

Landing Page Hot Tips

Strengthen your Landing Pages
with 100 design, development
and conversion tips



Landing Page Hot Tips

Edition 1.1

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Two quick notes before you dive into the Hot Tips...

1. The Extras

The Notion Book, Kindle, Audiobook, Checklists and more are all found online [here](#).

2. The Rich-Media Ebook

I'd *highly recommend* rather reading the [digital book version online](#).

Here are the benefits over PDF:

- Responsive design - that adapts to any screen
- Visual animations - this PDF has static images
- Audio integration - within tips to relearn a lesson
- Tip filters - sort by category or component
- Real-time updates - when I add new resources

If you are offline, no worries, there is still loads to learn from this PDF experience.

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61. Trim the fat
62. Include an email within error messages
63. Add a radial burst behind product imagery
64. Delay the chatbot
65. Offer a demo down-sell
66. Open non-essential links in a new tab
67. Seek hero images with negative space
68. Hint to scroll
69. Make it accessible

70. Demo in-page
71. Don't shortcut hosting
72. Reassure during checkout
73. Personalize the success message
74. Steer clear of a header carousel
75. Boost confidence with payment method logos
76. Soft launch with a discount
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80. Wrap it in a device
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83. Strategically position testimonials
84. Focus on people, not search engines
85. Show them how it works
86. Include an explainer video
87. Focus on form UX
88. Consider a lifetime discount
89. Focus on benefits, not features
90. Alternate section background colors
91. Bring it to life
92. Keep it positive
93. Emphasize the value
94. Consider parity pricing

95. Reuse winning templates
96. Don't get too fancy
97. Reinvest your profits
98. Test new narratives
99. Make it fast
100. Don't forget the why
101. Start from the beginning, again

C. Credits

D. Critique Service

Foreward

It Depends.

Ha! The best and worst advice one can give.

Context is everything when it comes to Landing Page optimization.

1. Who is your target demographic?
2. What is their problem?
3. How does your offering solve it?

Every Landing Page has a different objective. So before we get going, you need answer those three questions and set them in stone.

Got your answers? Great.

Now what would your target demographic need to see and read in a Landing Page to be *persuaded* to go all the way?

Unsure? No problem. That's why I created this book.

One hundred tips can be overwhelming. So to get the most out of this book, I recommend reading a handful at a time, digesting the info, and then implementing the lessons that resonate the most with you.

The goal of the book is not to turn a Landing Page into a money-maker overnight. It's for you to strengthen your current and future Landing Pages through understanding.

And context.

Wishing you the strongest of Landing Pages.



Rob Hoyle

#01

Utilize customer testimonials

Hot Tip #01 is to utilize your customer testimonials by highlighting features and answering doubts.

So often I see Landing Pages packed with testimonials providing *very little* value to the visitor. Let's compare two testimonials. The first is by a customer, Gavin Jenkins:

"I'm a huge fan of the brand, so I'm glad I could finally sample their product."

– Gavin Jenkins

Note how Gavin's testimonial is generic, offering superficial information to the potential customer reading it. This second testimonial is also by a customer, Kim Davis — but note the difference:

"So glad I could finally experience their **superb quality** myself and I was quite impressed by the **thoughtful packaging** of such a delicate item."

– Kim Davis

See how Kim's testimonial highlighted a product feature while also answering a potential doubt? The feature being the build quality and the potential doubt being if postage would damage the item.

Round up all of your customer testimonials and select only the choice few adding value for your Landing Page visitor.

[How to request testimonials](#) – A three-step method to help generate great Landing Page testimonials from your customers.

[Testimonial examples](#) – A more specific collection I've put together of well-designed or interesting Testimonial examples in Landing Pages

#02

Showcase testimonials from a similar demographic

Hot Tip #02 is to showcase testimonials from similar demographics to your potential customers.

If you are selling enterprise-level support software, it's wise to curate testimonials from customers who work for enterprise-sized businesses.

Put yourself in your Landing Page visitor's shoes and imagine the concerns of an enterprise customer. They'll be wary of moving a huge amount of staff over to new support software due to the high stakes involved.

They'll also want to know other enterprise businesses took this risk and made this transition successfully. Using Hot Tip #01 as a guide, I've hand-picked this excellent testimonial by enterprise customer, Dave Lewis:

"Our team just loves how easy to use the software is and **support response time improved by 22%** in month one."

– Dave Lewis

Glowing feedback, right? Now, let's take it a step further by highlighting *who* he works for alongside his name. In this case, Dave is the VP of Customer Relations at Starbucks, which adds significant weight to the testimonial as its backed by an enterprise-sized business:

"Our team just loves how easy to use the software is and **support response time improved by 22%** in month one."

Dave Lewis – Starbucks VP Customer Relations

Avataaars – Online avatar generator for when customer imagery isn't available or poor quality. Try not mix animated with real customer images. So choose a style for consistency.

#03

Fewer images, better images

Hot Tip #03 is to use fewer images but also better images.

Good imagery builds trust, and trust is the foundation for conversions. When it comes to your visuals — spend the money!

Dona Rita Pão de Queijo. Brazilian cheese balls.

A proper Pão de Queijo is a two-bite business: crunchy on the outside and fluffy on the inside. Made with cassava flour and fresh cheese, it's a farmer's take on traditional European bread - without the wheat. Pão de Queijo is a staple snack at most cafes, restaurants and dinner parties across Brazil. It's cheesily addictive and naturally gluten free.

Try pairing it with a short black coffee São Paulo style, or spread thickly with guava jam for a sweet contrast.

● Guava jam is made with guava, a tropical fruit that's sweet and aromatic. It's the most popular dip for Pao de Queijo. You can use your favourite english jam as a substitute.



John Anthony — Founder of Clickpivot



ABOUT

Design cut from a different cloth.

Hey there! My name is John Anthony, strategist, designer and founder here at Clickpivot. I use design to make cool sh*t happen for service based businesses.

Everything I design is customer-driven, because in the end, it's not about what we think is best—it's about what engages your customers.

Ordinary isn't my thing, and thanks to my 10+ years of design experience, ordinary doesn't have to be your thing either!

LET'S CHAT

Invest in a photoshoot of your team, your product, your food. The ROI on a professional photoshoot is pretty much guaranteed.

ImageOptim – My go-to for image size optimization for JPG, GIF, PNG and SVG.

Optimage – An alternative image size optimization tool by Vlad Danilov. Conveniently optimizes MP4 too.

Stocksy – My favorite premium resource for stock images. If you only need a single authentic image, seriously consider starting here.

Squareshot – Service to send your physical product and they'll send back top quality photos of it for your Landing Page.

Noun Project Photos – Just launched so a good resource of less-used, quality stock imagery. Pricing is around \$33/image for commercial use.

Unsplash – High quality, well curated free stock images.

Pixabay and Pexels – Both good free stock image alternatives if a search term isn't winning on Unsplash. Both include stock video too.

Team Section Inspiration – A collection I put together with 20+ team sections in Landing Pages.

IMGIX – Image CDN's are a bit excessive in most Landing Pages but I use IMGIX for my full network of sites. The real benefit is you can upload a big image once, then manipulate (size, compression) the output using only code. I cannot recommend it enough and I do use it for Landing Pages within my bigger sites.

#04

Spice up Call-To-Action buttons

Hot Tip #04 is to spice up your Call-To-Action (CTA) buttons.

Remember: you're excited to share your product or service!

❌ Click Here

❌ Sign Up

Too bland.

Use *actionable* phrases.

✅ Request a call from our agents

✅ Discover the wonders of science

✅ Unlock creativity for only \$19

Let's take a look at what the big dogs are using:

Sign Up

Claim Your Free Trial

Treehouse

Sign Up

Create An Account

Netflix

Sign Up

Give Basecamp a Try

Basecamp

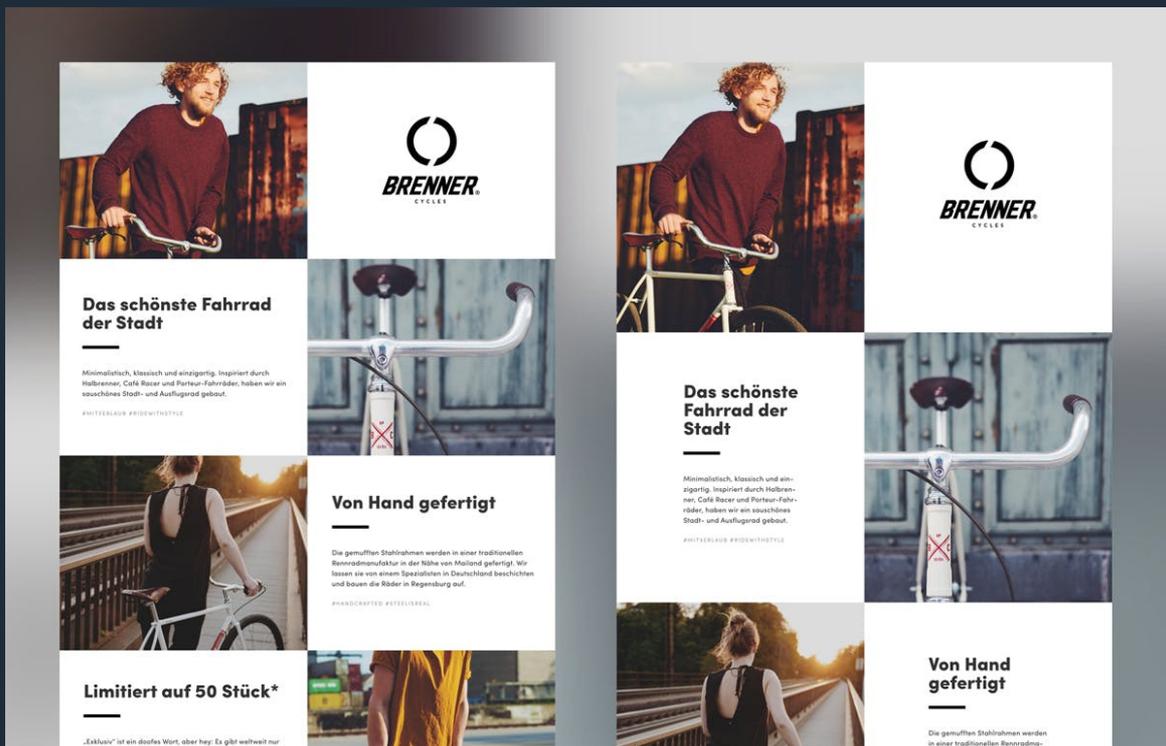
#05

When in doubt, double the padding

Hot Tip #05 is when in doubt, double the padding.

Whitespace isn't just breathing room for your content, it's breathing room for your potential customer.

Digestible content improves focus and clarifies what you're offering.



If your Landing Page feels overwhelming, double the padding and I think you'll be pleasantly surprised.

Whitespace Inspiration – A collection of 1000+ Landing Pages I've curated featuring healthy whitespace.

#06

Empathize with the visitor's problem

Hot Tip #06 is to empathize with the visitor's problem using your intro copy.

Then explain exactly what your product or service does in the subtext, removing all verbose words or phrases.



The world's most innovative invoice tracking software

XYZ Invoicing uses the cutting edge InvoAlgo algorithm to programmatically track unpaid invoices to send clients reminders using conversion-optimized email templates tested on 1000s of happy customers.



Wasting time chasing late client payments?

XYZ Invoicing sends automated reminders to clients with outstanding invoices.

Remember, your Landing Page is there to impress with choice previews, highlights and testimonials.

So start by making the visitor feel your offering was destined for them, in the simplest way possible.

Title Advice – A fun Landing Page title breakdown by Annie Maguire from Marketing Examples.

Headline – A headline generator to help brainstorm dozens of possibilities.

#07

Avoid center-aligned or justified paragraphs

Hot Tips #07 is to avoid center-aligned or justified paragraph text.

When applied to long paragraphs, these two alignments can be difficult to read. This can result in fatigue while browsing Landing Pages with a lot of content.

Let Neil deGrasse Tyson take us through it:

⊘ Center-aligned

We think scientific literacy flows out of how many science facts can you recite rather than how was your brain wired for thinking. And it's the brain wiring that I'm more interested in rather than the facts that come out of the curriculum or the lesson plan that's been proposed.

✅ Left-aligned

We think scientific literacy flows out of how many science facts can you recite rather than how was your brain wired for thinking. And it's the brain wiring that I'm more interested in rather than the facts that come out of the curriculum or the lesson plan that's been proposed.

🚫 Justified

You have people who believe they are scientifically literate but, in fact, are not. And I don't mind if you're not scientifically literate, but just admit that to yourself, so that you'll know, and perhaps you can take a first step to try to eradicate that. You have people who believe they are scientifically literate but, in fact, are not. And I don't mind if you're not scientifically literate, but just admit that to yourself, so that you'll know, and perhaps you can take a first step to try to eradicate that.

✅ Left-aligned

You have people who believe they are scientifically literate but, in fact, are not. And I don't mind if you're not scientifically literate, but just admit that to yourself, so that you'll know, and perhaps you can take a first step to try to eradicate that. You have people who believe they are scientifically literate but, in fact, are not. And I don't mind if you're not scientifically literate, but just admit that to yourself, so that you'll know, and perhaps you can take a first step to try to eradicate that.

A good rule-of-thumb is that any paragraph with more than two lines should be left- or right-aligned.

Rags, Widows & Orphans – Kinda inappropriate naming but a good read on certain paragraph shapes and styles to avoid.

#08

Replace, don't add

Hot Tips #08 is to replace old content when new content arrives.

Your Landing Page with 8 testimonials does not need a 9th. Kick out the weakest of the bunch.



The 6 best examples of your wedding photography.

Your top 4 customer reviews.

The goal is to persuade your Landing Page visitor with as *little* as possible.

#09

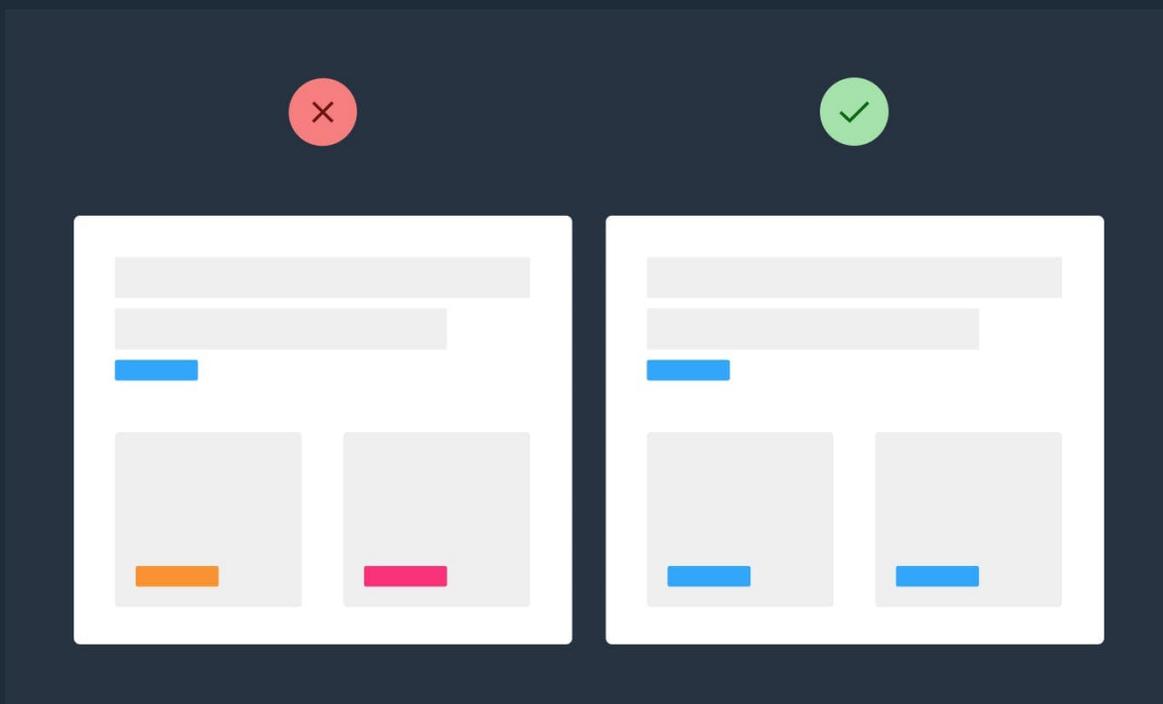
Set a single objective

Hot Tip #09 is to set a single objective.

An effective Landing Page should only have one objective, not many.

❌ Sell our eBook + promote our job board

✅ Sell our eBook



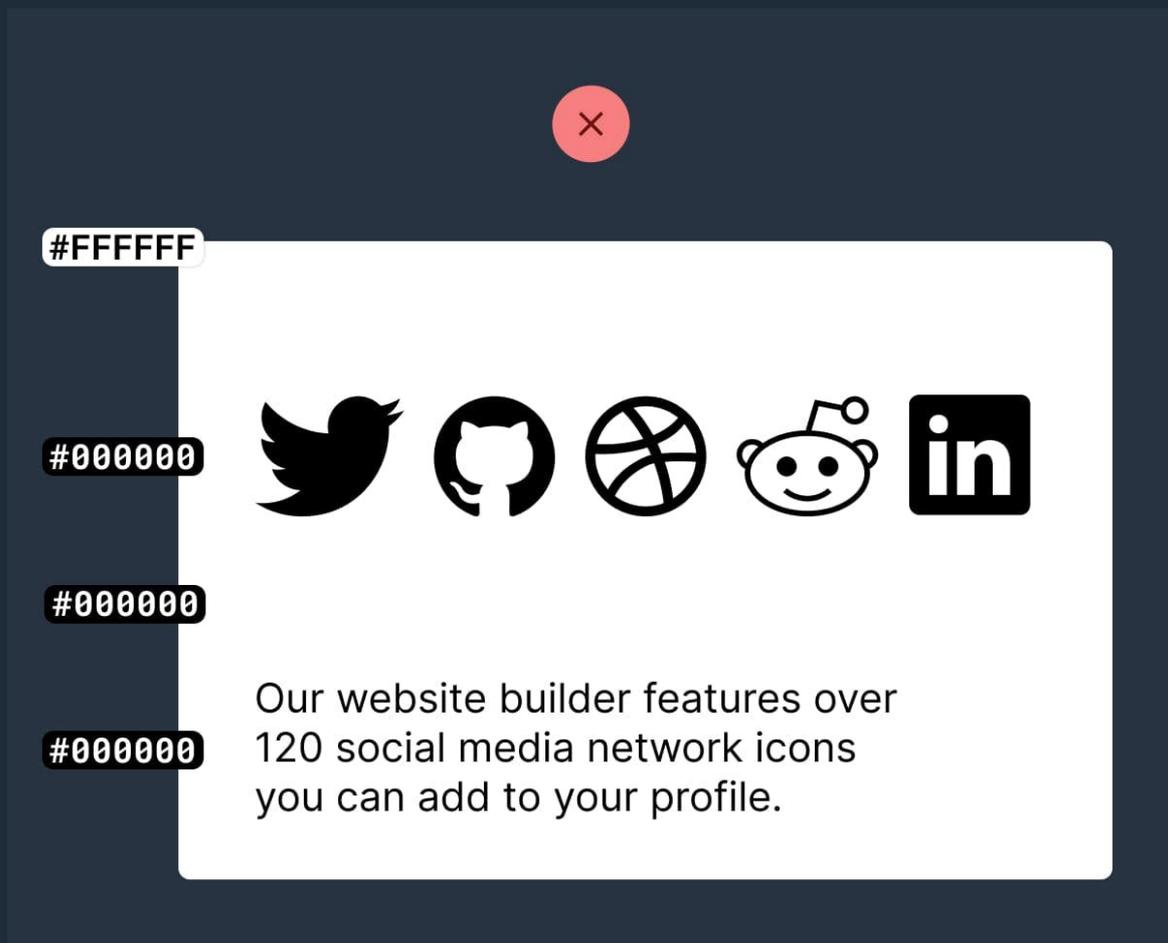
The beauty of a Landing Page is the single canvas to persuade the visitor to do *one thing*.

