

15 Landing Page Secrets That Will Build Your List Fast!

This is a free gift for Customers and Subscribers of Ben Fletcher

Landing pages are an essential 'tool' in any marketer's arsenal. So, what is a landing page?

A landing page is a standalone web page that generally has 5 uses:

- **Lead Generation:** Used to capture email addresses by offering something valuable in return.
- **Promoting a Product or Service:** Used to promote a specific affiliate product or service and encourage visitors to make a purchase or sign up for a trial.
- **Event Registration:** For effectively promoting events such as webinars, workshops, etc. People can sign up as attendees for the event here.
- **Building Brand Awareness:** To introduce new products or services, announce special promotions, etc.
- **Data Collection and Market Research:** For collecting valuable data and conduct market research.

In this article, we'll be focusing on using your landing page to generate leads. Below, you'll find 15 tips that you can apply to skyrocket your landing page's conversion rate.

Let's begin!

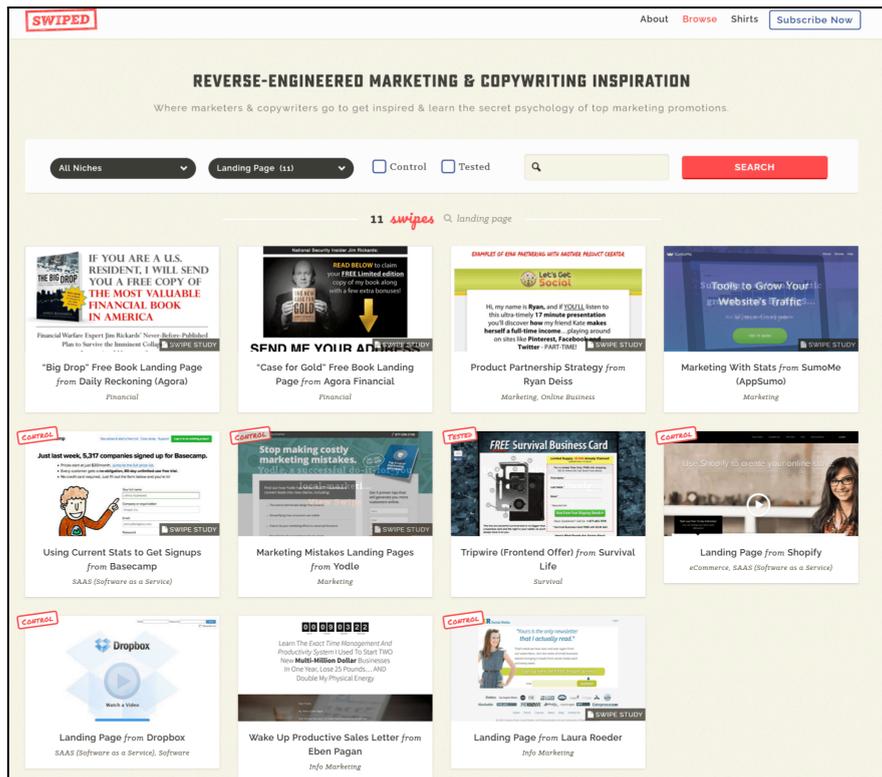
1. Analyze popular landing pages

Depending on the niche you're in, look at the landing pages for the top brands/marketers in your niche.

If you're on social media such as Facebook, you'll notice that many advertisements point to landing pages. Take a screenshot of these pages using a browser extension such as [FireShot](#) or [GoFullPage](#).

Build a swipe file of landing pages. You'll learn a ton by reverse engineering and studying landing pages that are already out there.

You may also visit [Swiped.co](#) and look at the landing pages listed there.



Alternatively, you could just do a Google search for “Landing page swipes” and see what shows up. Spend time immersing yourself in the world of landing pages.

You’ll get ideas and a better understanding of what works and what doesn’t.

2. Invest in a reputable page builder

For your landing pages to look professional, it’s best to use a page building tool. There are many popular brands such as:

- [OptimizePress](#) (I use this)
- [LeadPages.com](#)
- [Elementor.com](#)

Some marketers may choose to go with software like [Systeme](#), ClickFunnels or Kajabi that have built-in page builders.

