PRACTICAL LANDING PAGE COPYWRITING

advice for people who can’t write good and want to learn to do other stuff good too
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Co-Founder

Computer engineer that rarely knows your from you’re, where a comma goes, or...

Well, if he can write high converting landing pages it should be easy for the rest of you.
COPYWRITING REQUIREMENTS for landing pages
It’s never been about the grammar or spelling.
Research before writing

Document the following:

- 5 competitor headlines
- 10 keywords targeted
- 5 related products
- 5 traits shared by ideal customers
- 3 things that make your product special

Write your own pitch and test it on 5 people!
Customers don’t know 1% what you know. They have context though:

- Where will visitors come from?
- Do you really have separate audiences?
- What will potential customers worry about?

Target people with each context to speak more directly.
Be simple. Be direct. Answer “What?”

Amazon Echo is a hands-free speaker you control with your voice. Echo connects to the Alexa Voice Service to play music, provide information, news, sports scores, weather, and more—instantly. All you have to do is ask.
Why?

iPad Pro is more than the next generation of iPad — it’s an uncompromising vision of personal computing for the modern world. It puts incredible power that leaps past most portable PCs at your fingertips. It makes even complex work as natural as touching, swiping, or writing with a pencil. And whether you choose the 12.9-inch model or the 9.7-inch model, iPad Pro is more capable, versatile, and portable than anything that’s come before. In a word, super.
Why now?

SHAN ZU
SHAN ZU Japanese Damascus Knife
8” VG10 Steel Blade Professional Chef Knife

Rating: 4.5 stars · 17 customer reviews
| 4 answered questions

Price: $199.99
Sale: $78.99 & FREE Shipping
You Save: $121.00 (61%)

Note: Not eligible for Amazon Prime.

Only 6 left in stock - order soon.
Get it as soon as May 9 - 31 when you choose Standard Shipping at checkout.
HEADLINES & STORYTELLING for landing pages
Go bold.

Square works for every business.

Under $250K Per Year ▼

Food & Beverage ▼
Tell a story.

Dropbox works the way you do

Take your docs anywhere
Save files on your computer, then access them on your phone from the road. Everything you keep in Dropbox is synced automatically to all your devices.

Send videos quickly
Send your entire wedding video to family with a simple link. It’s easy to share large files with anyone—even if they don’t have a Dropbox account.

Easily manage your photos
Automatically upload photos to organize, share, and work on them with others. Whether they’re new images for your blog or scanned receipts, they’re all safe and organized in Dropbox.
Get aspirational.
S.H.I.N.E.

Specific
About your product and the intended customer.

Helpful
To your customer. Will they learn something?

Immediacy
Why should your customer take action now?

Newsworthy
Was it bold? Is it a good story?

Entertaining
Does it pique the visitors interest?
Don’t lead with “COMING SOON”
MAKING THE CALL
(TO ACTION)
for landing pages
Make it easy to find.

The smart bike that makes you perform better.
Easy to complete.

Which makes it simpler to get started? I bet Lyft asks all of this, but they don’t need it just to generate a lead.
The smart solar generator that provides power anywhere and helps save on electricity at home.

Sign up now and get your SolPad Mobile for up to half off!

* Name
  
  
* Email
  
  
Half off, please!
CONTEST PAGES
Get engaged customers sharing!
Carry over branding colors - images - fonts

Strong brand logo

Said thank you

Clear headline about next step to take and incentives

Verification reminder to participate

Second headline reminds people about the product

Short video that clearly explains the contest
Say thanks & highlight next steps!
what - how - why
Make it easy to understand

Thank you for signing up!

Invite 10 friends and earn free plants!

YOUR STATUS
flores.lauralee@gmail.com

0 — 4 — 10

You have 4 referrals, only 6 away from your very own desert plant bundle.

SHARE
To earn referral points, share using your unique link:
Don’t forget copy on share buttons
facebook - twitter - etc
THE MORE YOU KNOW for landing pages
Anyone could have social proof.

numbers - quotes - industry
Design Focused Feedback

Want to make your page stand out visually and look as good as possible? We can help that happen with simple design tips and advice.
“Be the first to know!” is not incentive
It’s also a bad strategy
Exit Intent Popups

Different
Add Context
WRITE LESS
say more
Questions? Comments?

Email support@kickofflabs.com