

## 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:

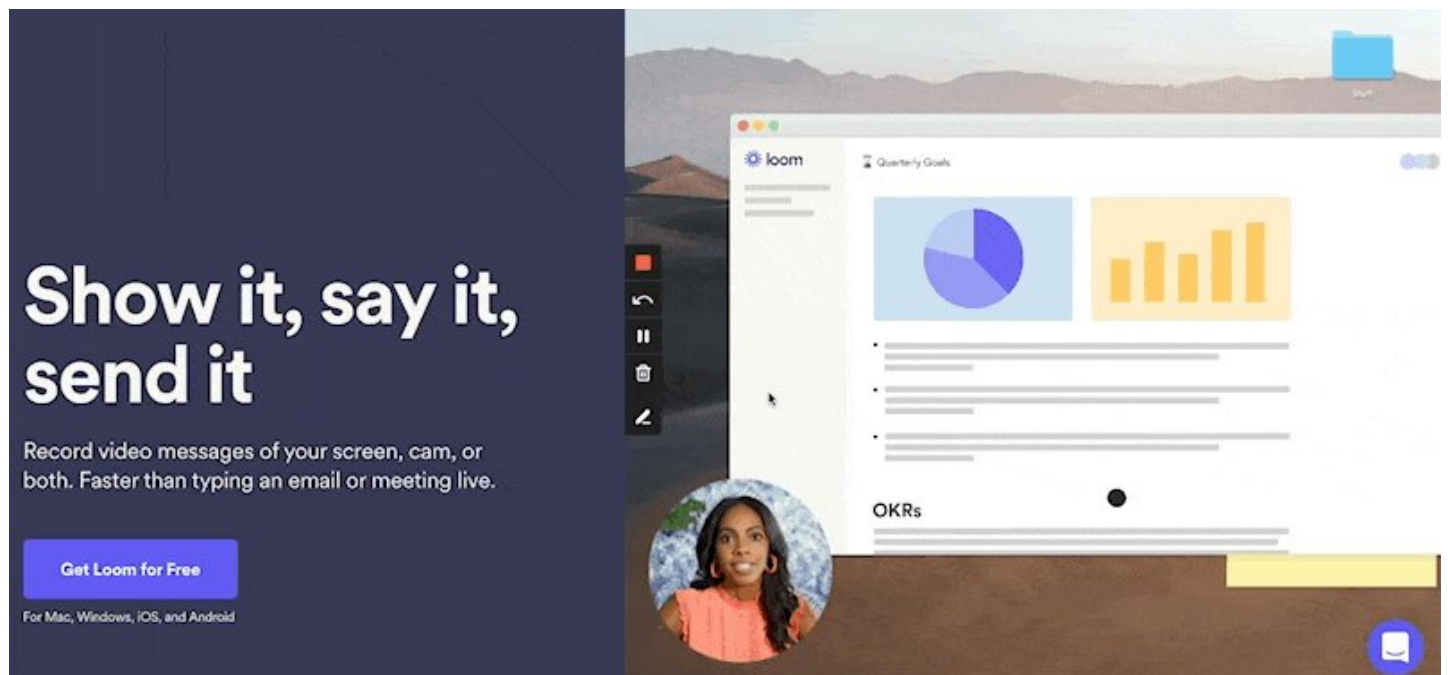
Product GIFs are your best friend.

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:

@savvyca

# **Sending your scheduling link shouldn't feel weird**

Most scheduling tools put the burden on the recipient.

SavvyCal makes it easy for both parties to find  
the best time to meet—in an instant.

