Best Practices That Send Your Lead Generation Efforts Into Hyperdrive!



- [ ] Place your calls-to-action (CTAS) above the told
- [ ] Be specific and state your offer clearly
- [ ] Images stand out more than text according to heat map studies
- [ ] Call-to-action button colors should contrast with the rest of the site color scheme
- [ ] Hyperlink your CTA to the target landing page
- [ ] Place CTAs on the most relevant pages
- [ ] Include CTAs in every blog post
- [ ] Connect the CTA headline to the corresponding landing page headline
- [ ] Plainly state what the Visitor will get if they click on the CTA
- [ ] Position the lead capturing form above the fold
- [ ] Keep the form as simple as possible
- [ ] Use images to show what you are offering
- [ ] Keep the landing page text Short, sweet, and scan-able
- [ ] Use bullets to emphasize the benefits of your offer
- [ ] Get rid of the navigation elements and extraneous links
- [ ] Include a Thank You page to keep the lead engaged
- [ ] Restore the navigation menu on your Thank You page

- [ ] Make a Compelling and valuable offer
- [ ] Customize your offer according to each Phase of the buying cycle

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