

# What is a Lead Capture Page?

Leverage Proven Landing  
Pages That Will Increase  
Your Campaign's ROI



## What is a Lead Capture Page?

### Why did we write this guide?

We wrote this guide to showcase the importance that lead capture pages have in your online marketing funnel. Lead capture (or lead generation) pages are types of landing pages that help you gather important information about your visitors, helping you nurture your leads, leading to optimal marketing outcomes.

We put everything about lead capture pages in one place. This guide includes examples, what elements to include on your page, how to promote it, A/B testing suggestions, and more.

### Who should read this guide?

This guide is designed to cater to all online marketers, regardless of the niche you operate. If you're looking to capture leads with your landing pages, this guide has all the information you need to maximize your efforts.

### How much of this guide should you read?

Read it all! The guide has been written and designed in such a way that each of its chapters contains a separate realm of information about lead capture pages. If you wish to read a specific chapter first — skip to the desired chapter by clicking on the chapter's button at the bottom of the page. If you would like to download the entire PDF, click "Download the PDF" in the top right corner of each chapter's page.

We hope that you find the content in this guide valuable and enjoy it enough to share it with your friends using the social icons in the left margin.

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A lead capture page is a type of landing page that helps you collect leads for your promotions. The chapter gives you an in-depth look at lead capture pages and how to optimize your lead forms, with examples.

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The chapter analyzes the different page elements between a lead capture page and a homepage using a specific company as the example. To earn maximum conversions, it's important to optimize your page accordingly.

### **Chapter 3: What Do I Include on My Lead Capture Page?**

Eight specific page elements are discussed and how they can be used to convert maximum leads. Shopify's lead capture page is analyzed in great detail showing what is great and what needs to be removed to increase conversions.

### **Chapter 4: How Do I A/B Test a Lead Capture Page?**

A/B testing is important for your lead capture pages because every variation you create increases your chance of earning more leads. Learn what page elements to test — including two-step opt-in forms and pre-filled forms.

### **Chapter 5: How Do I Create a Lead Capture Page?**

The guide concludes by explaining two ways you can create lead capture pages and how you can use the most powerful landing page builder. Pre-built templates and marketing integrations make your lead capture page even more effective lead generation machines.

# What is a Lead Capture Page?

## Chapter 1: What is a Lead Capture Page?

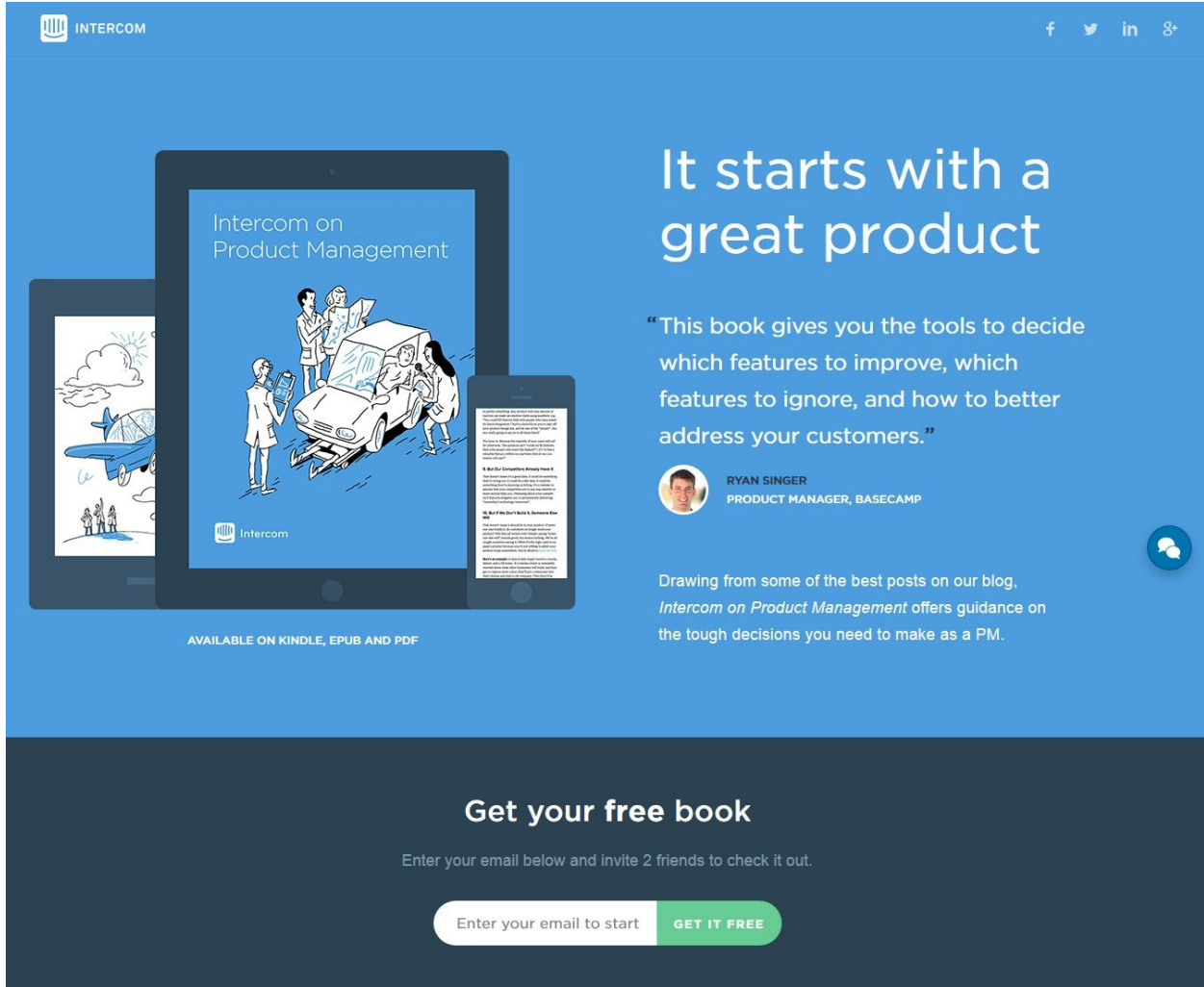
A lead capture page is a type of landing page differentiated by an optimized lead capture form. This form allows you to collect leads for your respective offers and nurture them down your marketing funnel.

