



# Ultimate Landing Page Blueprint

For Lead Generation



## Ultimate Landing Page Blueprint for Lead Generation

Hi! We are Katana, a leading audience media solutions provider headquartered in San Diego, California. Our intelligent campaigns maximize the impact of all available audience data in a few easy steps, setting us apart from other online marketing firms.

Congratulations on downloading your “Ultimate Landing Page Blueprint for Lead Generation” Resource Guide!

In this resource guide, you’re going to have access to a template and 19-point break-down of one of our best-performing landing pages.

Over the course of just 40 days, this landing page alone was responsible for:

- \$1,400,000 in revenue
- 1,800 leads (at \$2.28 per lead)
- And \$680,000 in profit

We have broken down the landing page into all key elements and provided a description for you to apply this same template and format to suit your own business, so you can start initiating more leads for less ad spend.

We look forward to hearing about your success!

Our best,

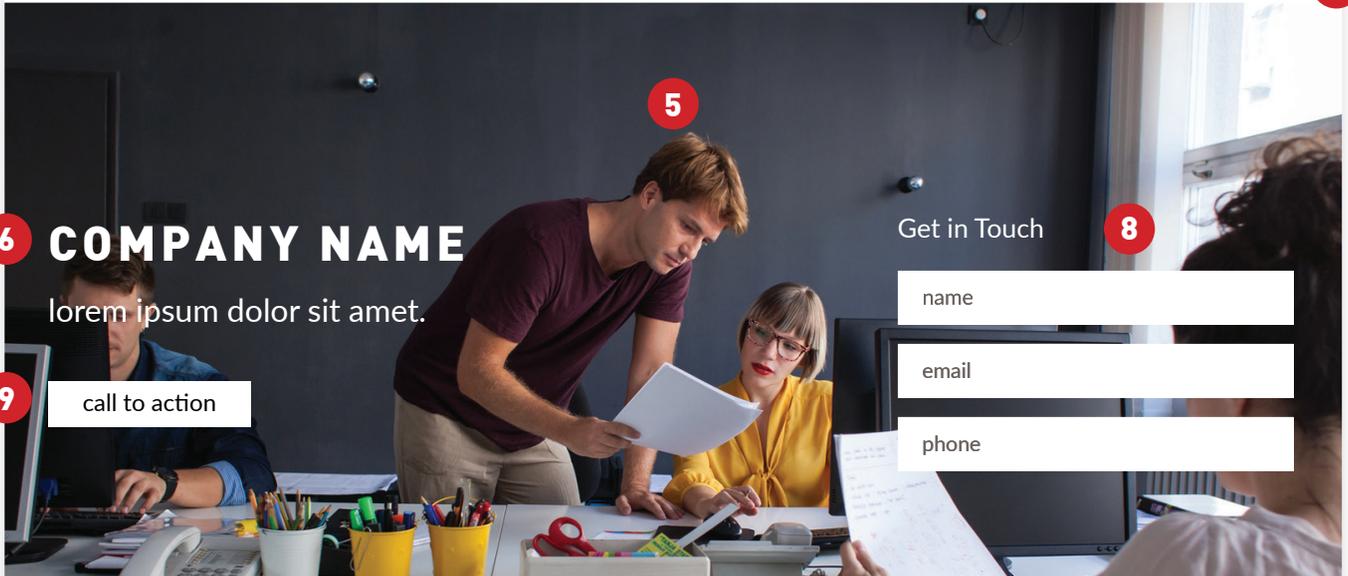
Katana

# Desktop Layout

1 COMPANY LOGO

2   

3 Address  
4 Phone Number



6 COMPANY NAME

lorem ipsum dolor sit amet.

9 call to action

5

Get in Touch

8

name

email

phone

7 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ornare.



10



10



13

11 SUBHEAD

11 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

15 CTA

12 SUBHEAD

12 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

15 CTA

14 WHO?

14 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

15 CTA

16



"Lorem ipsum dolor sit amet, consectetur adipiscing elit."

- Jane Smith



"Lorem ipsum dolor sit amet, consectetur adipiscing elit."

- John Smith



"Lorem ipsum dolor sit amet, consectetur adipiscing elit."

