

Best Landing Page Examples

Follow These Proven Landing Pages That Will Increase Your Campaign's ROI



Best Landing Page Examples

Why should you read this guide?

- Landing pages are the gateways to higher conversion rates when optimized with the right elements. Learn what it takes to create persuasive landing pages.
- Read about the eight core elements to create landing pages that have the potential to convert a visitor into a customer.
- Understand what conditions your page elements need to fulfill to create the perfect landing page — from your headline to your customer testimonials.
- Learn how you can create a high-converting landing page quickly in a matter of minutes.

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The chapter introduces the eight core elements needed to create an optimized landing page. The core elements are highlighted with the help of two high-converting landing page examples.

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This chapter goes into detail on how to write an effective primary landing page headline — highlighted by two persuasive examples.

Chapter 3: Secondary Headline

Sometimes having a primary headline is not enough, which is why a secondary headline is needed to reinforce the central idea. This chapter discusses when landing pages require a secondary headline and how to write it effectively.

Chapter 4: Unique Value Proposition

Your unique value proposition (UVP) is what separates you from your competitors and can have a huge impact on your conversions. This chapter goes into detail how to write your UVP on your page with the help of landing page examples.

Chapter 5: Trust Indicators

Trust and credibility are vital for high-converting landing pages. The chapter describes the different ways you can make your pages more credible and trustworthy by using statistics, testimonials, a privacy policy, and more.

Chapter 6: CTA Buttons

This chapter discusses everything about call-to-action buttons. Button copy, size, color, and positioning are all explained in great detail.

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A relevant and meaningful image can make or break your conversion rate. Learn how to include the right image on your page to enhance your brand message and assist with conversions.

Chapter 8: Video

The chapter discusses the best practices for landing page videos that persuade your visitor to convert on your form — including video length, voiceover, and how to use gifs to increase conversions.

Chapter 9: Lead Capture Forms

Lead capture forms are the most important page element, so it's critical you design them carefully. This chapter describes how you can create forms that visitors have no other choice than to submit their information to you.

Chapter 10: How Do I Create a High-Converting Landing Page?

There are a few main methods of creating a landing page — but only one method saves you significant time and money. Learn how to build your own page quickly and easily without HTML or design experience.

Best Landing Page Examples

Chapter 1: Overview

A landing page is a standalone web page that helps marketers promote their offers to targeted audiences. When you advertise your offers through focused landing pages instead of cluttered home pages, you effectively increase your chances of scoring higher conversion rates.

Every landing page should be created for only one offer, whether you're promoting a free trial of your SaaS service or a chance to buy your ebook. Landing pages can be used no matter which industry you operate in because they have proven to deliver higher conversion rates in comparison to any other website page.

Landing pages are gaining popularity with each passing year because they help you target specific audiences and enable you to collect valuable user information (such as email address and phone number). Higher conversion rates and targeting are precisely the reasons why most marketers create landing pages in today's business world.

Creating an optimized landing page can be quite a challenge if you're new to the process. There are many page elements you need to add in with the perfect balance so you can convert visitors into leads, and leads into loyal customers.

To that end, eight core elements make up an optimized landing page, and each element must compliment the others to have the right persuasive effect on your visitors:

1. Primary headline
2. Secondary headline
3. Unique value proposition
4. Trust indicators
5. Call-to-action buttons
6. Images
7. Video
8. Lead capture forms

There are certain criteria and landing page best practices that determine the efficiency of each landing page core element. For example, your primary headline must have the clarity to convince your visitors to stay on your page and your call-to-action button must *call-out* to your visitors so they convert.

The upcoming chapters of this guide will focus on the core landing page elements. Each chapter will explain the criteria by which each element is judged while showcasing landing page examples that have mastered that particular element criterion.

First, let's take a look at a few landing pages that have the right mix of optimized page elements.

GoToWebinar

GoToWebinar

Contact Sales at **1 855 263 2838**

Create your account for one Organizer.

Generate 25-50% more qualified leads with GoToWebinar

Research by TechValidate

First Name

Last Name

Email Address

Password

Start My Free 30-Day Trial

Buy It Now

GoToWebinar is an easy-to-use, online events software that helps you host awesome webinars, promote attendance, and engage your audience.

"All you have to do is come up with the message and content, and GoToWebinar takes care of the technical side."
 – Marketing Professional, Medium Enterprise Pharmaceuticals Company

Research by TechValidate

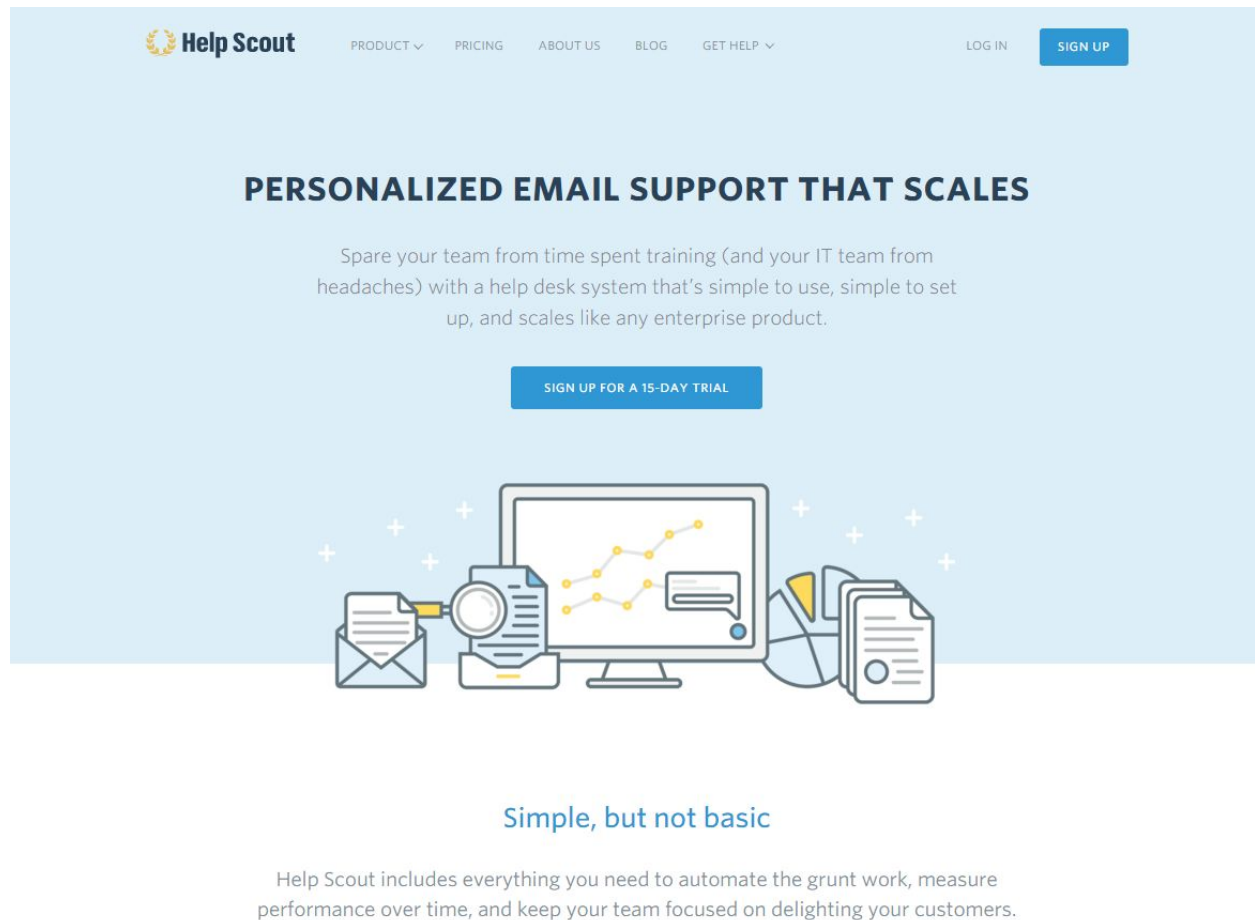
Try GoToWebinar for Free Today!

- ✓ BECOME A THOUGHT LEADER IN YOUR INDUSTRY
- ✓ BUILD BRAND LOYALTY AND INCREASE CUSTOMER RETENTION
- ✓ GENERATE QUALIFIED LEADS BY EXPANDING YOUR REACH
- ✓ REDUCE YOUR LEAD GENERATION AND PRODUCT LAUNCH COSTS

The [GoToWebinar landing page](#) has:

- A **primary headline** that mentions GoToWebinar converts 25-50% more qualified leads than other webinar providers.
- A **secondary headline** that supports the main headline and elaborates on the three main goals of the service (host webinars, promote attendance and engage audiences).
- The **copy** mentions the unique value proposition of the service in bullet points.
- The service uses **customer testimonials**, **company badges** and a **contact number** as trust indicators on the landing page. Trust indicators reduce friction on a landing page and persuade visitors to click on the CTA button. Furthermore, the “Research by TechValidate” badge assures visitors that the company is not making false claims.
- The primary **call-to-action button** is a contrasting blue color and includes personalized copy.
- The secondary **CTA button** is smaller and below the fold.
- The **image** depicts a satisfied GoToWebinar user, is relevant, and adds human appeal to the service.
- The **lead capture form** is easy to complete; all form fields are labeled appropriately.

