# Optimizing Landing Pages for Lead Generation and Conversion

## How to Drive Leads with Better Landing Pages

# IS THIS BOOK RIGHT FOR ME?

Not quite sure if this ebook is right for you? See the below description to determine if your level matches the content you are about to read.

## INTRODUCTORY

Introductory content is for marketers who are new to the subject. The introductory level of this topic is our ebook, An Introductory Guide to Building Landing Pages. It includes step-by-step instructions on how to get started with landing pages.

## INTERMEDIATE  ◄········ *This ebook!*

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.

## ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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# CONTENTS

# REVIEW OF LANDING PAGE BASICS

# Let's begin with a quick review of some landing page basics.

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## What's a Landing Page?

A landing page is a web page that allows you to capture a visitor's information through a lead form. A good landing page will target a particular audience, such as traffic from an email campaign promoting a particular ebook, or visitors who click on a pay-per-click ad promoting a specific campaign. Therefore, it's important to build a unique landing page for each of the offers you create. You can build landing pages that allow visitors to download your content offers (ebooks, whitepapers, webinars, etc.), or sign up for offers like free trials or demos of your product.

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# Why Are Landing Pages Important?

Creating landing pages allows you to more effectively achieve your goal of converting a higher percentage of your visitors into leads. This is because landing pages make the process of receiving an offer much simpler for your visitors, since they don't have to navigate your website to find the page they're looking for. Sending your visitors to landing pages also eliminates any confusion about what they must do to receive your offer, which keeps them from getting frustrated about not finding the form, or deciding that it's not worth their time to figure out how to go about the process.
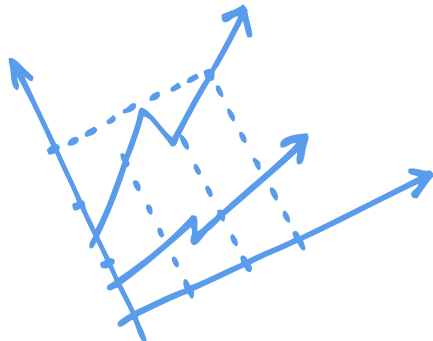
**Thus, directing your visitors to a landing page – the exact page with the offer and the form they must complete to get it – makes it more likely that they will complete your form and convert into leads.**

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# Basic Optimization Techniques
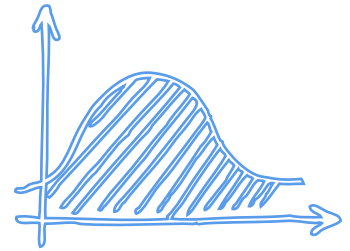
There are several key components that make a landing page effective for converting more visitors into leads. Here are some of the key techniques for building a successful landing page:

**1**

Use a clear title, description, and layout to instantly convey the value of your offer and create a strong incentive for your visitors to download or sign up for it.

**2**

Keep your visitors focused on filling out your form by removing all distractions, including navigation links, from the landing page.

**3**

Include social sharing links to encourage your visitors to spread the word about your offer.

**4**

Design your forms to capture the information that you need the most in order to follow up with and qualify the lead.

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**5**

Structure the forms with the user in mind so they're not too long or invasive.

**6**

After they have filled out your form, follow up with your new leads by directing them to a "thank-you" page or sending them an auto-response email. Keep them engaged by suggesting other offers they might be interested in or next steps they can take.

**7**

Track your conversion rates closely, and keep testing to find areas for improvement. Use your metrics and test results to optimize your landing pages so they continue to generate more leads.

Now that you've mastered these principles, you're ready to move on to some more advanced techniques for optimizing your landing pages. This ebook will cover a few of these topics at a more in-depth level, and also introduce some new concepts.

