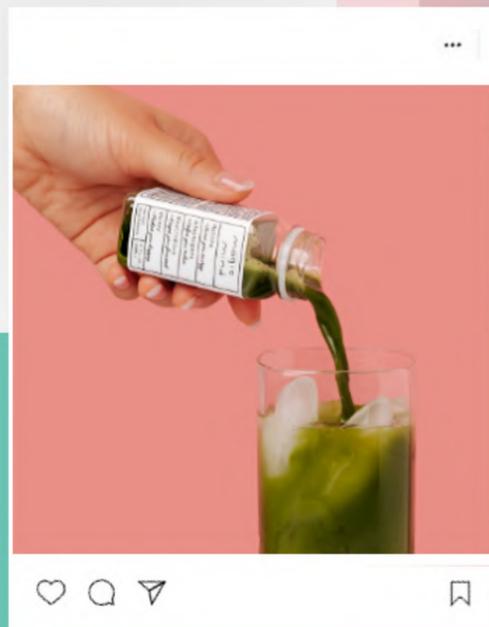
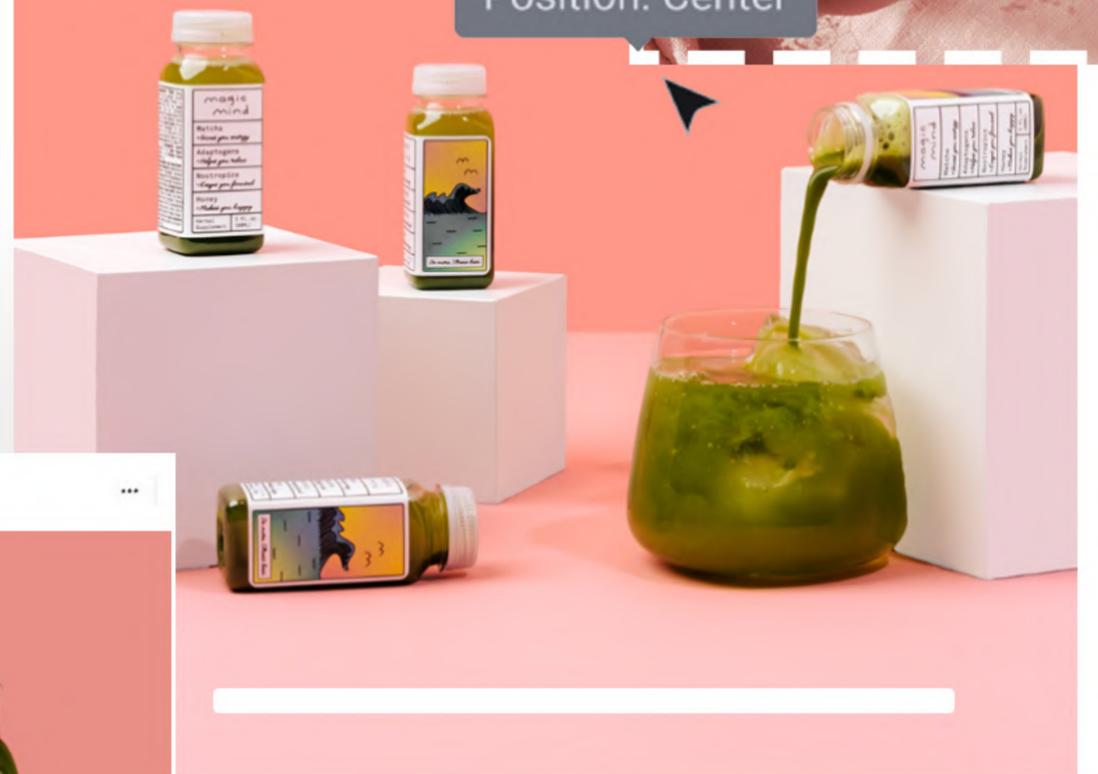


Create a Converting Landing Page!



Position: Center



Designed by

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How to create a Landing page that converts?

