

# Twitter Thread by Bereket



**Bereket**  
[@heybereket](#)



**I've explored over a thousand landing pages.**

**Here's how to make yours better:**

Tip #1: Copywriting matters!

When people visit your site, they want to know:

- 1) What is it?
- 2) How does it help me?

It usually leads to them explored more of your site.

Helpful Tool: <https://t.co/M7DQ9gB7Po>

Tip #2: Videos, GIFs and Images are gold

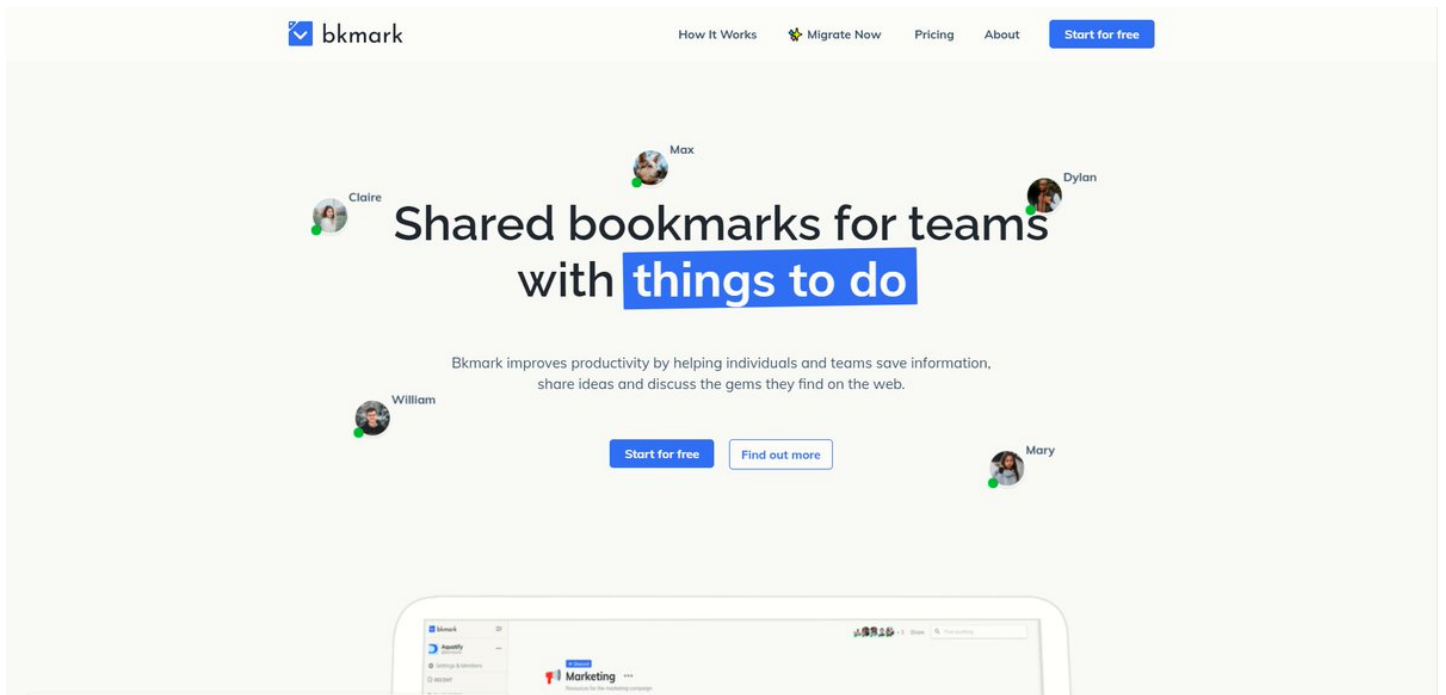
It can get boring when a site only has just text. Toss in some images, GIFs, or videos here and there!

Helpful Tool: <https://t.co/hoShYFeUAT>

Tip #3: Highlight the important parts

Not only does it look nice, it catches the attention of others as it stands out from the rest of the text, usually being important!