#10

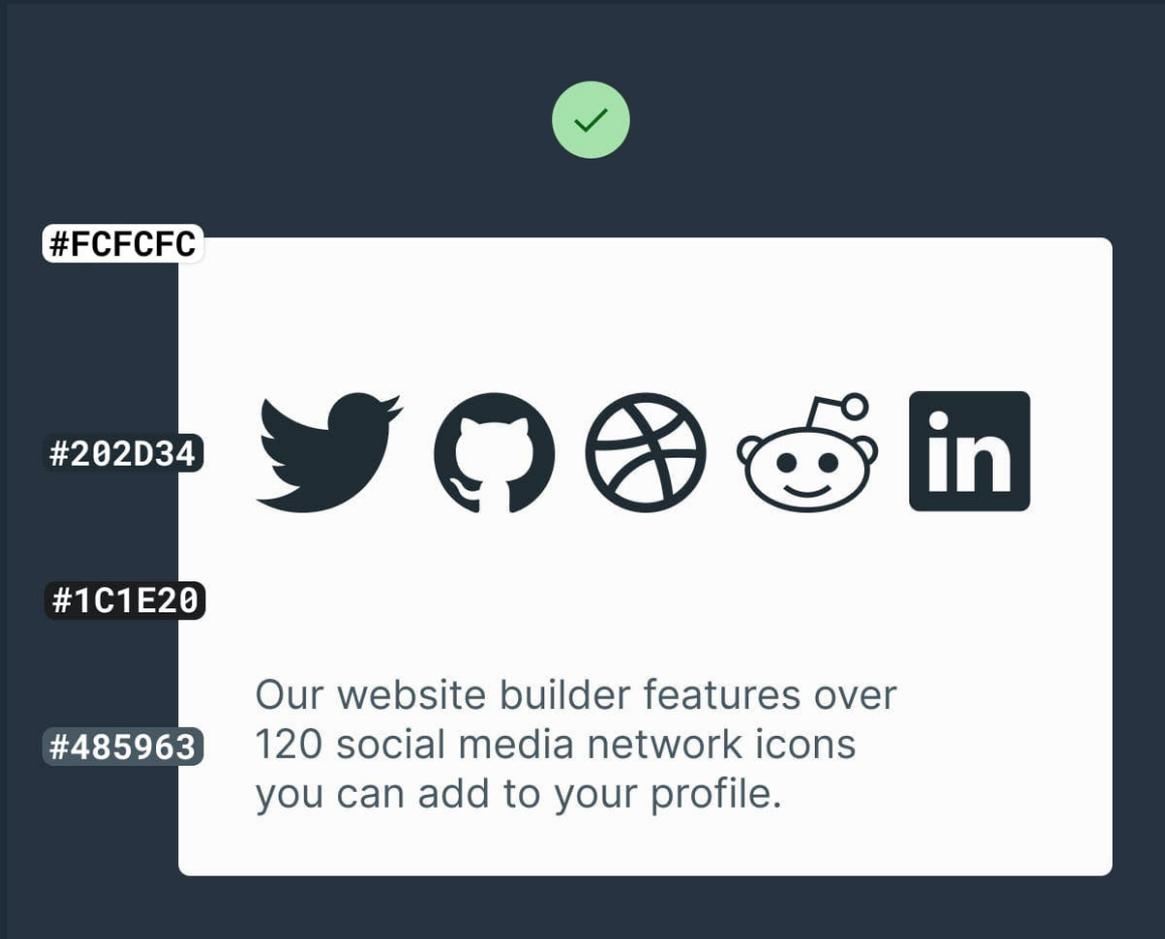
Create a text color hierarchy

Hot Tip #10 is to create a text color hierarchy.

The biggest tell a Landing Page was built by someone with little design experience is black text with maximum contrast on a white background:



Soften the blow with an off-white background and a subtle grey/color text hierarchy:



Some time spent here goes a long way towards creating a more pleasurable reading experience for your visitor.

Contrast for Mac – Great tool I've been using to to ensure my text color hierarchies are within Accessibility standards.

Accessible Color Generator – Useful to find the nearest accessible-passing color based on your color inputs (that are failing).

#11

Remove your main nav

Hot Tip #11 is to remove your main website navigation.

If your Landing Page sits within a bigger website, hiding your navigation will prevent a potential customer from wandering.

Your Landing Page has only one objective — sending visitors to another page is not it.

#12

Use footer for pre-sale

Hot Tip #12 is to use your footer area for pre-sale support.

If your visitor has not committed by the end of the scroll, they still have doubts. Insert your FAQs, along with your support details:

for  Sketch

\$38

- ✓ Personal license
- ✓ Sketch files
- ✓ Auto-updatable Style Guide
- ✓ 180 Components
- ✓ 120 Wireframe layouts

Buy for Sketch

for  Figma

\$38

- ✓ Personal license
- ✓ Figma files
- ✓ Auto-updatable Style Guide
- ✓ 180 Components
- ✓ 120 Wireframe layouts

Buy for Figma

for Teams

from **\$98**

- ✓ Team license
- ✓ Sketch & Figma files
- ✓ Auto-updatable Style Guide
- ✓ 180 Components
- ✓ 120 Wireframe layouts

Choose Your License

*Pay once — get free updates, use unlimited times.

Popular questions



What is Root?
It's a set of **Sketch** and **Figma** files, containing components and wireframes synced with a minimal weight style guide.

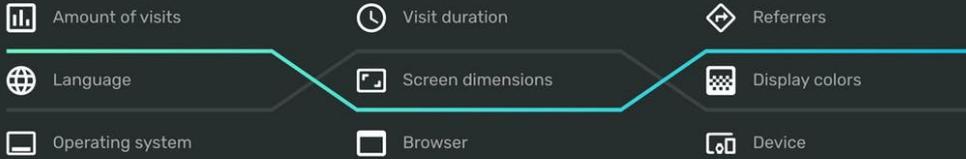
How does it work?
Root is a UI kit with finely-tuned assets, crafted to help designers and developers create better user flows, website mockups, design systems, and presentations by its example.

Can I get a discount?
You can get a 50% discount if you are a student or a teacher, to get it please **email** us with a proof of your student status or teacher occupation.

 By BuninUX

Support: hello@buninux.com [Follow on Twitter](#) [See on Dribbble](#)

while still providing helpful analytics.



Frequently asked questions

Need more help? Check out the [documentation](#) or report an [issue](#) on GitHub.

How does it work?

What's required to run Ackee?

Anonymized tracking?

How to get started?

Master all of the magic keystrokes for your favorite apps & tools.

00 14 53 49
Days Hrs Mins Secs

Buy for ~~\$30~~ \$15

50% off on Launch Day



FAQ

Is there a list of supported apps? ▾

The menubar app doesn't work. What can I do? ▾

Is there a Windows app? ▾

Something's wrong. How do I get in touch? ▾

I can't find my favorite app. Will you update Mouseless? ▾

Can I ditch my mouse for good? ▾

How long does it take before I see results? ▾

My country's keyboard layout is not supported. Now what? ▾



This area could be the difference between a visitor and a customer.

FAQ Inspiration – A collection of 70+ Landing Pages I've curated featuring helpful FAQs near the bottom.

FAQ Examples – A more specific collection I've put together of well-designed or interesting FAQ sections in Landing Pages

#13

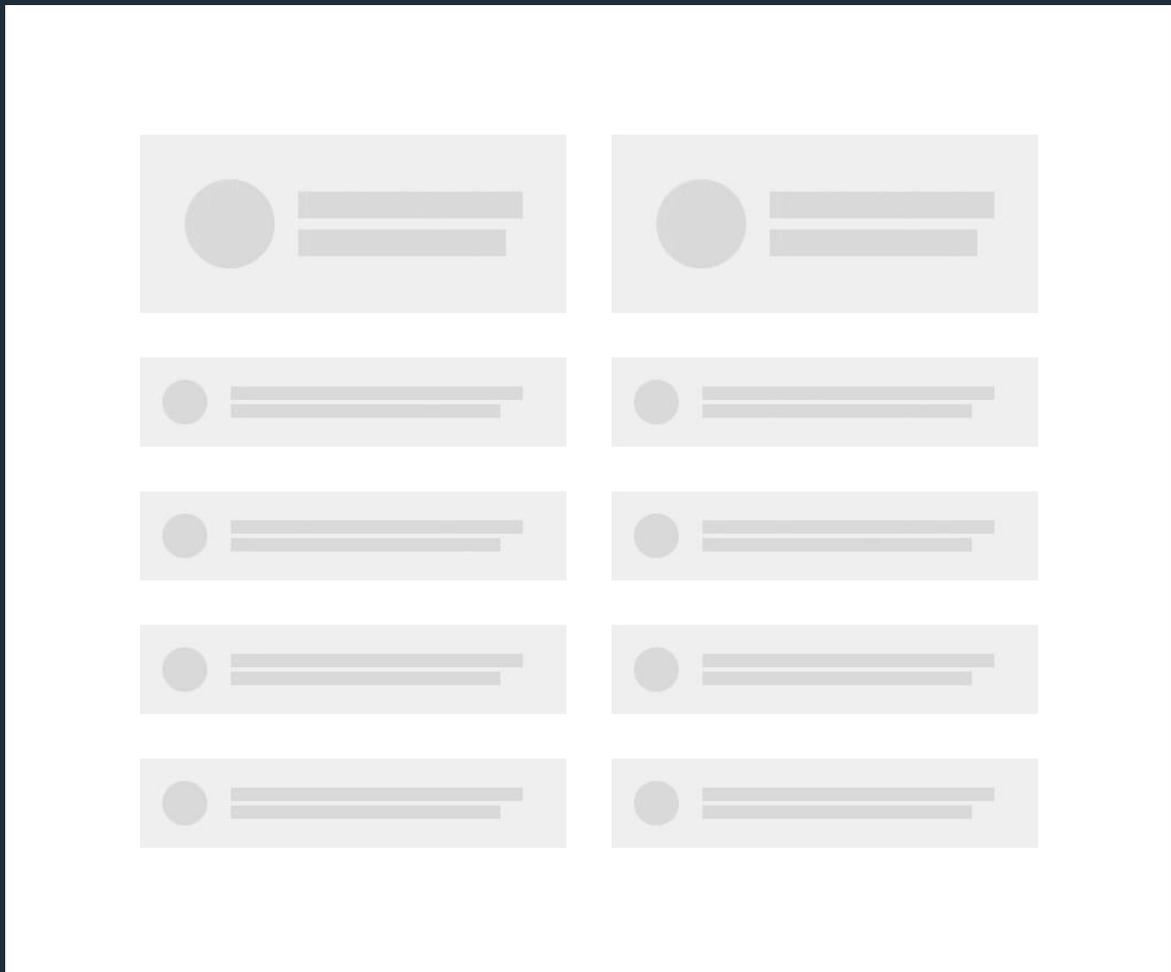
Highlight USP among feature list/grid

Hot Tip #13 is to highlight your Unique Selling Proposition (USP) among your features.

A grid/list of 12 features can be overwhelming for a visitor who is learning about your product/service for the first time.



Begin with your highlighted USPs:



Emphasize the benefits of choosing you over the competition.

#14

Offer more pricing tiers

Hot Tip #14 is to offer more pricing tiers.



Single

For individual creatives. No subscription, you only pay once & it's forever yours.

\$99*
~~\$119~~

- ✓ 1 License
- ✓ [Content Editor](#)
- ✓ Fully Responsive
- ✓ Custom Fontsets
- ✓ Fullscreen Cover
- ✓ [Gallery Slider](#)
- ✓ [Dribbble Module](#)
- ✓ Code Module
- ✓ Private Projects & more

PURCHASE



Studio

Great for small studios and agencies with advanced pro tools. You only pay once.

\$138*
~~\$169~~

- ✓ [Design with Blocks](#)
- ✓ [Instagram Module](#)
- ✓ [Gallery Grid](#)
- ✓ [Before/After Module](#)
- ✓ [Advanced Grids](#)
- ✓ [MailChimp Module](#)
- ✓ More Navigations
- ✓ 1 License
- ✓ Content Editor
- ✓ Fully Responsive
- ✓ Custom Fontsets
- ✓ Fullscreen Cover
- ✓ [Gallery Slider](#)
- ✓ [Dribbble Module](#)
- ✓ Code Module
- ✓ Private Projects & more

PURCHASE



Business

Run Semplice on 10 domains and use it for your client projects commercially.

\$599*
~~\$699~~

Business includes all features of our Studio version including 10 licenses for commercial use.

You can update from Single or Studio to business at any time.

PURCHASE

Standard

\$67



5 Users
4,000 Icons

Purchase

Unlimited

\$97



5 Users
5,000 Icons
Lifetime Icons update ?

Purchase

Each pack includes

- ✓ One time payment
- ✓ 30 day money back guarantee
- ✓ Line & Glyph
- ✓ Royalty free licenses
- ✓ iOS & Android ready
- ✓ Eps. Ai. Svg. Sketch. Png. Fonts. Css







“



Highly recommended for Designers and web-developers.

SimilarWeb Sagi Shrieber - Art Director

Aim to tier up with more features and benefits versus tiering down by stripping your core offering.

Get Refactoring UI

Choose the package that works for you.

THE ESSENTIALS

~~\$99~~ **\$79** USD

- ✓ The 218-page book in PDF format
- ✓ All three in-depth video tutorials

Buy Now

THE COMPLETE PACKAGE

~~\$249~~ **\$149** USD

- ✓ The 218-page book in PDF format
- ✓ All three in-depth video tutorials
- ✓ Component inspiration gallery, featuring 200+ component and layout ideas
- ✓ Over a dozen comprehensive color palettes, tailored for application UIs
- ✓ Curated font showcase, including 30+ font recommendations categorized by use-case
- ✓ Exclusive icon library, including 200 easily customizable SVG icons

Buy Now

Buying for your team? [View team pricing options.](#)

“Give people who would be happy to pay you more money, the opportunity to pay you more money.”

~ Adam Wathan, Refactoring UI ([source](#))

A persuasive higher tier – Harry from Marketing Examples brilliantly dissects the Refactoring UI higher price tier.

Pricing Table Inspiration – A collection of 150+ Landing Pages I’ve curated featuring a wide range of different pricing tables.

Pricing Table Examples – A more specific collection I’ve put together of well-designed or interesting Pricing Tables in Landing Pages.

Pricing Psychology – Help Scout breakdown 10 popular pricing strategies.

#15

Use specific coupons

Hot Tip #15 is to track marketing efforts with platform-specific coupons that lead to your Landing Page.

It's our tenth birthday! Use the following coupon on our website for 10% off:

🚫 Bday10

✅ Twitter10

✅ Insta10

✅ InstaStory10

✅ LinkedIn10

✅ NYTimes10

Dedicated coupons will uncover which channels are more effective while feeling exclusive to your audience.

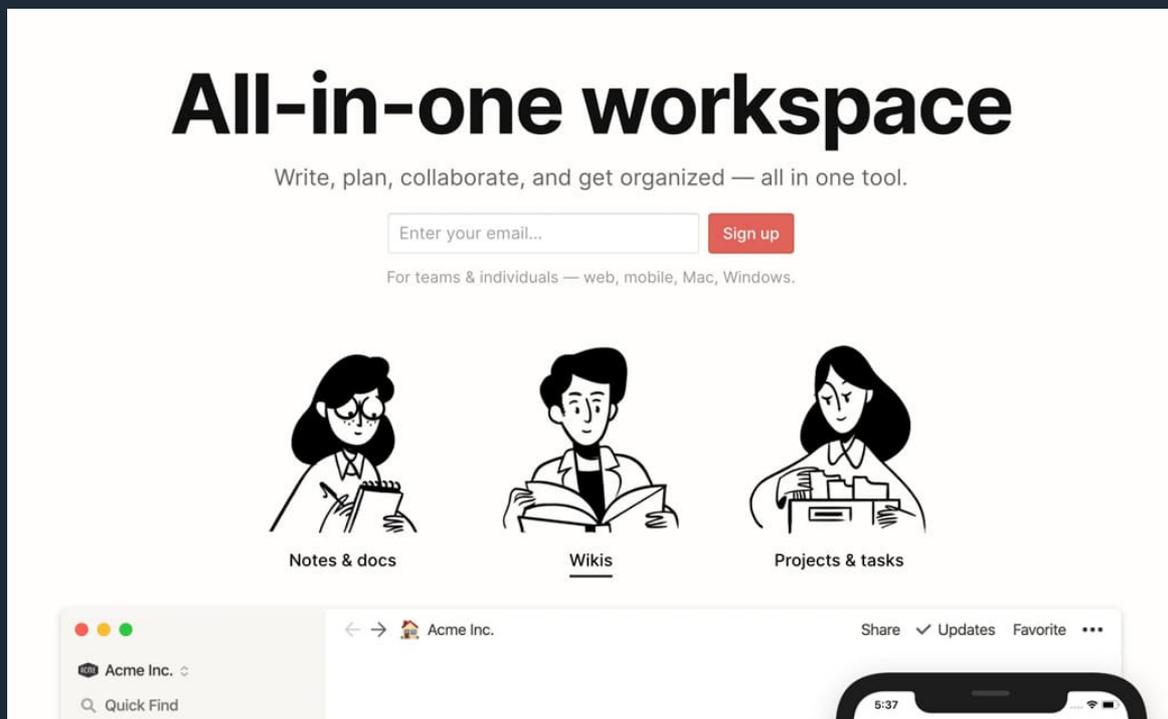
#16

Embed your lead forms

Hot Tip #16 is to embed your forms to try capture leads immediately.

🚫 [Click here to Sign Up]

✅ (Enter your email) + [Sign Up]



Get the book your way

Share it with a friend, or donate \$5 to Code2040.

Available in ePub, mobi and PDF.

Send Me The Book

We've written books on [Product Management](#), [Customer Support](#), [Customer Engagement](#) and [Jobs-to-be-Done](#). They've been read by thousands of people at great companies like these:

Google

Dropbox

New Relic



facebook

airbnb

LINEAR - LIMITED BETA RELEASE

The issue tracking tool you'll enjoy using

Linear helps streamline software projects, sprints, tasks, and bug tracking. It's built for high-performance teams.

Request Early Access

Remember, with every page load your conversion rate drops, so try capture leads as soon as possible.

#17

If you market to everyone, it resonates with no one

Hot Tip #17 is if you are marketing to everyone, your message is resonating with no one.

Identify your audience and research the subject matter to craft Landing Page copy your targeted community will appreciate.

Headline:

Join the biggest Lord of the Rings fan club online

An online community where second breakfast is a dietary staple and Old Toby's smoke can be seen drifting from humble abodes.

CTA button:

Join Club for \$9/month

Enter Hobbiton for \$9/month



AN ONLINE COMMUNITY

**Where second breakfast
is a dietary staple and
Old Toby's smoke can be
seen drifting from
humble abodes.**

Enter Hobbiton for \$9/month

What copy will make your visitor think, *These are my people?*

Rewriting Landing Page Copy – Fun case-study over at Marketing Examples where they spice up generic Landing Page copy.

#18

Sit with someone and see what it takes to convert

There are two ways to experience horror.

The first is to rent a gory R-rated film.

The second is to watch someone interact with your Landing Page.

Truly horrifying, but the learnings are worth the trauma.

Hot Tip #18 is to sit with someone from your target market and study what it takes for them to convert.

#19

Set a max-width typography (CPL)

Hot Tip #19 is to set a max-width for your typography.

100% width paragraphs are very difficult to read on bigger resolutions.

Typography optimization can get very technical but try aim for 55–100 characters per line (CPL). The [Landing Page Hot Tips email drip](#) has ~60 CPL. Real easy to digest. This PDF is ~75.

Tuning CPL – Excellent article on fine-tuning typography based on characters per line.

GRT Calculator – The Golden Ratio Typography (GRT) calculator helps perfect typography for your Landing Page by entering your current font, font size, and content width.

Tool 1 & Tool 2 – These two online character counting tools are semi-decent (only a little spammy vs. the rest) and fast.

#20

Highlight a testimonial from an opinion leader

Hot Tip #20 is to highlight a testimonial from an opinion leader who is well known to your target audience.

Take a walk with me...

You are looking for an icon pack for your next project. You discover these great looking “ZenIcons” — but the abundance of icons out there casts doubt on the \$49 price tag.

Scrolling past the first icon preview you arrive at this featured testimonial:

"With 9 different weights, **Zen Icons** are my go-to icons for all my side projects."

Klaudia Schneider – Spotify Product Designer

Now you think to yourself: “No way! That’s Klaudia, the designer at Spotify I’m following on Twitter. She’s so talented and has great taste. These ZenIcons must be best-in-class for her to endorse them.”

This form of *social proof* is the game-changing Joker card in your Landing Page deck.

A tale from Witzhausen – This tip was taken from my WordCamp Berlin talk on Landing Page optimization.

#21

Avoid animation overkill

Hot Tip #21 is to avoid animation overkill.

Gratuitous scroll transitions no longer impress. Subtle animations are timeless and show intent.

Just because you can, doesn't mean you should.

#22

Consider a color scheme

Hot Tip #22 is to consider a color scheme.

A carefully crafted Landing Page color scheme stands out and takes effort. An effort your visitor will assume carries over to your event, product, or service.

KENKASHI

KENKASHI: Small Life Doing Big Things

The microbes that surround us reconfigure the world through decomposition, breaking down organic matter and releasing nutrients that feed the plants that feed us.

Kenkashi incorporates beneficial bacteria and mycorrhizal fungi to deliver a microbe-rich compound to the soil through compost acceleration and direct application. The unique, peaty structure of the kenaf substrate harbors the microbes for longer than liquids and also improves the texture and water retention of the soil. [Learn more](#)



↓

PROBIOTICS For Your Soil

1 KENAF is a type of hemp fiber native to east-central Africa where it has been grown for several thousand years for food and fiber. It grows very fast, and thanks to the recent Farm Bill it is now legal in the United States. Kenaf has a very porous structure which absorbs up to 60% of its volume in liquid, making it an ideal substrate for fermented microbial populations and an excellent soil additive.

KENKASHI is kenaf **1** inoculated with microbes for use in the bokashi **2** method of composting and as a soil additive. It is a probiotic for soil and plants. Just as your gut biome is more efficient with a healthy microbial population because you digest food better and obtain more of the nutrients from your food, soil and plants benefit from a lively, healthy microbiome. Unlike traditional composting which relies on aerobic decomposition in the compost pile, KENKASHI composting breaks down the waste material once it's in the ground.

2 BOKASHI composting has been practiced in Korea and Japan for centuries. It is an anaerobic process that relies on inoculated rice or wheat bran to ferment kitchen waste, including meat and dairy, into a safe soil builder and nutrient-rich tea for your plants. Using kenaf as the substrate increases the density of the microbes, and gives them a longer residence time.

KENKASHI is the ideal substrate for absorption of bacteria, odor, and liquid.



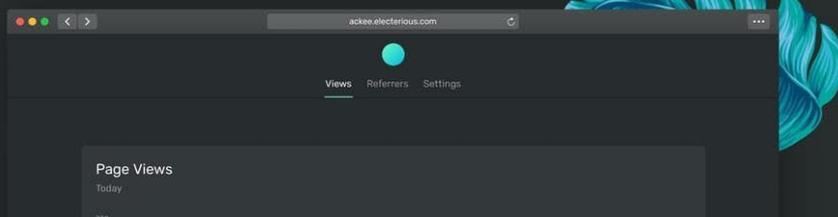


Track without being tracked

Self-hosted, Node.js based analytics tool for those who care about privacy. Ackee runs on your own server, analyses the traffic of your websites and provides useful statistics in a minimal interface.

