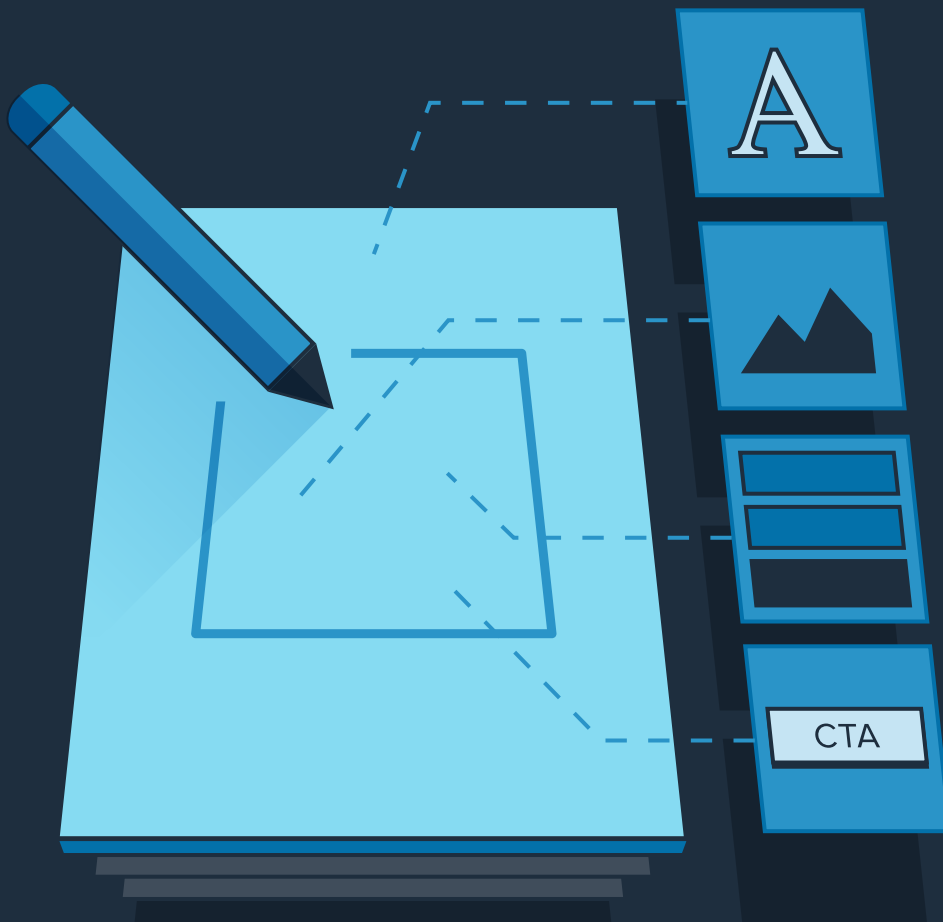# Instapage

How to Create Landing Pages

Learn How to Create Powerful Landing Pages that Increases Your ROI

How to Create a Landing Page

Why should you read this guide?

- Learn all of the basics that go behind creating and promoting a landing page to generate more leads for your campaigns.
- Study the landing page prerequisites before creating your page for maximum impact.
- Find out which core elements make up optimized landing pages by showing real landing page examples.
- Discover the different options you have to create your landing pages and learn the pros and cons of each approach.

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Chapter 1: Why Should You Create a Landing Page?

The guide begins with a crash course on landing page basics. Not only are landing pages defined in this chapter, but you see them compared with website homepage examples.

Chapter 2: What Should I Do Before and After Creating My Landing Page?

For your landing pages to be successful at generating leads, it's recommended you perform certain tasks. This chapter discusses landing page essentials you should perfect before you create a page and what should be done once it's published.

Chapter 3: What Should I Include On My Landing Page?

There are certain elements you must include on your landing page to ensure an optimized experience for your visitors. Take a look at these items with reference to real landing pages.

Chapter 4: What Options Do I Have to Create My Landing Page?

This chapter talks about the options available to marketers to create landing pages. The advantages and disadvantages of each option are discussed to help you make the right choice.

Chapter 5: Step by Step Process to Creating Your Landing Page

Learn how to create landing pages with simple easy-to-follow steps. All of the steps are discussed with the help of images using a landing page software.

Chapter 6: How Can I Promote My Landing Page?

Simply creating a landing page doesn't generate leads. This chapter describes everything you should do to promote your landing pages across paid and free channels.

How to Create a Landing Page

Chapter 1: Why Should You Create a Landing Page?

A landing page is any web page not connected to your main website's navigation. It's the targeted page where your visitors *land* after they click an ad — this could be a PPC ad, a display ad or other types of online ads.

This is a PPC ad for Sendible, a social media scheduling service:

This is the landing page connected with this ad:

This is a display ad for Kapost's free demo:

