Twitter Thread by Blake Emal ■

Blake Emal ■
@heyblake

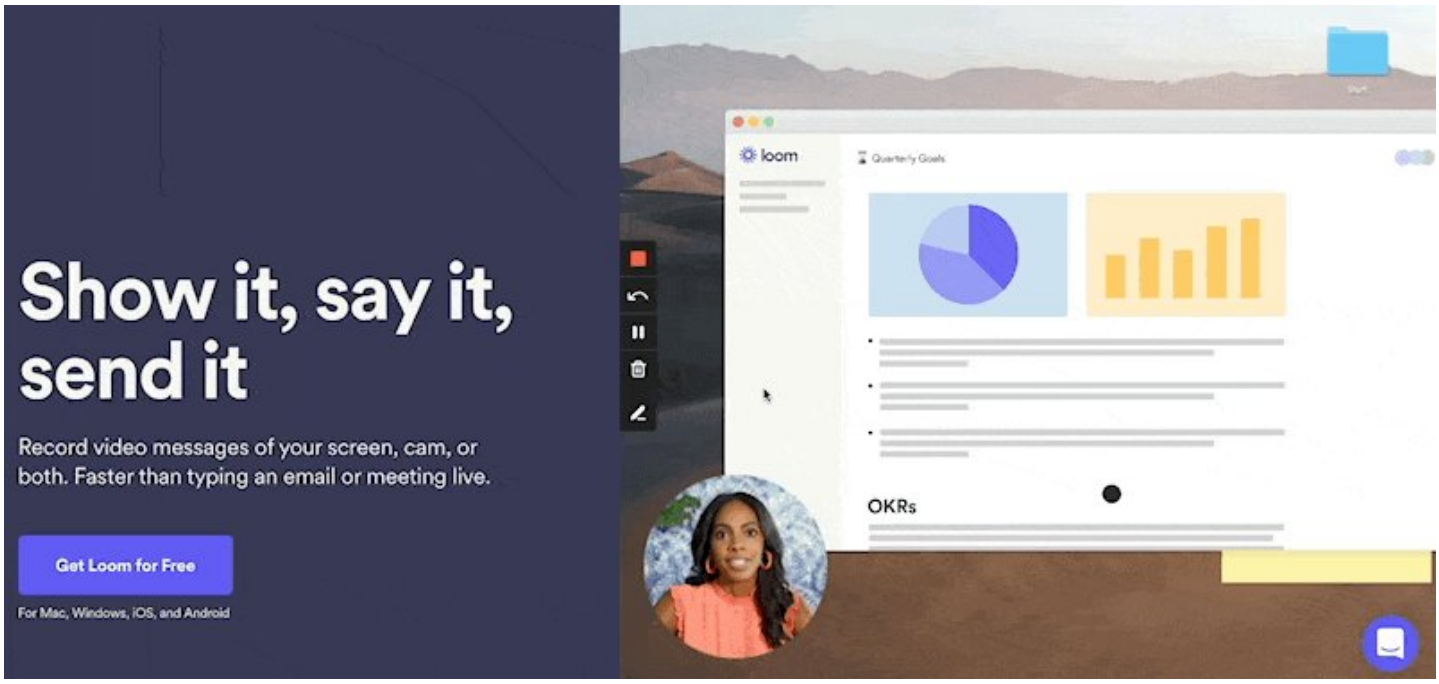
I’ve audited 500+ websites over the past 6 years.

Here are 17 learnings to help your landing page convert:

Tip:
Product GIFs are your best friend.

Explanation:
If you have a SaaS or DTC product, show don't tell. Give us action shots.

Example:
@loom

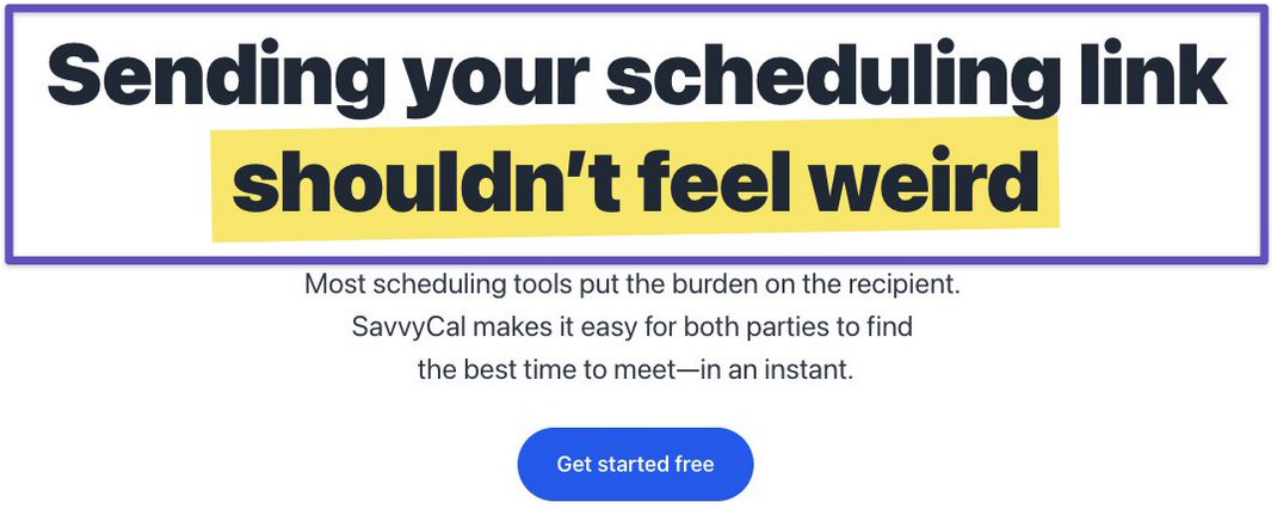


Tip:
Make the H1 count.