## Okay, ready to start optimizing?

**CHAPTER 2**

# GET YOUR LANDING PAGES SHARED

# "If your visitors decide to download your offer, why not invite them to share your content?"

Just like on any other page of your website, it's important to have social media sharing links on your landing pages. You have a huge crowd of awesome marketers at your fingertips – your audience! If your visitors decide to download your offer, why not invite them to share your content and encourage more people to download your offer? Once you've converted your visitors into leads, enable them to easily spread the news about the offer with their Facebook friends, Twitter followers, and LinkedIn connections. The more prospects you drive to your landing pages, the more leads you'll be able to generate. In this chapter we will review how you can add social media sharing links to your landing pages and create more opportunities for your content to be spread.

# How to Set Up Sharing Links

## OPTION 1: Customize Them Yourself

There are a couple different ways to go about setting up social media share links. The first is to make them yourself by creating a link on each social media site. The benefit of setting up your share links manually is that you can customize the language around your offer. For instance, you can have your share link say "Tweet This ebook" if the landing page revolves around an ebook download.

To set up your share links manually, hyperlink your text and/or images with the following:

## FACEBOOK

http://www.facebook.com/
share.php?u=[INSERT URL
HERE]

## LINKEDIN

http://www.linkedin.com/
shareArticle?mini=true
&amp;url=[INSERT URL]

## TWITTER

https://twitter.com/intent/
tweet?text=[INSERT TWEET
HERE]

For the Facebook and LinkedIn links, use the URL for your landing page. The shared links on these sites will display the meta description of your page as the default text for the post. This means that your meta descriptions should be optimized for both search and sharing.

The Twitter hyperlink is slightly more complicated, since you need to feed it the tweet you'd like it to display, not just the URL of your page. Check out HubSpot's easy-to-use "Tweet This" tool that will create a hyperlink for your Twitter share link in one simple click.

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## OPTION 2: Use the Official Icons

The other option for setting up social media sharing links is to use the official icons from each site. Visit each social media site you'd like to incorporate in your share links, and you should be able to find code to embed on your page.

Although you can't customize the link text with this option, it's slightly simpler, arguably more stylistic, and most importantly, it has the major benefit of social proof.

**Social proof** is the concept that displaying the number of likes, tweets, shares, and so on, to visitors of your page will provide them with a measure of the popularity of your content. Seeing that others have downloaded and shared your content indicates that others have enjoyed it, and serves as a strong psychological influence on your visitors, helping to convince them to take those actions as well.
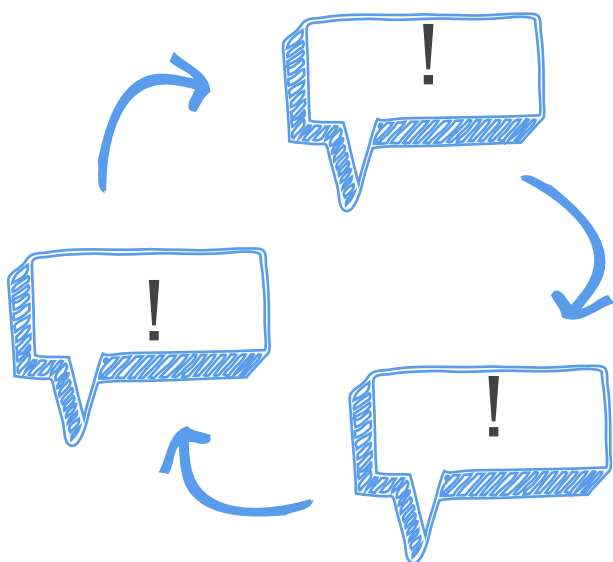
Social proof is a big advantage, but either of these two options can be effective. Don't forget that the *quality of your content* will be the biggest factor in determining how much it is shared, not the set-up of your share links. That said, choose the method that works best for you, or try testing both and see which one generates more sharing.

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# Optimizing Tweets for Sharing Links

As we mentioned, Twitter gives you the opportunity to customize tweets for your share links. Even though you are limited to 140 characters, there are three main components you'll want to include in your tweet.

**1**

**An @ Mention of Your Company**

It's important to include this from a branding perspective, in order to spread the message about your company along with your offer.