Help Scout



Help Scout

PRODUCT ▾ PRICING ABOUT US BLOG GET HELP ▾ LOG IN SIGN UP

PERSONALIZED EMAIL SUPPORT THAT SCALES

Spare your team from time spent training (and your IT team from headaches) with a help desk system that's simple to use, simple to set up, and scales like any enterprise product.

SIGN UP FOR A 15-DAY TRIAL

Simple, but not basic

Help Scout includes everything you need to automate the grunt work, measure performance over time, and keep your team focused on delighting your customers.

The [Help Scout landing page](#) has:

- The **primary headline** explains they specialize in “personalized email support that scales.”
- The **sub-headline** supports the main headline and explains more about Help Scout.
- The **UVP** of the service is summarized by one simple line: “Simple, but not basic.” The rest of the copy explains the benefits and features that reinforce the UVP.
- The **primary CTA button** is a contrasting color and is easily noticeable.
- The **images** on the page showcase screenshots of the service. The service also utilizes an animated image to show how things get done.
- **Trust indicators** featured on the page include company badges and a link to their privacy policy.

Chapter 2: Primary Headline

The main landing page headline is the first thing your visitors see, which is why it's necessary for you to spend a lot of time crafting a headline clearly describing your product or service.

Think of your page headline as a “hook” where you have the opportunity to reel in your visitors. If your headline fails to impress, your visitors will likely abandon your page.

The primary headline must:

1. Clearly explain your product or service
2. Persuade your visitors
3. Be empathetic to your target visitors' problem and provide a brief solution

There are four main approaches you can take with your headline:

1. Start with the question, “How To,” and introduce your product or service as a solution to your visitors' problem.
2. You can ask a question with your headline and then answer your question with your sub-headline or corresponding copy.
3. Be funny; this approach may or may not be appropriate — depending on what your service is
4. Provide them with a compelling reason to choose your service.

To demonstrate, here are a few landing pages with stellar primary headlines:

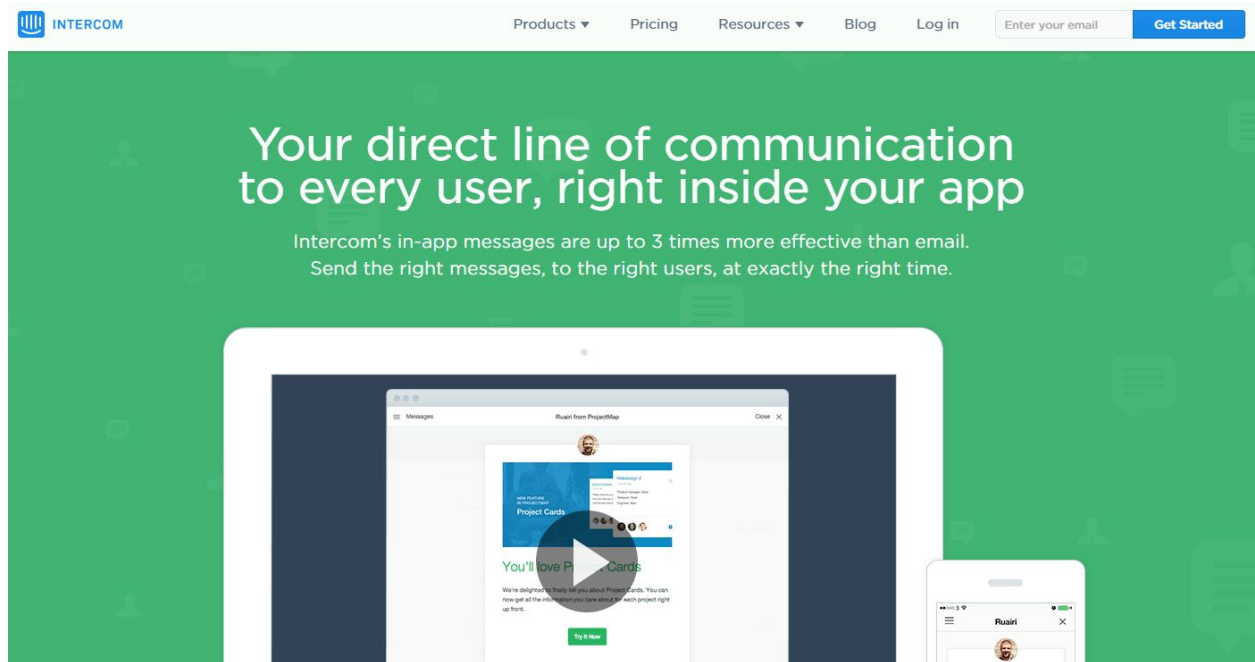
Zoho CRM



The image shows a landing page for Zoho CRM. At the top, the Zoho CRM logo is displayed. Below it, the headline reads "CLOSE MORE DEALS IN LESS TIME". A quote follows: "We have reduced our lead to real prospect time by 60%". To the right of the quote is a link that says "WATCH OUR CUSTOMER STORY". At the bottom of the page is a red button that says "GET STARTED NOW". The background of the page is a dark, blurred image of two people in an office setting.

[Zoho CRM](#) landing page's primary headline is clear in that it helps its customers "Close More Deals in Less Time." From the get-go, it provides visitors with the solution to their lead conversion problems, making it easy for them to click on the red CTA button urging them to "Get Started Now."

Intercom



[Intercom's](#) headline is descriptive and clear. It persuades visitors that the service is perfect for what they need in their customer service app, i.e. a "direct line of communication."

Chapter 3: Secondary Headline

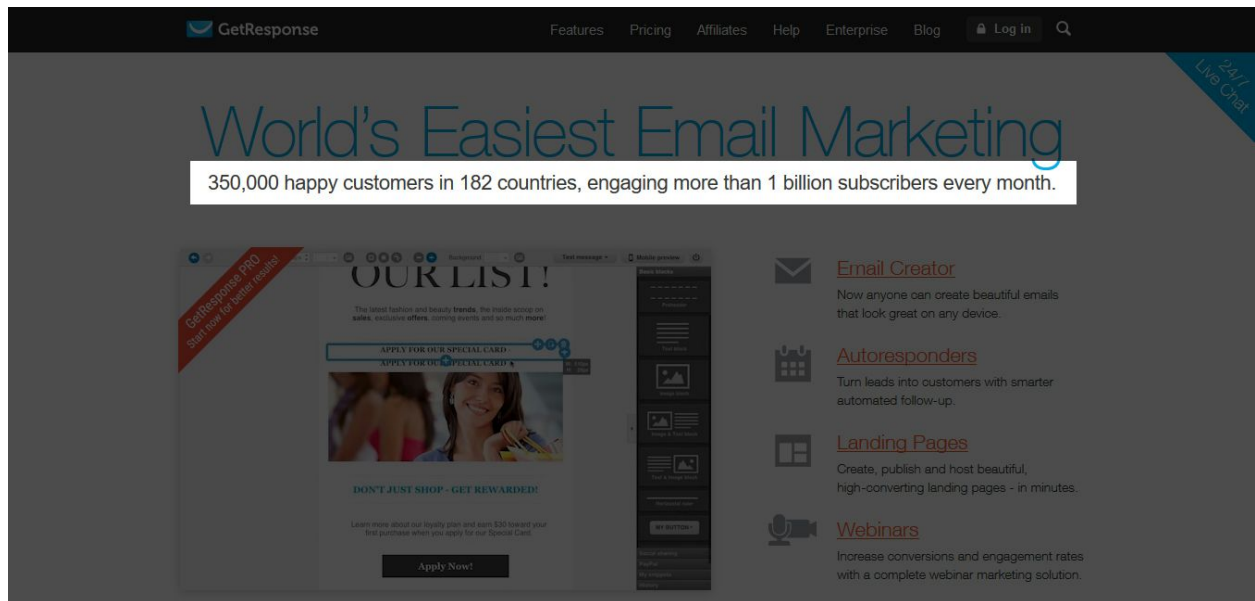
The purpose of a secondary headline is to support the claim of the primary headline. That being said, not every landing page requires a secondary headline. When the main headline is too long to look appealing to visitors, a secondary headline makes an appearance.

