

wikimotive Presents:
LANDING PAGES

The Incredible True Story of How
Visitors Become Leads

Wikimotive is your wall-to-wall digital marketing solution, guaranteed to unite your social media world into a single, cohesive system.



**Lead Generation
& Management**



Blogging



Social Media



**Search Engine
Marketing &
Optimization**



Web Design



Banner Design



Landing Pages

By Timothy Martell



Timothy Martell is a marketing expert regularly sought out by both media and industry leaders for his opinion on social media marketing campaigns that really work. Timothy has been seen on MSNBC and Dateline, has been interviewed twice by Facebook for his successful dealership advertising campaigns, has been a featured speaker at automotive conferences such as, DMSC, AMBC, and the Driving Sales Executive Summit and has been featured on the cover of AutoSuccess magazine. Timothy is known for pushing the boundaries of conventional automotive thinking and producing social media campaigns that generate massive numbers of followers leading to record ROI. Martell founded Wikimotive in 2010; a company that provides all-encompassing digital marketing strategies for automotive dealerships including website design, customized SEO, and social media marketing that focus on targeting and acquiring many thousands of consumers who ultimately become followers of his client's social media outlets.

Critically acclaimed as a "Social Media Rockstar," Martell's marketing systems consistently produce results that are of "Rockstar" status. Wikimotive's social media management systems remove the tedium of finding and identifying consumer-engaging content from the dealer all while educating the dealer's key personnel on how to utilize the most important social media platforms in order to generate and retain business.

To learn more about Timothy Martell and Wikimotive and to find out how to receive a free digital marketing evaluation visit wikimotive.com or call toll free 1-888-692-9818.

INTRODUCTION

If you've been paying attention to modern advertising, you're probably asking, "What are landing pages, and why are they so important?". It's a complex issue, but landing pages are actually one of the most useful tools you have when trying to convert website visitors into leads.

To fully implement landing pages in your website design, you'll likely need some help. At Wikimotive, we specialize in creating custom landing pages, handling everything from website development to graphic design and content writing; all finely honed to bolster your existing SEO and lead generation efforts.

Want to know our secrets? Well, you're in the right place. In this eBook we'll take you from traditional advertising dinosaur to new media wizard; just implement our techniques for 30 days and you'll be STUNNED by the results!

