



HubSpot + **cincopa**

How to Optimize Landing Pages for Lead Generation

A comprehensive guide from HubSpot and Cincopa



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Introduction

Landing pages are an essential component of any well-crafted, effective inbound marketing strategy.

They're like landing pads for the numerous prospects that visit your website. Whether your goal is to generate leads, sell products, or collect data, your landing pages are where the action happens.

Well-optimized landing pages allow you to take the prospects that you attract to your website and convert them into leads. Investing the time into creating well-designed and optimized landing pages is critical because they are your means for generating leads for your business.

With the growing challenge of attracting and holding people's attention online, it's more essential than ever to design your landing pages to trigger instant conversions. Without a landing page, you won't be able to gather information about the people visiting your website, which will make it difficult to understand them, market to them, nurture them, determine how fit they are for your product or service, and ultimately convert them into paying customers.

So, to generate as many leads as you can for your business, it's crucial that your landing pages are planned, designed, executed, and always working correctly. Optimizing your landing pages ensures that first-time and repeat visitors will see the information they need to make purchases and eventually become your brand advocates.

This guide will give you the landing page knowledge you need so you can start boosting your site conversions today. Ready to get started?

Chapter 1

What is a Landing Page?



Let's get the basics out of the way. What exactly is a landing page?

A landing page is a dedicated website page specifically designed to convert visitors into leads.

It allows you to earn a visitor's information through a lead capture form. It's where your prospects "land" after clicking through on marketing links and calls-to-action. The lead capture form is where prospects can fill in their information (like name, email address, and so on) so you can drive them through the appropriate marketing and sales funnels and (hopefully) turn them into customers.

Here's an example:

A good landing page will target a particular audience, such as traffic from an email campaign promoting a particular ebook, or visitors who click on a pay-per-click ad promoting a specific campaign. So, it's important to build a unique landing page for each of the offers you create. You can build landing pages that allow visitors to download your content offers (ebooks, white papers, videos, recorded webinars, and so on), or sign up for offers like free trials or demos of your product.

Outstanding landing pages will help you convert a higher percentage of your website visitors into sales.

They make the process of receiving an offer much simpler for your visitors because your visitors don't have to navigate your website to find the page they're looking for.

Sending your visitors to well-designed landing pages also eliminates any confusion about what they must do to receive your offer, which keeps them from getting frustrated about not finding the form, or deciding that it's not worth their time to figure out how to go about the process.

You must keep your audience in mind when creating every aspect, from the headline to the button copy. Do you know what makes your buyers tick? Do they want to see bold declarations or absolute fact? Would they prefer clean, minimal design, or something bright and fun?

Or something bright and fun?

The copy you use should also be crafted specifically for the readers whom you want to convert into leads. The tone, clarity, and focus of your words is so important.

Other elements crucial to a successful landing page include an eye-catching header, compelling content, and button copy that invites a click. Landing pages should not include navigation to other pages on your site, which may distract them from your main call-to-action. Once a prospect "lands," you don't want them going anywhere else without filling out that form.

Each landing page should have a unique design that matches other marketing materials used for that specific offer. The branding, imagery, and positioning should align. For instance, your PPC ad should include the same title, subtitle, and summary as the landing page's, as well as any image that might be included. The same is true for the blog or article you post to launch the offer, emails you send, and the thank-you emails you send after the form is completed. This is the #1 way to avoid possible confusion, which could lead to a prospect navigating away.

The best landing pages should rely on images and video in order to increase results.

Marketing professionals continuously improve landing page content to boost traffic and conversions. Some improvements – like minor tweaks to page content and presentation – can lead to modest conversion rate gains.

Other, more significant changes can mean the difference between a lackluster landing page and an enormously successful one. Images and video are among the best tools at your disposal for focusing user attention on the message you want to communicate, and with the right Video Software, tool you may [analyze the video heatmap](#) to learn about your audience on this page.

Remember, landing pages should be a distraction-free environment. That's why adding navigation buttons and other interface elements is not recommended.

Videos and images are among the most eye-catching types of content there is. A banner-sized video takes up a lot of space and immediately draws user attention. Very few website visitors will deliberately ignore content presented in such a way.

How to deploy image and video content on landing pages

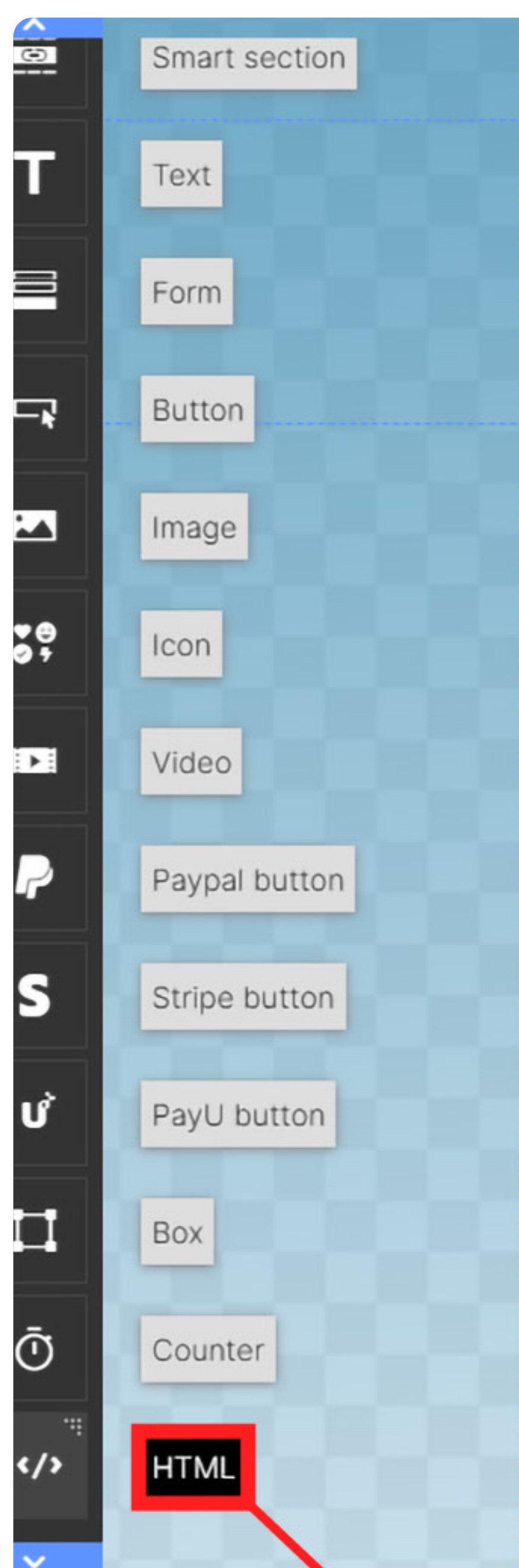
There are multiple ways to put images and videos on landing pages. You can upload this content directly to the page itself, but this is not typically recommended. Large image and video files can drag down website performance.

Most successful landing pages use a [third-party image and video hosting solution](#) for presenting content to the landing page visitors. Instead of uploading the video or images directly to the page, you can use a snippet of code (HTML) called an embed link that displays visual content naturally, but without impacting website performance.

There are many benefits to using a specialized image and video hosting solution which you will get to on this white paper. Hence, having all of your digital assets in a single place makes it easier to manage, control, and update content whenever necessary.