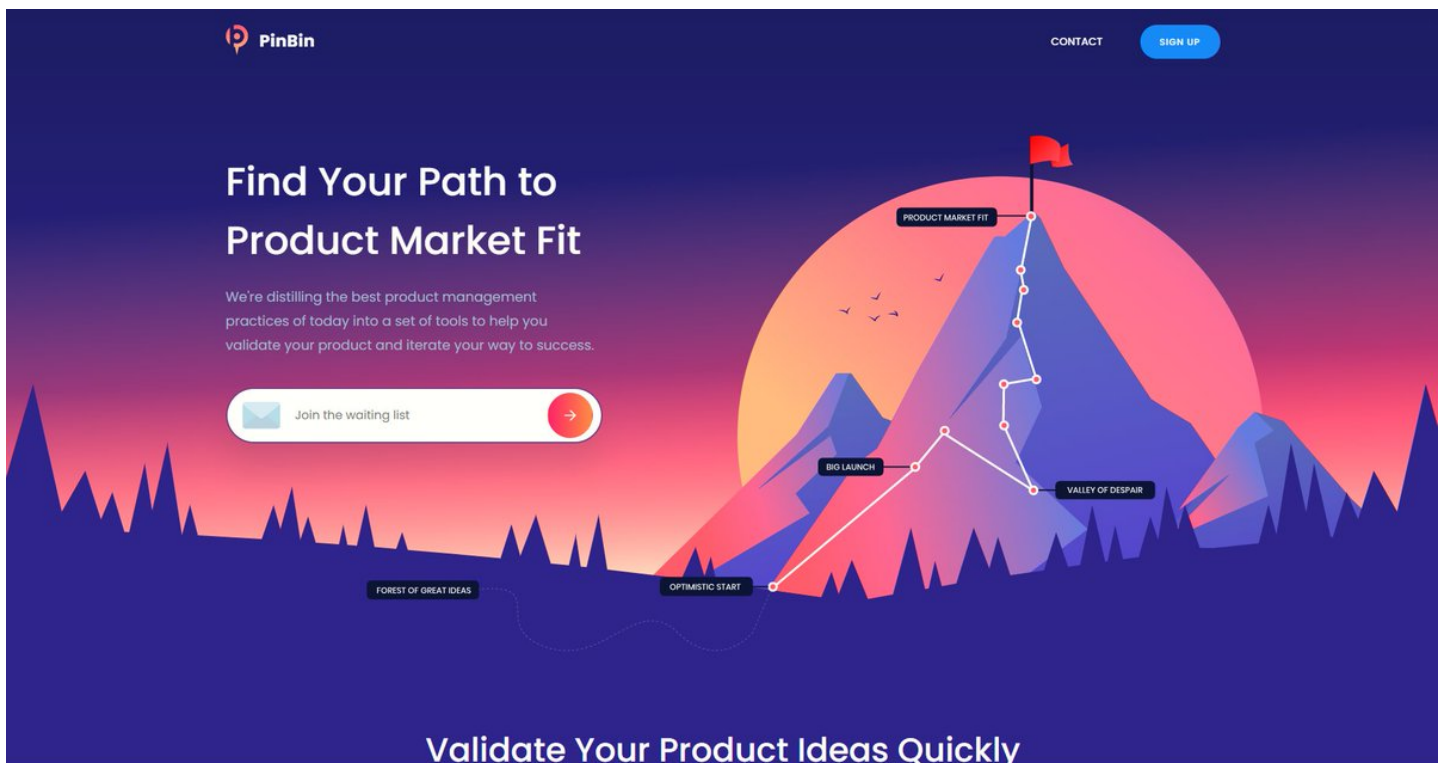
Example: <https://t.co/y4ICGTcdAd>



#### Tip #4: Backgrounds and Colours

Usually backgrounds are simple for sites, black or white. Adding a background (or just a gradient) can help out especially if it represents your site in a visual format.

Examples: <https://t.co/y0dfE2ilw0> & <https://t.co/0Jk1ie62lg>



#### Tip #5: Add waitlists

If your product is under development/in beta or just about to release a feature but want early users, waitlist are a great way to get users on early to test stuff out!

Examples: <https://t.co/xDewgbXjWC> & <https://t.co/421Gj1hOA8>

The screenshot shows the Float website landing page. At the top left is the 'float' logo, followed by navigation links for 'About', 'Blog', and 'Talk to us'. A 'Log in' button is in the top right. The main heading reads 'SIMPLE COURSE PLATFORM FOR NOTION' followed by 'Create a course with Notion.' Below this is a sub-headline: 'Turn your docs in Notion into a fully operational online course in minutes. All the power of a traditional course platform, built in the same place you take notes.' A call to action says 'Join Blake, Zack, and 1345 others on the waitlist.' Below this is a form with an input field 'Enter your email' and a 'Request access' button. The background features abstract black and white line art.