To be successful collecting leads, your capture pages need to have the right balance of “ask” and “reward.” The “ask” are the form fields you use, and the “reward” is the offer you’re promoting.

A lead capture page that asks visitors for irrelevant information to the offer is abandoned because a poorly-optimized lead capture form is one of the leading causes of [landing page friction](#). Ideally, your form should not ask for more than basic contact information on the user’s first interaction with your company.

For example, if you’re offering a more top-of-the-marketing-funnel resource such as a free ebook or webinar; your lead capture form should have no more than three form fields. Anything more and you risk scaring them away on your first interaction. You can create a more detailed form if you’re offering something such as a free trial or a product demonstration. The length of the form also depends on how far down your customers are in your funnel.

**Real-world example:** The [Intercom lead capture page](#) below only requests the visitor’s email address in exchange for a book — even though the landing page is quite detailed. The page includes testimonials, customer badges, author introductions, and chapter breakdowns. But the page’s form length is short and sweet:




The image shows a promotional banner for the book "Intercom on Product Management". The banner has a blue background. On the left, there are three devices: a tablet, a smartphone, and a laptop, all displaying the book cover. The book cover features a line drawing of people around a car. To the right of the devices, the text reads "It starts with a great product" in large white font. Below this is a quote from Ryan Singer, Product Manager at Basecamp, praising the book. At the bottom of the banner, there is a dark blue section with the text "Get your free book" and a form to enter an email address and invite friends. The form includes a button labeled "GET IT FREE".

INTERCOM

f t in 8+

## It starts with a great product

“This book gives you the tools to decide which features to improve, which features to ignore, and how to better address your customers.”

 **RYAN SINGER**  
PRODUCT MANAGER, BASECAMP

Drawing from some of the best posts on our blog, *Intercom on Product Management* offers guidance on the tough decisions you need to make as a PM.

AVAILABLE ON KINDLE, EPUB AND PDF

### Get your free book

Enter your email below and invite 2 friends to check it out.

Enter your email to start **GET IT FREE**

## How to optimize your lead capture forms

The main featured element of all lead capture pages is the form because it ultimately decides if the page will succeed or fail. However, form length is just one piece of the puzzle. To optimize your forms, you must pay attention to the following elements.

### 1. Form Position

Your landing page's length will help you decide where to position the form. If you have a short-form landing page, the form should be placed above the fold. For long-form landing pages, you have the choice of placing your form both above *and* below the fold.

As a general rule, offers that require more explanation or request payment should first explain the offer's value — and then ask visitors for their information. If the value is simple to understand, the form can be placed above the fold.

## 2. Form Length

The number of fields doesn't just depend on the visitor's ease of use to complete it. Lead quality is a big factor as well.

Shorter forms typically collect more (but lower quality leads) because visitors don't have to provide as much personal information — only name and email address, for example. Case in point, [Marketing Experiments performed a case study](#) reducing twenty lead fields to four — and saw an 188.46% increase in leads!

A longer form typically collects fewer (but higher quality leads) because visitors are willing to provide more information about themselves — such as email address, business address, geographical location, company revenue, and size.

## 3. Link to Privacy Policy

Alongside your form, including a “Privacy Policy” or “Terms and Conditions” link can help soothe visitors' anxiety and encourages them to convert. For example, a [Content Verve A/B test](#) showed a 19.47% increase in signups by adding a short privacy policy description:

## Control:

The control version of the sign-up form is titled "Join BettingExpert". It features three input fields for "Username:", "Email:", and "Password:". Below these fields is a checkbox labeled "I accept the [Terms and Conditions](#)". At the bottom of the form is a green button with the text "Sign up +".

## Treatment:

The treatment version of the sign-up form is identical to the control version but includes a red oval highlighting the text: "We guarantee 100% privacy. Your information will not be shared." This text is positioned below the "I accept the [Terms and Conditions](#)" checkbox. A red arrow points from the control form to the treatment form.

 **19.47% more signups**  
Statistical confidence 96%

#### 4. CTA button

The CTA button you place at the bottom of your lead capture form must fulfill some prerequisites to entice your visitors to submit their information.

