

Courtesy of... LPGen.com



# The Top 10 Deadliest Landing Page Mistakes

**T**his special report is very short, because I'm getting right to the "meat" of the matter. The bottom line as you will soon see, is that many online marketers are going about their landing pages all wrong! They miss the most basic points of what a landing page is supposed to do, which is to get the visitor to take some sort of desired action.

**S**o without further ado, here are what I believe are the top 10 deadliest mistakes PPC marketers make with their landing pages.

## ***Spending a bunch of money on design before they've even tested the offer***

**I**f you don't have any sense of how well an offer will perform, don't go hiring designers to make you a great looking web site! You have no idea if you'll ever have a chance of seeing that investment returned to you. Test the offer first with simple, no frills landing pages on a generic domain name. If it breaks even or better, then you can think about possibly getting it its own domain name and maybe getting a better looking landing page. But you have to TEST! Often, the worst looking pages can actually perform the best. If a landing page looks too "slick" then people could be put off, or if it's too loaded with snazzy graphics and other moving images, it will distract them from the task you want them to complete. It's like putting blinders on a horse – keep their focus where you want it, and don't let them get distracted.

## ***Emphasis on branding their own domain name when that's not the goal***

**L**ook, you may think your new domain name is the coolest thing since sliced bananas, but the rest of the world likely doesn't care. Whatever you do don't have a huge header graphic, or otherwise go overboard in trying to "brand" your domain name. Branding is something huge companies with mega-deep pockets do. Unless you can really see people paying you to wear a t-shirt with your domain name splayed across their chest – don't bother trying to brand a domain. Domain names are cheap, get some, use them, and throw them away (or use them for something else) when they aren't serving you any more.

## *Too many choices*

**S**ometimes, too much choice is a bad thing. Just look at your local grocery store. When you go walking down the coffee aisle, there are dozens of potential choices. If you didn't already have a favorite brand, how would you even know where to begin selecting one? They all claim to be the best, so at the end of it all you might just choose nothing. Your visitors are the same way. If you present them with half a dozen different offers, and links to other interesting things and resources, you WILL lose them. They will either hit the back button because they're feeling overwhelmed, or they'll click on something that isn't what you want them to do, and you will lose them forever. If you want them to do one particular thing, then show them only that one particular thing. Keep their focus, don't spread it around. Make the focus of their attention be your offer. Make sure it's above the fold (don't make the user scroll down to see your offer – ever!) and easy to read and understand.

## *No grabbing headline*

**L**et's face it – the headline is at least half the battle! A headline's job is to grab the viewer so strongly that they are compelled to read the rest. If you don't hit them with a headline, you've probably already lost them. Make your headlines big and bold, and really grab the reader's attention. This will vary depending on the product or offer being promoted, so find something that will really grab someone who's looking for whatever it is you're promoting. If your offer is something that's already being promoted in the mainstream media (magazines especially), then don't recreate the wheel – USE THEIR HEADLINES! "If you're going to steal, make sure it's from the best." Also look at other online marketing for whatever you are promoting, and notice which headlines make you want to read more, and which make you yawn and leave.

## ***No call to action***

**T**he “call to action” is marketing-speak for “what do you want them to do?” People need to be told what to do, it’s just that simple. If you want the visitor to “click here” then you need to tell them, specifically, to do that. If you want them to fill out a form, then tell them to fill out the form. Give very specific instructions, walk them through the process. They need to have their hand held like they were a 4-year-old. If they need to fill out several fields in a form, you may need to walk them through the whole process with a bullet-by-bullet explanation of what to do, along side the offer. You may also want to tell them up front what the benefit to them will be in doing so, as people always ask “what’s in it for me?”

## ***Not matching the basic color scheme of their LP to the merchant’s page***

**S**pend a minute or two studying the actual merchant’s page. Look at the color scheme used (you might be able to steal exact color codes from their HTML source code too). Take the time to make your landing page resemble the merchant’s, even if only in basic color scheme. This helps to create a more cohesive user experience, so that when they land on the merchant’s site, they aren’t saying “what the heck? Where am I now??” You don’t need to emulate the entire merchant’s site, and whatever you do **DO NOT SIMPLY COPY THEIR ENTIRE SOURCE CODE!** Doing so will probably cause all KINDS of problems for you, as their code was designed for their server specifically. Unless you are very comfortable with editing HTML, don’t ever take their entire source. Just make your page generally feel like it’s associated with the merchant’s site, in color and basic layout, and you’ll be several steps ahead.

## *No presell*

**A** landing page's job is to prepare the visitor for what's to come. Its job is NOT to sell! Its job is to PRE sell. Your visitors probably don't want to be sold as soon as they land on your page. That's off-putting. They want information, and they are open to being "warmed up" to whatever your offer is. But let the merchant's page do the selling. Just prepare them for what's to come. Maybe even tell them "After you click the link below, you will be asked for..." This way they already know what to expect, and are prepared as far as what they need to do once they get there. It's human nature, that the more small steps we take in a certain direction, the more likely we are to continue to take even larger ones. "An object in motion tends to stay in motion" you could say. So give them simple, easy to follow, baby steps that will lead up to the final offer.

Too big a leap can make them panic and run – for example you have them "click here" to get something for free, but then they are presented with a form requiring all their personal information (say, a credit card application). This is jarring – they thought they would just click and get something free. A better approach would be something like – they click to get the free report, and are taken to a page that congratulates them and informs them of the wonderful free report you'll be sending them immediately to the email address they enter below. Now you have their email address in your autoresponder, and you take them to a "thank you" page that contains another related offer, maybe this time with a little bit more information required. You've funneled them from a click, to an email address, to a short form. Each step is slightly bigger than the last, so the chances of them completing them increase.

## *Using color in the wrong places and on the wrong things*

If you're going to use color on your page, make sure you are drawing attention where you want it. Don't have a really flashy colored navigation bar if you aren't trying to get people to pay attention primarily to that. Use color to draw the attention where you want it, and take away attention from what you don't want the visitor to pay attention to. Color is an art all itself, and every offer will be different in terms of what colors work, but in general I suggest not using "harsh" colors or too many color combinations. Stick to a palette of just a few colors, that are closely related. Subtle use of color can be very effective, but too much can just look garish.

## *No scarcity used*

People always want what they can't have, or what they think will be gone tomorrow. If you don't give them some sense that they MUST act now, then they won't! It's just that simple. Scarcity can come in many forms... some of my favorites are:

"Limit 1 per household"

"Limited Availability - Enter Your Email To Check Current Status" (or enter zip code to check availability In your area, etc.)

"Limited Time Promotional Offer"

"Offer Ends mm/dd/yyyy" (clever use of PHP or Javascript can make this ALWAYS list tomorrow's date... so the offer always expires "tomorrow". Also, use the specific DAY that the offer will expire too, but make it something that would make sense, like a Friday or the first or last day of a month, etc.)

## ***Not taking advantage of other communication methods like audio & video***

**T**his is the 21<sup>st</sup> century for crying out loud! People have broadband and 3 Gigahertz computers! Give them an experience beyond simply reading words on a screen. There are many different ways to create video (I suggest flash video in .swf or .flv format) and audio that can be served on a web page. Imagine how your conversions might skyrocket if you actually were TALKING to the visitor and TELLING them just what to do. Or better yet, what if you SHOWED them what to do with a screen recording! Get creative, open yourself up to the possibilities. Do you see anyone else doing these things? No? Then you probably SHOULD!

## **BONUS MISTAKE:**

### ***Not paying attention to the merchant page – it could suck too!***

**L**ook at the merchant page, and apply everything above to it. Does it pass the test? There are no shortage of merchants out there who “don’t get it” either, so make sure their landing page is going to do the job of closing the deal, otherwise you’re just throwing money away. Go over the entire list above as a checklist, and if they fail in any of the above categories, then watch out.

## BONUS MISTAKE NUMBER 2:

### *Not capturing email addresses*

**V**isitors are a one shot deal. They come, they go, and that's the last you'll see of them. But what's easier to do, find new customers all the time, or re-market to existing customers? Of course, existing customers! So turn your visitors into customers, and get them to opt in to your list. Offer them something... a free report perhaps (wonder why I gave this away for free? Now you know!) or a weekly newsletter. A free download, eBook, SOMETHING! It almost doesn't matter what it is, people love free and if you can compel them to sign up for your opt-in list, then you have an opportunity to present offers to them again, and again, and again. Of course you need to be tactful about it, or they will all simply opt-out or report you for spamming, which is a Very Bad Thing (ALWAYS use a double opt-in system for gathering email leads!)