A Landing page is usually a one-page website that is designed to meet a single **conversion goal**. Since it only focuses on one target, its content is also only about it. Therefore, it is less elaborate than a regular website. But why are Landing pages created when websites are also conversion-oriented?

Landing page differs from internet sites in that it is supposed to fulfill one conversion goal, while regular sites can have even a dozen of them! If you want to raise specific results, it is best to use a Landing page for this purpose. Why? Because it doesn't distract the recipients (due to its limited content), it has a greater chance of persuading them to perform a significant action.

You will learn how to create a Landing page that will achieve the conversion goal and reach high results from this material. The information collected here has been prepared based on many Landing pages analyses from various industries and many years of experience creating Landing pages for BOWWE customers.

If this material is missing some important information for you, or you would like to learn more about creating a Landing page and growing a business, **check out the BOWWE Blog (<https://bowwe.com/en/blog>) or contact us (<https://bowwe.com/en/contact-us>)!**

Check if your Landing page...

Is focused on one goal

Including multiple offers can decrease Landing page conversions by up to 266%.*

A Landing page differs from regular websites in that it is focused on one conversion goal. As a result, it gives much better results because it does not distract the recipients by showing them, for example, many offers.

How to create a Landing page with one goal?

1. Be clear about the offer

The Landing page should show the offer related to its purpose. If, for example, you want the sales of one of these products to increase, don't show on your Landing page that you also have other offers.

2. Check if its easy to navigate

If the users can navigate easily and quickly on your Landing page while finding what they need, it is created with a single goal in mind.

3. Make direct call to action

If your Landing page has a clearly defined goal, the CTA buttons only underline it. If your Landing page, for example, is to collect an audience for the webinar, then the content of the CTA button will be something like that - "Sign up for the webinar".

*Source: BLULEADZ

Is specifically targeted

Including buyer fears on Landing pages can increase conversion rates by 80%.*

Fear is a powerful motivator, and when potential buyers see that you understand their concerns and have addressed them on your Landing pages, they are more likely to convert.

How to create a Landing page for specific recipients?

1. Make clear who your audience are

Recipients must immediately know who the Landing page is intended for. You can even express it directly "Fast yoga course - for busy moms". If the recipients identify themselves with the Landing page communication, they will stay longer.

2. Tailor all content to appeal to audience

If your Landing page is aimed at selling, for example, child seats for a car, it will be obvious that it will be addressed to parents with young children. Therefore, it is worth showing it in your content by posting photos of parents with children and similar content naivizing to the recipients.

3. Refer to the experiences and problems of the recipients

Highlight what problem your product or service is solving. The recipients must be sure that what is promoted on the Landing page is addressed to them and meets their needs.

*Source: <https://grippid.io/b2b-inbound-marketing/10-lessons-from-inbound-2019/>

Have a great copy

9 for 10 people reading your headline will also read CTA.*

Great copy on a Landing page usually means that the text is well written, concise, and easy to read. It also typically means that the text is tailored to the specific audience that is visiting the page.

How to make great copy on Landing page?

1. Keep it short

People don't like and don't have time for long texts. The content addressed to them must be short, catchy, and persuasive.

2. Make it compelling

Remember that you only have a few seconds to get the recipient's attention and make them willing to read the entire Landing Page. Therefore, the copy cannot be impersonal or bland. It can be even more creative as long as it is convincing to the recipient.

3. Include a CTA

A call to action is a "must-have" for every Landing page. It should not be limited to just the CTA buttons but also included in the rest of the content on the page.

*Source: MarketingSherpa

Is visually appealing

Viewers are 80% more likely to read content that features colorful visuals.*

In the context of a Landing page, visually appealing generally means that the page is pleasant to the eyes, uses attractive visuals to capture the viewer's attention, and is easy to navigate.

How to make a visually appealing Landing page?

1. Use high-quality images

Post only good-quality images that clearly refer to the content of your Landing page. Be sure to convert and compress each image so that the pages are not overloaded.