Here is the landing page visitors arrive at after clicking the ad:
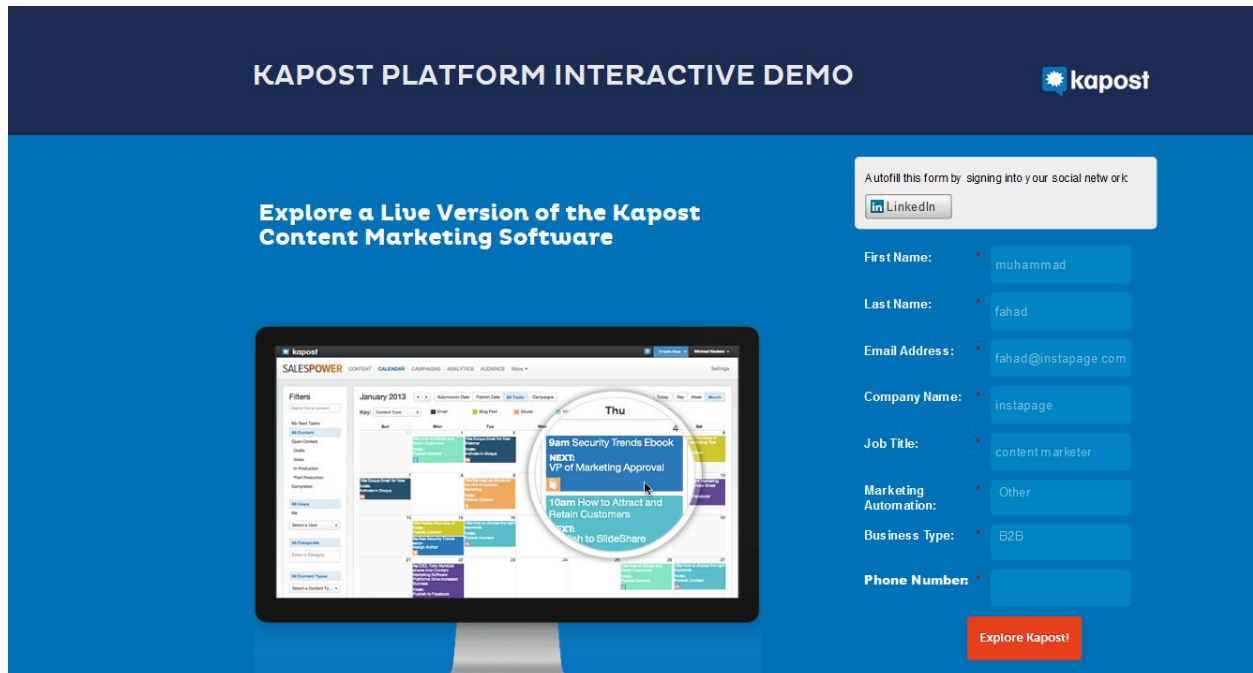
The purpose of creating a landing page is to encourage visitors to perform a specific conversion goal. The conversion goal varies depending on the campaign you're running.
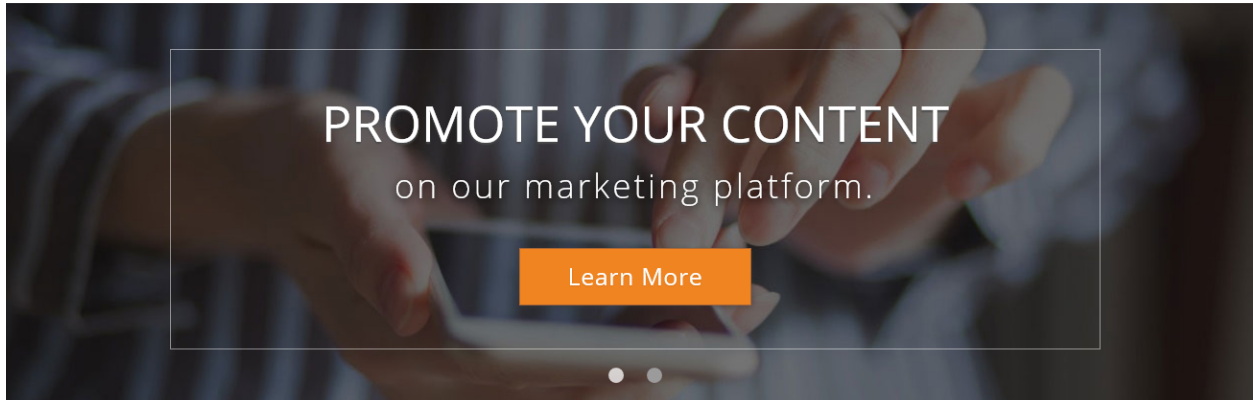
Typical landing page conversion goals include:

1. Free product demo
2. Sign up for email newsletter
3. Download an ebook or white paper
4. Watch a webinar
5. Request a quote
6. Get a free consultation
7. Sign up for your service

Creating a landing page is integral to the success of your marketing campaigns. Unlike homepages that typically promote every product and feature, a landing page focuses on one offer — eliminating all distractions and increasing your chances of conversion.

To understand the importance of creating landing pages, let's compare Outbrain's landing page with its homepage and identify the main differences.
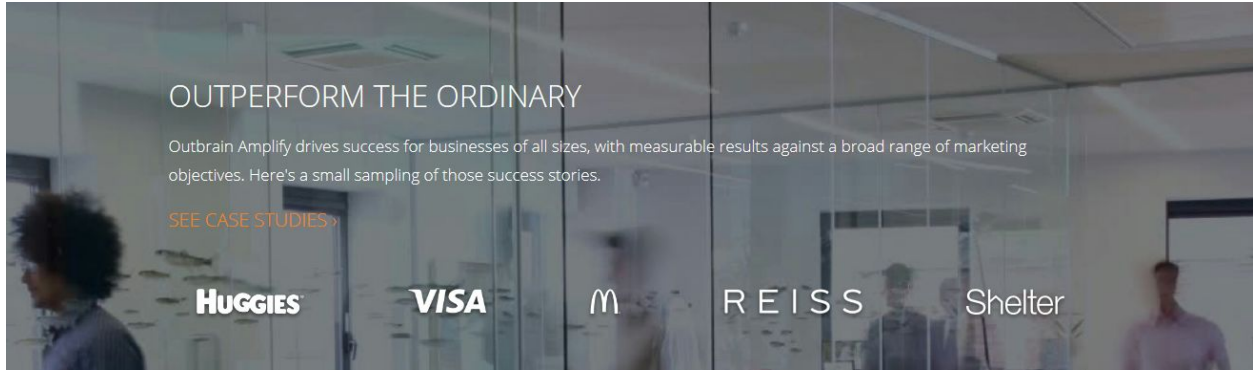
Here is Outbrain's homepage:

Outbrain
You Are What You Recommend

FOR BUSINESSES & BRANDS   FOR MEDIA COMPANIES   ABOUT   BLOG   CONTACT   HELP

PROMOTE YOUR CONTENT
on our marketing platform.

Learn More

The page includes:

- A navigation bar at the top
- Description of the features the service offers to publishers

Outbrain Amplify:
Reach New Audiences and Outperform the Ordinary

We recommend your content on the web's largest and most respected media properties, including CNN, People and ESPN. And we capture your target audience's attention to drive better results for your business.

Learn More

- Company badges

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OUTPERFORM THE ORDINARY

Outbrain Amplify drives success for businesses of all sizes, with measurable results against a broad range of marketing objectives. Here's a small sampling of those success stories.

SEE CASE STUDIES ›

HUGGIES   VISA   M   R E I S S   Shelter

- Statistical proof of the effectiveness of the service

557 MILLION
THE GLOBAL AUDIENCE OUTBRAIN
REACHES EACH MONTH*

200 BILLION
THE TOTAL RECOMMENDATIONS
WE SERVE CONSUMERS MONTHLY

*Monthly reach figure via comScore, January 2015.

- Customer testimonials

‹

"We selected Outbrain not only because the revenues were higher than others, but because its engine drives better recommendations than others."

ANDY BLAU
Senior Vice President, Group General Manager, Time Inc.

›
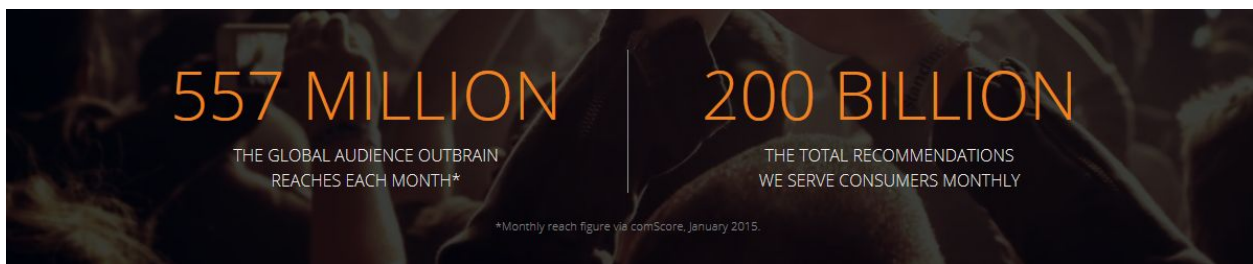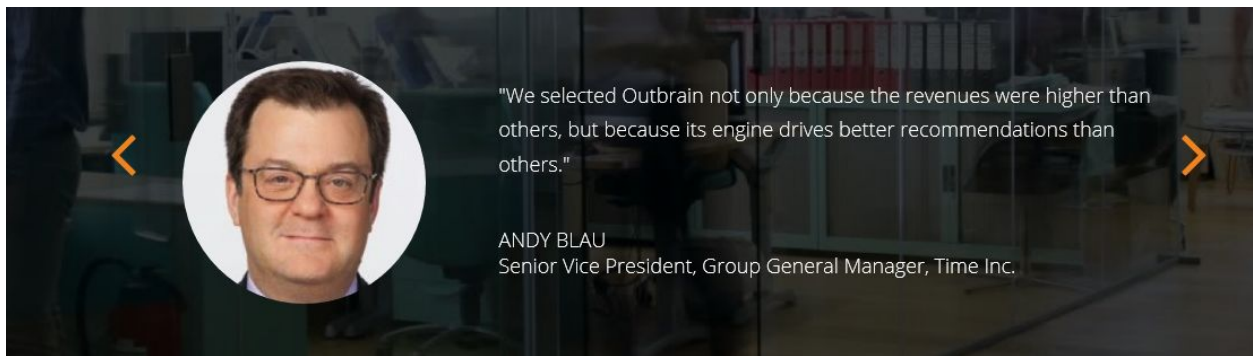
- Footer with many links directing you to different pages on the website

AMPLIFY	COMPANY	CASE STUDIES	CONTENT GUIDELINES	ENGLISH (US)
ENGAGE	JOIN US !	CONTACT	INTEREST-BASED ADS	
BLOG	TECH BLOG	HELP / FAQ	PRIVACY POLICY	g+ ⌄ in f

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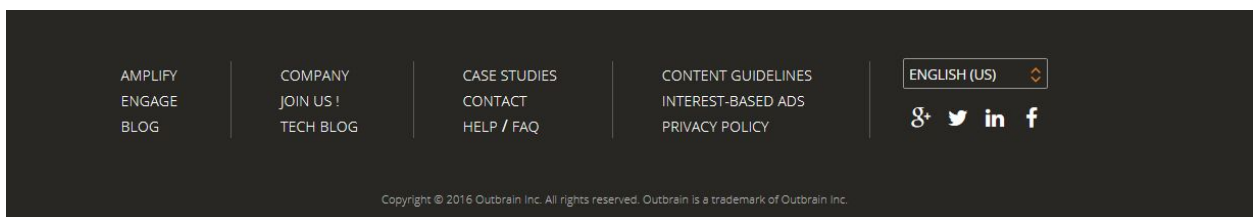
By contrast, here is Outbrain's landing page that's promoting their content discovery feature:

© Instapage, Inc. All Rights Reserved.   How to Create a Landing Page
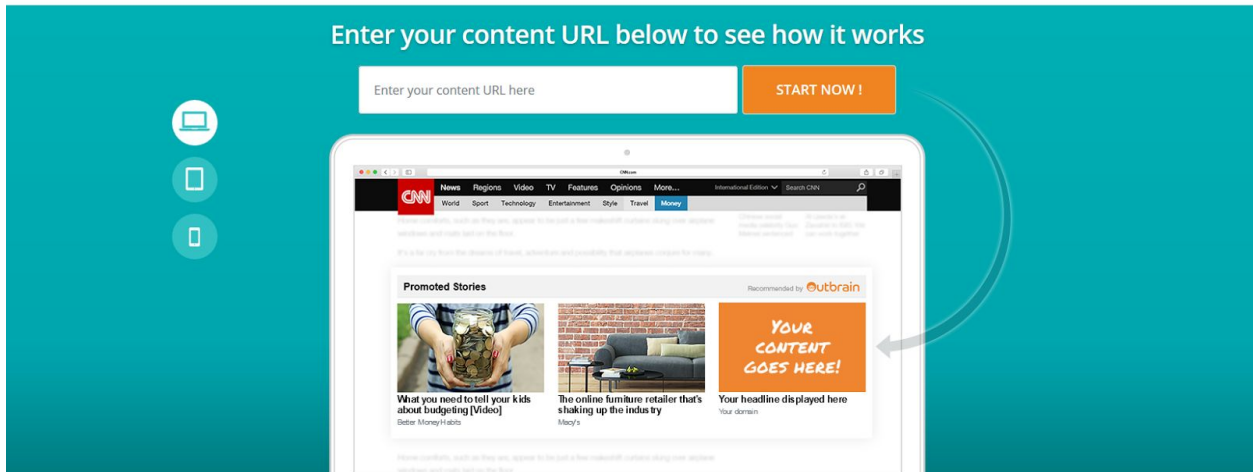
- A clear headline describing the offer
- A call-to-action button with a simple form
- A relevant image that explains the feature
- A customer testimonial that promotes the feature

- A pricing plan for visitors to learn more

How does pricing work?

You set the amount you're willing to pay for each reader

You choose your budget, from only $10 per day

You pay only when someone clicks on your content

**Promote My Content**

Watch Pricing Video ▶

- No navigation links

So, what are the main differences between Outbrain's homepage and landing page? The landing page is much better for conversions because it has:

- No navigation links
- Only one conversion goal

When you create a targeted landing page, you focus your visitors' attention on one conversion goal. Any distractions (extra links and unnecessary page elements) get eliminated, which offers you a better chance of converting them on your landing page goal.

Dedicated landing pages help you target specific audiences while enabling you to collect valuable data in converting visitors... to customers.

