

The Goldfish Bowl Principle

*The Secret Behind Converting Website
Visitors Into Leads That You Can Now Copy*

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Introduction

The Landing page is a critical part of any kind of online marketing. It's a simple page that urges the visitor to give you their email address in return for something valuable you provide for free. Creating good Landing pages is a skill marketers must master to be successful in building any kind of online business, or to use the internet to drive traffic to their offline business.

In this report, we're going to go through the basics of creating Landing pages, all with the goal of getting the highest conversions possible. In other words, you'll be getting your page visitor to take the action you want – send you their email address!

By the time you've finished this report, you'll have learned:

- Why you need Landing pages and how they're different from ordinary website pages
- The key elements of a great Landing page
- How to get more conversions out of your Landing pages
- Basic search engine optimization tips for your page
- Tips on building mobile-optimized pages
- Resources for building pages with WordPress
- Common mistakes to avoid when making your Landing pages

By the time you finish this report, you'll be ready to start building your first Landing page – if not sooner. Without further ado, let's get started!

What Is a Landing Page and Why Do You Need One?

A Landing page is a standalone page with one sole purpose – to capture the information of the visitor. It's a simple page with a sign up form that asks for name, email address, and possibly other information. The Landing page is a lead generation tool that draws visitors into your sales funnel.

The Free Offer

Most Landing pages use a free offer to capture this visitor information. The reason is that most people won't give out their name and email address even if the site offers to send them good content and great deals. People are wary of getting spammed. The free offer gives the visitor an incentive or 'bribe'.

For example, a Landing page may offer a free eBook full of tips and useful information in exchange for the visitor's email address. Other incentives include free trials for paid memberships or software programs, access to webinars or video tutorials, or discounts for other goods.

Breaking the Ice

The freebie has another purpose. It starts a relationship between you and the prospect. The visitor gets a taste of the value and quality that you offer through the gift. When they receive the first welcome message from you in their inbox, they know you and start to trust you. After that, it's up to you to build a relationship.

The Benefits of Landing Pages

Opening a dialog with a prospect through a Landing page is a much better approach than trying to sell at first. Almost 100% of first-time visitors don't hit your website ready to buy. The Landing page instead offers them

something for free for a small price – their personal information. Through the relationship you build with the prospect, you can start to make sales.

Landing pages offer high conversion rates because of their precise targeting. If you have a website with many offers or links, your visitors have many choices. With a Landing page they have only one. If your ads and other traffic sources have targeted these visitors well, your Landing page will convert.

Finally, a Landing page offers better metrics than a regular website. By looking at these metrics, you can see exactly how successful your targeting is. For instance, if you have a high bounce rate on a Landing page, this means that your on-page content isn't compelling enough or isn't delivering on the promise you offered when you sent people there.

The important thing to keep in mind is that Landing pages aren't for making sales. They're for bringing leads into your sales funnel so that you can build a relationship with them, through which you'll eventually make sales.

The Components That Make Up A Great Landing Page

There's a science to creating great Landing pages. Once you start making opt-in pages, you'll discover what works and what doesn't. You can then refine your methods so that your pages convert better and capture more leads. It's different from website design, where there's much more room for flexibility and creativity.

As you start working with landing pages, you'll discover what works best for your particular market, but there are some elements that are common to all good Landing pages.

One Sole Objective

Start by asking a simple question – What do you want visitors to your Landing page to do? There should be one single action. Everything on your Landing page leads directly to this action.

Think of your Landing page as a slide. It starts at the headline and leads the visitor shooting through the content to the opt-in form. If a Landing page is well-made, your visitors will slide right down it and submit their email address.

Deliver on Your Promise

Make sure that your Landing page relates to your ad or link – wherever you are sending people from. The ad or link makes a promise, alluding to what the visitor is going to find when they click it. Your Landing page should deliver on that promise. If a visitor clicks the link only to find something different than what they expected, they'll click away.

For example, if your ad says, 'Click here to get a 50% discount on the latest Dell PC,' but the Landing page says, 'Welcome to Bill's Computer Store,' the visitor will leave. Instead, it should say something like, 'Are

you ready for your 50% discount? Sign up here.' The message of the Landing page and ad need to be consistent.