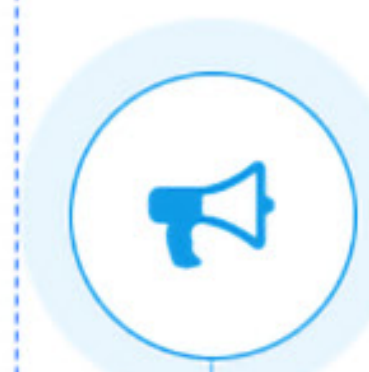
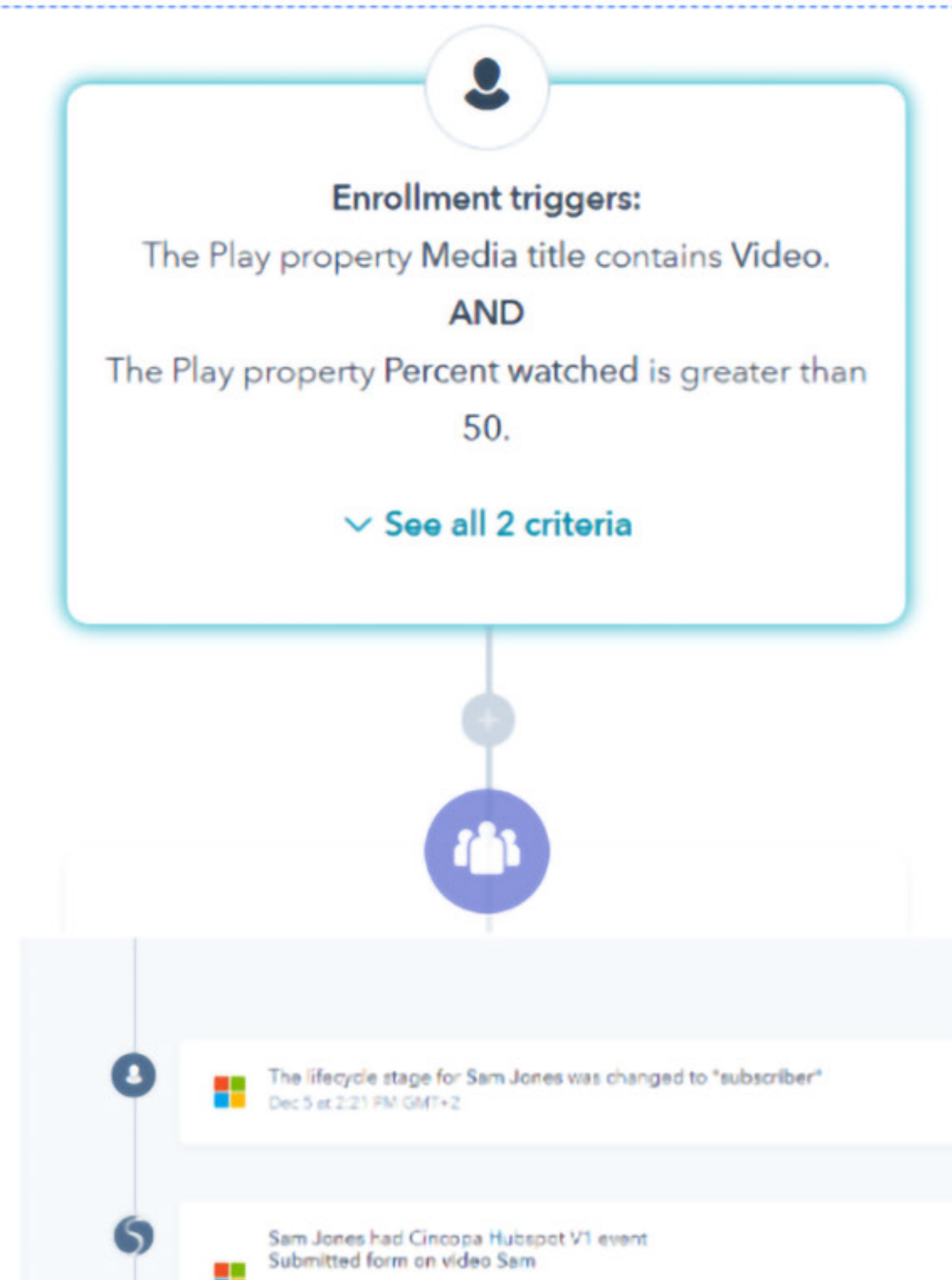
Sophisticated [digital asset management solutions](#) can also increase the value your images and videos generate by capturing user engagement data on the video.

GRAB
VISITOR'S
ATTENTION
WITH
VIDEOS &
IMAGES



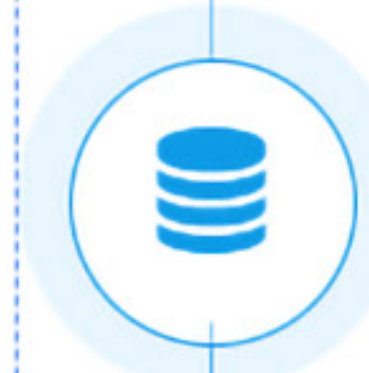
With Cincopa and Hubspot Integration

Base enrollment triggers on video viewing
Send emails according to predefined video engagement metrics



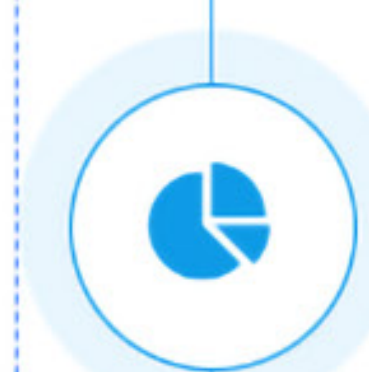
Video Viewing Insights: Activated

Use on-video smart HubSpot forms to convert visitors to contacts. When a visitor or contact watches a video, how much and what he watched will be automatically synced with HubSpot's activity timeline.



Viewing-Based Workflow

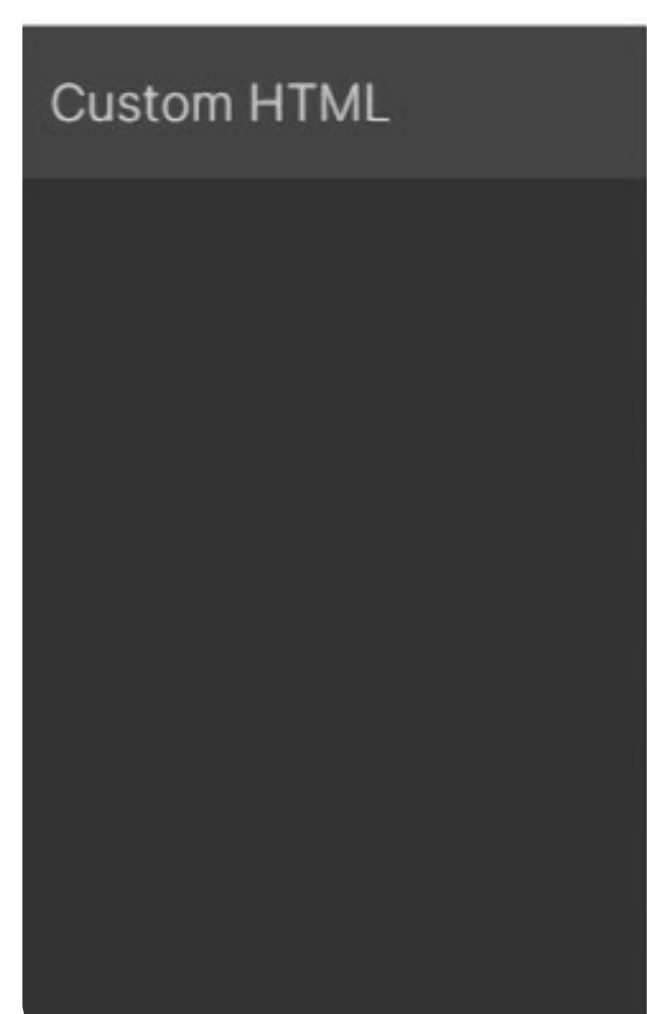
Use video engagement to drive automated campaigns, qualify and score leads.



Viewing-Based Segmentation

Design segment-based campaigns to convert more buyers and gain insights into the viewing behavior of converted customers.

✓ Save and close



Add custom HTML

```
<div id="cp_widget_1572430794813">...</div><script type="text/javascript">
var cpo = {}; cpo["_object"] = "cp_widget_1572430794813"; cpo["_fid"] = "AkCrtk-EXofA!AMDDA_goIsId";
var _cpmp = _cpmp || []; _cpmp.push(cpo);
(function() { var cp = document.createElement("script"); cp.type = "text/javascript";
cp.async = true; cp.src = "http://www.cincopa.com/media-platform/runtime/libasync.js";
var c = document.getElementsByTagName("script")[0];
c.parentNode.insertBefore(cp, c); })(); </script>
```


Chapter 2

Why Use Landing Pages?

