



HEY!

THANK YOU FOR DOWNLOADING
OUR LANDING PAGE
OPTIMIZATION GUIDE!

WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!
WE KNOW OUR WAY AROUND HERE:

- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

ARE YOU INTERESTED? THEN TAKE A LOOK AT OUR
WEBSITE AND FIND OUT MORE:

[VISIT THE WEBSITE](#)

Landing page optimization: The most important components

Above-the-fold

company logo

Concise & meaningful headline

Subline

Clear Call-To-Action

Build trust (e.g., seals, certificates, reference logos, etc.)

Introduction: Addressing pain points, engaging customers

Highlight USPs: Offer solutions & communicate benefits

Clear Call-To-Action

Text: clear value proposition

Memorable image and video material (compressed for loading time)

Clear Call-To-Action

Memorable image and video material (compressed for loading time)

Text: clear value proposition

Clear Call-To-Action

★★★★★

Build trust (e.g., customer reviews, ratings, etc.)

Text: clear value proposition

Form: only request the most essential data

Appealing
Hero-Shot
(compressed for
loading time)

Below-the-fold