Twitter Thread by Olly roastmylandingpage.com



Olly roastmylandingpage.com
@helloitsolly

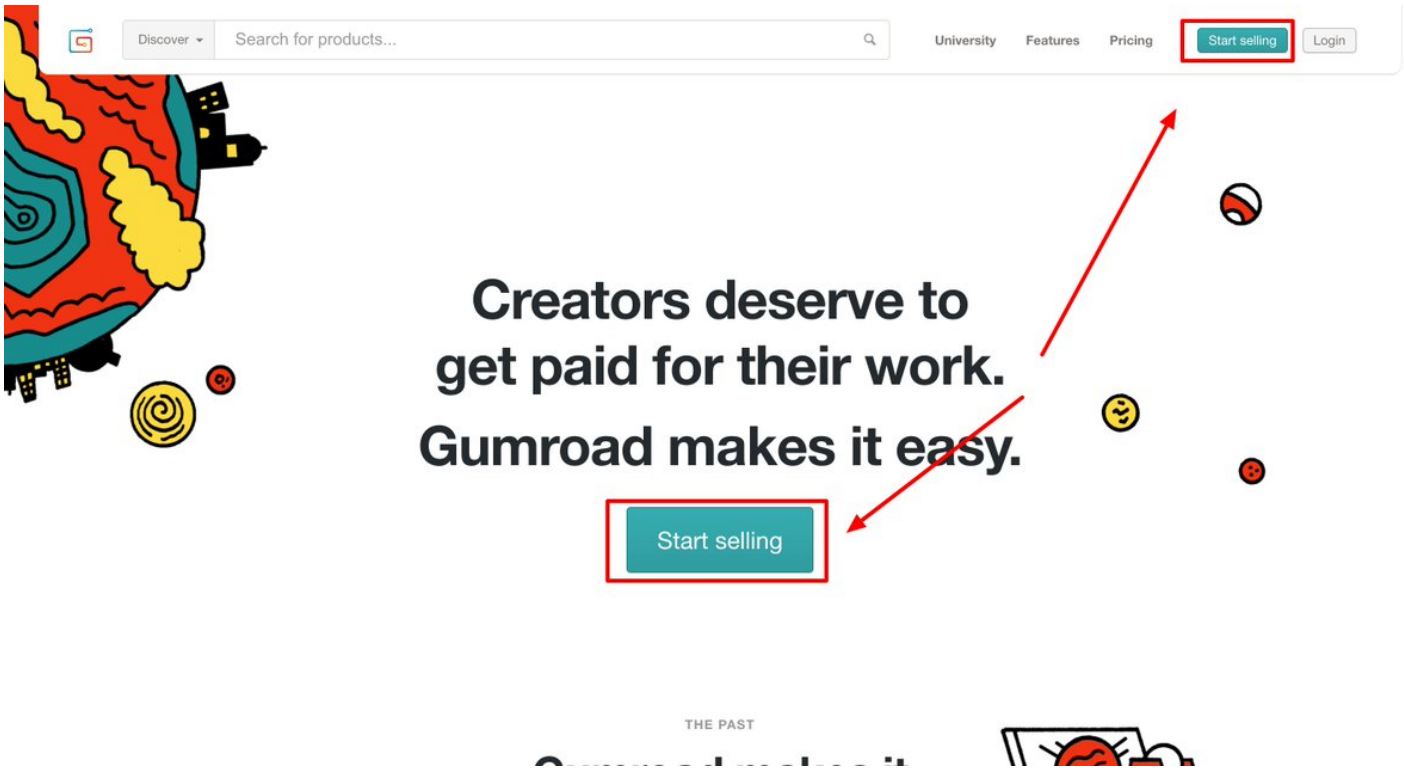
I've roasted 200 SaaS landing pages in the last 12 months ■■

Here's 16 ideas to increase your landing page conversion:

1. Have one goal

50% of landing pages had multiple, often equally prioritised, call-to-actions.

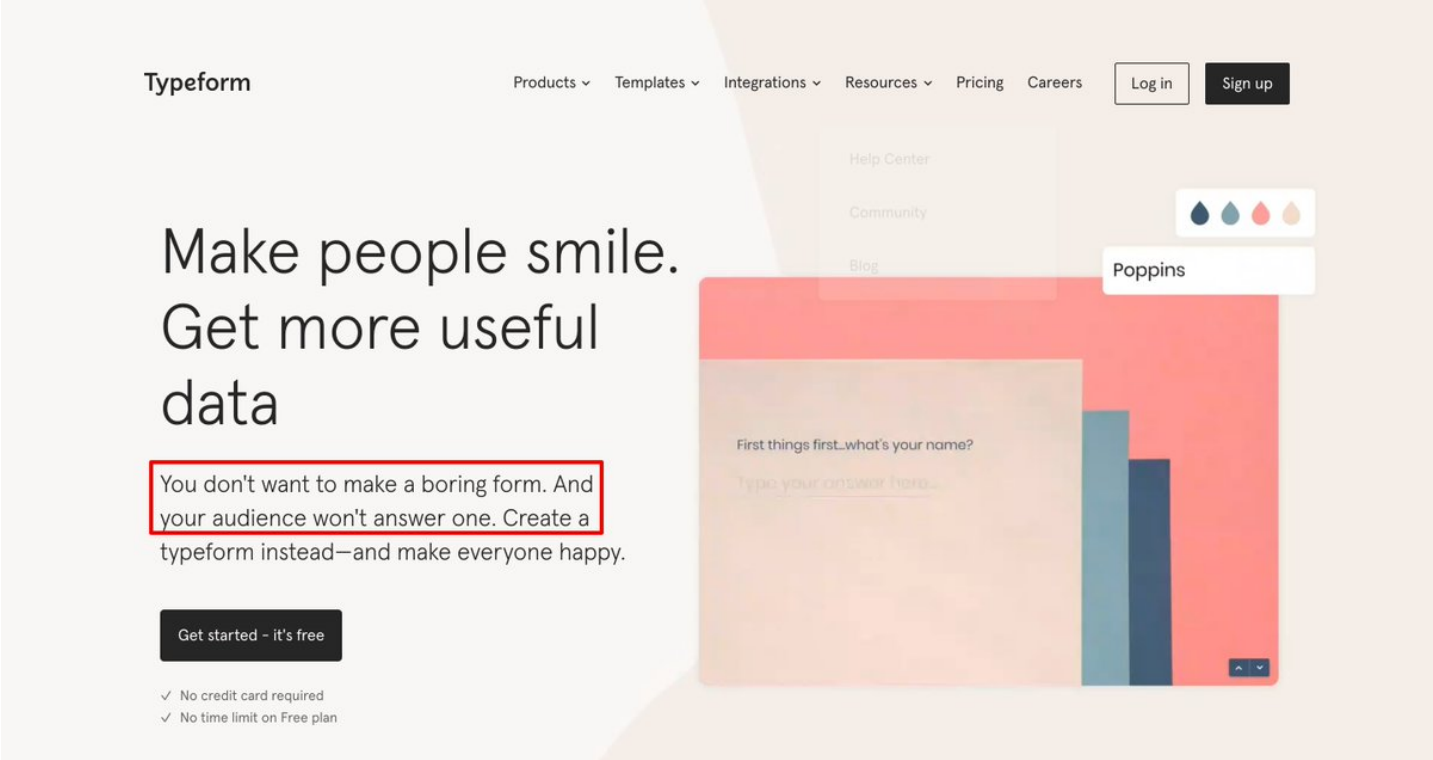
Focus your page on one key conversion event like @gumroad



2. Focus on your USPs

You know them, so where are they on your landing page?