Your landing pages play a critical role in driving leads and revenue. Aside from simply collecting the names and contact information of those who are interested in your company and products or services, your landing pages also provide several other impressive benefits. With careful attention to design and copy, you can take your lead generation to the next level.

Adding multimedia such as video incorporates the most valuable content formats for landing page success.

Video is increasingly becoming the currency of the Internet. Simply adding video content to a landing page can increase its [conversion rate by up to 86%](#).



Customers expect brands to deliver content to them in an engaging and entertaining way. Here are some statistics which clearly show that video content is a premium product when it comes to digital marketing:

- . (90%) [Nine out of ten](#) customers say that product videos help them make purchasing decisions.
- . [64% of customers](#) say they are more likely to buy after watching a video.
- . [97% of marketers](#) say video helps users understand their product or service.
- . [More than half](#) of consumers want video more than any other content format.

Let's go over the top 7 benefits of using landing pages?

1) Lead Intelligence

While a person's first visit may require only a name and an email address, subsequent visits can give you deeper insight into the buyers who are interested in what you have to offer.

You can also leverage the power of context by adjusting your forms' questions and length based on whether a visitor has already completed one of your forms in the past. This is called progressive profiling. With progressive profiling, every time a lead fills out a form, you are progressively collecting new valuable information about them while keeping your forms short and easy to complete. This enables you to build up the amount of information, or intelligence, you collect about your individual leads without causing more friction in the conversion process.

[Blog Post: Learn More About Progressive Profiling](#)

Furthermore, while using Video on your landing page, you can add [Forms on the Video](#), in some points during the video and collect the Viewers' information.

Everything you learn will help you segment your contact lists, nurture those buyers through every part of the buyer's journey, and provide relevant content before, during, and after the sale. In other words, the more you know, the better you can sell to them.

2) Site SEO Boost

Every time you publish a new landing page, you're adding one more indexed page on your website, which means it's one more opportunity for you to [show up in search engines](#) and drive traffic to your website via organic search.

When you create landing pages that are "search-friendly" or "SEO-friendly," you're increasing the likelihood that your gated offers will be found by people who are interested in your content. Folks who find landing pages through search engines tend to convert at a higher rate because they're already actively looking for information on the topic your offer covers.

A “search-friendly” or “SEO-friendly” landing page means you’ve [optimized the title, headlines, URL, and other parts of the page for a target keyword to tell Google](#) to rank that page for that target keyword. When your content is planned based on keyword research and demand, your landing pages are sure to be found. The more you’re found, the higher you rank; and the higher you rank, the more you’re found!

[Check out the landing page above live here.](#)

Not only will you continue to see traffic driven to your site through both organic and paid searches, you’ll also boost your website’s authority. Because those searches aren’t likely to stop, you’ll continue to enjoy traffic to your landing pages and an increase in leads (and revenue) without additional work.

[JSON-LD technology will support your Video on your landing page to improve your ranking on Google.](#)

The fact that web users love video makes it an ideal indicator of a website’s value. Search engine algorithms understand this, leading to websites with videos reaching higher rankings than text-only alternatives.

While search engine crawlers do not look specifically for video content, they do look for indicators of quality that video content impacts directly.

For example, people spend [88% more time on websites](#) that contain video content than those that don’t. This means that video-centric websites will have a higher average dwell time – the amount of time users spend looking at a single web page – than text-based websites.

It should come as no surprise that websites that incorporate video are [53 times more likely](#) to rank on the first page of Google search results. For website users, video content indicates quality.

While you host your video on platforms which support JSON-LD, Google reads your content on the video which is on the landing page, and pushed your ranking of the landing page on Google.

[Blog Post: Learn How JSON-LD works](#)

3) Maintain Lead Flow

As you might expect, the more landing pages you have on your website, the more leads you will generate. This, of course, means that you must create more offers and launch more events, so you have [landing pages to direct your customers](#) to. More landing pages bring in more leads, and optimized landing pages will see better conversion rates. With a landing page that has been customized to the specific needs of your buyers, the sky's the limit.

4) Long-Tail Lead Benefits

While you may use some of your landing pages for one-off events such as product launches or big discounts, the bread and butter of your lead generation content should be evergreen content.

Evergreen content means content offers that stay useful season-to-season, year-after-year, with little or no upkeep.

It's content that's timeless, valuable, in-depth, and high quality. These are things like how-to guides, tutorials, resource lists, answers to industry FAQs, historical accounts, or your company's stance on an issue.

Even as you continue to produce more offers and launch more products and services, those landing pages remain in place, continuously drawing in leads for as long as you need them – for years to come.

5) Prospect & Lead Engagement

In addition to learning all you can about your prospects through your landing page forms, you also have the ability to discover which of your prospects are the most engaged. That first conversion is always exciting, but what about those customers who come back again and again for various offers and product launches? Those are the folks your sales team wants to talk to.

Your landing pages give you the ability to track your returning site visitors, by the amount of page visitors and the [amount of viewers on the Video on the landing page](#) - even those who haven't yet made a purchase. By learning which of your offers these folks have downloaded, who all watched the video, how much of the video, and which of your launches they've followed, you can gauge their location in the buyer's journey.

The [buyer's journey](#) is the active research process a potential buyer goes through leading up to a purchase. Are they still gathering general information, or have they moved on to the content in the consideration phase? Are they still considering, or have they begun to investigate free trials, demos, or another bottom of the funnel offer?

[Learn More About the Buyer's Journey from HubSpot Academy](#)

The more intelligence your sales team has, the better they can provide the solutions your prospects need. They'll know what your buyer is looking or watching for and when, exactly, they're primed to buy. This feature can be fired as an event into your HubSpot platform, from the page or from the Video hosting platform.

6) Fuel for Other Marketing Channels

As powerful as your landing pages are, they're not the only tools in your inbound marketing toolbox. You still rely on your blog, pay-per-click campaigns, email campaigns, and social media efforts to drive traffic to your website and [keep your prospects engaged](#). An offer or event launch that leads to a landing page gives you plenty to share through your various marketing channels.

When used in your marketing and lead nurturing campaigns, your landing pages will see even higher traffic, engagement, and conversions.

Even better, when you use evergreen content in your offers, you always have something to share. Your older offers will still bring in leads and engagement on your social sharing sites.

7) Insight Into Your Marketing Effectiveness

The more landing pages you create, the more data you'll amass for your marketing efforts. Tracking and analyzing the metrics associated with your landing pages helps you learn what's working and what isn't. You'll also learn:


- . How your various offers compare with one another.
- . How visitors and leads convert on your landing pages.
- . How visitors watch your video, and how they engage with it.
- . How your landing pages drive business revenue.
- . [How many visitors fill out the form](#) on the video or click on the CTA on the video or on the landing page.
- . Which landing page elements you should test for better optimization.

There is always room to improve your efforts, but you can't make changes for the better if you don't know which elements of your landing pages and overall marketing plan need additional attention.

Before we get into testing, let's talk about what an optimized landing page actually looks like.

Chapter 3

The Anatomy of an Optimized Landing Page



Now that you know the importance of landing pages and how they can help to boost your bottom line, the next question is: **How do you optimize your landing pages so they do everything they promise to do?**

In this chapter, let's go through all the landing page design essentials and show you best practices for each.

The Key Components

Let's dissect a landing page to learn about the various elements every landing page should have, from the headline to the submit button.

1) No Navigation

Once visitors land on your page, you don't want them to leave until they hand over that information and receive your offer. For that reason, it's important to keep your navigation options to a minimum. Hide top and side navigation bars from the site so that nothing distracts them from completing the form.

These visitors landed on your site for a reason: to receive the offer you promoted. You're actually doing them a favor by removing the distractions of links to other pages until they're able to receive your offer – and you're doing yourself a favor by reducing your landing page's bounce rate.