If you choose to include a secondary headline, make sure it:

- Is relevant to the main headline
- Reinforces the primary headline

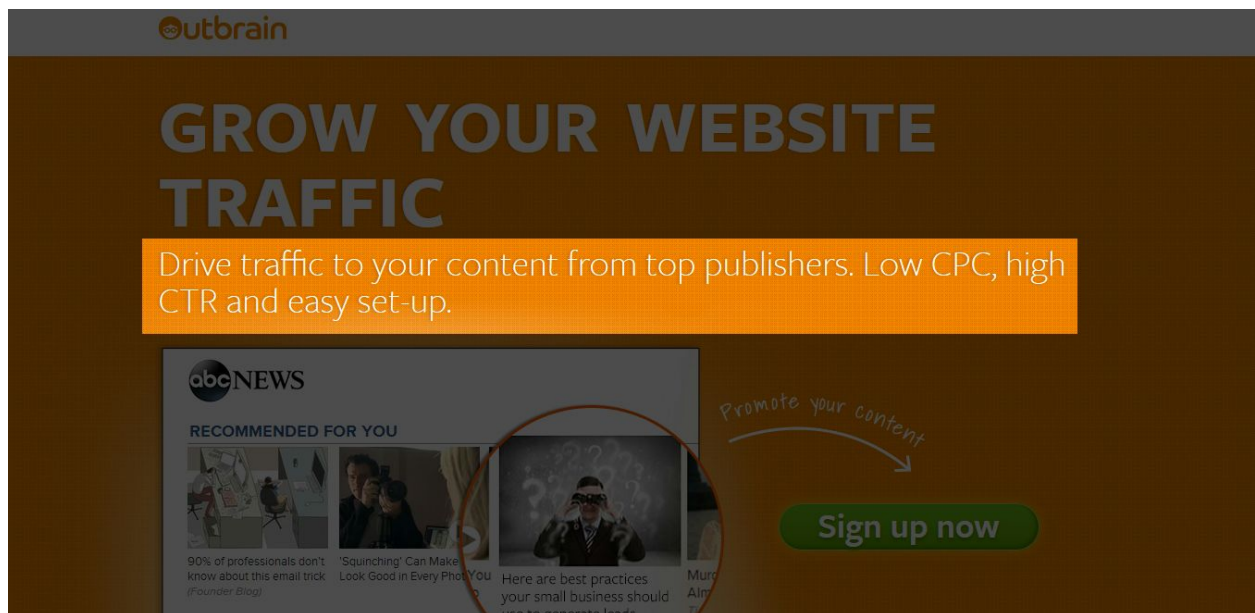
Let's look at two secondary headlines to demonstrate:

GetResponse:



[GetResponse](#) uses a secondary headline stating how many customers, countries, and subscribers that currently use the “world’s easiest email marketing” software.

Outbrain:



[Outbrain](#) uses a secondary headline to expand on their main headline so that it doesn’t look too long or minimize its impact.

Chapter 4: Unique Value Proposition

An effective UVP answers the question, “why should I buy from you?” Your UVP is more than just a statement; it needs to communicate the results customers will achieve by using your product or service.

Your value statement should be read relatively quickly, and should set you apart from your competition.

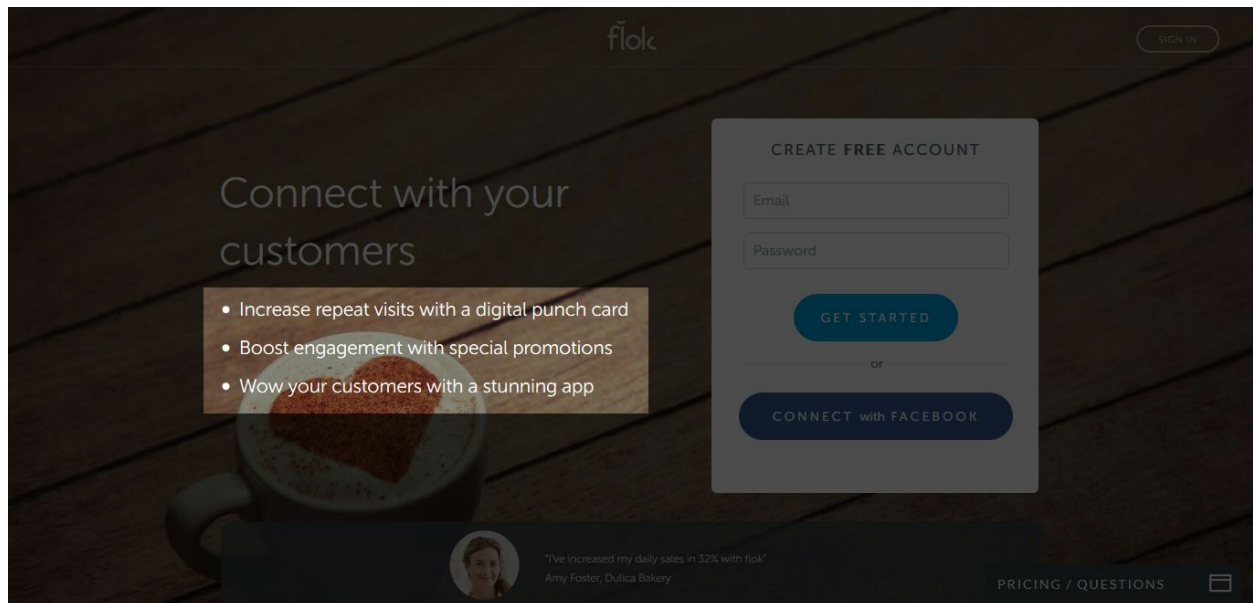
Where is the best place for you to mention your service’s UVP? In your landing page copy, this includes your landing page headline as well. Your copy should describe why your service is superior and solves your visitor’s problem better than the competition.

Your copy should:

- Explain the benefits or features of your service
- [Showcase your products benefits](#) instead of *only* focusing on the features
- Be very readable. It’s best to surround your copy with whitespace and arrange it in bulleted lists or short paragraphs.

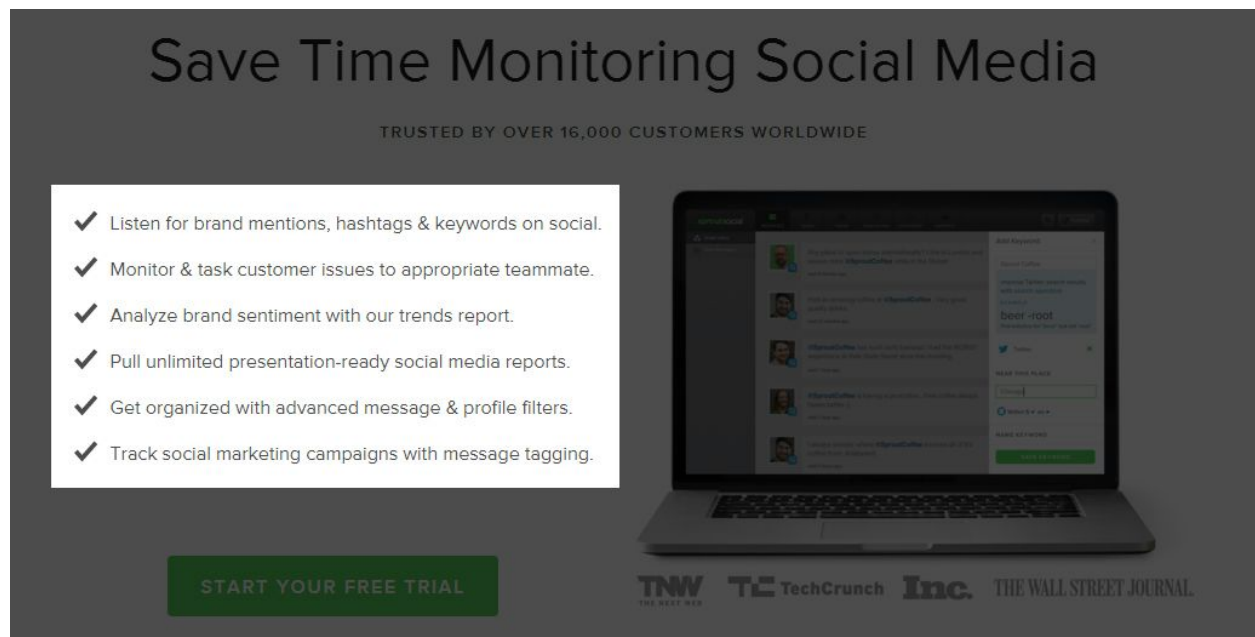
Here’s what an effective UVP (inclusive copy) can look like:

Flok:



[Flok’s landing page copy](#) is broken down into easily readable points, each one highlighting the service’s benefits and what Flok can do for prospects.

Sprout Social:



The screenshot shows a landing page for Sprout Social with the headline "Save Time Monitoring Social Media". Below the headline is the text "TRUSTED BY OVER 16,000 CUSTOMERS WORLDWIDE". A list of six bullet points is displayed in a white box on the left, detailing features like brand mentions, customer issue monitoring, sentiment analysis, and reporting. To the right is an image of a laptop displaying the Sprout Social interface. At the bottom left is a green "START YOUR FREE TRIAL" button, and at the bottom right are logos for TNW, TechCrunch, Inc., and The Wall Street Journal.

Save Time Monitoring Social Media

TRUSTED BY OVER 16,000 CUSTOMERS WORLDWIDE

- ✓ Listen for brand mentions, hashtags & keywords on social.
- ✓ Monitor & task customer issues to appropriate teammate.
- ✓ Analyze brand sentiment with our trends report.
- ✓ Pull unlimited presentation-ready social media reports.
- ✓ Get organized with advanced message & profile filters.
- ✓ Track social marketing campaigns with message tagging.

