

10 Best Practices for Designing Landing Pages

*This is an extra resource to go along with the original article:
[A Guide to Designing Landing Pages for SaaS Products](#)*

1. Choose a call to action button that stands out from the rest of the page.
2. Lead with your most important benefit and answer the question, "What's in it for me?"
3. Include a spot for reviews or testimonials.
4. Include an image of your product (which may include a mockup, a screenshot, or a customer using your product.)
5. Include a guarantee to reduce hesitation.
6. Use engaging copy that exactly matches long tail keyword phrases found in Google Keyword Planner.
7. Use urgency in your content to encourage immediate action.
8. Use the content on your product's landing page to address every potential hesitation that your prospective buyer may have.
9. Make sure that your landing page is mobile-friendly to capture traffic that arrives from smartphones and tablets.
10. Commit to A/B testing for every major element on your page.