2) Clear, Concise Headline and Subheading

The headline is the first thing visitors will see when they land on your page. Whether they stay and engage or navigate away could depend entirely on what your headline says. That's why it's critical that you have a clear and concise headline. It should state your offer as clearly as possible. Tell visitors what kind of eBook or workshop or demo they're signing up for, [utilize a video thumbnail to present an insight of your benefits](#), how much the discount is for, or what product you're launching. The more information you provide in the headline, the more likely you'll convert interested prospects.

Here are a few examples of clear, concise headlines:

- . "Sign up for your free account."
- . "Work Smarter with Evernote: Online Workshop"
- . "Get our tips straight to your inbox and become a better manager."
- . Video thumbnail of up to 5 sec.

A subheading under your main headline can provide more information about the benefits of your offer. This also serves as your landing page's value proposition: What does this offer bring to your buyers that they can't get anywhere else? What makes it valuable to your visitor? You can't fit all of that information into a headline, so fortunately, you get a second chance.

Here are a few examples of headlines with great subheaders:

- . "The Conversion Collection: Generate Even More Leads From Your Blog"
- . "Money Matters: Your Guide for Financial Security"
- . "Get a Free Strategic Analysis of Your SEO & Content Marketing"
- . "Watch a demo of HubSpot's software: See how you can increase your company's revenue with our all-in-one marketing platform."
- . "Learn the science behind the art of winemaking: Fill out this form and we'll enroll you in a free sample lesson on sparkling wine"

3) Value Statements

While your headline and a subheader should give visitors a pretty great idea of the value of your offer, for some visitors, those alone won't be enough to motivate them to fill in their contact information on a form. A few sentences or bullet points that clearly state what the offer includes and why it's valuable could make all the difference here.

In a brief and clear list, anticipate and answer any questions visitors might have about the offer. What does your visitor stand to gain from the offer? Will they learn more about your services? Does your offer teach them various ways to use your product? Can they save money or receive a free trial?

Be sure that you break up large blocks of text and use bullet points to draw eyes to the most important takeaways.

4) Relevant Image

In addition to creating a great offer and writing a great headline and value statement, compelling imagery will help you grab your visitors' attention. After all, a picture says a thousand words. Of course, that image should be relevant and match the offer so that buyers aren't confused by the final asset.

A great image for your offer might be the cover image of your ebook, a screenshot of the webinar or video, or a graphic design stating the discount or sale available. This gives landing page visitors something visual to match the text they read. That image will stick with them longer than any of the copy.

5) Relevant Videos

The video player is the component which in most of the cases can attract a lot of attention. It's important that you brand your player to create a seamless, compelling experience for the landing page visitors.

cincopa



Video Performance

When you have a video on your landing page you have the opportunity to increase engagement with a specific PoT (Point of Trigger).

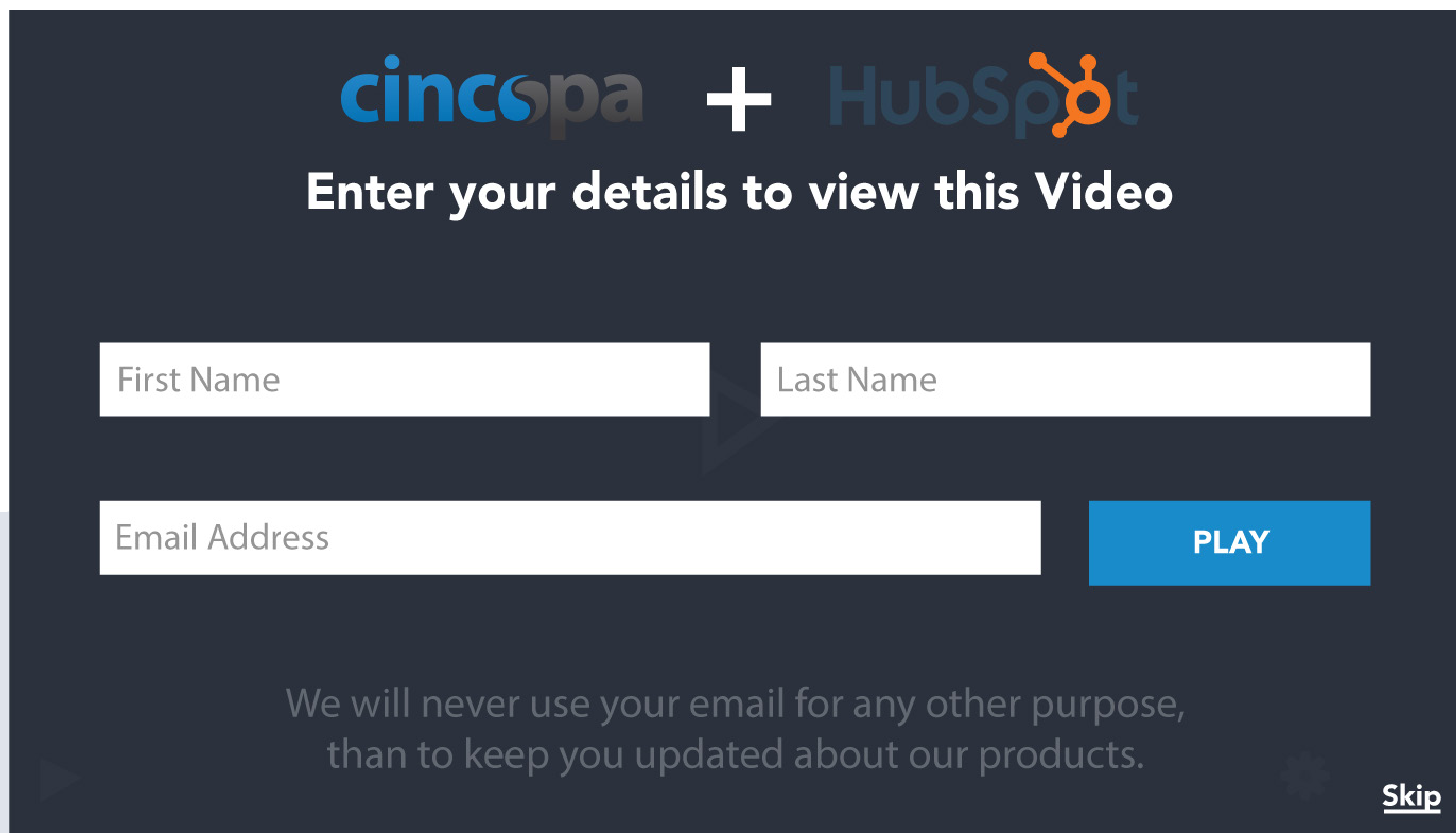
Here are some of the video add-ons tools you should implement (Like [Cincopa](#) does):

- . [Call-to-action on the video](#) can drive user engagement and increase conversions far better than a generic button placed at the end of the video.
- . [Incorporate annotations directly](#) onto your video content to maximize its attention-grabbing capacity.
- . [Closed captioning](#) is an incredibly important feature for capturing the attention of mobile users. Facebook users watch [85%](#) of the social media giant's video content with the sound off. captions are critical for capturing the attention of mobile users who click onto your landing page with a muted device.
- . Generate a [video thumbnail](#) from your video digital hosting Platform and add this on the page, those five secs can be the best eye catch for the viewers.
- . Add another [capture form](#) on the video on the right place to increase engagements while you don't need to add more elements on your landing page.

6) Lead Capture Form

The lead capture form is without a doubt the most crucial element of your landing page. Your form is how your visitors will supply information in exchange for your offer. Without this form, you cannot collect the necessary data that helps you market to potential buyers. Naturally as marketers or salespeople, we want to ask for lots of information from visitors. Visitors, on the other hand, want to spend as little time as possible filling out the landing page to get access to the offer they're trying to get. That means the number of fields on a landing page is a balancing act between user experience and business needs. It's better to have one form on the landing page, in order to avoid confusion among the users. Hence, when you have a video on the landing page you can add additional form on the video itself and push the fields directly [into the HubSpot platform and to your sales team](#).

The length of your form also inevitably leads to a tradeoff between the quantity and quality of the leads you generate. A shorter form usually means more people will be willing to fill it



out, so you'll generate more leads. But the quality of the leads will be higher when visitors are willing to fill out more form fields and provide you with more information about themselves and what they're looking for. Therefore, shorter forms usually result in more leads, and longer forms will result in fewer, but higher quality leads.