**2**

**The Title of Your Offer**

Make sure to include the name or a description of why someone would want to read, watch, or sign up for it. This will serve as the "body" of your tweet.

**3**

**A Link to Your Landing Page**

Your goal is to direct more viewers to your landing page so you should always include a link in your tweets. Use a bit.ly to shorten it, or let Twitter shorten your link automatically. Check out this sample tweet for sharing HubSpot's ebook, "How to Use LinkedIn for Business."

Grow your network and drive leads with LinkedIn! Download @HubSpot's free ebook, "How to Use LinkedIn for Business." http://bit.ly/pUM8HI

In summary, you should include social media sharing links on of your landing pages (and thank-you pages), and optimize your tweets to provide clear information about your offer and a direct means of accessing the landing page to download it or sign up for it.

# TYING LANDING PAGES TO LEAD NURTURING

# LEAD NURTURING CAMPAIGNS

So you've built and optimized your landing pages, and now you're generating leads. Great! But your marketing doesn't stop there.

**!**  50% OF LEADS ARE QUALIFIED BUT NOT READY TO BUY. SO IF YOU ARE NOT NURTURING THEM, YOU ARE SIMPLY BURNING MONEY.

**Lead nurturing** provides a way for you to develop a relationship with your leads in a timely and effective manner by creating an email series that you can set up once to run automatically. The two most important characteristics of a good lead nurturing campaign are timing and targeting.

## TIMING

Establishing contact quickly is key to actually connecting with your leads. In fact, 78% of sales that start with a web inquiry get won by the first company that responds. Don't wait too long to nurture your leads – response rates decline as the age of a lead increases. Ideally, you should have the email send within a day of the visitor converting to a lead.

> **"78% of sales that start with a web inquiry get won by the first company that responds."**