To maximize conversions, the CTA button must:

- Be a contrasting color
- Be noticeable
- Be written with personalized copy

A [Visual Website Optimizer A/B test](#) demonstrated by changing the CTA button copy from "Join Us!" to "Make Money Flipping Websites", clickthroughs increased by 33.10%.

Another A/B test showed when [Content Verve used personalized CTA button copy](#), they saw a 213.16% increase in click-through rate:



## Why are lead capture pages important?

Lead capture pages are important because they help you collect valuable information from your customers — allowing you to nurture them further down your marketing funnel.

With the help of lead capture pages, you strengthen your relationship with your target customers.

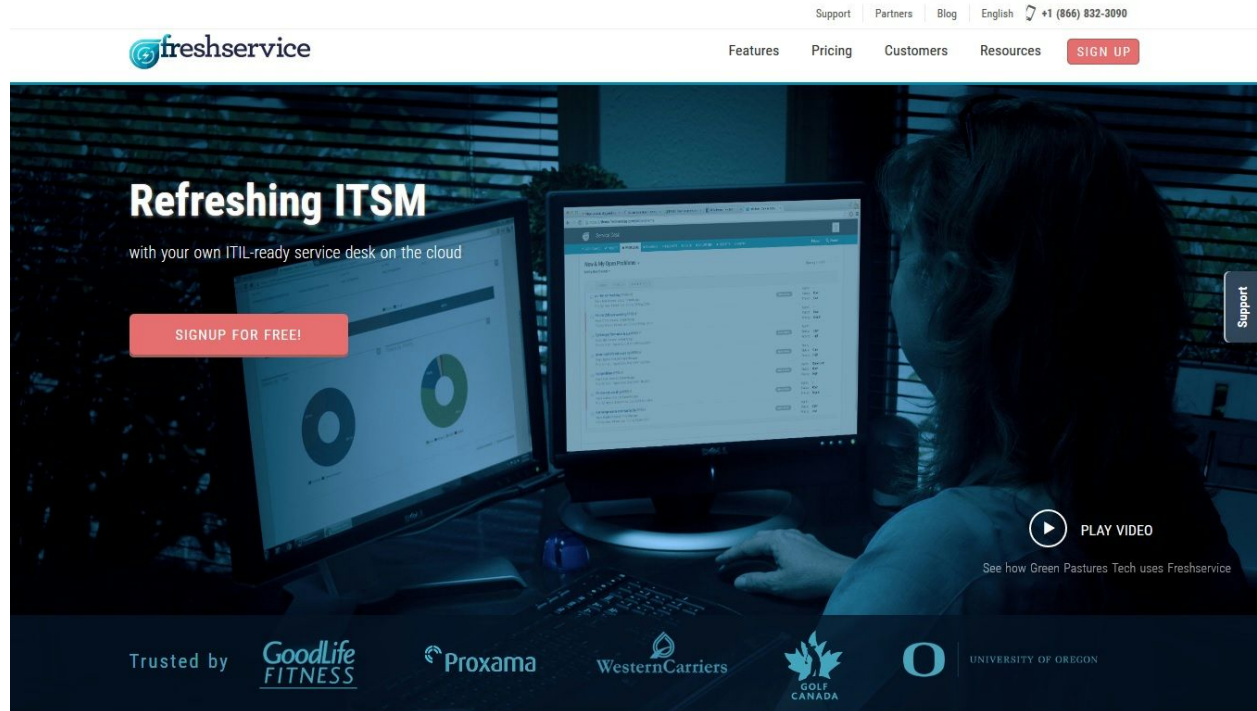
## Chapter 2: How are Lead Capture Pages Different from Your Homepage?

A lead capture page is one type of landing page, so it is inherently different from your homepage or any other page on your website. A lead capture page is a standalone page created with the intent of promoting a single offer.

A homepage is typically created to educate your potential customers about every product you have available. Lead capture pages focus on one promotion at a time.

Featured below is [Freshservice's](#) homepage, which is a service desk software:





The page has:

- A video explaining their service
- Customer badges
- A full list of features the service offers
- Navigation links to all pages on the website
- Multiple CTA buttons
- Social media links
- Contact information

By contrast, here is [Freshservice's lead capture page](#):

**Revamp your IT Helpdesk**  
Signup, Customize & Support in 2 minutes flat!

Your name  
Business Email  
Company name  
Helpdesk name  
Phone no.

**GET STARTED FOR FREE**

**freshservice**

## The Complete IT Helpdesk Solution

See why companies of all sizes trust Freshservice for managing their IT services. Make IT fun with your own gamified ITIL-ready Helpdesk on the cloud. Sign up today and get three full-time agent seats absolutely free, forever!

"My team now gets the benefits of controlling and enabling workflow in a way we have never been able to before."  
- MIKE WILLIAMS Direct Energy

The page has:

- A headline summarizing the service
- A video explaining the service
- Copy that explains the [Unique Value Proposition](#)
- A lead capture form
- A contrasting CTA button
- Customer testimonials

Unlike the homepage, the lead capture page doesn't have navigation links. The page's main goal is to encourage visitors to sign-up for the service by converting on the form.

Your product or service only has one homepage. This isn't true for lead capture pages because you can have multiple lead capture pages for multiple offers you're promoting.