These are fine too. All the brands mentioned above have pre-made landing page templates that you can tweak easily.

You can literally have an awesome landing page in minutes these days just by using these tools.

3. Giveaway a valuable freebie

To get people to sign up to your list, you must offer them something that's of value. Your freebie must solve a pressing problem.

While you don't need to solve the entire problem, what you give away should help mitigate (to some degree) a problem your audience has.

Focus on addressing just **one** problem.

For example, thousands of marketers struggle to generate traffic to their website. A significant portion of them try to get traffic with Pinterest... and fail.

This is a problem that needs to be solved. A checklist or short report with tips on Pinterest traffic generation will be eagerly downloaded by visitors to your landing page.

Create a freebie that solves problems.

4. Your headline is CRUCIAL!

The headline you use in your landing page MUST hook the reader in. If you have no training in copywriting and you're not in a mood to learn now, that's fine.

You can always use [ChatGPT](#) to generate a headline for you.

This is the prompt we'll use: **I need an engaging headline for my landing page about [topic]. Give me 5 catchy and compelling headlines that will grab the reader's attention and make them want to [objective].**

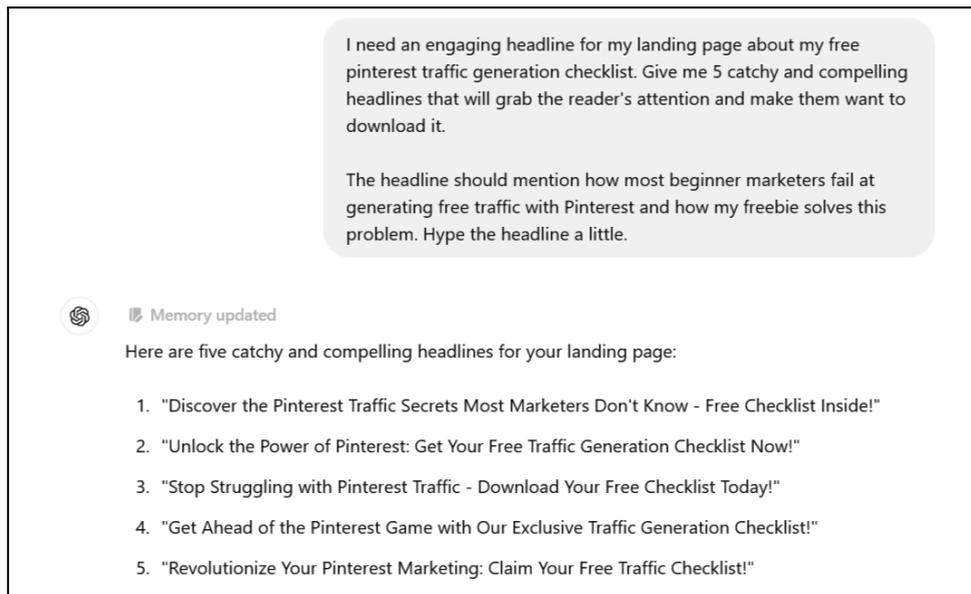
The headline should mention [problem] and how my freebie solves this problem. Hype the headline a little.

In the 'topic' field, you'll enter the topic of your lead magnet or video or whatever you're giving away. In the 'objective' field, you'll mention if you want them to watch a video or download a free guide, etc.

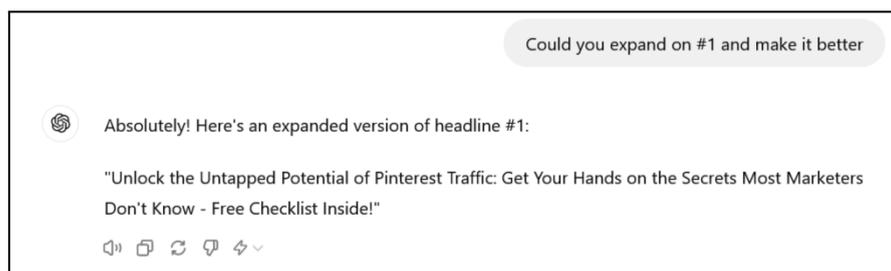
The 'problem' field refers to the problem your freebie solves.