START YOUR FREE TRIAL

TNW TechCrunch Inc. THE WALL STREET JOURNAL

[Sprout Social](#) also lists their UVP in bullet points. Each bullet point expands on the primary headline providing more value to the visitor.

Chapter 5: Trust Indicators

Your visitors need to trust your service before they decide to sign-up or enter their email address to watch your webinar. Trust indicators help you make your landing page credible.

There are five common ways to include trust indicators on landing pages.

Statistical Evidence: Just saying you can do something doesn't persuade your visitors to sign-up. Providing statistical proof of how you can deliver results is what gets your visitors to convert. The key to providing credible statistics is to include the source that generated them, i.e. you need to support any claims you make with actual evidence.

[Contently](#) uses this strategy on their landing page. Instead of self-proclaiming they are the best content marketing platform, they've mentioned it was Digiday Signal Awards that gave them this commendation:

More than a content or marketing company

Contently was created by journalists and technologists with a vision of a better media world. Our quest is not only to help every company become a quality publisher, but also to empower creative people to build careers and to fund stories that keep democracy alive.



“The Best Content Marketing Platform”

DIGIDAY SIGNAL AWARDS, 2015

TALK TO US

Customer Badges: Showing badges of companies you’ve already helped tells your customers they can achieve success with your product. A visitor may not know who you are — but recognizes one of your customer badges — is more likely to click on the CTA.

[Crazy Egg](#) does this with their landing page. Not only do they include badges from renowned companies, but they also share the fact that 200,000 businesses convert better with Crazy Egg heat mapping technology:

Sign Up for a Free Trial!

<input type="text" value="Your Email Address"/>	<input type="text" value="Choose a Password"/>	START MY FREE TRIAL
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Over 200,000 businesses convert better with Crazy Egg,
the original heatmapping technology



Honest Customer Testimonials: It's always nice to know that your past customers have something nice to say about you. This becomes even more satisfying when you can show your potential clients just how satisfied your customers are with your service. Honest customer testimonials can help you do just that.

Honest customer testimonials are a given, but when the reviewer says something unique about your service, and they're well known within your industry — those testimonials have even more impact.

This is what [GetResponse](#) does on their page:

Over 350,000 happy customers and counting

Don't take our word for it — see what all the buzz is about.



"GetResponse is head and shoulders above the rest. I call it my email marketing secret weapon!"

Neil Patel - Kissmetrics, Crazy Egg & Quicksprout

[Watch video testimonial](#)



Awesome UI

"GetResponse is superior to any other email marketing software. Its UI is awesome and super fast. In terms of features, it's ahead of everyone; it's also super easy to set things up."

Peep Laja - Conversion Expert, conversionXL.com



Amazing Customer Support

"The Customer Service is Amazing! The 24 x 7 Live Chat allows me to contact them anytime, and they're always there to help."

Laura Seabrook - Actorpreneur, lauraseabrookonline.com

Featured in:

Forbes



**HUFF
POST**

Privacy Policy: Providing a privacy policy link below your lead capture form (or in the footer) notifies visitors how their information will be shared, if at all.

This is what [Kapost](#) does on their landing page:

KAPOST PLATFORM INTERACTIVE DEMO

kapost

Explore a Live Version of the Kapost Content Marketing Software

Autofill this form by signing into your social network:

LinkedIn

First Name: *

Last Name: *

Email Address: *

Company Name: *

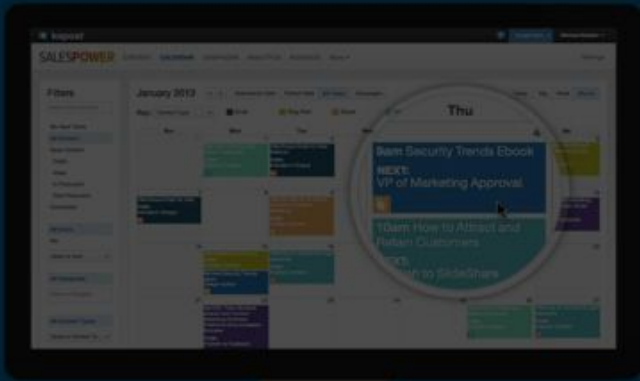
Job Title: *

Marketing Automation:

Business Type:

Phone Number: *

Explore Kapost!




What is Kapost?

Kapost is content marketing software that helps marketers and content creation professionals organize their content marketing efforts into a structured business process.

Unlike complicated project management tools, Kapost specializes in the ideation, production, distribution & analysis of content marketing activities so brands can deliver relevant content to their audience which helps build trust and revenue.

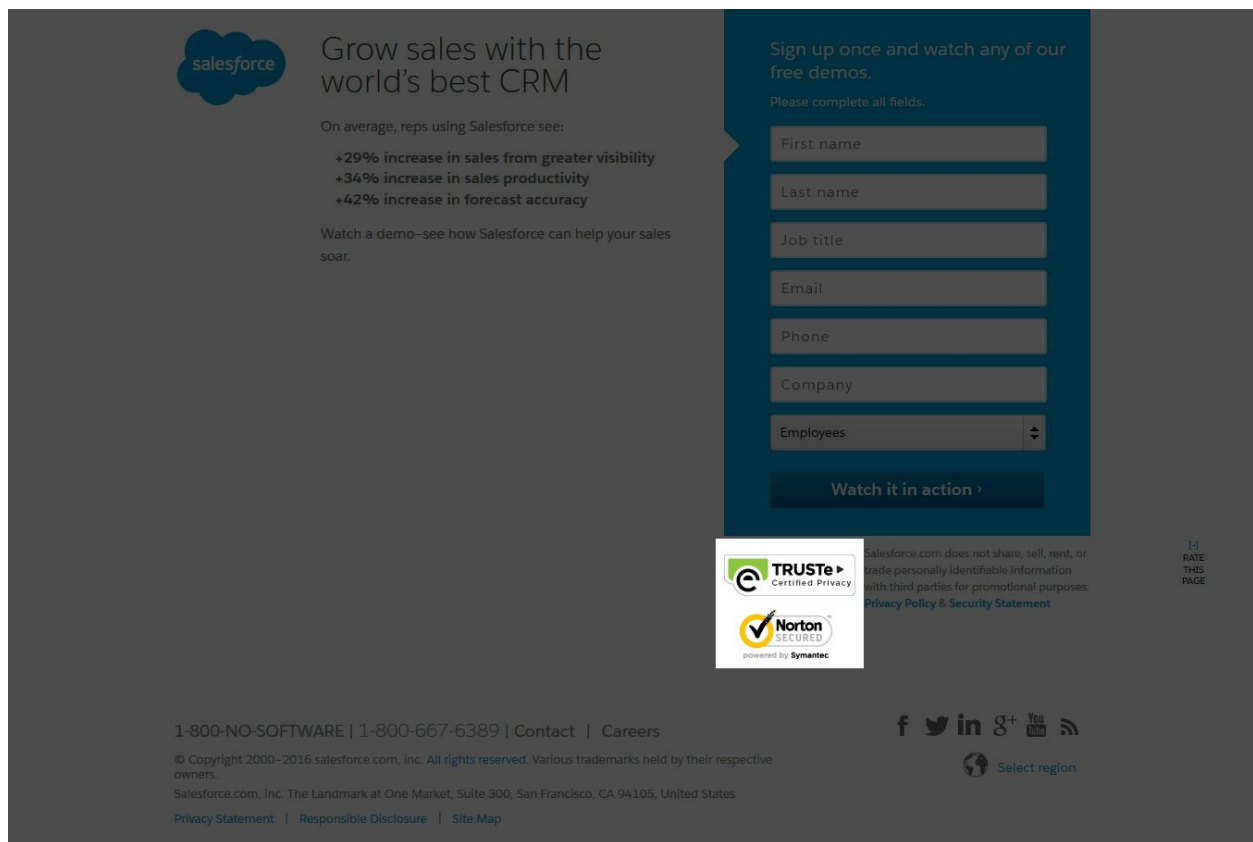
Kapost allows content marketers the ability to manage their entire content operation end-to-end. The platform is complete with collaboration tools such as an event calendar, customized campaign and content types, and allows for easy distribution to your audience online.



[Privacy Policy](#)
[About Us](#)

Third Party Seals: Third-party seals advise your visitors that doing business with you is completely safe, which persuades them to click your CTA button:

[Salesforce](#) uses two trust seals on their landing pages, TRUSTe and Norton:



Chapter 6: Call-to-Action Buttons

Creating the most enticing CTA button is crucial for a successful landing page.

A primary call-to-action button gets the visitor to perform the main action. For example, the primary action on a webinar landing page is for visitors to sign up for the webinar. The page could also have a secondary goal, possibly a button taking visitors to the pricing page for a free trial sign up. Secondary goals (CTAs) usually appear below the fold and at the bottom of a landing page.