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# TARGETING

Even more important than timing is targeting your emails. Your messages should be appropriately designed to fit the reason you have the person's email address and appeal to their needs and interests. Segmenting your leads into lead nurturing campaigns based on the type of offer they download allows you to target your follow-up based on the specific conversion event. You can then use this information to tailor subsequent nurturing emails to their interests. Include in your emails calls-to-action to other offers that will educate your leads on similar topics, or anything that is relevant to their expressed preferences.
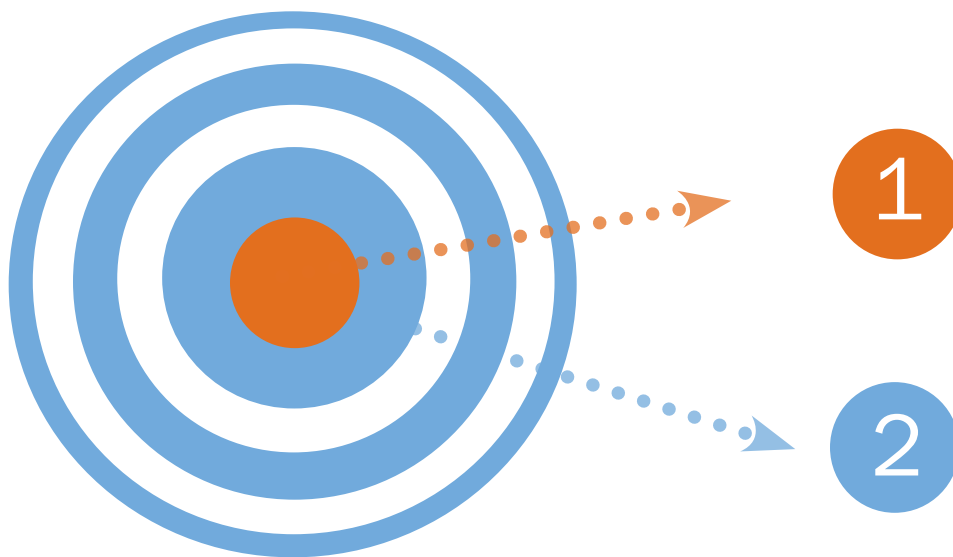
For example, if a visitor converts on an offer for an ebook called "How to Use Facebook for Business," we might put them in a social media-related lead nurturing campaign, and send them an email about our webinar "How to Use Twitter for Business"
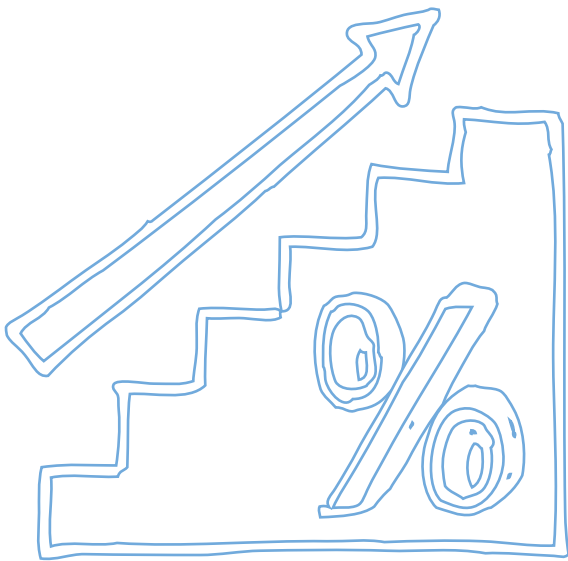
Lead nurturing has been shown to significantly reduce the sales cycle for those leads that are nurtured, and it is a great strategy for increasing lead-to-customer conversion rates.
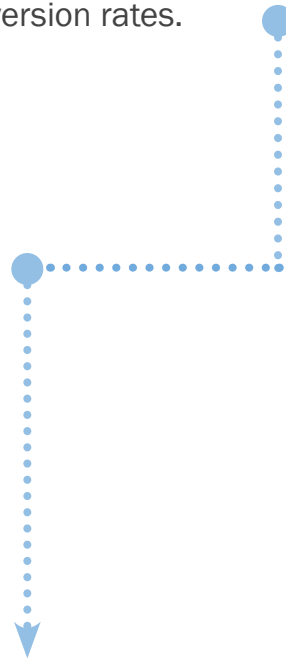
Make sure to update your lead nurturing campaigns on a regular basis to keep them relevant and interesting, as this will allow you to maintain and increase engagement with your leads more effectively.

# A/B TESTING YOUR LANDING PAGES

# What is A/B Testing?

A/B testing for landing pages is when you create two or more versions of your landing page and test a specific element. For instance, one of your landing pages can include a testimonial while the other doesn't. You then have to promote that offer to two or more different (but equal in size) audiences simultaneously. By tracking the performance of each, you understand which variation yields better results. A/B testing is a scientific approach to helping you develop a successful conversion strategy.

# Why Should You A/B Test?

If you're creating landing pages with forms, then you already understand how important lead generation is to monetize your site traffic and meet your marketing and sales goals. You already spend countless hours creating remarkable content to drive traffic to your site. So you want to be sure you're capturing as many of those visitors as possible, don't you?

Running A/B tests on your website is a great way to learn how to generate more leads from the traffic you're getting. Just a few small tweaks to a form or changing your call-to-action could have a significant effect your lead flow. Plus, chances are, your competitors aren't A/B testing, as only 40% of marketers utilize this optimization technique for their landing pages. If you haven't already, it's time you get started with this powerful lead generation tool.

