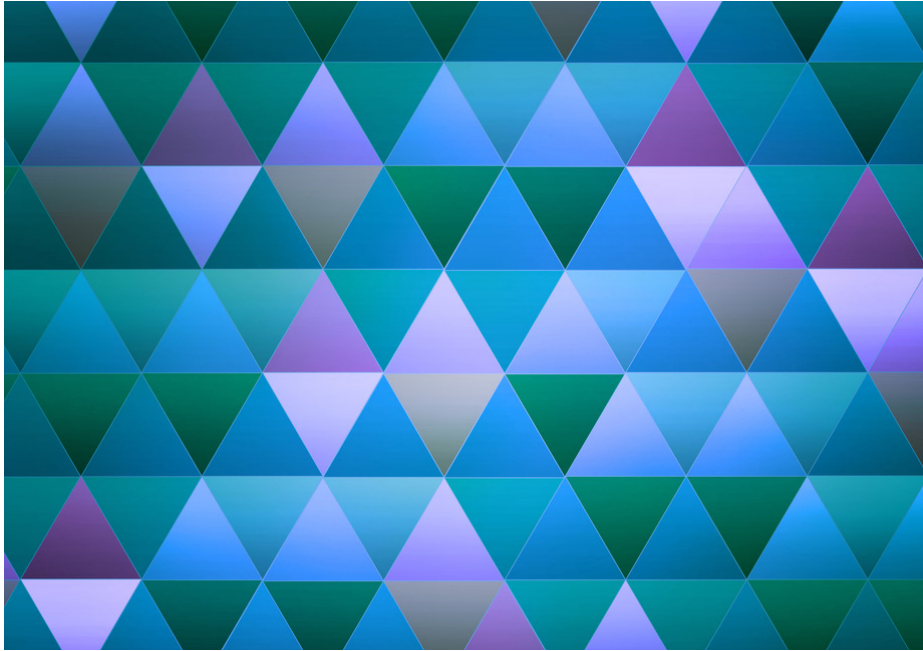


THE LANDING PAGE TRIANGLE

Three Points to Landing Page Success



Landing pages should be thought of as launching pads - these sections of your site compel leads into action. At Brafton, we often refer to the Landing Page Triangle when writing our own landing pages, and we believe the same steps will help you optimize your content to engage with visitors and encourage them to take action. Below we outline the Landing Page Triangle, defined as Relevant Optimization, Value and Call to Action.



01

ENGAGE AUDIENCES WITH SEO RELEVANT CONTENT

In order to attract site visitors and encourage them to stick around long enough to take action, your landing pages must be relevant to their needs. You'll want to develop landing pages for all of your core business offerings, but you shouldn't stop there. Every company has an ideal audience and these people are your best assets to identify opportunities for new landing pages and profitable redesigns for existing pages. We can help you use analytics to identify the core keywords that drive qualified traffic to your site and understand where informational demands still exist.

Once you've determined the landing pages you must create to improve traffic and ROI, it's important that you understand the search and user optimization basics of landing page creation. We've listed some key points below:

- ▶ **Make every page unique, hyper-focused and about your products or services.**
 - Use a core keyword in the title of the page and once in the body.
 - Use satellite keyword phrases once every 200 words.
 - Keep the topic tight so visitors remain focused.

- ▶ **Use meta description tags for SERP domination.**
 - Keep metadescrptions fewer than 150 characters and feature related keywords.
 - Draw inspiration from metadescrptions for current top search results.

- ▶ **Don't publish the history of your product on a page - know the appropriate word count.**
 - For SEO (and user experience), keep content at approximately 400 words.
 - Create an internal link system to offer readers additional resources that explain the details.

- ▶ **Strike a balance between what you offer and why your brand stands out.**
 - Add references or customer quotes when possible.
 - Use SERP analysis to determine in-demand information as well as gaps your pages can cover.

- ▶ **Support your claims with third-party sources - a transparent company builds trust.**
 - Include organic and varied external links to provide readers with any and all information about product demand you couldn't deliver in 400 words (i.e. a credible study).

- ▶ **Make sure you have both internal and external links on your landing pages.**
 - For every three internal links, have one external link - this practice builds SEO value.

- ▶ **Include relevant content to boost click-through rate.**
 - Feature the latest news topics or covered posts as a way to increase page stickiness.

02

VALUE-ADD CONTENT INCREASES SITE STICKINESS

While relevance attracts visitors and related optimization improves site visibility in search, your landing page content keeps readers engaged. The subject matter you publish must clearly communicate why you offer the best product or service in your field. Communicate your key brand propositions by showing the value of your products and services and bring in other sources to support your claims. At Brafton, we highly recommend using a variety of media types to show the value of your service. We've listed some of the most effective channels below:

- ▶ **Case studies and testimonials** - Landing pages should have internal links leading to case studies and testimonials. Linking to a case study that shows client success from your service helps your pitch have a greater impact.
- ▶ **Customer quotes** - Add value to your landing pages by publishing a shorter quote from one of your clients. This practice can show immediate value, and a glowing recommendation from a customer paired with an enticing sales proposition can drive conversion rates higher.
- ▶ **Video** - Video content cannot be ignored - people simply prefer watching content, rather than reading it. If you offer a complex product, produce an informational or instructional video to complement your written content or add a client testimonial about a product or particular service to the related page. The more diverse content on your landing pages, the more value they offer readers.

03

AUDIENCE-RESPONSIVE CALLS TO ACTION FOSTER MEANINGFUL TRANSACTIONS

Your site visitors may have a sense of what you want them to do after reading or watching your landing page copy, but they won't take the right actions without the right prompts.

Calls to action are essential for high-quality landing pages, and you should have several options for visitors at every stage of the sales cycle. Don't go crazy and overload readers, but a few on each page are necessary to appeal to audiences throughout the shopping process. Below, we offer some examples to guide your own CTA creation efforts. But don't forget to test various ones, so you know the language that resonates best with your audience.

- ▶ **The aggressive, purchase-oriented CTA reaches leads toward the end of the sales cycle.**
 - Buy Now! FREE demo! FREE trial!
- ▶ **The lead generation CTA helps you contact leads directly and build touch points.**
 - Enter your email to receive a FREE daily newsletter.
 - Download the full report by entering your email.
- ▶ **The educational CTA grabs consumers' attention and positions your brand as an authority.**
 - Click here to learn more about [random service or product].
 - Read related resources.

Once you've published your landing pages, continue to review the copy and on-site optimization practices to make sure your site generates maximum traffic and retains visitors' attention long enough for you to see the benefit.

THE LANDING PAGE TRIANGLE



Three Points to Landing Page Success

Learn to maximize the value of your website with Brafton's Landing Page Triangle, defined as **Relevant Optimization**, **Value** and **Call to Action**.

LEAVE NO VISITOR BEHIND

- ▶ Make every page hyper focused
- ▶ Use meta description tags
- ▶ Don't publish the history of your product on a page
- ▶ Strike a balance between what you offer & why your brand stands out
- ▶ Support your claims with third-party sources
- ▶ Have both internal & external links
- ▶ Include relevant content

WHAT ARE YOU WORTH TO YOUR CUSTOMERS?

- ▶ Case studies & testimonials
- ▶ Customer quotes
- ▶ Video

TELL THEM WHAT TO DO

- ▶ The purchase-oriented CTA
- ▶ The lead-gen CTA
- ▶ The educational CTA