[VWO](#) uses both primary and secondary CTA buttons. The primary CTA button urges the visitors to start a free trial:

WVD +1 844-822-8378

Increase Sales and Conversions with the World's Easiest A/B Testing Tool

START MY FREE TRIAL
No credit card required

Visual Website Optimizer

NEW WEBSITE CAMPAIGN
Select a Campaign Type

- A/B Test**
Create multiple versions of your landing page and find which one converts the best.
- Split URL Test**
Distribute traffic to multiple URLs and identify which one converts more.
- Multivariate Test**
Change multiple elements on a single page and find the optimal combination of those changes.
- Personalization**
Show targeted offers/variations to a specific visitor groups.
- Website Review**
Collect feedback and improve ideas for your website.
- Heatmap & Clickmap**
Generate a visual report of click behavior on a webpage.
- Conversion Tracking**
Estimate conversion rate of your website.

World's Easiest A/B Testing Tool
Easily change the headline, button, image or any other element to create multiple variations of your website. VWO will equally divide your website traffic among all the variations and track which one works the best for you.

- Create multiple variations of a website in minutes
- Track revenue, signups, clicks or any other conversion goal
- Know the statistical validity of the results

To know more, read our popular [A/B testing guide](#).

The secondary CTA tells the visitors to view a case study (secondary action):

GetResponse increased signups by 158% using VWO

World's Easiest Email Marketing.

Get results, increase sales and engage customers with **easy email newsletters**.

Buy Now

210,000 customers from industries like yours.

CONTROL

World's Easiest Email Marketing.

Get results, increase sales and engage customers with **easy email newsletters**.

Free Trial

210,000 customers from industries like yours.

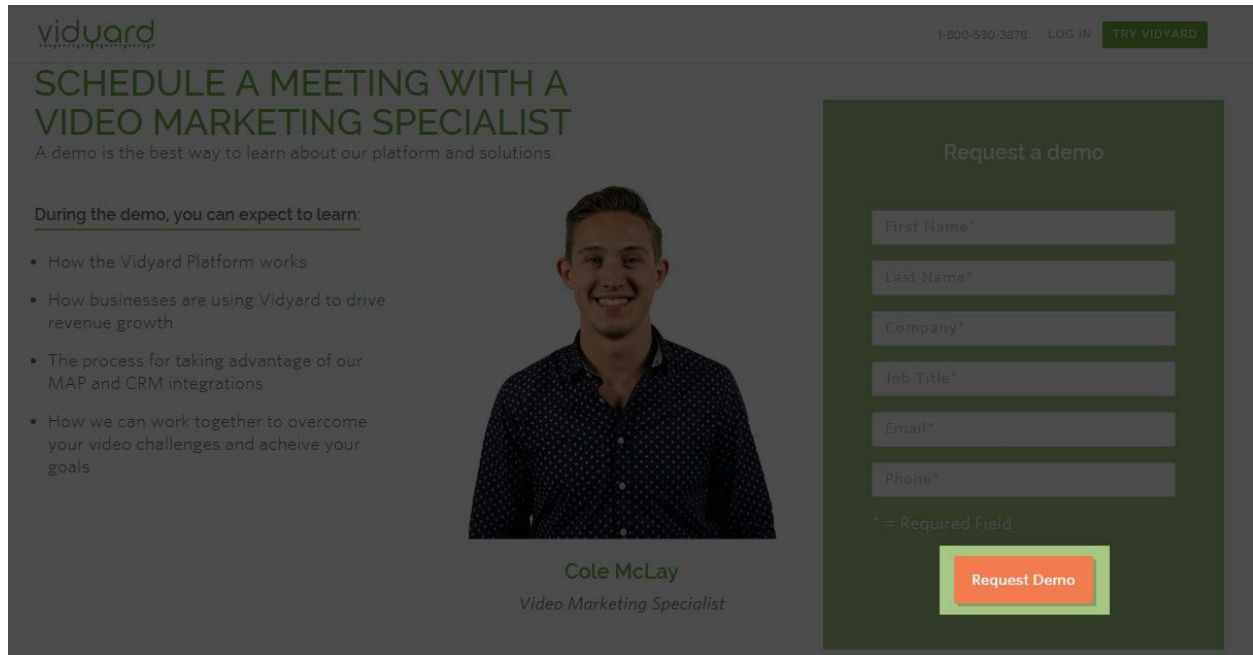
VARIATION

[READ THE COMPLETE CASE STUDY](#)

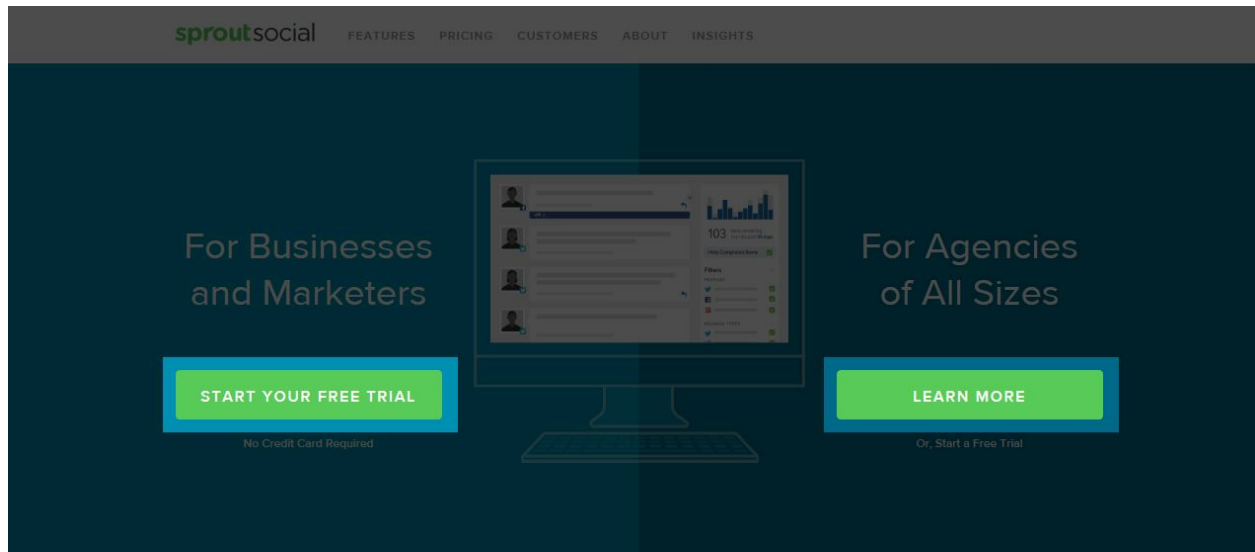
To be clicked, your call to action button must nail the following four criteria:

Color: You need to make your button pop on your landing page, which is why you need to design it in a contrasting color as compared to the rest of the page.

[Vidyard](#) does this with their button. The service places an orange CTA button on a green background, making the button more noticeable:



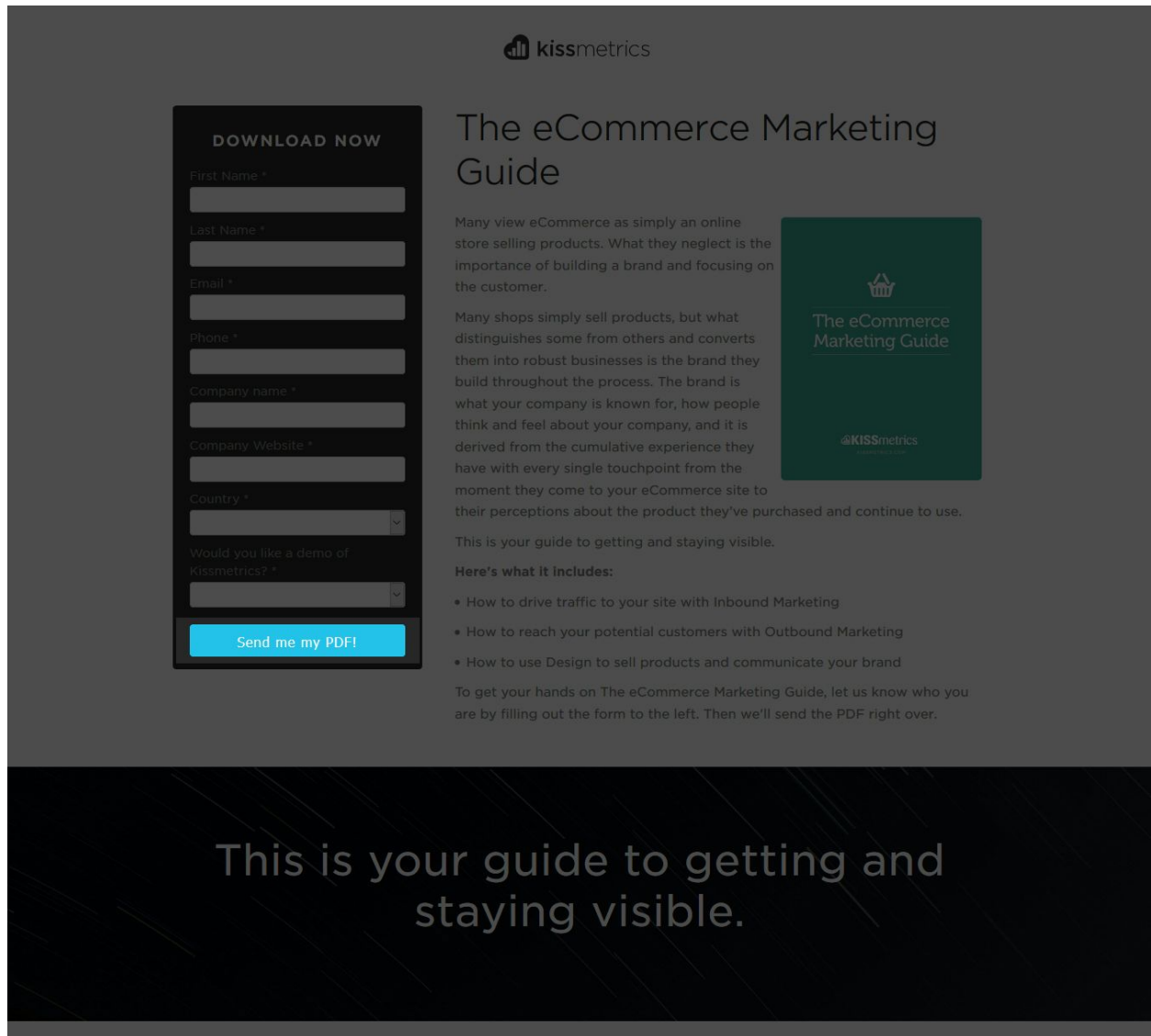
Size: Your button should be an appropriate size to attract your visitors' attention. [Sprout Social](#) has two CTA buttons, but they're both an appropriate size relative to its immediate area:



Placement: When placing your primary CTA button, make sure you don't put it too prematurely on the page — otherwise, you risk losing conversions. Explain your offer first, and then display your CTA and how they can obtain your offer.

Copy: CTA copy is crucial. Eliminate words that cause friction such as “Submit,” “Buy,” and “Download.” If you're looking to increase visitor sign-ups, use personalized copy and add something unique about your service.

[Kissmetrics](#) uses personalized copy and puts themselves in the visitor's shoes:



DOWNLOAD NOW

First Name *

Last Name *

Email *

Phone *

Company name *

Company Website *

Country *

Would you like a demo of Kissmetrics? *

Send me my PDF!

The eCommerce Marketing Guide

Many view eCommerce as simply an online store selling products. What they neglect is the importance of building a brand and focusing on the customer.

Many shops simply sell products, but what distinguishes some from others and converts them into robust businesses is the brand they build throughout the process. The brand is what your company is known for, how people think and feel about your company, and it is derived from the cumulative experience they have with every single touchpoint from the moment they come to your eCommerce site to their perceptions about the product they've purchased and continue to use.

This is your guide to getting and staying visible.

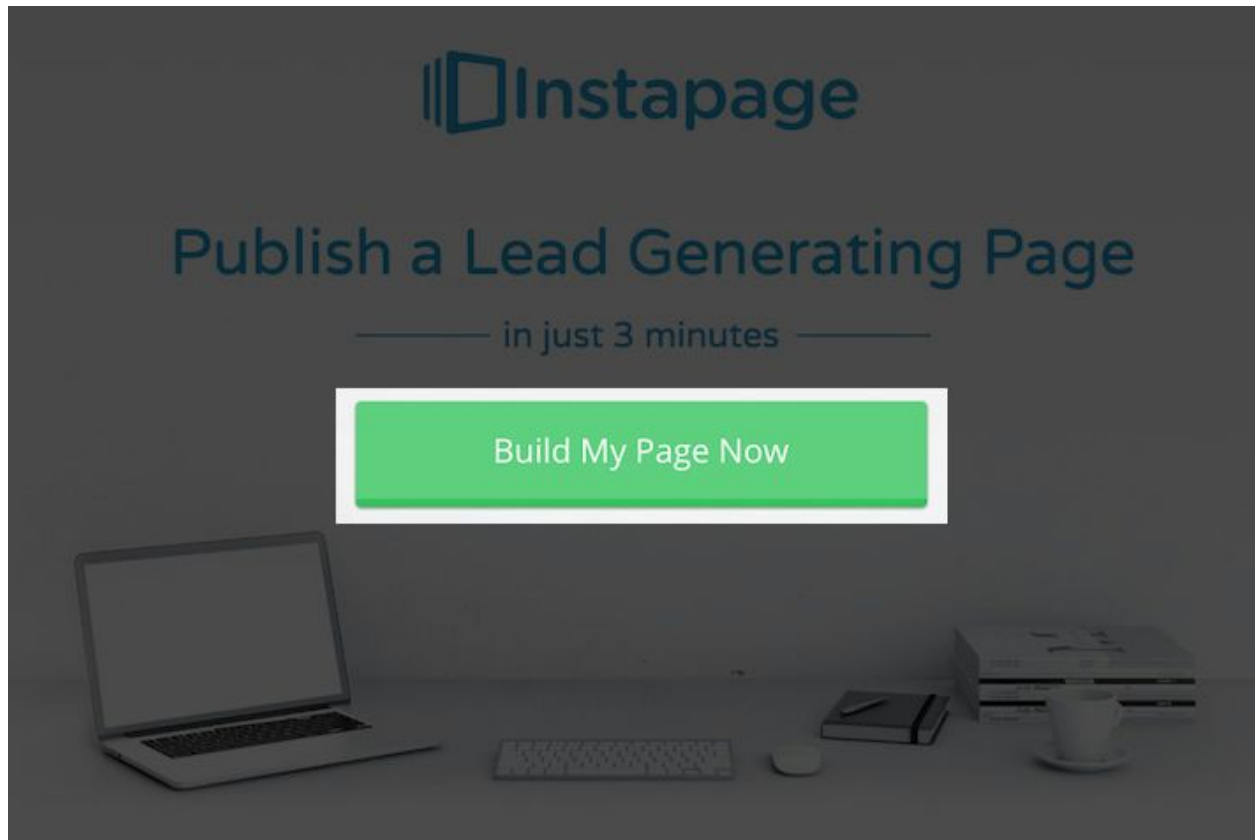
Here's what it includes:

- How to drive traffic to your site with Inbound Marketing
- How to reach your potential customers with Outbound Marketing
- How to use Design to sell products and communicate your brand

To get your hands on The eCommerce Marketing Guide, let us know who you are by filling out the form to the left. Then we'll send the PDF right over.

This is your guide to getting and staying visible.

Pronouns like “I,” “me,” and “my,” directly address your visitors, which is why they work well for CTA copy. [Instapage](#) does with their button copy, and even add urgency with “Now:”



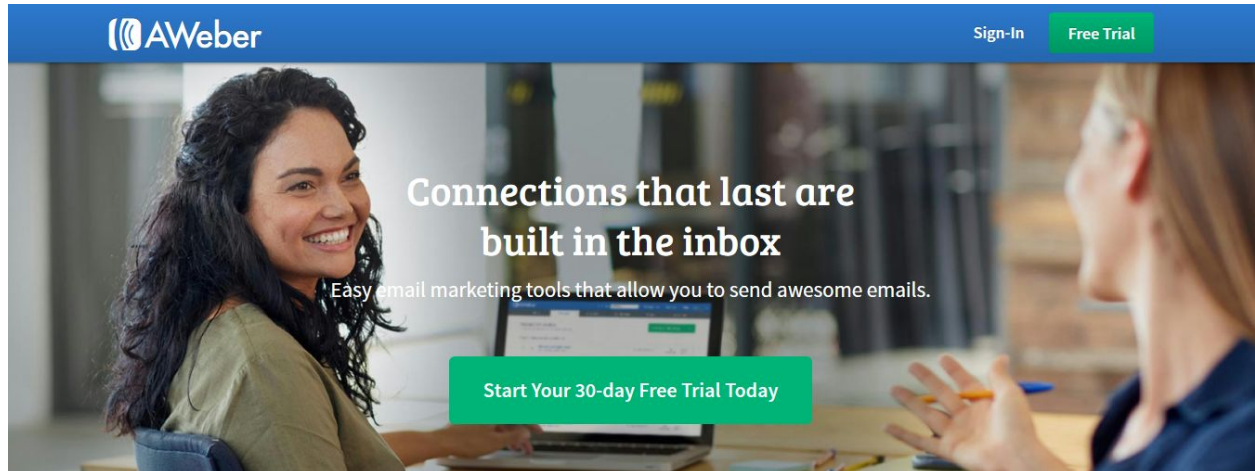
Chapter 7: Images

The images that you choose to put on your landing page shouldn't just be eye-candy, they need to help persuade your visitors into clicking your call to action button.