Tip #6: Testimonials!

Who uses your product? It may be hard to get testimonials before you release your product at first, but after, adding this can make your product seem "legit" to others.

Example: <https://t.co/KaqHo67GHg>

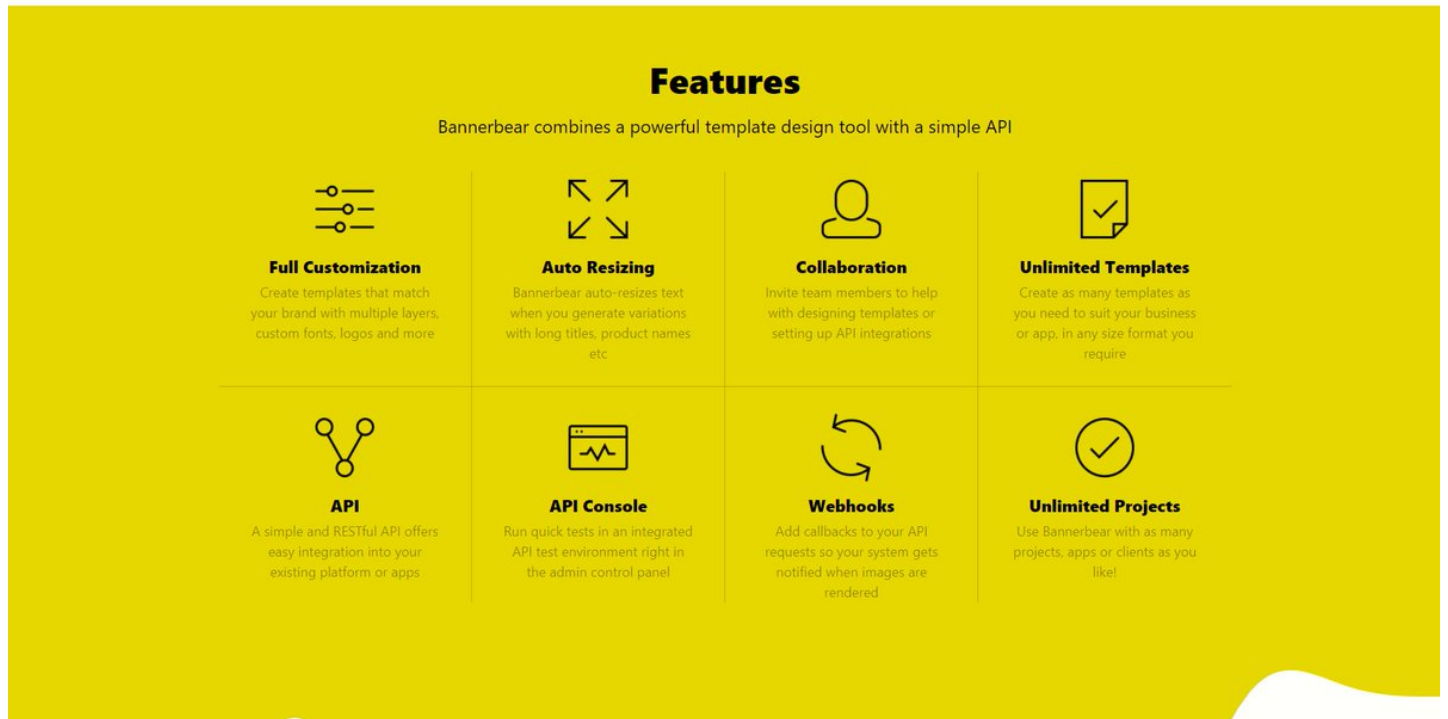
Helpful Tool: <https://t.co/OS2hNkAzvB>

The screenshot shows the Waitlist website landing page. A purple banner at the top contains the text: 'Welcome to the new Waitlist beta! We're working hard to improve this version and iterate fast. Please let us know if you have any feedback here!'. Below the banner is the 'Waitlist' logo and navigation links for 'Pricing', 'Docs', and 'Login'. The main heading is 'Grow blazingly fast with fans.' Below this is a sub-headline: 'Quick and easy waitlist with built in referral. Reward your best users. Track the data. All from one dashboard.' A 'Sign Up for Free' button is present. To the right is a dashboard screenshot showing a 'Fans' tab with a blue circle and the text: 'Matthew invited 250+ new users to sign up for a waitlist using his sharable link'. At the bottom, it says 'Used and loved every day by 250+ companies' and lists logos for 'jefa', 'SCOUT', 'sampler', 'Beyond', and 'fluent'.