Explanation:

Your H1 is the first (and most prominent) element we see right away. That first line of text is the difference between hooking them and losing them.

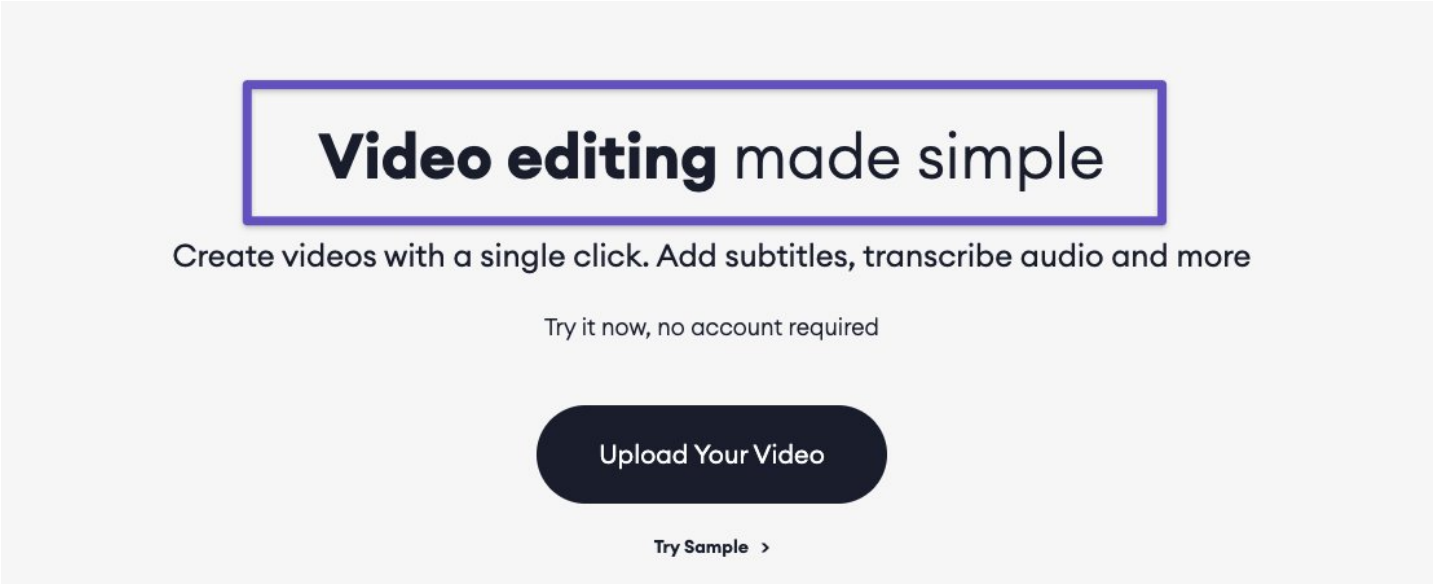
Example:
@savvycal_



Tip:
Don't be clever, be clear.

Explanation:
Those great puns you thought about for your headers? They probably won't convert well. Keep it super simple.

Example:
@veedstudio



Tip:
Inject social proof in your copy.

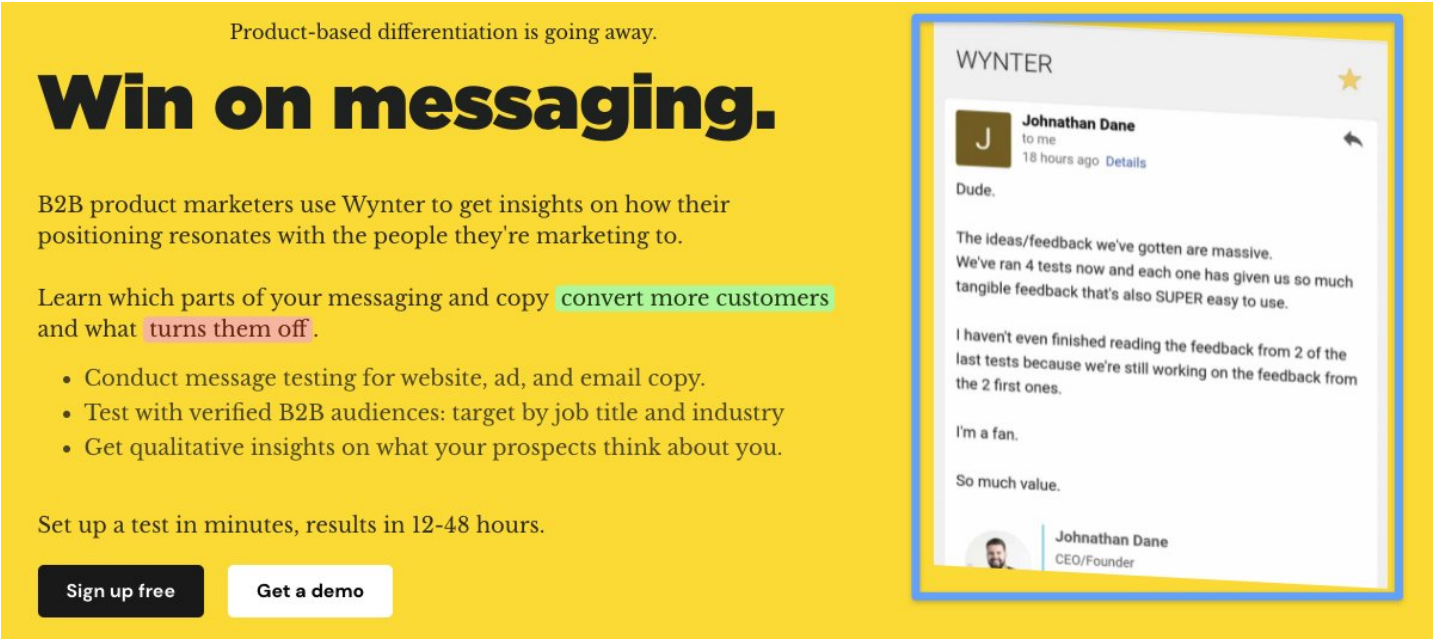
Explanation:
Social proof isn't just logos. Find ways to showcase your success in the page copy.