Get started free

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

## **Video editing** made simple

Create videos with a single click. Add subtitles, transcribe audio and more

Try it now, no account required

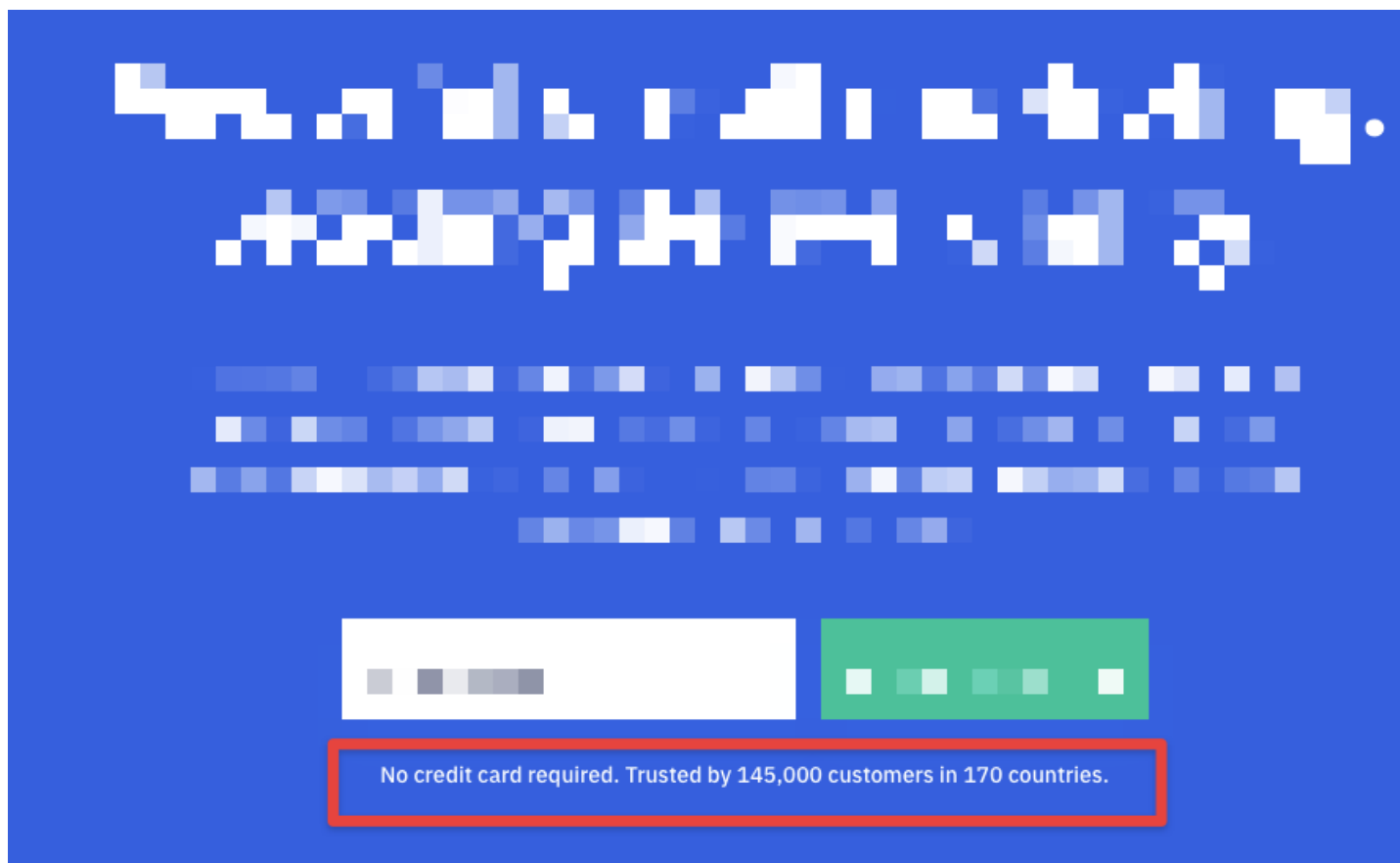
Upload Your Video

Try Sample >

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](#)

Product-based differentiation is going away.

# Win on messaging.

B2B product marketers use Wynter to get insights on how their positioning resonates with the people they're marketing to.