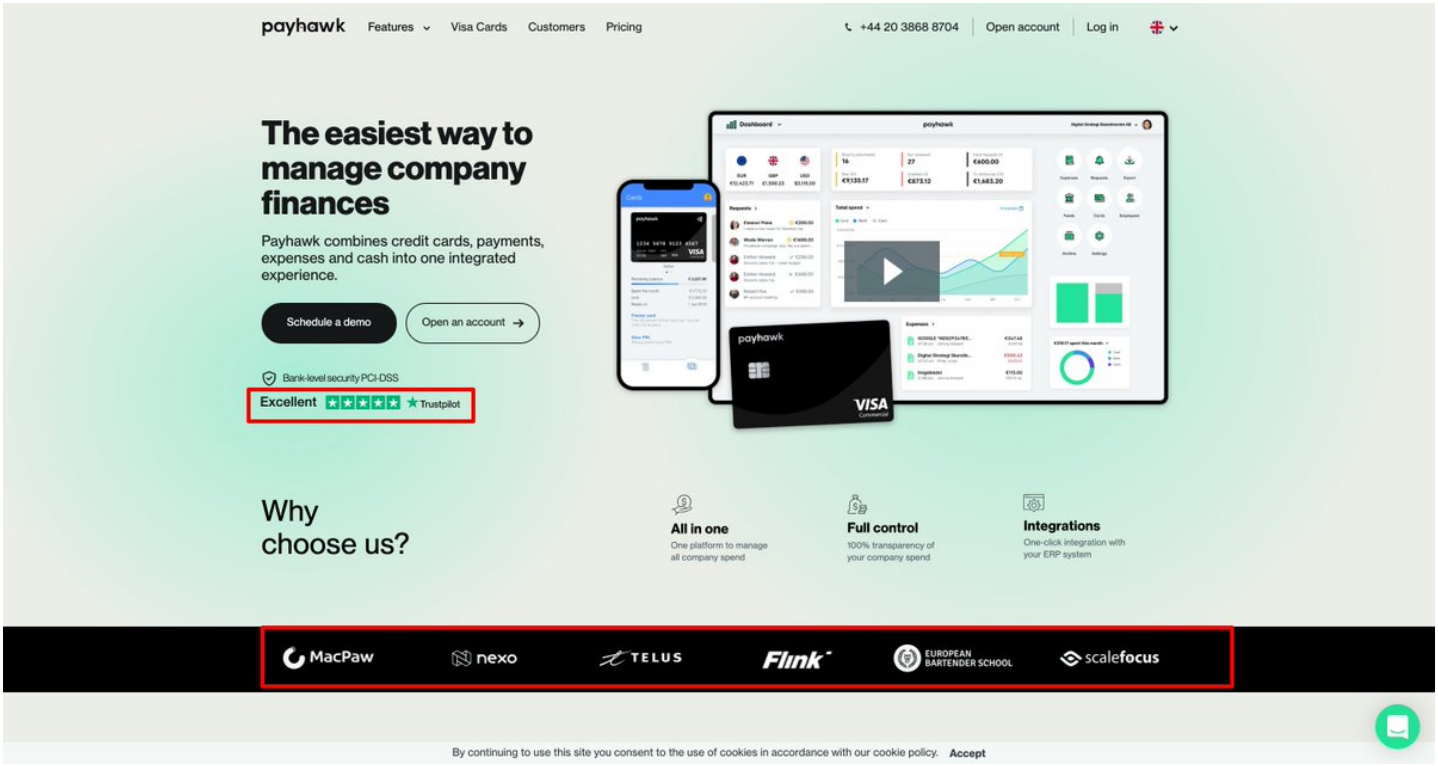
Contrast your product with competitors and the current way of doing things, like @typeform



3. Clear, relevant social proof

Only about 40% of landing pages had it above the fold. And of those only about 50% used testimonial language that was consistent with the pain and benefits listed elsewhere on the landing page.

Learn from @PayhawkCom @MemberstackApp

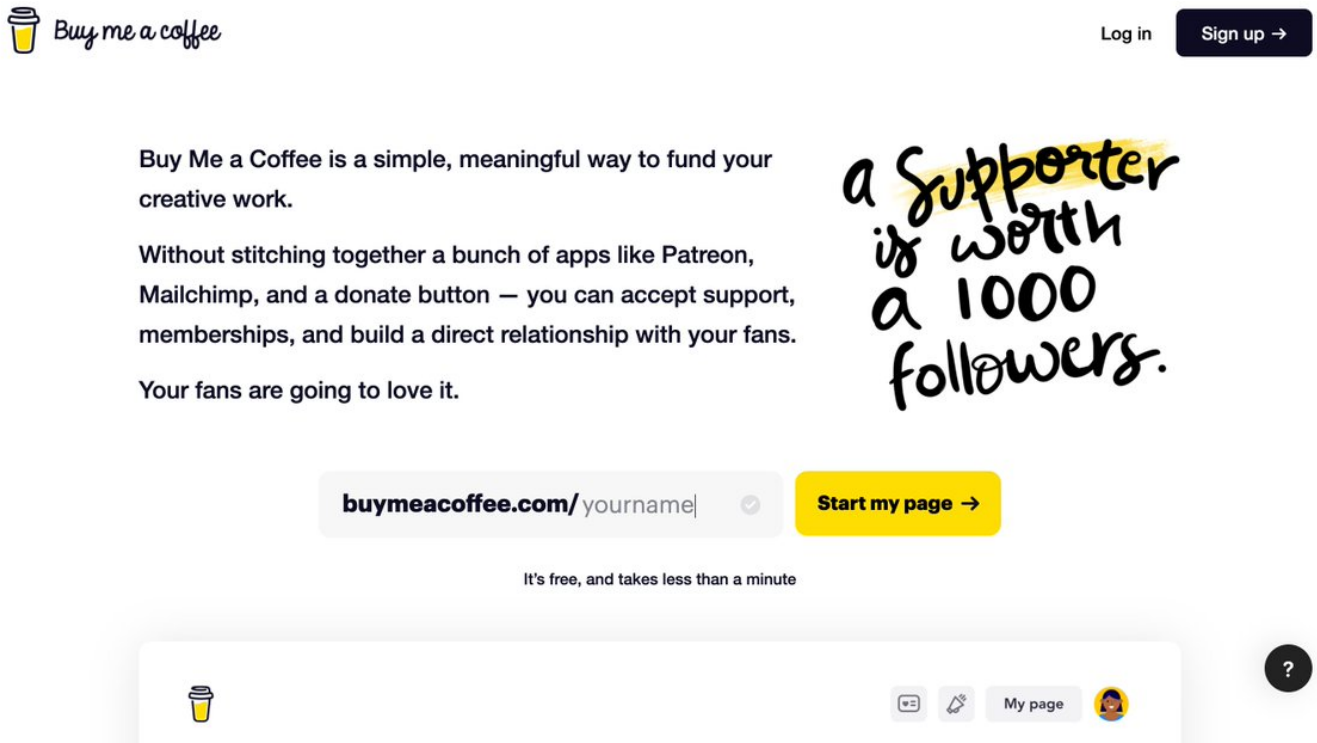


4. Simple language

About 1 in 8 landing pages I roasted, I couldn't comprehend on first read-through. These landing pages required several attempts to simply 'get it'.