For this example, let's assume we have a Pinterest traffic generation checklist that we want to give away as a freebie. That's our topic... and the objective is to get visitors to download our free guide.

Now we'll use the prompt in ChatGPT...



From here, if we wanted, we could expand on any of the chosen headlines...



That's an excellent headline. We can tweak it further if we wanted to. But for now, this will do.

5. Engaging copy (sell the outcome)

If you're using a simple landing page template with just a headline, this won't apply to you.

However, if you're using a template that has a cover image and so on, you'll need engaging copy after the headline. The best way to do this is with a few bullet points next to the image (cover).

Once again, we can ask ChatGPT to write the bullet points for us.

The prompt: Write me 5 bullet points (descriptions not necessary) for my landing page. Very concise. I need you to sell the outcome – [your outcome]. Hype them a little.

Write me 5 bullet points (descriptions not necessary) for my landing page. Very concise. I need you to sell the outcome – people will drive tons of free traffic from Pinterest to their websites. Hype them a little.



Certainly! Here are five concise and hyped-up bullet points for your landing page:

- Explode your website traffic with Pinterest's untapped potential!
- Transform your online presence into a traffic-generating machine!
- Watch your business skyrocket with a surge of targeted traffic!
- Effortlessly drive tons of free traffic and dominate Pinterest!
- Supercharge your Pinterest strategy and watch your website traffic soar!

Fantastic. You now have bullet points for your landing page. Similarly, you can ask ChatGPT to craft a strong call-to-action (CTA) for you.

6. Keep your page lean and focused

Ideally, you should be using one of the page templates in your page builder that have been proven to work - and which are aesthetically-pleasing.

The visitor should only be able to take ONE action on your page – and that is to sign up for the freebie you're offering.

Some landing pages are overly long with too much detail. Avoid these types of landing pages.

Keep your form fields limited. You may only wish to ask for their email address... and if you want their name too, that's fine.

But don't ask for their phone number, grandma's name, etc.

People are generally wary about divulging too much information online. So you want to ask for the bare minimum – and in most cases, their email address will suffice.

This will help with your conversions.

7. Scarcity

You may wish to add an evergreen timer to your landing page just to inject an element of scarcity on your page. Tell them that the freebie is only available for a limited time.

Most people will not go back to check if the timer is up after they've signed up to be on your list. The timer is just a gentle prod to get them to act.

8. Do you have social proof?

If you have testimonials, you may add them in the next section of the page after the opt-in button.

Having lots of positive testimonials will persuade visitors to sign up to your list. After all, if others are benefitting from your content, it has to be good – and your potential leads will not want to miss out.

9. Mobile-friendly

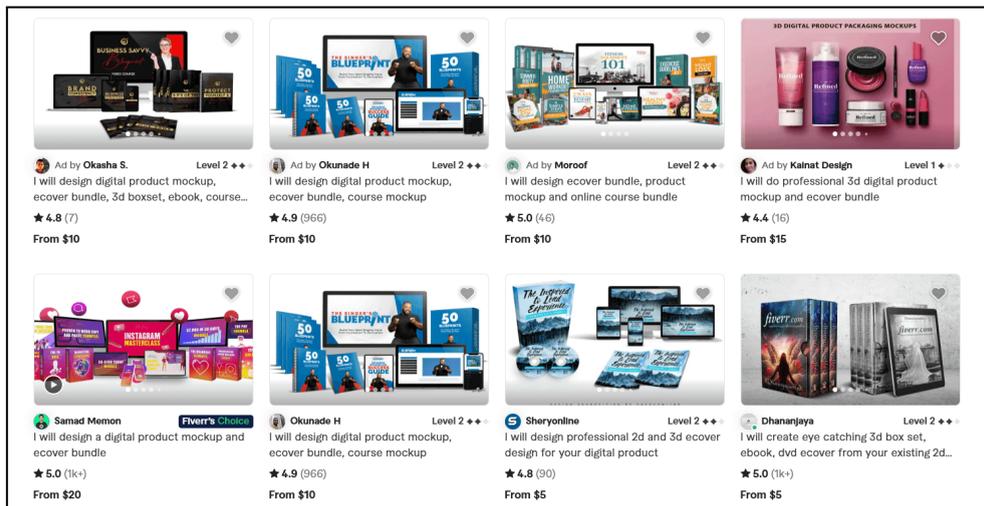
Your landing page should look great on mobile too. This will ensure that people sign up to your list easily.