Example:
@ActiveCampaign

Tip:
Only use imagery that moves the story along.

Explanation:
If your product only needs words to describe it, don't use imagery "just because." Imagery should improve understanding.

Example:
@wynter_com



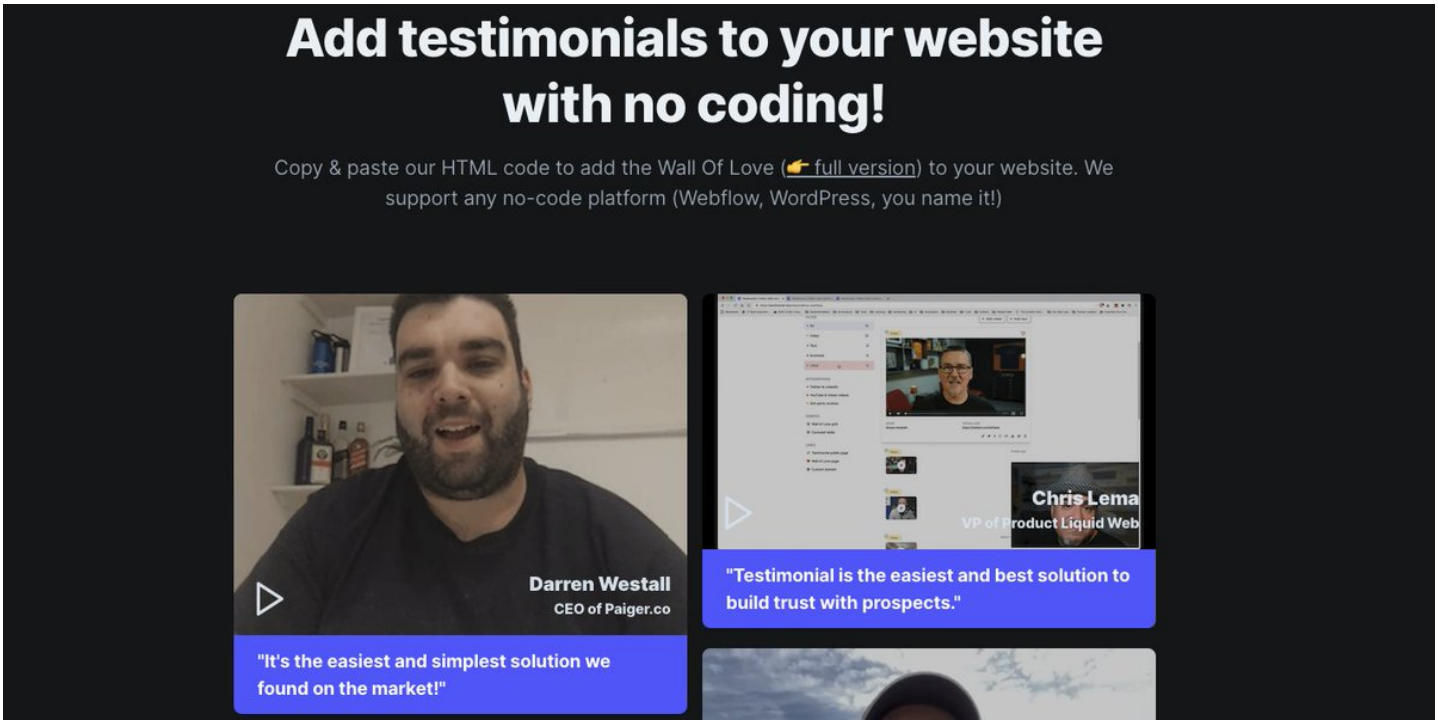
Tip:
Increase site speed ASAP.

Explanation:
Speed can make or break a web experience. Use Pagespeed Insights to find opportunities for your site.

Tip:
Video social proof wins.

Explanation:
Testimonials are good. Video testimonials are next-level. They up your credibility and boost buyer confidence.