Fix it: Avoid technical terms and acronyms, and write in plain language.

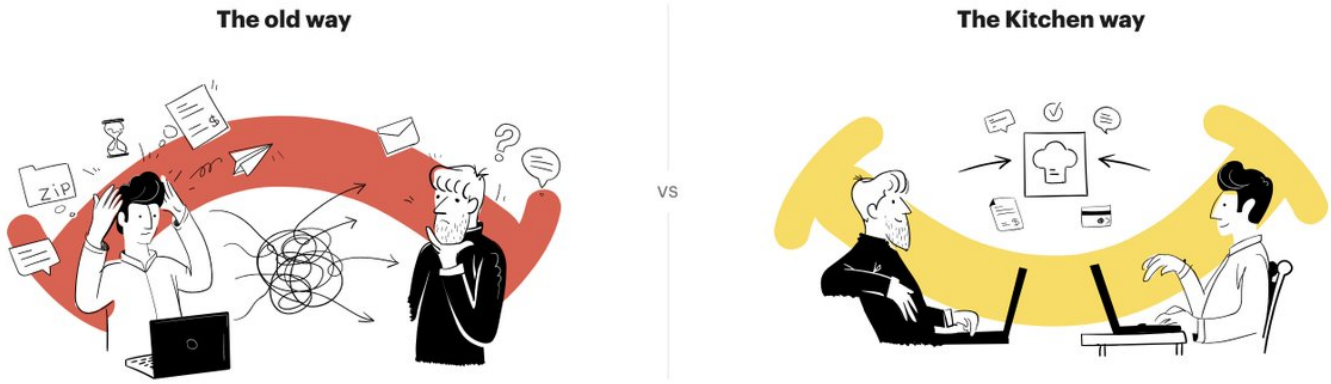
See @buymeacoffee @StintUK



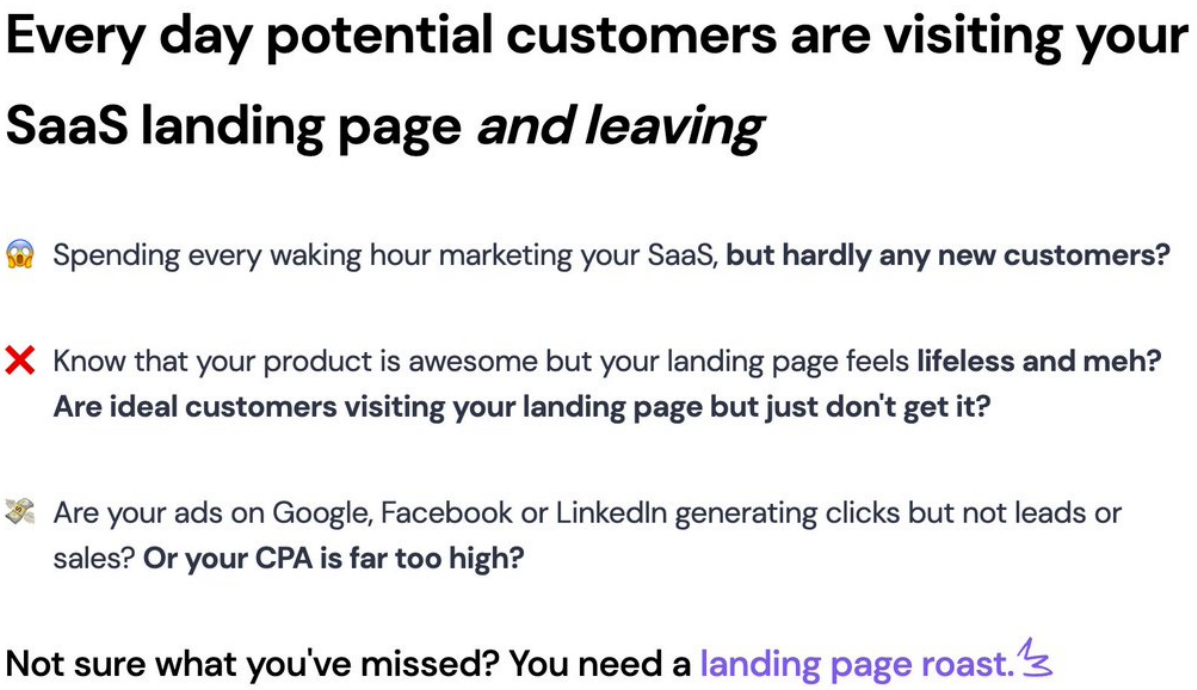
5. Real pain

PAS (pain - agitate - solve) is a common copywriting technique used to increase conversion. Only 1 in 15 LPs agitated or amplified the pain with emotional language and vivid imagery.

But @basecamp and Kitchen did



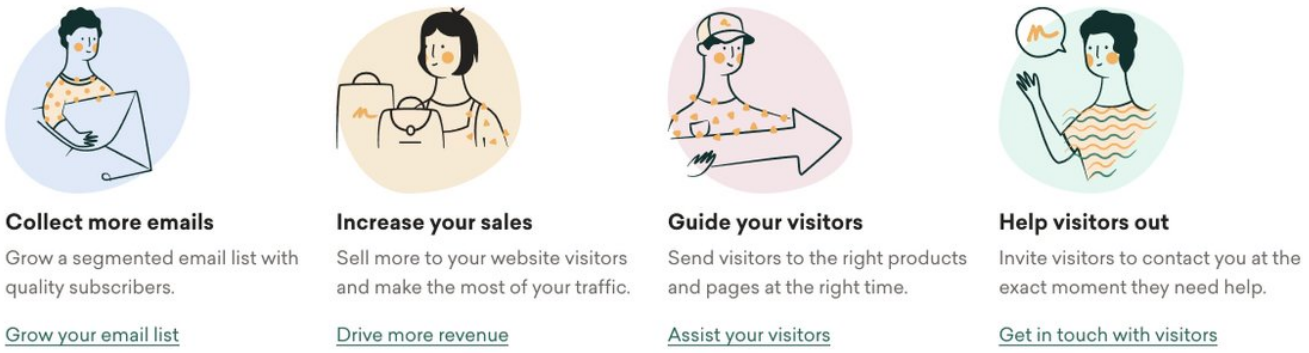
In fact, adding a 'pain' element to the https://t.co/FWywAeWMlz landing page increased conversion by 40%



6. Clear benefits and use cases

Visitors shouldn't have to work out how and why the product will benefit them. Tell and show them with clear benefits language, and example use cases.