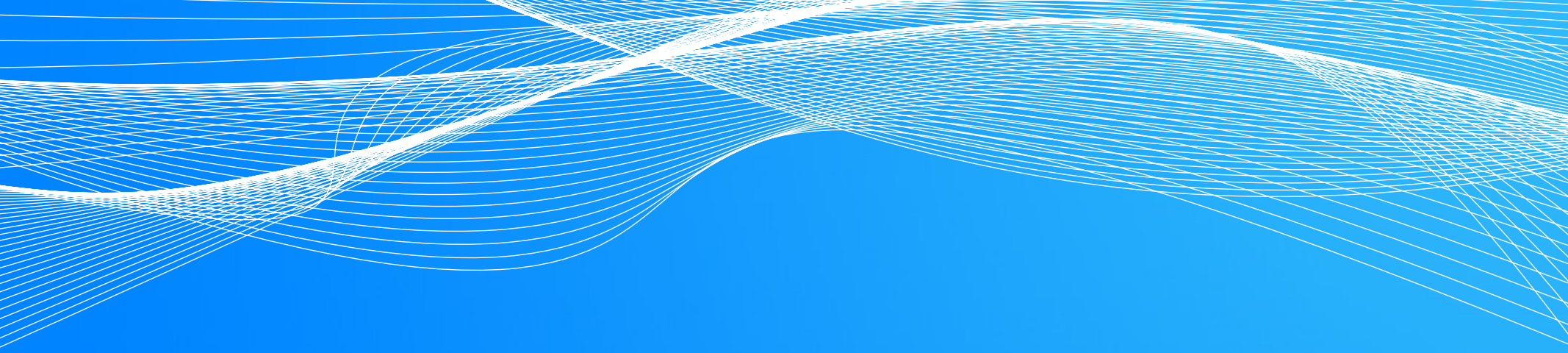


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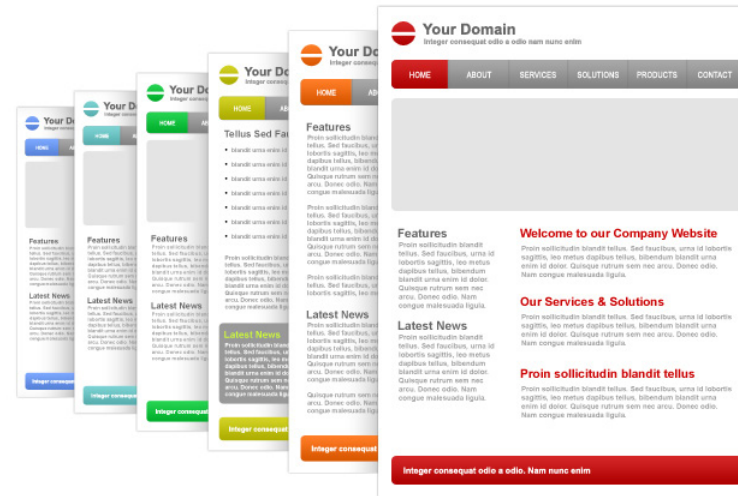
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Chapter 1:

PRINCIPLES OF LANDING PAGES

WHAT EXACTLY IS A LANDING PAGE?



A landing page, or a lead capture page, is the page that a potential customer arrives at after clicking on an advertisement or other link. The page will display information that is a logical extension of the advertisement or link that brought them there. Many times, a landing page will also have a lead form that allows you to obtain the visitors information.

For maximum effect, create a landing page for every service, advertisement, and link you offer. For instance, if you include a link in an email blast, be sure that link leads to a landing page emphasizing and expounding on all the same things you offered in the blast. They don't take a lot of time to build, and they're your best bet for converting visitors into leads.

LANDING PAGES ARE LEAD GENERATORS!

Using landing pages is a quick and easy way for most businesses to dramatically improve the effectiveness of their online advertising campaigns. When you direct all the traffic from your advertising, social media, email, etc. to your home page your losing out on a substantial amount of leads. If these links went to custom tailored landing pages, leads would be captured at a much higher rate.

For an example, lets use an automotive dealership. When someone clicks a link for the sale your having on used cars, what's going to happen what that link drops them on your homepage? Few people will dig through looking for that car, most people will simply leave.

Landing pages get rid of all the confusion and keep your website crisp for visitors. People become frustrated when they can't find what they came for, and will quickly decide it's not worth their time to hunt around. Instead, land them on the exact page they're looking for. Not only that, create a simple for they have to fill out before they can get what they came for. Because the link is so specific, and the page is created to match, chances are if they clicked it then they'll fill out the form...and that's how leads are born.

STEER CLEAR OF CONTACT US PAGES

It has become standard practice to include a “Contact Us” page on every website. While you may get the occasional lead from a “Contact Us”, you’ll more likely be inundated with spam, random questions, and people trying to sell YOU something. So don’t think that your “Contact Us” page constitutes a true landing page; you can do so much better.

In place of a “Contact Us” page, create as many landing pages as you can. If you’re already marketing heavily online, then you should have a myriad of offers and services. Each one should have a landing page. If you’re offering things like ebooks, whitepapers, inventory lists, or product demos, then be sure those landing pages include a simple form so you can get a lead every time someone checks them out.

A screenshot of a standard contact form with fields for Company, First Name, Last Name, Email, and Website. At the bottom are Submit and Reset Form buttons. A large, 3D red prohibition sign (a circle with a diagonal slash) is overlaid on the entire form, indicating that this type of page is discouraged.



Chapter 2:

BUILDING A LANDING PAGE

BUILDING INTRO

A successful landing page uses a variety of techniques to convert the highest possible percentage of leads from its visitors. When building the page, there are seven major factors that you need to pay attention to. They are:

1 Headline

2 Content

3 Meta Description

4 Keywords

5 Sharing

6 Navigation

7 Form

8 Reply Page

HEADLINES

Like anywhere else, the headline on your landing page needs to immediately grab the attention of the reader. Ideally, they should be able to read the entire thing in a single second, so between the headline and the image, one glance will give them an accurate impression of the landing page as a whole.

Writing headlines is an art, and you need to practice at it to be sure you're achieving the best results possible. As you're learning to write effective headlines, whenever you do a new one, write up a couple versions and let a few people vote on which grabs them the most. Using our automotive dealership as an example again, "Come check out our big sale this Friday!" is a bad headline. There's nothing that immediately grabs you. It's easy to fix though, simply switching the word order to, "Big sale! This friday at your local Dealership!" makes it much more effective. The words customers care about are in front, and the headline gives the entire message of the page succinctly.

This headline would be used as the landing page for an email blast about the Friday sale. Keep your language consistent between email and landing page so that customers feel at home. Additionally, consider adding a form for an appointment or something similar so that you also get a warm lead.

