

12 Steps to a Better Converting Optimized Landing Page

The landing page is for the University's Online M.S. in Human Nutrition program. It features a purple header with navigation links like 'Home', 'Academics', and 'Admissions'. The main content area is white with a green and orange color scheme. It includes a quote from a graduate, a list of benefits, a video player, and a 'Request More Information Now' form. The footer contains social media icons and a 'Share' button.

1 Reduce Vertical Height of Image Banner

2 Reduce Vertical Height of Head Space

3 Conversion Action Placed Above the Fold

4 Create Well-Defined Call-to-Action Block

5 Concise Call-to-Action Subheadline

6 Only Ask for Essential Information

7 Create Distinctive Call-to-Action Button

8 Provide Clear Secondary & Supporting CTAs

9 Contact Info & Trust Marks to Generate Trust

10 Succinct Headline with Descriptive Relevance

11 Add Value – Create Easily Scannable Benefits

12 Add Video to Provide Content Support & RTB