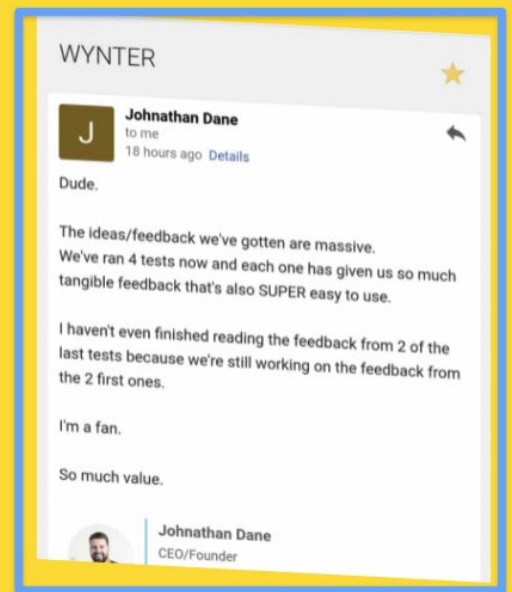
Learn which parts of your messaging and copy **convert more customers** and what **turns them off**.

- Conduct message testing for website, ad, and email copy.
- Test with verified B2B audiences: target by job title and industry
- Get qualitative insights on what your prospects think about you.

Set up a test in minutes, results in 12-48 hours.

[Sign up free](#)

[Get a demo](#)



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:

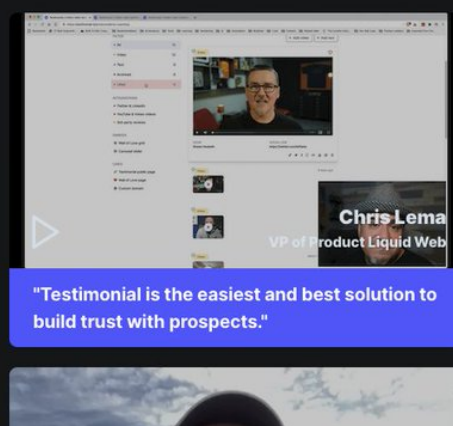
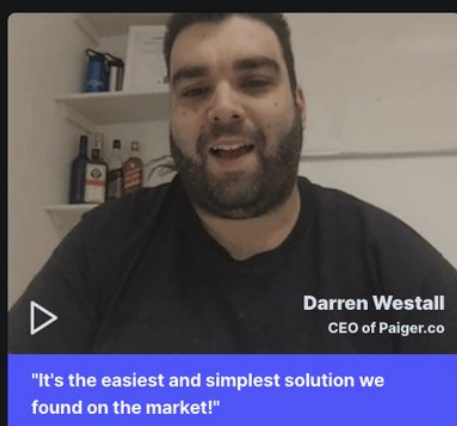
Testimonials are good. Video testimonials are next-level. They up your credibility and boost buyer confidence.

Example:

<https://t.co/8VglGBmqRc>

## Add testimonials to your website with no coding!

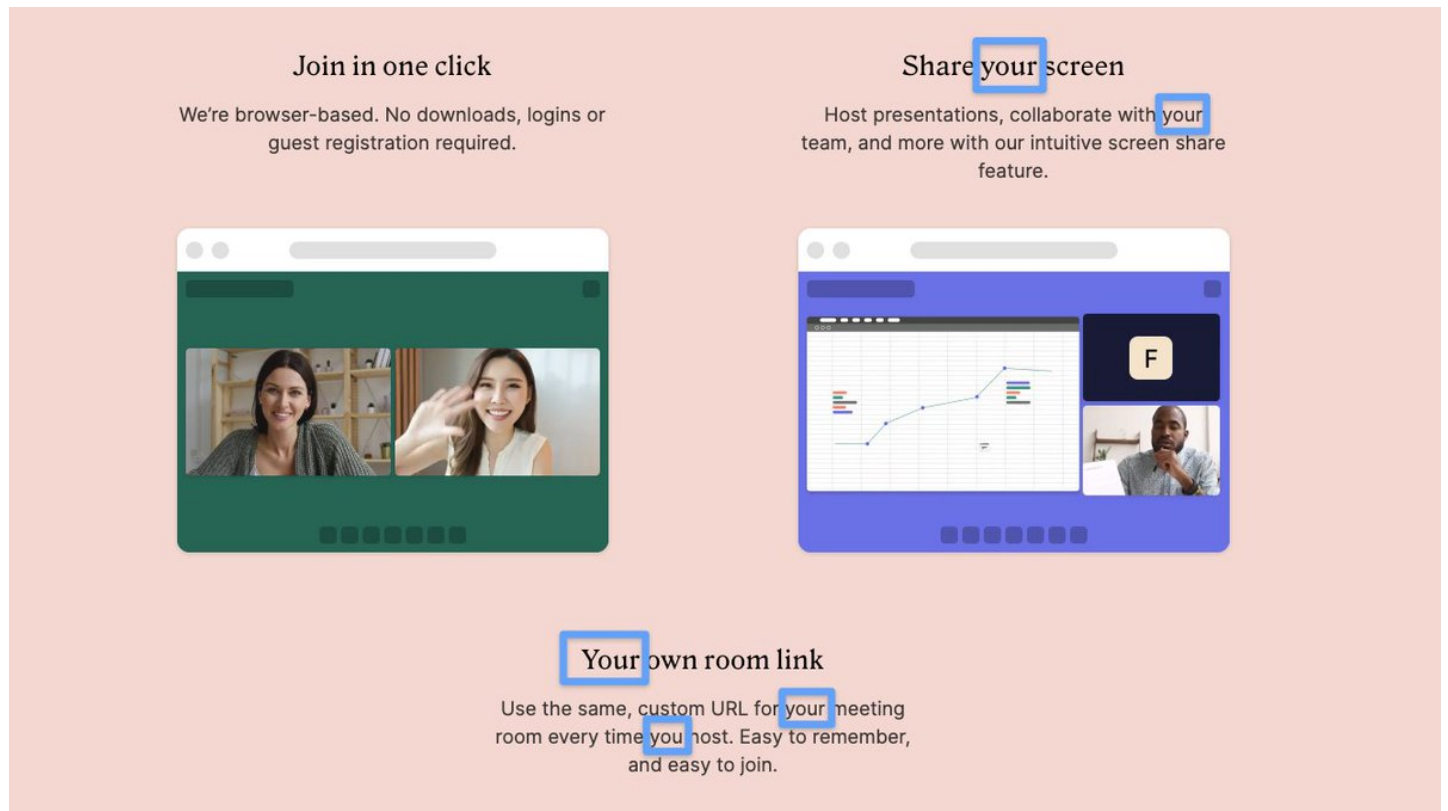
Copy & paste our HTML code to add the Wall Of Love (👉 [full version](#)) to your website. We support any no-code platform (Webflow, WordPress, you name it!)



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.