CONTENT

As always on the web, content is king. You can do everything else right and ruin it all with a bad body of content. Be sure that your landing page is written in the same style and covers the same ideas as the link that points to it. If a customer clicked on the link to begin with, then you know there is at least a modicum of interest. The main text on the landing page is your one minute sales pitch to land the lead.

A landing page isn't the place to be vague. You want to lay out in perfect detail exactly what you're offering. To use a dealership again, if the landing page is for a particular car you're selling, you give them all the information about the car itself. They fill out the form to get next level information like availability, options, and price. This ensures not only that you get a lead, but that the lead is actually interested.

Like any other page, a landing page should have an engaging image. Like we mentioned in the headline section, the headline and image together should tell the customer everything that they need to know about the page.

Finally, be sure to triple check all your grammar and spelling. You always need to be careful with it, but it's especially important on a page where you're asking for customer information. Poor spelling and grammar makes you look unprofessional, and people don't give personal information to companies that look even a little sketchy.




META DESCRIPTION

The short piece of text that describes what your website is about is called the meta description. When search engines place text underneath your link, the first place they try to pull it from is your meta description. Make sure you include one because if you don't, the search engine will pull a random segment of text, and that always has the potential to backfire.

When writing the meta description, make sure to include all the relevant information, your headline is a good place to start. Keep in mind though, they can only be up to 150 character long.

Meta Keywords: How a **Meta Keyword** Plays a Small but Important Role ...  

Meta keywords, or tags, are additional copy included in the HTML of your website . They help improve search engine marketing campaigns, especially with Yahoo ...

www.wordstream.com/meta-keyword - 25k - [Cached](#) - [Similar pages](#) - 

Use **WordStream** to assist your SEO efforts as well as SEM  

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This is the page's meta description.

KEYWORDS

Meta keywords are essential to any webpage, and they're especially important for landing pages. You should select the top 5 words that are the most relevant for your page.

For example, on the landing page for that car you're selling, your meta keywords might be: New Ford F-150 DealershipName City

It's just a short bit of text, but it tells search engines everything they need to know about the page. This way, search engines like Google are able to accurately identify your relevancy for ranking and people who see the keywords in search results will know they're in the right place.



SHARING

Facilitating the sharing of your content across all of your networks should be instinct at this point. It's important that you encourage sharing by making it as easy as possible. Landing pages are a great thing to have shared, because every click is a potential lead. Be sure that you have easy to spot sharing buttons and that they all work properly. If it takes more than 2 clicks, most people won't bother.



NAVIGATION

Navigation on landing pages is a little sneaky, but that's alright. Once you have a potential customer on the landing page, you want to keep them there until they complete the form. The easiest way of doing this is by removing distractions. Most of your pages will have navigation along the top and bottom, you want to remove all of this on landing pages. It should just be the information and the form, that's what they came for and that's all they need. It may seem strange, but hiding the navigation will do wonders for your conversion rate.



FORM

The form is single most important part of any landing page. The form is what gives you the lead, so you need to make sure it's front and center. This means that it needs to be above the fold. The fold is the point of a webpage where the viewer has to scroll down to see more. Your form should be placed high enough that no scrolling is needed to complete and submit it. It may seem a little ridiculous, but it makes a big difference.

Once you have the position of your form squared away, you need to consider its length. There is a delicate balance here. Too short, and you won't get enough info to be a good lead; too long, and customers likely won't fill it out at all. Essentially, more people will be willing to fill out short forms, so you'll get more leads. On the other hand, people who fill out the longer form are more dedicated, so you'll get higher quality leads. It's up to you to find your business's sweet spot between quality and quantity.

Now comes the most important question: What information should you ask for in the form?

FORM CONTINUED....

Some of it is pretty straightforward. You need a person's full name and a way to contact them, be it phone or email. If you work B2B, the form should also ask for their company name, website, and industry. Some option B2B categories might ask for their position in the company and number of employees at the company.

When you're creating your form, remember that you should only be asking for what you need to follow up with a lead. Don't get too far in to the details. Once you have the lead, you'll be able to contact them and have an actual conversation where you can parse out their specific needs. Hyper-detailed lead forms result in low response rates, so remember to walk that fine line between brevity and breadth.

Something else to consider is the button that actually submits the complete form. The instinct is to use the word "SUBMIT" but that actually turns some people off. Instead, try words like "Next" or "Go"; they have a much better reply rate. You could also base the form submission button on the context of the landing page. If you're offering a download, then "DOWNLOAD NOW!" is a great option. If you're offering a list, then consider something like, "Show me now!"