[Download on GitHub](#)

or [view the live demo](#)



A new, intimate conference that examines how creators make a living through the internet.

March 9–10, 2018
San Francisco, CA

Bond will focus on the realities of running your creative practice as a business on the internet. We'll cover everything from establishing a community to building a sustainable career using crowdfunding and community patronage. Let's trade stories, learn from one another, and figure it out together.

Brought to you by BackerKit.

Bond

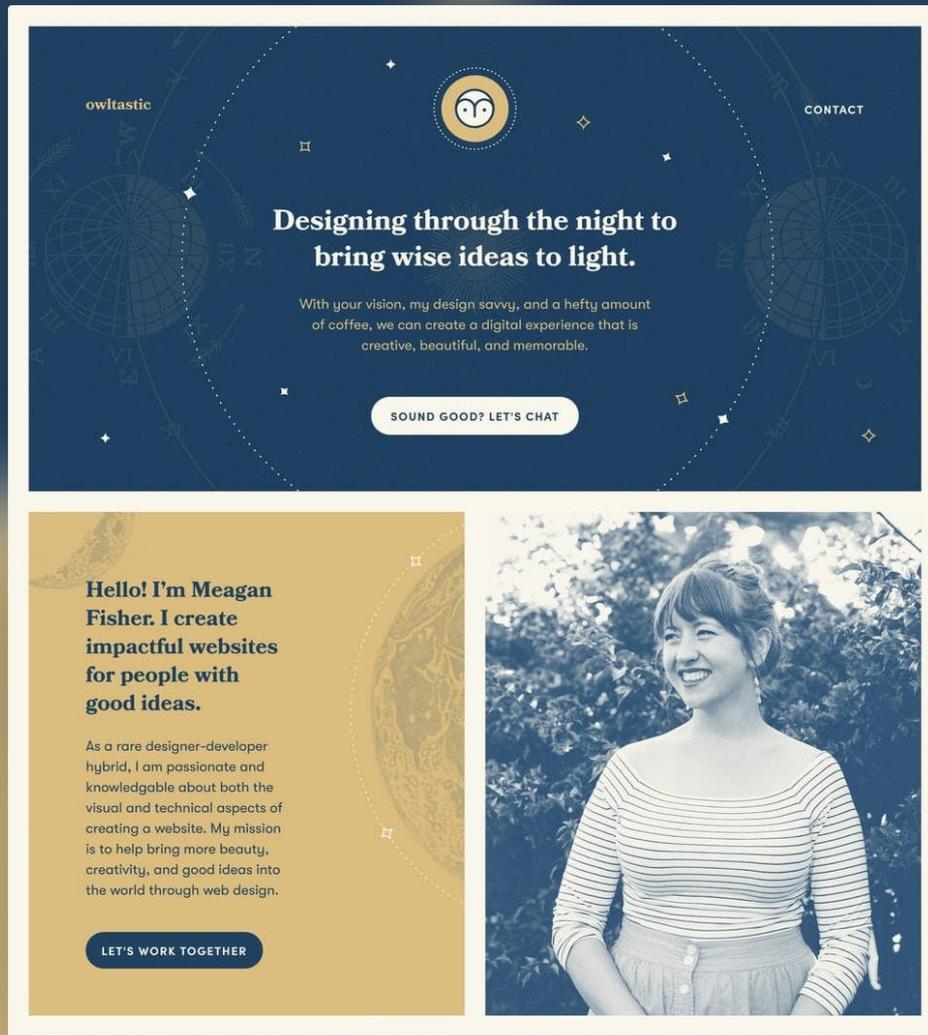
Friday, 9th
Conference

Saturday, 10th
Office Hours

More
Schedule

[Register](#)





Color Scheme Inspiration – A collection of 700+ Landing Pages I've curated featuring colorful schemes.

#23

Avoid the word cheap

Hot Tip #23 is to avoid the word cheap.

🚫 Cheaper

✅ More affordable

✅ Economical

✅ Cost-effective

Positioning your offering as *cheaper* sells it short and could raise concerns the competition is perhaps more quality.

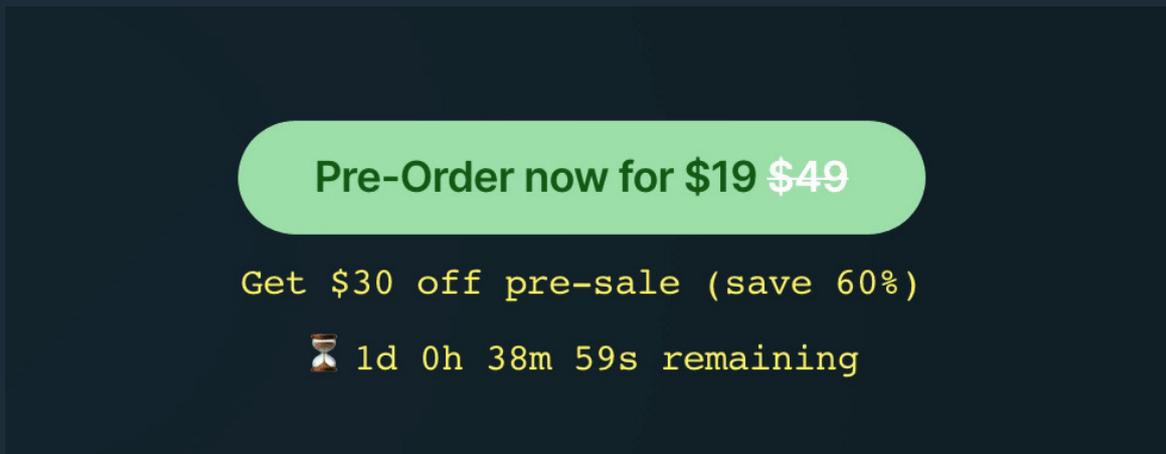
#24

Create Haste

Hot Tip #24 is to create haste.

Consider offering a discount or a gift within a diminishing timeframe to encourage a quicker purchase. Call it FOMO if you will.

The Hot Tips Ebook pre-order went live with a \$30 saving for 30hrs only – to create haste:



Pre-Order now for \$19 ~~\$49~~

Get \$30 off pre-sale (save 60%)

 1d 0h 38m 59s remaining

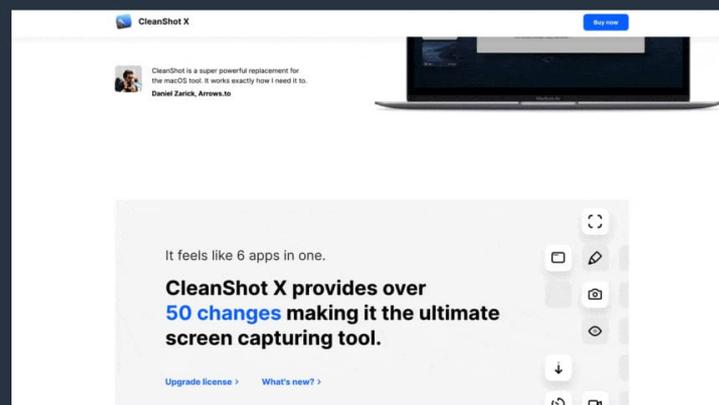
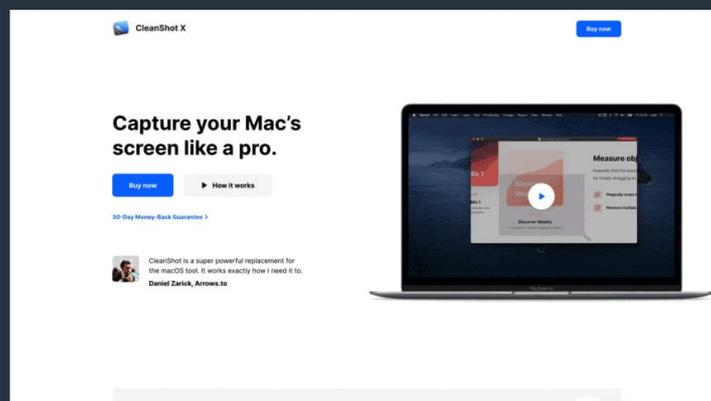
 Note how I positioned the 30hr countdown timer right under the CTA button, along with an additional 60% saving reminder.

Countdown Script – The one I used on the Hot Tips Landing Page

#25

Integrate a sticky header navigation

Hot Tip #25 is to integrate a sticky header navigation if your Landing Page is long.



A sticky header can make it easier for visitors to navigate page sections and keeps that CTA button visible at all times.

#26

Use fewer fonts

Hot Tip #26 is to use fewer fonts.

Multiple typefaces, each with a number of weights, add unnecessary load time to a Landing Page.

Consider pairing your primary typeface with a native system font to keep it lean.

A fast-loading Landing Page with a more organized typeset is classy and considerate.

[System Font Stacks](#) – Good breakdown with code snippets by Geoff Graham on CSS-Tricks.

[Typewolf](#) – My go-to for typography inspiration. Jeremiah Shoaf has done a fantastic job with the resource.

[40 Best Google Fonts](#) – Quality curation by Typewolf with font previews and direct download links.

#27

Step into your visitor's shoes

Hot Tip #27 is to step into your visitor's shoes.

📱 Load your Landing Page on mobile

🗨️ Read the text aloud

👉 Use the navigation

🛒 Checkout successfully

Doing the above will expose conversion friction points in your Landing Page.

Once confident, see **Hot Tip #18**.

#28

Space using ratios

Hot Tip #28 is to space using ratios.

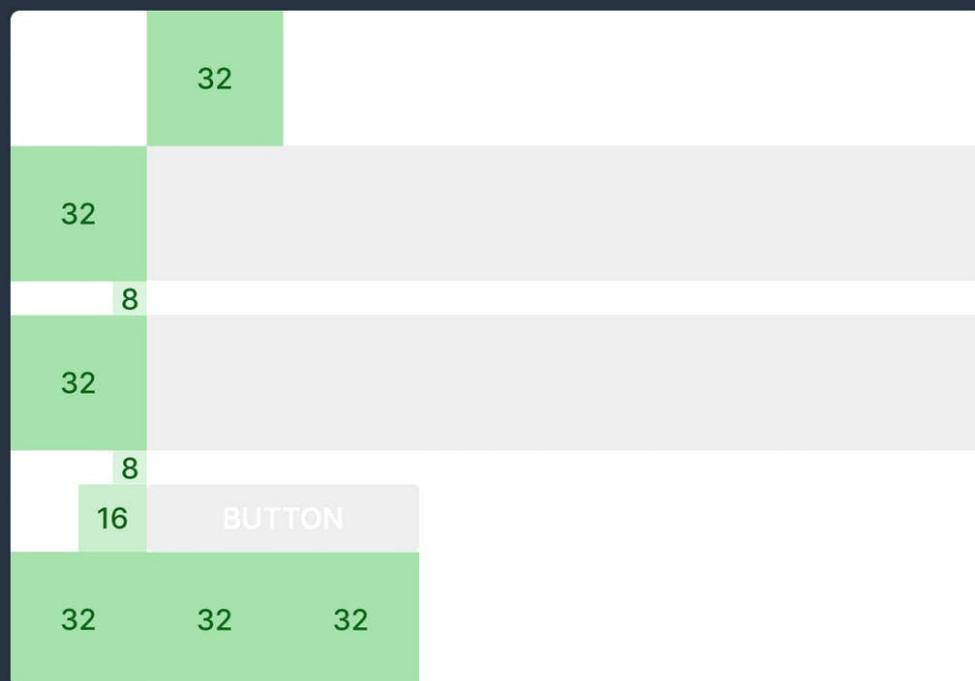
For example, set a base size of 8px, then define your padding using multiples of 8:

Tiny gaps = 8px

Small gaps = 16px

Medium gaps = 32px

Big gaps = 64px



Using ratios aligns your content better and tightens up Landing Page design.

8-Point Grid System – Very good visual breakdown by Elliot Dahl of the benefits an 8pt system give a design. Includes 8px ratio infographics.

#29

Add personality

Hot Tip #29 is to add personality.

👤 A portrait of the person who developed the service.

📁 The desk where these posters were illustrated.

👉 Even adding a subtle animation of your signature.



People want to support people, and these little touches give visitors a glimpse of the human behind the Landing Page.

Fiverr – Get an animation of your signature commissioned for \$5.

VideoTouch — An alternative approach to adding personality where you can have fun explaining the product or service in the corner of the Landing Page. The service is free for up to 5k visits a month.

Sign your work – Little 2014 nugget blog post by Seth Godin.

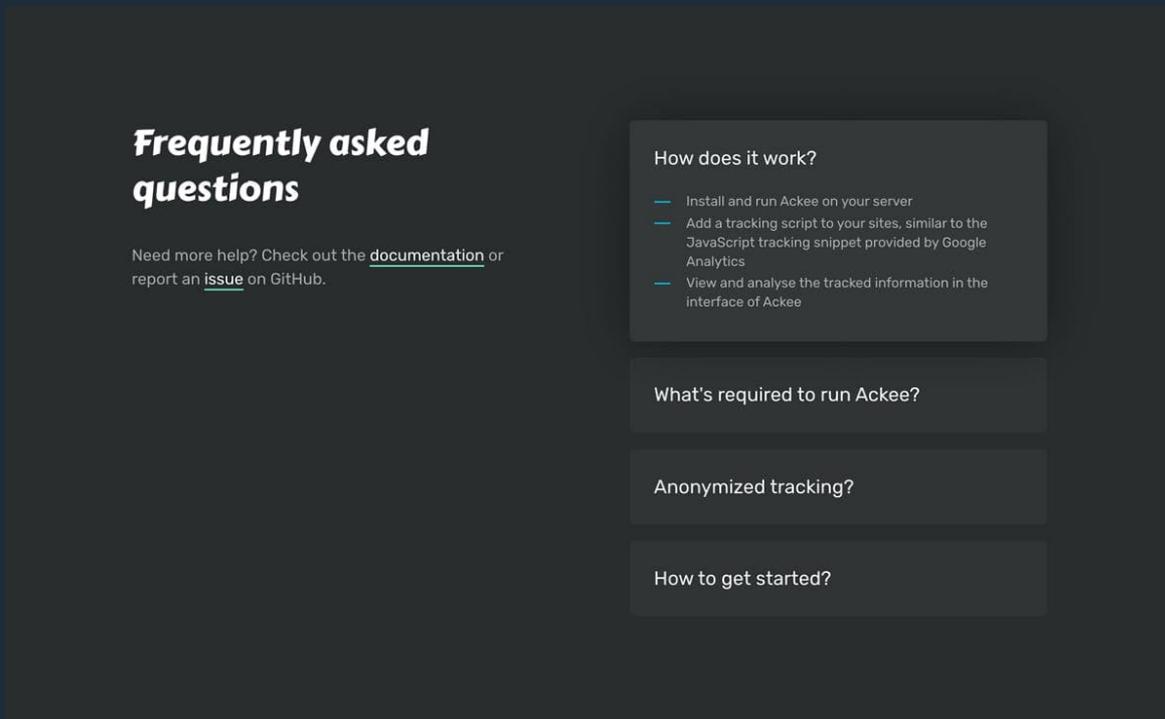
#30

Curate your FAQs

Hot Tip #30 is to curate your FAQs.

A list of unsorted FAQs is not helpful to your Landing Page visitor, who is presumably confused at this point in their journey.

- ✅ Frequently asked only
- ✅ Ordered by popularity



FAQ

How does website version control work? 

Can I use this without an extension? 

Why is this better than usepastel? 

How can I integrate this with github? 

How can I integrate this with jira? 

How do you handle responsive commenting? 

Remember, your visitor is after pre-sale FAQs, so start by porting anything post-sale to your support page.

[FAQ Inspiration](#) – A collection of 70+ Landing Pages I've curated featuring helpful FAQs.

[FAQ examples](#) – A more specific collection I've put together of well-designed or interesting FAQs in Landing Pages

#31

Replace GIFs with video

Hot Tip #31 is to replace those demo GIFs with video.

Video offers:

- ⚡ Better performance
- 🎨 More colors
- 🌿 Less file size
- 👉 Ability to pause

The argument for using GIFs is that they are easier to produce and save. Neither are reasons to use them in your Landing Page.

ImageOptim – My go-to for GIF filesize optimization if GIF is your only option.

Screenflow – My absolute favorite screen recording tool I probably use every day. Exports to GIF and lite-sized MP4 (used in this book) for Landing Pages.

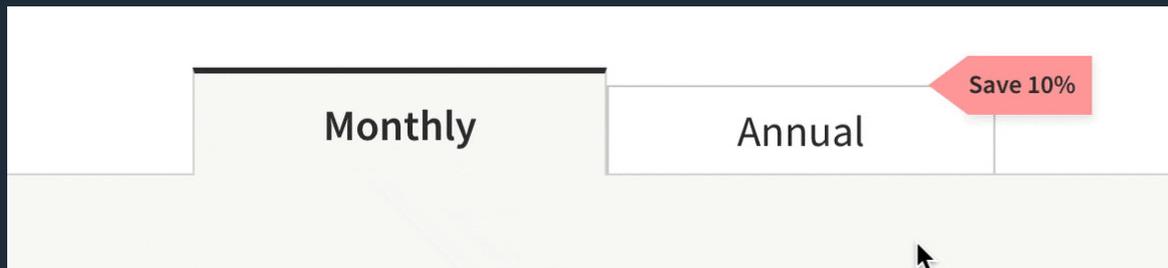
#32

Offer an annual discount

Hot Tip #32 is to offer an annual discount.

Offering a saving for a 12-month commitment can really help boost cash flow for your SaaS.

Note how [Unbounce](#) has a Monthly/Annual switcher with a crystal clear “Save 10%” badge on the annual tab:



Avoid doing anything too fancy with your pricing switcher. Rather aim for legibility and a stable experience that’s been tested on mobile thoroughly.

#33

Deconstruct your About paragraph

Hot Tip #33 is to deconstruct your About paragraph.

I've seen so many Landing Pages trying to sound fancy like this:

🚫 Citrus Studio creates multi-faceted online business software using modern, cutting-edge technologies to help businesses stay on track and achieve their dreams.

1. Start by removing all unnecessary words and paring it down to your core offering:

✅ Citrus Studio builds goal-tracking software.

2. Then add a single impactful adjective to spice it up:

✅ Citrus Studio builds *effective* goal-tracking software.

Your Landing Page visitor cannot be persuaded to take action if they don't understand what your service does.

“Perfection is not when there is no more to add, but no more to take away.” ~ Antoine de Saint-Exupéry

#34

Run a regular speed test

Hot Tip #34 is to run a regular speed test.

Speed tests can highlight excessive use of fonts, images or scripts in your Landing Page.

Here are my go-to tools:

⚡ [Google PageSpeed Insights](#)

⚡ [Pingdom Speed Test](#)

The poor results can act as a to-do-list and even a fun optimization game if you allow it.

#35

Put your name on it

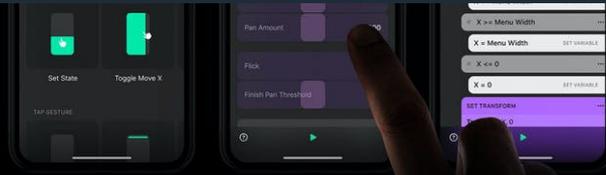
Hot Tip #35 is to put your name on it.

A common concern among Landing Page visitors is how well a product or service is supported.

If I commit, will I get help?

Who actually built this?

Are they continuously improving it?



The Team.

Play was founded by four partners: Michael Ferdman, JoonYong Park, Eric Eng and Dan LaCivita, who all come from different backgrounds and disciplines. We all worked together at design and technology agency, Firstborn, which was founded by Michael in 1997.

After creating hundreds of digital experiences for clients over the last 15 years, we shifted our focus to rethinking how teams could design and build digital products, in search of a better way.



Your — NerdPal.

The friend you didn't know you needed

Hi! I'm Deborah Butler and I'm the pal in NerdPal. I'm a full-time freelance front-end developer living in Cape Town, South Africa, and I'm on a mission to pay it forward.

You see, I began building my freelance business, The Startum Project, from scratch in 2014. I started out part-time, but work quickly picked up momentum, and eventually I took a leap of faith and made it my full-time job in 2015. Since then, I've grown as a developer, taking on bigger and more complex projects all the time.

I don't know where I'd be if it wasn't for the support of others. Mentors and peers have been essential on this journey, but I know too well how hard they are to come by.



Powered by people



Senior Manager
American Express



Director
Uber



Design Lead
Amazon



Director
Netflix



Director
Microsoft



Former President
Sony Entertainment



Former President
Fox Television



Vice President
VICE Media



Senior Director
NBCUniversal



Managing Director
Goldman Sachs



and many
more...

Real connections require real people. At Olmo, we curate every conversation to fit your needs. We handpick from a community of professionals in a variety of industries, companies, and functions to set up personal one-on-one introductions or intimate peer groups.

[About us](#)

The Linear team

Our team has led, scaled and delivered large scale software and design projects at multiple startups and high-growth environments like Uber, Airbnb and Coinbase.

[Twitter ->](#) [Email ->](#)



Tuomas Artman

Staff engineer and manager, scaled Uber's mobile engineering team to 400 strong.



Karri Saarinen

Principal Designer and design systems lead at Airbnb. Founding design at Coinbase. YC Alum.



Jori Lallo

Early Coinbase engineer. Created the API and frontend architecture. YC Alum.



Taking ownership eases fears and shows confidence. Be proud of what you've created.