## Chapter 3: What Do I Include on My Lead Capture Page?

The best lead capture pages have the following elements in place:

**Attention-grabbing headline:** Your headline needs to be creative and [encourage readers to stay on the page](#). The best way to do this is to include your UVP in your headline and "[message match](#)" with your marketing campaign.

**CTA button with personalized copy:** The CTA button should have [color contrast with your page](#) and use verbiage such as, “Send *Me* the Ebook” or “Download *My* Checklist”.

**Optimized lead capture form:** The number of form fields depends on your offer and must be organized in an easy-to-convert manner.

**Relevant image:** Your lead capture page should also have eye-catching [photography or custom graphics](#). If you’re promoting a webinar, include the host’s headshot. Are you promoting a SaaS free trial? Include a graphic or gif of your product.

**Relevant copy:** Your landing page copy should explain everything about your offer. But the copy can also be a “teaser” as well — just enough to give the visitor no other choice but to convert. Also, organizing copy in a bulleted list makes it easier for people to read than blocks of copy.

Other than the five primary elements above, lead capture pages can also have the following components to boost its credibility and increase chances of lead generation.

**Customer testimonials:** Positive customer reviews help future customers see the value in your service.

**Customer badges:** Include company logos of businesses who have used your service to show potential customers how many companies you cater to currently and in the past. If some of your clients are notable companies, visitors feel reassured when they sign-up.

**Trust seals:** Trust seals work best for ecommerce lead capture pages as they ensure the visitors that the payment information they have entered will be kept safe. VeriSign, PayPal, and SSL logos are all examples of trust seals.

The [Salesforce lead capture page](#) has everything in place for lead generation:



## Grow sales with the world's best CRM

On average, reps using Salesforce see:

- +29% increase in sales from greater visibility
- +34% increase in sales productivity
- +42% increase in forecast accuracy

Watch a demo—see how Salesforce can help your sales soar.

Sign up once and watch any of our free demos.

Please complete all fields.


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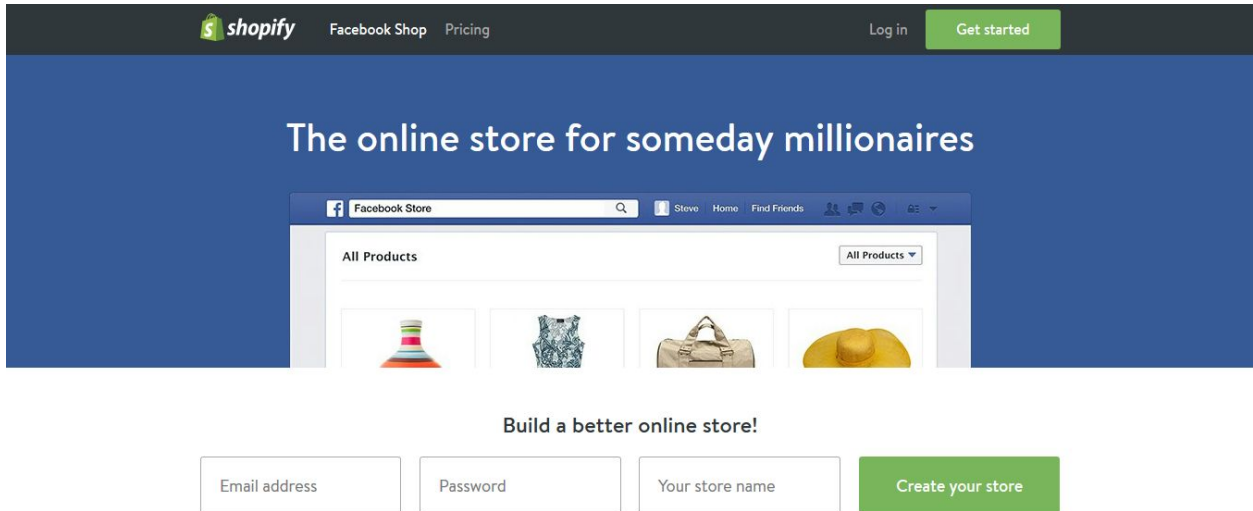
[Select region](#)

The Salesforce page offers visitors a free demo in exchange for their information. Even though it's a short-form landing page, the form is a little longer. However, because the offer has more weight than a free webinar or ebook, the page and form function well together.

The numerical proof (in a bulleted list) doesn't just describe Salesforce's UVP. It shows proof the service works to improve your sales and productivity. The trust indicators and CTA's personal copy help persuade visitors to sign up.

That being said, the page lacks a relevant image.