Finally, don't forget to include a privacy policy. People are skeptical about giving out information online, and who can blame them? Link your security and privacy policy information next to the email field and assure people that this information goes no farther than you



REPLY PAGE

Once someone has completed and submitted your form, you need to make sure the next thing they see is positive. It's poor etiquette to simply dump them back onto your home page. Instead, bring them to a custom thank-you page or send a thank-you email. Not only will this reflect well upon you and the form they completed, but it's a great place to suggest next steps for the customer, be it waiting for your call or giving them a place to ask questions about what they just downloaded. Additionally, this thank-you page is another great opportunity for them to share your content, so make sure your sharing buttons are prominently placed!



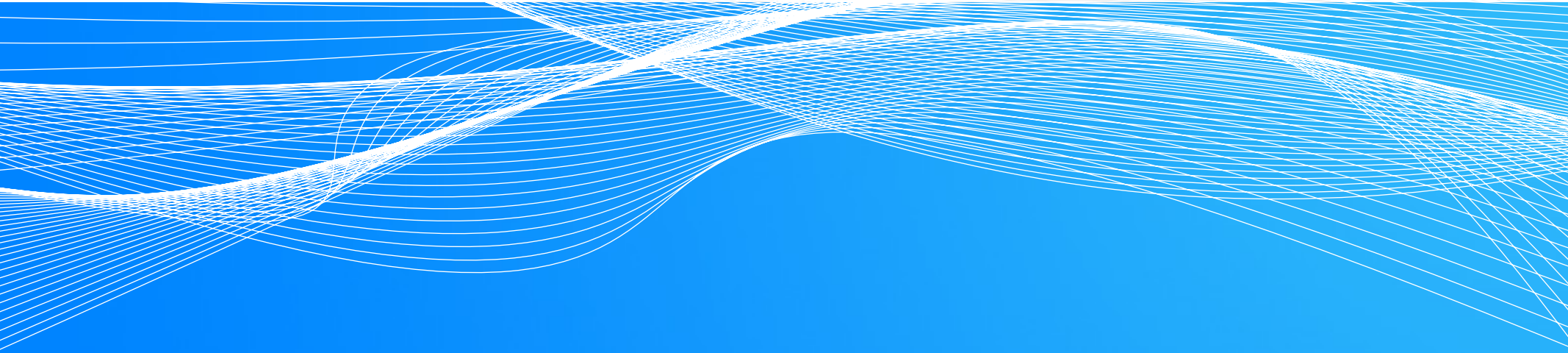
FINAL STEPS

Once you've put all this information to good use, we recommend one final phase:

TESTING!



Design a couple different versions of your landing page, and see which one gets the better response. Start with your coworkers and friends, and then move the test to the web. You'll be amazed to see how little tweaks can make big differences in your conversion rate.



Chapter 3:

CONCLUSION & RESOURCES

CONCLUSIONS

Landing pages are the best way to convert more visitors into leads, and the best part is that it's quick and easy (at least once you've read this book!)

Here are a few key things to remember as you move forward with your own landing pages:

- 1** Make the message clear in a glance with a concise headline and clear graphics.
- 2** If possible, keep the entire landing page above the fold.
- 3** Keep visitors on the landing page by removing your usual navigation links.
- 4** Encourage people to share your landing pages with easy one-click share buttons.
- 5** Find the sweet spot for forms, long enough to get what you need, but short enough not to scare anyone off.
- 6** Include a privacy policy so people trust you with their information.
- 7** After the form is submitted, direct them to a thank-you page or send them an automated thank-you email.
- 8** Never stop testing and optimizing your landing pages!

This may seem like a lot to take in, but you don't have to do it alone. In fact, it's a bad idea to add landing pages to any single person's workload. It's a full time job, one requiring skill and commitment; you have to be a writer, artist, salesman, and web developer all rolled into one.

If you have someone like that on your staff, consider yourself lucky! If not, Wikimotive is here to help. We can do as much or as little as you need, all on a month to month basis. That means no long contracts and no scary commitments. You keep us around as long as you like, and we promise to bust our humps giving you the best service possible at a reasonable rate.

Our landing page solution contains everything you need to hit the ground running. We handle it all:

- 1** Development on your site or a customer microsite we design for you
- 2** Writing engaging headlines and page copy guaranteed to grab any visitor
- 3** Custom graphic design for every aspect of the page
- 4** Search engine optimized meta description and keywords, designed to
make your site hit page one of results

Even if you just need help getting started, or have a question about one of our tips, never hesitate to contact us. Here at Wikimotive, we don't want to just be another vendor; we want to be a trusted asset and friendly community member.

Remember:

