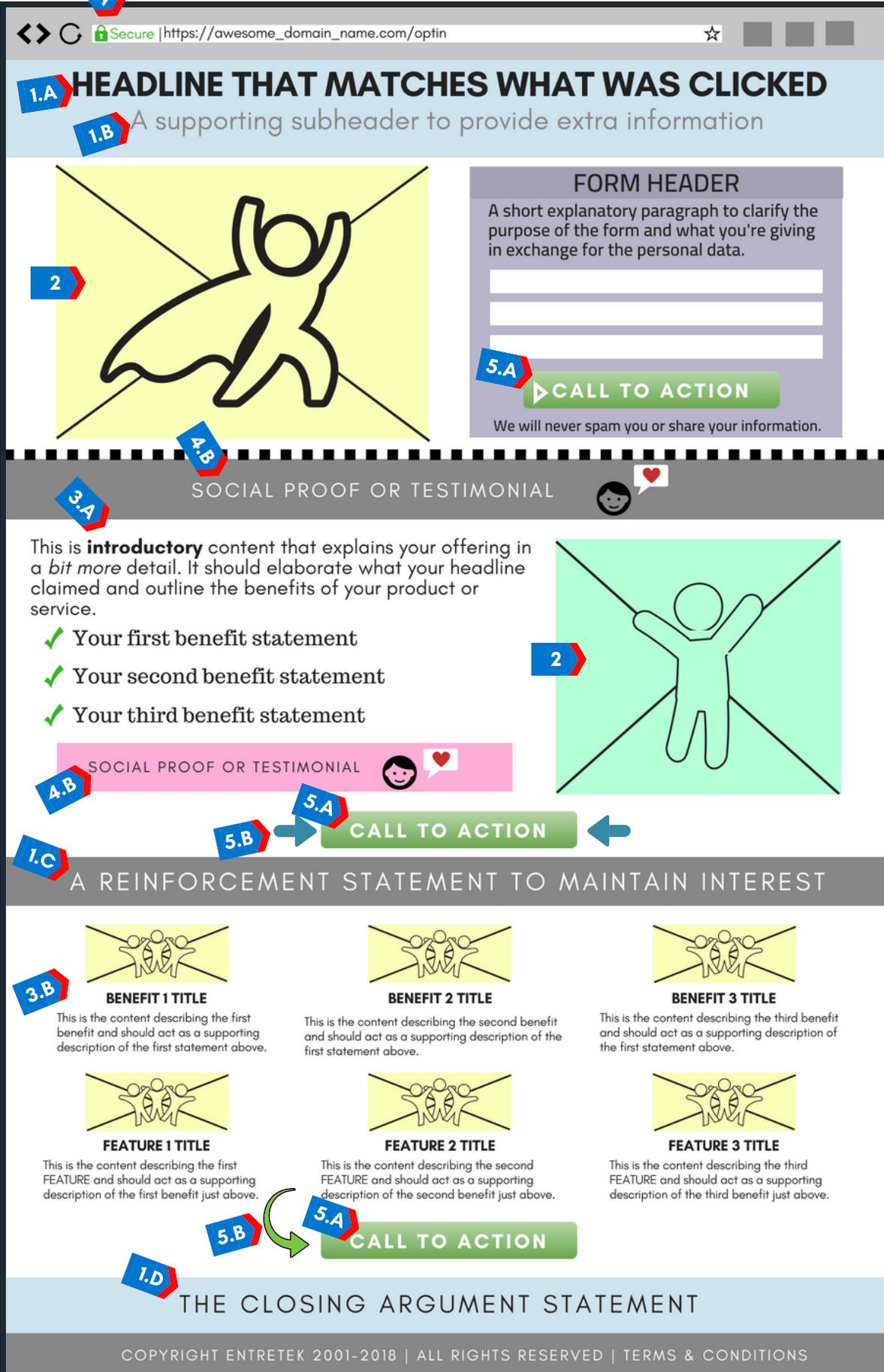


ANATOMY OF A LANDING PAGE

• A DIAGRAM OF 5 KEY ELEMENTS •



1. Your Unique Selling Proposition (USP)

A. The main headline
B. A supporting headline
C. A reinforcement statement
D. A closing argument

- The starting point of a marketing campaign revolves around your ability to define a point of differentiation. A well crafted USP sets clear expectations for your customers and allows them to understand why they should care.

2. Images and/or video showing context of use

- Images are critical in the short attention span world of the landing page. The **hero shot** is the visual representation of your offer. The idea here is to get your customers to empathize and place themselves in a scenario where they are using it.

3. Benefits of your offering

A. A bullet point list summary of benefits
B. Benefit and features in detail

Bad (feature based)
 Our new battery is twice as powerful as the competition's.

Better (benefit based)
 Our new battery means you'll only need to charge your phone every couple of days.

- The important point to remember here is that you need to communicate the *benefit* of your offering first. Then, and only then, do you start to add features – which are typically directed towards those who require more detail in order to make a decision.

4. Confidence-inspiring elements

A. Secure Socket Layer
B. Social proof

- Using signals to tell your potential client that they can trust you. The concept being that if others have enjoyed your service, they will, too.

5. Single conversion goal with your CTA

A. Clear CTA
B. Directional cues

- Call To Action (CTA) should be **SINGULAR** and directional cues are subconscious ways to show the viewer what you want them to do.