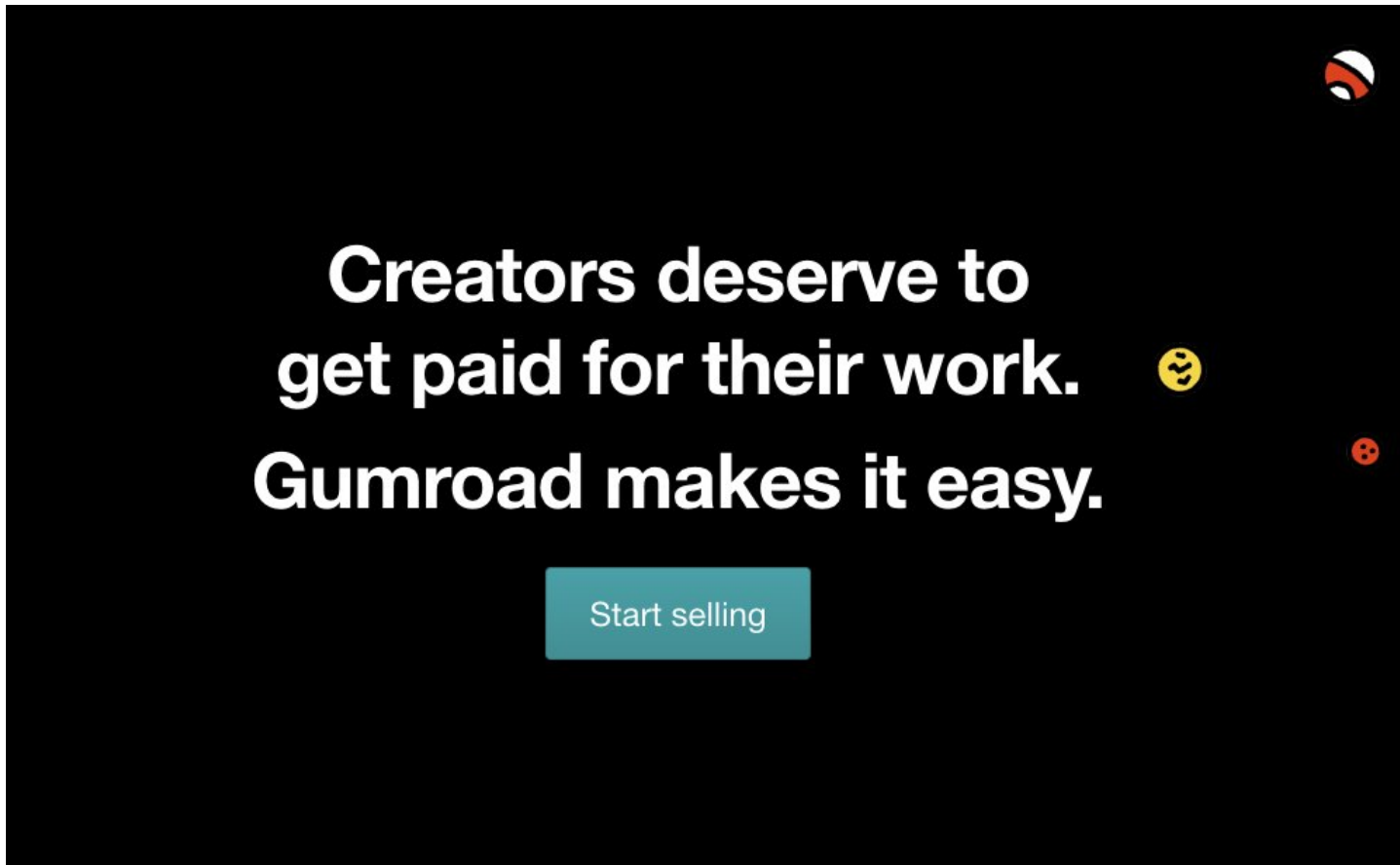
Example:  
[@whereby](#)



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.

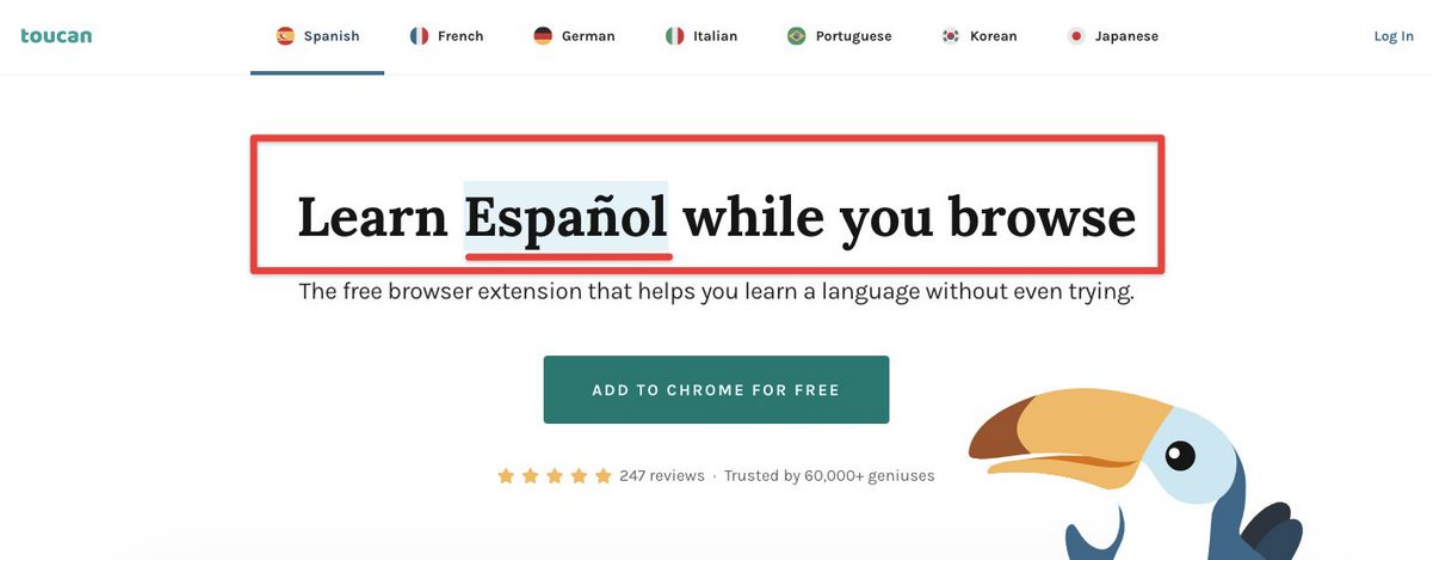
Example:  
[@gumroad](#)



