



TAKING ACTION:

The Benefits of Landing Pages

Read the e-book [The Benefits of Landing Pages](#) and then complete this worksheet.

Plan and create a mock landing page for your company or idea on paper. Make sure your landing page includes these six items:

1. Targeted Headline

- ☐ Is it clear what you are offering? Will it grab your potential customer's interest? Do you agree that it resonates with your target audience/user demographic?

2. Call to Action (CTA) – What you want your potential customers to do on the page

- ☐ Is your CTA clear?
- ☐ Are there multiple options to engage or just one?
- ☐ Does every button take you to the same place?
- ☐ Does the language you're using for your calls to action (e.g. "Learn More" or "Register Now") make sense given the information on your landing page?
- ☐ Is the action enticing and specific – in other words, is there a benefit to your customer?
- ☐ Are the calls to action accomplishing your goals (e.g. leading directly to your website or acquiring customer information)?

3. Lead Magnet – The value/benefit you are offering when your potential customer follows the call-to-action

- ☐ Is it valuable enough for them to provide their email address?
- ☐ Do you think you are offering the right amount of free information or products/service?

4. Unique Value Proposition

- ☐ Is this immediately clear?
- ☐ Will they understand what problem you are trying to solve and how your solution is different?

5. Testimonials

- ☐ Are there photos or additional information connected to the testimonials?
- ☐ If yes, do they make it easy to understand how your customer will benefit?

6. Domain Name

- ☐ Does it communicate what your business does?
- ☐ Your products or services?
- ☐ Is it on a trusted domain extension like .com?

After you sketch out your landing page on paper, show your friends and family to get their feedback before building.

Once you have a landing page, you need to figure out entry channels (the methods you use to find your target customers and introduce them to your business). There's a broad range of costs based on the level of advertising you wish to pursue. Options include sponsoring a blog or podcast on a topic related to your subject (sometimes you can pay for this with trade). Buying ads on social media sites can be quite cost-effective and you choose how much to spend. Most importantly, ask yourself: Does the landing page relate back to the ad(s) you're running?