

How to design a successful landing page

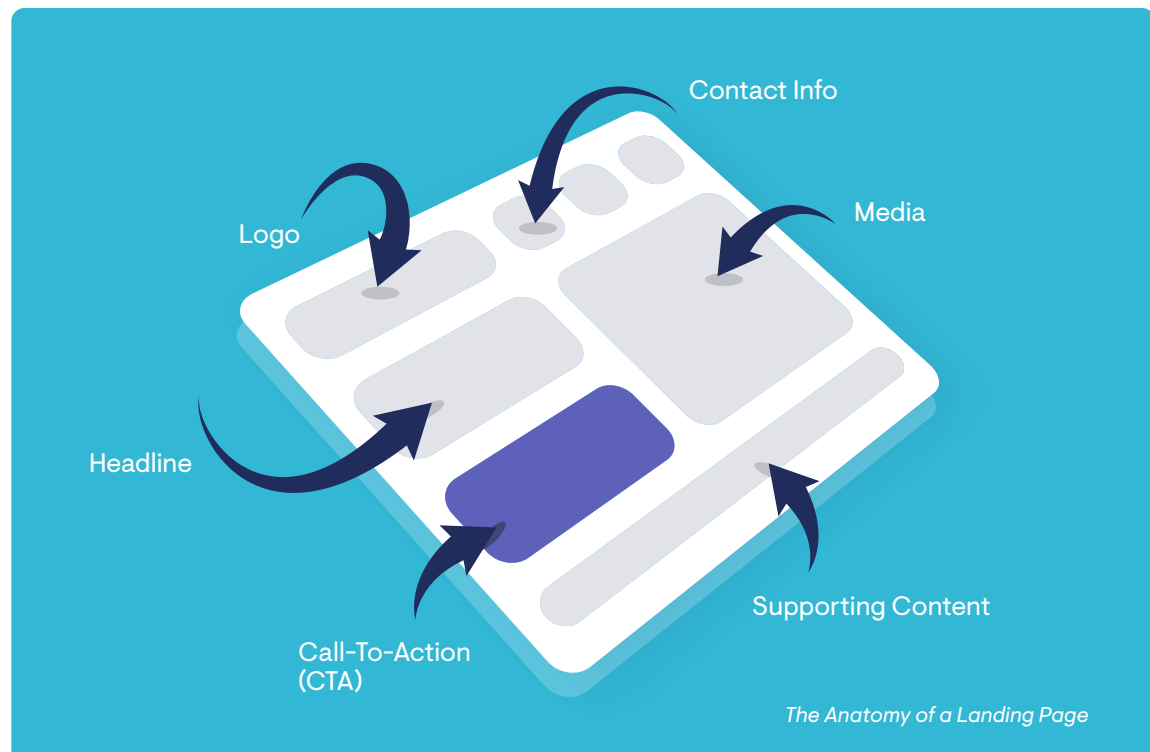
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With the right ad traffic, a good landing page equals a successful pay-per-call campaign.

A landing page is the webpage that users visit when they click on your ad or link. Landing pages have one goal: convert your traffic into qualified calls. It's no surprise, then, that having a successful landing page leads to more qualified call traffic for your pay-per-call campaign.

Helpful hint: create a landing page for each of your ad campaigns because users are more likely to convert if the page is speaking directly to their own needs



Step One: Research your audience

Your audience will only call your number if your offer resonates with them and matches the solution they want at that time. To make sure your page does this effectively, consider your audience's customer journey.

A customer journey outlines the path a user takes from the moment they have a problem to the moment they call your number. To craft a landing page that fits into your target audience's customer journey, ask yourself the following questions:

How does your audience find the landing page?

What problem do they need to solve?

What do they value in a solution?

What can you offer them?

Are they willing to buy now?



Step Two: Define your CTA and write your headline

Once you know more about your audience, craft a call-to-action and headline that compels them to call your number.

For a pay-per-call campaign, your CTA will almost always be some variation of “Call [the tracking number] Now,” but you can tailor this idea to match your audience’s intent based on where they are in the customer journey. For example, someone searching for an urgent pest control issue might respond to a CTA like “Call An Exterminator Now” whereas someone considering home insurance might respond better to “Call to Learn About Your Options”.

Remember: the more specific your calls-to-action are, the more likely they are to convert your audience

Your headline should support your CTA, articulating the reason your audience would want to call. Good headlines are short, punchy, and focus on the one thing that matters most to users.

Step Three: Design your original landing page

The design of your landing page should be intuitive, guiding the user to your CTA and persuading them to call. Remember that the goal of the page is to get traffic to convert, so no other page elements should distract from the core CTA. Consider these tips as you design your page.

Make your CTA actionable

If your solution meets their problem, users will want to act, so design your CTA to look like a button to make it clear that it is the action they can take. Once you design your CTA, test it to ensure users can call you when they click it.

Use color and size strategically

Choose a bold color for your CTA and use that color sparingly (if at all) on the rest of the page. Use size to establish a visual hierarchy, making the headline the largest text on the page and your CTA a prominent button.

Limit the page's navigation options

Put your logo in the top left and your CTA in the top right of the header instead of your typical navigation options. By stripping your landing page of sidebars and main navigation, you encourage users to take the action (call) instead of exploring your site.

Keep all important elements above the fold

Your users should not have to scroll to see any important elements. This includes your CTA, headline, and logo and sometimes a sub-heading and piece of visual media.

Step Four: Create supporting content

A common pain-point in pay-per-call marketing is convincing visitors to trust your tracking number. Supporting content can build trust, answer questions, and convince visitors to call. It can take the form of short paragraphs, lists, graphics, videos, blog posts, images, and more.

Decide how much and what kind of supporting content is necessary and ensure it's user-friendly and easy-to-read.

In your supporting content, clarify that you are a publisher and not the service provider to set the right expectations and generate calls that will stay on the line

Step Five: Optimize, optimize, optimize

Once the page is published, test different variations to fine-tune it into a page that consistently drives as many conversions as possible. Create a series of A/B tests that test two versions of a singular element to determine a winner.

Test variations of these page elements

CTA

design and wording

Layout

design and images

Layout

layout of elements and order of content
blocks

Content

different types of content like a blog, infographic, or listicle

Try out other marketing techniques

Add a form in addition to a click-to-call CTA to see what drives more calls

Try adding a scarcity technique such as a limited offer or countdown timer

Use a pop-up or exit-popup to draw more attention to your CTA

Add a customer testimonial to add social proof to your page

How to determine the winning variation

A pay-per-call landing page is successful if it consistently converts web traffic into qualified calls. Seek to improve each of your variations incrementally to achieve the optimal conversion rate for your unique campaign.

Designing a landing page starts with learning what your audience cares about and never truly ends as you continue to optimize it into the best version it can be. If you take away one piece of advice, make it this: if you create a landing page that is useful to the people viewing it, you'll have a winner.

Defining landing page success

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