## BONUS MISTAKE NUMBER 3:

### *Waiting until it's perfect*

**T**he ultimate Achilles heel of so many PPC marketers – PERFECTION! They will work and work and work on a landing page, tweaking this, that, and the other forever, and not get the offer running. They may literally take an entire week to fiddle with the landing page until it's "just right" when they should've spent maybe an hour on it at most, and put it live. Our landing pages are not works of art, they are functional devices that get used, and discarded. So whip one up and send it out into the world immediately!

## **But the absolute, number one biggest single mistake I see aspiring marketers doing with their landing pages is...**

### ***Not making enough of them!***

**T**he people I have gotten to know that are making big money with PPC marketing, are cranking out offers in tremendous quantity. They will do maybe 4 or 5 offers PER DAY. How many have you done lately? If you aren't doing at LEAST one new offer every day, you aren't doing enough or simply aren't that focused on your PPC business. You should have maybe 20 to 30 different campaigns running at any given time. Most probably won't work out, but those that do will more than make up for all the rest, several times over!

Obviously, you need tools to be able to generate so many campaigns efficiently, and that happens to be my area of expertise. So the following is a list of tools that, as of this writing, I believe are essential to anyone who is genuinely serious about their PPC marketing. All of these are tools I own and use myself, and they are an investment in yourself and your business. Please don't make such an investment if you can't handle the financial commitment required.

## My Personal Productivity Enhancing Tools

(in what I believe is the most sensible order):

### *The Pay Per Click Formula ([www.lpgen.com/ppcf.html](http://www.lpgen.com/ppcf.html))*

**T**his is a home study course that consists of 6 CD-ROMs, 6 workbooks, and 2 DVDs, plus an online private forum. It is a particular method made public by a successful PPC marketer named Gauher Chaudhry. He decided to see if he could actually teach what he does, and sure enough... it worked. I have made many new friends in the private forum and watched several of them explode from no online income at all, to over \$10k per month net profit, in under 6 months. It's "hard work" but can definitely be done, and these people all new nothing about making money online before they started the course.

### *LPGen – The Landing Page Generator ([www.LPGen.com](http://www.LPGen.com))*

**O**ne of the first things you'll find out you really need to do with the PPCFormula course, is to create landing pages for your campaigns. This is why I developed LPGen – I couldn't stand the idea of manually creating my pages, and I wasn't happy with the currently available semi-automated tools. More and more features kept being added until LPGen grew into the very robust product it is today. I highly suggest you look into it, but don't take my word for it – take a look at the testimonials, many of which came from my fellow members of PPCF.

### ***Speed PPC ([www.lpgen.com/sppc.html](http://www.lpgen.com/sppc.html))***

**O**nce you know how to build your landing pages and use the strategies from the PPCF course, you need to kick things into high gear and generate LOTS of campaigns and ad groups very very quickly. Speed PPC is the ideal (and only that I know of) tool for this. It will allow you to create huge numbers of ad groups for Google Adwords, complete with their full URL information ready to be pasted right into Adwords, in a matter of seconds. Seriously – it takes what could take you a few hours to do, and makes it take a minute or two. Definitely a required weapon if you are going to go “big time” with PPC.

### ***Affiliate Radar ([www.lpgen.com/ar.html](http://www.lpgen.com/ar.html))***

**N**ow that you can build all these campaigns with perfectly targeted landing pages and ad groups by the truckload, you need a way to keep track of it all! Affiliate Radar is a tracking solution and much, much more. It will help you in knowing which of your keywords are actually performing well, and which aren't. It also will allow you to instantly convert your campaigns from Adwords format, into Yahoo Search format or MSN AdCenter format. This means you can effectively triple your ad campaign coverage with just a few mouse clicks. Without AR to handle this for you, this process would take you days – if you could manage to do it at all (you better be an Excel EXPERT!) AR also has something called the “Offer Vault” which will reduce the time you spend trying to find offers to promote by a massive amount. The Offer Vault alone is why some people signed up, and the tracking is just considered a bonus.

## That's it. What I consider to be the “Holy Trinity” of PPC Tools, along with the course to put them all to best use.

In addition to the above, I also have made numerous helpful videos available for free, and you can find many of them at:

[www.tooltrainer.com/freevids/](http://www.tooltrainer.com/freevids/)

ToolTrainer.com is a site where I make many video tutorials available for people like yourself, totally free of charge. I hope you get a lot out of it, because I really enjoy doing it and would like to know that I've helped you in some way.

OK, we're all done here. Now go check out your landing pages and make sure they are “mistake free” and turn up the heat on your promotions!

Always The Best,

 Jonathan