Compelling Copy

Visitors will look at your Landing page for about 3 seconds before they decide to either keep reading or click away. Your copy needs to grab their attention within these few seconds. The way to do this is through compelling copy, which means:

Headline. The headline should grab the visitor's attention and speak to their needs or problems. A question that asks something like, 'Are you sick and tired of...?' or 'Wouldn't you like to finally...?' are good. These make the reader say, 'Yes, that's me!'

Sub-Headers. Sub-headers that tell the visitor clearly what each part is about (visitors will skim and scan, not read). The idea behind sub-headers is to lead the reader down the page as if it's a slide that ends up with the sign-up form.

Copy. Copy should be simple, direct, conversational and easy to understand. It should be written like an email to a friend, using 'you' frequently. Content should focus on benefits and results. Don't just explain features of your gift, but the actual benefits the visitor receive and how it solves their problems or improves their lives. Make it obvious so that they don't have to assume. Use bullet points to emphasize benefits (remember: they're skimming and scanning).

There are complete courses on copywriting so there isn't enough space to cover it here, but there are certain 'selling' words that have a psychological effect on the reader. These words include 'free,' 'discover,' 'secrets,' 'results,' 'quick,' and 'guarantee.' For ideas on how to write in this style, look at some Landing pages that you yourself have found compelling.

It's also good to use a bit of humor if you can. Humor makes a Landing page more fun to read and can hold your readers' attention. If you're not sure whether you're writing is funny or not, ask others for feedback.

The copy of your Landing page doesn't have to be long. In fact, some Landing pages have almost no text at all. It just needs to draw the reader in and get them to complete the sole action you want them to complete.

Good Landing Page Design

Your Landing page should be simple. It doesn't need any bells and whistles. Too many design features can distract and that can cost you conversions. Remember that the primary purpose is to lead the visitor to the sign-up form. Anything that doesn't do that should be removed.

Put all of the important information at the top. The essentials should be 'above the fold,' meaning that the visitor doesn't have to scroll to see them. Visitors only spend 3-4 seconds on landing pages before they either decide to keep reading or click away, so you need to spell out the benefits of signing up clearly. Only a small percentage of people are going to bother scrolling.

Images and videos are good for landing pages and generally increase conversions. While you should keep your page simple and strip away anything unnecessary, images or videos that relate to the message can have an even greater impact than any text you use.

The best images are attention grabbing and colorful. Smiling faces have been shown to increase conversions, as well as images of people looking at your opt-in form. There are stock images all over the web that you can use, but these are best avoided. Get creative and choose a unique image.

Some marketers love to create video Landing pages. The content on a video Landing page is a video that outlines the product and its benefits, rather than having a lot of text. You can create a video-only Landing page

or use a video on your Landing page to drive home the benefits. Some visitors prefer video to text content while others prefer the text, so use both if possible.

Call to Action

The last important element of a Landing page is the call to action. The call to action tells the visitor exactly what action they need to take in order to get the benefits of whatever you are offering on the page, and it urges them to do it.

This last part is important. You need to tell the visitor, 'Click here to receive your free download.' Don't place a download button on the page and expect them to take this action themselves. The action word has a subtle psychological effect.

The call to action should be placed near the top where it's easy to see so that visitors can sign up immediately if they want to. It should also be placed throughout the page if you have a lot of content. The best practice is to place it so that anywhere people are scrolling on the page, they can see a call to action and sign up form.

The sign up form itself should only ask for an email address, and possibly a name. If you ask for more information, you'll lower your conversion rate. If you want more information so that you can get to know your prospects better, you can include optional fields for more information.

Along with the call to action, you may want to tell the visitor that this is a one-time or limited availability offer. This is a marketing trick called 'scarcity.' By telling the visitor that they have only a limited time, you raise the value of the offer and urge them to sign up more quickly.

Polishing Your Landing Page

When you're finished with your Landing page, take the time to spellcheck and read over it for typos. One of the main purposes of a Landing page is

to gain the visitor's trust. If it's riddled with typos and errors, you won't gain this trust.