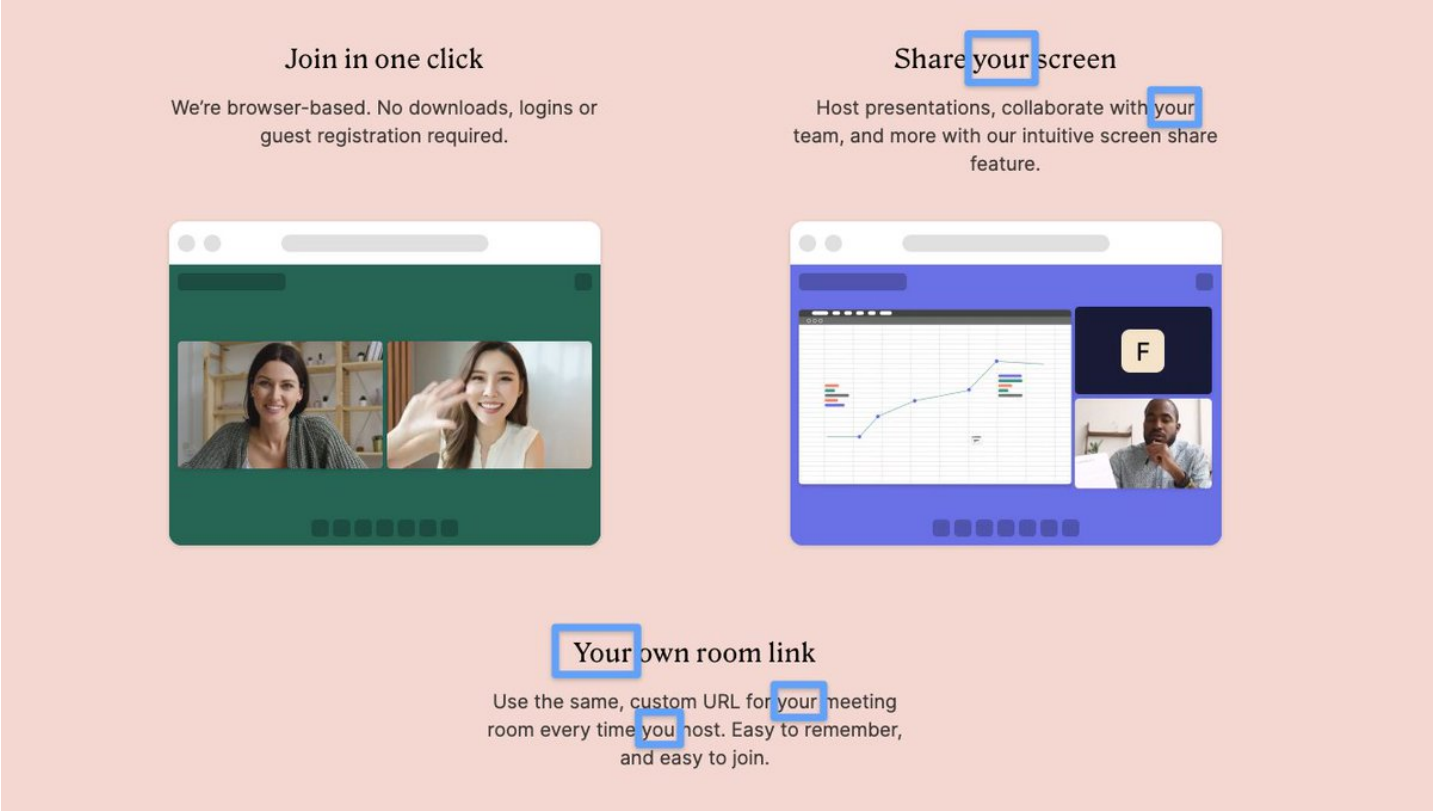
Example:
https://t.co/8VglGBmqRc



Tip:
Make it about the user.

Explanation:
Don't talk about the brand. Talk about the user. Make the whole page copy and design cater to them.