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](#)

# Try Figma for free.

 Sign up with Google

or

Email

Password

Create account

[Sign up with SAML SSO](#)

Already have an account? [Log in](#)

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

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](#)



# All-in-one workspace

One tool for your whole team. Write, plan, and get organized.

[Sign up](#)

For teams & individuals — web, mobile, Mac, Windows.

Tip:

No buzzwords, just value props.

Explanation:

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

Example:

@mailbrew

LIKE RSS, BUT BETTER

## Your personal daily digest

Get your digest 📌

[Sign up with Twitter](#)

or [sign up with email](#)

The best links you can't miss, and the best content from your favorite creators and newsletters, in a daily digest.



Tip:

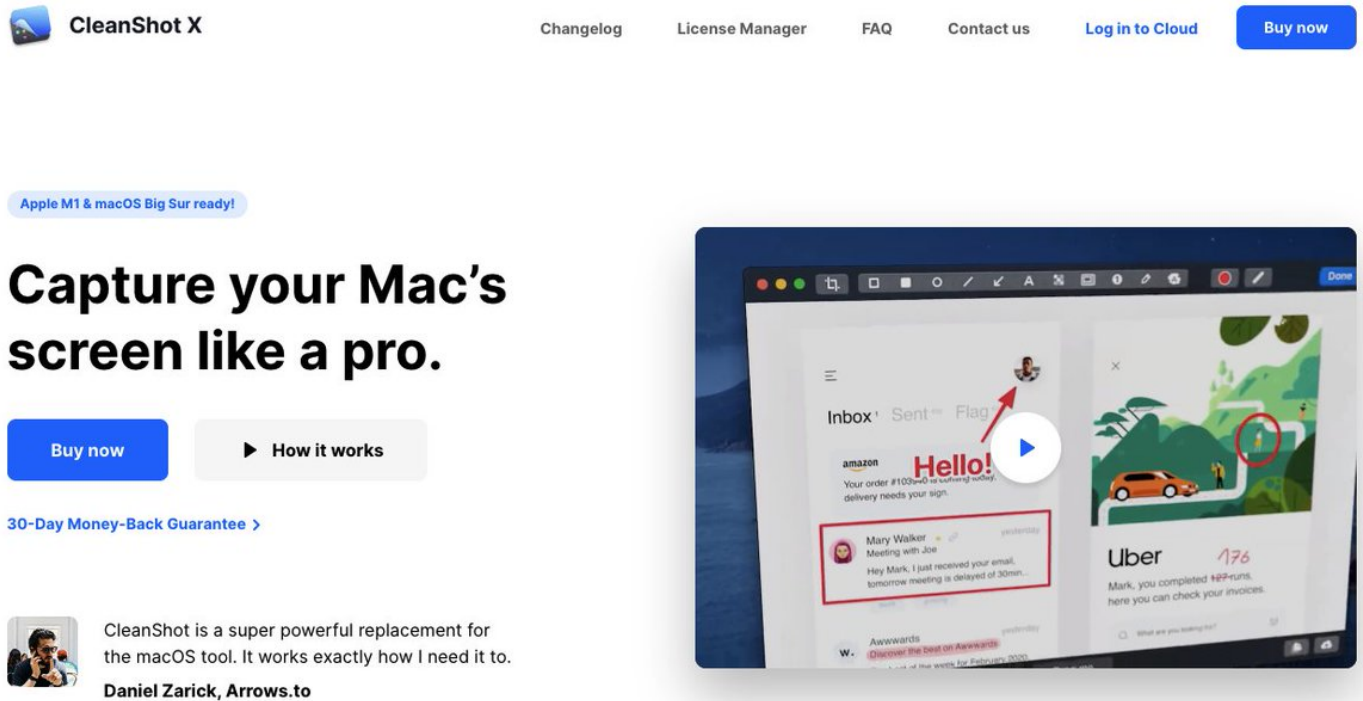
Create an ideal above the fold (ATF.)