When looking over your finished Landing page, ask yourself if there is anything you can cut. Remember that the simpler and more streamlined your Landing page is, the more effective it will be. Remove anything that doesn't lead the visitor to submitting their email address.

Strategies for Increasing Landing Page Conversions

A Landing page is a work in progress. Once you finish it, you'll always be searching for ways to improve it & make changes to increase conversions. Here are a few standard improvements that have been proven to work.

Tweak Your Download Button

It's amazing how subtle changes to the look of your download button can make a difference in conversions. Don't get hung up on design elements. Just make sure that your button looks 'buttony.' You've seen download buttons on websites before. Some are very clear while others are hard to find. Make sure yours is clear and obvious.

Lose the Loading Time

If you have videos or other design elements that take time to load, you'll want to try testing your Landing page with & without them. Remember that some of your visitors will be viewing your Landing page on older computers that don't load videos well. You'll be losing people during this loading time, so simplify or remove anything that takes too long to load.

To test the speed of your page, use [Google's page speed tester](#).

You can also try these Speed Test sites:

- [Pingdom](#)
- [PageSpeed](#)
- [WebPageTest](#)

Enlarge Images

Images can be very good for conversions and sometimes bigger is better. Try increasing the size of your images, but make sure they don't distract or take extra time to load.

Get More Info

As mentioned above, you can ask for more than just name and email address. Some marketers offer optional fields that help them segment prospects when they first sign up (there are also ways to segment your subscribers once you start marketing to them through email). If your list is segmented, you can target them with more relevant messages and offers and increase conversions.

Custom Landing Pages

Another way to segment your list right out of the gate is to create custom Landing pages. Identify each demographic you want to target with your campaign and create different Landing pages for each one. Each page relates closely to the traffic source (for example, a guest blog you've written and published). This is great for metrics testing as well.

Call Me

Adding an 800 number to a Landing page or sales page is wonderful for conversions because it engenders trust. A phone number shows that you're a legitimate business that's more than just a website. In recent years, 800 numbers are very inexpensive for small businesses. The downside is that you have to answer if people call. However, you can always outsource this to an answering service that you train with the relevant information they need.

Thank You for Downloading

After a visitor downloads, redirect them to a thank you page where you make another offer. If the offer is free, this will wow them. Not only have you given them a freebie for downloading, but you've thrown in something extra as well. There are many other things you can do with thank you pages, like asking the visitor to 'like' on Facebook or tweet on Twitter, or letting them refer a friend.

Never Stop Testing

Test your Landing page constantly through A/B split testing. A/B testing means creating two versions of the same Landing page where only one element is changed. You run both versions and then watch metrics to see which performs better. The better-performing page tells you which to use.

For example, you may run two versions of a Landing page where one has a blue text headline and the other has a red text headline. The metrics tell you that the red headlined page outperforms the blue headlined page. You now know that red works better than blue for headline text.

And finally, as we mentioned before, you should always look for things that can be removed from your Landing page. Most people find that when they remove things, their conversion rate goes up.

Many tools for creating Landing pages also provide features for doing this type of split-testing. Use this option as one of your criteria when eventually selecting a tool for creating your landing pages.

Here are a couple examples of tools that allow split testing of your pages:

1. [Visual Website Optimizer](#)
2. [Optimizely](#)
3. [CrazyEgg](#)
4. [KISSmetrics](#)

Landing Page SEO

Before we talk about Landing page SEO (search engine optimization), it's important to make a distinction between long-term and short-term Landing pages. Some Landing pages are set up and run for a long period of time while others are put up for a short time, such as for a product launch or a limited time offer.

Short-term Landing pages often have ads or social sharing as their traffic source. You run an ad or social media sharing campaign to drive a burst of traffic to the Landing page, and then the campaign is over. For this kind of landing page, SEO isn't as important because most of your traffic will come from immediate, limited duration traffic.

If your Landing page is for the long-term, SEO is a more important consideration. You'll build your traffic slowly and steadily over time from search engines and evergreen content on the web, although you may run ads as well to get it started.

In both cases, you should design your Landing page with SEO in mind, but for long-term pages it's more important.