Chapter 2: What Should I Do Before and After Creating My Landing Page?
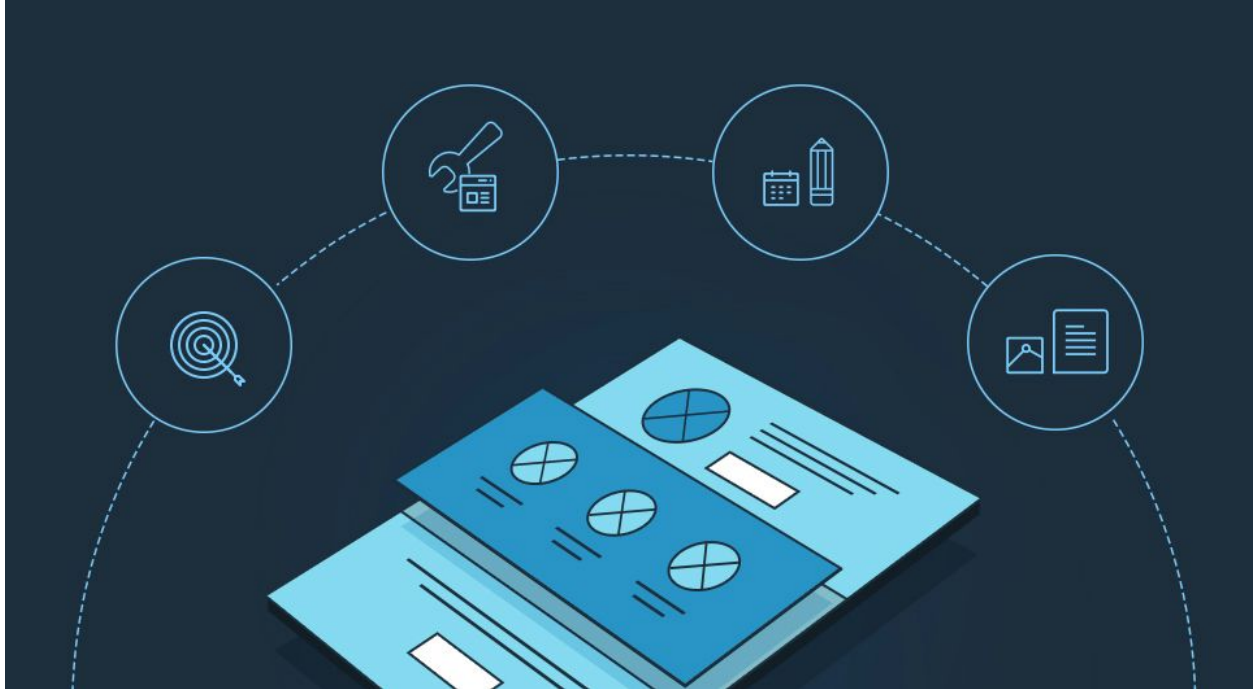
Prior to building your landing page, you need to fulfill certain prerequisites to ensure your landing page will be a success. Before you begin:

- **Decide your landing page goal:** Have a clear objective in mind before you start working on your page elements. What do you want your page to achieve? Are you planning a soft sell and want to offer your visitors an ebook? Or, are you taking a more direct approach and want your visitors to sign up for a product demo?

- **Complete your offer before you begin:** Make sure the offer you're promoting is completed before you create the page. Doing this allows you to start collecting leads as soon as you publish your landing page.

As you're building the page:

- **Tailor it for your target visitors:** For your page to get conversions, it's important to understand your target audience's pain points, wants, and needs. Then, create page elements that address all three, so your visitors have no choice but to convert.

- **Create a "B" variation to test:** Building another variation helps you determine which page element is helping conversions more. If you're new to A/B testing, a good practice is to first test the most "disruptive" (obvious) elements such as headline, image, background color, or form length.

- **Make sure all of your variations are mobile-responsive:** If they're not designed and responsive to mobile devices, your conversion rates will most likely suffer.

Once the page is completed and published:

- **Direct traffic to your dedicated landing page, not your homepage:** You should never send visitors to your homepage or any other website page because these pages typically have too many distractions. To maximize conversions, your traffic should only be sent to a dedicated landing page that focuses on a singular conversion goal. For more information on promoting your page, go to chapter 6.

Once you've addressed these areas, you're well on your way to generating conversions and can begin nurturing them down your sales funnel.

Chapter 3: What Should I Include on My Landing Page?

To create an optimized landing page you should strike the right balance between the following core elements:

1. Headline: Your headline should grab your visitor's attention the second they land on your page and compel them enough to *stay* on the page. The headline must be clear, understandable, and include your UVP (unique value proposition). Accomplishing these three things will help convince your visitors why they need to do business with you, and not your competitors.

MindShift includes their UVP in the headline, "Total IT Management & Award Winning Customer Support" persuading visitors to convert on their form:
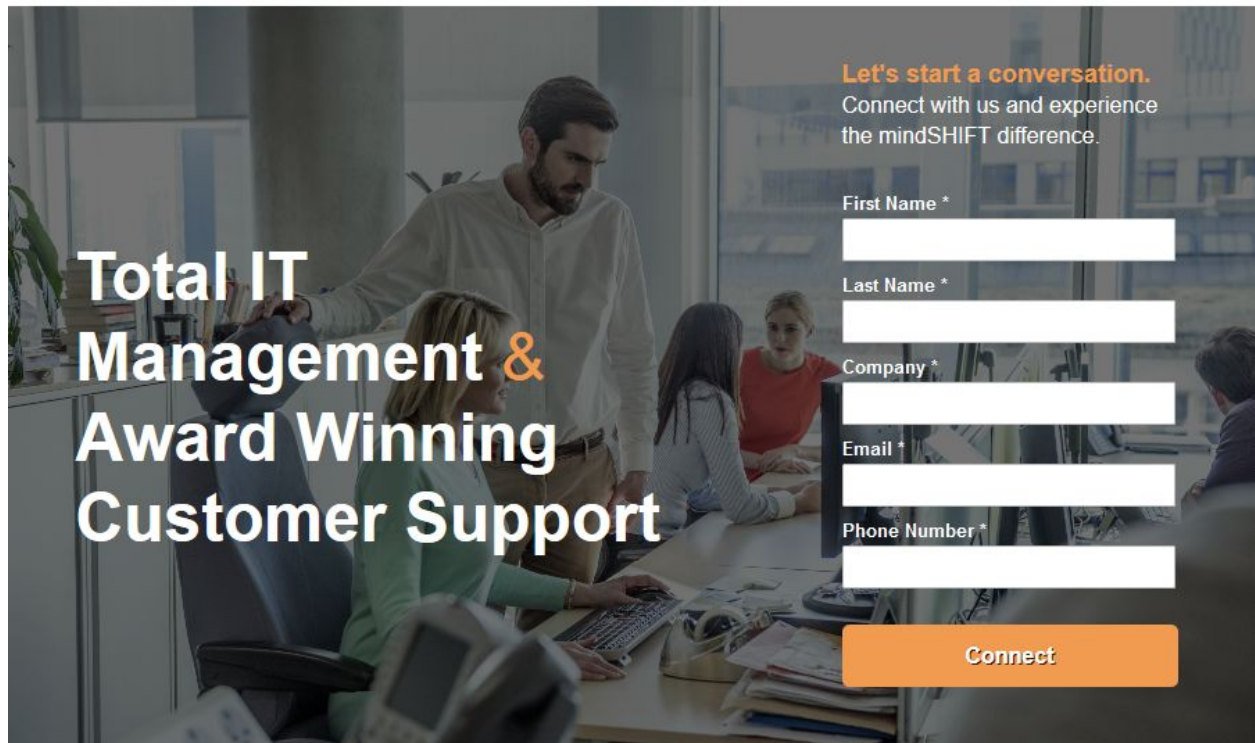
2. Copy: Your landing page copy should explain your offer in just enough detail for visitors to convert. It should be written with benefits in mind — not features — and written in a way that visitors feel that you're talking *to* them and not *at* them. Include the word "you" as much as you can, showing visitors that they're the primary focus of your page.

Zoho's landing page is a great example. Not only does the page address the visitors with multiple uses of the word "you," but it also explains how the service benefits users:

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3. Call-to-action button: Your CTA is the gateway to your conversion goal. It's the last place your visitors act before you get a conversion. Therefore, ensure your call-to-action copy is clear and the button is designed in a contrasting color. Also, the more personalized your button copy, the better it is for your landing page conversions.

