Landing Page Design Best Practices

How to Make a Landing Page That Converts?



Enticing Heading

- [ ] The heading is the first thing that grabs a user attention, should be simple and self-explanatory

Minimize Distractions

- [ ] Focus on a single key point you want the readers to notice, reduce the distractions

Assistance From Analytic Reports

- [ ] Analytic reports give an-overview of what all activities the users are performing

Clear USP/CTA

- [ ] Your CTAS&USPS should direct the readers on what to do next

Creative Layout

- [ ] Businesses often, in the thrill of being innovative make the page look cluttered. Don't overdo the designing

Placement & Position

- [ ] The key points of your landing page should be placed well, before the readers scroll down

Enlist the Benefits

- [ ] Highlight the benefits the users are entitled to, this raises the curiosity element of users

Pop up Window

- [ ] Give something valuable in the pop up window, which attracts the user but does not irritate them

Valuable Content

- [ ] The content should make the User's viewing experience useful and something worth sharing

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