12 Steps to a Better Converting Optimized Landing Page

#	Recommendation	#	Recommendation
1	Reduce Vertical Height of Image Banner	7	Create Distinctive Call-to-Action Button
2	Reduce Vertical Height of Head Space	8	Provide Clear Secondary & Supporting CTAs
3	Conversion Action Placed Above the Fold	9	Contact Info & Trust Marks to Generate Trust
4	Create Well-Defined Call-to-Action Block	10	Succinct Headline with Descriptive Relevance
5	Concise Call-to-Action Subheadline	11	Add Value – Create Easily Scannable Benefits
6	Only Ask for Essential Information	12	Add Video to Provide Content Support & RTB