

## Twitter Thread by [Olly roastmylandingpage.com](#)



[Olly roastmylandingpage.com](#)

[@helloitsolly](#)



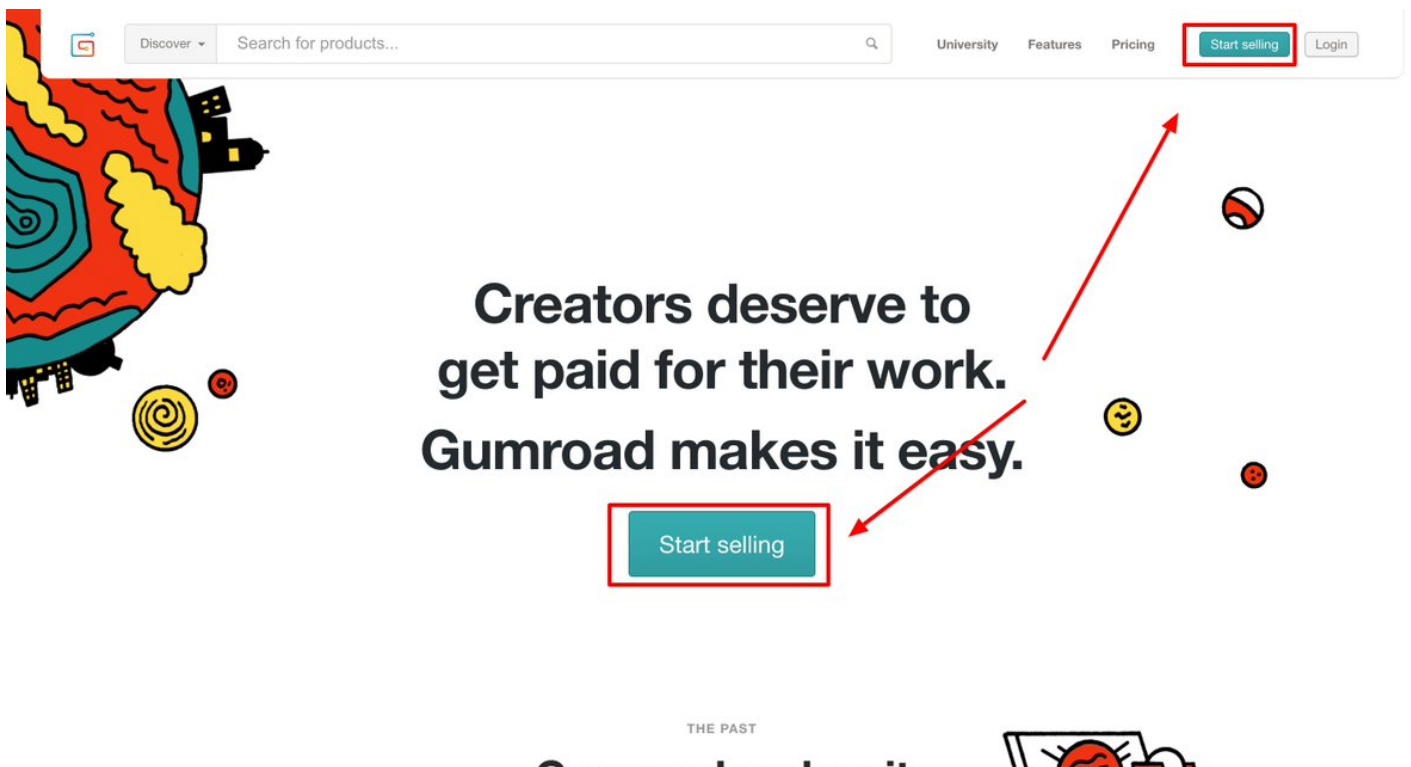
**I've roasted 200 SaaS landing pages in the last 12 months ■■**