It all boils down to your goals: If your priority is more leads regardless of quality, then minimize the number of form fields. If your priority is more high-quality leads, then ask for the specific information that your sales reps need to qualify your leads.

[Free Lead Goal Calculator for Marketing & Sales Teams](#)

Remember the progressive profiling we talked about in Chapter 2? If you have marketing software that lets you adjust your forms' questions and length based on whether a visitor has already completed a form of yours in the past ([like HubSpot's does](#)), you'll be able to progressively collect valuable new information while keeping your forms short and easy to complete.

If you want to learn more about progressive profiling, [read this HubSpot blog post](#).

7) Privacy Policy

Any time you request contact information from a visitor to your website, you should provide an explanation about how you plan to use email addresses and phone numbers. It's just the right thing to do. After all, it's not at all unheard of for unscrupulous companies to sell people's information to the highest bidder.

Lack of a privacy policy could discourage visitors from filling out your forms. Include a short line or two reassuring visitors that you won't sell their information:

Even a simple link to your privacy policy, could be enough to give your prospects some peace of mind:

Of course, before you promise that you won't sell their email addresses, make sure your company actually won't. You need to be able to keep your promises to earn a reputation for credibility among your customers and potential customers.

8) Compelling Button Copy

The copy on your button is what motivates and directs your visitors to take a desired action on your landing page. That's why a word like "submit" is a bad idea. Not only is it too vague, but no one wants to "submit" to anything. You need to be more specific than that.

Instead, tell buyers exactly what they're getting when they click that button. Use specific words like "Download Now" or "Download Your Ebook" for an ebook or white paper; something like "Access Your Coupon" for a discount offer; and "Sign Up For Free" for newsletters or free trials.

9) Social Proof

You can tell visitors as much as you'd like how good your offer is, but the truth is, it's more compelling for them to hear about it from someone else. This is where social proof comes in.

Social proof is the positive influence created when a person finds out that others are doing something. If site visitors see that people who have consumed the offer are speaking positively about it, they are more likely to think positively about it, too, and therefore might be more likely to fill out the form and convert to a lead.

Social proof can take the form of:

- . Customer testimonials: short quotes from happy customers.
- . Case studies.
- . Embedded social media posts.
- . Number of downloads, users, and so on.

Using social proof on your landing pages can be a powerful addition to your marketing strategy. [Read this blog post](#) to learn more about how to add social proof to your landing pages.


Your Landing Page Checklist

Now that you've mastered the anatomy of a landing page, here's a landing page checklist you can run through every time you build a new landing page.

- . Does your landing page pass the blink test? In other words, will someone know what the offer is, why you're offering it, and why it's valuable after only 3-5 seconds?
- . Do you have an attention-grabbing headline?
- . Do you have a relevant and compelling image?
- . Do you have a short video to embed onto the landing page with CTA and annotations?
- . Is the copy clear and concise? Does it explain what the offer is and why it's beneficial?
- . Did you add the video thumbnail?
- . Have you removed potential friction and distractions from the page, like external navigation?
- . Did you include a privacy policy?
- . Did you add social proof?

Chapter 4

A/B Testing Your Landing Pages



A landing page that follows all the tips from our first few chapters can still be improved upon. Every company and every audience is different, and only by [A/B testing](#) will you know you've made your landing page the very best it can be for your specific target customers.

The data you collect from your landing pages will actually help you make those and future landing pages more effective. Of course, that means you have to pay attention to your metrics. No one likes poring over spreadsheets, but it's worth the trouble if you can bring in even more leads, right?

Here's what you should learn from the data you examine:

- . Where visitors clicked on your page
- . How long visitors stayed on your page
- . How many visitors converted to leads
- . Where viewers drop from your video? ([video's heatmap](#))

Each of these metrics can be improved upon, but testing it will be the best way of discovering what works and what doesn't. Instead of wondering if your headline is compelling enough, put it to the test against a different headline to see which leads to a higher conversion rate. Even the smallest tweaks can significantly affect the number of leads you can generate.

[Free eBook: An Introduction to A/B Testing](#)

In fact, when completed correctly - with an adequate sample size and time for the experiment - you could see a big boost in leads. Can you believe that even small changes [like button](#) color could make a difference that big? Everyone must be A/B testing if they could improve their bottom line by that much, right?

Unfortunately, [61% of businesses](#) run fewer than five tests each month. Don't be one of those businesses. When testing your landing pages costs next to nothing and is easy to implement, why wouldn't everyone do it? All you need is the right software to uncover dramatic results from quick and simple changes.

Which Elements Should I Test?

Not all variables on your landing page will result in higher conversions. Some are actually more worthy of your time than others. If you're wondering if you should change the background color on the page or change the copy, you'll quickly learn with A/B testing which is more beneficial to your bottom line.

First, let's determine which of the elements you can optimize through A/B testing on your landing page.

- . Offer Type
- . Copy
- . Video thumbnail types.
- . Form Fields

Each of these can be broken down into smaller elements. Let's start with the biggest effort test: offer type.

Offer Type

We've done a lot of the [work to determine which types of offers work best](#) for prospects in various stages of the buyer's journey. You may need to test your own offers to determine which types work better for your customers wherever they may be on their journey.

Keep in mind that a balanced mix of content is important so that you're reaching people at every stage of their buying journey. If you have plenty of content for first-time visitors (like checklists and eBooks), but drop the ball on offers that will convert those visitors into actual customers (like product demos and free trials), then your landing pages won't do much to help you.

Now, if you want to determine which offers work best with different stages of the buying journey, you'll just have to test them. You can promote these offers one at a time or do a split test. The first takes longer, but is less work up front. The second gets your job done right away.

To run this test, use the same research to create different offer types, like an eBook versus a webinar. Here's an example of an eBook and webinar we ran here at HubSpot with the folks at Iconosquare:

[Here's the landing page for our ebook on Instagram for business.](#)

[Here's the landing page for our webinar or "hangout" on Instagram for business.](#)

Simply change the offer type, and use an A/B testing tool (like the one built into HubSpot's software) promote the offer to your audience through your email and various channels, with some buyers seeing one version and some seeing the other. The one that generates more conversions is the winner – for that particular stage of the buyer's journey, of course. The offer itself might work better somewhere else with buyers who are further along in their decision.

In addition to types of content, you can also test different topics against each other. This also can be done one at a time, but a split test will give you a better idea of which topic is more compelling for your buyers.

Copy

The copy on your landing page can be broken down into various elements, from the headlines to button copy. Each of these smaller pieces can be tested to achieve better results – just make sure you're testing them one at a time, otherwise you won't know which copy change yielded the better results.

One test you can start with is short, snappy copy versus a long-form article on the landing page. You might find your audience likes longer copy, while some industries benefit from short, to-the-point information. And this may differ by the type of offer. We've also discovered that hard data and bullet points often work better, but you could discover the opposite through your testing.

You could also test including testimonials, quotes from review sites, press and other social proof to strengthen your position. A/B testing is the best way to discover if those elements help or hinder your conversion rates. Remember to test only one thing at a time though to be truly sure of what is impacting the results of your test.

Video Thumbnail

[A/B testing is incredibly important for video content.](#) Video players offer a wealth of features and functionalities you can analyze in order to drive landing page value.

The thumbnail on the video is the most important tool which determines if the user on your landing page will watch the video or not. Create two -three Video Thumbnails that will run as an A/B testing on the players, choose the one which has the highest conversation rate. Once the visitor will watch the video, the odds are higher that the user will fill out the form and click on one of the CTA on the video.

Form Fields

We've already touched on using forms in various ways to reach buyers at different stages in the decision process. This chance to A/B test your forms will help you really hone in on what works best.

For top-of-the-funnel offers like eBooks and whitepapers, start with simple contact information. Content and offer forms targeted at folks who are considering making a purchase can ask for more information – but only what you need to help these prospects move further down the funnel. If you're offering something at the bottom of the funnel (i.e. something for those who are ready to buy but just need a little more convincing), then it's time to really dig deep for answers that will help you convert that lead into a customer.