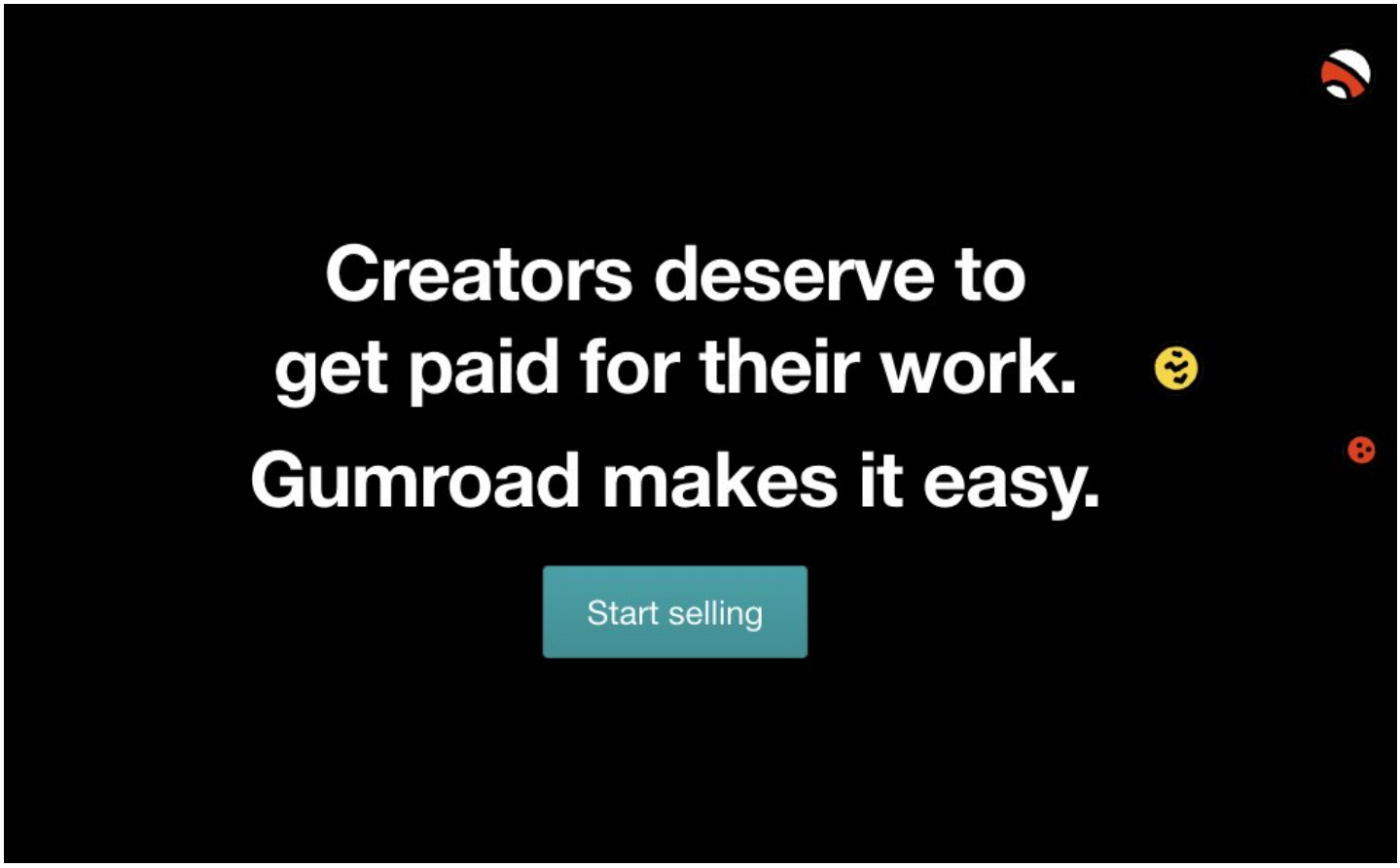
Example:
@whereby



Tip:
1 CTA only (if possible.)

Explanation:
Limit CTAs to the bare minimum. The more actions you invite others to take, the fewer actions they will take.

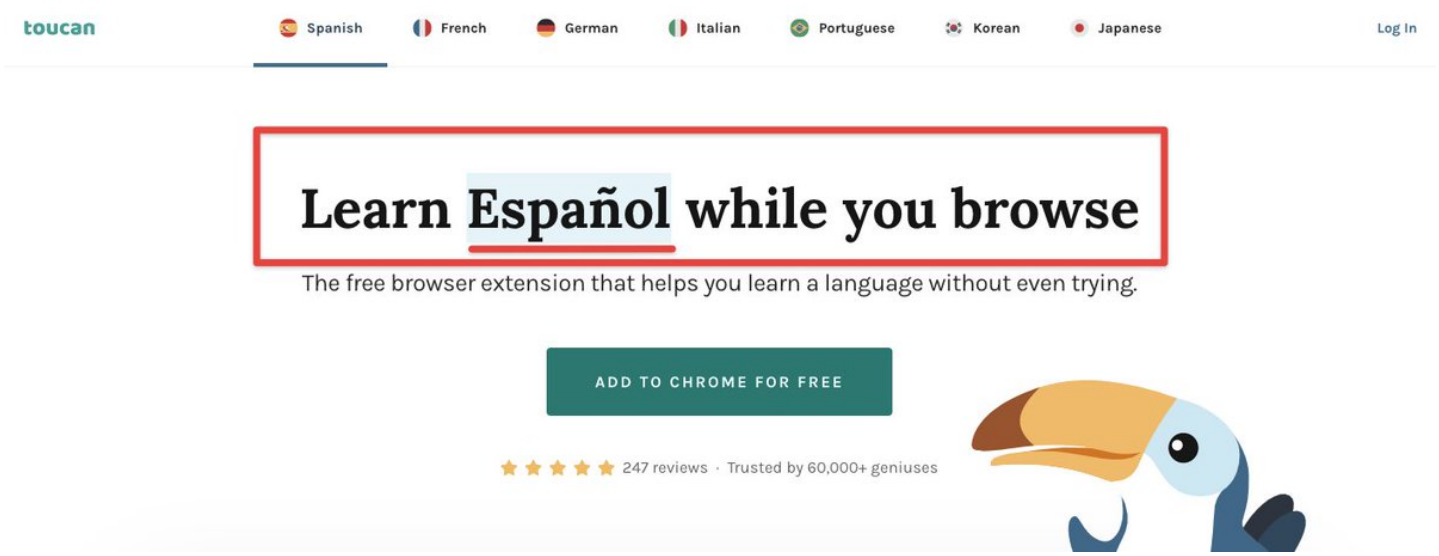
Example:
@gumroad



Tip:
Make it interactive.

Explanation:
Interactive elements work wonders. Use the features of your app in the design of the page to increase understanding.