**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.

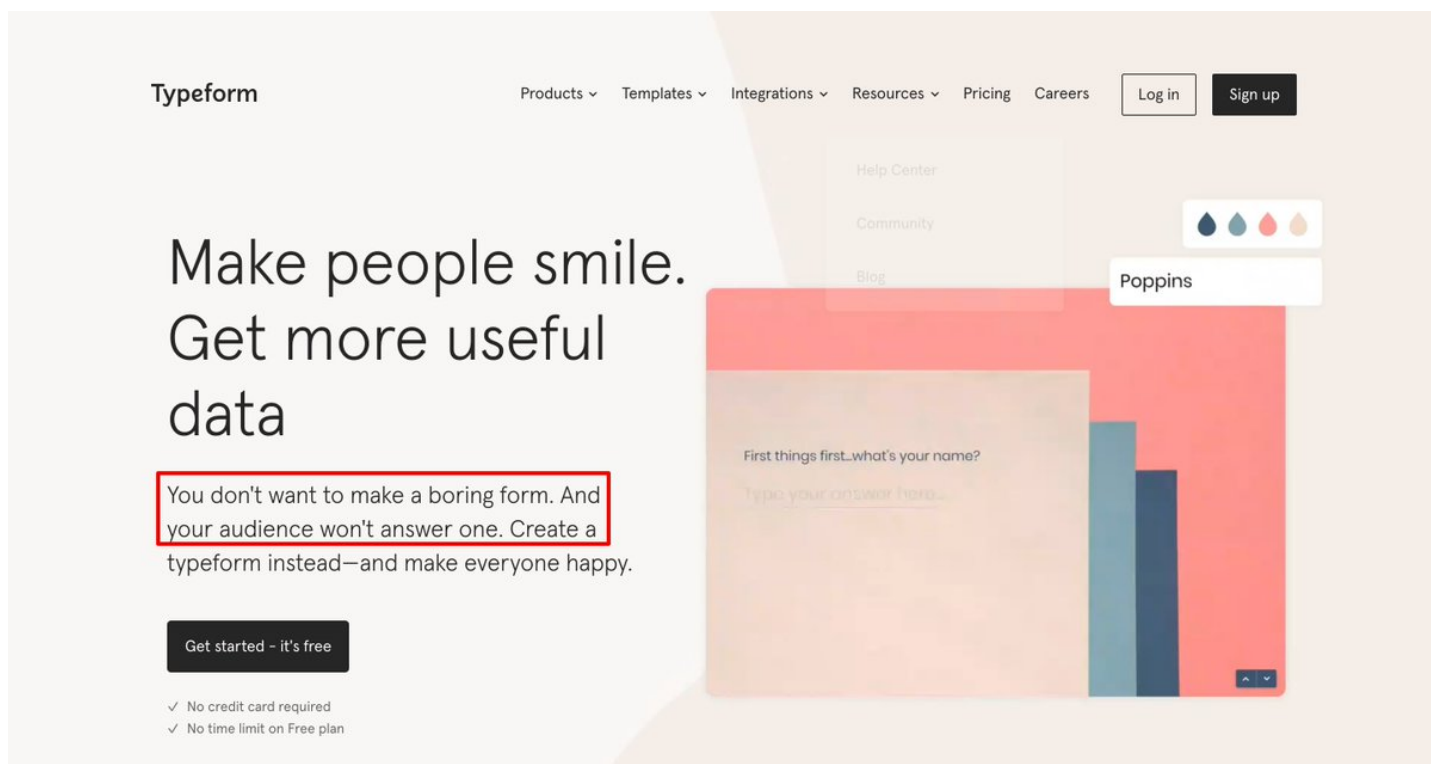
Focus your page on one key conversion event like [@gumroad](#)



