



HOW TO CREATE LANDING PAGES THAT CONVERT FOR ORGANIC & PAID ADS



LANDING PAGES THAT CONVERT

- Organic vs. Paid
- The Offer
- The Page Layout
- The Form
- The Follow Up



THE OFFER

Provide value to your audience in exchange for their information.



THE OFFER

ORGANIC:

- Why would someone organically request this offer?
- Does the offer build trust?
- What follow up do you have in place?

PAID:

- What is your goal with this ad?
- What does the ad promise to provide?
- Does your offer deliver on that promise?



THE OFFER

Things that work well:

- Quizzes (especially for doctors)
- Promotions/Discounts
- Free!
- Listicles
- Coloring Books
- Gender Specific



THE OFFER *What to Highlight*

Organic:

- Addressing pain points
- Overcoming pain points
- Benefits of offer
- What happens next?

Paid:

- Consistent branding from ad to offer
- Addressing pain points
- Overcoming pain points
- Benefits of offer
- What happens next?



THE ORGANIC ORIENTED OFFER

DOWNLOAD THE EBOOK NOW

The Savvy Woman's Guide to Divorce in Washington

Get My Free Book

Name *

Email *

Get Free Book Now

Protected By Google reCAPTCHA | [Privacy](#) - [Terms](#)



THE PAID ORIENTED OFFER

NO FEE IF NO RECOVERY ON ALL CASES

**WE WORK WITH CONTRACTORS AND
ADJUSTERS TO GET THEM PAID ON
PROPERTY DAMAGE CLAIMS**

GET HELP NOW

First Name *

Last Name *



THE LAYOUT

Keep landing pages clear, clean, and conversion focused.

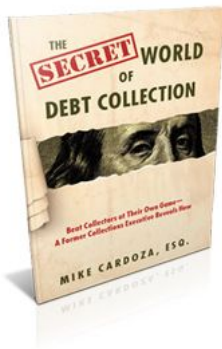


THE LAYOUT

MUST HAVE:

- Clear Headline
- Minimal Navigation
- Relevant Images
- Trust Factors
- One *Clear* CTA

Find Out What Debt Collectors Don't Want You to Know!



You will learn:

- How** to protect yourself, your family, and your money,
- Why** millions of dollars of debt are collected illegally,
- Why** banks are powerless to stop illegal debt collection,
- How** to recognize illegal debt collection,
- Why** you think the way you do about credit and debt,
- Why** those thoughts are self-defeating and how to change,
- Why** the consumer protection laws are on your side,
- How** to use the laws to your advantage,
- What** to do with collection letters, phone calls, and

lawsuits,

When to ask for legal help and where to find it,

And, most importantly, **how to win!**



- Please also include me on the monthly newsletter and occasional updates of significance (We will always respect your Inbox and never share your information!)

GET THE SECRETS FOR FREE!

“ *more reviews!* ”

I downloaded the Collection Blocker letter, printed it out and sent it in, and never heard from those creepy guys again.

Anonymous, San Francisco Bay Area

"Glad that he is on the side of the American consumer now!"

Beth H.



THE LAYOUT

Organic:

- Supporting Content
- Social Proof/Testimonials
- Related Content
- Clear Call to Action

Paid:

- Supporting Content
- Social Proof/Testimonials
- Clear Call to Action



THE LAYOUT

What is wrong with this landing page?

Cruise Deals, Reviews, Photos & More Wednesday 4th Sep 2013

www.cruise.co.uk
Deals - Reviews - Answers - Photos - Videos

FREEPHONE 0800 408 6200
Outside the UK call (0044) 121 312 2809

Don't miss a thing!
Sign up to our newsletter for all the latest cruise news, reviews, photos and answers...
email address

23k people like us
Like

Book securely online
VISA MASTERCARD

European & World Leading Cruise April 2010, 2011 & 2012
ABTA and ATOL Protected

If you want outstanding service and a huge choice of Cheap Cruises & River Cruises then you're in the right place. With more than 100,000 cheap cruises and 150,000 real cruise reviews. We are fully ABTA & ATOL bonded making every booking fully protected. [Cruises 2013](#)

Home | Cruise Reviews (151,768 Options) | Cruise Answers (217,028 Q&As) | Cruise Photos (18,621 Real Photos) | Cruise Videos (1,729 Real Videos) | Ports of Call (Hops & Shore Tours) | Our Cruise Consultants | Cruise Info Guides | Cruise Forum

Get a Quote | Special Offers | Last Minute Cruises | Luxury Cruises | Cruise and Stay | River Cruises | Family Cruises | Free Brochures | Make a Payment

Cruises From
Southampton
All UK Ports
Barcelona
Venice
Rome
New York

Destinations
Caribbean Cruises
Cheap Med Cruises
Baltic Cruises
Norwegian Fjords
Far East
Transatlantic Cruise
Cruises to Alaska
South America
River Cruises
Australasia

Cruise Lines
P&O Cruises

The Cruise Comparison Site Live Prices

Deals (163440) | Reviews (4065) | Questions (33956) | Photos (13821) | Videos (1739)