Sign your work – Little 2014 nugget blog post by Seth Godin.

Landing Pages with Team sections – A collection of 400+ Landing Pages I've curated featuring team sections.

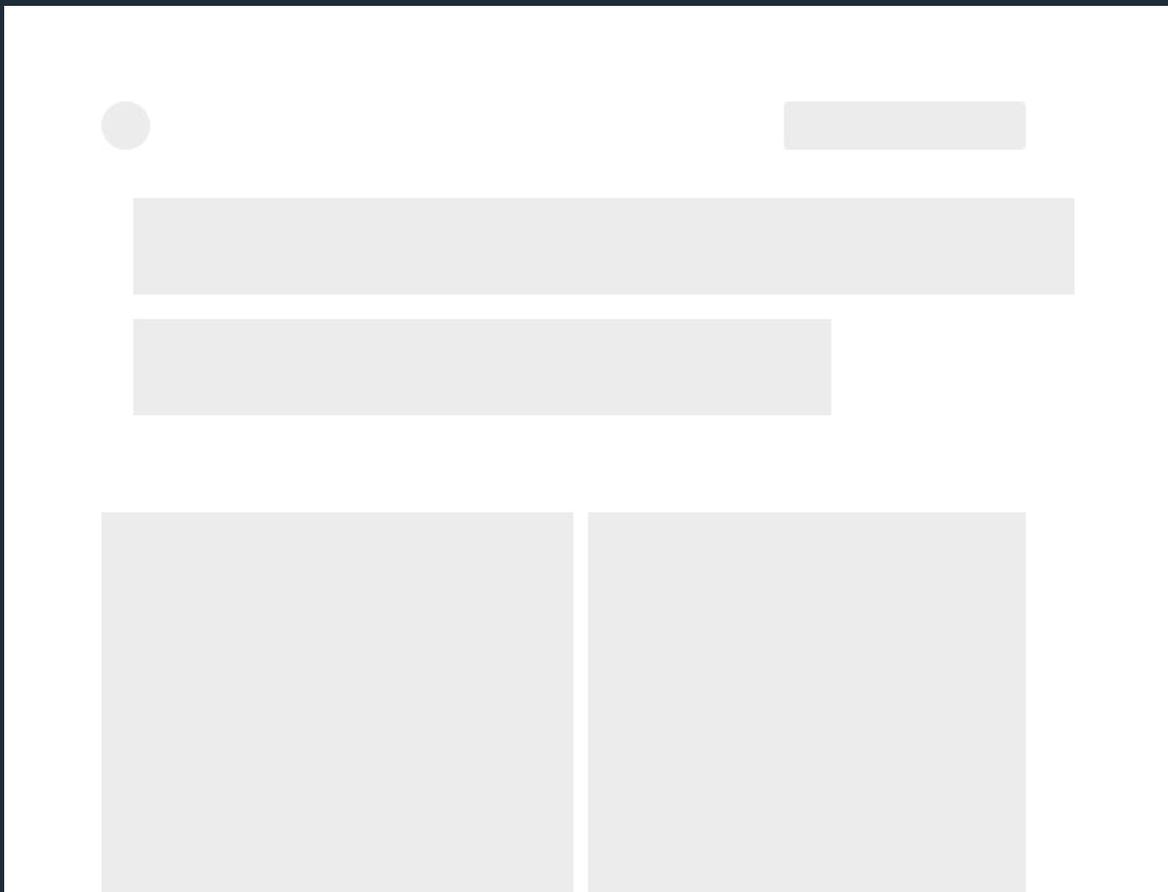
Team Examples – A more specific collection I've put together of well-designed or interesting Team sections in Landing Pages.

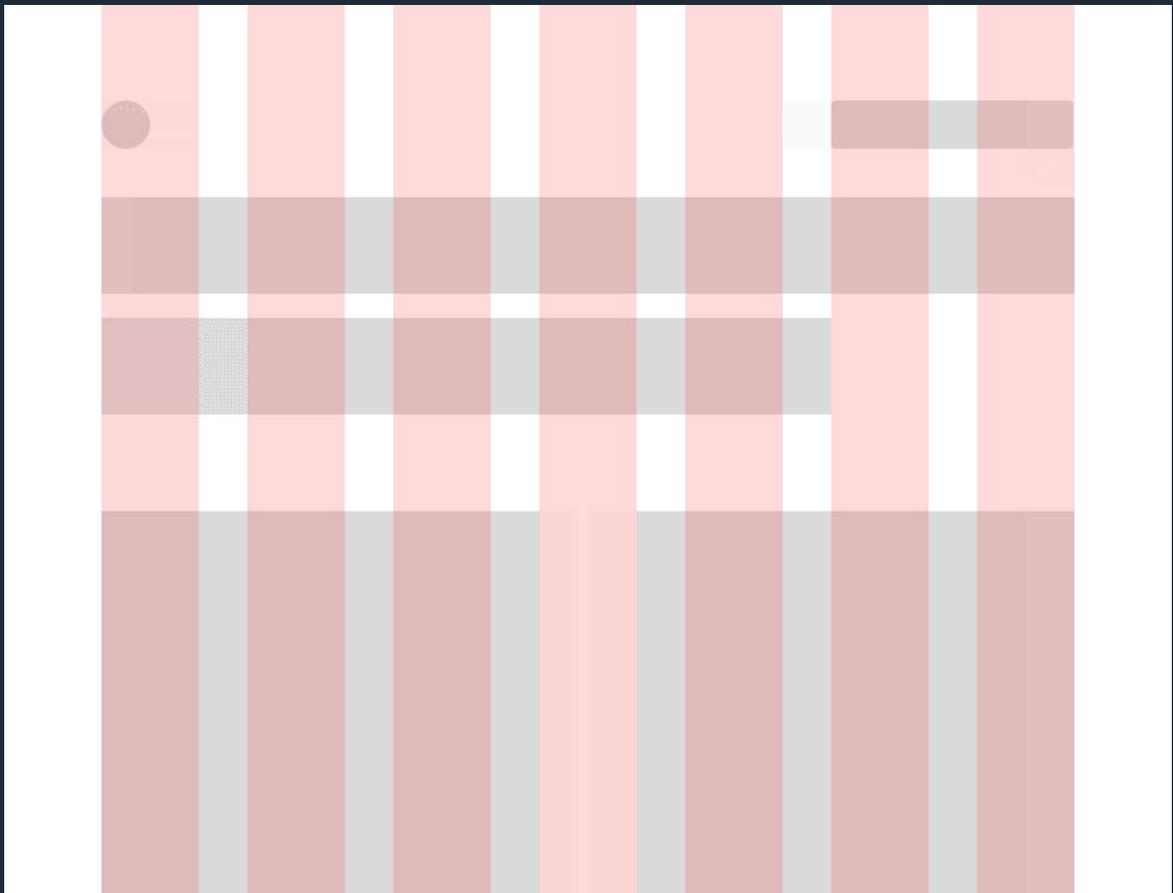
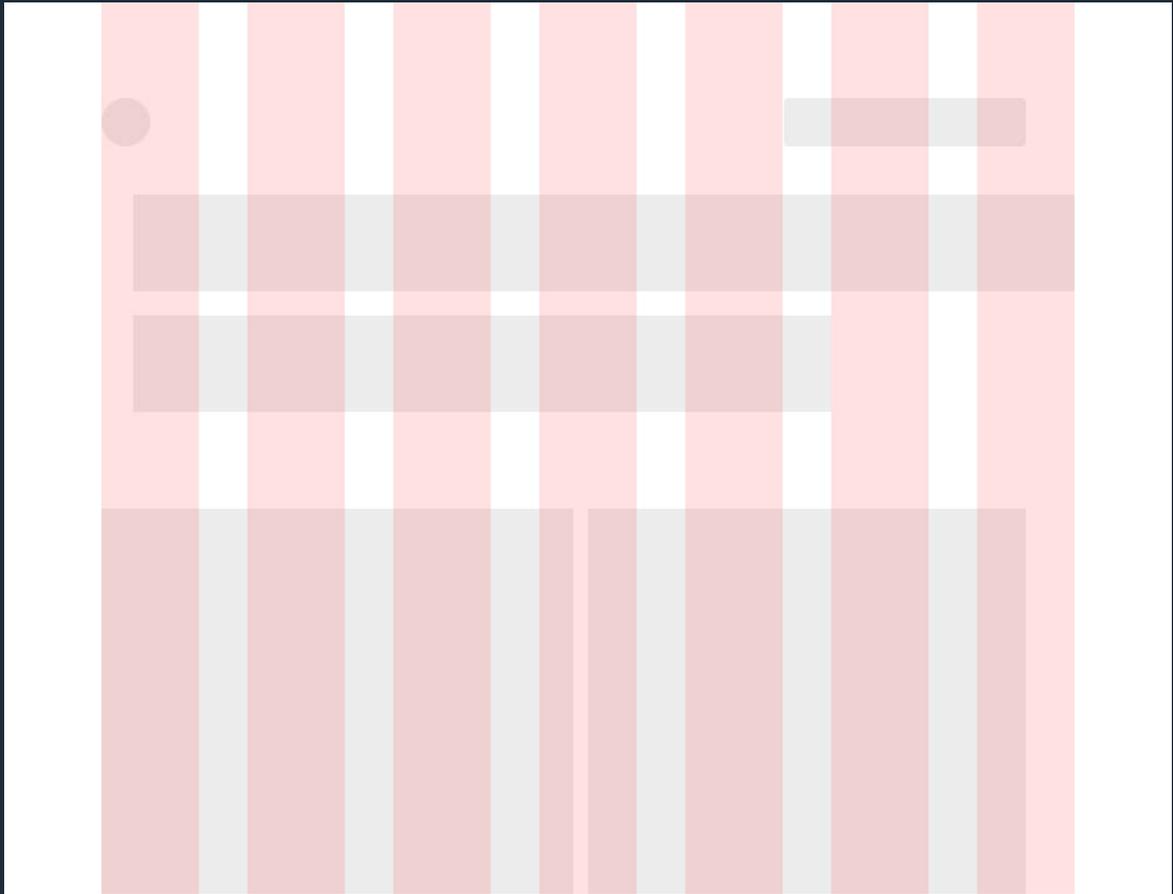
#36

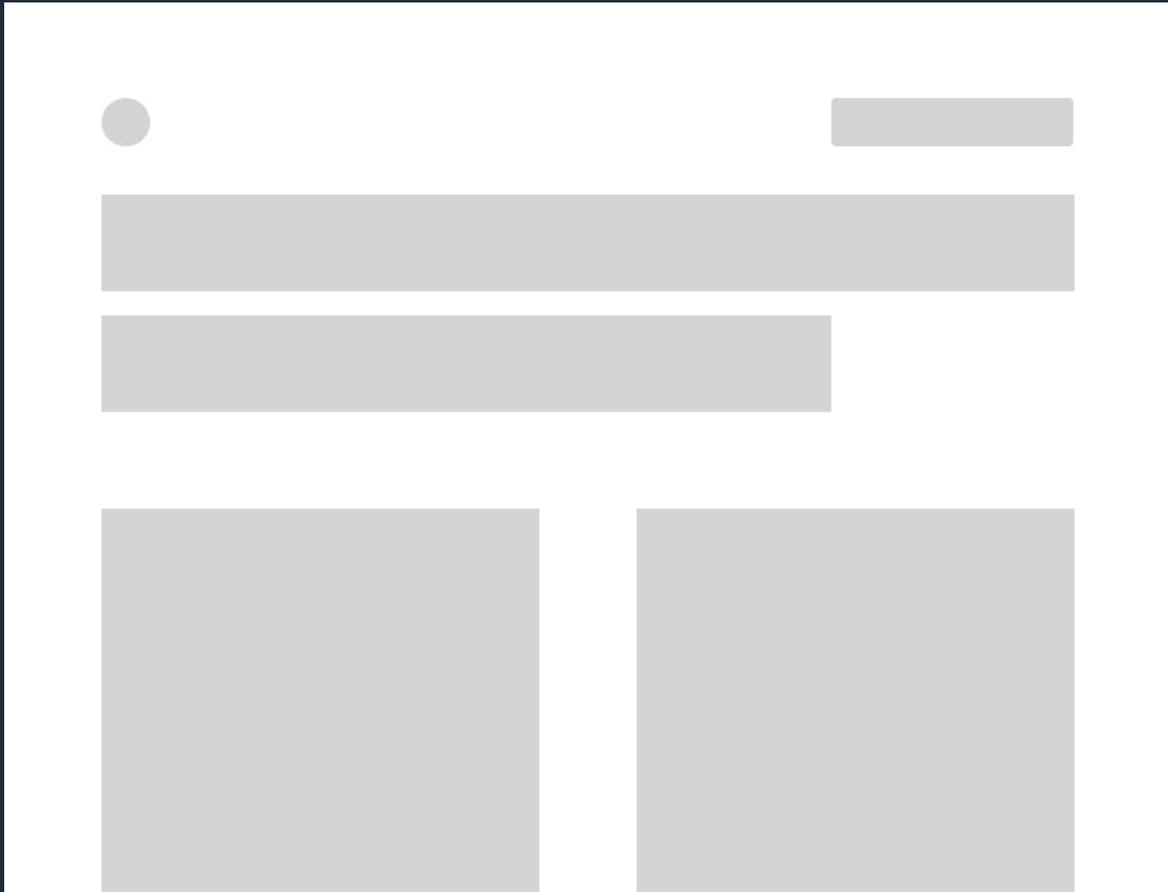
Align with a grid

Hot Tip #36 is to align with a grid.

Layout grids keep your Landing Page tidy by positioning within constraints.







[Material Design](#) – Google’s Material Design initiative does a great job of explaining the differences between columns, gutters, and margins.

[8-Point Grid System](#) – Very good visual breakdown by Elliot Dahl of the benefits an 8pt system give a design.

[CSS Grid Layout Guide](#) – The most powerful layout system available in CSS. A comprehensive breakdown by CSS-Tricks.

1200px & 960px – The original grid systems we all used to reference.

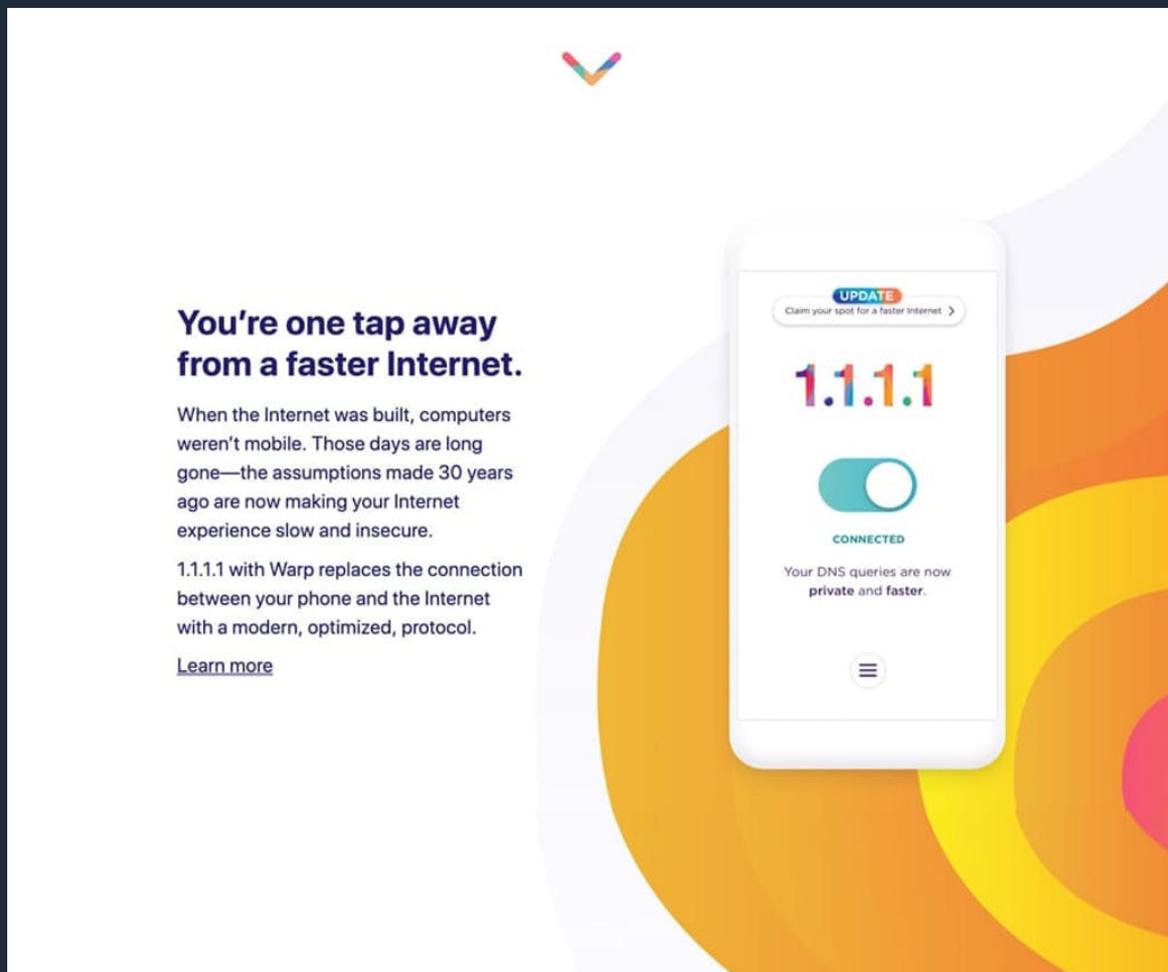
History of grids in Graphic Design – The brief evolution on
Wikipedia.

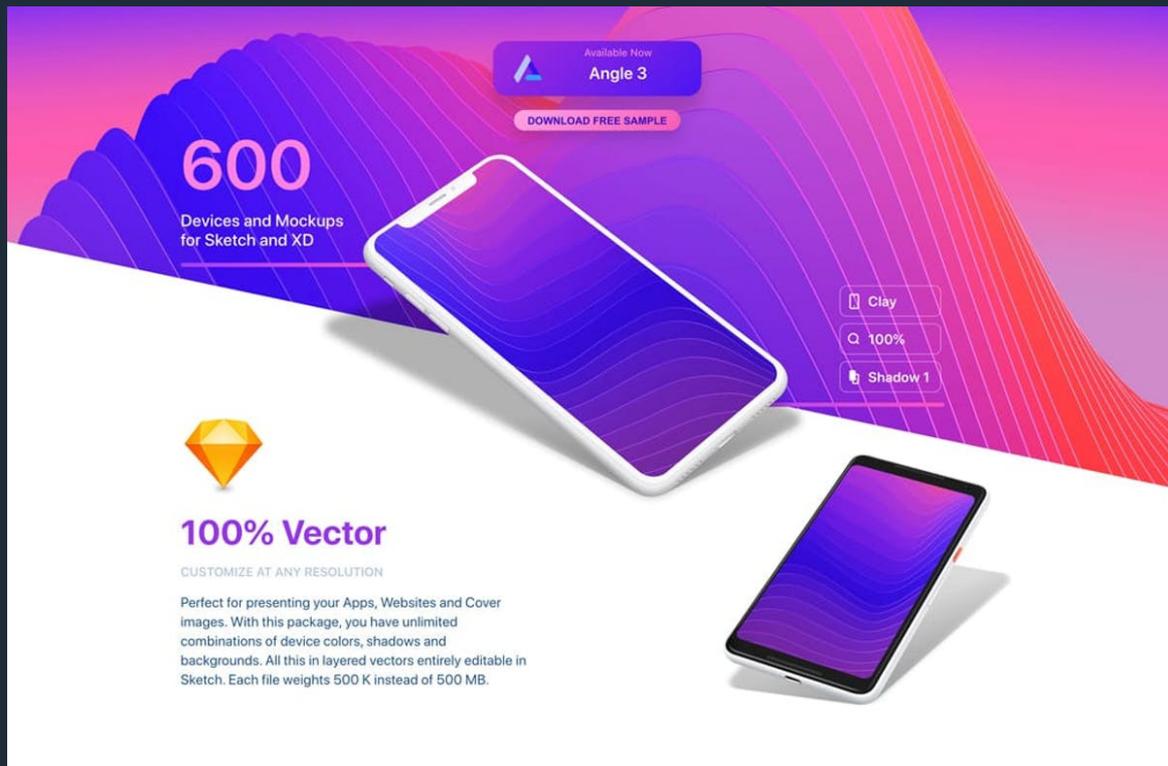
#37

Add a splash of color

Hot Tip #37 is to add a splash of color.

A burst on a Landing Page can command attention and add excitement.





And when excited, we tend to try new things.

Color Scheme Inspiration – A collection of 700+ Landing Pages I’ve curated featuring colorful schemes.

BGJar – Free online tool to create colorful SVG blobs.

#38

Invest in an icon library

Hot Tip #38 is to invest in an icon library.

Having a go-to icon pack can speed up Landing Page development and keep the aesthetic consistent.



Iconfinder – Solid resource for finding and icon style you like first, then purchasing. Lots of free ones in sets in here too.

Streamline Icons – My personal favorite (pictured above). Owner Vincent and his team have spent a zillion hours putting together this comprehensive 30,000+ resource with 3 weights.

Font Awesome – Another quality library. I backed them on Kickstarter in 2017 and still using the odd icon. The site UI is very impressive and continuously being worked on.