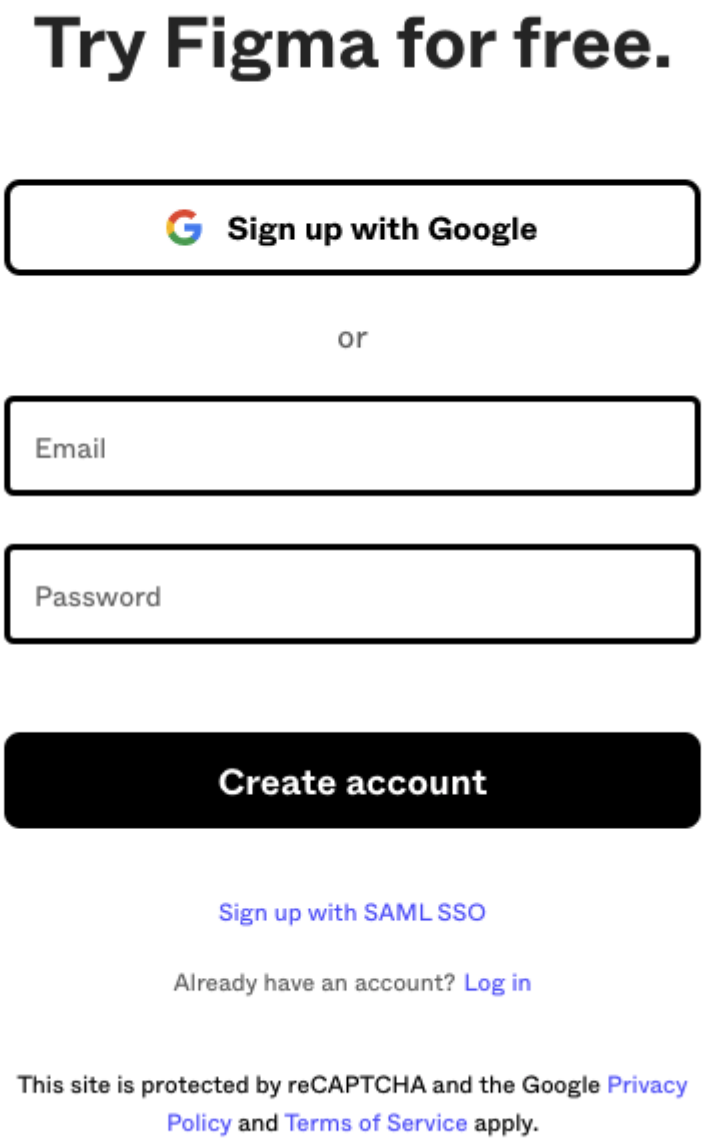
Example:
@JoinToucan



Tip:
Keep the home page focused.

Explanation:
Your home page is NOT your “everything” page. You shouldn't have all features, blogs, white papers, etc. on the home page.

Example:
@figmadesign



Tip:
Keep the overall design simple.

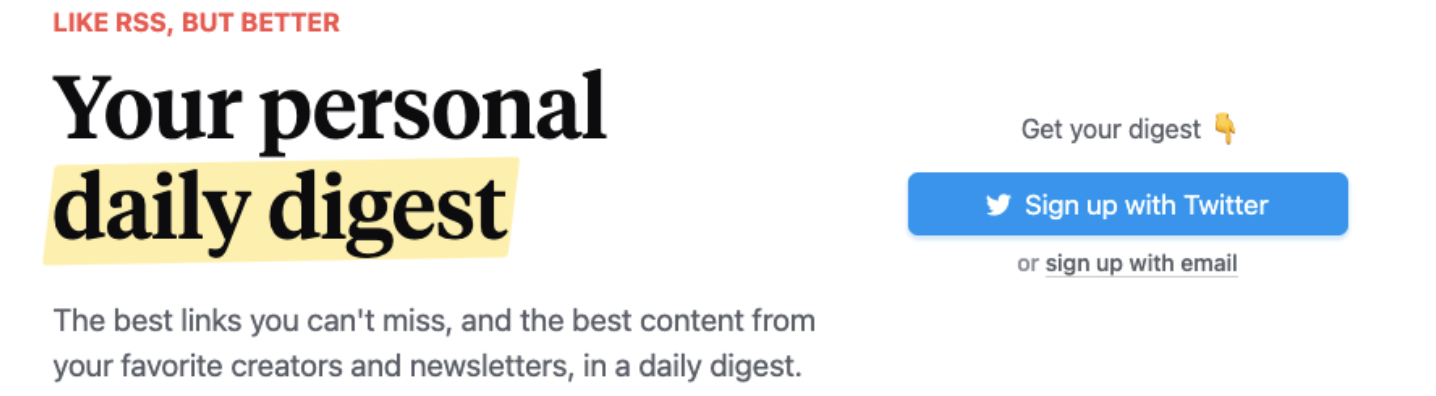
Explanation:
Extra elements distract from the core purpose. The more you have on a page, the harder it is to maintain focus.

Example:
@NotionHQ

Tip:
No buzzwords, just value props.

Explanation:
Avoid fluffy buzzwords. Get to the point. Explain the benefits early, often, and clearly.