2. Focus on your USPs

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

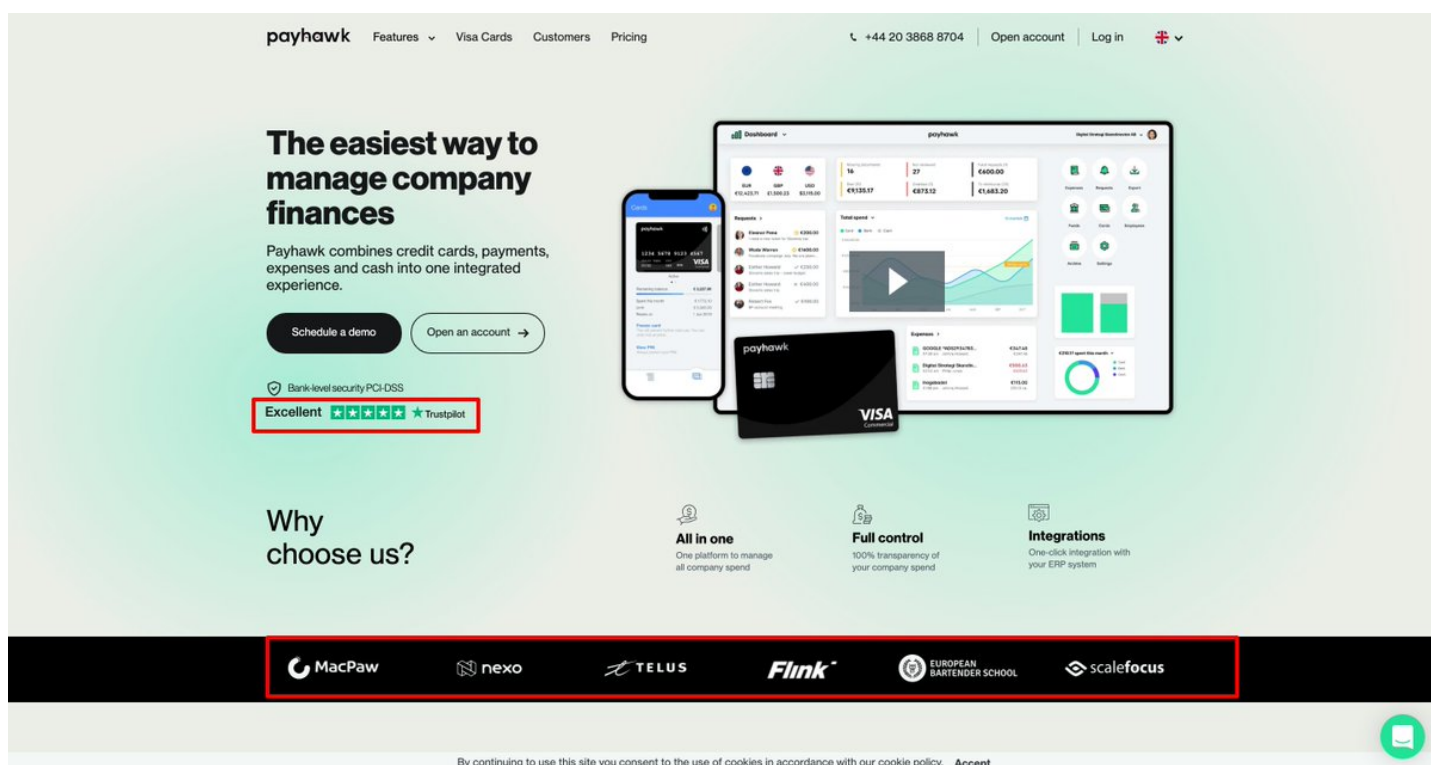
Contrast your product with competitors and the current way of doing things, like [@typeform](#)



### 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](#)



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[buymeacoffee.com/yourname](#)

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My page



?

## 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

The old way



vs

The Kitchen way



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

# Every day potential customers are visiting your SaaS landing page *and leaving*

🤖 Spending every waking hour marketing your SaaS, **but hardly any new customers?**

❌ Know that your product is awesome but your landing page feels **lifeless and meh?**  
**Are ideal customers visiting your landing page but just don't get it?**

💰 Are your ads on Google, Facebook or LinkedIn generating clicks but not leads or sales? **Or your CPA is far too high?**

Not sure what you've missed? You need a **landing page roast.** <sup>1</sup><sub>3</sub>

## 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](#)



### Collect more emails

Grow a segmented email list with quality subscribers.