The number of fields could impact the number of prospects willing to hand over their information, but don't be too quick to cut fields. If you remove the most important questions just to increase the number of leads you gain, you still won't learn what you need to provide the best education for those prospects.

By A/B testing your forms and your videos, you can determine which questions make buyers balk and which cause little-to-no friction in creating great relationships.

Now that you've got the big things out the way, there are some smaller elements you can test.

Headline

Do your buyers like witty, punchy, or clear and informative headlines? Maybe different language will work better to convert different types of prospects. A/B test to find out if more high quality sales leads convert when using a variation of a headline.

In [a headline copy test](#), version A increased leads by 115%.

Form Field Names

Could you be clearer with your form field names? If your buyers fill in their email address every time you ask for a home or business address, then you could probably work on clarifying things.

Button Color

You want the colors you use to both work with and stand out from the other colors on your landing page. Contrasting but also complimentary. Could you use another color that catches more eyes?

Button Size

If your buyers can't find the button, how can they click it? Test different sizes to see which are large enough to garner attention without overwhelming the overall design. This is especially important for folks who land on your landing page on a mobile device with a smaller screen.

Button Copy

Here's where you discover if "submit" works for you or not. (Hint: It doesn't.) Some of the terms you choose could work better than others, though. Take some time to find out which gets your visitors to act.

Here's an example of how the copy "Get" versus "Order" impacted conversion rates [in one test](#).

Form headline

There's more than one headline to worry about on your landing page. Make sure your headline of your actual *form* tells buyers what happens when they fill out the form. A few changes might be needed to get it just right.

Video

[Video is one of the best conversion tools](#), not only to get boost of messages on the same landing page, but the idea that you can utilize so many types of engagements on the Video can increase your conversion dramatically.

Image

How relevant is your image? Knowing that [90% of people process images before words](#), you could get a big boost to your conversions simply by testing different images.

Font Size

You may want to experiment with your headlines and body copy to make sure you're capturing visitors' attention. A bolder headline with clear, larger-than-usual copy could be the combination that gets those leads converting.

Use of Video

Video could help you illustrate the value of your offer. In fact, some landing pages [with video could increase your conversion rate](#). Consider trying landing pages with and without to see which ones perform better for your buyers.

Testimonials

Social proof is a big deal and could be very helpful on your landing pages. Or, you could find that the testimonials you include distract your visitors from the real goal: filling out that form.

Analyzing Your Results

Like all good marketers, you must track and analyze your results to know what's working and what isn't. Some of your metrics will be easier to track than others. For instance, you can see almost immediately how many people clicked through to submit their information, who watched your video, when they drop and the [level of video engagements](#). Where things get tricky is comparing the many variables you've tested to determine which bring the best results.

Fortunately, [we have a free A/B Testing Calculator](#) that'll help you avoid doing complicated math manually. Use that calculator to help you determine the statistical significance of each change you made with just the push of a few buttons.

Applying Your Learnings

Statistically significant results should be implemented right away. The changes that brought in more visitors, converted more prospects to leads, prompted more information through the form fields, and resulted in higher sales – should all be added to your landing pages permanently.

Just remember: **Your landing pages will never be perfect. Just when you think they are, you should probably start testing again.**

Consumers are fickle. What prompts them to action today might annoy them tomorrow. The only way to keep your landing pages as fresh as your content = is to keep changing things to reflect the latest best practices and trends.

Chapter 5

Measure the Performance of a Landing Page

All the calculators in the world can't tell you if your pages are performing well or not. It's up to you to use landing page analytics to determine your reach, impact, engagement, and growth. We'll start with the easiest to track and go from there.

5 Important Metrics to Measure

1) Page Views

You'll probably watch this number obsessively after launching an offer, so tracking views won't be too hard. It's important to note that this number tells you much more than simply how many people stopped by your landing page.

First, you'll know if your page was promoted well. Would changes to your promotion efforts bring in more page views? Does your number jump after A/B testing different elements? What's the ratio between page visits and conversions? That's where you really start learning something about your landing page.

2) View-to-Submission Rate

Once you know how many people have visited your landing page and watch your video, you'll want to know how many completed submitted contact information if [directly on the form on the landing page or the form on the video](#). Keep in mind that several things could affect this ratio, such as the type of offer you've presented.

You'll also want to consider your historical benchmarks to determine what's working and what's not. Do you know if visitors from different promotional channels, such as email, search, and social media, are more or less likely to convert than others? This will help you determine where promotion should occur in the future.

Various segments of your buyer personas may also be more likely to fill out the form on the first visit, too. Some may need to mull things over before returning to get your offer. Still others may not be moved at all by your eBook or discount.

Your timing is also important to note when contemplating your view-to-submission ratio.

Evergreen offers on landing pages that rank high for a keyword in search engine results may see a much higher view-to-submission rate than newly launched offers that are seeing more traffic from social media.

3) Conversion Rate

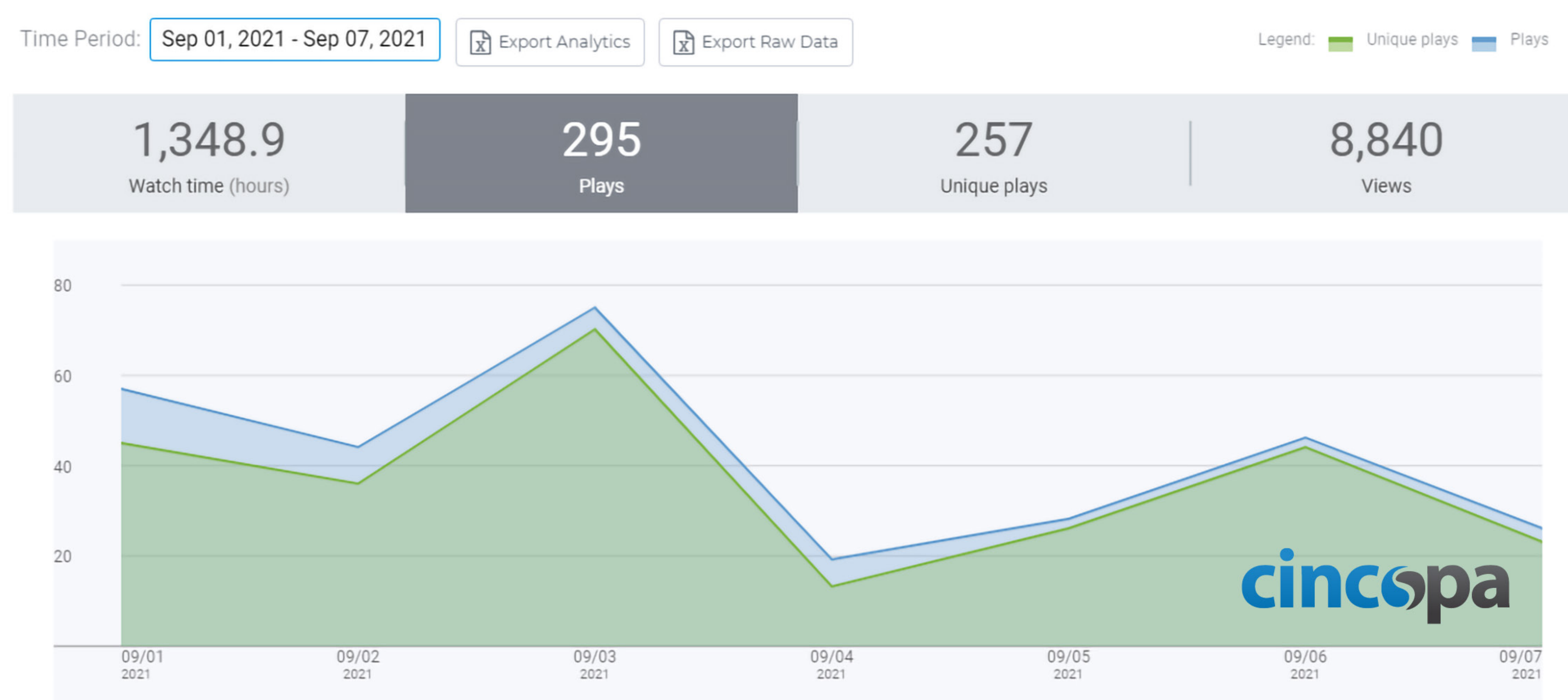
Your conversion rate can be broken down into two different categories: new and returning. This tells you which offers are better for the top of the funnel—attracting new customers—and which work better for those in the consideration phase or who have already made a purchase.