## Tip #7: "Showoff" your features

If someone visits their site, you want to turn them from a visitor, to a user, to a customer. Make them want to use your product, how? Throughout your landing page, tell them what features you have.

Example: <https://t.co/jNb43fu3IT>



The image shows a landing page for Bannerbear with a yellow background. At the top, the word "Features" is written in bold black text. Below it, a subtitle reads "Bannerbear combines a powerful template design tool with a simple API". The features are presented in a 2x4 grid of white cards, each with a black icon, a bold title, and a short description.

Full Customization	Auto Resizing	Collaboration	Unlimited Templates
 <p>Create templates that match your brand with multiple layers, custom fonts, logos and more</p>	 <p>Bannerbear auto-resizes text when you generate variations with long titles, product names etc</p>	 <p>Invite team members to help with designing templates or setting up API integrations</p>	 <p>Create as many templates as you need to suit your business or app, in any size format you require</p>
API	API Console	Webhooks	Unlimited Projects
 <p>A simple and RESTful API offers easy integration into your existing platform or apps</p>	 <p>Run quick tests in an integrated API test environment right in the admin control panel</p>	 <p>Add callbacks to your API requests so your system gets notified when images are rendered</p>	 <p>Use Bannerbear with as many projects, apps or clients as you like!</p>

## Tip #8: Offer Free Trials

Making people pay straight away for a product can lead to not as many users as you tend to have. People want to try out the product before making a final decision.

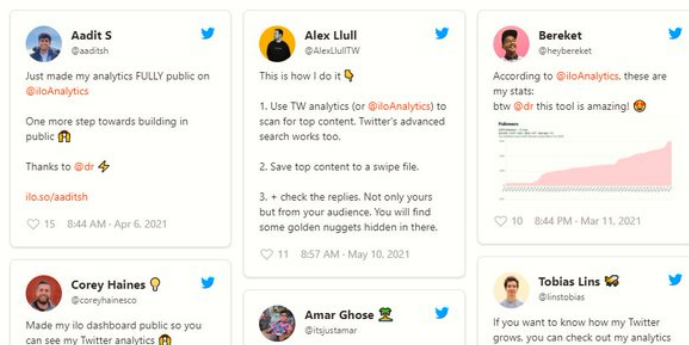
Example: <https://t.co/ytCr90LDG1>

## Ready for better Twitter analytics?

Your dashboard is only three clicks away.

Sign in with Twitter

Try ilo totally free for 14 days. No credit card required.



### Tip #9: Test Responsiveness

It's good not to have your site accessible in either a mobile view or a web/desktop view, responsiveness is important.

Helpful Tool: <https://t.co/s8TTdlprqv>

### Tip #10: Boost SEO and Loading Speed

You want to appear when people search for certain keywords, it increases visibility of your site. You also want to make sure your site loads fast because it can make or break your user' experiences.

Helpful Tool: <https://t.co/HSdTGqhxC1>

### Tip #11: Don't be afraid of Whitespace

Adding a bit of whitespace on your site can increase readability. It may seem like a bad thing, having a lot of "empty" space, but it's an essential part on your website.

Example: <https://t.co/bb0TXJNu5r>

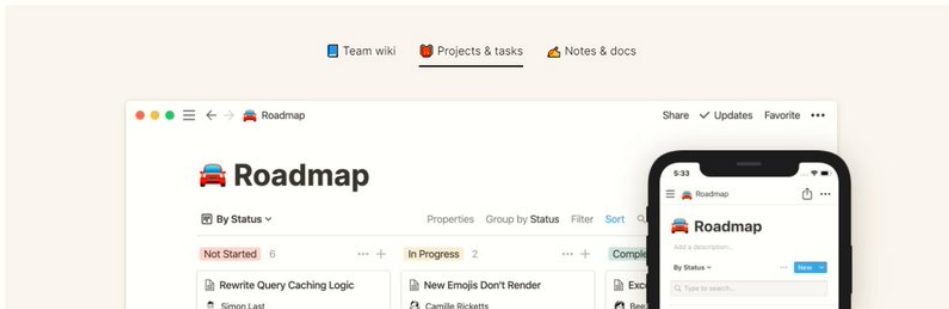


# All-in-one workspace

One tool for your whole team. Write, plan, and get organized.