See @Sleeknotecom @Hopin

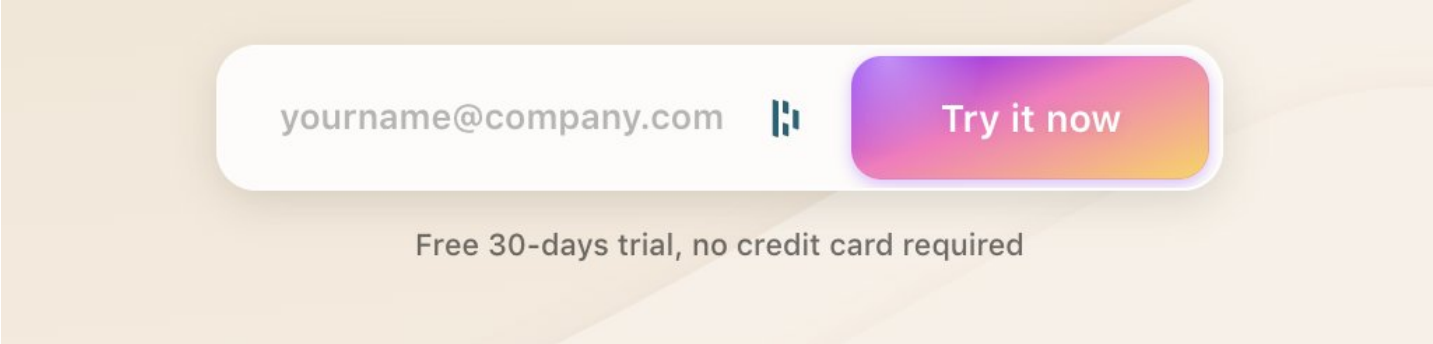


7. Signpost your CTAs

So many landing pages had a call-to-action, without clear signposting around the action.

What were they agreeing to? How much would it cost? What technical setup was involved?

Add context to your CTA like @popdotwork @CrazyEgg @MiroHQ

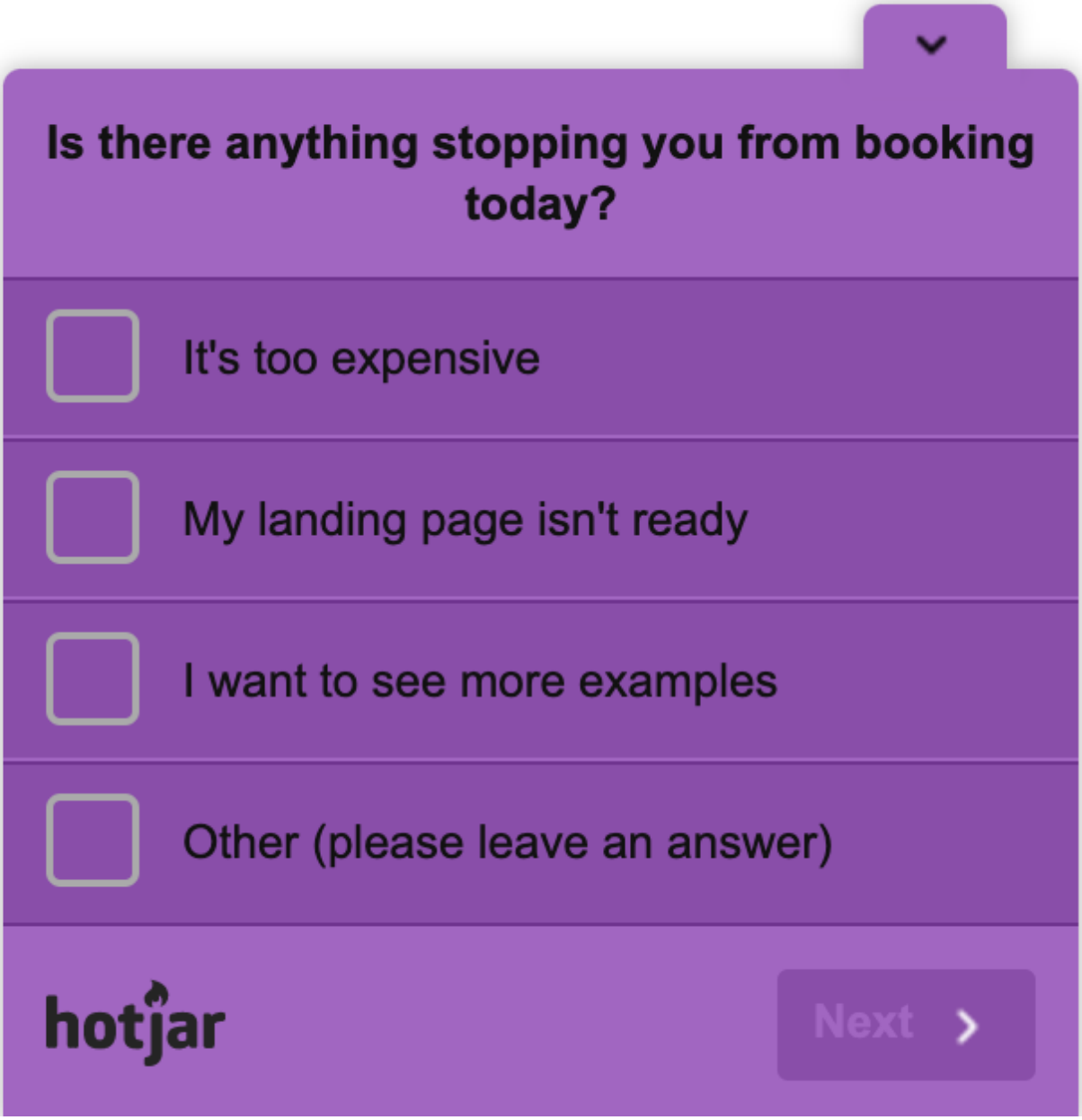


8. Ask, stop guessing

3 in 5 founders said they didn't know what they had missed. But only 3 in 200 had asked their visitors.

Fix it: add an exit intent survey on your landing page. Ask why they're leaving. Address those reasons on your page.

Use @hotjar @Getsitecontrol

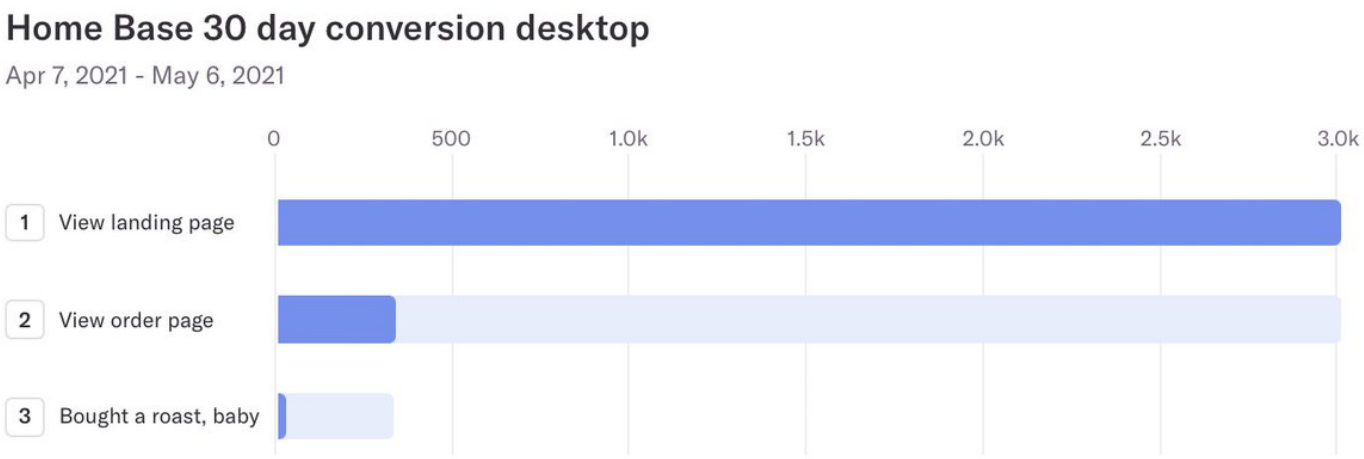


9. Know your stats!

Only 2/5 founders could tell me current conversion on their landing page.