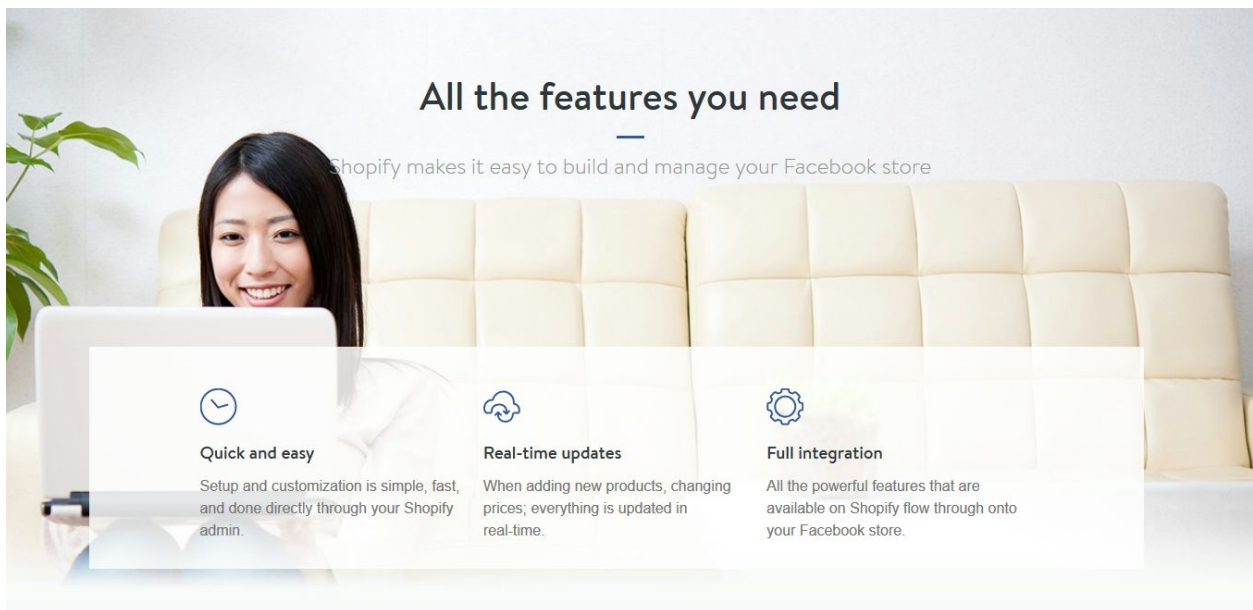
Let's analyze the elements that make up [Shopify's landing page](#):



**Engaging headline:** The headline teases visitors by letting them know if they choose Shopify, they will become millionaires someday.

**Relevant image:** The images are relevant and showcase how your online Facebook store could look when you choose Shopify's service.

**Copy explains the features:** The features are explained succinctly to entice visitors into creating their online store.




**Testimonials:** The page features testimonials from relevant names in the ecommerce industry such as Daymond John, founder of FUBU and star of ABC’s Shark Tank. The testimonials also include images — giving them more human appeal.


**Social proof:** The subheadline, “Shopify powers over 175,000 businesses,” works extremely well for social proof. Any hesitant visitor can be convinced of the efficacy of the service. Plus, when a visitor reads “we’ve helped our customers sell over 10 billion dollars worth of products” — they’re more likely to create a Shopify store.

## Shopify powers over 175,000 businesses

We’ve helped our customers sell over 10 billion dollars worth of products




I am seriously happy about running our store on Shopify. Powerful features and easy to set up, running an online store shouldn't be this much fun!




**Tina Roth Eisenberg**  
Designer, Founder of Tattly

“


With this easy to use ecommerce solution, entrepreneurs save time and money, so they can focus on other aspects of their business.



**Daymond John**  
Star of ABC's Shark Tank, Founder of FUBU



Shopify understands the business and what a shop owner really is looking for these days.



**Michael Packer**  
Owner, Packer Shoes

**Human appeal:** To portray their amazing customer service, Shopify showcases their smiling customer support team. This way when you contact customer service, you know you’re talking to one of these representatives.


**Optimized lead capture form:** To create a store; a user only has to submit three fields: email address, password, and store name. The form has no friction, doesn’t ask for unnecessary information, and has a clear, contrasting CTA button.

We're here to help, 24 hours a day, 7 days a week



Build a better online store!

What doesn't work are the extensive navigation links at the bottom:

Ecommerce	Point of sale	Help
<a href="#">Sell online</a>	<a href="#">Store design</a>	<a href="#">24/7 Support</a>
<a href="#">Features</a>	<a href="#">Shopping cart</a>	<a href="#">Shopify Docs</a>
<a href="#">Examples</a>	<a href="#">Ecommerce hosting</a>	<a href="#">Blog</a>
<a href="#">Website builder</a>	<a href="#">Mobile commerce</a>	<a href="#">Ecommerce Forums</a>
<a href="#">Online retail</a>	<a href="#">Ecommerce software</a>	<a href="#">API Docs</a>
<a href="#">Ecommerce website</a>	<a href="#">FAQ</a>	<a href="#">Free tools</a>
Shopify		
<a href="#">About</a>	<a href="#">Partner program</a>	<a href="#">Investors</a>
<a href="#">Contact</a>	<a href="#">Affiliate program</a>	<a href="#">Press &amp; Media</a>
<a href="#">Careers</a>	<a href="#">App developers</a>	<a href="#">Enterprise ecommerce</a>
		<a href="#">Sitemap</a>
		<a href="#">Facebook</a> <a href="#">Twitter</a> <a href="#">YouTube</a> <a href="#">Instagram</a> <a href="#">LinkedIn</a> <a href="#">Pinterest</a> <a href="#">RSS</a>
	<a href="#">Terms of Service</a>	<a href="#">Privacy Policy</a>
		<a href="#">USA</a> <span>▼</span>

Your lead capture page is *solely* created to collect leads. Why risk that by giving your visitors a chance to leave before they fulfill the conversion goal?



[Navigation links](#) should be *excluded* on lead capture pages.

