



BRITA®

7 Golden Tips Landing Page Creation



GOLDEN TIPS

JOURNEY

- › **ONE PAGE**
- › **NO EXIT POINTS**
- › **ABOVE THE FOLD**
- › **LENGTH**

CONTENT

- › **BENEFIT**
- › **RELEVANT & FOCUSED**
- › **MESSAGE MATCH**



> ONE PAGE ONE MARKETING PURPOSE

When creating a landing page, ask the question: “What do you want the user to do?” There should be only ONE possible action for the visitor to take – be it subscribing to something, making a purchase or something else. Don’t offer options or the conversions will suffer. Make clear what action you’d want the user to take by using a **significant CTA** (i.e. Use “Buy now” when you want a user to buy instead for example “Read more”, “Discover more”... - keep this in mind for your **banner creation as well.**

> REMOVE ALL EXIT POINTS WHICH ARE NOT PAYING INTO YOUR MARKETING GOAL

When a visitor visits your landing page, now’s your opportunity to finally pitch your offer to them. With that in mind, it’s crucial that you **eliminate any distractions** that would cause them to stray away from your page, i.e. **no distracting navigational links** for further information or to third party pages. With nowhere else to go, now your visitor can focus all their attention on the offer at hand.

> PRIORITIZE YOUR MESSAGES WITH THE MOST IMPORTANT INFORMATION ABOVE THE FOLD

Don’t make people scroll to learn what you’re offering and why it should matter to them. **Your most important messages should be above the fold** so there’s no chance visitors can miss them.

> LENGTH

First of all, neither longer nor shorter landing pages are “better.” Rather, either style can be appropriate depending on the particular type of product, service, or situation you find yourself in. **Short** landing page journeys are suited for **easy decisions** (e.g. “should I buy this Marella”?) while **bigger decisions** (“should I buy this MyPure Pro X9”?) **require more explanation, assurances and supporting facts.**

> A BENEFIT ORIENTED HEADLINE

The headline is one of the most important content parts. Make sure it includes the **main benefit** you are communicating on the page. If the visitors came by clicking on an ad, it must **correspond to the ad copy** that triggered the page.

> RELEVANT AND FOCUSED COPY

Make it **clear, relevant, concise**. Don't put too much copy on the page, as the visitor has to be able to read it quickly. Use bullet points to drive the main points home. Use images and video that relate to the copy. Match the amount of copy towards the length of your journey.

> ENSURE YOUR LANDING PAGE MESSAGE MATCHES YOUR AD

Message match is what reassures a landing page visitor that they're going to get what they wanted when they clicked on an ad. The experience needs to be **consistent from ad to landing page in both message and design**.