

# Playbook

---

## Guide: Landingpage Optimization



STRUCTURE!



ANALYSIS!



TRACKING!



## Landing Page Optimization

High amounts of traffic do not necessarily mean high conversions. Landing page optimization is an important process if you want to convert visitors into customers. In order to achieve this, we listed some recommendations on how to optimize your landing page for high conversions.

### Structure of a high-converting Landing Page

#### ● Main headline

The headline catches the visitor's attention. Therefore, it should be clear, direct, and convey your Unique Selling Proposition (USP) or campaign intent. The headline can be supported by a subheading in order to reinforce the headline message or provide additional information on the topic.

#### ● Statement of offer

You need to highlight to the visitor the benefits of your service in order to persuade them to take action. The statement should be short and concise. It should remind the visitor of what caught their attention in the first place and brought them to the landing page.

#### ● Relevant image or video

The most eye-catching components on a page are visual elements such as images and videos. These should be relevant to the context and address the visitor's feelings.

#### ● CTA element

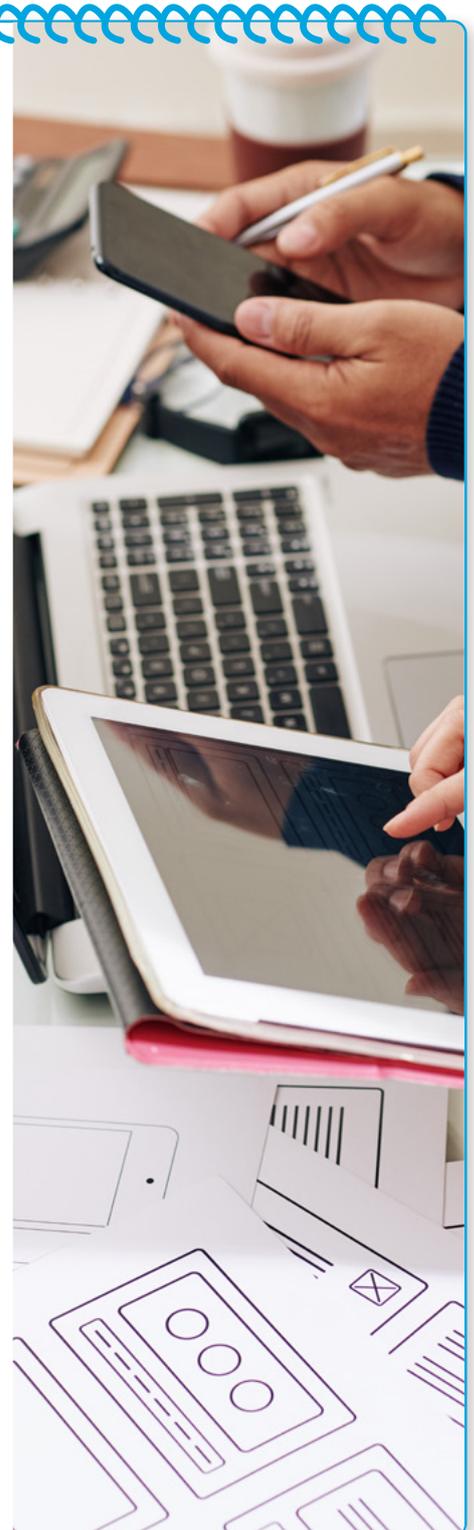
Depending on your conversion goal, the call-to-action CTA element can differ in form. However, the action it implies should be clearly communicated to the visitor, what exactly they get if they click on it, and make it easy for them to take action.

#### ● Trust building elements

References, reviews and testimonials can help your landing page increase credibility and faster conversion. These should be realistic and provide personal information about the customers in order for the visitor to identify with them.

#### ● Landing Page design

An intuitive design makes it easier for the visitor to convert. In order to provide the best navigation experience, you should optimize your landing page through A/B and user testing.





## Our services for Landing Page Optimization

### ● Analysis

We analyze the current situation of your landing page and identify potential for improvement.

### ● Strategy Planning

We build a strategy for your landing page that takes into consideration your needs and values.

### ● Design

We design your landing page so that it offers the visitor the best navigation experience and makes it easy to convert.

### ● Strategy Implementation

We make the implementation of your landing page easy and efficient.

### ● Tracking & Monitorization

Our web analytics experts track and report data on your landing page in order to provide you with performance insights.



## Do you have any other questions?

Find out the potential of your landing page with SaphirSolution.  
Contact us for an initial non-binding consultation!

Contact us!