#39

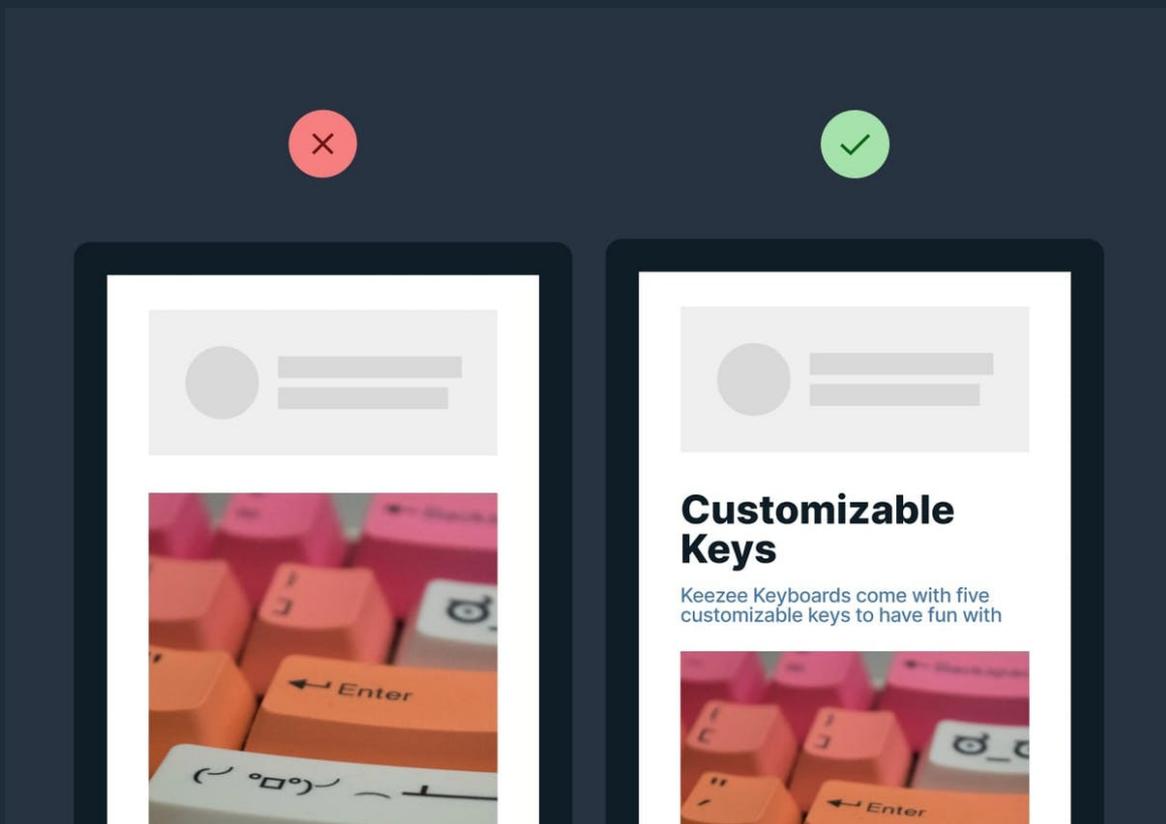
Place copy before images on mobile

Hot Tip #39 is to place copy before images on mobile.

Having a legible responsive design is great, but are you ordering your content for a seamless scrolling experience on mobile?

- ✓ Intro copy before main image
- ✓ Feature copy before demo image

Landing Page images without context are difficult to decipher:



P.S. Don't be afraid to hide images (or text) that add nothing to the mobile experience.

Flexbox order – A neat way to add context with only a few lines of additional code.

#40

Offer a free teaser

Hot Tip #40 is to offer a free teaser.

-  14 day free trial of your SaaS
-  2 of the 14 eBook chapters
-  80 icons from the full library
-  1 of 10 mobile wallpapers

Teasers are great ways for visitors to experience more without having to pay upfront.

#41

Code your own social share buttons

Hot Tip #41 is to code your own social share buttons.

Embedding a crowd of social share buttons adds unnecessary requests to your Landing Page load.

I'd vote for removing them completely. If you must have them, consider hard-coding the buttons with fun pre-composed text.

Mamma mia! This free set of restaurant icons by @iconfinder is deeelicious 🍕

Share Link Creator – My go-to-tool for populating social share links in my Landing Pages. I used this tool for the links below this. Kick off the Tweet link to see it in action.

#42

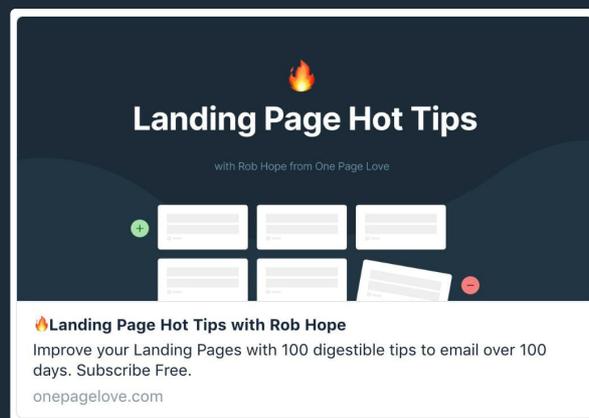
Add Open Graph meta tags

Hot Tip #42 is to add Open Graph meta tags.

These tags add images — plus text alongside them — to Landing Page links shared on social media.

Simply put, meta tags with optimized links are clicked more than those without them. 15 minutes invested here is worth it.

This is what the [Hot Tips Landing Page](#) looks like when shared on Twitter. Note the additional ‘Subscribe Free’ I added to the description to answer the potential doubt:



Metatags.io – A great tool to generate them and to see how your Landing Pages look on all platforms.

#43

Emphasize time-saving

Hot Tip #43 is to emphasize time-saving.

Most SaaS offerings are trying to streamline our operations and save us time in one way or another.

Note how the first 3 features (out of 9) in the original Ghost Membership Landing Page are all related to time-saving:



Member management

Simple administration makes tracking, managing, moderating and supporting your members a breeze.



Paid subscriptions

Create a stable publishing business collecting recurring revenue from your audience every week, month or year.



Fast, global payments

Connect your Stripe account and accept payments from all over the world, delivered directly to your bank in as little as 2 days.

I'd argue time is the most valuable commodity we have. How are you telling your Landing Page visitors they are one payment away from saving themselves time?

#44

Tighten your big type

Hot Tip #44 is to tighten your big typography.

Font *Kerning* and *Tracking* is a tricky subject as not all typefaces need it. That said, it's a good idea to experiment with your bigger fonts.

Kerning is adjusting the space between 2 letters in a word. Tracking is adjusting the space between all the letters in the word.

Here is a Font Tracking example:

Tighten your big type

Tighten your big type

Reducing the spacing between characters in your big intro copy can really tighten your Landing Page design.

Leading vs Kerning vs Tracking – Decent article on Creative Market showcasing the differences between Leading, Kerning and Tracking.

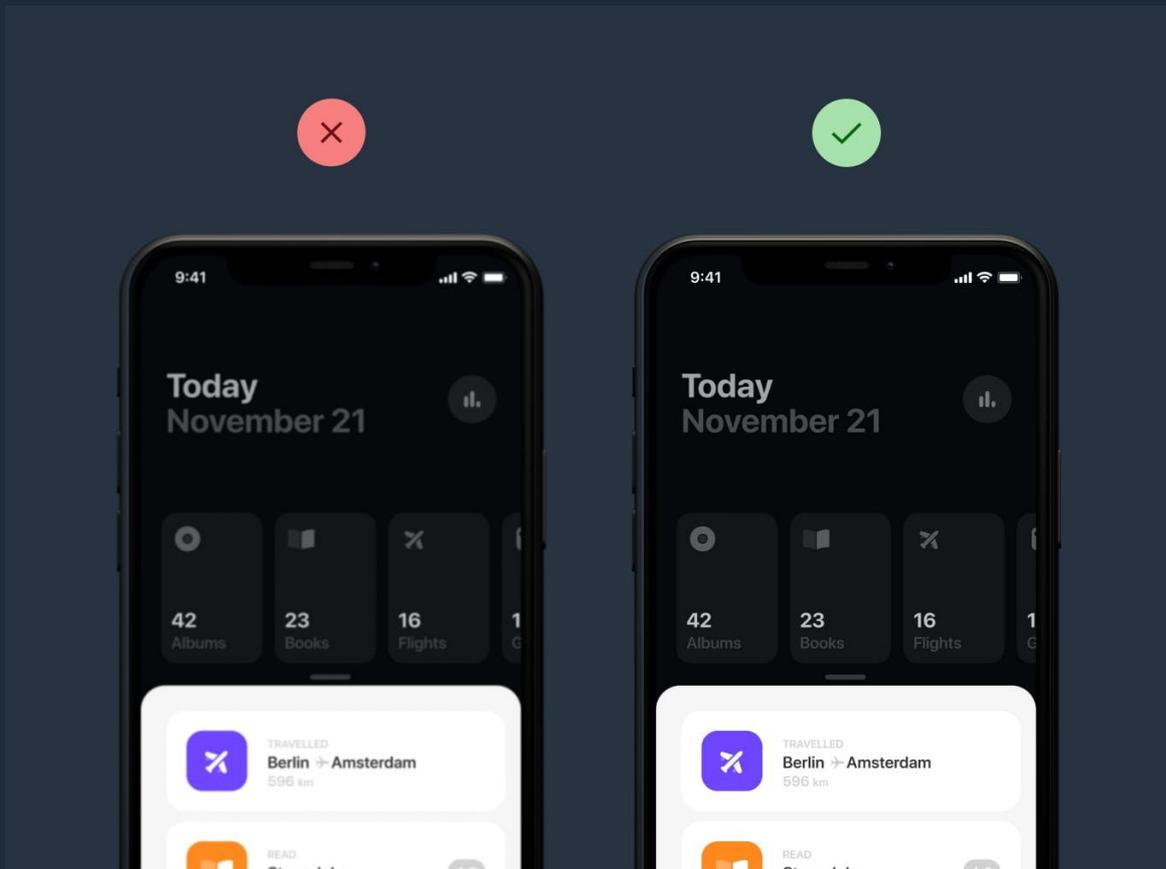
10 Kerning Tips – An older but solid piece by Rebecca Creger with 10 kerning tips for improving your typography.

#45

Don't neglect Retina optimization

Hot Tip #45 is don't neglect Retina optimization.

Simply put, Retina Displays have higher density pixels, needing a bigger version of the imagery to appear crisp.





Clear infographics and crisp app screenshots leave a wonderful first impression, especially if your target market is designers.

A guide to `<picture>` and `srcset` – Developer Eric Portis details exactly how to deliver @2x images on Retina screens.

SVG Optimization Tool – SVG icons are a smart way to keep them crisp on all screens. ImageOptim has an excellent optimization function where you simply drag the SVG file in and it automatically cleans it up.

BGJar – Free online tool to create SVG backgrounds, keeping everything crisp on Retina screens.

#46

Remove the obstacles to demo

Hot Tip #46 is to remove obstacles in the way of demoing your product.

Carrd allows a full website build before asking for an email address.

You are confident your SaaS offering will satisfy your potential customer. Why not get visitors to experience it as soon as possible?

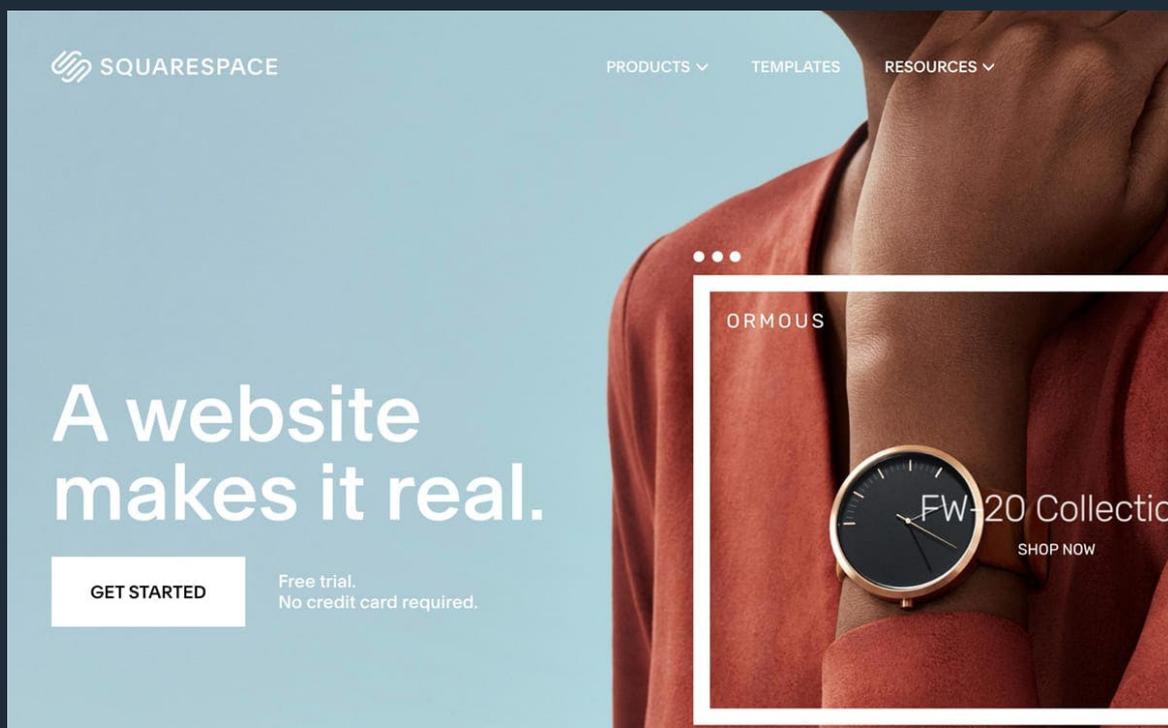
#47

Lower the risk to commit

Hot Tip #47 is to lower the risk to commit.

- ✔ Free trial
- ✔ No credit card needed
- ✔ 24/7 support
- ✔ 30-day money-back guarantee

Note how Squarespace includes two from above, next to their button:



Your Landing Page visitor is more likely to commit knowing they will be taken care of post-purchase.

If you discovered your Landing Page for the first time today – would you feel *confident* signing up?

#48

Keep brand capitalization consistent

Hot Tip #48 is to keep brand capitalization consistent.

Landing Pages with different case variations of the brand name look unprofessional and can be confusing.

- ✔ Starbucks
- ✘ Star Bucks
- ✘ starbucks
- ✘ StarBucks
- ✘ STARBUCKS

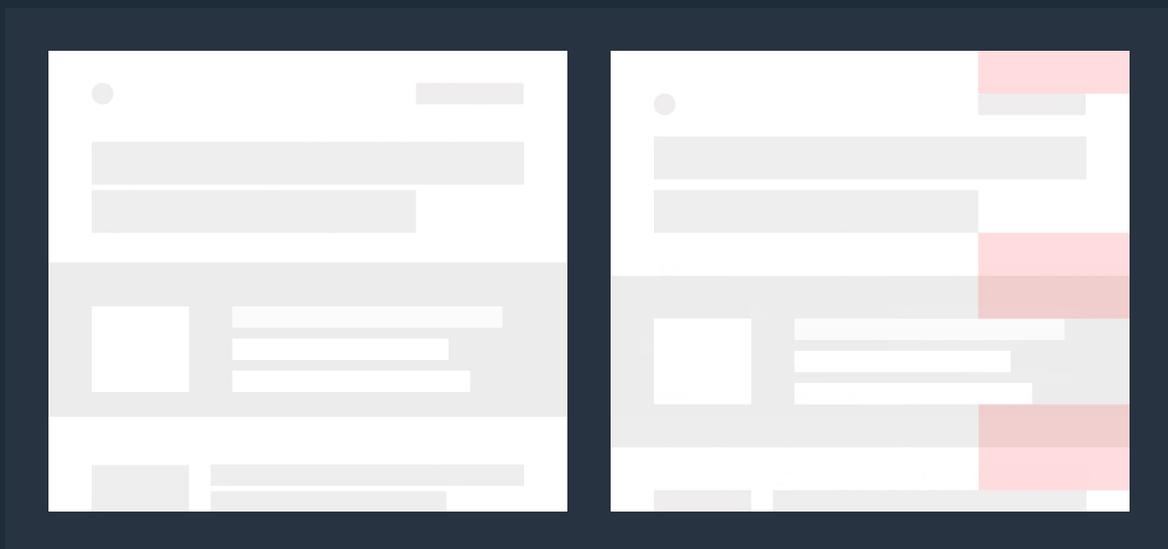
Avoid ALL CAPS if you can. And once you've chosen a case style, stick with it to ensure it's consistent throughout your Landing Page.

#49

Keep vertical spacing even

Hot Tip #49 is to keep vertical spacing even.

The vertical padding between your Landing Page section dividers is often overlooked:



A simple yet consistent spacing rule, applied throughout the long-scrolling page, can really tighten up the design.

#50

Suggest a pricing option

Hot Tip #50 is to suggest a pricing option.

Sure, some Landing Page visitors are price-conscious, but a good portion of them don't want to spend time investigating. They are convinced by your pitch and simply want to know the option suggested will offer the best value.

Lee Robinson says this hugely impacted his course sales. Note how he simply highlights a tier with green:

Let's get started.

Pre-order today and get **\$50 off** the launch price + access to a [live stream](#).

\$249 (\$299)
Community
<input checked="" type="checkbox"/> Live streams building the course
<input checked="" type="checkbox"/> Access to private community
<input checked="" type="checkbox"/> Complete video course
<input checked="" type="checkbox"/> Written tutorial
<input checked="" type="checkbox"/> Source code

\$99 (\$149)
Premium
→ Complete video course
→ Written tutorial
→ Source code

\$39 (\$89)
Starter
→ Written tutorial
→ Source code

Refactoring UI enlarges a tier:

Get Refactoring UI
Choose the package that works for you.

Package	Price	Features
THE ESSENTIALS	99 \$79 USD	<ul style="list-style-type: none">✓ The 218-page book in PDF format✓ All three in-depth video tutorials
THE COMPLETE PACKAGE	249 \$149 USD	<ul style="list-style-type: none">✓ The 218-page book in PDF format✓ All three in-depth video tutorials✓ Component inspiration gallery, featuring 200+ component and layout ideas✓ Over a dozen comprehensive color palettes, tailored for application UIs✓ Curated font showcase, including 30+ font recommendations categorized by use-case✓ Exclusive icon library, including 200 easily customizable SVG icons

Buying for your team? [View team pricing options.](#)

And how cute is this on-brand border by Google:

Plan	Storage	Monthly Price	Annual Price	Includes
Recommended	100 GB	ZAR 29 / month	ZAR 290 / year	<ul style="list-style-type: none">✓ 100 GB storage✓ Access to Google experts✓ Option to add your family✓ Extra member benefits
	200 GB	ZAR 39 / month	ZAR 390 / year	<ul style="list-style-type: none">✓ 200 GB storage✓ Access to Google experts✓ Option to add your family✓ Extra member benefits

Pricing Table Inspiration – A collection of 150+ Landing Pages I've curated featuring a wide range of different pricing tables.

Pricing Table Examples – A more specific collection I've put together of well-designed or interesting Pricing Tables in Landing Pages.

Pricing Psychology – Help Scout breakdown 10 popular pricing strategies.

#51

Increase demand by limiting supply

Hot Tip #51 is to increase demand by limiting supply.

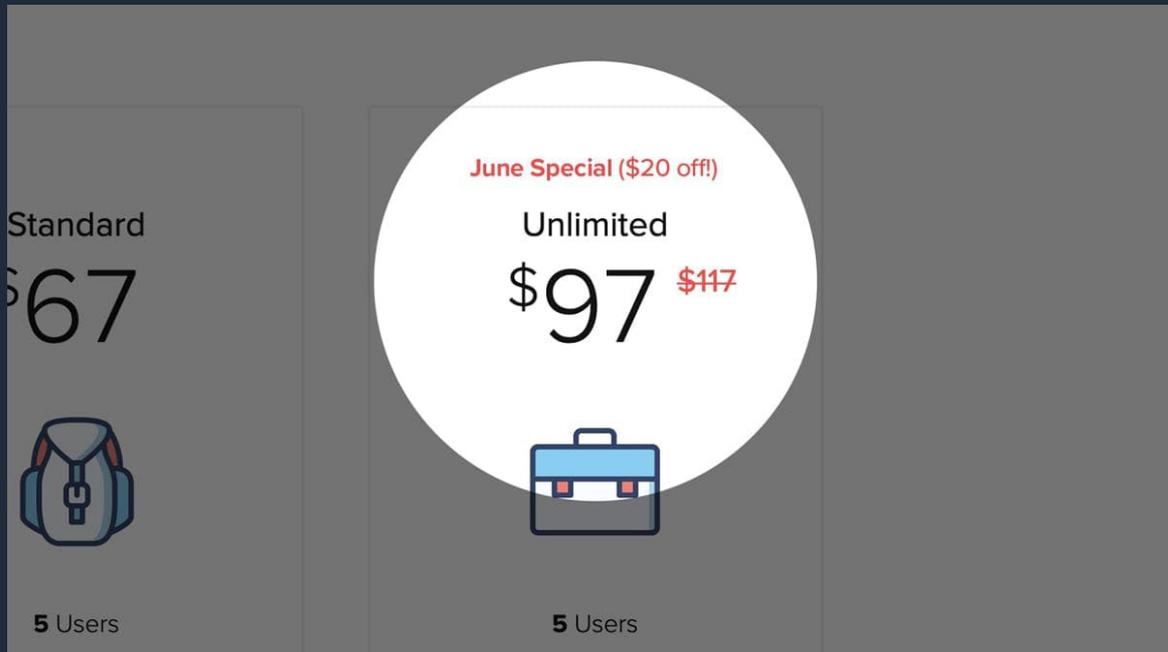
The Headline site has a limited number of \$129 lifetime pricing spots available. Once sold out the price goes up:

The image shows two pricing cards side-by-side. The left card is for a 'Monthly' plan at '\$9', billed per month. It lists five benefits: 'Cancel any time', 'Hundreds of headlines', 'Tested to ensure quality', 'Easily save and export', and 'Lifetime money back guarantee'. A yellow 'Get Access' button is at the bottom. The right card is for a 'Lifetime' plan at '\$129', billed once. It has a blue 'LIMITED SUPPLY' badge at the top, a progress bar showing '71 spots left', and the same five benefits. A teal 'Get Lifetime Access' button is at the bottom.