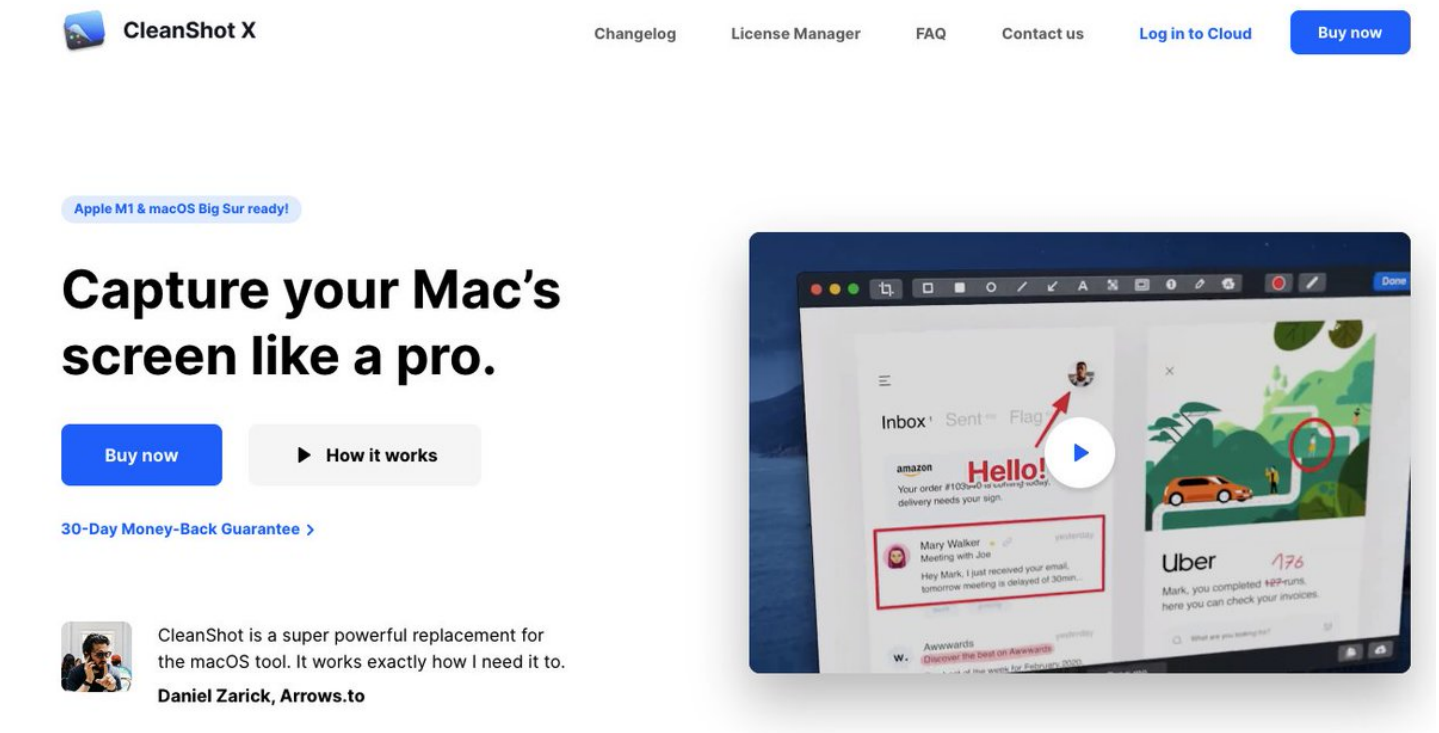
Example:
@mailbrew



Tip:
Create an ideal above the fold (ATF.)

Explanation:
Menu, H1, Subheader, Button, and a tiny bit of social proof should all fit above the fold.

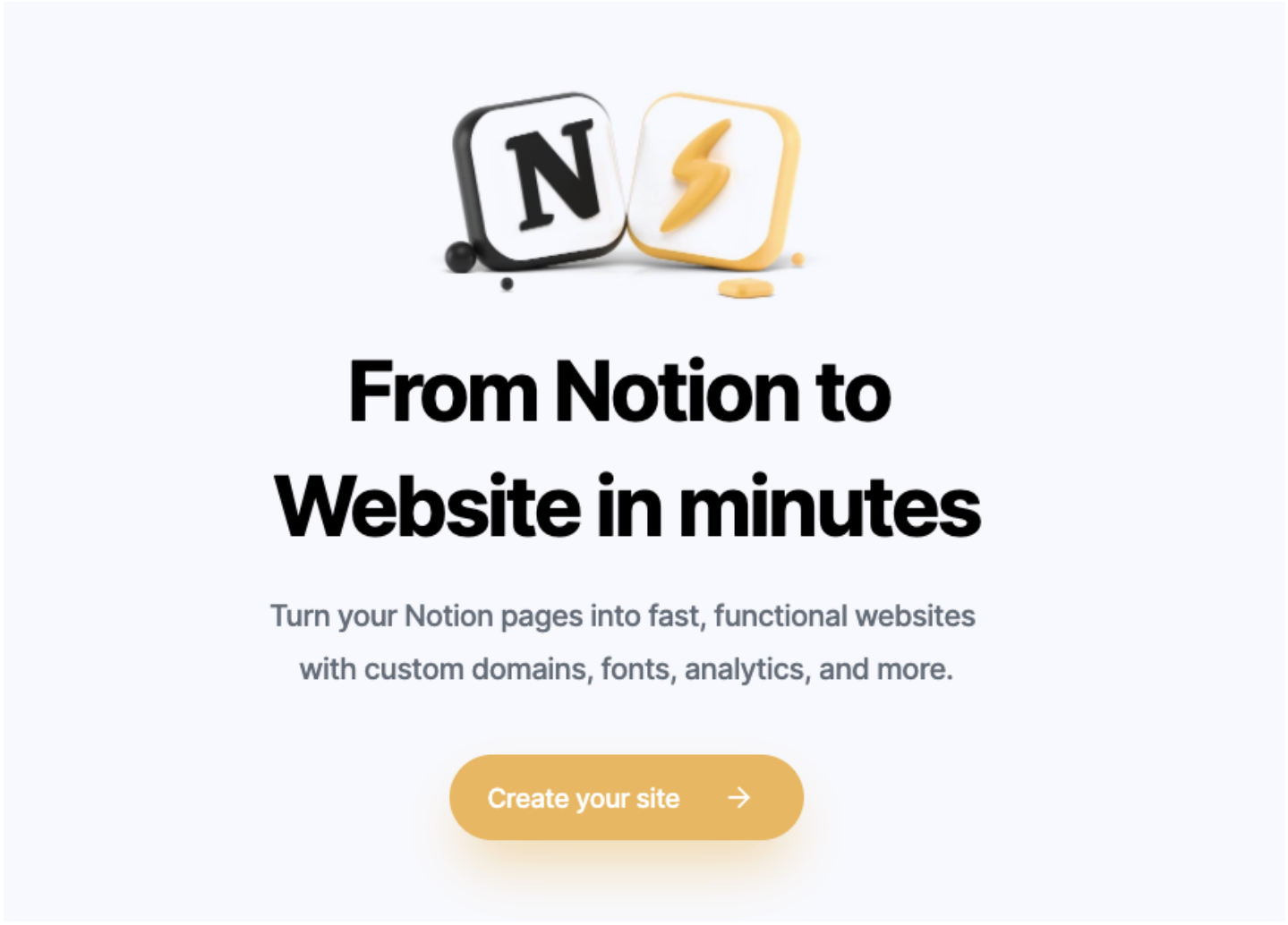
Example:
@CleanShot



Tip:
CTAs should do exactly what they say.