Fix it: setup analytics and event tracking. Uncover a conversion baseline for future experimentation.

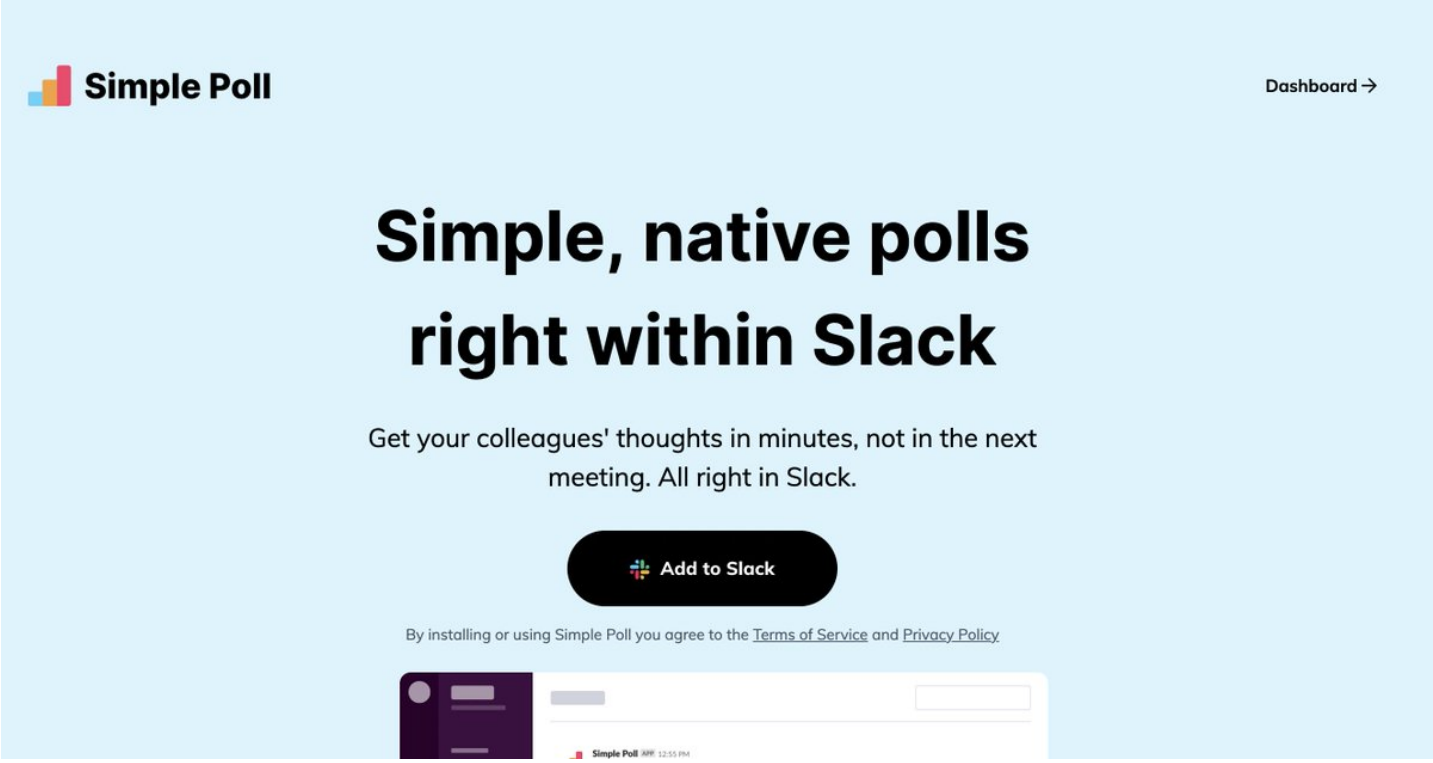
Use @googleanalytics @heap or @fullstory and build conversion funnels



10. Go more niche!

Landing pages targeting multiple buyers personas and use cases almost universally convert at a lower rate. Go more niche, expand later.

See @simplepoll

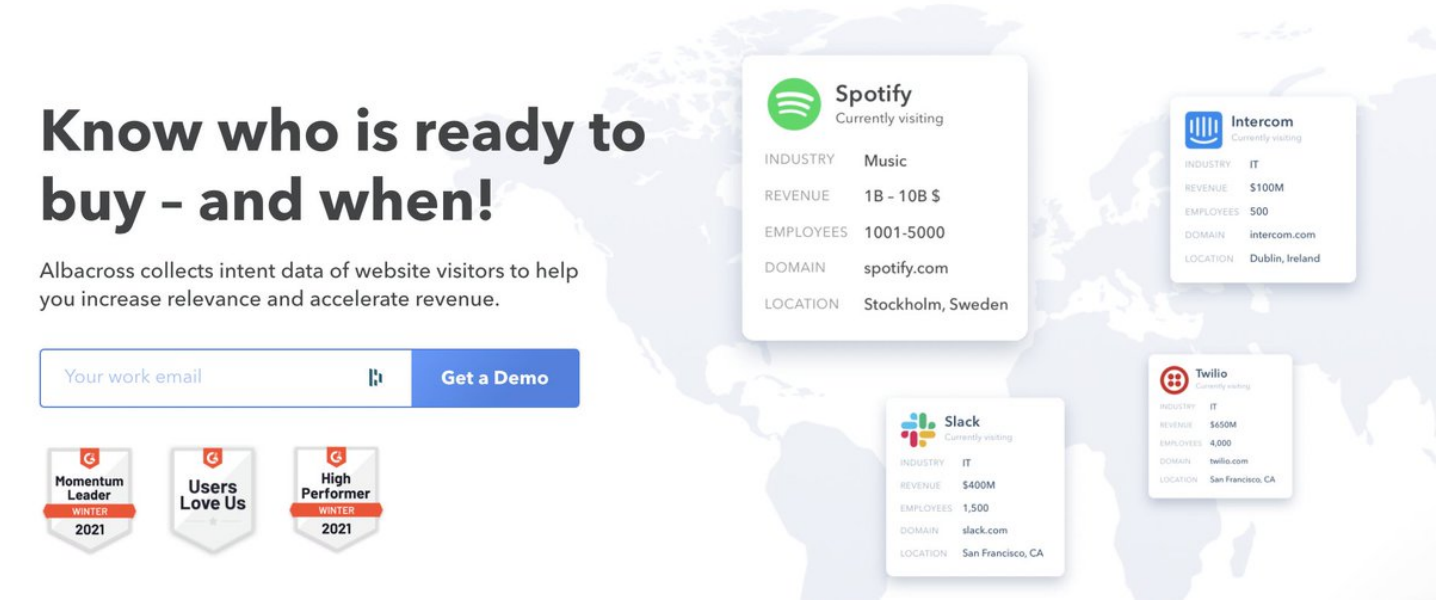


11. The right ask

Be mindful about what you ask - your CTA. Too soon on the page or in the buying cycle, it's not going to convert.