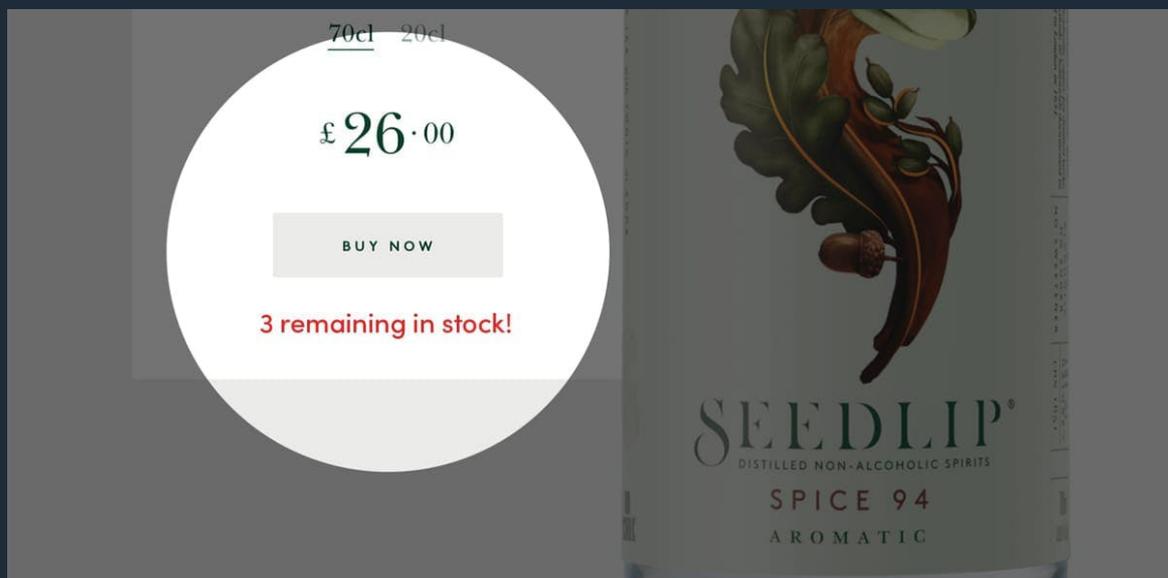
Plan	Price	Billing	Supply Status	Key Features
Monthly	\$9	Billed per month	Not limited	Cancel any time, Hundreds of headlines, Tested to ensure quality, Easily save and export, Lifetime money back guarantee
Lifetime	\$129	Billed once!	Limited Supply (71 spots left)	Lifetime access!, Hundreds of headlines, Tested to ensure quality, Easily save and export, Lifetime money back guarantee

Founder Danny said it worked wonders for the launch, with both the limited \$49 and \$89 lifetime pricing specials selling out quickly.

The same goes for limiting time. So consider adding a notice near the CTA button reminding the price is only discounted for the remainder of June.



Any lastly consider limiting physical quantities. Experiment by displaying a visible count of stock remaining.



#52

Add social proof

Hot Tip #52 is to add social proof.

Think of social proof as *herd mentality*. We tend to follow bigger herds vs. smaller herds. We are influenced by higher ratings vs. lower ratings. If everyone else is doing it, it must be the best and safest bet.

Strengthen your social proof by including:

★ Customer Ratings

💬 Testimonials

🏆 Service Awards

👍 Critic Reviews

🏅 Industry Rankings

🍏 Client Logos

📰 Press Features

What would you need to integrate into your Landing Page for your visitor to *believe* you are the obvious best choice?

Shoutout – A service that taps into your existing social proof online and turns it into an embeddable “Wall of Love” to embed in your Landing Pages.

#53

Focus on solving copy first

Hot Tip #53 is to focus on solving copy first.

Polishing the design of a badly worded Landing Page is counter-intuitive and a waste of time.

What will you solve?

Where will you take them?

Who will they become?

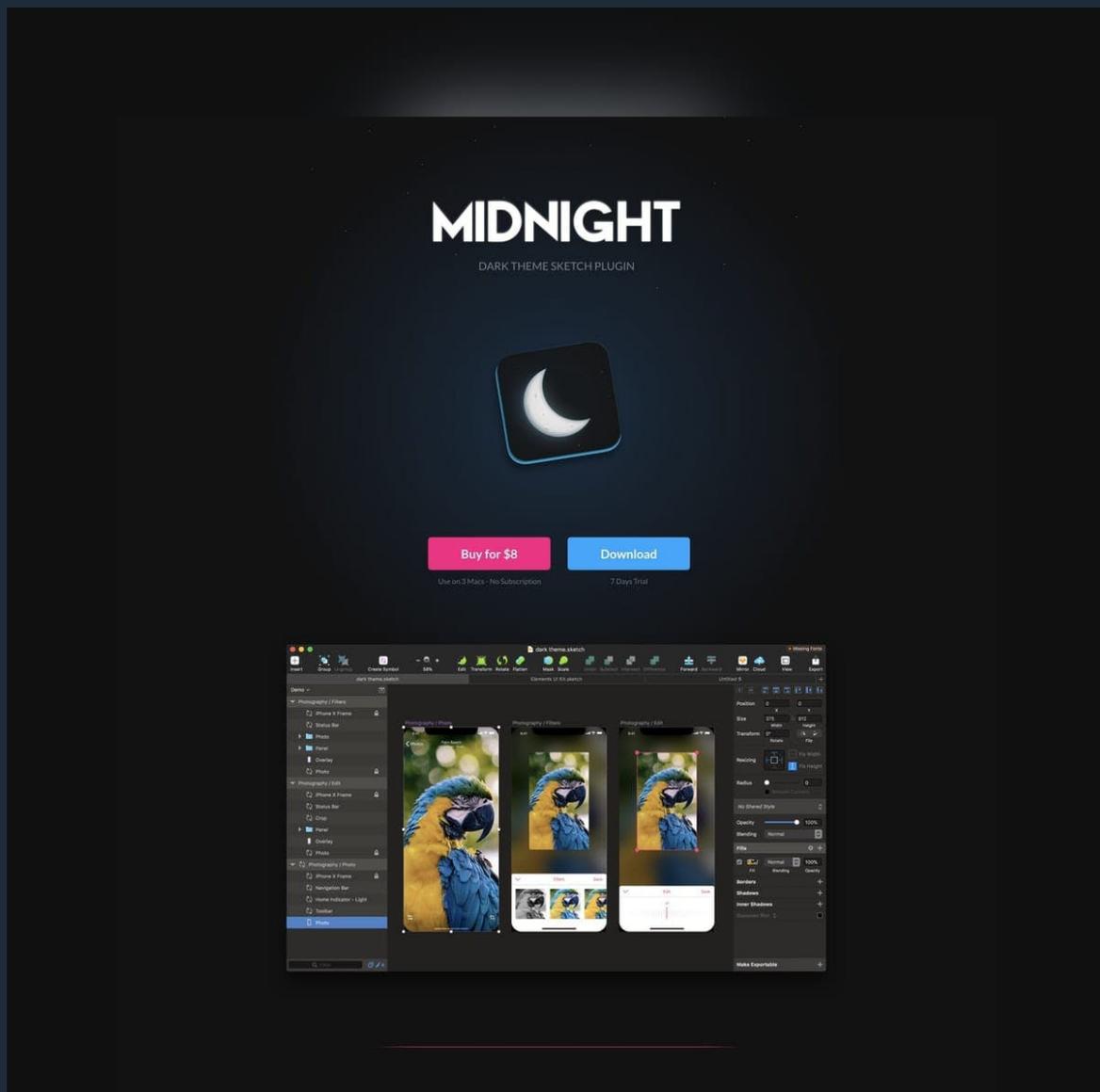
Weak or confusing copywriting will sink those conversions no matter how well designed the Landing Page.

#54

Consider dark mode

Hot Tip #54 is to consider dark mode.

There is something remarkable about a Landing Page with a strong, dark color scheme.



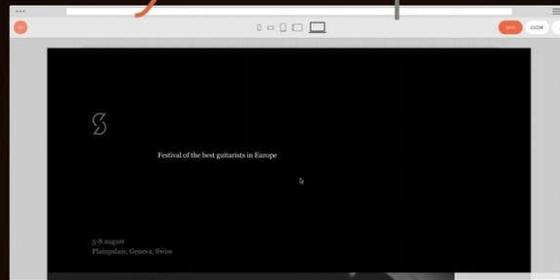
ZERO BLOCK

Tilda Publishing



Manage every
detail

Create your unique block where you can edit every element. Design a website from blocks on Tilda. If something is missing, just add Block Zero.



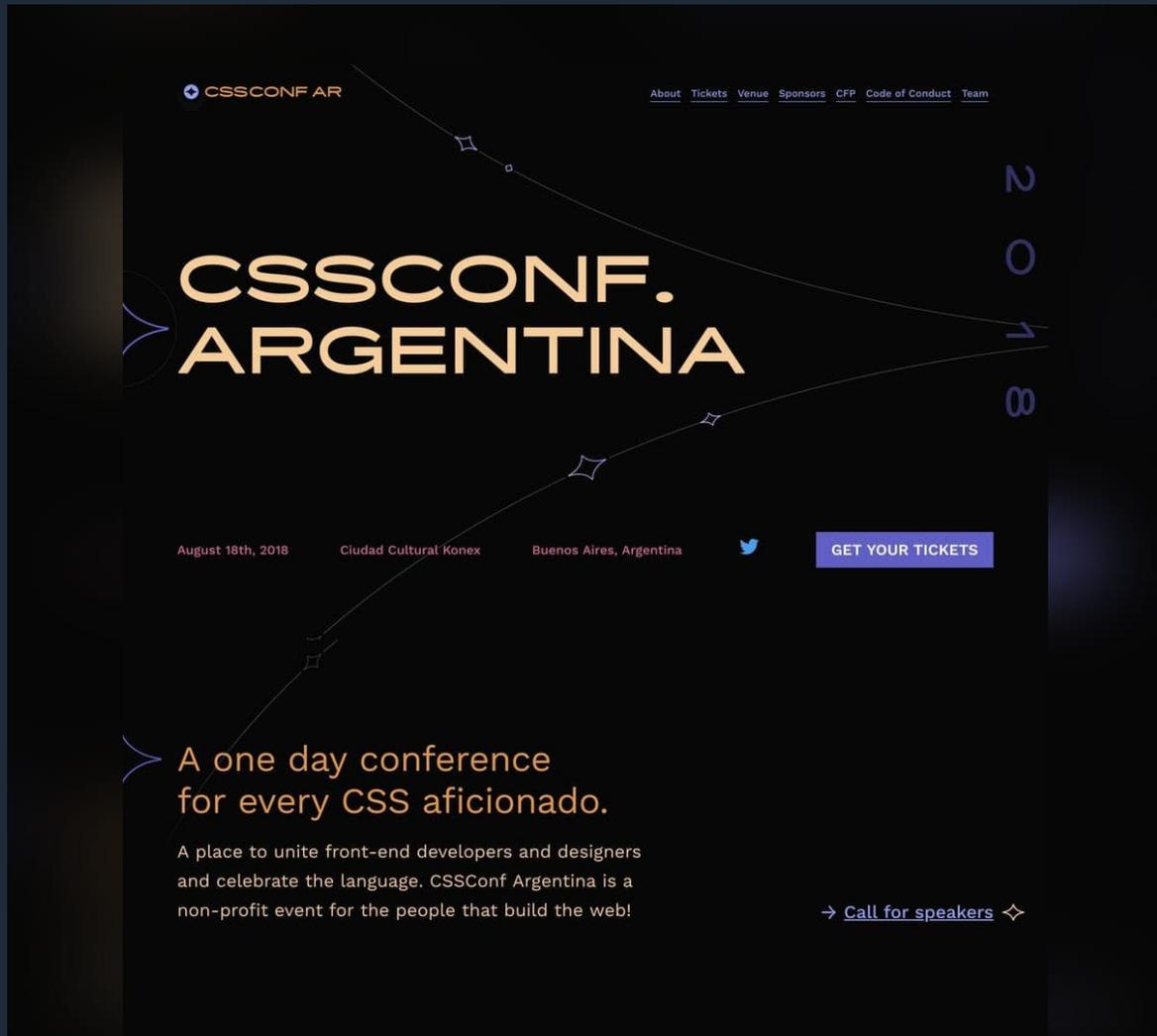
PlayO

[Request Beta invite >](#)

Can designing on your phone be better than
on your desktop? |

Meet Play





If your design feels conventional, why not dabble with a dark color scheme for 30 minutes to see how it feels.

Dark Scheme Inspiration – A collection of 25 Landing Pages I've curated featuring beautifully crafted dark color schemes.

#55

Align your marketing

Hot Tip #55 is to align your marketing and Landing Page narratives.

A Google Ad for freelance time-tracking software that takes you to a page offering time-tracking for teams is confusing. Consider this advertisement:

Ad • timetrackerapp.com

Best time-tracking app for freelancers

Spending too much time calculating the accumulated freelance minutes to bill by the hour? Our app starts the timer based on pre-define URLs, folders and software.

Which intro headline do you think resonated more with the visitor?

Voted the world's most innovative time-tracking software for teams.

Optimize your freelance hours with automated time-tracking software.

It is vital we don't lose our visitors upon arrival. Spend some time reviewing your marketing copy and where it takes their expectations.

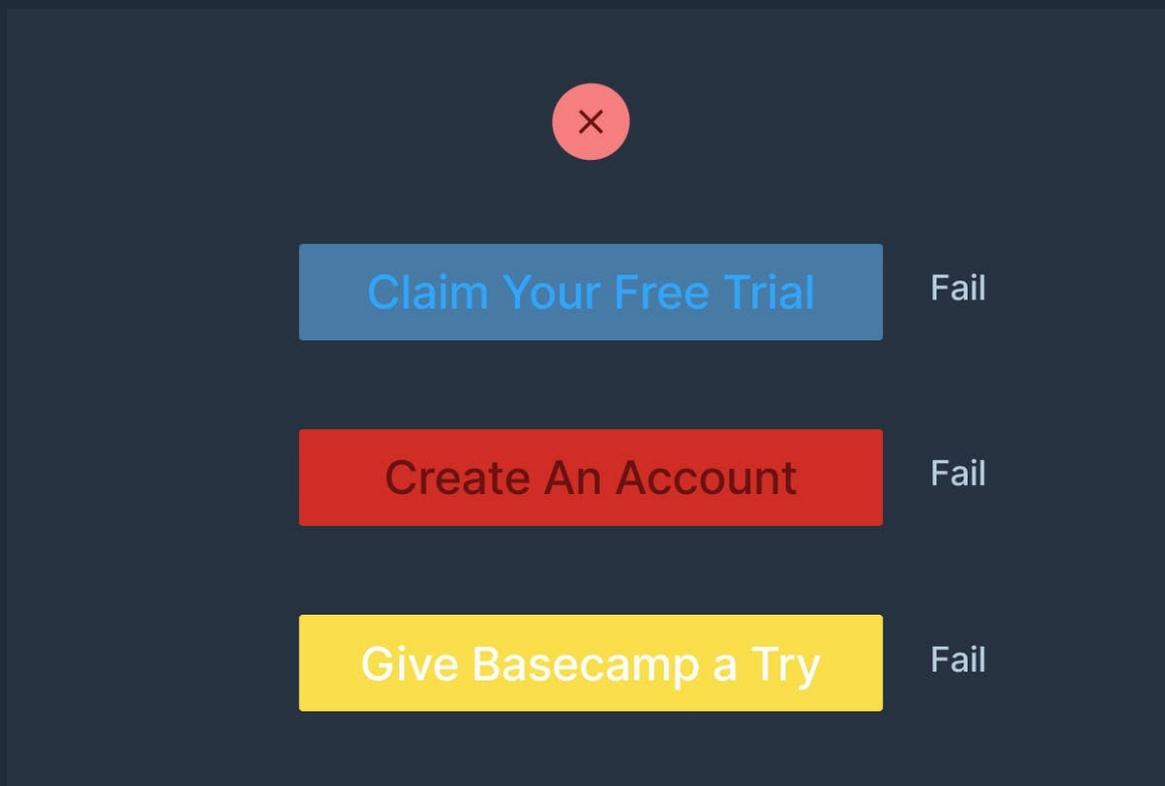
#56

Increase the contrast of your button text

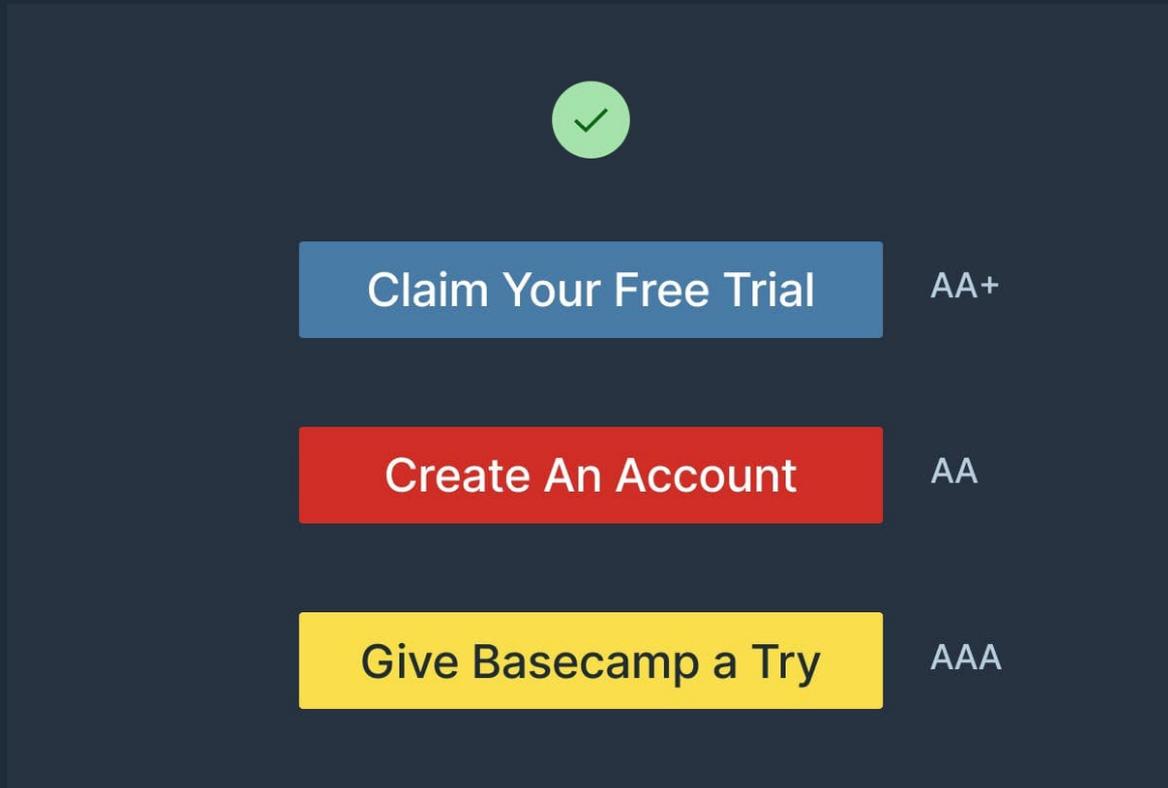
Hot Tip #56 is to increase the contrast of your CTA button text.

A common design mistake by beginners is keeping the global link color the same throughout Landing Page elements.

This can lead to low contrast CTA buttons:



By integrating a text color that's highly contrasted against the button background, you can create striking CTA buttons:



Contrast for Mac – great tool I use to ensure my text color contrast is within accessibility guidelines.

#57

Only A/B test high traffic pages

Hot Tip #57 is to only A/B test high traffic pages.

A/B testing (aka split-testing) with low data will lead to inconclusive and even misleading results.

A more effective use of your time is to optimize and market your primary Landing Page until your traffic increases.

How A/B Testing works – If you are new to split testing, here is a good overview of how it works using Google Optimize.

#58

Minimize the options

Hot Tip #58 is to minimize the options.

Do you really need:

 5 different pricing plans?

 7 required fields in your enquiry form?

 16 different product color choices?

“The time it takes to make a decision increases with the number and complexity of choices.” – Hicks Law

Hicks Law – Beautifully illustrated representation on Laws of UX

#59

Try font smoothing

Hot Tip #59 is to consider font smoothing.

Simply put, adding the CSS [font-smooth](#) property to a font will trim it down very slightly.

While this effect won't look great on all of your Landing Page typography, it's particularly effective on 'chunky' fonts.

When applied correctly, it can really help polish your typography.

Font Smoothing Explained – This 11-year-old piece by Krzysztof Szafranek is still the best explanation of font smoothing I've read.