2. Include various multimedia

Audiences are more likely to pay attention to interesting content (like graphics, videos, and podcasts). Adding variety to your Landing page will increase the chances of recipients to stay longer on the page and made a crucial conversion.

3. Keep balance

Placing different content on the Landing page is essential, but it is easy to forget and give it too much, which will distract the recipient from the goal of the Landing page. Therefore, make sure that you only post valuable content that can help increase conversion.

*Source: Xerox

Is mobile friendly

86% of the top landing pages are mobile friendly. *

In the context of a Landing page, responsiveness means that the page is able to adapt to the screen size of the device that is viewing it. This means that the text will be sized appropriately, the images will be displayed correctly, and the layout will be easy to navigate.

How to make Landing page responsive?

1. Use large, easy-to-read fonts

In general, each page should contain no more than three types of fonts that are easy to read and match the subject and appearance of the Landing page.

2. Keep images and other multimedia to a minimum

Media grabs your audience's attention but can also distract them from your Landing page's true purpose. In many cases, inadequately optimized slows down the page speed. Therefore, limit multimedia to those most needed.

3. Check page on a variety of devices and screen sizes

Your Landing page must work well and look good on computer monitors and other mobile devices. If your Landing page doesn't behave as it should on any device, its conversion will drop significantly.

*Source: <https://niftymarketing.com/optimal-local-landing-page-infographic/>

Show social proof

Around 9 for 10 consumers trust reviews and testimonials*

It is rare for people to blindly buy a product or use services. Before making any purchasing decision, most people look for opinions and reviews, which they treat as proof of trust in a given product or service.

How to show reviews on a Landing page?

1. Post only honest and accurate reviews

One genuine and honest opinion is worth more than a few fake and bought endorsements. In addition, it is not so difficult to verify their truthfulness, so post only authentic opinions.

2. Make sure reviews are relevant to Landing page purpose

If the Landing page convinces people to buy your product, then the opinions should be about it, not about the company itself.

3. Take care of their form

Remember that opinions can be mixed up in various forms. It doesn't necessarily have to be the text itself. You can add a video version of the recommendation for variety. However, always make sure that the form is accessible and inviting.

*Source: Search Engine Land

Is tested and optimized

Testing with the proper targeting can increase conversion by 300% or more.*

Testing the Landing page is about checking which solutions work and which do not and optimizing it adequately to the results obtained.

How to test and optimize Landing page?

1. Run a A/B tests

By creating different versions of the Landing pages, you can better see which ones are getting the best results and create the final version of the Landing page.

2. Keep an eye on the results

Check your Landing page results all the time. First of all, pay attention to the amount of conversion, the number of visits or the time spent on the website. This way, you will react faster to the worst results and make the necessary corrections.