[Sign up](#)

For teams & individuals — web, mobile, Mac, Windows.



## Tip #12: Why you?

What makes you stand out from all the other products similar to yours? Provide that information, it will likely get the reader to sign up.

Example: <https://t.co/jFu8DVJTW9>

## Different. In a good way.



### Fast Dashboard

No more staring at loading screens. Splitbee gives you the UX you deserve.



### Based in Europe

Your data is stored securely in Europe. We never share your data or sell it to a third-party.



### Easy to integrate

One line of code and you are done. No need to be an expert.



### Light on your page

We assure your site stays fast. Splitbee is small in size (<4kb) and runs on a global network.



### Insights in real-time

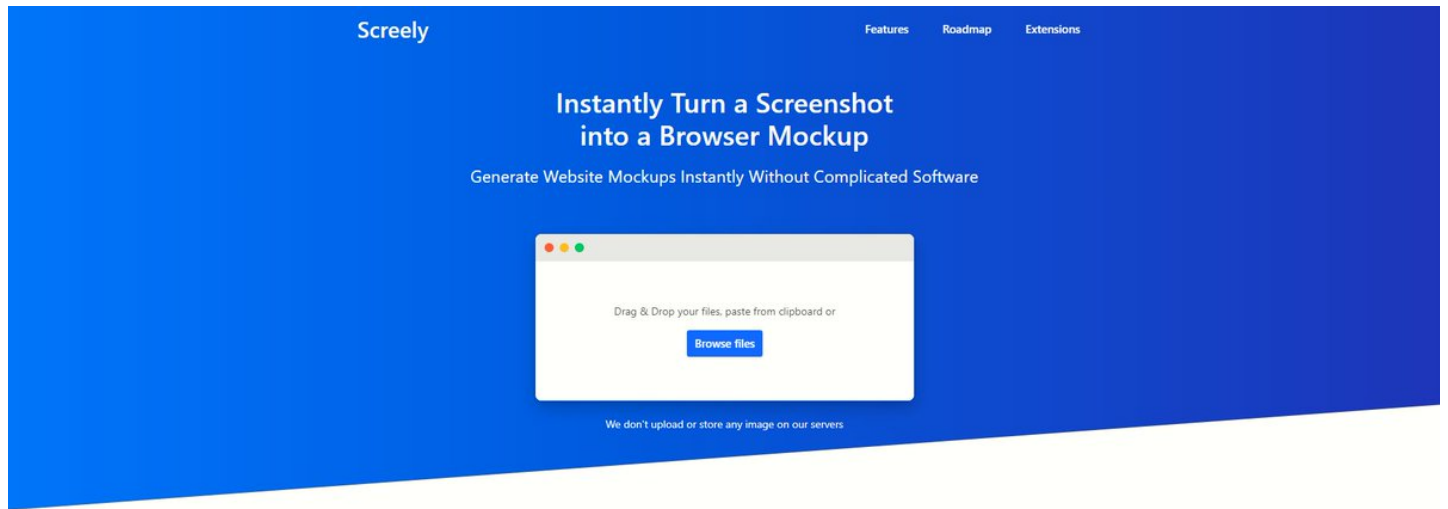
See your dashboard update live. Understand users as they come and go.

## Tip #13: Get to the Point

People don't have all day, make the most of it while they are on your site. Think of it like your under a certain amount of time

and you need to show these visitors what you have to offer.

