

7 Additional Ways to Optimize Your Landing Page

This is an extra resource to go along with the original article:

[8 Ways to Improve Your Landing Pages](#)

But wait, *there's more!*

Here are even more ways to optimize your landing page for maximum conversions. Let's go.

1. Set a SMART Goal

Your landing page should have a specific, measurable, actionable, realistic, and time-based goal. This is also why every landing page should have an expiration date. Create a campaign with a deadline and see if you've met your goals. If not, tweak your landing page and try again.

2. Keep the Offer Simple

If you're asking for their email address, keep your offer simple and transparent: Your target audience should know exactly what they're getting, when they're getting it, and for how long (if applicable).

3. Include the Targeted Keyword ASAP

Use your targeted keyword in your landing page title and within the first paragraph. The goal is to create a message that reflects what the prospect searched for. If you're targeting searches for "graphic design tool," your landing page should include that phrase in its copy.

4. Strip the Landing Page

Don't allow any navigation outside of the landing page. Focus entirely on one call to action and make that action obvious.

5. Use the Right Images

Add images that connect with the visitor and also reflect the visitor. If using people in your images, choose photos that embody the target customer persona based on their general demographics.

6. Plan for Hesitancy

People are always looking for a reason not to trust you and to close the tab and walk away. Plan for the hesitancy by addressing their most common concerns directly on your landing page. Add FAQs. Or choose testimonials that directly discuss why a customer was hesitant at first and how they found success with your product.

7. Offer Trust Signals

Add trust signals on your landing page to up the persuasive factor. Trust signals include guarantees, testimonials, client logos, industry association logos, certifications, data and statistics, case studies, reviews, and more.