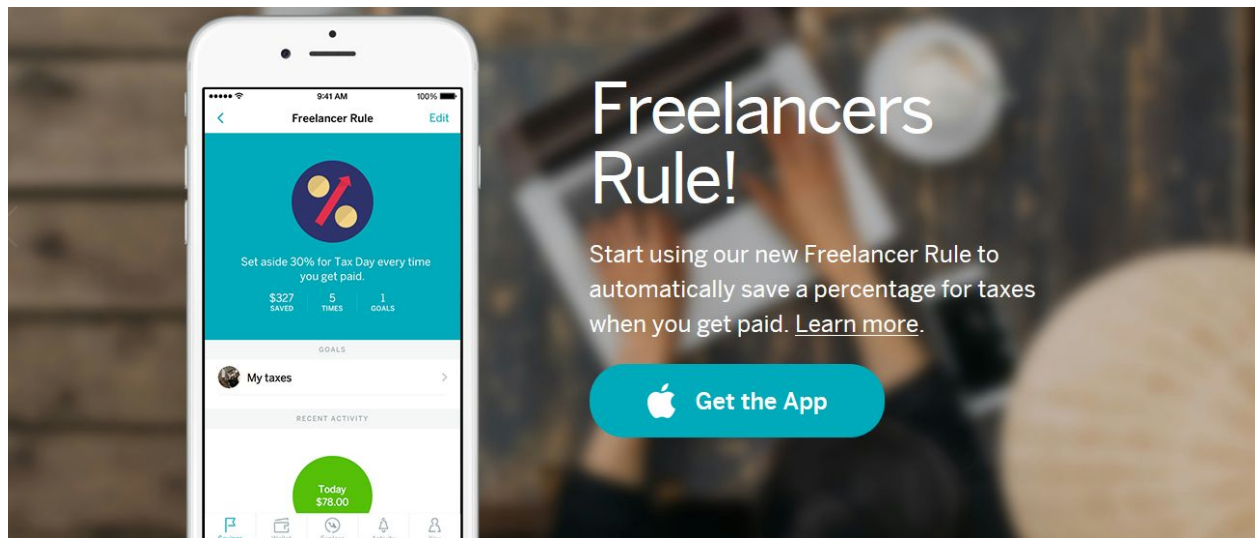
When used the right way images help you:

- Showcase your product
- Introduce your team to your visitors
- Tell a story about your brand
- Point toward an important page element, like your CTA
- Add human appeal to your pages

[AWeber](#) uses an image of real people, which adds human appeal to their service:



On the other hand, [Capital](#) offers visitors a sneak peek into their app dashboard:



Chapter 8: Videos

According to Forrester Research's Dr. James McQuivey, [one minute of video is worth 1.8 million words](#). Landing page videos explain your product or service in a much more interactive way than words ever can.

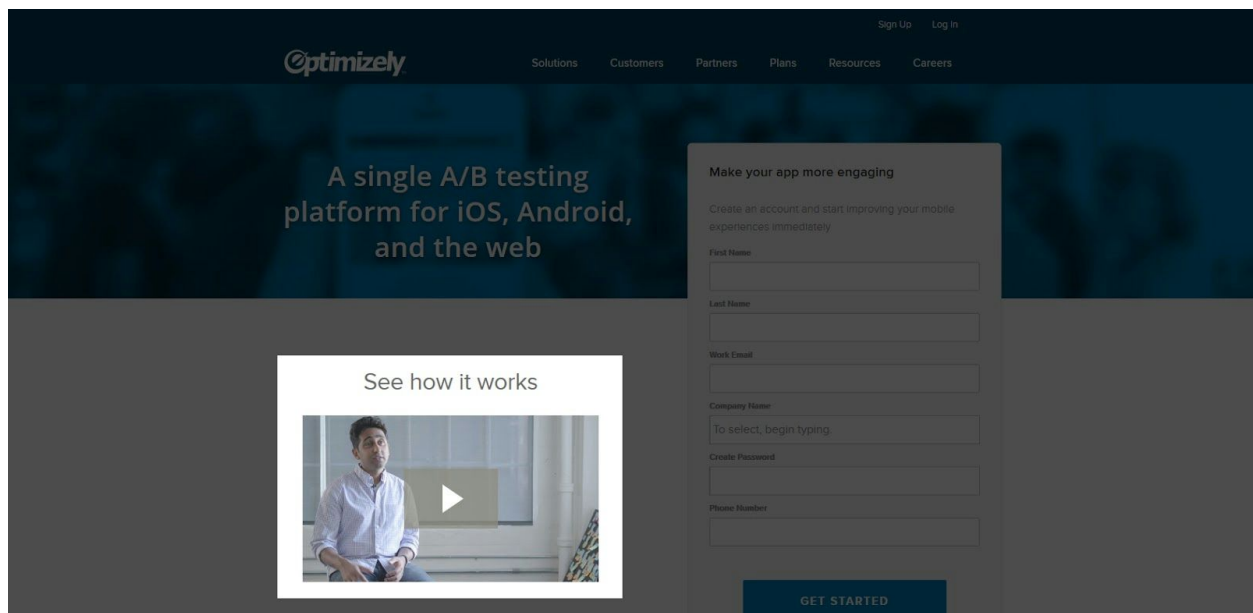
Voiceover in videos helps you talk to your visitors better than copy because videos don't need any exclamation points or italics to get your message across. Videos can also play at your heartstrings, capture, and keep your visitors' attention exactly where you want it.

You can explain all of your benefits and features quickly with video, which means your landing page doesn't have to be that long, either.

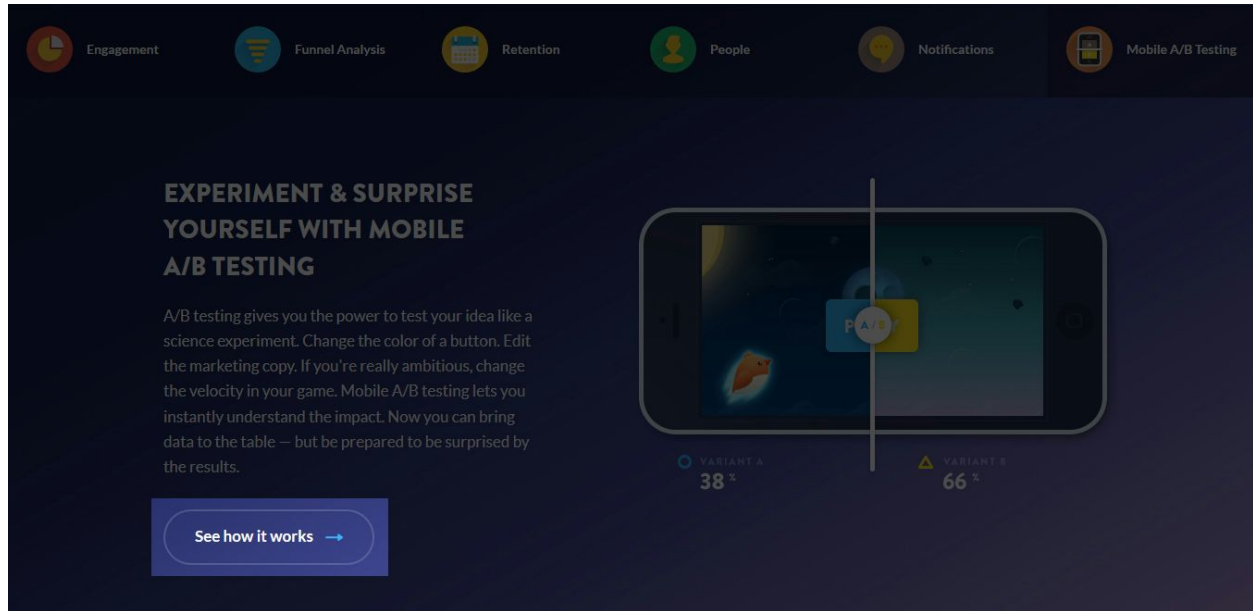
To produce effective landing page videos, make sure the video:

- Is professionally made. If you lack the budget to produce a quality landing page video, [use a gif instead](#).
- Has the “auto-play” option turned off
- Isn't unnecessarily long
- Follows a proper script
- Features a voiceover that doesn't just promote your company, but addresses your customer

[Optimizely](#) uses a video on their landing page to explain how their A/B testing and personalization platform works:



[Mixpanel](#) uses a video as a product demo for their visitors. The video plays once you click on their primary CTA button:



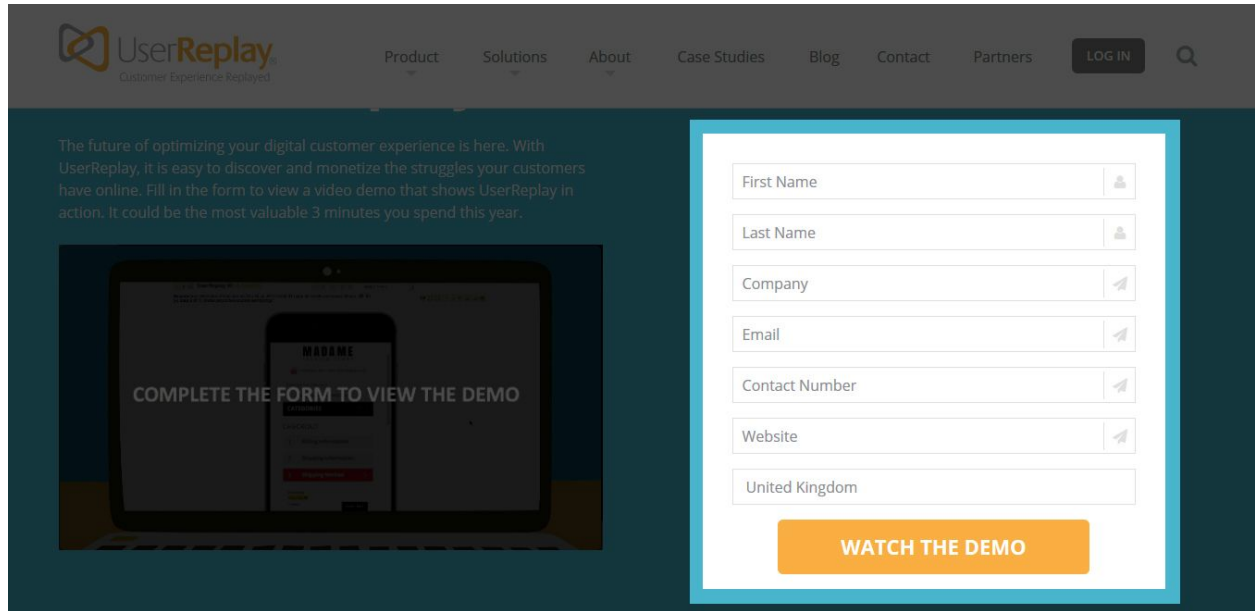
Chapter 9: Lead Capture Forms

One of the principal purposes of a landing page is to collect user data — a lead capture form helps you accomplish this. When your form is designed properly, you make it easy for visitors to submit their information and get you a conversion.

Your lead capture form must:

- Be placed strategically on your landing page. If you position the form before you properly explain your offer, you increase the chances of your [visitors abandoning the page due to friction and anxiety](#)
- Have properly organized form fields, so it's easier for visitors to complete.
- Only include [form fields that you absolutely require](#).

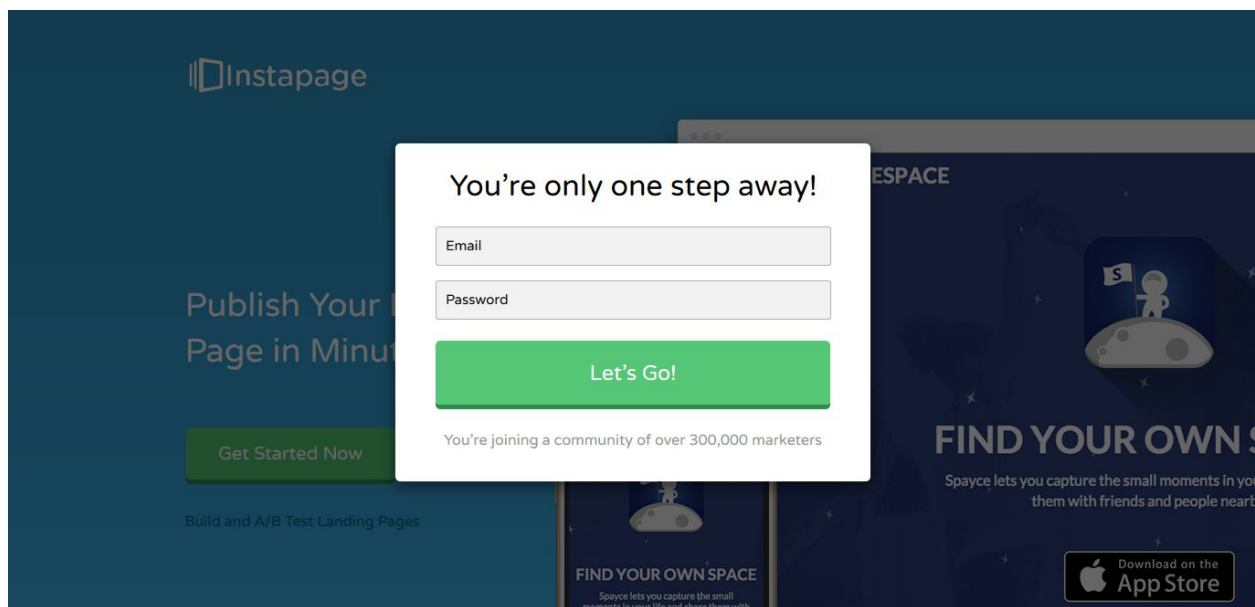
[UserReplay](#) has an optimized form with the fields labeled properly, making it easier for visitors convert:



When visitors don't see a form on the page, they go through the landing page with ease because they aren't thinking about entering their personal information.

Two-step opt-in forms are a great tool to eliminate anxiety from your forms. With this technique, visitors that click the CTA button are then presented with the form — reducing the intimidation factor and landing page friction. This way, only the most interested visitors see the form and submit their information.

[Instapage](#) is known for using two-step opt-ins on many of its landing pages:



Chapter 10: How Do I Create a High-Converting Landing Page?

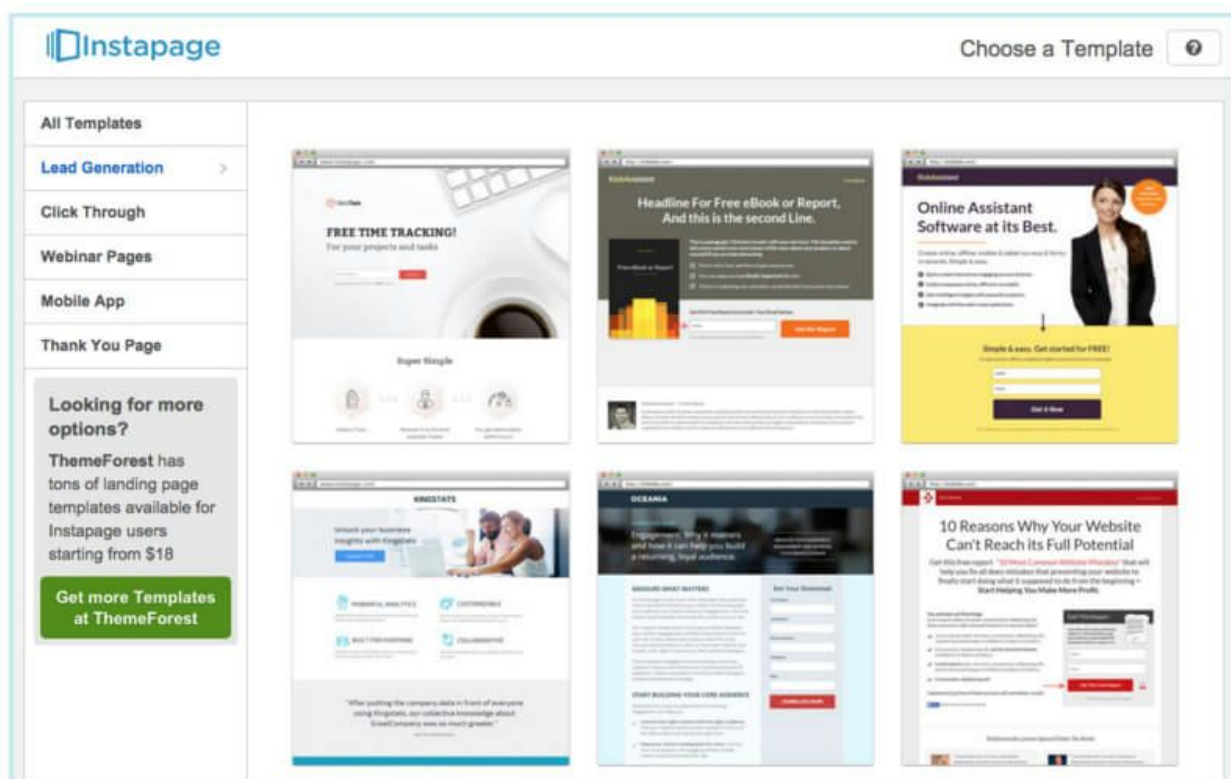
Now that you know which page elements should be included on an optimized landing page, how can you build a high-converting landing page of your own?

You essentially have two options:

1. You can hire an expensive designer and developer to create the page for you. This option usually requires a lot of money, time, and patience for the page to be completed.
2. You can design the page yourself if you have the necessary designing and coding background.

If both of these options seem unfeasible to you, fortunately, there's a third option — use [Instapage landing page software](#).

Instapage enables you to create professional landing pages in a matter of minutes by using its drag and drop builder. The software requires no design or coding experience because the service provides you with free [pre-optimized landing page templates](#) that you can customize to your brand and offer:





Landing pages help you solve the conversion equation by providing an opportunity to promote your offers to a targeted audience. Armed with the information in this guide, you can now create high-converting landing pages.

Point-and-click your way to [your perfect landing page](#), starting today, with Instapage. Your conversion rate will thank you!