After you've included all the right elements on your lead capture pages, it's now time to promote the pages to kickstart the lead capture process. As far promoting your page, you have two options:

1. Variety of [paid promotion techniques](#)
2. [Free traffic generation methods](#)

## Chapter 4: How Do I A/B Test a Lead Capture Page?

A/B testing allows you to compare landing page variations to see which version generates more conversions. With [A/B testing](#), you can improve your lead generation based on your page's actual data.

Because A/B testing is a viable way for you to improve your conversion rate, it's important to A/B test all lead capture pages.

Here are some elements you can test:

### Form Fields

Deciding how many form fields you should have is a tradeoff between the quality and quantity of leads collected from the page. A shorter form is more appealing to visitors because it doesn't require much personal information and is quicker to complete. Shorter forms tend to convert more often, but these leads typically aren't as high quality because you're not requesting as much information about them (vice versa with longer forms).

In the end, A/B testing a longer versus shorter form is the best way to determine your form's length.

[HubSpot's lead capture forms](#) include many fields, even a page that's promoting a free ebook:



## HOW TO GENERATE LEADS WITH INFOGRAPHICS [FREE EBOOK]

Learn how to create and promote infographics that drive real, qualified leads



In 2014 the use of infographics for B2B marketing increased in usage by 9% to 52%.\*

Infographics are a powerful way of communicating information since they combine both data *and* visuals - left brain and right brain - thereby making it easier to digest, remember and share information and knowledge.



Marketing is all about storytelling. We attract new customers with valuable and educational content.

But an infographic is **up to 30 times more likely to be read** than an article – and since it's visual content, it's also **34% more effective** in persuading an audience in comparison to verbal presentations alone.\*\*

So how do we go about creating effective infographics that tell our brand story through data visualisation? And how do we promote those infographics to drive real, qualified leads for our sales team?

We collaborated with infographic experts Infogram, to show you:

- ✓ What infographics are and why you should care
- ✓ The "dos and dont's" of Infographic creation
- ✓ How to optimise your infographic for lead generation
- ✓ How to promote your infographic
- ✓ Measure and optimise your infographic campaign

Make your storytelling more effective through infographics. Get your ebook by filling out the form >>

\*Source: B2B Content Preferences Survey

\*\*Source: Why are Infographics so Damn Effective?

### Get the Ebook:

FIRST NAME\*

LAST NAME\*

EMAIL (PRIVACY POLICY)\*

COMPANY NAME\*

WEBSITE URL\*

DOES YOUR COMPANY SELL ANY OF THE FOLLOWING SERVICES:

- WEB DESIGN  
 - ONLINE MARKETING  
 - BRANDING  
 - SOCIAL MEDIA MARKETING  
 - SEO/SEM  
 - ADVERTISING AGENCY SERVICES \*

WHICH CRM DO YOU USE?\*

WHAT IS YOUR DEPARTMENT?\*

WHAT IS YOUR ROLE?\*

SUBSCRIBE TO HUBSPOT'S MARKETING BLOG

JOB TITLE\*  
 Please enter your complete job title. For example, "Director of Demand Generation".

[DOWNLOAD NOW](#)

*By supplying your contact information you authorise HubSpot and/or Infogram to contact you with more content.*

Would you be willing to fill out such a long form for this free ebook? What about a free webinar?

Before deciding on how many form fields, determine what's more important: more leads or higher quality of leads?

### **Two-step opt-in form**

Lead capture forms cause [landing page friction](#) because few visitors are comfortable providing their personal information to someone they've just met.

A two-step opt-in process helps reduce landing page friction when visitors are intimidated by your landing page form. It takes visitors to a separate sign-up *form* (within the same tab) when they click on a CTA button. You can set up a two-step opt-in process by taking customers to a separate sign-up *page* after they have clicked on the button, as well.

Even though visitors are asked to do more work, you can increase conversions for two reasons. First, a daunting lead capture form can intimidate visitors. A two-step opt-in process helps because it breaks the process down, so *only interested customers* come to the detailed form fields, giving way to a more optimized system to earn leads.

Second, the two-step opt-in process helps reinforce their decision to convert on your form.

In the end, you can increase your leads and your visitors feel more comfortable because they can go through the page without feeling obligated to provide their information. With a two-step form, visitors will proceed to step two if they like what is being offered. Hence, they enjoy more freedom and feel better about clicking the CTA button.

Neil Patel even created a [three-step checkout process for Conversion Rate Experts](#), which yielded a 10% increase in conversions. A two-step sign-up process will get you more conversions based on the same principle.