You can check how your landing page looks on different devices by using this tool: <https://swiped.co/>

10. Use simple visuals

A picture is worth a thousand words – especially if you're giving away a free report, checklist, planner, etc.

Even if it's a digital product, having a product image will improve your conversion rate. ChatGPT will do this for you or you can easily hire someone on [Fiverr](#) to design a beautiful cover for you.



Besides images, you'll want to ensure that the colors used on your landing page complement each other well. You can generate a color palette here:

<https://colors.co/>

11. Your landing page must load fast!

We live in a hectic, impatient world. People want things fast... and they want them now.

Make sure your landing page loads fast or you'll lose visitors. Most popular page builders will be created with clean code so your site loads in milliseconds.

If you're using images on your landing page, compress them with [TinyPNG](#), then convert them into WebP format with [CloudConvert](#).

Once you're done, you can upload these compressed images to your page. This will help your page load much faster.

You can check your page load speed using this tool: <https://gtmetrix.com/>

12. Above the fold

Ideally, you'll want your headline, image and opt-in button to appear above the fold. What that means is your viewer doesn't need to scroll down to find the opt-in button

The button is right in front of them to sign up. Similarly, if they're using their mobile phone, the button should be on the screen without them needing to scroll down.

You want to make it as easy for them to sign up as possible. If they have to 'work' for it, your conversion rates will not be optimal.

Tweak your pages until everything (headline, bullet points, image, button) looks good above the fold.

Testimonials and other extras (should you choose to include them) can be below the fold.

13. No page leaks

The only external links on your landing page should be to legal pages such as a privacy policy, terms of use, disclaimer, etc.

The font size used for these pages should be much smaller and unobtrusive. These are best placed in the footer.

Very often, marketers make a mistake of building a landing page on their blog... and they have the sidebar, navigation and a myriad of other links on the same page.

All these links are leaks!

Visitors who find your landing page need to sign up to your list. If you have all these other links, they'll end up clicking on those and go down a rabbit hole and never be seen again.

As mentioned earlier, keep your landing page clean and optimized so that it converts visitors into email subscribers.

14. All links point to your landing page

To build your list fast, you'll want the link to your landing page scattered everywhere from your blog/s to your social media properties and so on.

Your email list is the one asset you truly own. Siphoning traffic from popular social media platforms to your email list is an excellent strategy.

It may cost you short-term sales, since you won't be direct linking to your products – but in the long-run, it will pay dividends many times over.

If you have a YouTube channel, the links in your profile and video descriptions should be to your landing page.

Have a Facebook group? – Drop a link in the group profile to your landing page.

Posting articles on Medium? – Your link in your author profile page should go to your landing page.

If you do this, you'll have traffic from different places signing up to your email list. It'll start off as a trickle and snowball with time.

15. Deliver what you promised

Check your setup and ensure that anyone who signs up to your landing page receives the freebie and is added to your email list.

If you're using a funnel, check and confirm that after sign up, the lead is taken to an offer page, etc.

You must manually go through the entire process to make sure it all works smoothly.

You don't want a fantastic page that gets lots of visitors but no one is being added to your list or receiving the freebie because the set up has not been synced and integrated properly.

Measure twice and cut once. Once everything is working fine, you're ready to unleash your landing page upon the world.

Apply these 15 tips and you'll build your list faster and easier than you ever thought possible.



Benjamin Fletcher