Landing Page Keywords

Start by finding good keywords with high search volume and low competition that are relevant to your offer. The keywords should be about the solution offered or benefits of signing up, not about the actual offer. For example, 'how to stay healthy naturally' is a better key phrase than 'health supplements.' With the former, you're focusing on the information or benefits offered, which is what your visitors are searching for. Think about user intent.

Try to find long-tail keywords. These are keywords that are actually long phrases or sentences. The above example, 'how to stay healthy naturally'

is an example of a long tail keyword. These tend to have high search volumes and low competition.

You should also use local keywords if your Landing page is related to a geographical location. Local keywords include terms like 'search engine optimization in Arizona' or 'pet grooming anchorage Alaska.' These are especially good for mobile search and also have less competition.

How to Use Keywords

Use your main keyword in your URL also, if possible. Search engines give greater weight to words on the left side, so put the most important words on the left. The words in the URL should be separated by slashes so that it's clean.

The title of your Landing page is even more important for its SEO. Use the keywords in the title as far to the left as possible. This is a bit tricky because good titles are short. You'll need to get your keyword in there while also keeping the title sounding natural and catchy. This is why the title is often the most challenging part of creating a Landing page!

Don't put your company name in the title. It may seem like the natural thing to do, but your company's name is not a high quality search term. By putting it in the title, you're wasting valuable space that could be given to better keywords.

Search engines can't index images, but they will index any text related to an image. So, use keywords in the image file name and alt text. As search engines get more and more sophisticated, they also look at the text near an image, so make sure your image is in close proximity to the related text.

If you're creating a long-term Landing page and SEO is important to you, you may choose to add more text content to your site. More content means more opportunity for a search engine to index the site for specific keywords. If you choose to add more content, put it below the fold so that

it doesn't distract people. At the same time, don't just add filler text for SEO. Make sure it's valuable to the visitor and it helps to lead them to a sign-up. Don't let SEO take your Landing page hostage.

Backlinks

SEO is not just about keywords. Backlinks are even more important than on-page SEO. A backlink is a link back to your site from another site. If your Landing page is for a short-term marketing campaign driven by ad traffic, you shouldn't worry about backlinks. You'll get any backlinks you need from your ads or social shares.

But for a long-term page, backlinks hold a lot of weight with search engines. Links to other sites tell the search engines that your site is worth linking to. When their bots see these links leading to your site, this increases your site's value in their eyes. You can get backlinks from websites as well as social media.

There are a number of online tools to research and ascertain the best Keywords for your Landing page, such as the following;

- [Market Samurai](#) (paid)
- [Wordtracker](#) (paid)
- [Google Keyword Planner](#)
- [Bing Keyword tool](#)

Mobile Ready Landing Pages

Today, as people are increasingly using mobile devices to surf the internet, it only makes sense that marketers are creating mobile Landing pages. A mobile Landing page uses the same basic ideas but with a few key differences. One key difference is that mobile users have shorter attention spans. They're searching for information on-the-go, rather than in front of a computer. This means that your Landing page needs to grab their attention quickly.

Mobile functionality is also different. The screen is small and it's difficult to type. Instead of using a mouse, mobile users are navigating the page with their thumbs and fingertips. This means that we have to design mobile Landing pages slightly differently.

What this means for Landing page design is:

- Important information needs to be above-the-fold so users don't have to scroll.
- Text and links should be big so that there's as little pinching and zooming as possible.
- Because of the above two points and the small screen size, you really have to pare down your content to just the essentials.
- The call to action needs to be bigger, clearer and placed above the fold.
- Flash and other programs that load need to be stripped down because many users have only a 3G internet connection.
- The sign-up fields should be brief because it's hard to type on a mobile.

Mobile Landing Page Design Tips

Create a native Landing page. This is a Landing page that is designed for a specific device. It can recognize what type of device a visitor is using

and present them with the appropriate version. This improves the user experience, which keeps visitors on your Landing page.

For SEO purposes, try to use local keywords if possible. Many mobile users are looking for local goods and services because they're on-the-go. This makes local keywords especially valuable for mobile Landing pages.

Mobile Landing pages offer some features that aren't found on regular websites. One is the click to-call-button. They click the button and their phone automatically calls the number, making it easier for them to contact you. On mobiles, it's hard to type emails. If your Landing page includes a phone number, put a click-to-call button on the mobile version.

