

12 Steps to a Better Converting Optimized Landing Page

The landing page features a purple header with the university name and navigation links. The main content area is white with a light blue sidebar on the right. The page is annotated with 12 numbered blue circles and arrows pointing to specific elements:

- 1: Quote banner with a woman's image.
- 2: Top navigation bar.
- 3: 'Request More Information Now' button.
- 4: 'Request More Information Now' subheader.
- 5: Form fields for First Name, Last Name, Phone, and Email Address.
- 6: 'Request Info Now' button.
- 7: 'Apply Online' button.
- 8: 'Apply Online' subheader.
- 9: Contact information section.
- 10: Main headline: 'Earn Your M.S. in Human Nutrition Online or On Campus'.
- 11: List of benefits:
 - Convenient one weekend per month campus classes
 - Fully accredited online program option
 - Set your own pace; Complete in 28 months or up to 5 years
 - Prerequisite courses may qualify for financial aid
 - GRE scores are not required
- 12: Video player for 'Nutrition (M.S.) Program Video'.

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