Examples: <https://t.co/b4UfPhOn8x> & <https://t.co/LALtln6KZX>



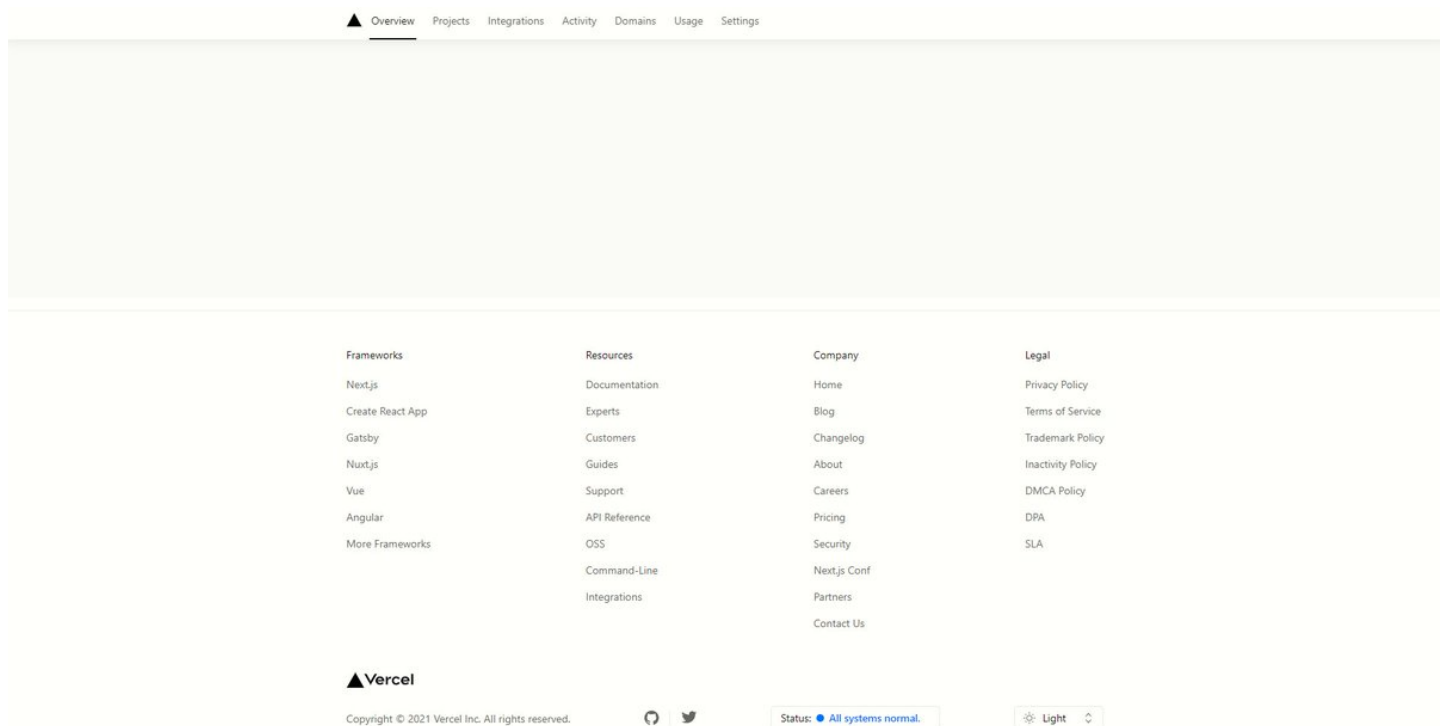
145,000+ people have used Screely, including employees at



Tip #14: Summarize the site in the Footer

Your site probably has too many pages and it can be hard for everyone to remember them. Footers on each page are great for this!

Example: <https://t.co/C1UHS66AdI>



## Tip #15: Transparent Pricing

If you are charging for your product, make sure that you have full transparent pricing. Don't hide extra fees that people will have to pay later on, state it all here.

Example: <https://t.co/Vunt4XCYPK>

Free Forever	Solo	Studio	Enterprise
\$0/mo	\$19/mo	\$99/mo	\$350/mo
1 user Unlimited free canvases Unlimited guest reviewers 3 day commenting window	1 user 3 premium canvases Unlimited free canvases Unlimited guest reviewers File attachments in comments	Everything in Solo + Starts at 5 users \$20/user/mo for more users Unlimited premium canvases User mentions Pause commenting on canvases Organize with folders and labels Private comments	Everything in Studio + Starts at 10 users \$35/user/mo for more users Single sign-on (SSO) Custom terms Dedicated account representative

## Tip #16: Include a Demo

Some people don't want to sign up for your product at first glance, include a demo of what they might see when they do try it out, it helps them have a first impression.

Example: <https://t.co/RZBDKPEbMx>

The Open Source  
Firebase Alternative

Create a backend in less than 2 minutes. Start your project with a Postgres Database, Authentication, instant APIs, realtime subscriptions and Storage.

Serverless functions coming soon

Start your project Documentation

backed by

moz://a COATUE

Basic demo

Copy link 1/1

MORE VIDEOS

YouTube



Thanks for reading!

I'm writing threads weekly to help you out.

Don't miss out! Follow me [@heybereket](#)

Help others improve their landing page:

- Retweet the first tweet