Write a list of what a visitor *needs* to know before they take action. Ensure this critical info is before your first CTA.

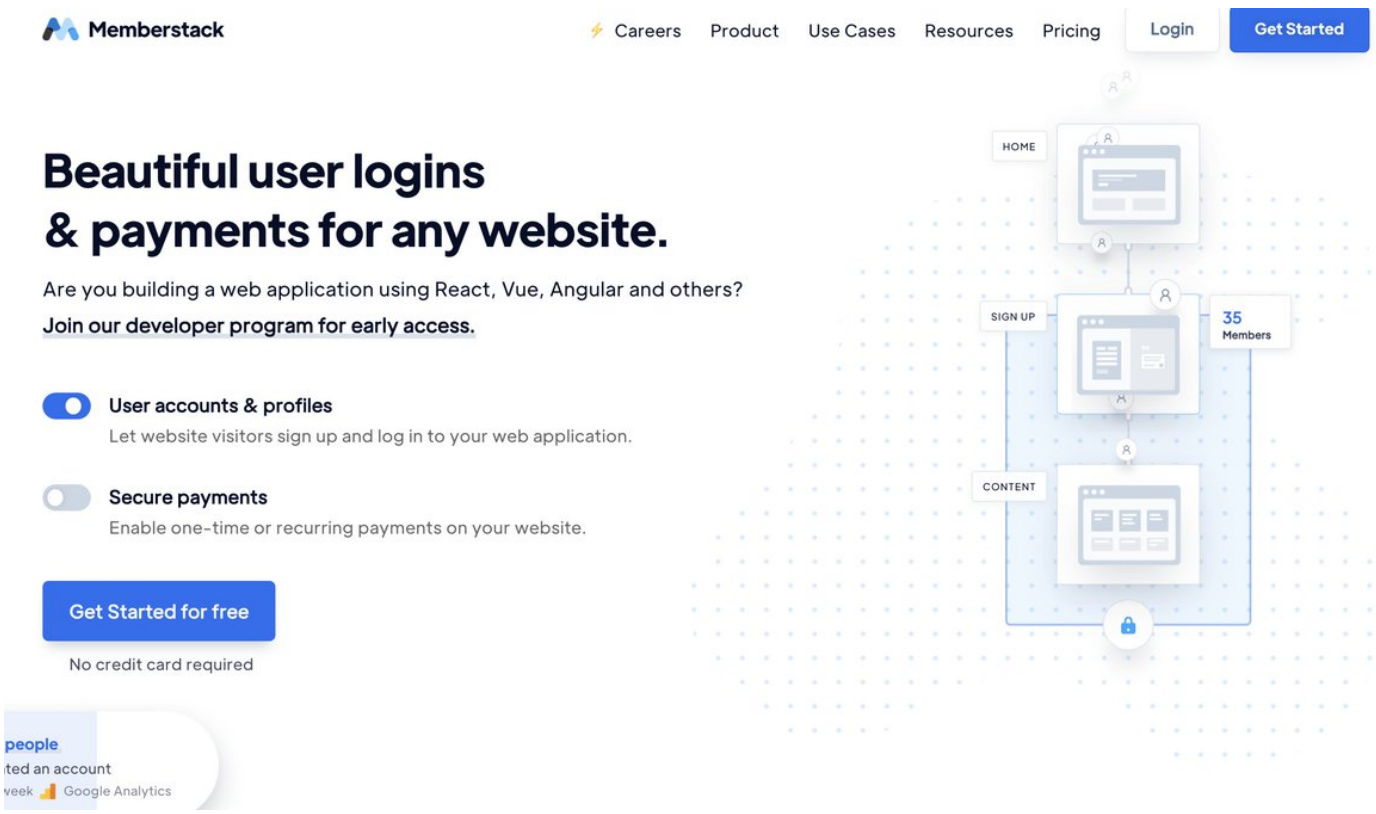
See @albacrossnordic



12. Show don't tell

So many LPs used large blocks of text to explain something that could be more clearly and powerfully demonstrated in a simple product shot, table, visual, example, demo, illustration or abstraction.

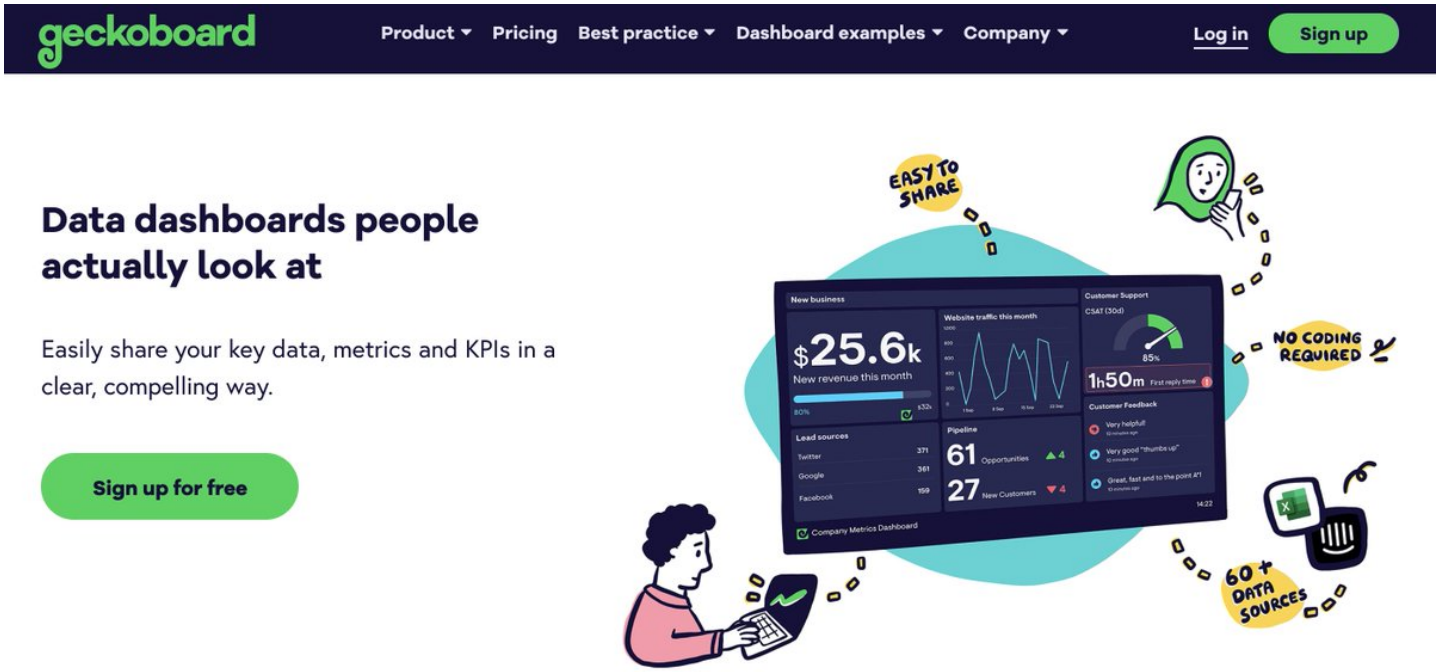
See @MemberstackApp @LiveChat @whereby



13. Address doubts

As visitors' unanswered questions grow, the chances of a conversion decrease.