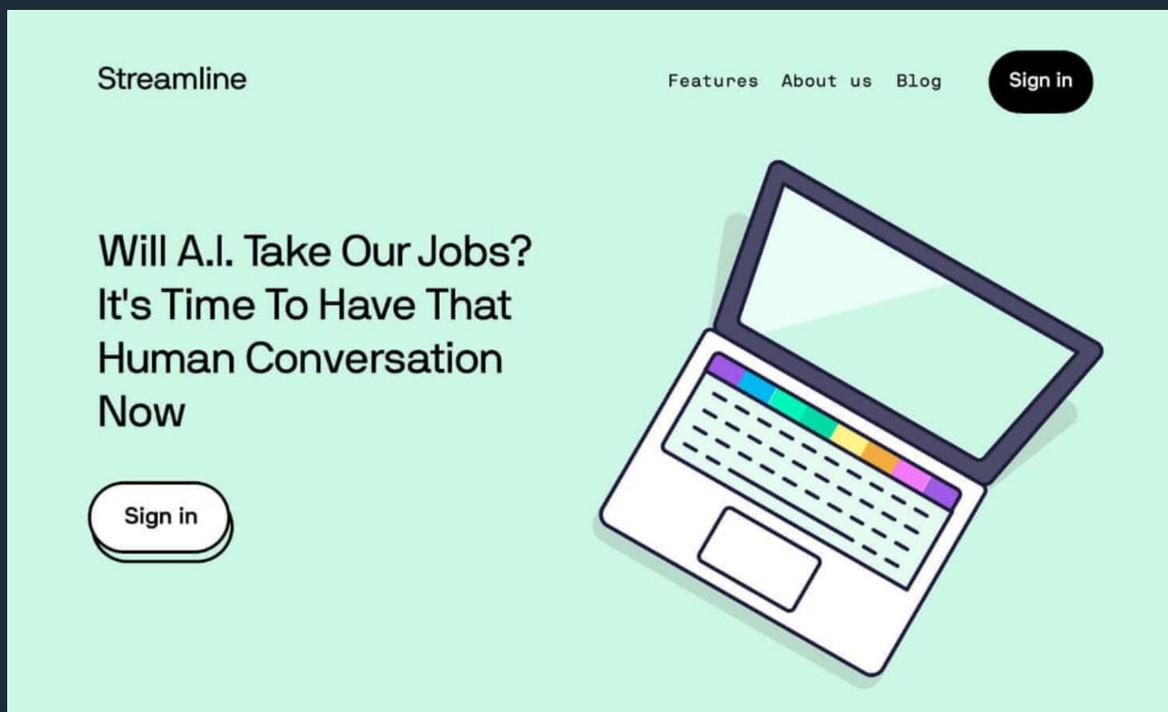
CSS font-smooth – Property guide by Mozilla.

#60

Liven with illustrations

Hot Tip #60 is to liven with illustrations.

Illustrated characters, devices, and elements can really bring a Landing Page to life:



I was going to keep this is a secret but the commercial license for the Hot Tips Ebook fire illustration was \$4 on Creative Market. It completely changed the way the product looks and feels within the Landing Page:



Character illustrations are currently on-trend in SaaS Landing Pages. I'd argue they are becoming generic but definitely still work to brighten a stale page:

A landing page illustration. On the left, there is text: "Get aligned around your goals", "Let's get rid of all boards, lists, deadlines, calendars...", "Get aligned around what really matter the most.", and a green button that says "Join the beta". On the right, there is a colorful illustration of a woman in a yellow top and dark pants pointing at a whiteboard with a checklist. A man in a white shirt and blue pants is sitting in a purple chair, working on a laptop. The background has stylized green and yellow leaves.

If you have the budget, aim to commission custom illustrations from a designer. If not, these resources are a good place to start:

Streamline UX – Vincent and his team have launched an illustration tier to their icon library.

Blush Design – Online tool to create, mix, and customize illustrations made by artists around the world.

Humaaans – Free library to mix and match illustrations of people. Made for Sketch, Figma, InVision Studio and Adobe XD.

unDraw – Royalty-free illustration resource by Katerina Limpitsouni.

Illustration Inspiration – A collection of 1500+ Landing Pages I've curated featuring a mix of illustrations.

#61

Trim the fat

Hot Tip #61 is to trim the <head> fat.

Start by opening up your Landing Page source code view. In Google Chrome: File > View > Developer > View Source. Other browsers will be similar.

```
1 <head>
2
3 <meta http-equiv="Content-Type" content="text/html" charset="UTF-8" />
4 <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no" />
5
6 <!-- SEO -->
7 <title>Landing Page Hot Tips with Rob Hope</title>
8 <meta name="description" content="Improve your Landing Pages with 100 digestible tips to email over 100 days" />
9 <meta name="author" content="Rob Hope, @robhope" />
10 <meta name="robots" content="index, follow" />
11 <meta name="referrer" content="always" />
12
13 <!-- Social -->
14 <meta property="og:title" content="🔥 Landing Page Hot Tips with Rob Hope" />
15 <meta property="og:description" content="Improve your Landing Pages with 100 digestible tips to email over 1" />
16 <meta property="og:image" content="https://onpagelove.com/wp-content/themes/onpagelove/frontend/img/pages" />
17 <meta property="og:url" content="https://onpagelove.com/100" />
18 <meta name="twitter:title" content="🔥 Landing Page Hot Tips with Rob Hope" />
19 <meta name="twitter:description" content="Improve your Landing Pages with 100 digestible tips to email over" />
20 <meta name="twitter:image" content="https://onpagelove.com/wp-content/themes/onpagelove/frontend/img/pages" />
21 <meta name="twitter:card" content="summary_large_image" />
22 <meta name="twitter:site" content="@robhope" />
23 <meta name="twitter:creator" content="@robhope" />
24
25 <!-- Favicons -->
26 <link rel="icon" type="image/png" href="https://onpagelove.com/wp-content/themes/onpagelove/frontend/img/p" />
27
28 <!-- Preload that sweet Inter typeface -->
29 <link rel="preload" href="https://onpagelove.com/wp-content/themes/onpagelove/frontend/fonts/i-r.woff2" as="font" />
30 <link rel="preload" href="https://onpagelove.com/wp-content/themes/onpagelove/frontend/fonts/i-b.woff2" as="font" />
31
32 <!-- Stylesheets -->
33 <link rel="stylesheet" id="hottips-stylesheet-css" href="https://onpagelove.com/wp-content/themes/onpagelove/frontend/css/hottips-stylesheet.css" />
34
35 </head>
```

Copy all of the code between the opening and closing <head> tag and paste it into a text editor.

Use this checklist, starting from the top:

1. What does this line do?
2. Is it really needed?
3. If not, delete
4. Repeat

This can (and will) uncover scripts, font weights, and code snippets that add nothing but load time to your visitor's experience.

As tedious as it sounds, your future Landing Pages will benefit from knowing what is behind them.

#62

Include an email within error messages

Hot Tip #62 is to include a support email address within your error messages.

If your Landing Page payment integration offers message customization, include a support email address for when a problem persists:



Please add valid data in the highlighted fields below.

Delivery Address

Name: *	Email: *
<input type="text" value="Rob"/>	<input type="text" value="rob@onepagelove.com"/>
Address 1: *	Address 2:
<input type="text" value="PO BOX 289"/>	<input type="text" value="Muizenberg"/>
City: *	State / Province / Region: * Please enter a state
<input type="text" value="Cape Town"/>	<input type="text"/>
Postcode / Zip code: *	Country: *
<input type="text" value="7950"/>	<input style="border-bottom: 1px solid #ccc;" type="text" value="South Africa"/>
	<small>Changing the selected Country will change your postage cost.</small>

YOUR ORDER

	Choose home black t-shirt Colour: Black Size: medium Quantity: 01	\$19.99
---	---	----------------



Please add valid data in the highlighted fields below. If the problem persists, email us at support@onepagelove.com and we'd be happy to assist!

Delivery Address

Name: *

Rob

Email: *

rob@onepagelove.com

Address 1: *

PO BOX 289

Address 2:

Muizenberg

City: *

Cape Town

State / Province / Region: *

Please enter a state

Postcode / Zip code: *

7950

Country: *

South Africa

Changing the selected Country will change your postage cost.

YOUR ORDER



Choose home black t-shirt

Colour: Black Size: medium Quantity: 01

\$19.99

This can potentially convert dozens of disgruntled visitors into happy customers.

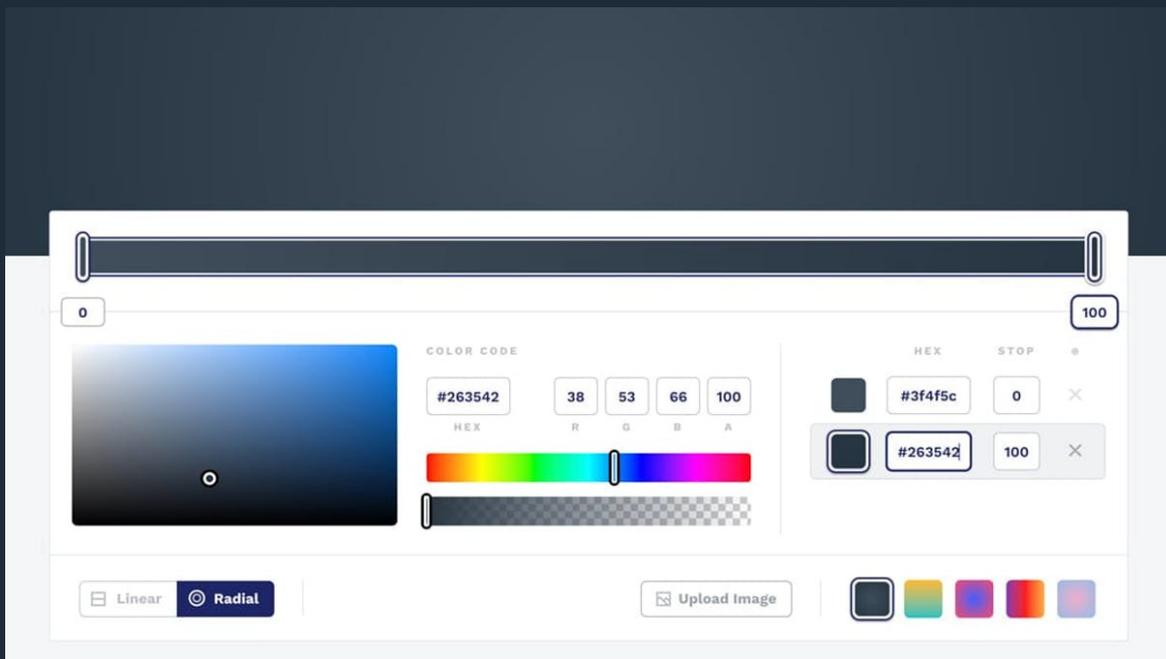
#63

Add a radial burst behind product imagery

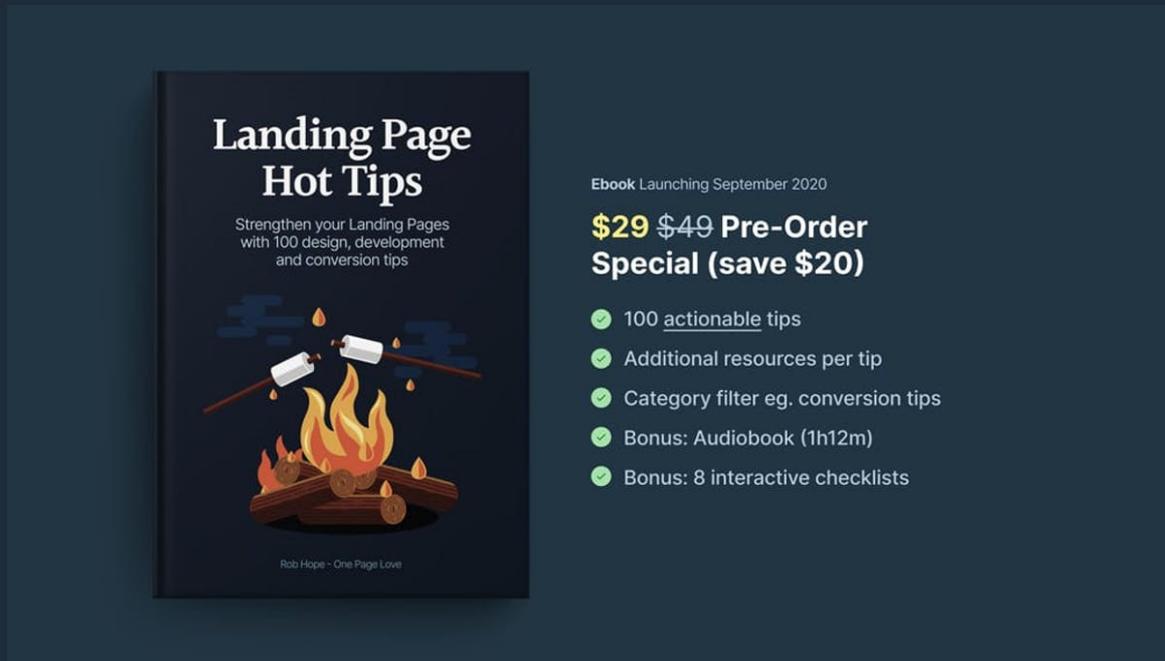
Hot Tip #63 is to add a radial burst behind your product imagery.

With only a few additional lines of CSS code, you can add another dimension to your Landing Page design.

The [CSS Gradient tool](#) can help generate the code for you online:



Here is the Hot Tip (Pre-Sale) Landing Page without a radial burst:



The landing page features a dark background with the title "Landing Page Hot Tips" in white. Below the title is the subtitle "Strengthen your Landing Pages with 100 design, development and conversion tips". The central image shows a campfire with two marshmallows on sticks. At the bottom, it says "Rob Hope - One Page Love". To the right, the text reads "Ebook Launching September 2020", "\$29 ~~\$40~~ Pre-Order Special (save \$20)", and a list of five benefits, each preceded by a green checkmark.

Landing Page Hot Tips
Strengthen your Landing Pages with 100 design, development and conversion tips

Rob Hope - One Page Love

Ebook Launching September 2020

\$29 ~~\$40~~ **Pre-Order Special (save \$20)**

- ✓ 100 actionable tips
- ✓ Additional resources per tip
- ✓ Category filter eg. conversion tips
- ✓ Bonus: Audiobook (1h12m)
- ✓ Bonus: 8 interactive checklists

Here is the Landing Page with a radial burst:



The landing page is identical to the one above, but with a radial burst effect behind the central campfire image. The text and layout are the same.

Landing Page Hot Tips
Strengthen your Landing Pages with 100 design, development and conversion tips

Rob Hope - One Page Love

Ebook Launching September 2020

\$29 ~~\$40~~ **Pre-Order Special (save \$20)**

- ✓ 100 actionable tips
- ✓ Additional resources per tip
- ✓ Category filter eg. conversion tips
- ✓ Bonus: Audiobook (1h12m)
- ✓ Bonus: 8 interactive checklists

With the addition of a drop-shadow on the image, a background radial burst can really add depth to the design, bringing your product imagery to life.

CSS Gradient tool – Wonderful tool I use to generate all my gradient code for Landing Pages. Here is a 1-minute video walkthrough.

Gradient Inspiration – A collection of 100+ Landing Pages I've curated featuring colorful gradients.

#64

Delay the chatbot

Hot Tip #64 is to delay your chatbot.

If you feel your Landing Page benefits from one, only kick that bugger off once your visitor has scrolled to the pricing table, FAQs, or footer.

A corner chat notification on arrival wrecks concentration, and we can't afford to distract visitors while they decipher what we do.



#65

Offer a demo down-sell

Hot Tip #65 is to offer a demo down-sell.

Phone calls aren't for everyone. If your Landing Page suggests hopping on a call to secure a high-end sale, offer an alternative info package download.

📦 *"Don't want to jump on a call? Download our buyer's guide"*

Kevin Mead shared the above did wonder for additional revenue.

Offering a beautifully presented alternative, to digest in their own time, is a courteous play your high-end customer will appreciate.

#66

Open non-essential links in a new tab

Hot Tip #66 is to open non-essential links in a new tab.

Set links to documentation, support, privacy, and demos to open a new browser tab, keeping the primary Landing Page within a tab's reach.

Or Don't – A strong Counterargument by Jesse including several use-cases and additional UX reads. Always healthy to question UX decisions. I still vote for opening demos, support portals and blogs in new tabs – all 3 in my experience offer poor navigations to return to the primary page.

#67

Seek hero images with negative space

Hot Tip #67 is to seek for background images featuring negative space.

Negative space refers to the area of an image surrounding the main subject or object. This can be intentionally shot and cropped to provide a beautiful canvas for your copy — helping prevent overlapping elements:



If you know your way around Photoshop, start by expanding your hero image canvas to the left or right. Then fill the newly created blank space using the *Content-Aware* fill option. It's honestly magic.

Unsplash – Free stock image library with tags for “negative space” and “copy space”.

Stocksy – Premium stock image library with a useful “copy space” filter with 3 strengths.

Negative Inspiration – A collection of 1000+ Landing Pages I’ve curated featuring healthy whitespace (often associated with negative space elements).

#68

Hint to scroll

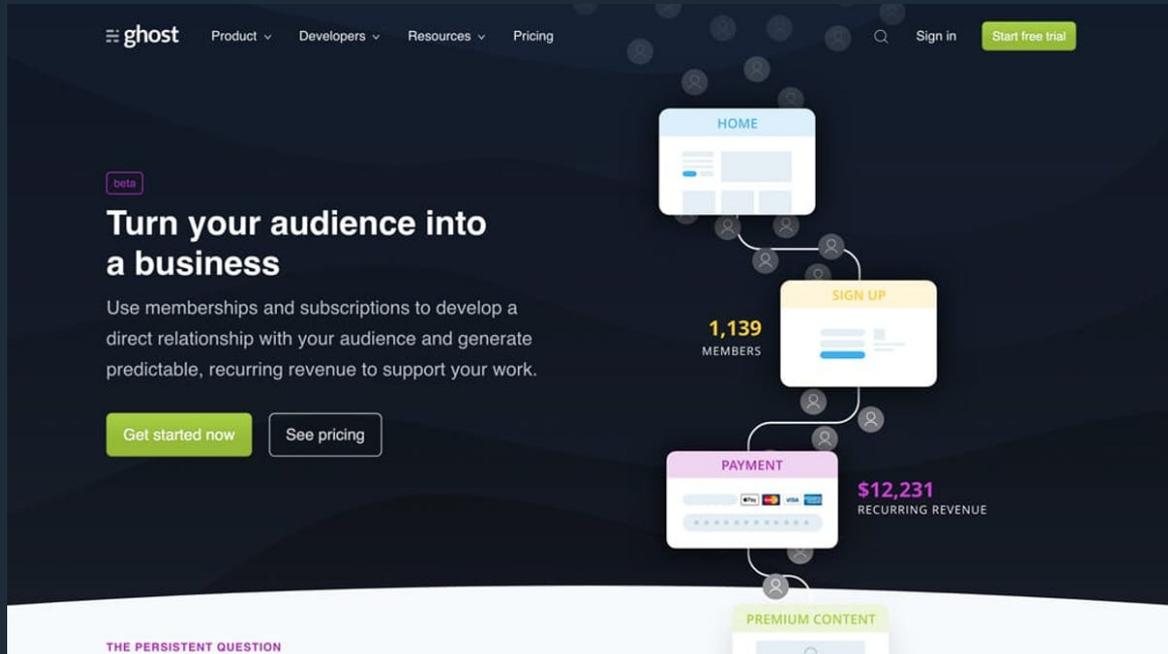
Hot Tip #68 is to add a hint to scroll.

Sometimes, I see long-scrolling Landing Pages with spacious content above the fold, but no indication there is more information further down.

Here are 4 solutions:

1. Add a subtle down arrow, positioned at the bottom of the introduction.
2. Add a Learn More CTA button that kicks off the page scroll.
3. Avoid a 100% window height introduction section, bringing the second section up.
4. Allow the hero elements to flow into the second section, suggesting storytelling.

The original Ghost Memberships Landing Page does point #4 really well:



Scroll Hint Inspiration – A collection of 150+ Landing Pages I’ve curated integrating scroll hints.

#69

Make it accessible

Hot Tip #69 is to make it accessible.

Providing people with health conditions or impairments, the ability to read and navigate your Landing Page easily is the right thing to do.

Here are five small tasks that can go a long way:

1. Create a clear :focus state like this – keep hitting tab on your keyboard and see what happens in your Landing Page.
2. Ensure your text color contrast isn't weak – this text against this background – has a decent AAA accessibility score of 8.99.
3. Increase your browser font size and see if your Landing Page layout breaks or anything become illegible.
4. Correctly assign and order semantic headings (H1, H2, H3) – disabling your stylesheet or using a screen reader will quickly surface issues with your hierarchy.
5. Describe all your non-decorative images using the alt tag – if an image is only there for graphic purpose you can let the screen reader skip it.

One hour tackling the above, could saves hundreds of frustrating hours for others.

The exercise will also strengthen your Landing Page by surfacing fundamental development issues.

Chrome Lighthouse – Instructions how to run an accessibility audit for your Landing Page in Google Chrome.

Contrast for Mac – Great tool I use to to ensure my text colors are within Accessibility standards.

Accessible Color Generator – Useful to find the nearest accessible-passing color based on your color inputs (that are failing).

Focusing on Focus Styles – Solid article by Eric Bailey covering :focus and :active CSS selectors.

10 Screen Readers – A curated round-up by UsabilityGeek.

UserWay – A website accessibility solution for ADA & WCAG Compliance. Their widget sits in the corner of the browser where users can customize their browsing experience.

