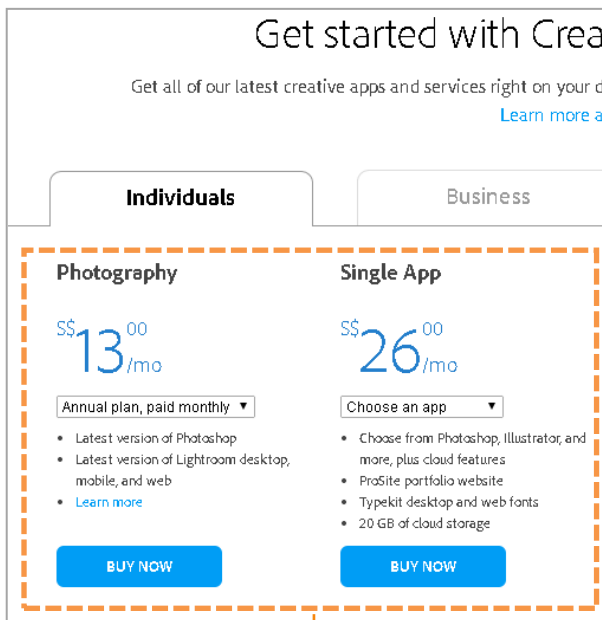


The main call-to-action button in blue to users to “Sign Up” is prominent and there are not too many other links for users to go over to another unrelated page.

4. **Have a clear and prominent call to action.** The primary call to action should be above the fold, and sit next to the main proposition of your product or service, so that it users can easily notice it. The call to action should not have to compete with the attention of any other 'actions' on the page, and should be visually distinct from other buttons. Secondary actions should be less prominent than the primary action. They should reinforce, but not compete with, the primary action for the user's attention. The labelling for the call to action should accurately describe the action to be taken (e.g. “Buy Now”) and uses active words. Above all, do provide clear and simple instructions on what they should do and how they can proceed with an active, affirmative voice.

Source:

[https://creative.adobe.com/en/plans?store\\_code=sg&ssid=KQUUQ&ef\\_id=VlanpwAABYYqeHfz:20150108090532:d](https://creative.adobe.com/en/plans?store_code=sg&ssid=KQUUQ&ef_id=VlanpwAABYYqeHfz:20150108090532:d)



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Individuals Business

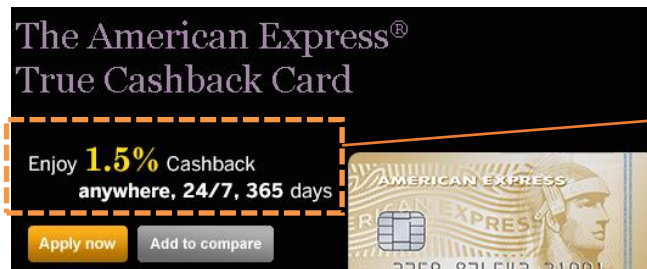
Photography	Single App
<p>SS\$ 13<sup>00</sup> /mo</p> <p>Annual plan, paid monthly</p> <ul style="list-style-type: none"> <li>• Latest version of Photoshop</li> <li>• Latest version of Lightroom desktop, mobile, and web</li> <li>• <a href="#">Learn more</a></li> </ul> <p>BUY NOW</p>	<p>SS\$ 26<sup>00</sup> /mo</p> <p>Choose an app</p> <ul style="list-style-type: none"> <li>• Choose from Photoshop, Illustrator, and more, plus cloud features</li> <li>• ProSite portfolio website</li> <li>• Typekit desktop and web fonts</li> <li>• 20 GB of cloud storage</li> </ul> <p>BUY NOW</p>

Content for this landing page was kept simple and in bullet points, giving just enough information for users to evaluate and compare choices.

