

# Landing Page Cheatsheet

## Unique Selling Proposition

Your headline is the very first thing that people will see and read. It's critical that it very clearly describes what a visitor will get from the page (its goal) and that the message match is strong enough to show the visitor that they are in the right place.

## Hero Shot to create context

The hero shot is so important because it takes us one-tenth of a second to form an opinion about website or landing page – and this all happens at a sub-conscious level. The hero shot is an image or video that helps visitors envision what it would be like to reap the benefits of your offer. It must establish context.

## Benefits Summary

It's important to strike a balance here and not get into so much detail that your landing page feels like it's full of text. Write a brief one paragraph summary and three to five bullet points for clarity.

## USP Reinforcement

There is another page title that you can use to drive home the purpose of your page. It sits about halfway down your page, and serves to add a mid-experience message that you want to communicate to your visitors. Essentially it's like a second headline.

## 1 Headline that matches what was clicked

A supporting subheader to provide extra information

2

## USP Sub-heading

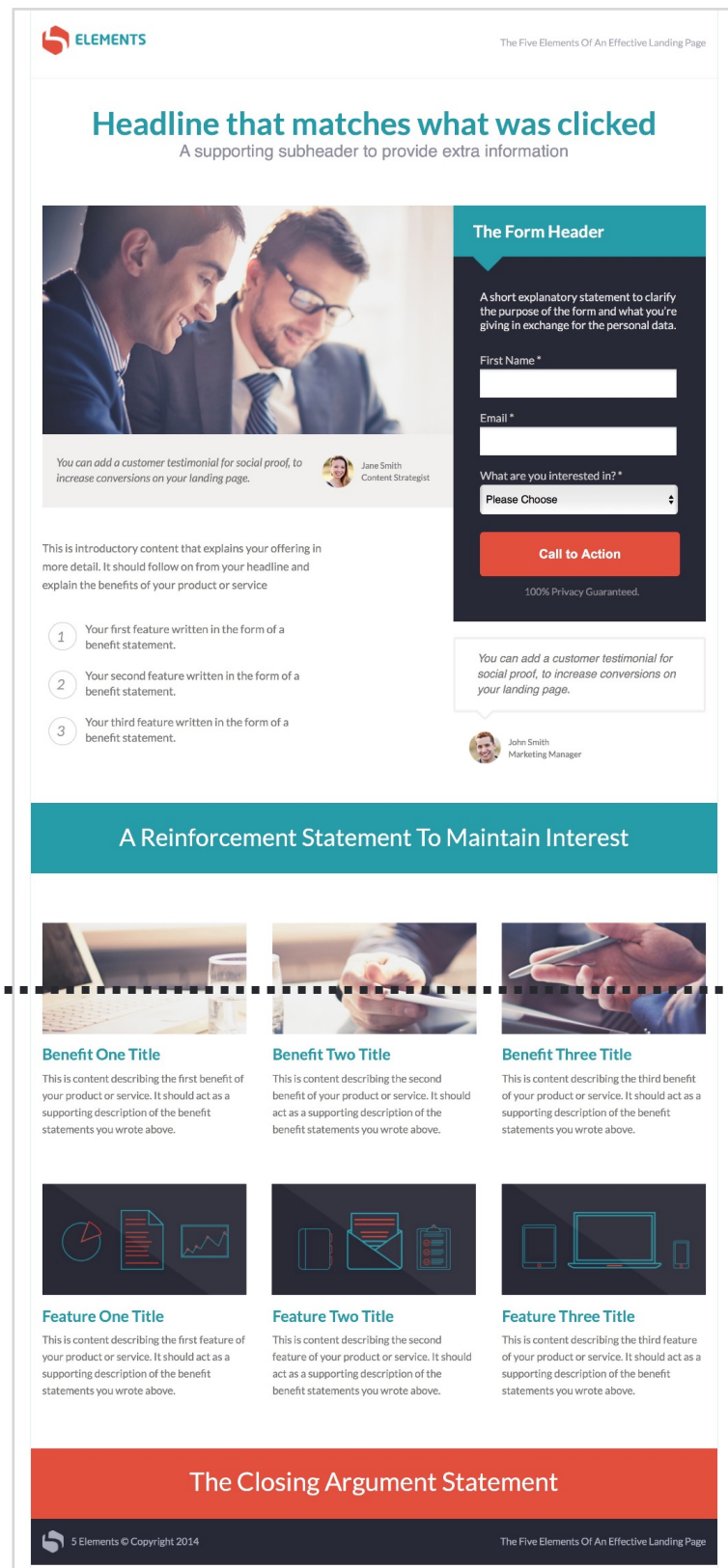
Your headline can only say so much if you want to keep it succinct and easily digestible. The best way to keep your headline short and sweet is to add a supporting headline.