Instapage uses a two-step opt-in form on its [weekly webinar landing page](#). Step one shows the date and time for the next session:



Instapage

# Master Instapage in 30 minutes

Your conversion rate will thank you for attending

Upcoming Session  
Wednesday Oct. 21st @ 11am PST

Save My Spot

Join a free session **(with our CEO)** and learn how to quickly build & A/B test high converting landing pages. Without developers or designers

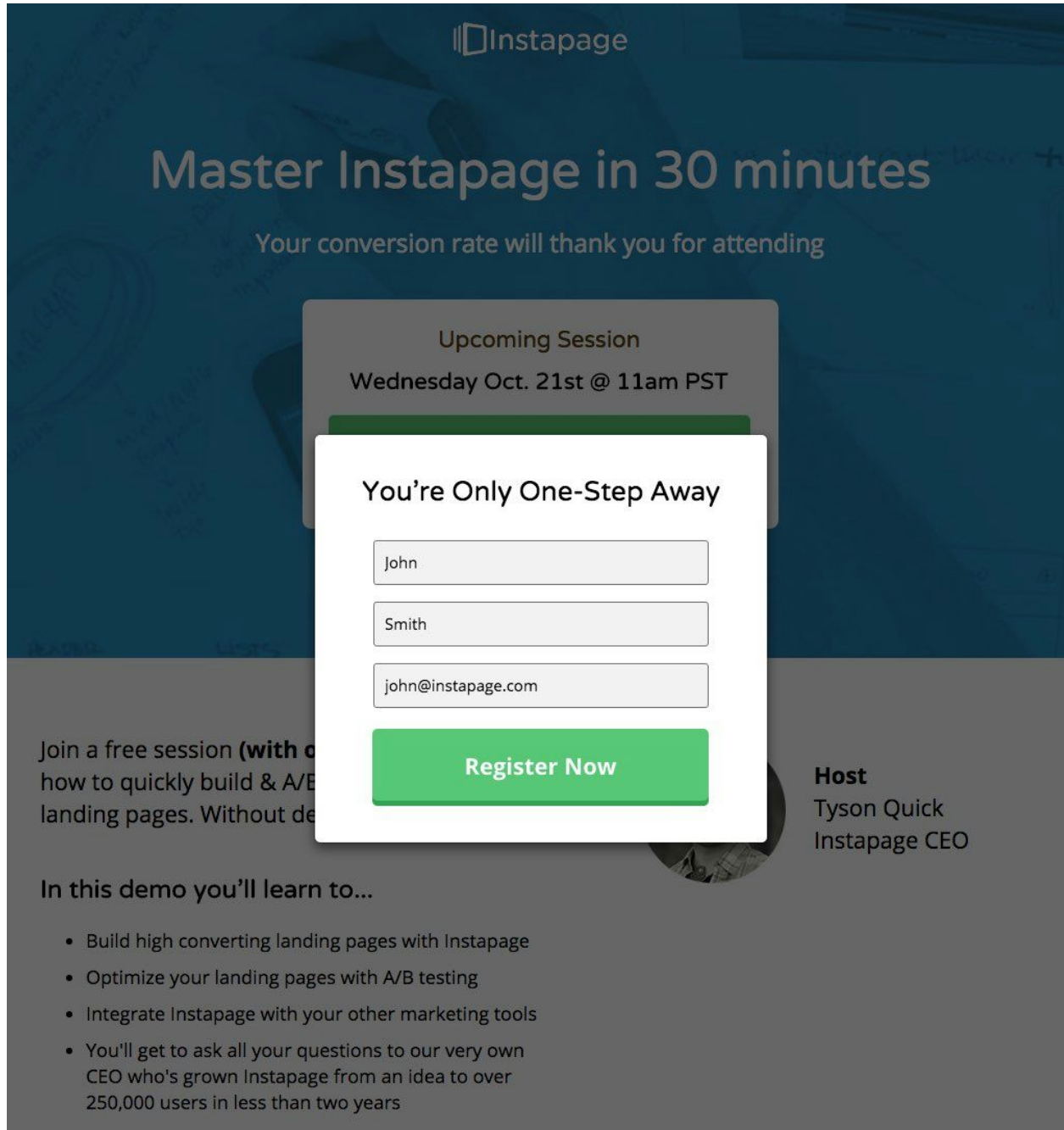


**Host**  
Tyson Quick  
Instapage CEO

### In this demo you'll learn to...

- Build high converting landing pages with Instapage
- Optimize your landing pages with A/B testing
- Integrate Instapage with your other marketing tools
- You'll get to ask all your questions to our very own CEO who's grown Instapage from an idea to over 250,000 users in less than two years

Step two asks for name and email:



The screenshot shows a landing page for an Instapage webinar. The main heading is "Master Instapage in 30 minutes" with the subtext "Your conversion rate will thank you for attending". A grey box in the center contains the event details: "Upcoming Session Wednesday Oct. 21st @ 11am PST". A white pop-up box is overlaid on top, titled "You're Only One-Step Away". It contains three input fields with pre-filled text: "John", "Smith", and "john@instapage.com". Below these fields is a green "Register Now" button. To the right of the pop-up, the host information is visible: "Host Tyson Quick Instapage CEO". On the left, there is a call to action: "Join a free session (with a demo) on how to quickly build & A/B test landing pages. Without design or coding experience." Below this, a section titled "In this demo you'll learn to..." lists four bullet points: "Build high converting landing pages with Instapage", "Optimize your landing pages with A/B testing", "Integrate Instapage with your other marketing tools", and "You'll get to ask all your questions to our very own CEO who's grown Instapage from an idea to over 250,000 users in less than two years".

This is an example of a “pop-up box.” Instapage offers this feature to help reduce friction on its user’s landing pages. You can [learn more about pop-up boxes here](#).