Add FAQs or amend your CTA to address doubt ad increase clarity like @geckoboard, @topicseo @ahrefs

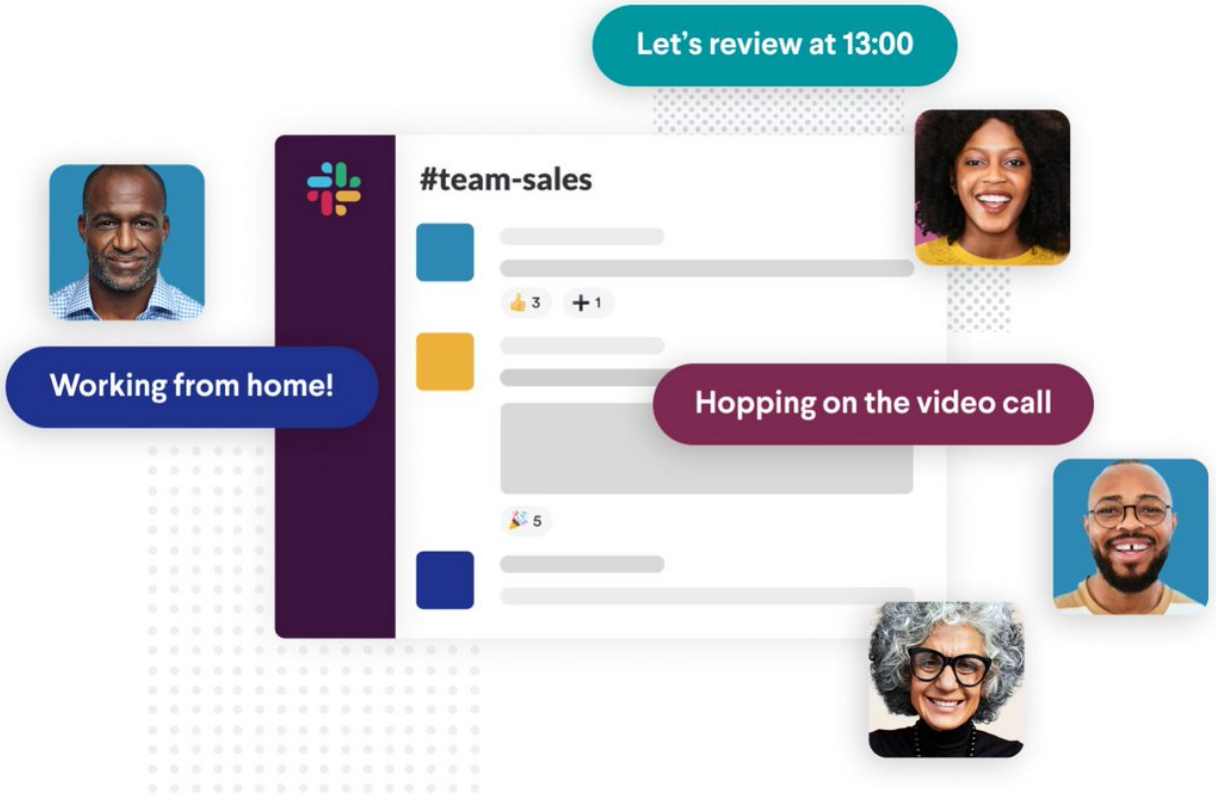


14. Better images

Around 65% of the landing pages I reviewed used images from popular landing page collections: photos, icons and illustration.

Work harder to find or create meaningful images or animation for your landing page.

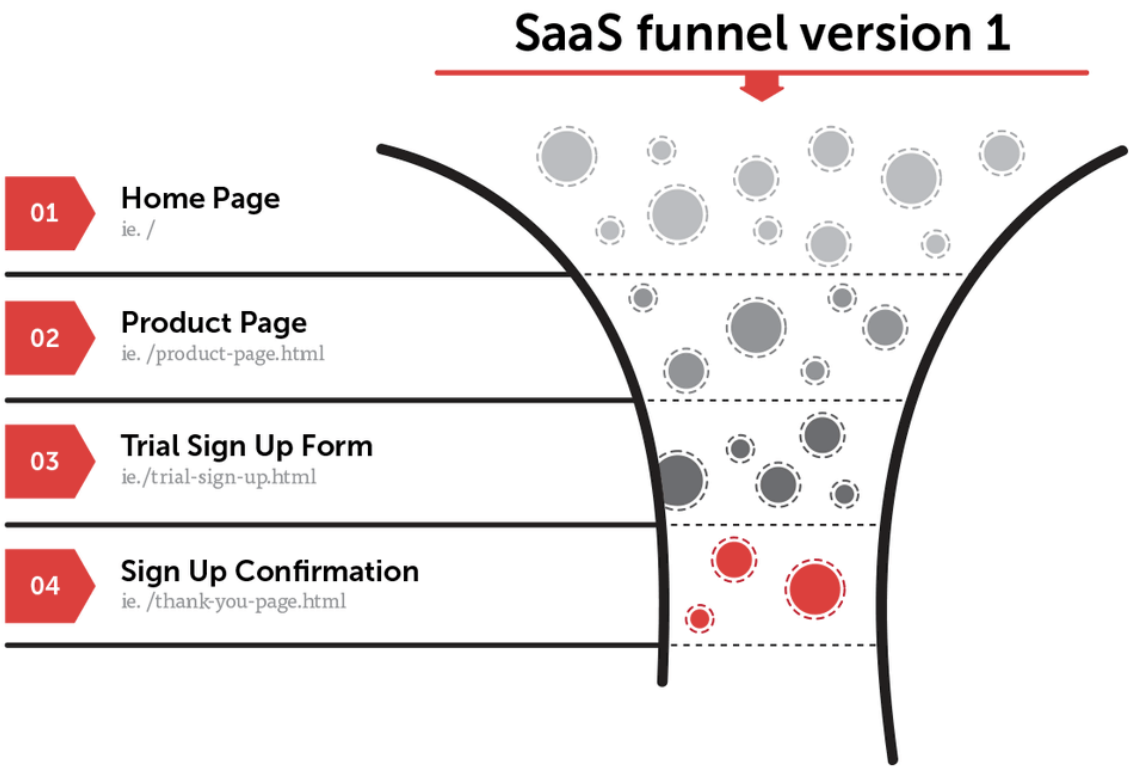
Like @SlackHQ @Linktree_ @loom



15. Know your funnel

It's not just about knowing clicks on your CTA. Understand the full funnel from source -> activated user.

There are opportunities to increase conversion at every stage.



16. Keep testing

Of the 200 I roasted, no founder had yet implemented consistent, regular conversion testing.