Cruise Type: Ocean Cruises River Cruises

Date, Region, Line & Ship: 04 Nov 2013 | 04 Jan 2014

---Any Destination---
---Any Cruise Line---
---Any Cruise Ship---

Sail From: All UK Barcelona Rome Venice
 All Europe All Caribbean All USA
 ALL

Daily Top 10 Deals (Last updated Sep 04 2013 01:05PM)

Discover ALASKA

Book by 31st October and receive the following **additional** benefits:
• A choice of Free Spending Money up to \$200pp
• Or Free Car Parking or Free Coach Transfers on selected voyages

Latest Questions

Q: We will be going to Bermuda on the Crown Princess docking at West End (royal naval dockyard) we...
By Brian, Swinton on 4th Sep 2013
1 Answer , 34 Views
[Ask a Cruise Question](#)

Q: Hi we have just booked a get away price cruise on Oceana in Nov on a guaranteed balcony cabin, when...
By greenhal, guildford on 4th Sep 2013
1 Answer , 82 Views

Q: We are sailing on Celebrity in October up America's east coast and Canada. Has anyone...
By Ashworth, Halifax on 4th Sep 2013
2 Answers , 33 Views

Q: Has anyone docked in Shanghai and if so do the

Cruise Prices Slashed

*** DEAL OF THE DAY ***

Spain & France

Princess Cruises **3 May '14**
Emerald Princess **7 nights**

~~WAS £799pp~~
NOW from £599pp

*** PLUS ***
Up to \$175 per Cabin
FREE On Board Spend

A Taste of Venice & the Canaries

MSC Cruises **30 Oct '13**
MSC Armonia **14 nights**

from ONLY £699pp

*** INCLUDES ***
✓ 2 nights hotel stay in Venice with breakfast
✓ Gondola Ride
✓ 4 nights hotel stay in Gran Canaria

www.cruise.co.uk/cruise/princess-cruises/emerald-princess/03-may-14/738296/



THE LAYOUT

What to expect

Clear Headline

Minimal Navigation

nauto

EBOOK

Your Roadmap for Improving Fleet Safety

Keeping commercial drivers and bystanders safe on the road is becoming a bigger and more costly challenge for many fleet management and safety leaders.

Learn 4 steps that you can take now to increase fleet safety, reduce distracted driving and collisions, identify your highest-risk drivers, and keep liability claims at a minimum.

Fleets who followed these 4 steps saw a nosedive in collisions and reduced claims by over 35%.

in | | | +

Download the Fleet Safety eBook Now

Your Roadmap for Improving Fleet Safety
4 best practices for a safer and smarter fleet

First Name* Last Name*

Business Email* Phone number*

Company Name* Country - Default*
Please Select

Download Now

Pain Points and Benefits

Supporting Content

Trust Factors

Clear Call to Action

Your Roadmap for Improving Fleet Safety

eBook: 4 best practices for a safer and smarter fleet

This eBook offers four best practices that will help safety and operations leaders, fleet managers, and owners improve fleet safety using advanced video and sensor technology, AI, and powerful analytics.

Download this eBook to learn:

- How fleet safety leaders can effectively stop collisions at the source by reducing distracted driving
- 4 easy steps for productive coaching of high-risk drivers
- The most successful approach to rewarding and incentivizing drivers
- How to tell if your fleet would benefit from AI to improve safety at scale

Get the eBook

68% of collisions are caused by distracted driving

 14% increase <small>in traffic fatalities since 2014</small>	 1 in 4 <small>collisions caused by driver impairment from cell phone use</small>	 \$4-8k <small>average annual cost per vehicle from collisions to fleets</small>
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THE FORM

Are you asking too much or too little?
Utilizing conditional formatting



THE FORM

What do you NEED?

Require the bare minimum

- ▶ Name
- ▶ Email Address

First Name *

Email *

Please also include me on the monthly newsletter and occasional updates of significance (We will always respect your privacy and never share your information.)

GET THE SECRETS FOR FREE!

Fill Out The Form Below

First Name *

First Name *

Last Name *

Last Name *

Address *

Address *

City *

City *

State *

Zip *

Zip *

Country *

Phone *

Phone *

Email *

Email *

Tell me more *

Tell me more *

SUBMIT



THE FOLLOW UP

Staying top of mind with relevant information.



THE FOLLOW UP

Thank You Page

Give them the offer and tell them what to expect next.

Thank You Email

Thank them and give them a second chance to communicate with you.

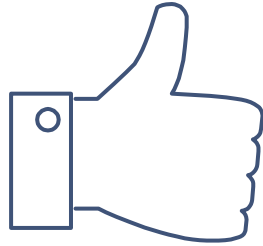
What's Next?

Drip campaigns, follow up call, direct mail.



CONSISTENT EFFORT

- Test your offers!
- Follow up with specific, relevant information
- Connect with your audience in different ways
- Keep trying
- Ask us for advice



THANKS!

Questions? Comments? Thoughts?