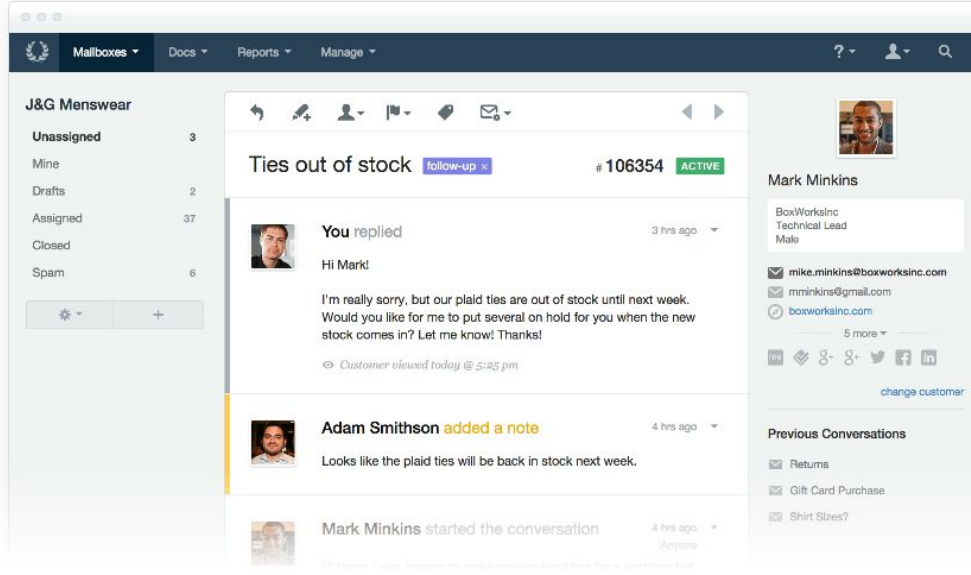Hootsuite has a bright green, optimized call-to-action button on their landing page:
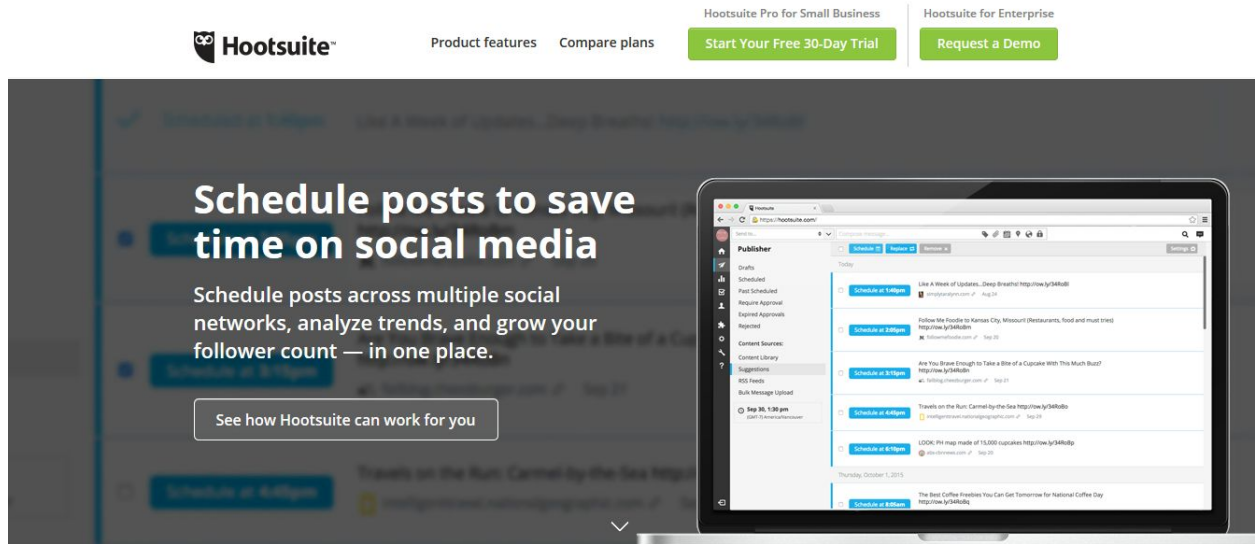
4. Images: Landing page images have a greater purpose than simply being pretty pictures on the screen. Your images need to be relevant to your offer and help explain what your product or service does for users.
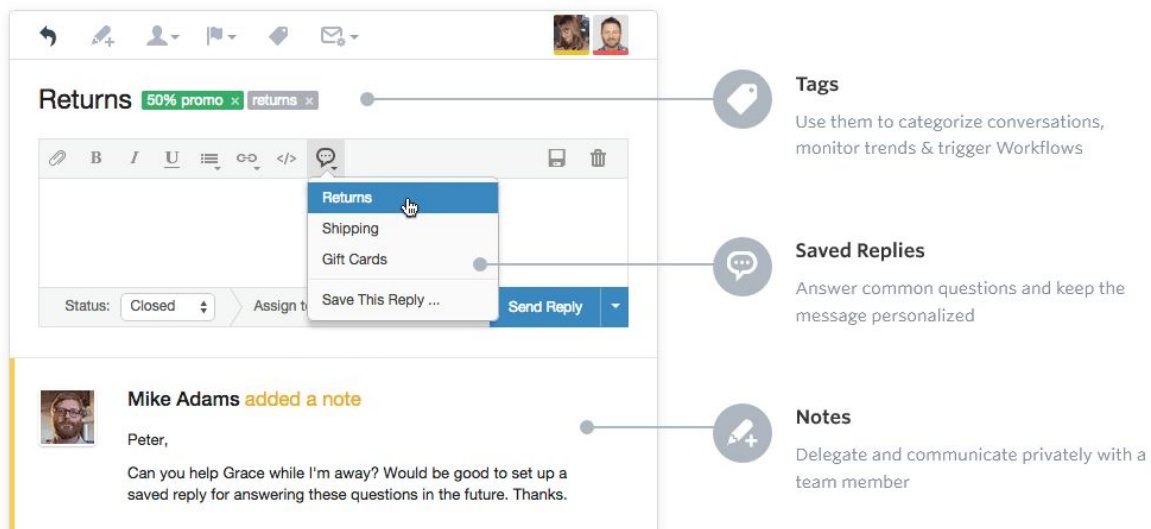
The [Help Scout landing page](#) uses images of their dashboard to show visitors how the service can be useful:

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Help Scout is a help desk for teams that *insist* on a delightful customer experience.

