



15 TIPS TO TRANSFORM YOUR LANDING PAGE AND BOOST SALES





Hi, I'm Lindsey Archibald (A.K.A the Digital Duchess).

I'm a broadcaster, digital writer, Internet marketer and author.

Each week I help businesses boost their profits by taking the mystery out of successful Internet marketing.

The advice I give is often simple, free or low cost. What I teach are proven Internet marketing methods used by the country's most successful companies.

Powerful marketing isn't rocket science and it doesn't have to cost you a fortune.

With my series of digital courses and guides that are available I will:

- **Help transform your online presence in free, easy steps**
- **Help your business thrive despite the competition**
- **Help you become a multi-level Internet marketer**
- **Help you get to grips with low cost ways to generate sales leads**
- **Help you make your marketing work when so many are getting it wrong**

www.digital-duchess.com

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Landing Page Optimisation

It amazes me how many business owners spend thousands of pounds or dollars on a website and expect sales to flood in when people click on it.

That's because your web designer will have promised you they've designed a site that will convert web traffic into your customers.

Well, web designers are not internet marketers and often don't know the best ways of enticing people to engage with your website.

They won't like me saying that but I'm not here to please them I'm here to show you how to make profits.

So the next time your web designer dictates to you about what you need on your website, stand up to them and tell **THEM** what you require to boost your business.

Below are **10** tips that will transform the landing page of your website and boost your sales conversions:

Introduce an **Op-In Box**

Unfortunately when people click on your home page the majority will turn away again.

It's a startling fact but just because you have a super dooper looking website that doesn't mean you will sell sell sell. So you have to try and build a relationship with those who visit your website. To do this you have to try and capture their email addresses so that you can send messages to them via email marketing.

There are a number of ways of getting potential clients to part with their details as you will see below in TIP 2 but first you will have to have an 'Op-in form' on your site. The only way you can do that is by having an autoresponder in place which collects your clients email addresses. Autoresponders are amazing as they do all the hard work for you. They collect email addresses from those who sign up to your list and then automatically send out messages you have inserted into the autoresponder. It's all automated and it means you can spend your time doing other things.

There are two autoresponders I think are brilliant. The one I use is AWeber and the other which is rated very highly is Get Response. They cost a few dollars a month and are one of the best business investments you will make.

Offer A **FREE** Gift or Report

So once you have your autoresponder in place now you have to get potential customers to give you their email addresses. One of the proven ways of doing that is by offering them something for free in exchange for their email address. Building up trust in marketing is crucial these days as the hard sell is outdated. We all love something for nothing so why not offer a free giveaway.

Below are 5 of my favourite freebies:

Short Report: You don't need to spend hours or days slaving over a report. Just a few pages will provide satisfaction and whet their appetite for more of your content. If you need content on your particular business go to [Ezine Articles](#) and search under your category for relevant articles. Once you have found a few put them together and add an introduction and a conclusion and there you will have your very own report to give away.

Checklists: People love having things simplified, and checklists are perfect for accomplishing this. For example, if you offer any kind of wedding service put together a checklist the bride can follow to plan her big day.

Worksheet: These differ from checklists because they're more interactive, and basically help you brainstorm through something. For instance, if you provide services or information to business owners, you could put together a worksheet that will help them define who their target market is by asking a series of questions.

FREE Phone Consultation: Offer potential clients 15 minutes of your time for FREE where you answer their questions and you get to assess their business needs or personal requirements and offer solutions. This also helps build a relationship with them. **DON'T** hard sell them though.

Resources: Help your subscribers save their time by putting together a list of your best business tool that help you make money. Who are your writers, designers, what websites do you frequent for information, etc?

Work out which list building idea will suit your business and try it out.

Once you have their email address you can then start sending messages to build a relationship with them as well as sending them sales emails showcasing your products or services.

Testimonials

Testimonials show potential customers that your business or product is credible and that in turn fosters trust in you. A lot of websites have a separate section for testimonials which is fine but also add them to your home page as you want to build a relationship as soon as possible with the web surfer.

I would go and ask six of your best customers and clients if you could use their testimonials on your landing page. For them it will be a free advert. Make sure they give you a sentence which shows would be customers the benefits of your product or service.

Words Make All the Difference

The way you communicate with people is hugely important when trying to make a sale and so the words you use in your emails, brochures and **WEBSITE** is crucial.

Below are my five favourite profit boosting words to get you started:

Easy

We all want our lives to be **easier** so if you have a service or product that can do that then make sure you get that across in your literature.

- If it's **easy** to use say it is.
- If it makes their business success **easier** to achieve say so.
- If it makes results **easier** to gain tell them.

We all want things that are **easy**.

Now

It's a great word to use in copy as it gives your clients and potential customers a sense of urgency.

At some point you will want them to take action to send you an email, join your mailing list or give you a call.

But when do you want them to do it?...Next week?...Tomorrow?

No you want them to do it **NOW!**

Make sure you let them know that.

You

Being personal in your advertising or marketing copy is crucial as it's important to build up a relationship with potential customers as they are more likely to buy from **you**.

Using the word '**you**' helps '**you**' to do that.

No Risk

If you can ease your customer's worries it will increase your sales.

We all get a bit edgy when parting with our cash for goods and services so if you can take away that small doubt or reduce the **risk** then the better it will be for your bottom line.

Eliminating the **risk** is an incredibly effective marketing method which is highly underused.

Free

We all love something for **FREE**.