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



# From Notion to Website in minutes

Turn your Notion pages into fast, functional websites  
with custom domains, fonts, analytics, and more.

Create your site →

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:

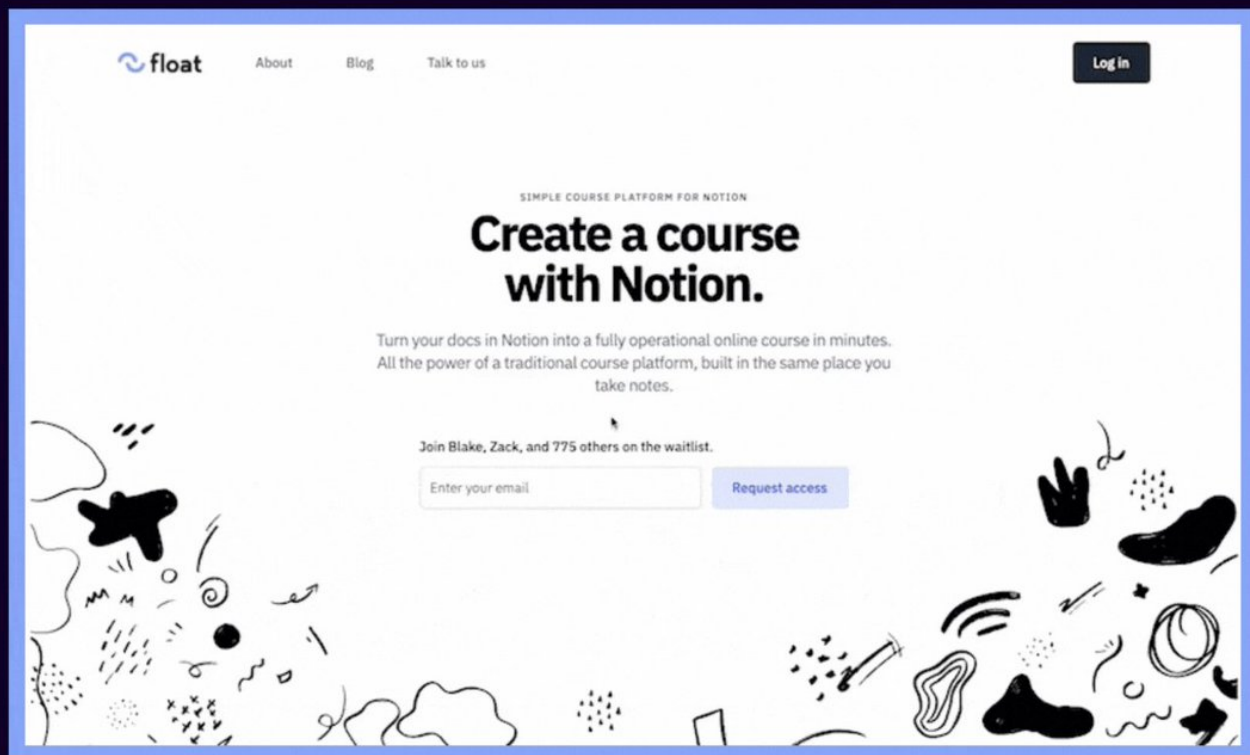
Delight with micro-interactions.

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!

If you enjoyed this, please:

1. Retweet the first tweet
2. Follow me [@heyblake](#) for more

P.S. I'm giving away 1 free year of [@copy\\_ai](#) to a random person that retweets this!