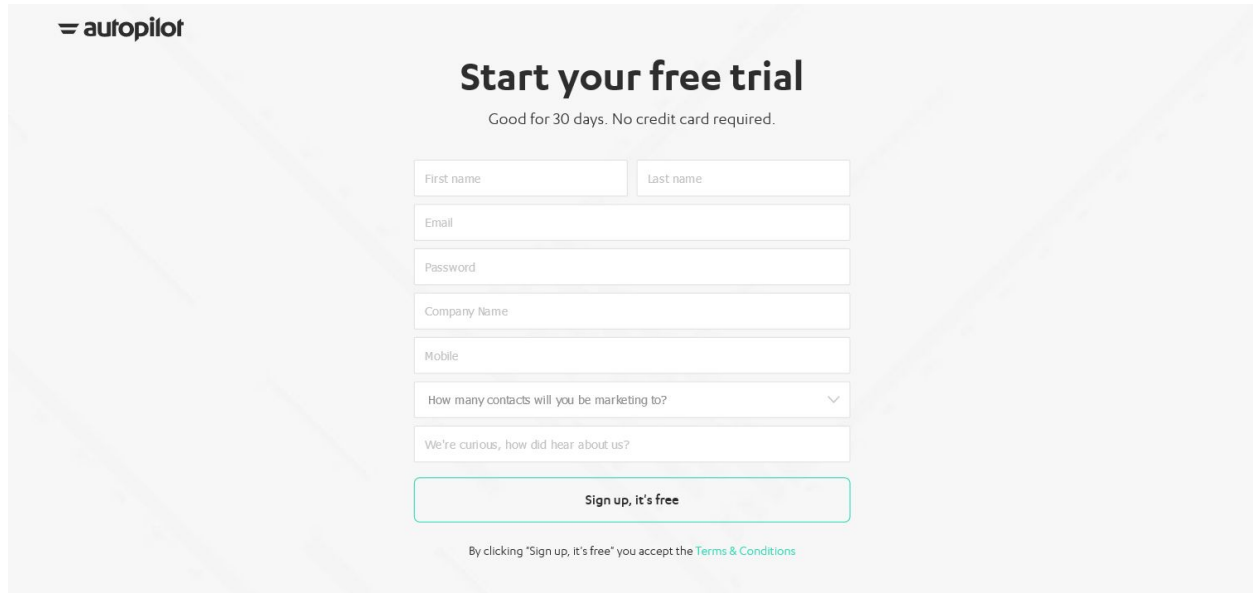Deliver great service at scale, while keeping customer interactions personalized and robot-free.

Keep everyone on the same page

Tags

Use them to categorize conversations, monitor trends & trigger Workflows

Saved Replies

Answer common questions and keep the message personalized

Notes

Delegate and communicate privately with a team member

5. Lead capture form: The lead capture form is where you collect visitor information such as name, email, phone number, job title, etc. A form shouldn't intimidate your visitors and

discourage them from converting. Rather, it should be easy to complete and only ask for information that is necessary to your offer at that particular stage in your sales funnel. This combination makes your form optimized.
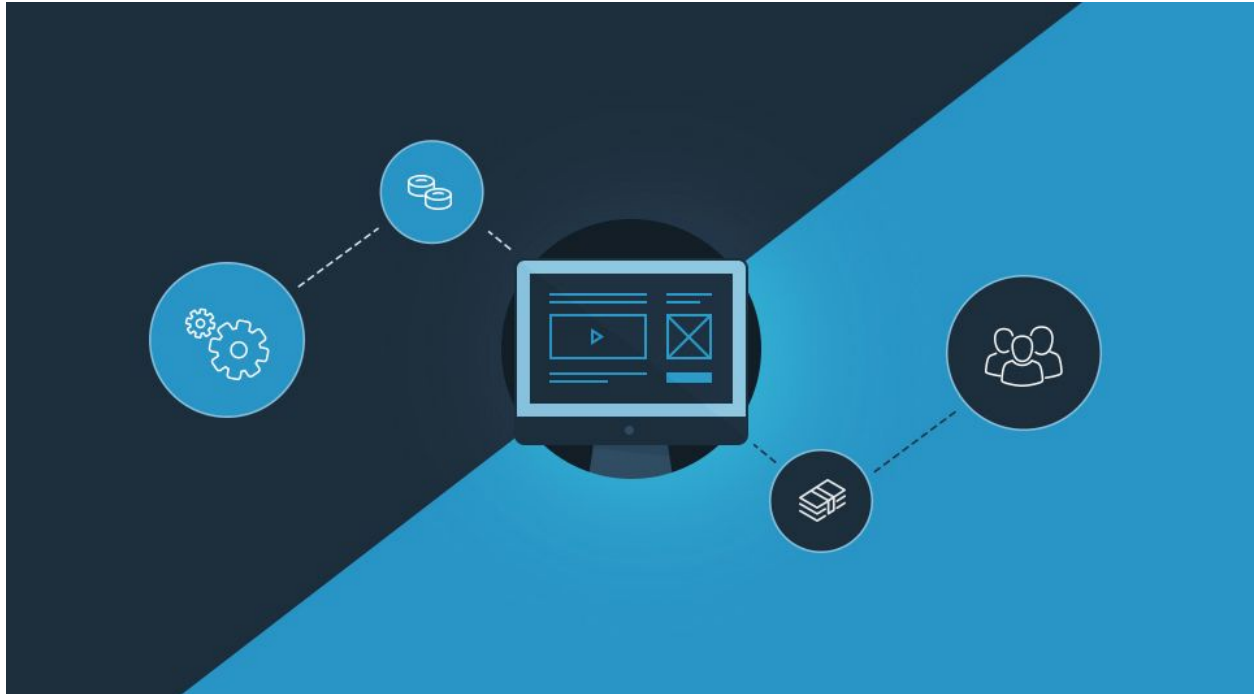
Autopilot's free trial click-through landing page has an optimized lead capture form:

In addition to these five core elements, your landing pages should also include customer testimonials, trust indicators, and video.

Chapter 4: What Options Do I Have to Create My Landing Page?

To get your landing page built and published you have two main options:

1. Hire an outside designer to create the landing page for you. However, this will likely be very costly and time-consuming. Another disadvantage of hiring a designer is that there will often be communication delays because the designer is not in-house. Furthermore, since you should be creating separate pages for all of your campaigns, do you want to repeat this hiring-and-delayed-feedback process every time?

2. Use a dedicated landing page software to create the pages for you. Many landing page services on the market offer a do-it-yourself option. Simply create an account and build customized landing pages for all your campaigns.

Instapage is the simplest and most customizable landing page software available to marketers because we offer:

- Free trial with no credit card required
- Provide more than 100+ pre-made, mobile responsive templates
- Drag and drop capabilities
- 20+ marketing integrations

These help you get your pages built fast and synced with all of the programs you already use, such as WordPress, Salesforce, MailChimp, Google Analytics, GoToWebinar, and more.

In addition to a custom landing page builder, Instapage allows you to quickly A/B test your pages with the best analytics in the industry — giving you more insight on your leads and a greater chance to improve your conversion rates.

Chapter 5: Step by Step Process of Creating Your Landing Page

Marketers who choose Instapage as their landing page software are making the smart choice. To get started, sign up for a free trial here.