[Grow your email list](#)



### Increase your sales

Sell more to your website visitors and make the most of your traffic.

[Drive more revenue](#)



### Guide your visitors

Send visitors to the right products and pages at the right time.

[Assist your visitors](#)



### Help visitors out

Invite visitors to contact you at the exact moment they need help.

[Get in touch with visitors](#)

## 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](#)

yourname@company.com



Try it now


Free 30-days trial, no credit card required

#### 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](#)



Is there anything stopping you from booking today?

☐ It's too expensive

☐ My landing page isn't ready

☐ I want to see more examples

☐ Other (please leave an answer)

Next >

#### 9. Know your stats!

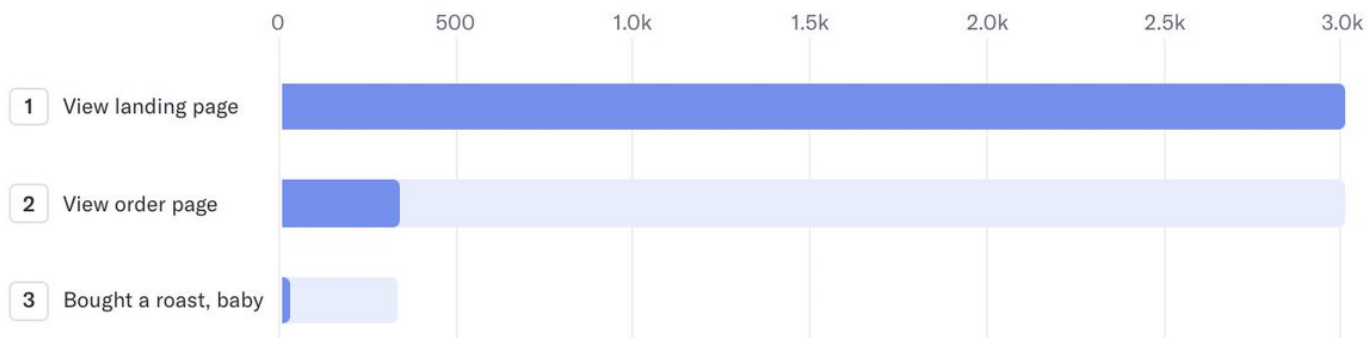
Only 2/5 founders could tell me current conversion on their landing page.

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

Use [@googleanalytics](#) [@heap](#) or [@fullstory](#) and build conversion funnels

## Home Base 30 day conversion desktop

Apr 7, 2021 - May 6, 2021



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](#)

The image is a screenshot of a Slack message from Simple Poll. The header shows the Simple Poll logo and a 'Dashboard →' link. The main text reads 'Simple, native polls right within Slack'. Below this is a sub-headline: 'Get your colleagues' thoughts in minutes, not in the next meeting. All right in Slack.' A large black button with the Slack logo and 'Add to Slack' text is centered. Below the button is a line of text: 'By installing or using Simple Poll you agree to the [Terms of Service](#) and [Privacy Policy](#).' At the bottom, there is a preview of the Simple Poll interface within a Slack window, showing a poll question and a 'Simple Poll' header.

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](#)



# Know who is ready to buy - and when!

Albacross collects intent data of website visitors to help you increase relevance and accelerate revenue.