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# " *Try A/B testing at both the incremental and page level.* "
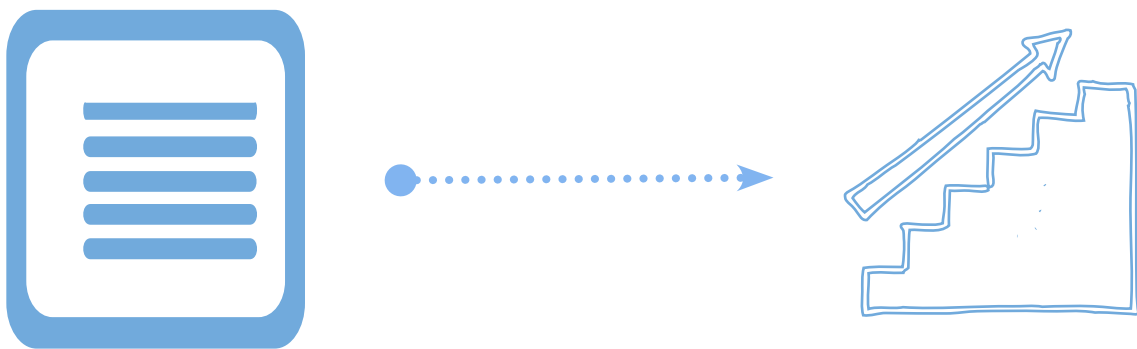
Typically, with A/B testing, only one element of a page is manipulated at a time in order to isolate that variable as the cause of any change you might see. In other words, if I wanted to test my form placement, I would keep everything else constant across both variations so that I know that any change in conversion rate is most likely from the different form placement.

However, you can also consider the entire landing page a "variable" and test entirely different versions against each other. While this diminishes confidence in the exact features that caused the difference in your results, page-level testing often delivers faster and more insightful results. Therefore, it's a good idea to try A/B testing at both the incremental and page level.

# 15 Landing Page Elements to A/B Test

### 1 Headline

Find out if a punchier headline works well or if you are better off using a descriptive, clarifying headline. Does different language and messaging make a difference?

### 2 Form Field Names

Are prospects getting confused when trying to fill out your form? Are there clearer ways to label the fields on your form?

### 3 Number of Form Fields

How many form fields is your prospect willing to complete to obtain the offer? How much information do you need to gather from him or her to effectively qualify the lead?

### 4 Form Button Color

Is a color that stands out from your color scheme more eye-catching? Or is it distracting, and causing people to abandon your landing page?

### 5 Form Button Size

Is the size of your button too small for people to find? Or is it so large that it overwhelms the explanatory copy and other page elements?

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## 6 Form Button Copy

Is the copy on your button actionable enough to get people to click through? Does it clearly explain what will happen after the submission?

## 7 Page Layout

When you lay out your landing page, do more people convert when your form is on the right or left side of the page? Where on the page should your image or video reside? And where is the best place for your headline and copy?

## 8 Form Headline

What words in your form's headline most clearly portray your message? Which headline provides the lowest landing page abandonment rate?

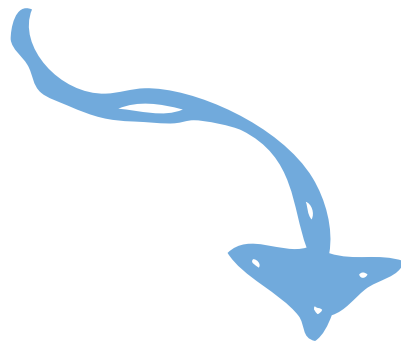## 9 Image

Is your image engaging? Is it relevant to your offer? Or is it confusing landing page visitors?

## 10 Captions on Images

Does adding a caption to your image help clarify it? Or does it distract people from filling out the form?

**11** **Copy and Headline Font Size**

Is the headline bold enough so page visitors can orient themselves quickly on your landing page?

**12** **Use of Video**

Would a video help demonstrate your value proposition, causing more people to complete your form?

**13** **Use of Social Follow Buttons**

Are you getting more followers by including social follow buttons on the landing page? Or does it distract people by bringing them to your social media sites instead? Are they best served on your thank-you page only?

**14** **Use of Testimonials**

Does the inclusion of customer testimonials help you convert more leads? Where on the page should they reside? Do they only help with certain offers, like case studies or buying guides?

