

Gartner Digital Markets How to Build a High-Converting Landing Page

Six smart ways to optimize your landing page for conversion



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Keep it simple

You've built a successful advertising campaign. Your website is flooded with new customers and leads. Do they readily understand the value of your offerings? Do you ask them — clearly and directly — to engage with your brand? If you're seeing strong site traffic but low rates of conversion, read on.

1 Emphasize a strong value proposition

Any headline on the page should underline a strong value proposition that clearly states the value of your product, what it does and what distinguishes it from your competition. How do you solve your customers' toughest business challenges?

2 Keep forms simple

Lower bounce rates by keeping page forms short and transparent. Include four to six entry fields — less than four can result in spam leads, more than six results in a significant drop in conversion rate — and an explanation of what buyers receive after submitting. Don't request a lot of customer information that may serve your business interests but will only turn customers away from your product or brand.

3 Highlight important benefits and features

Show off the most important product benefits and features prominently, with concise descriptions separated by bullet points or icons. Focus on the benefits and features that differentiate your product from the competition and help buyers understand what challenges your product will solve and how it will help them perform their own jobs better or boost their bottom line.

4 Use white space and high-quality images

Help buyers easily understand your offering by using white space in the page design, along with high-quality images that support a visual hierarchy and function to break up text.

5 Add trust elements

Increase your brand's credibility by including verified customer reviews, testimonial quotes, customer brand logos, case studies, industry awards and badges.

6 Use a strategic call to action

Catch buyers' attention with a targeted CTA in a high-contrast color not used anywhere else on your page. Base your CTA on the buyer's position in your sales funnel to move them where you want them to go next and maintain engagement with your brand.

What's next?

Watch [our video](#) to learn more ways to improve your product landing page and conversion rates.

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