 [Get a Demo](#)

Spotify  
Currently visiting

INDUSTRY	Music
REVENUE	1B - 10B \$
EMPLOYEES	1001-5000
DOMAIN	spotify.com
LOCATION	Stockholm, Sweden

Intercom  
Currently visiting

INDUSTRY	IT
REVENUE	\$100M
EMPLOYEES	500
DOMAIN	intercom.com
LOCATION	Dublin, Ireland

Slack  
Currently visiting

INDUSTRY	IT
REVENUE	\$400M
EMPLOYEES	1,500
DOMAIN	slack.com
LOCATION	San Francisco, CA

Twilio  
Currently visiting

INDUSTRY	IT
REVENUE	\$450M
EMPLOYEES	4,000
DOMAIN	twilio.com
LOCATION	San Francisco, CA

## 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](#)

Memberstack [Careers](#) [Product](#) [Use Cases](#) [Resources](#) [Pricing](#) [Login](#) [Get Started](#)

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people

ted an account

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## 13. Address doubts

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



Add FAQs or amend your CTA to address doubt and increase clarity like [@geckoboard](#), [@topicseo](#) [@ahrefs](#)

**geckoboard**

Product ▾ Pricing Best practice ▾ Dashboard examples ▾ Company ▾

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## Data dashboards people actually look at

Easily share your key data, metrics and KPIs in a clear, compelling way.

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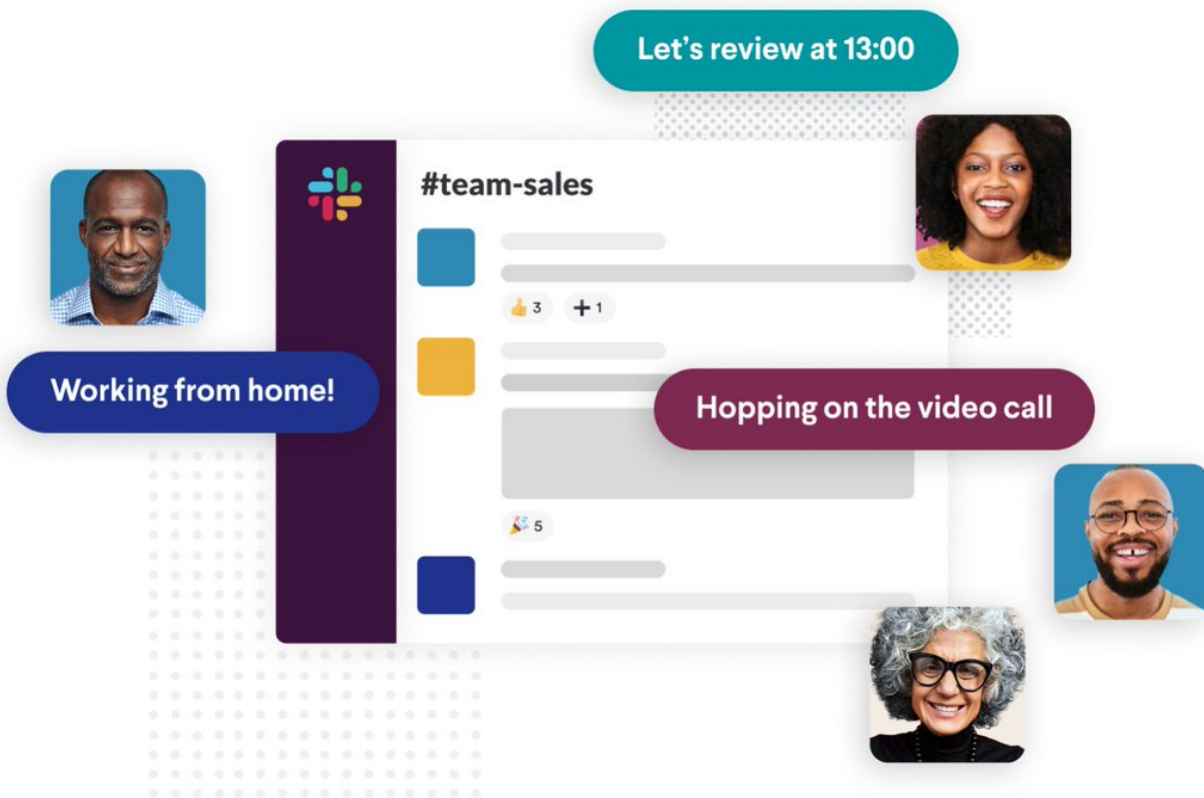
The illustration shows a person in a pink shirt sitting at a desk with a laptop. A large, semi-transparent data dashboard is overlaid on the laptop screen. The dashboard is titled 'Company Metrics Dashboard' and contains several widgets: 'New business' with a large '\$25.6k' and 'New revenue this month' bar chart; 'Website traffic this month' with a line graph; 'Customer Support' with a 'CSAT (30d)' gauge showing 85% and a '1h50m' first reply time; 'Customer Feedback' with a list of comments; 'Lead sources' with a table showing counts for Twitter, Google, and Facebook; 'Pipeline' with a large '61' and 'Opportunities' with a green arrow; and 'New Customers' with a large '27' and a red arrow. Surrounding the dashboard are three callout bubbles: 'EASY TO SHARE' with a share icon, 'NO CODING REQUIRED' with a checkmark, and '60+ DATA SOURCES' with a list icon. A small icon of a person in a green hoodie is also present.