When designing your Landing page, test it on both portrait and landscape view to make sure it looks right. Also, test it on a number of different devices to make sure it works the way it's supposed to.

Mobile Landing Page Creation

There are a number of premium and free tools you can use to create mobile Landing pages easily. Here are a few that tend to get good reviews:

- [Landr](#)
- [Spark Page](#)
- [Google's GoMo](#) has articles on how to make your site work across multiple devices
- [WPtouch Mobile](#) is one example of a Wordpress plugin for creating mobile sites.

Creating Landing Pages with WordPress

WordPress is a content management system that makes everything easier, including building and maintaining Landing pages. You can use the open source CMS to make multiple Landing pages easily.

You can create WordPress Landing pages in one of two ways. One option is to use plugins. The other is to choose a default WordPress theme. Plugins are often favored because they're specifically designed for creating landing pages. This means that they're easier to work with and they come with useful features, like split-testing. You can also use your existing theme. Default themes don't offer as much flexibility, but there are some themes designed specifically for creating landing pages

While there are many Landing page options on the market but here are a few examples that receive overwhelmingly positive reviews:

Premise

Premise is a plugin offered by Copyblogger.com. It's one of the most commonly recommended. It's a premium plugin so you have to pay to use it, but it offers a wide range of templates, features, custom graphics and other goodies. It works with any WordPress theme and is easy to use.

Convertible WordPress Theme

Convertible WordPress Theme is offered through Elegant Themes and you need to have a membership with the site to use it. Fees are low and it's very easy to use. You can design Landing pages by dragging and dropping the design elements you want and it's compatible with a number of other programs.

LeadPages

LeadPages is an online platform for creating all types of landing pages, not just opt-in pages. While you'll pay monthly for the ease of use, one great feature of LeadPages is that they look for the highest-converting pages. You can actually sort templates based on which have been performing best recently. They're also mobile responsive and Facebook compatible.

Common Landing Page Mistakes

We've covered the basics you need to know to get started building Landing pages, but just to recap some of the do's and don'ts, here are common mistakes you should note and avoid:

Too Much Going on

Remember that a Landing page should be simple. It should lead the visitors straight to the sign-up form. There should be nothing to distract along the way. Don't build cluttered Landing pages that give visitors too many things to look at. Make it clean and simple.

Links Going Out

Likewise, you don't want to lead visitors off your page. You may have links to sites you'd like to share or that have more information, but it's a big mistake to put links on a Landing page. Links are like holes that your visitors slip through. Don't even put a link to your website on the Landing page. All of the links should be inbound. Save the helpful links for your main website itself.

Dull Copy

The copy of your Landing page is extremely important. It needs to gain the reader's attention, resonate with them, and offer the solution they're looking for. A Landing page with boring, dry content won't do this. If you see your visitors spending little time on your page or bouncing off in high numbers, brush up your copy. If you really want it to shine, hire a professional copywriter to do it for you.

Nothing Was Delivered

If you have a high bounce rate, this may mean that your Landing page isn't relevant to the offer you made in the ad or traffic source. Remember that the message of your Landing page needs to be consistent with the

promise at the source. Your visitors need to know that they've ended up in the right place.

Poor Call to Action

If you have high traffic but low conversions, it could be your call to action (or lack of it). Don't expect your visitors to know what they have to do on your Landing page. Hold them by the hand and tell them exactly how they can enjoy the benefits your offer. Tell them to enter their information and click the button.

Weak Offer

Just because you're giving away a freebie, it doesn't mean that the offer can be cheap. Make it something truly valuable that your visitors really want. Spend some time creating a product or offer that's really worth giving up personal information.

It's Not a Static Thing

Finally, remember that a Landing page isn't something to set and forget. Constantly test and make changes to improve your Landing page. Savvy marketers know how to make excellent Landing pages because they've done it over and over and seen the results. With experience, you'll know how to do it well too.

Conclusion

Now that you know the basics, you're ready to get started building Landing pages for yourself. The most important thing to remember is that you won't get it right straight away. It'll take some trial and error to learn how to build effective pages that convert, so be patient and get ready to watch and learn.

Good luck!