**15** **Use of Third-Party Seals of Approval**

Does adding a VeriSign seal or BBB seal of approval make people more comfortable submitting their information to you?

# Analyzing Your A/B Test Results

However you choose to conduct your A/B tests, in order to analyze your results, you need to track and evaluate the click-through rate of the 'submit' button on the form, which will indicate that page's conversion rate. Then, you'll need to compare conversion rates for each of the page variables you test. Before coming to any strong conclusions, you'll also need to make sure that your results are statistically significant to determine if any difference you see between variables is what truly influenced the change in people's behavior.

To determine if your test is statistically significant, you need to compare the p-value and significance level of your test with some complicated math, but luckily there are tools on the internet that will do it for you. Check out this free A/B Testing Calculator for a quick and easy test.

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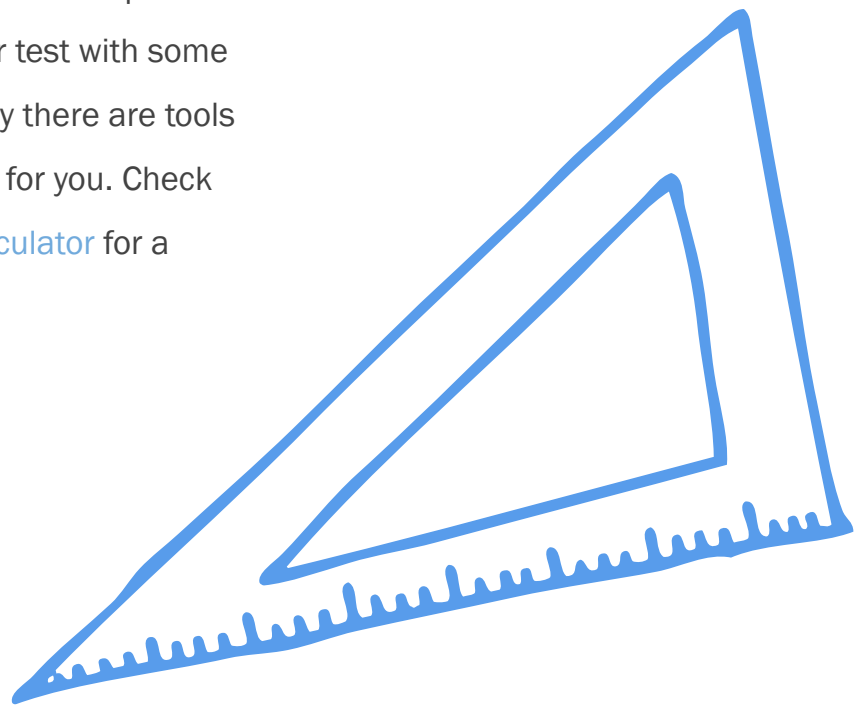
# Applying Your A/B Test Results

If you find statistically significant results from your A/B tests, be sure to make the appropriate changes to your landing page to incorporate the higher-performing variation. Applying these changes should help increase your conversion rates so you can generate more leads.
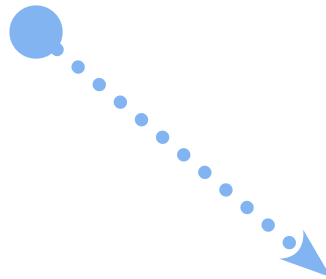
Keep in mind, just when you think you've tested anything and everything on your landing page, it's probably (almost) time to start testing again. People's behavior changes often, and certain language or copy that was once hot can easily become stale if overused by your industry or competitors. The benefit of frequent testing is that you can stay on top of the latest trends and best practices.

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# HOW TO OPTIMIZE YOUR THANK-YOU PAGE

# Thank-You Page

After your newly converted leads fill out a form, you should always send them to a "thank-you" page, which delivers the content you have promised on the landing page. This is where you bring back the navigation and direct people to other parts of your site or more offers in which they might be interested. Just as for landing pages, there are a number of distinct strategies that you can use to optimize your thank-you pages. The four most important components of an effective thank-you page are access to your offer, social media sharing links, secondary calls-to-action and auto-response emails.