#### 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](#)

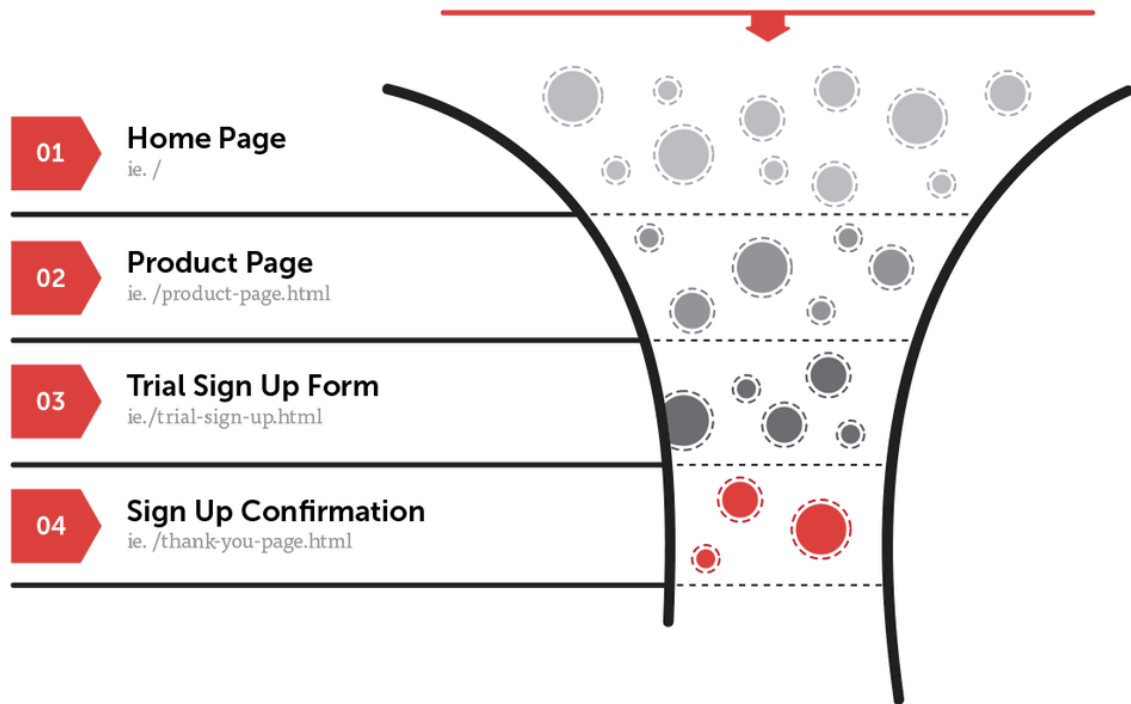


## 15. Know your funnel

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.

## SaaS funnel version 1



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?