4) Total Number of Leads

The total number of leads generated is the big number to look at here. This number lets you know your landing pages are optimized and your offers are compelling to visitors who are unfamiliar with your company or those who have never converted on a form previously.

5) Video Engagement Analytics

Upon embedding video content onto your landing page with an [analytics-capable video host](#) (heatmap), you can gather and analyze user engagement data directly from your videos. This allows you to treat your video content as an analytics asset that can directly impact conversion rate performance in real-time.



Chapter 6

How to Leverage Videos On Your Landing Page to Generate Leads

For most Internet users, a text-only landing page is a challenge. It takes time to read and may only make its core argument at the end of the page.

Images and infographics allow content creators to say more with less space. They enable landing pages to illustrate points for greater clarity and transmit ideas quickly.

Video offers the same benefits, but to an even greater extent. A landing page with an auto play-enabled video as its core element requires no user interaction and keeps website visitors glued to the page.

Take advantage of the features and benefits those videos offer so you can supercharge your landing page to generate value for viewers and drive conversions. Here's a quick recap of some of the most important ways video increases user engagement:

Videos are easy to consume.

Optimize the landing page experience to demand fewer actions on users' behalf. Video does a great job of this because it can show a large amount of information to users with a single click. If you enable auto play on your landing page video or add a Video Thumbnails, you can directly address users the moment your page opens, without needing visitors to click on anything.

This means that you can economize those clicks where you need them most. If you are going to ask users to click on something, it should be a sign-up field on the Video, a Buy Now button (CTA), or another interface element that leads directly to conversion.

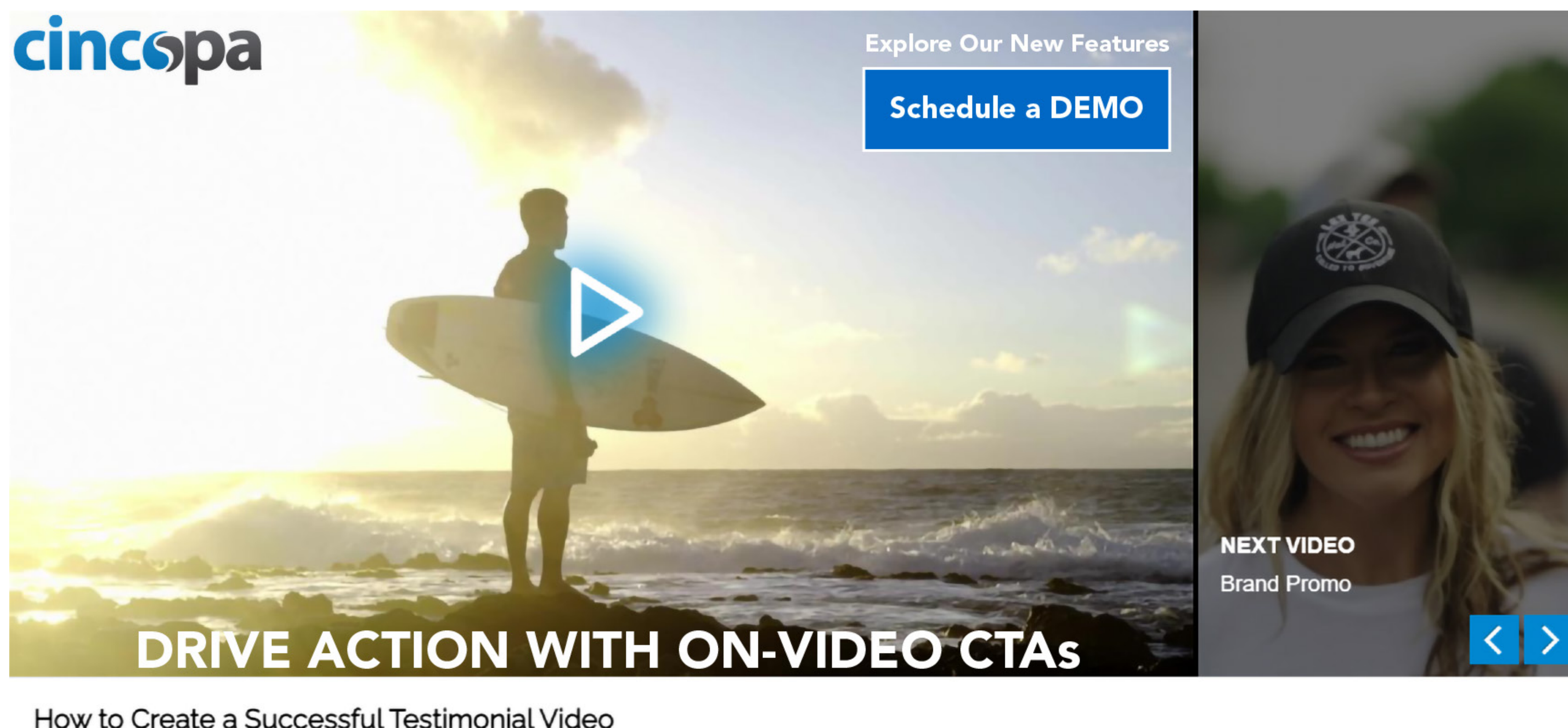
Videos show, instead of telling.

Since videos are easier for users to consume, they make it easier to showcase the benefits of their products and services – which is exactly what a landing page is supposed to do.

This is what makes video such a powerful element landing page success. For viewers, they make the process of discovering products and services easier than any other content format.

Memorable video content promotes brand recall, helping viewers remember what makes your brand – and by extension, its products – valuable and important. People share videos they enjoy, promoting brands throughout their networks in ways that other content formats cannot.

In-video CTAs are effective.



Traditionally, marketers include calls-to-action at the end of the video. The challenge with this approach is that relatively few landing page's visitors actually watch videos all the way to the end.

