



# Landing Page Best Practices

*This is an extra resource to go along with the original article:*  
[What is a Landing Page & How Do You Optimize it For Conversions?](#)

---

*Here's a list of best practices to follow on your landing page:*

- ★ Create a compelling headline. Make it short, sweet, and to the point.
- ★ Keep the forms short and sweet, too. Don't ask for a ton of information up front because that scares people away.
- ★ Create a call to action that's easy to follow. The call to action should be descriptive (ex. Sign up for my newsletter), and never just a "submit now".
- ★ Use a hero image that immediately grabs the visitor and makes them want to learn more.
- ★ Add some form of social proof to your landing page. This could be in the form of testimonials or social share buttons.
- ★ Sell visitors on the benefits of the product, service, or offer. Don't just list the features.
- ★ Don't distract users with links or site navigation. They should be solely focused on your call to action.