Once you've created your account, click on the "Create New Page" button on the dashboard:
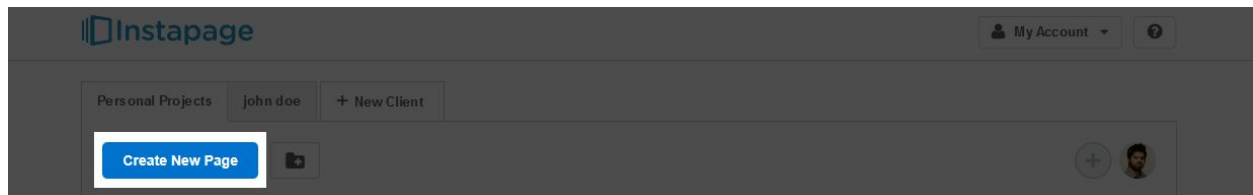
You will then see three options to build a page: Choose from the template library, upload a .instapage file, or scan an existing page with Instapage's Template Importer feature:
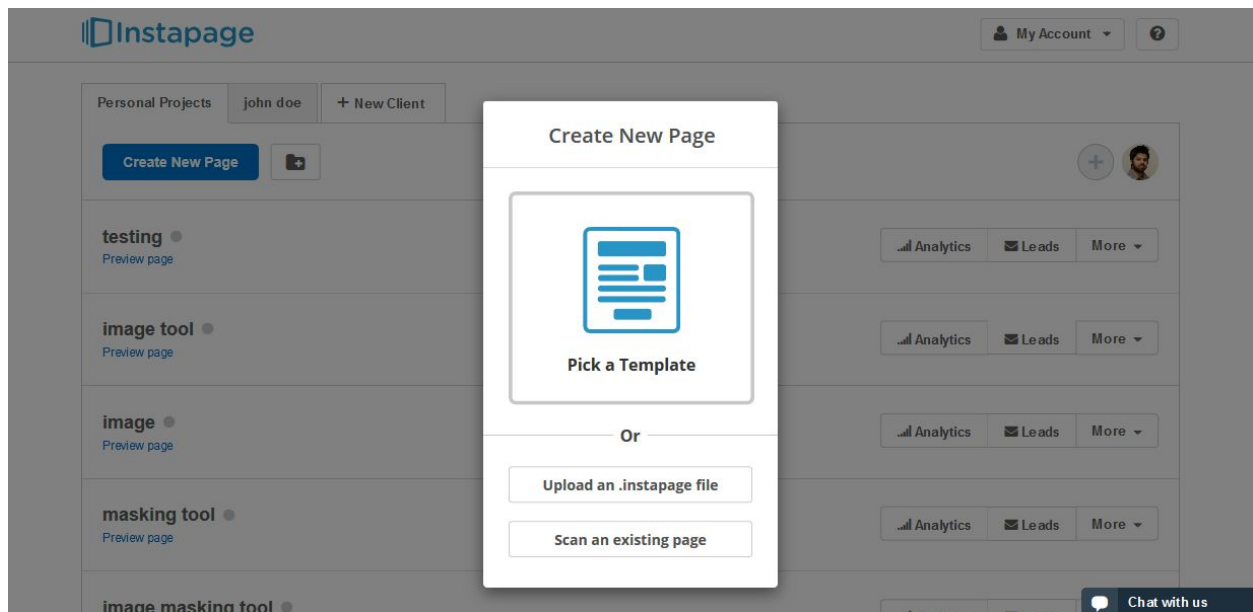