# (1) ACCESS TO YOUR OFFER

First of all, your visitor has just taken the time to complete your form, and has decided to download your content or sign up for your offer. So begin by making sure you cover the conventional purpose of the "thank-you pages." and say thank you!

## THANK YOU!

It is also a good idea to include the title of the offer in the title of your thank-you page to reassure the viewer that they are on the correct page. Then, if applicable, provide a means to download or view your content.

This may take the form of a link to the PDF of a whitepaper or embedding a video in the thank-you page itself. If the offer revolves around a consultation, be sure to set expectations and explain to people if they should expect a phone call or something in their inbox.

# ② SOCIAL MEDIA SHARING

Next, add in social media sharing links. As important as these are to have on your landing pages, they are even more important to include on your thank-you pages. Think about it – your visitor has actually decided to download your content, which means that they are now more likely to share what they have read, watched, or signed up for with others in their network.
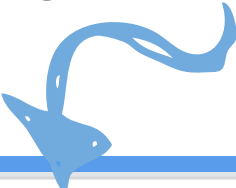
**!** Make sure that your share buttons link to your landing page, not your thank-you page – otherwise your viewers will have access to your content without filling out your form and you'll be missing out on valuable lead generation.

One quick and simple strategy that makes it even more likely that your viewers will use the share buttons on your thank-you page is having the downloaded content open in a new tab or new window. This gives them a chance to read or otherwise consume your content without closing out of the thank-you page, to which they might return after having enjoyed your content, now more inclined to share it.

In other words, having your content open in a new tab takes advantage of the effects of recency and convenience on people's willingness and likelihood to share it – if they're still excited about it and the buttons are right there, you stand a better chance that they'll help spread the word.

Another great optimization strategy for social media links on your thank-you page is to customize their messages. These can be the same as the ones on your landing page for that offer, or you can tailor the message to the fact that the person sharing it has just downloaded your content. Setting up the message to convey that the person sharing it is clearly recommending downloading your content makes it more likely that others will do so. Check out this example of a customized "Tweet This" message:

> Just read @HubSpot's free ebook, 'The Essential Step-by-Step Guide to Internet Marketing'! You should too! http://bit.ly/iAxEKx

# ③ CALLS-TO-ACTION

While saying thank you and providing a way to access your content are the primary purposes of your thank-you page, suggesting next steps for your new lead is a critical marketing opportunity. Here, on your thank-you page, you can bring back the navigation that you removed on your landing page. This will enable your lead to browse through other parts of your website and learn more about your company.

When optimizing your thank-you page, it is also critical to include calls-to-action to suggest ways to connect with your company or other offers in which the viewer might be interested. Examples of strong calls-to-action include: "Subscribe to Our Blog," "Connect With Us on Facebook," or "Sign Up for Our 30-Day Free Trial."

**Connect with HubSpot**

 Subscribe to our blog

 Follow us on Twitter

 Become a fan on Facebook

 Become a fan on LinkedIn

You can also take this one step further and customize your call-to-actions based on the specific offer. For instance, this is the call-to-action on the thank-you page for HubSpot's "Introduction to Search Engine Optimization" ebook. Note how it takes advantage of the viewer's expressed interest in SEO and emphasizes that specific aspect of the HubSpot software, instead of just recommending the trial in a general sense.

When a lead downloads another of your offers, or **reconverts**, they are indicating a stronger interest in your content. Essentially, the more engagement a lead has with your content marketing and product, the stronger their **lead quality**, and the more likely they are to convert from a lead to a sale.



Turn Your Organic Traffic into Leads

Start improving your website's SEO with HubSpot's free 30-day trial

**30-Day** FREE TRIAL OF HUBSPOT

Get Started Now ›

So the bottom line is: make sure to include at least a couple strong calls-to-action on your thank-you page to optimize for reconversion.