- Joe Smith

17



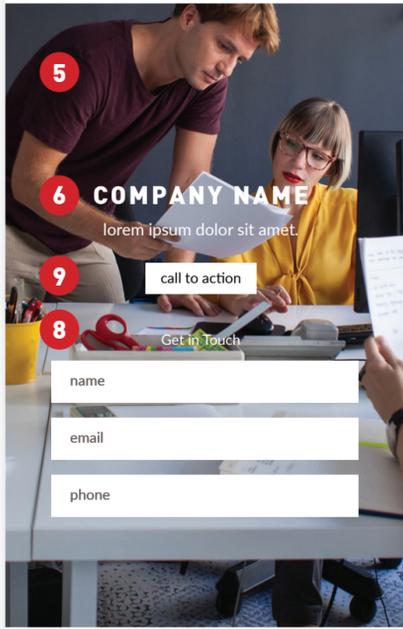
18

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19

Disclaimer goes here (if necessary); this is often necessary for offers in the health of financial markets. Disclaimer goes here (if necessary); this is often necessary for offers in the health of financial markets.

**1 COMPANY LOGO**



**5**

**6 COMPANY NAME**  
lorem ipsum dolor sit amet.

**9** call to action

**8** Get in Touch

name

email

phone

**7**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ornare.



**10**

**11 SUBHEAD**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**15** CTA



**10**

**12 SUBHEAD**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**15** CTA



**13**

**14 WHO?**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**15** CTA

**16**



"Lorem ipsum dolor sit amet, consectetur adipiscing elit."  
- Jane Smith



"Lorem ipsum dolor sit amet, consectetur adipiscing elit."  
- John Smith



"Lorem ipsum dolor sit amet, consectetur adipiscing elit."  
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## Point-By-Point Annotations

1. **Trust Builder #1** | Your company logo goes here
2. **Trust Builder #2** | Build social credibility by including Facebook “like” button showing how many “likes” your page has received.
3. **Trust Builder #3** | Your company’s address
4. **Trust Builder #4** | Your company’s phone number
5. **Picture of Your Authority** | Illustrate your authority at work, such as a teacher in front of a whiteboard or a doctor tending to a patient.
6. **Your Headline or Company Name** | A killer headline is where everything begins — interest, attention and understanding. The headline is your first and most critical action of a landing page. Here’s what it needs to accomplish:
  - Grab the reader’s attention.
  - Inform the user what the product or service is about.
  - Be short — never more than twenty words, and preferably only ten.
7. **Subheadline** | If the headline makes the user look, then the subheadline should persuade the users to stay. A subhead is part of the one-two punch of a landing page’s power.
  - The subheadline should have some element of persuasiveness. Remember, you’re luring them to stay on the page with the subheadline. You take the concept of the headline, and push it a little bit further.
  - The subheadline can go into slightly more depth and detail than the main headline.
8. **Lead Form** | Four-field lead form (custom to your company’s requirements)
  - Best Fields: first name, last name, email address and phone number.
  - Only make the first three fields required. If additional fields are needed, create a two-step form field with a “Next” button. Ensure you capture data from the first step if the user does not complete the second step.
9. **Call-to-Action** | For downloadable “lead magnets”, use powerful button text: “Download Now”
10. **Context Images** | Break up text with visually relevant stock or internal images.
11. **“4 Great Reasons to [take quiz, download this checklist, etc.]”** | Under this header, provide bulleted reasons for a prospect to participate in your offering. Hint at what they don’t know now that your downloadable item will help them learn, and how it will benefit them once they acquire this knowledge.
12. **Further Curiosity Provoking Headline** | Supplemental hint at what your free offer will help them discover.
13. **Trust Builder #5** | Picture of your authority or credentials for the product or service offering. This gives a human face to your business, giving prospects confidence that you’re a real person with a real business.
14. **Trust Builder #6** | Your authority’s name (and any credentials they have: JD, MD, MBA, etc.)

15. **Call-to-Action** | CTA buttons go here. Use the same text as you did for #8.
16. **Client Testimonials** | Include testimonials from real people. Celebrities and experts are useful, but not necessary. Instead choose testimonials from individuals who are most aligned and relevant to your target audience.
  - Photos are the foundation of trust in testimonials and should be featured next to each statement.
  - Testimonials should be backed by real numbers, real data and specific applications.
17. **Trust Builder #7** | Include any organizations your authority is affiliated with.
18. **Footer Links Go Here** | Include the following links to be compliant with Facebook and Google's policies.
  - "About" page
  - "Contact Us" page
  - "Terms of Service" page
  - "Privacy Policy" page
  - "Earnings Disclaimer" page
19. **Disclaimer Goes Here (if necessary)** | Disclaimer text is often necessary for offers in the health or financial markets.

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## Additional Tips for Optimizing Landing Pages for Conversions

Once your target audience has been explicitly defined and ads have been executed, the ultimate success of your campaign is reliant on an effective corresponding landing page. That being said, ad messaging and the landing page should be an immediate solution to the searcher's query in order to advance the prospect down the funnel.

Each of your brand's audience segments should have a unique landing page, whether it's for products, content offerings or sign up offers. An optimized landing page will have the following elements:

- Relevant, convincing headline
- Clear call to action
- Minimal, but convincing content
- Balanced design that fosters usability and accessibility (use bullet points to simplify text)
- Extended message from a traffic referral source



### DESIGN

Conversion actions can be deconstructed to analyze consumer interactions at the macro and micro levels, and a microanalysis confirms that landing pages are the foundation of effective inbound marketing strategies. A landing page solely exists to reinforce a Pay Per Click ad's messaging and compel users to interact with your conversion goal, so it should be an optimized environment that caters to the visitor's task. Landing pages aren't necessarily an opportunity to flex design prowess, but the aesthetic should be coherent and organized around the conversion goal. Your landing page should successfully balance white space, text and color, providing enough information without cluttering the page with tiny text. The headlines and sub-headlines should be clearly defined, creating a separation of content from the page shell (the text surrounding the body content).

*TIP:* Using non-white background colors for sections of the page shell offers simplified structure and content boundaries.



### MOBILE

Desktop is still the highest converting medium (depending on the business), but mobile users are often conducting initial or secondary research on a product or service. In order to increase the likelihood of a completed transaction, the mobile landing page has to be optimized for screen size, device type and context.

Generally, the mobile landing page shouldn't require additional scrolling or zooming for the user. Since studies suggest mobile users are in research mode, simplify the investigative process by substituting your CTA for a click to call button (which can equate to a 10-20% increase in phone calls). However, if receiving phone calls isn't your objective and collecting data on the user is, implement lead forms that minimize (or eliminate) typing. Reduce friction by avoiding dropdown menus and excessive information requests, and instead integrate with social media logins or capture prospects' phone numbers to follow-up and complete the data capture later.

*TIP:* Each input field requires a different HTML5 type-friendly keyboard. Zip code/phone number fields require numerical keyboards, while email/name/website fields require alphabetical keyboards (with accessibility to symbols such as "@" or ".com").

When determining mobile optimization strategies, consider the following:

- Use personalized and clear call-to-actions

*TIP:* It's best practice to place your CTAs "above the fold" because mobile devices all have different screen sizes, resolution and fold lines that can affect the orientation of your landing page.

- Leverage local information, location-based targeting and comprehensive device-based profile data to overlay and target users at a more granular level



## TESTING

Just as you would test ad copy, your landing pages should be A/B tested to determine impact and effectiveness. A/B test results are wildly unpredictable, so it's a best practice to test:

- Headline
- Call to action (CTA)
- Button color and design

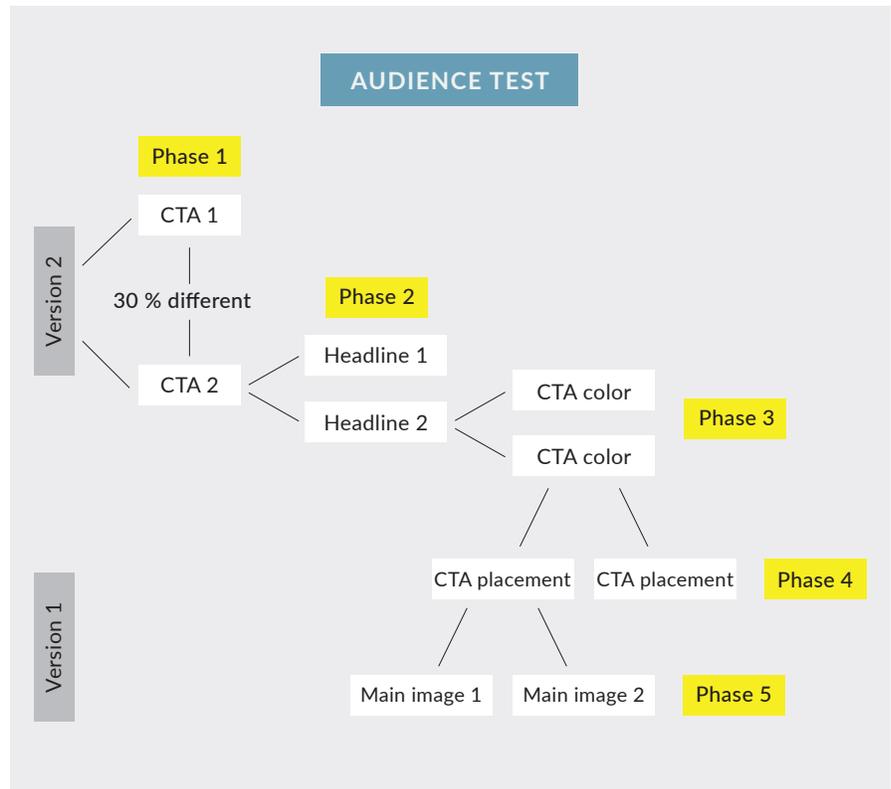
*TIP:* use green for go, orange or red for emotional response and blue for links

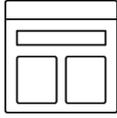
- Copy length
- Copy
- Imagery

### Katana's A/B Testing Methodology:

Below is an example of different landing page elements to test: CTA, headline, CTA color, CTA placement and main image.

*TIP:* Each tested version should always be 30% different in color, message, content and layout to generate accurate results.





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## LANDING PAGE ANALYSIS

Interpreting your landing page's effectiveness is more than tracking conversions, although it is important to analyze user behavior, conversion rate, bounce rate and traffic segment variance.

Usually, if your landing page is receiving a bounce rate higher than 75%, the user is not satisfied with the content and solutions on that page. It's important to analyze both organic and paid search traffic in Google Analytics by filtering out "Non-Paid Search Traffic" in the Advanced Segments settings. Within your campaign, you can determine which keywords led the user to a specific landing page by analyzing "Keyword" as a secondary dimension.

It's entirely possible for multiple keywords to initiate the same landing page, which could ultimately aggravate the bounce rate.

Katana conducts the following when analyzing landing page performance:

- **Heat mapping:** Heat maps are a beneficial web analytics tool that act as a visual guide to how users are behaving and interacting with your site. While Google Analytics conveys the "what," heat maps illustrate the "where." You should use heat maps to evaluate whether your CTAs are placed in the most effective positions on your landing page.
- **Segmented analysis:** Data segmentation takes you beyond your basic web analytics analysis by bucketing users into unique characteristics and behaviors. This ultimately allows marketers to granularly dissect specific behaviors and engagements relevant to that data segment. Without data segmentation, you're left with a single point of truth that may be representative of the whole, but not an accurate and uniquely actionable representation of the different types of personas that visit your website or app.
- **Click path:** A click path or clickstream are the routes that users take to navigate through your landing page or website. Optimizing click paths involves reducing the amount of steps users need to take to get through the point of conversion (or objective), as well as considering which points in the click path a user tends to fall off or abandon. User abandonment throughout a click path is indicative of a irrelevant content, the user not finding the information they need, or they simply weren't convinced.
- **Time spent and bounce rate:** Time spent and bounce rates are very good gauges of content relevancy. Like click path analysis, time spent and bounce percentages will give you a good idea of what engagement looks like for your site overall or on each individual page.

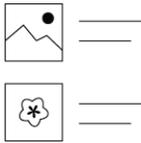
Be wary of how you're interpreting these metrics; single-page landing pages can have high bounce percentages, epitomizing the importance of understanding the context of the metrics you're analyzing. Furthermore,

## Additional Tips for Optimizing Landing Pages for Conversions

lengthy time spent on a website or landing page doesn't necessarily translate to high engagement, potentially revealing misaligned or unreadable content. Time spent and bounce rate fail to illustrate a whole story on their own, but paired with additional data overlay and tools (like heat mapping), can help paint a clearer picture.