If you select the template option, you'll have access to the template gallery, where you can browse from the following types:
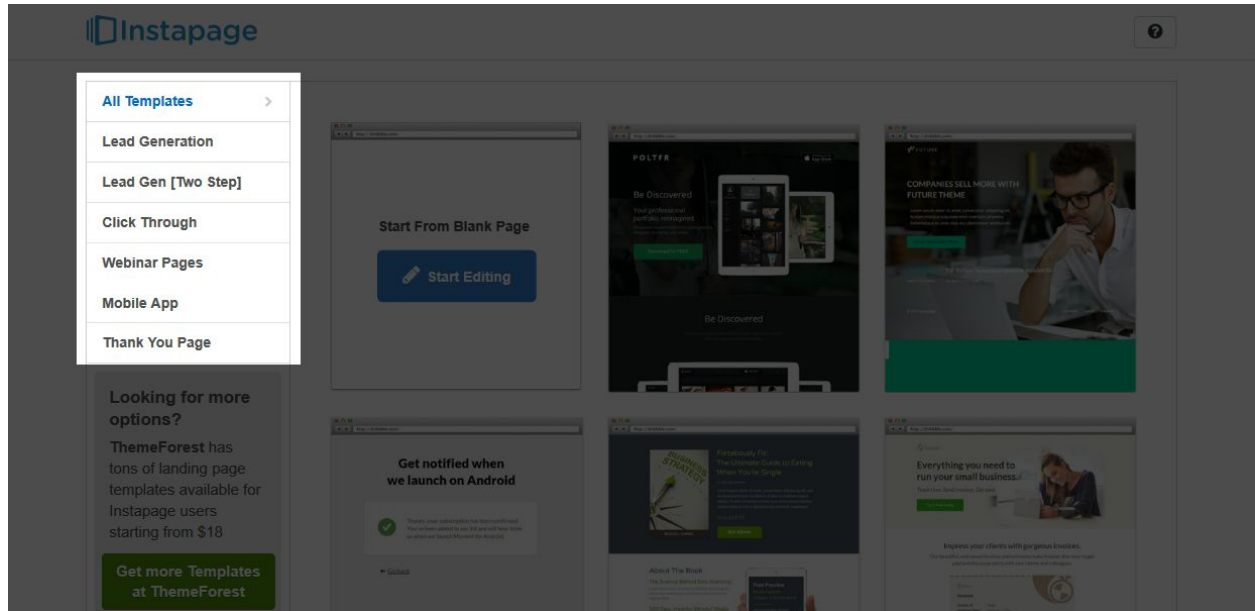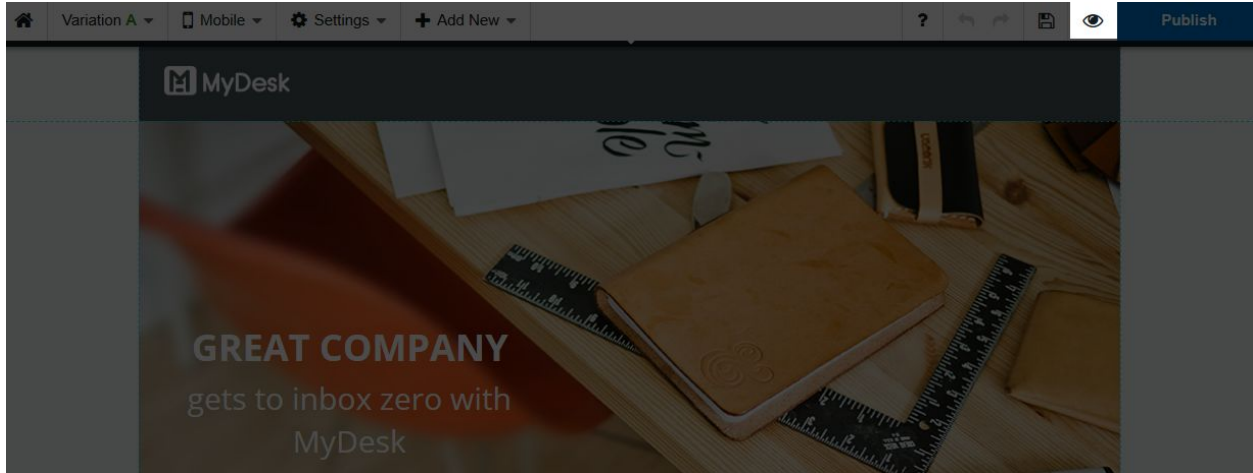
You can build a page from scratch if you'd like, or select one of our templates from the categories in the left margin.
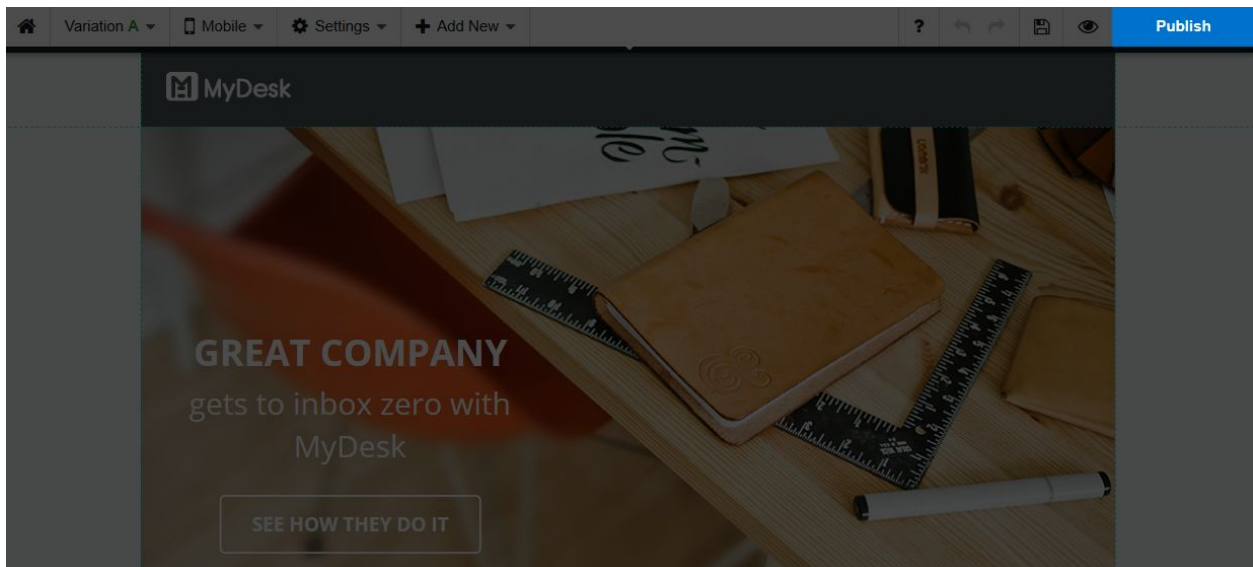
After you've chosen a template you can edit individual landing page elements by selecting the item, and then clicking the "Edit" option:
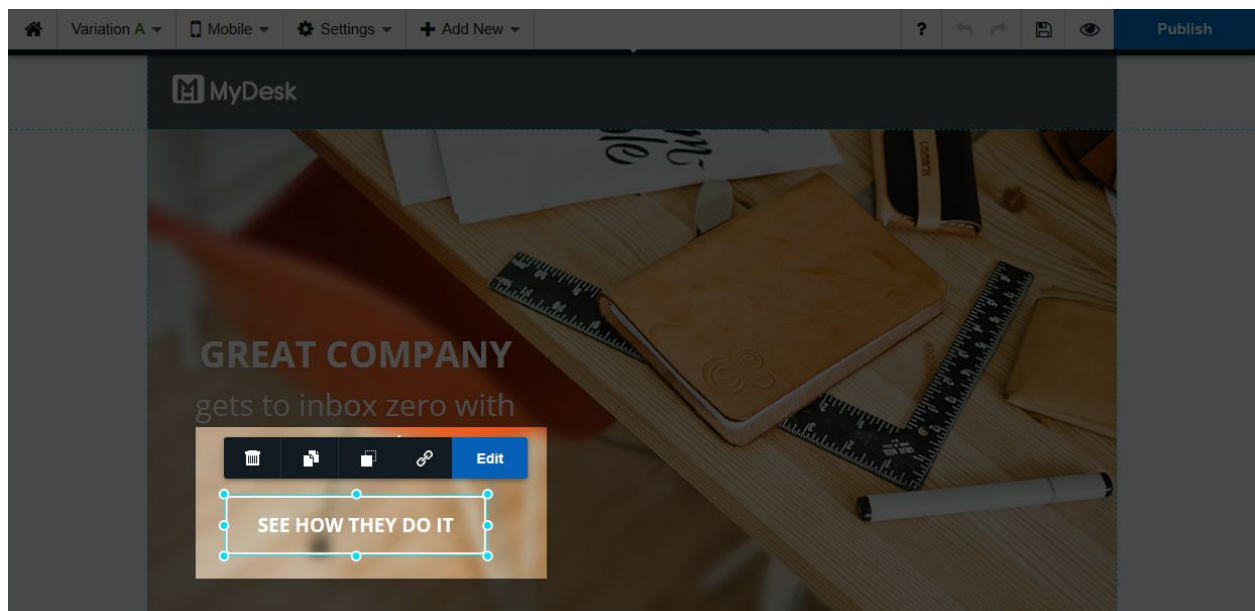
When you're done customizing your landing page, click "Preview:"

Once you're satisfied with your page, click "Publish" in the top right corner:

Instapage takes the pain out of creating landing pages, plus it allows you to easily A/B test your landing pages. For more information and a detailed look at A/B testing, please read this guide.

Chapter 6: How Can I Promote My Landing Page?

Just creating a landing page doesn't get you conversions, it's [only one-third of the conversion equation, after all](#). You also need to generate traffic, establish a follow-up process, and promote your page on the proper channels.

There are two general ways to promote your landing page:

1. Paid Promotion

Paid promotion techniques include PPC such as [Google AdWords](#) and Bing Ads. Social media ads are another effective paid promotion technique and to read more about paid promotion, [go here](#).

2. Free Promotion

Promote your landing pages via your email marketing campaigns – simply include a link within the message body or below your email signature. Guest blogging and social media posts are popular methods, too, and available free of charge.

After you generate traffic and start seeing some conversions, it's time to improve your conversion rates with A/B testing.

[A/B testing](#) allows you to create different variations of your landing page, split your traffic between the two variations, and see which variation generates more conversions.

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Are you ready to build your landing page?

Building landing pages provide you the best chance to increase your conversion rates and help you promote your offers the most efficient way.

Get started building your landing page with a proven landing page software. More than 250,000 users trust their landing pages to Instapage. Why not join them and start enjoying a better ROI from your marketing campaigns?