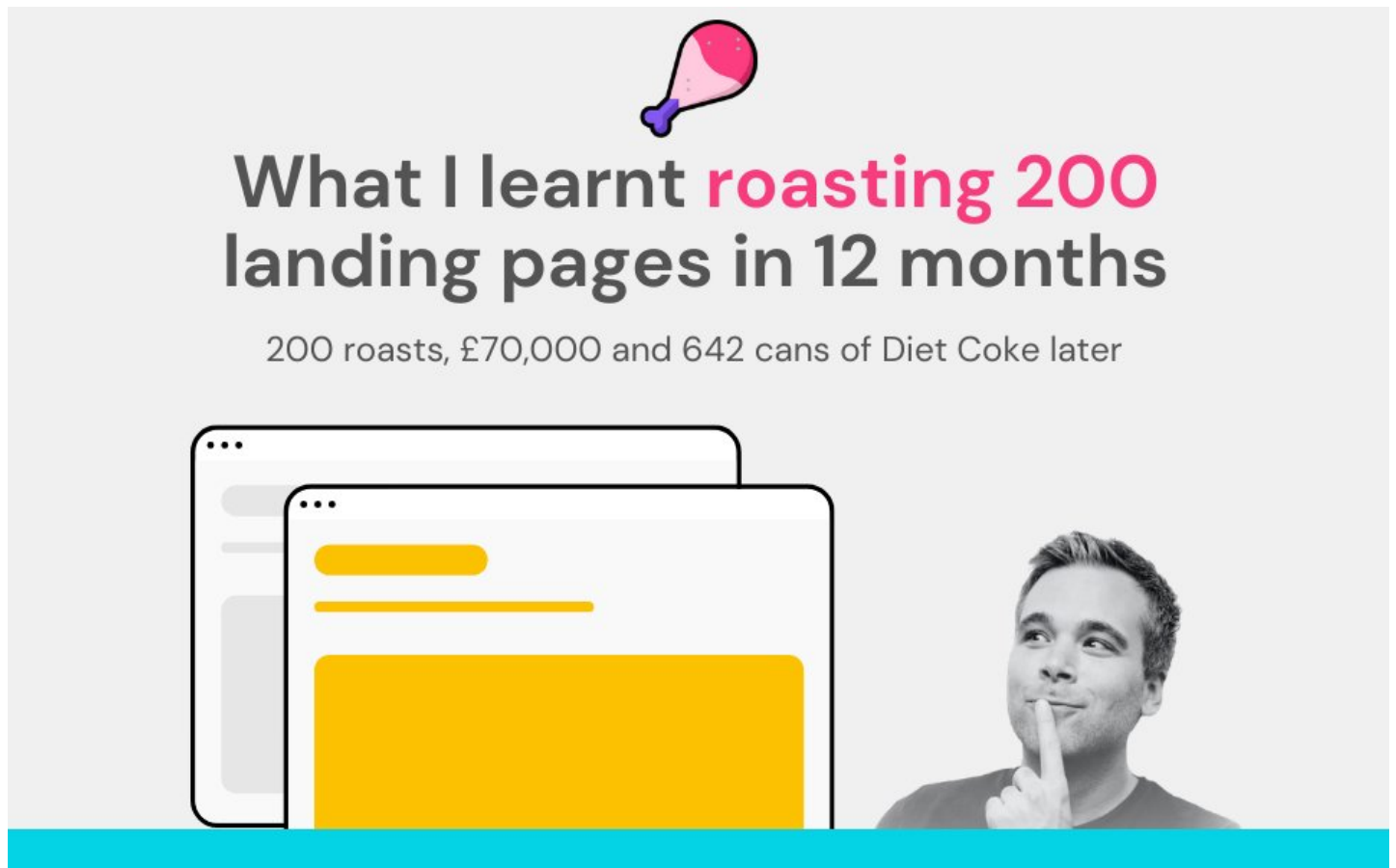
Follow [@helloitsolly](#) to learn how to turn more landing page visitors into customers.

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**