Offering something for **free** can dramatically improve your sales leads and build relationships with your customers. Try giving away a **free** report, a **free** service or **free** advice.

These are all great words you should be using on your **landing site** or **home page**.

Try a few, if not all of them, out and see the difference they make.

Headline

If you don't have a headline then get your thinking cap on because you really need one. A headline is the first thing that should grab your customer's attention. For many businesses though they don't bother with a headline, instead they go for a huge company logo.

If you are in this boat then try sticking a headline on your homepage or landing page and you will see a difference in the number of people who stay on your website for longer than just a few seconds.

People make an instant decision to stay or leave your website so whatever you do don't go down the hard sell route with your headline.

Instead entice them to read more of your website and hopefully sign up for a free report or gift or even better to give you a call.

Above or Below **the Fold?**

What I mean by this is when you click on to a website-

Above the Fold Information is all the copy and pictures on your screen at the top of your monitor before you have to scroll down to read the rest of what's on the web page.

Below the Fold Information is all the information that appears when you have to scroll down the webpage to read it.

There is an imaginary fold on the screen and what you put on the top half of your website can have a huge difference to the amount of sales that you make. Between 20-50% of people who click on your landing page will leave without even scrolling down.

So why don't you now click on your website and see if there is any information in the lower half of your landing page that really should be in the top half catching your customer's attention. Test it out for yourself.

Add Video

This method is so under used by businesses yet by adding a video onto your landing page you can boost your conversions by up to **50%**.

Now, you don't have to hire a film crew to create a video. Instead you can buy a little camera from Amazon, which is simple to use, and you can plug it into your computer make a video and then upload it onto your website.

In your video whatever you do don't hard sell. Hard selling is such a turn off. Instead give the viewer some information that could maybe help them. At the end of the day it's all about your customer **NOT** you. You have to give them benefits of doing business with you. You have to build up a relationship with them too and video is so personal and appeals directly to them.

Copy

Getting the copy right on your website is one thing but how you present it on your landing page is another.

So many businesses opt for fancy text colours and backgrounds but the truth is your customer won't be able to read it. If you are struggling to concentrate on the text due to the garish backdrop then nine times out of ten you will leave the landing page.

Make sure your copy is easy to read on your website otherwise you are throwing away custom. Think about the font size and the background. Black copy on a white background works best. You may think that's a bit dull but it is easy to read and will boost your sales.

Give it a go.

It's all about testing in marketing.

Length of Copy

The length of copy to use in sales letters, brochures and website has always been open for debate. The truth is the length of your copy will dictate the number of customers who will bite the bullet and go for your product or service. Testing has shown lengthy copy works best. That is especially true if you are selling an item at the higher end of the price scale.

But if you're just trying to get them to sign up to your newsletter or give you their email address in return for a free report then shorter copy works best.

Add Audio

Again just like video by adding audio you can increase your conversions by more than **30%**. It's so easy to do nowadays. In fact if you have an iPhone you can download apps where you can record quality audio onto your phone then email it to yourself before uploading it onto your website.

It really is that easy.

Record a welcome message that will grab the attention of your customer or why not record audio that answers some frequently asked questions.

By using audio it once again builds up a relationship with your potential customer and it involves some interaction which helps keep their attention. And I bet your competitor won't have thought of it. Keep your audio clip concise though as you don't want to bore your audience.

Picture Perfect

The majority of companies waste so much space on their website with huge pictures because they look nice. Well looking nice doesn't always close the sale. Test out different pictures in different positions or why not get rid of the pictures altogether and fill the space with copy. Or if you don't have any pictures on your website you might want to add some. It is all about testing to see what works for you.

Picture or Graphic Positioning

Now, if you're going to use pictures or graphics on your landing page then think about where as the position can make a big difference. Just by moving a picture left or right or up or down can increase your conversions but you have to test it out to see what works for your business.

Contact Details

By putting your contact details, especially your direct phone number, on your home page then you are portraying an image of credibility. As you know this is very important when doing business with someone. By just having your telephone number on your landing page you can increase your sales for sure.

And remember the above or below the fold conversation? Well get your phone number at the very top of your home page screaming at your customer. Establish the credibility, foster the trust and clients are more likely to get in touch. Don't hide your phone number at the bottom of your page as no one will use it.

Give People a Guarantee

Guarantees fall into the trust and credibility category. Offer a guarantee and you are guaranteed more sales conversions. Make sure your guarantee is bold and easy for the web surfer to see, again above the fold on your landing page.

Tell your potential customer you will give them their money back if they aren't happy with their product or even just tell them they will get a service that will rival no other as it is the best out there.

But whatever you do when you offer them a guarantee make sure you can provide what you have guaranteed.

Send Customers to **Different** Landing Pages

Sending people to different landing pages makes sense if you have different products or services to offer. For each different topic on your website make sure you have a page for it. And make sure you have used all the techniques above to optimise it to make it attractive for people to interact with.

Having multiple landing pages that people click on will boost your sales. It's a trick that not many businesses think of and I'm sure you will be one step ahead of your competitor.

Conclusion

As with all marketing **TESTING** is essential to find out what works for your business.

Internet marketing is no different and so I would advise you to test 2 of the methods above for at least a month then measure the results. Then change one thing and see what difference it makes. You will end up finding what works for you and then you can roll it out right across your site. Head to your website now and look at it like you are a customer. I guarantee you will want to make some changes. Small steps will lead to bigger conversions.



"Discover 70 Valuable Tips to Creating Irresistible Blog Posts, Articles, eBooks And Videos That People Will LOVE..."



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