Explanation:
Don't get cute or clever with button copy. Don't be vague. Tell people exactly what happens when they click it.

Example:
@super_



Tip:
Make your pricing easily accessible.

Explanation:
Don't hide pricing. Put it on a pricing page or the home page. Don't make people waste their time looking for valuable info.

Example:
@TallyForms

Spice things up with Pro

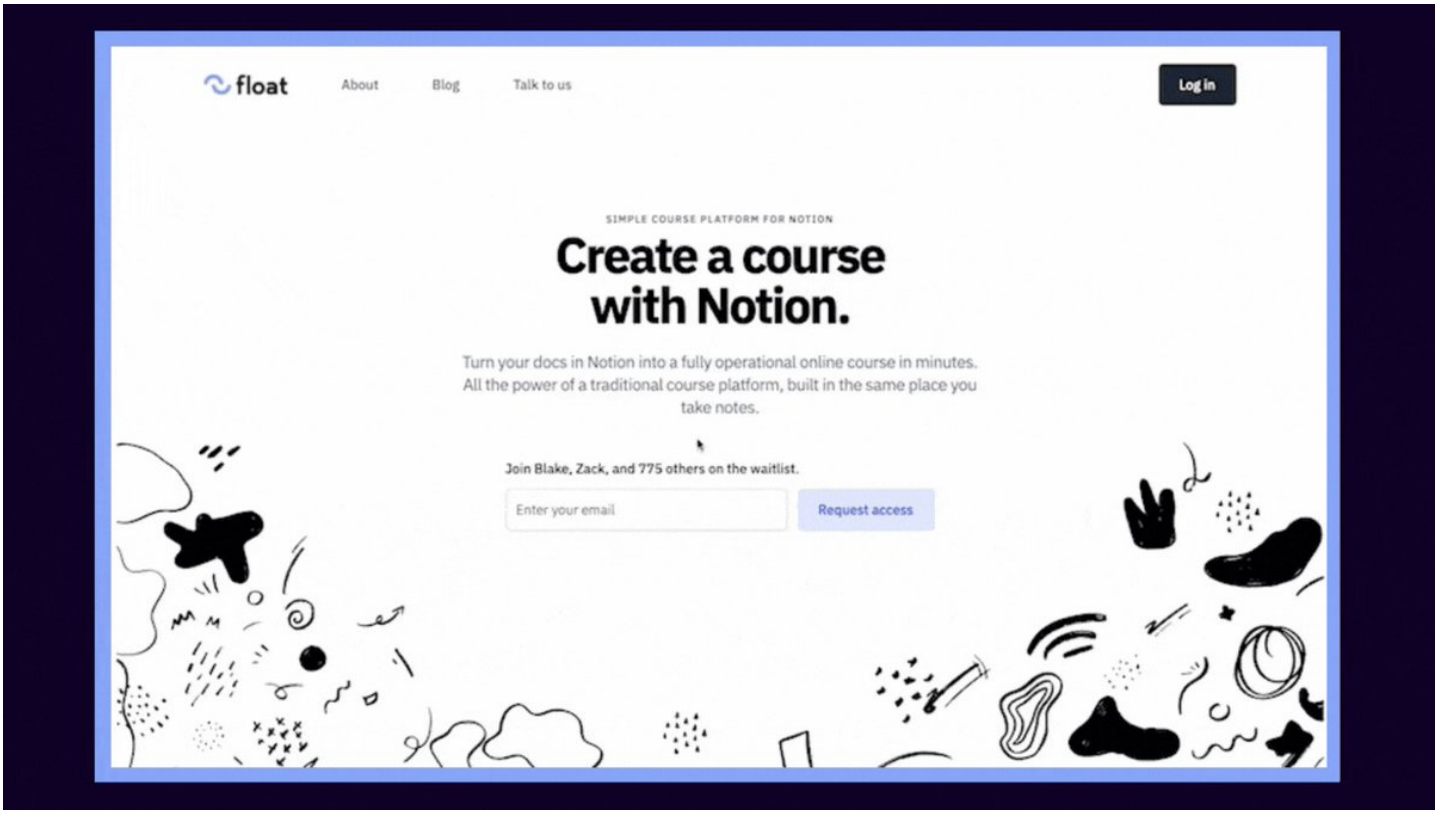
Tally is completely free to use, but if you need that little bit extra, upgrade to Tally Pro for $29/month.

Sign up and upgrade

Tip:
Delight with micro-interactions.

Explanation:
Those subtle animations can make the experience of browsing a site more pleasant. It can put the user in a better mood and make them feel happier than before.

Example:
@sayfloat



That's all folks!

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P.S. I'm giving away 1 free year of
@copy_ai to a random person that retweets this!

Harry Potter
Harry Potter