## Content

Content serves as a point of reference for search engines (a method where you get user traffic from) and gives the whole web page a sense of professionalism. The information being displayed on any landing pages also contributes to conversion and is the main selling point for any company. To have great content on a landing page:

1. **Word content must be easily understood and readable.** To do this, avoid having blocks of text that consist of too many sentences in a paragraph so that users can easily sort through information. Avoid spelling and grammatical errors at all cost as it distracts users. Do not use jargons and technical terms to help users understand what is being expressed (but if there is no choice, always explain it). Try to use more common words familiar to users, example, use “get” instead of “obtain”. Format bullet points to facilitate readability and scanning. Include statistics or money amount in numbers (if possible) as people typically remember numbers more than lettered words.
2. **Frame information positively to influence decisions.** The basic idea behind framing is that people's decisions or actions will differ depending on how the issues are stated. People prefer positive framing more than negative framing. For example, people are more likely to buy a product when its success rate is framed as "90% success rate" rather than "10% failure rate".



The American Express®  
True Cashback Card

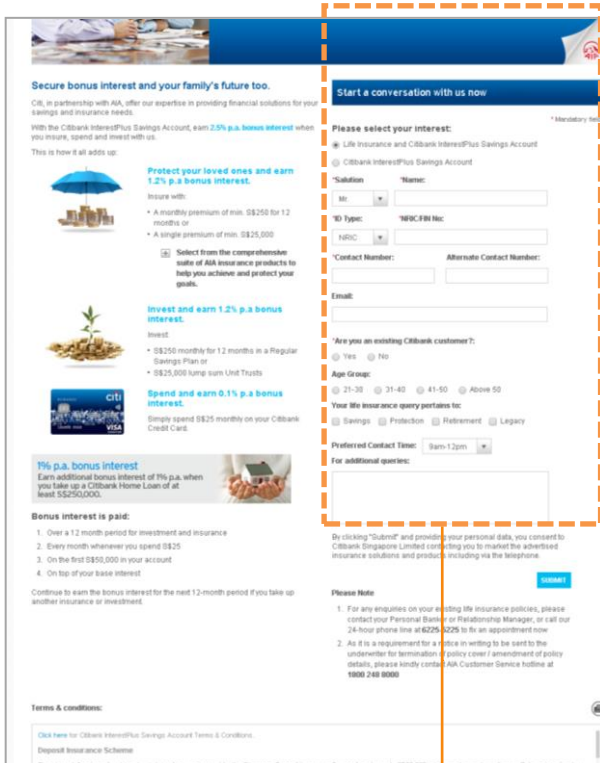
Enjoy **1.5%** Cashback  
anywhere, 24/7, 365 days

Apply now Add to compare

The word ‘Enjoy’ creates a positive frame in people’s mind. The numbers “1.5%” and “24/7, 365 days” are good as people will remember this best from this content.  
(source: <http://americanexpress.com/sg/>)



Source:  
[https://www.citibank.com.sg/gcb/landing\\_page/insurance/one\\_solidation.htm?ecid=PSGONGSIPAENUM](https://www.citibank.com.sg/gcb/landing_page/insurance/one_solidation.htm?ecid=PSGONGSIPAENUM)



Call-to-action form is neat and for this Citibank landing page, there are no outside advertisements.

3. **Forms have to be aesthetically neat.** Labels should be left-aligned, kept to similar lengths, and have initial upper-case (capital) letter. Forms should consistently have one column of fields & labels, and vertically align the form buttons with the input fields above it. Any alternate ways that users can proceed with their task that does not directly support the conversion goal must be eliminated. Each choice requires users to make a decision of how they would like to proceed. With fewer choices, users make fewer decisions and thus accomplish their task more efficiently.
4. **Limit promotional content on the same page.** If possible, avoid advertisements and promotional content on your site. Intrusive advertisements like pop ups, animated banners and flash movies should generally be avoided as they can annoy users and diminish credibility. If you must have ads, use credible promotional content and clearly distinguish the sponsored content from your own.

## CONCLUSION

By following these guidelines when designing for your landing page, it can give you the customers and conversions you want. Always do remember to test your landing pages frequently on different devices before launching it, so that any imperfections can be corrected before your potential customers sees it.

If you would like us to redesign and test your landing pages with a great user experience, please contact [infoau@objectiveexperience.com](mailto:infoau@objectiveexperience.com) or call us at +61 2 9290 1393.