- **Cost analysis:** If you're spending advertising dollars to drive traffic to your website, it's absolutely imperative that you're not wasting money on landing pages. That is, take into consideration all of the metrics above, such as time spent on site, bounce percentages, engagement, conversion rates, etc. to ensure that your landing page is optimized for conversions.

To improve the efficacy of your ad spend, look at time spent on your site and bounce percentages on the landing page only, as this could be an indicator that the creative and messaging in your ad isn't aligned with the landing page. If the user sees an ad message that is relevant to them, they are clicking through with a particular objective relevant to the ad message; ensure that there is not a disconnect between your ad creative, ad copy, and landing page destinations.



### THE MORE INFORMATION, THE MORE PERSONALIZED CONTENT

There is a strategy behind how much content you exchange for a visitor's personal information (data gained from form field captures). Like any marketing venture, form field data should be A/B tested to determine the highest-converting combination, but ensure that you're still acquiring enough user data to remarket in the future.

*If you capture email only, offer:*

- Presentation Slides
- Checklist/Guides
- Podcast

*If you capture name and email, offer:*

- Whitepaper/Analysis
- Newsletter
- Ebook or Ecourse

*If you capture email, name and company, offer:*

- Webinar
- Consults or Assessment
- Free Product Demo

The most effective marketing tactic in your toolbox is your ability to strategically implement data overlay to suit your campaign's objective.

**Your landing page's messaging should be an extension of your ad's messaging**, meaning all elements of the landing page are iterations aligned with the context of the ad. To augment targeting capabilities, overlay data aggregated by digital properties (like Google Analytics), CRM databases, geolocation, etc.

- **Geolocation based on IP address:** Geolocation data can be a valuable, relevant component of your ad's message, especially for brands hosting events in a specific location with the objective of driving signups.
- **Return vs. new visitors:** If you are able to track whether or not a user is coming to the site for the first time or returning, you can personalize the messaging on your landing page to incentivize them to complete the lead form, sign up or purchase. For example, a person returning to the site is usually going to be more interested than a person who is coming for the first time, so perhaps there is a stronger message that you can use to get them to finish the conversion, or even incentivize them with an additional offer.
- **Demographic overlay:** The ability to leverage first party data and demographical information such as gender or location, can help you customize a landing page's products and services based on trends you find in your data. Apply your knowledge from data segmentation to identify how these specific customer groups behave, and automatically modify content so that your messages and offers will resonate immediately. In doing so, this strategy can effectively improve the efficacy of your advertising dollars, improve conversions and drive higher quality engagement from your users.



## **BUILD TRUST AND RAPPORT WITH SOCIAL PROOF**

Consumers care about what other consumers think. Depending on what's valuable to your brand, include elements of the following:

- If you're hosting a webinar, share the number of participants to encourage herd mentality (only if you have a notable count)
- Download count of a whitepaper, ebook or ecourse
- Share count from social media outlets
- Anti-spam declaration next to the form field that promises not to spam the user
- Media mentions, such as a list of logos from large publications
- Security badges from known servers that protect sensitive information
- Content previews or past examples of archived content to show users what they are subscribing for

All resources in this guideline are subject to your brand's objectives and goals, and as always, continuously test content, formatting and marketing materials to optimize campaign effectiveness.



## **ABOUT KATANA**

At Katana, we provide advanced digital paid media solutions in an increasingly complex, opportunity rich digital media marketplace. We combine advanced audience data models with highly sophisticated technology infrastructure to run smarter campaigns. Smarter digital advertising, better results.

## **OUR SOLUTIONS**

With our advanced media technologies, we are able to provide brands and agencies with an ever growing number of unique campaign opportunities. From advanced forms of cross-device targeting to offline conversion tracking and much more. If you are in the market to add a more advanced campaign to your media plan, our campaign specific solutions can help.

We believe a digital media plan requires a comprehensive approach to be successful. Our strategic media team has the ability partner with you from strategic development, to audience profiling, and finally to overall planning. Our partnership with you includes planning diligent tracking, creative execution of your campaign and proper reporting. If you are looking for a hot shot media team that is built on world-class technology and capabilities, we can help.

## **CONTACT US**

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