# ④ AUTO-RESPONSE EMAILS

In addition to redirecting people to a thank-you page, you can also set up an auto-response email to be sent to the visitors who fill out your form. This email strategy serves as an additional way to follow up with your new leads and increase reconversion by suggesting another offer they might enjoy.
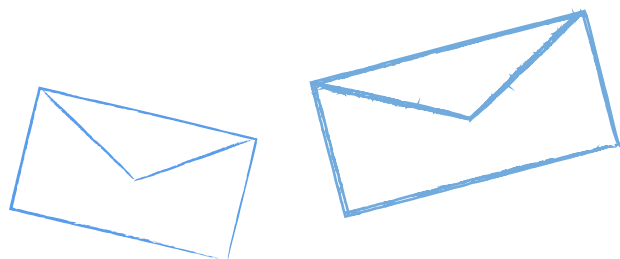


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**Looking for more tools to get found online? Check out HubSpot's 30-day trial!**

Best,
The HubSpot Team

You should use both thank-you pages and email responses to help your newly converted leads to further connect with your company or brand, and to keep them engaged. Take advantage of these strategies to generate higher-quality leads that will be more likely to convert into customers for your business.

# CONCLUSION & ADDITIONAL RESOURCES

Landing pages are crucial for effective lead generation, but optimizing them doesn't stop after choosing clear wording and deciding how to best structure your forms. Once you've implemented the basic principles, you can take your landing pages to the next level.

In summary, here are some of the key takeaways for further optimization:

Include **social media share buttons** on your landing pages to encourage visitors to spread the word about your offers.

Optimize the **tweets in your share links** to provide clear information about your offer and a direct means of accessing your landing page.

Set up well-timed and closely-targeted **lead nurturing** **campaigns** to follow up and engage with your newly-converted leads.

Use **A/B testing** to test different variations of your landing page elements and determine which ones result in higher visitor-to-lead conversion rates.

Direct your leads to **thank-you pages** to provide calls-to-action for additional offers.

Got it? Awesome! Now get optimizing and start reeling in those leads!

# FINDING AND KEEPING CUSTOMERS — WHAT WE DO



| Attract | Convert | Close | Delight |
|---------|---------|-------|---------|
| Strangers → Visitors | Visitors → Leads | Leads → Customers | Customers → Promoters |
| Blog<br>Social Media<br>Keywords<br>Pages | Calls-to-Action<br>Landing Pages<br>Forms<br>Contacts | Email<br>Workflows<br>Lead Scoring<br>CRM Integrations | Social Media<br>Smart Calls-to-Action<br>Email<br>Workflows |

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# HOW WE DO IT

| Branding/ Messaging | Traffic | Lead Gen | Convert to Opportunities | ROI/Analytics |
|---|---|---|---|---|
| • Comparative Advantage<br>• Logo/ID<br>• Message Platform<br>• Proof Points | • Search – Organic and Paid<br>• Blogging/Social<br>• PR<br>• Online Advertising | • Landing Pages<br>• Premium Content<br>• Strategy Based on Your Personas<br>  - Ebooks<br>  - White Papers<br>  - Videos<br>  - Infographics<br>  - Webcasts | • Workflows<br>• Lead Nurturing Emails<br>• List Tagging-Segmentation<br>  - Personas-title<br>  - Industry<br>  - Application | • Dashboards<br>• Offer Analysis/ Improvement<br>• Keyword Insights |

## Technology/Engineering Writing Platform

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Goldstein Group Communications, a technology b-to-b agency, brings an unusual combination of corporate communications management and engineer-level writing capability to its national client roster. With deep experience in electronics and industrial markets, the agency is able to draw on its skills to articulate with impact and clarity the technical advantages its clients bring to their customers. Unlike other agencies, staff members for the most part have built their careers on the corporate side of the desk, rather than as agency executives, a perspective that results in a higher level of accountability and measurability in the agency's programs.