A cycle of constant experimentation increases your learnings about customers and drives more revenue.

Keep shipping tests!



And we're done ■

Like these ideas?

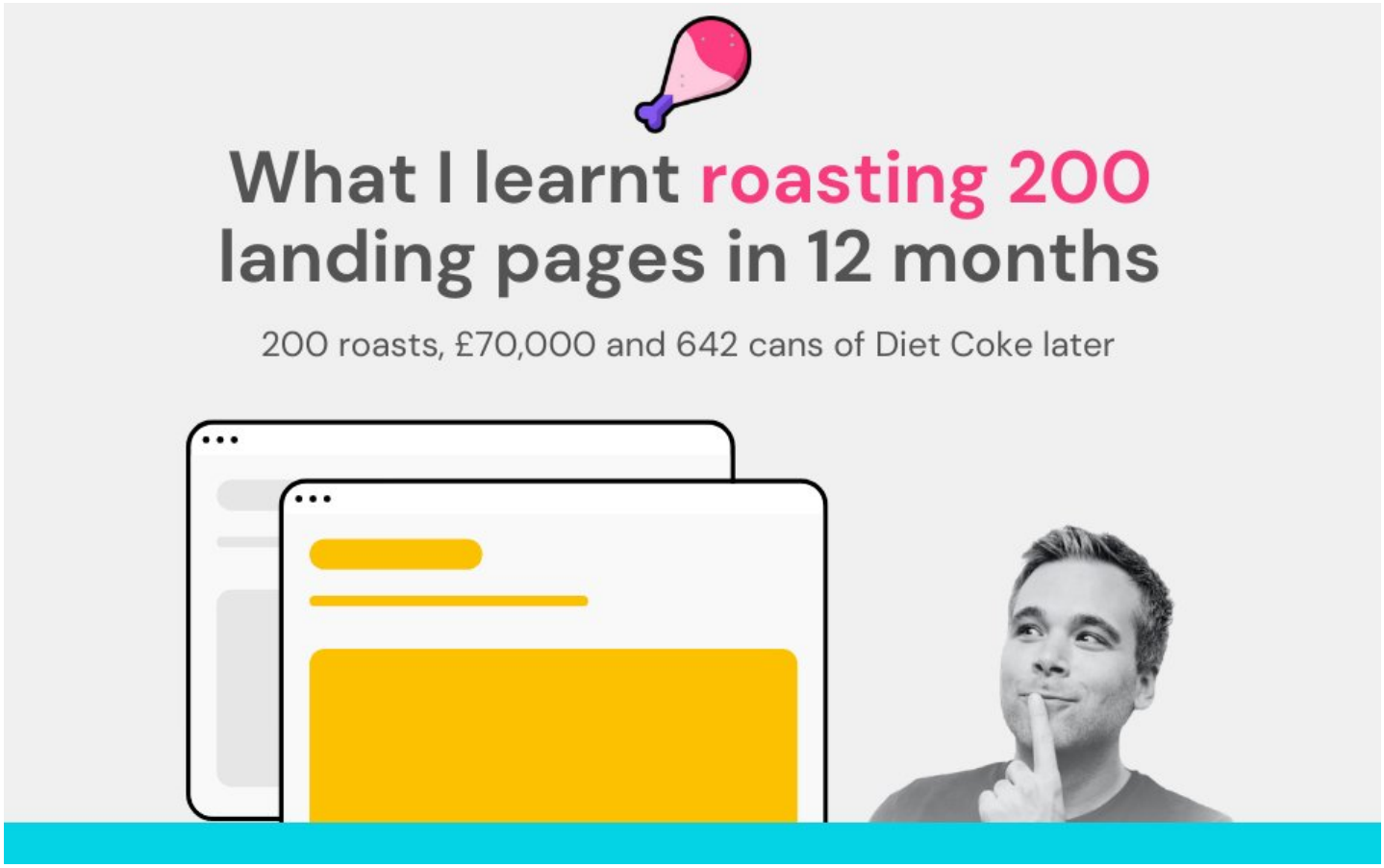
Follow @helloitsolly to learn how to turn more landing page visitors into customers.

And *please* retweet the first tweet in this thread ■■

You can also read this thread in blog form:

https://t.co/c81LU30sXf

Which includes the 45 things I learnt running a productised business for a year.



Thanks for all the feedback on this landing page thread ■

That's not it.

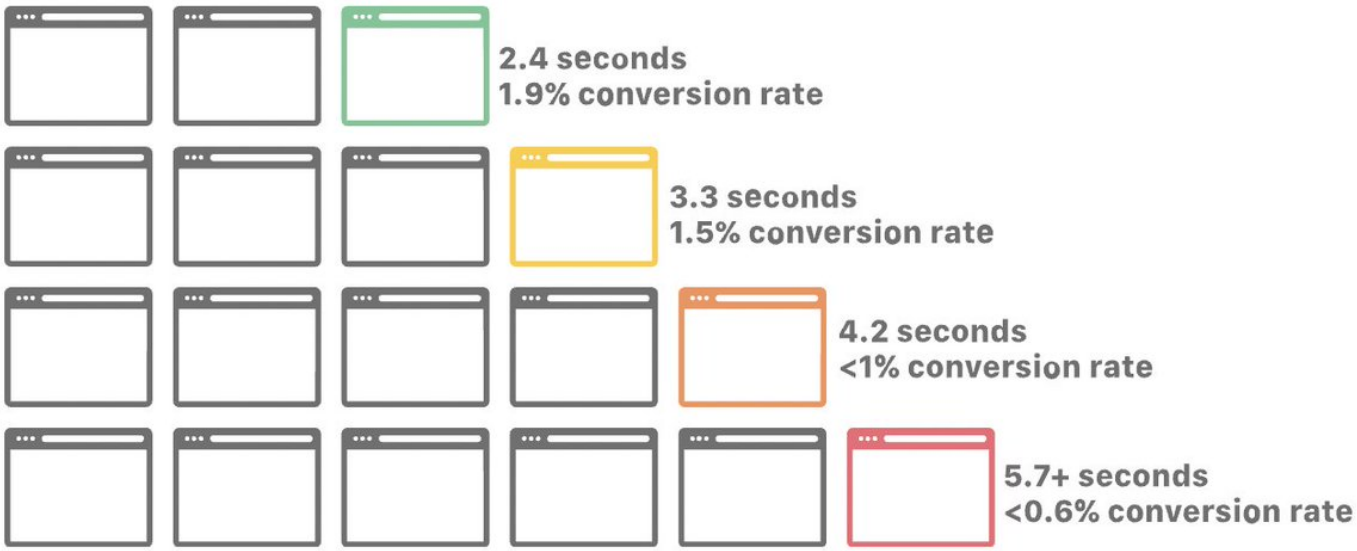
I'll continue to add new ideas regularly so you can turn more visitors into customers ■■

17. The need for speed

Page load time is a big factor in landing page conversion.

Use tools like Google's free PageSpeed Insights to uncover and fix issues: https://t.co/4WmlwNwoRa

Image via @Cloudflare


2.4 seconds
1.9% conversion rate
3.3 seconds
1.5% conversion rate
4.2 seconds
<1% conversion rate
5.7+ seconds
<0.6% conversion rate