### Pre-filled forms

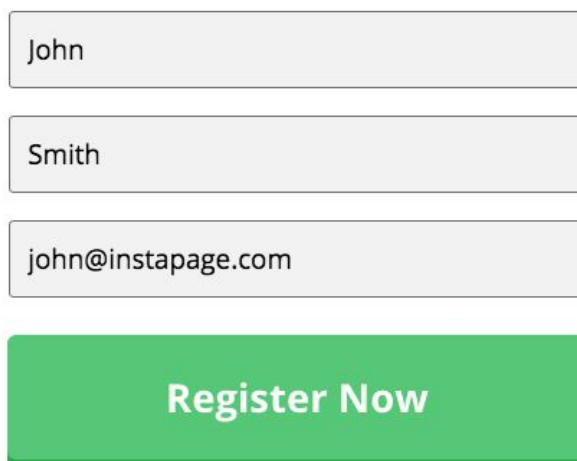
Among the reasons most visitors dislike lead capture forms are that they have to fill them out. Pre-filled forms help increase conversions because they reduce the time visitors need to complete it to receive your offer.

[Instapage's pre-filled form feature](#) helps make your lead capture process more efficient by remembering any user relevant information filled out in previous forms.

As long as your field titles are the same, your leads will arrive at your Instapage landing page with the work already done for them. The best part is that this works across all Instapage landing pages — including other domains. So as you create more landing pages, your pages get easier (and quicker) to fill out.

This is an example of how pre-filled form fields look like for Instapage's 30-minute webinar. The name and email fields were *already completed* when the visitor arrived at this step:

## You're Only One-Step Away



John

Smith

john@instapage.com

**Register Now**

## Chapter 5: How Do I Create a Lead Capture Page?

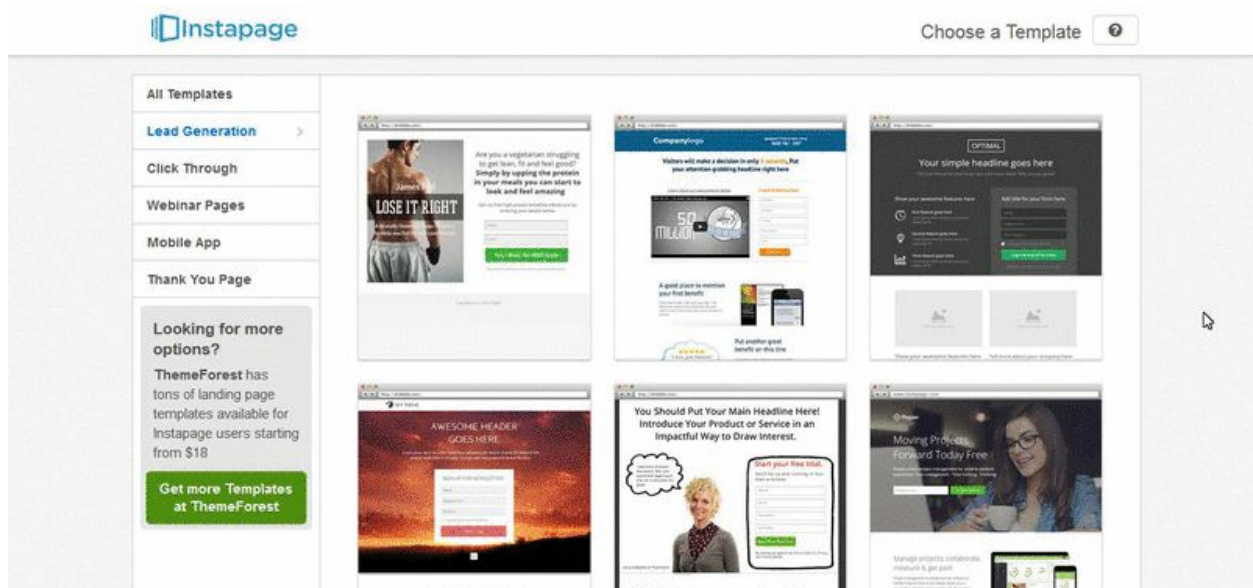
When creating a lead capture page, you have two likely options. You can either:

- Hire an outside designer to build a page based on your specifications
- Build the page yourself with a landing page builder, such as Instapage

Hiring an outside designer can be very expensive and performing A/B testing could prove to be difficult to manage.

Building a lead capture page with a landing page builder like Instapage is much more cost-effective and doesn't require any coding or design experience. You also have total control of your page because it can be created faster with pre-built templates, can be [integrated with other marketing applications](#), and A/B testing is easier to manage.

Believe it or not, you can create and publish your first lead capture page in a matter of minutes. We even offer a full range of [lead capture templates](#) to choose from:



Select the template you want to edit, customize it, choose your integrations, and publish the page.

Pre-optimized landing page templates are not all that Instapage has to offer. When you create your lead capture pages with Instapage, you also have the option of connecting your forms with an autoresponder of your choice. Instapage currently integrates with 20+ marketing tools and we're always adding more.

Here's a list of all the [marketing tools Instapage integrates](#) with:







Connect your lead capture pages with the marketing tools of your choice in just a few clicks.

Lead capture pages help you collect important information about your potential customers while offering them something valuable in return. They help you quickly introduce prospects to your marketing funnel so that you can start building a better relationship with them.

Want your pages to collect more leads? [Create a lead capture page](#), integrate it with your favorite marketing applications, and continually A/B test it to see which variations perform best!