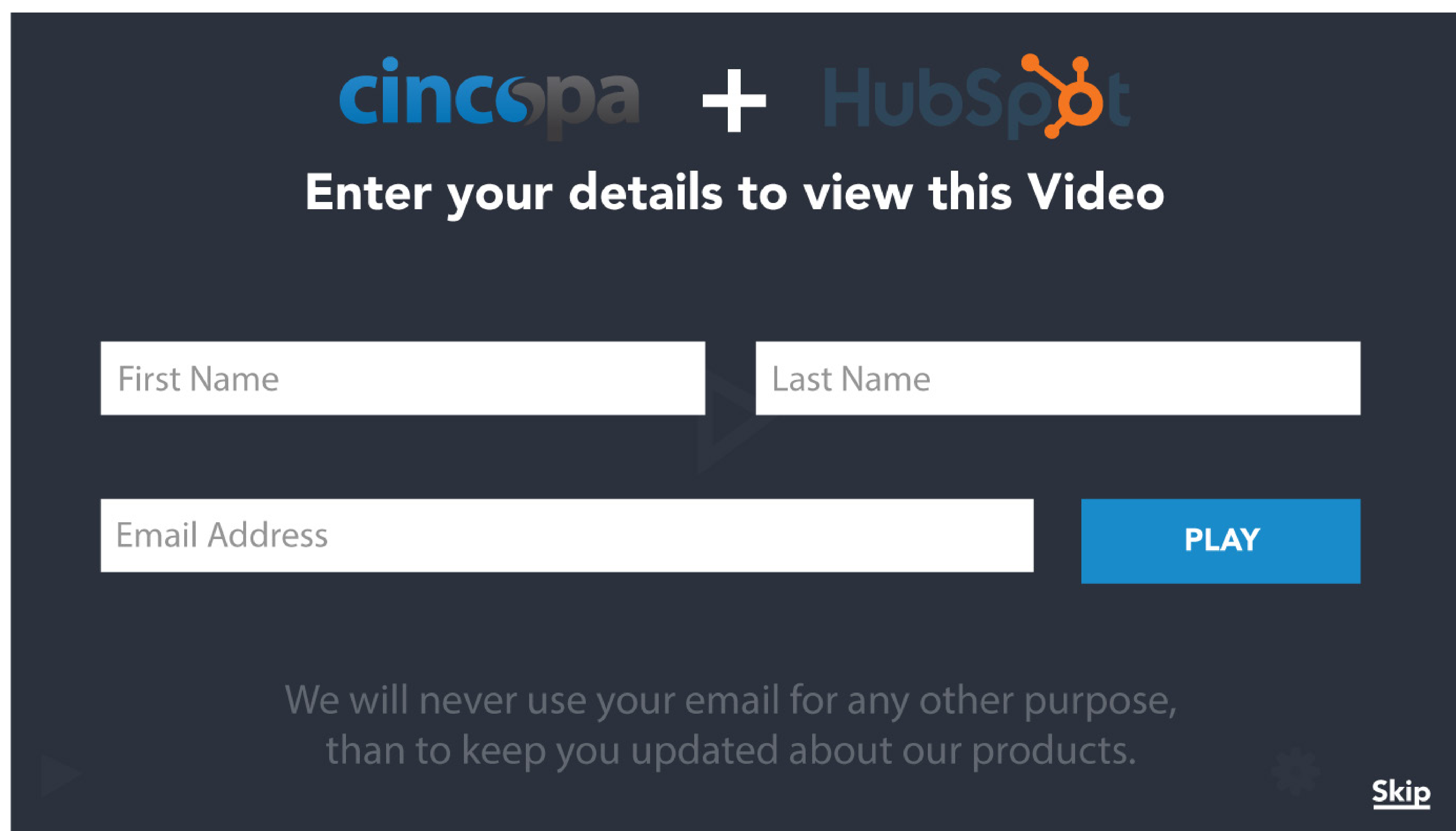
Note: This is especially true for videos greater than two minutes in length.

The solution to this problem is the in-video CTA. By [incorporating call-to-action](#) buttons directly into the video player and customizing the moment when the CTA appears, content creators can appeal to users at the best possible time, when they are most engaged with the content itself.

You may wish to incorporate a CTA into your video right after describing your product's most valuable feature, for instance. This ensures that you capture customers who are interested in that feature above everything else, without the risk of them losing interest throughout the rest of the video.

Tip: Use the heatmap on the Video Hosting Platform to learn where your viewers drop and add the CTA right before that.

Integrated lead forms enable marketing automation.



The screenshot shows a video player interface with a dark background. At the top, the logos for 'cincopa' and 'HubSpot' are displayed with a plus sign between them. Below the logos, the text 'Enter your details to view this Video' is centered. There are three input fields: 'First Name', 'Last Name', and 'Email Address'. A blue 'PLAY' button is positioned to the right of the 'Email Address' field. Below the input fields, a line of text reads: 'We will never use your email for any other purpose, than to keep you updated about our products.' In the bottom right corner, there is a 'Skip' link.

Since video is such a powerful vehicle for content, it makes sense that [capturing viewer engagement data directly on your landing page](#) represents a core value for smart marketers. This makes it possible for marketers to automate important parts of the marketing lifecycle.

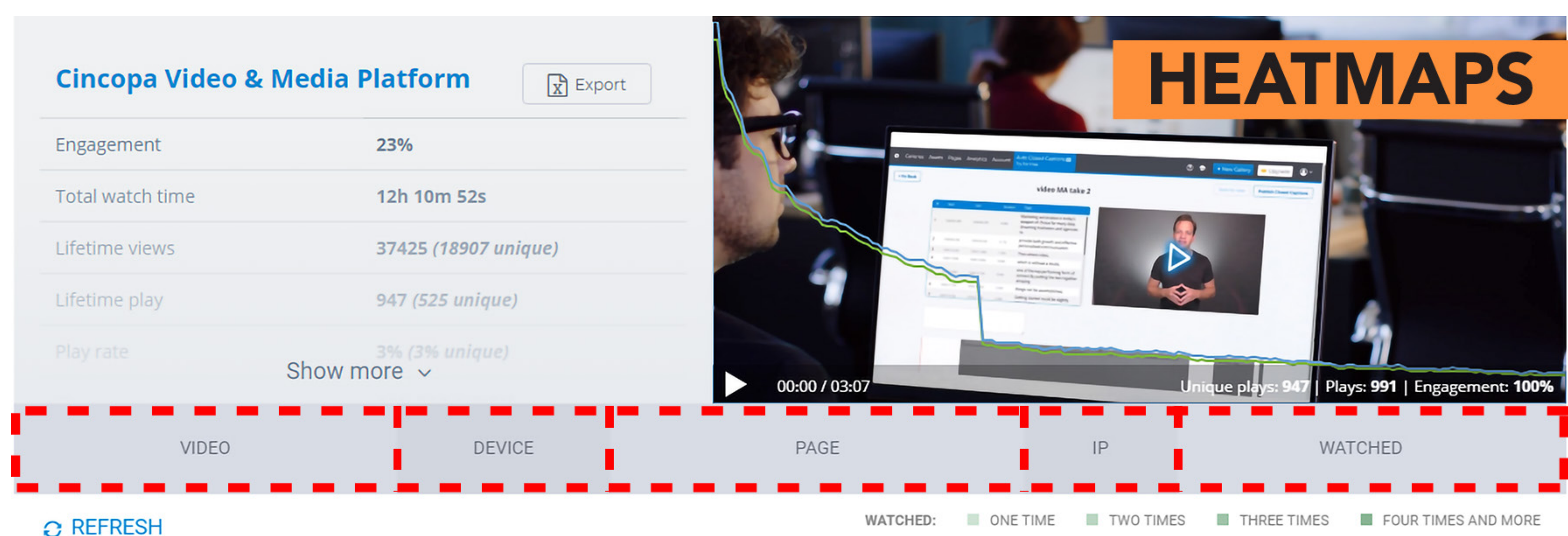
Combining video engagement statistics with in-video annotations and lead forms make it possible for marketers to create and deploy sophisticated solutions for converting leads who interact with video content.

Choosing a video hosting solution (such as [Cincopa](#)) that supports marketing automation (such as HubSpot) is key to leveraging videos for landing page success. Your video hosting platform is more than a solution for digital asset management. It's also the engine for automating marketing communications that users generate by interacting with video content, rather it's to trigger another campaign, adding score to prospects or create an opportunity to your sales team.

Every part of your landing page video can potentially generate data touchpoints for marketing automation. Landing pages that focus on video content first can use these tools to capitalize on user engagement and drive conversions in ways that text and imagery simply cannot match.

There are three layers of video analytics that you can capture and process, on your landing page:

- **Library-wide engagement** refers to aggregated user actions throughout your entire video content library.
- **Per video engagement** refers to the performance of individual videos. This aggregates user interactions on a per-video basis, allowing content creators to compare the effectiveness of individual videos against one another.
- **Per user engagement** is the most granular, in-depth form of analytics. This allows content creators to see individual user actions at an unprecedented level of detail. Interpreting this data can be a challenge, but it holds the greatest promise for increasing conversion performance.



Heatmap Graph with Analytical Filters

Video hosting solutions that track per user engagement statistics enable content creators to maximize the value of content in new ways. User engagement heatmaps can show where individual users dropped off the video content, suggesting video elements that may be pushing users away, and highlighting the most compelling parts of the video.

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cincopa + HubSpot

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Conclusion

By now, you should have the basics you need now to build powerful landing pages with a focus on conversion and building relationships with your audience. It's important to study the anatomy of your landing pages often to ensure you're keeping with the latest best practices and trends so you can maximize your lead potential even on older, evergreen offers.

Never stop working to improve, whether it's through research, A/B testing, surveys - whatever you need to ensure you're providing your visitors with the offers and information they need to make decisions about your products and services.

You're ready to run now, so start bringing in those leads!



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