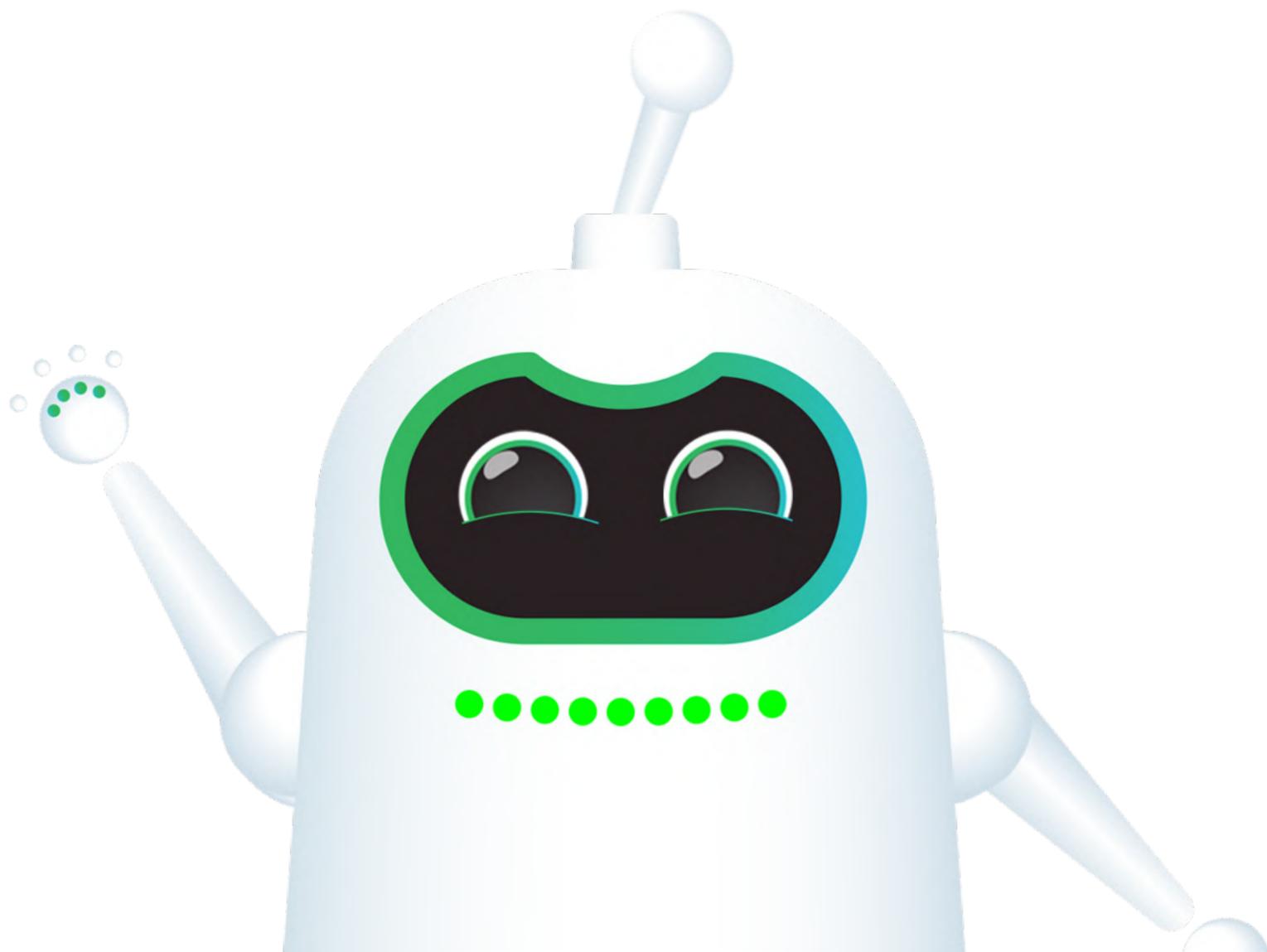
3. Make corrections

For example, if your audience doesn't spend more time on Landing page, you need to start looking for the reason. It may turn out that this is caused by too long page loading. If you quickly identify the problem and introduce the necessary corrections, you will avoid a more significant decrease in conversion and even improve it.

*Source: <https://techjury.net/blog/landing-page-statistics/#gref> (STEELHOUSE)

Create a Landing page - summary

The above checklist with tips will help you create a effective Landing page to achieve high conversion. This material is also part of a more extensive and in-depth Landing page article that you can find here: <https://bowwe.com/en/blog/what-is-landing-page-and-how-to-create-it>. Check it and learn how to create a high-converting Landing page that will bring your great results!



BOWWE

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**Do you have questions or would you
like to share your knowledge with us?**

Please contact the BOWWE.com team by mail

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Source:

[How create a high converting Landing Page? \[Guide\]](#)

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BOWWE contains everything essential for any web designer, agency, or business to create a stunning website and become visible on the web. The intuitive drag-and-drop creator lets you release your ingenuity and talent by creating better and better websites. Forget about limitations. In BOWWE every website's element can be customized with pixel-perfect accuracy.

A remarkable website, highly converting Landing Page, eye-catching Portfolio, or any other online project. With an impressive BOWWE Builder, all your ideas can be brought to life!

Grow your business with rocket SEO, key integrations, powerful apps, and data-driven support. Design, implement, optimize and become a web-ruler!

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The first step to developing on the web is
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