## A single Call to Action

A single Call to Action is the default best option for landing pages – this is the best way to focus your landing page on action. Secondary CTAs can be considered, but need to compliment main CTA. If you are looking at Secondary CTAs you should first consider if your primary CTA is correctly focussed for where the customer is in Marketing Funnel.

## Social Proof

While these are often testimonials, there are multiple ways in which social proof can be demonstrated by appealing to the logical mind case studies, to heuristics such as using photography with groups shots, or customers in action. For more information read Robert Ciadini's Influence or Jonah Berger's Contagious



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## A Reinforcement Statement To Maintain Interest



### The Form Header

A short explanatory statement to clarify the purpose of the form and what you're giving in exchange for the personal data.

First Name \*

Email \*

What are you interested in? \*

Please Choose

Call to Action

100% Privacy Guaranteed.

4

5

John Smith  
Marketing Manager

This is introductory content that explains your offering in more detail. It should follow on from your headline and explain the benefits of your product or service

1 Your first feature written in the form of a benefit statement.

2 Your second feature written in the form of a benefit statement.

3 Your third feature written in the form of a benefit statement.

1 Your first feature written in the form of a benefit statement.

2 Your second feature written in the form of a benefit statement.

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The Five Elements Of An Effective Landing Page

### Headline that matches what was clicked

A supporting subheader to provide extra information

#### The Form Header

A short explanatory statement to clarify the purpose of the form and what you're giving in exchange for the personal data.

First Name\*

Email\*

What are you interested in?\*

Please Choose

Call to Action

100% Privacy Guaranteed

You can add a customer testimonial for social proof, to increase conversions on your landing page.

John Smith  
Content Strategist

This is introductory content that explains your offering in more detail. It should follow on from your headline and explain the benefits of your product or service

- 1 Your first feature written in the form of a benefit statement.
- 2 Your second feature written in the form of a benefit statement.
- 3 Your third feature written in the form of a benefit statement.

You can add a customer testimonial for social proof, to increase conversions on your landing page.

John Smith  
Marketing Manager

#### A Reinforcement Statement To Maintain Interest

##### Benefit One Title

This is content describing the first benefit of your product or service. It should act as a supporting description of the benefit statements you wrote above.

##### Benefit Two Title

This is content describing the second benefit of your product or service. It should act as a supporting description of the benefit statements you wrote above.

##### Benefit Three Title

This is content describing the third benefit of your product or service. It should act as a supporting description of the benefit statements you wrote above.

##### Feature One Title

This is content describing the first feature of your product or service. It should act as a supporting description of the benefit statements you wrote above.

##### Feature Two Title

This is content describing the second feature of your product or service. It should act as a supporting description of the benefit statements you wrote above.

##### Feature Three Title

This is content describing the third feature of your product or service. It should act as a supporting description of the benefit statements you wrote above.

#### The Closing Argument Statement

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The Five Elements Of An Effective Landing Page

## Benefits Details

To support your brief benefit statements, you want to extend the bullet point descriptions into a more detailed overview of their purpose and benefit. A good way to approach this is to expand upon the benefits first, and then if needed, add some feature details below.

### Benefit One Title

This is content describing the first benefit of your product or service. It should act as a supporting description of the benefit statements you wrote above.

### Benefit Two Title

This is content describing the second benefit of your product or service. It should act as a supporting description of the benefit statements you wrote above.

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### Feature One Title

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## Final Closing Statement

As your landing page comes to a close, you have one final chance to communicate the benefit of your offering. Similar to the reinforcement statement, it backs up your main value proposition. For a long page you can use a button to jump back to the form.

## Strong Imagery

While the hero shot is an image that helps establish the USP, the other images on your website should support Benefits statements, and consider Influence factors: Social Proof, Authority, Liking And establish authenticity – don't us stock photos.

## Feature Details

These are the lowest priority on your list. If you have Benefits clearly encapsulated, do you need to talk about the Features of your product to get visitor over the line?