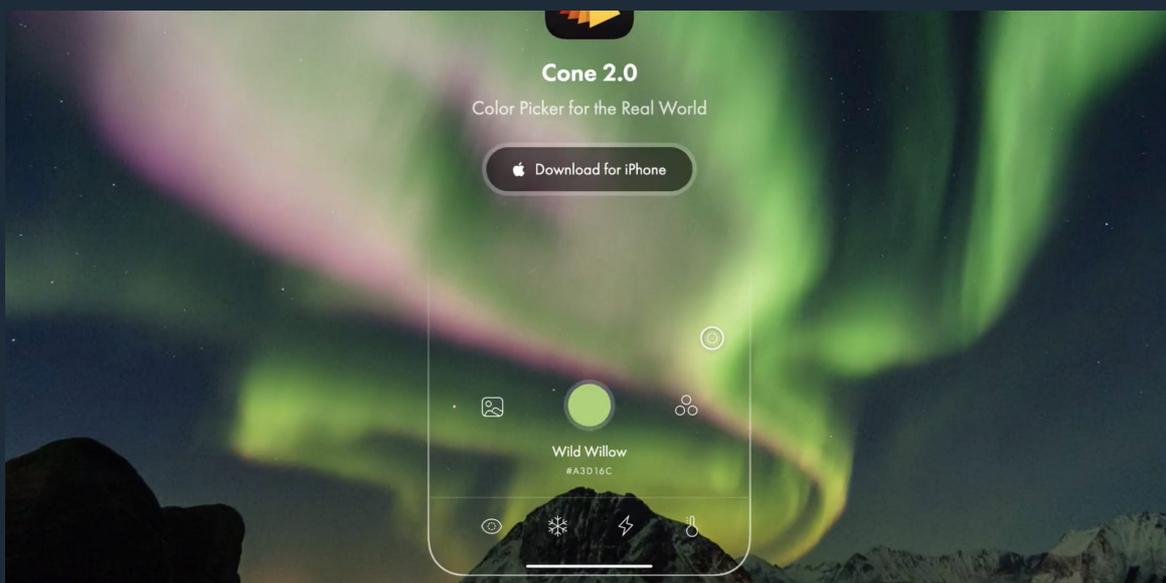
#70

Demo in-page

Hot Tip #70 is to integrate an in-page product demo.

Traditionally Landing Pages demonstrate their products through screenshots, embedded videos, or link out to an online demo.

Have you considered integrating an in-page demo of your product?



Landing Pages putting in the extra effort by demonstrating their actual product in-page, result in a spectacular first impressions.

Clever in-page demos – An article featuring 12 Landing Pages with brilliant in-page demos.

In-page demos thread – Same as above except Twitter thread with videos.

#71

Don't shortcut hosting

Hot Tip #71 is don't take shortcuts on website hosting.

Cheap, shared hosting will end up costing a lot more (through downtime, hacks, sluggish speeds, slow support, and frustrated customers) in comparison to the *savings* you'd get from using a reputable host.

However, hosting advice is subjective to where you are in your journey. This tip would apply to Landing Pages with a product or service people are buying.

Bonus: here are some hosting FAQs and answers I give One Page Love readers who ask. These are actually taken from my email macros I use them so much:)

FAQ: I have a product idea I want to validate but have little budget or coding experience?

Build a free Landing Page online using [Carrd](https://carrd.co). It's free if you keep the name.carrd.co subdomain, then \$9/year if you want to use a custom domain.

FAQ: I have a product idea, want to use WordPress but have little budget?

Bluehost is an option if you really want to use WordPress + a free theme. It's not the best hosting but if you are giving away a free product and need to use WordPress, it's your best option. This link discounts to \$3/month if you pay annually.

FAQ: I want good hosting for my Landing Page and want to use WordPress?

Flywheel hosts all my WordPress websites and Landing Pages. The uptime is solid, CDN fast, daily backups are great with a 1-click restore, staging for testing convenient and the support is superb. I'm a massive fan. For my network of sites I'm paying \$100/month.

FAQ: I want good hosting for my Landing Page and don't want to use WordPress?

If you know your way around a server, Digital Ocean is your best bet at \$5/month. I use it for 1 of my Landing Pages.

#72

Reassure during checkout

Hot Tip #72 is to reassure your visitors during the checkout process.

Nerves are high. Settle them with these small reminders, strategically positioned near the checkout form:

- ★ The average customer star rating
- 🍏 A small stack of well-known client logos
- 💳 A payment-related FAQ
- 💬 A short but comforting testimonial

Also, try to include anything that adds transparency to the experience. This can alleviate any lingering doubts the visitor may have.

Note how [LearnUX](#) reassures by showing you exactly how the payment will appear on your statement — including the renewal date differences between tiers:

Select subscription model:



12-month Membership
Access to all courses + updates + community.

~~\$180.00~~
\$144.00
SAVE 20%

YEARLY



1-month Membership
Access to all courses + updates + community.

\$15.00

MONTHLY

Start date	Renewal date	Payment
6 Aug 2020	6 Sep 2020	Stripe

If checkout customization isn't possible in your Landing Page, the above would still apply to the area around your pricing table or final CTA button.

#73

Personalize the success message

Hot Tip #73 is to personalize the success message.

Congrats on converting your Landing Page visitor into a beaming customer. Why not strengthen the relationship with a personalized ‘thank you’ message as the transaction completes?

The nerds call this *Lead Nurturing* but think of it more as a cherry on top. The same kind of sweet cherry when someone includes an (unexpected) handwritten note inside a packaged delivery.

When I paid for my HEY account, this popped up from the CEO. I shared it with around 5 people and saw the same message shared a dozen times on social media:



Thank you!

It's great having you as a customer.

In addition to buying yourself a wonderful email system, paying for HEY also means you're supporting an independent company with interests aligned with yours.

We don't serve ads, we don't mine your data, we never sell anything you give us, and we protect your privacy.

If you ever need a hand, please contact me directly at jason@hey.com or on Twitter at [@jasonfried](https://twitter.com/jasonfried).

Thanks again and all the best,

A handwritten signature in black ink, appearing to read "Jason Fried".

Jason Fried, CEO, Basecamp

[Back to my Imbox](#)

Write the personalized message you would want to receive after buying a product online — it's a wasted opportunity not to.

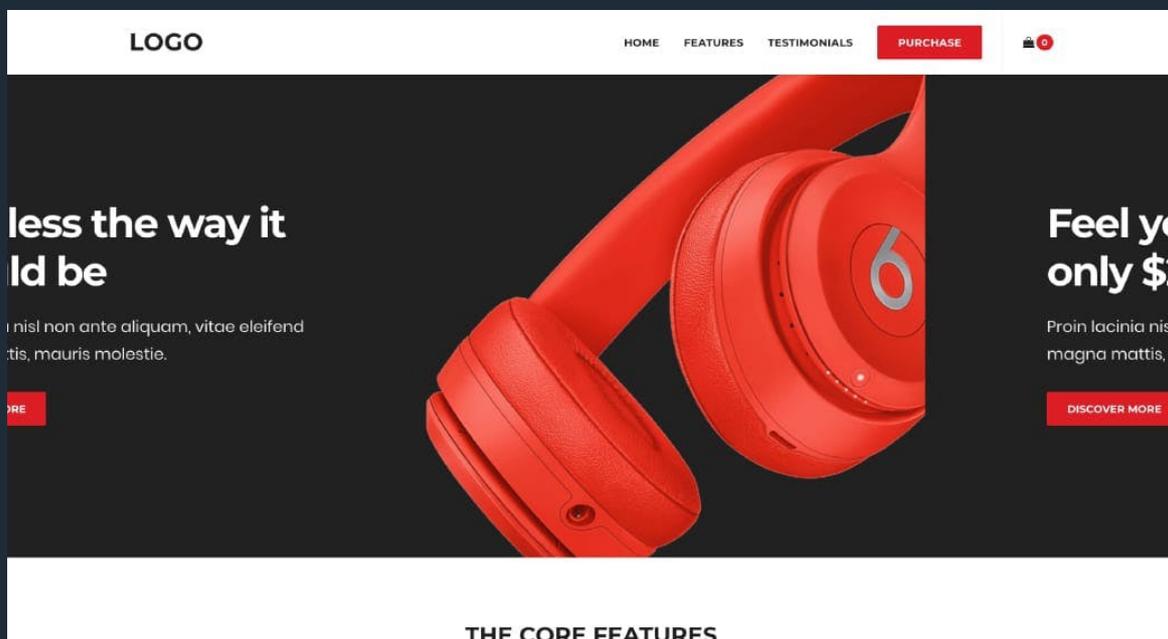
#74

Steer clear of a header carousel

Hot Tip #74 is to steer clear of a header carousel aka header slider.

A Landing Page journey should always start with intro copy that the visitor identifies with.

Some will read it fast, some will read it slowly, and some will even read it a few times to fully grasp the offering. This copy is not meant to dance off the side of the page mid-sentence:



A product slideshow or smart feature carousel can work mid-page, but the header is out of bounds.

Carousel interrogation – Brad Frost goes into why carousals are a poor choice.

#75

Boost confidence with payment method logos

Hot Tip #75 is to boost confidence with payment method logos.

We've come a long way with online transaction confidence, but some demographics are more hesitant than others.

An SSL certificate for your Landing Page is non-negotiable.

You can further improve your visitor confidence by adding all accepted payment methods near your pricing tables, main CTA buttons, and Landing Page footer. All three are not too much.



Payment method logos – A brilliant free set (pictured above) on
IconFinder in PNG and SVG formats.

#76

Soft launch with a discount

Hot Tip #76 is to soft launch with a discount.

A soft launch involves moving your Landing Page from private server to live production without a grand public announcement.

After your first successful transaction live test, send an email (or segmented newsletter) with a healthy discount to a select audience.

This reward could be for their early-adoption signup or long-time loyalty. Remind them that they are the first to know about the discount and keep the tone personal.

This soft launch method allows for kinder — often more detailed — feedback which helps ensure your Landing Page Commerce pipeline is watertight before the announcement.

#77

Implement smooth scroll

Hot Tip #77 is to implement smooth scroll in your long-scrolling Landing Page.

Clicking on a navigation pricing link and *jumping* to a Landing Page pricing section can feel like a fast page load to your visitor.

Implementing smooth scroll will gracefully transport them to the relevant section while reminding them about additional content. It can even prevent them from hitting the back button.

To integrate smooth scroll, simply add this CSS code to your body class:

A code editor window with a dark background and light text. The title bar at the top reads 'style.css'. The code inside is:

```
body {  
  scroll-behavior: smooth;  
}
```

```
body {  
  scroll-behavior: smooth;  
}
```

While native scroll-behavior has come a long way, Safari still needs to come to the party. I'm hoping it's soon.

Smooth Scroll Inspiration – A collection of 2000+ Landing Pages I've curated featuring smooth scroll.

Smooth Scroll Compatibility – How it ranks across all browser versions.

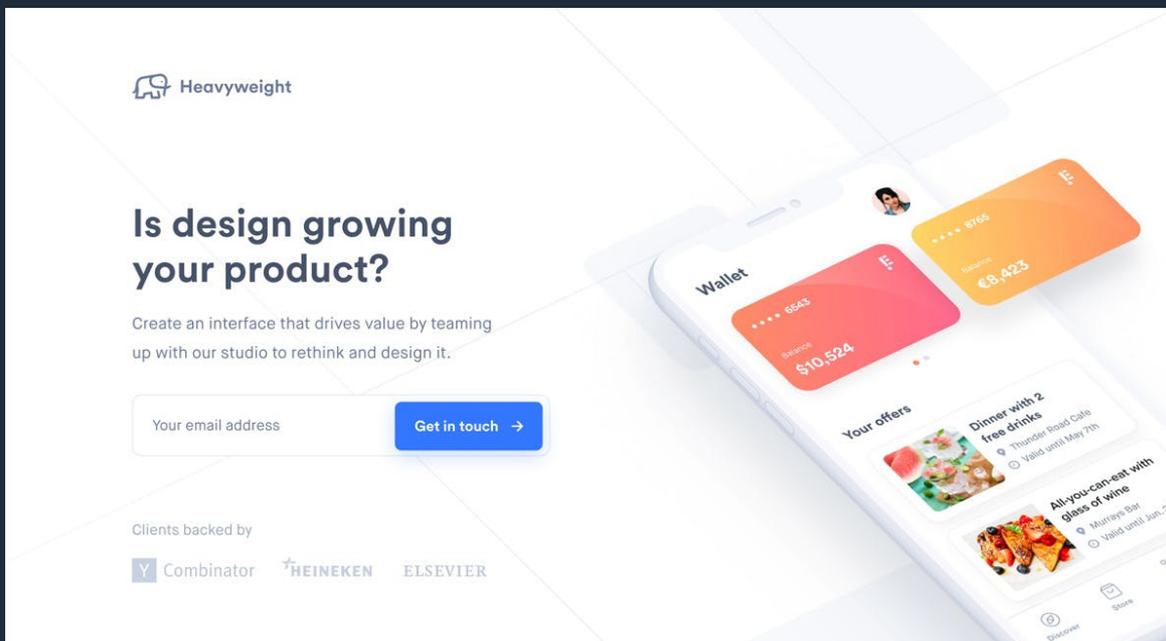
#78

Define a visual hierarchy

Hot Tip #78 is to define a clear visual hierarchy.

Step back from your Landing Page, squint your eyes, and take note of the content that appears most prominently. Is this prominent content more important?

A visual hierarchy orders content by significance and also suggests the order to follow. If all content was of equal size and weight, we wouldn't know where to start. Naturally, we want our introduction headline text to be the most prominent as it's where the visitor's journey begins:

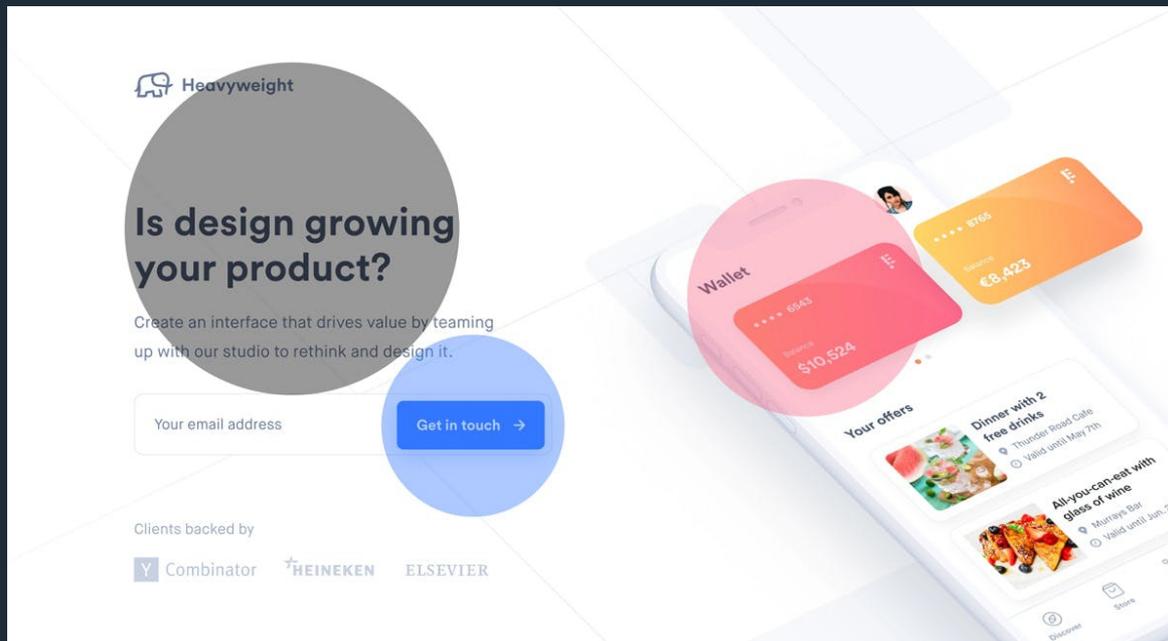


A visitor's eyes are also trained to follow a Z-pattern:

1 – 2

3 – 4

Note how you probably followed a Z-pattern earlier:



A good rule-of-thumb is to increase the prominence of your more important content while decreasing the less important.

Visual Hierarchies Explained – Webflow published on visual hierarchies if you would like to learn more.

#79

Remove inactive social media accounts

Hot Tip #79 is to remove inactive social media accounts.

Launching your Landing Page with social media icons linking to new profiles with low followers is perfectly fine.

Linking to social accounts last updated 3 years ago gives the impression the product or service is either poorly supported or even abandoned.

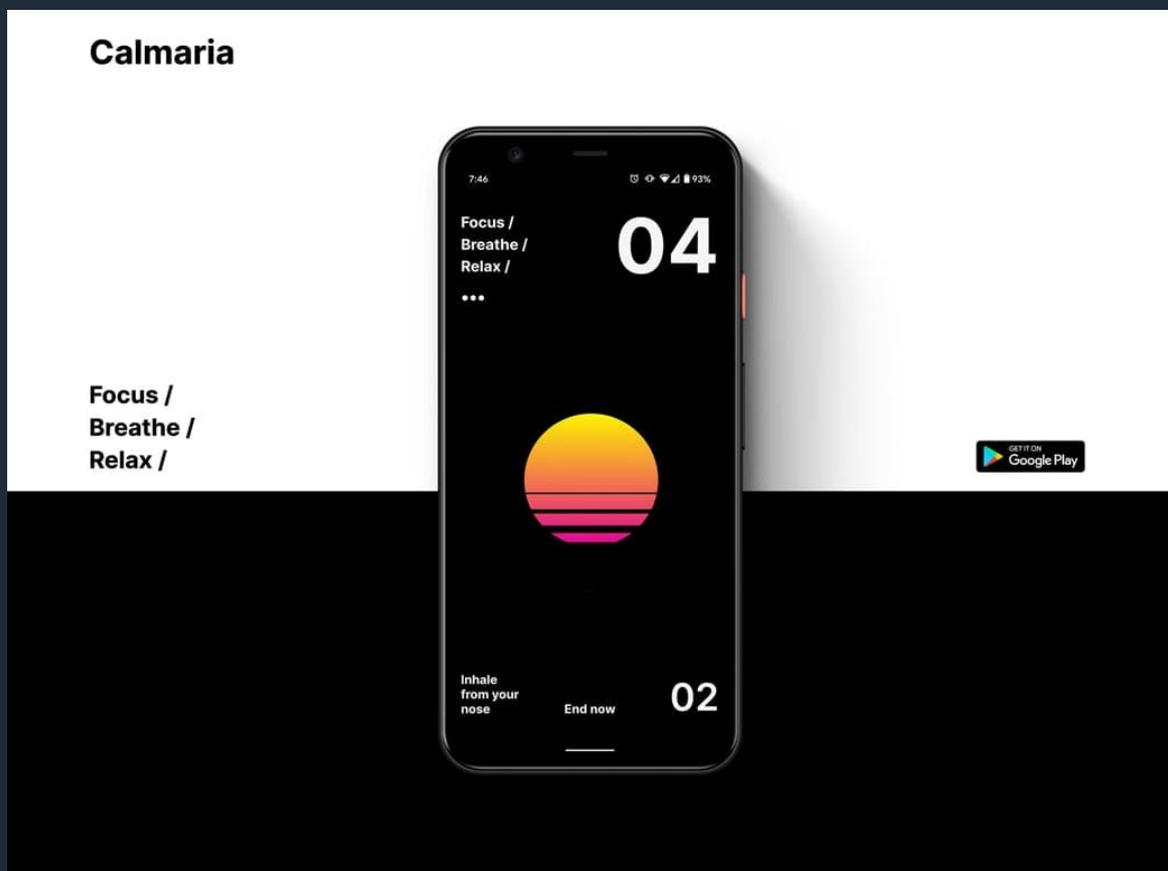
This tip is particularly important for subscription pricing Landing Pages, where the potential customer is in a deeper research phase before the big commitment.

#80

Wrap it in a device

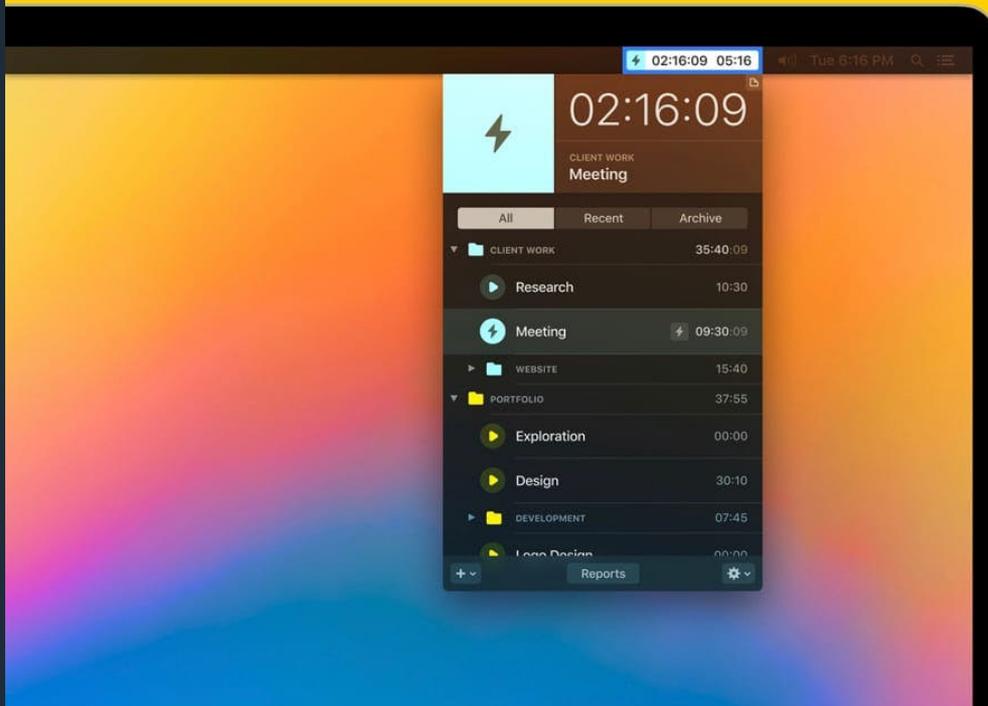
Hot Tip #80 is to wrap your screenshots in a device.

A device mock-up, with a subtle drop shadow, can really bring your digital product to life:

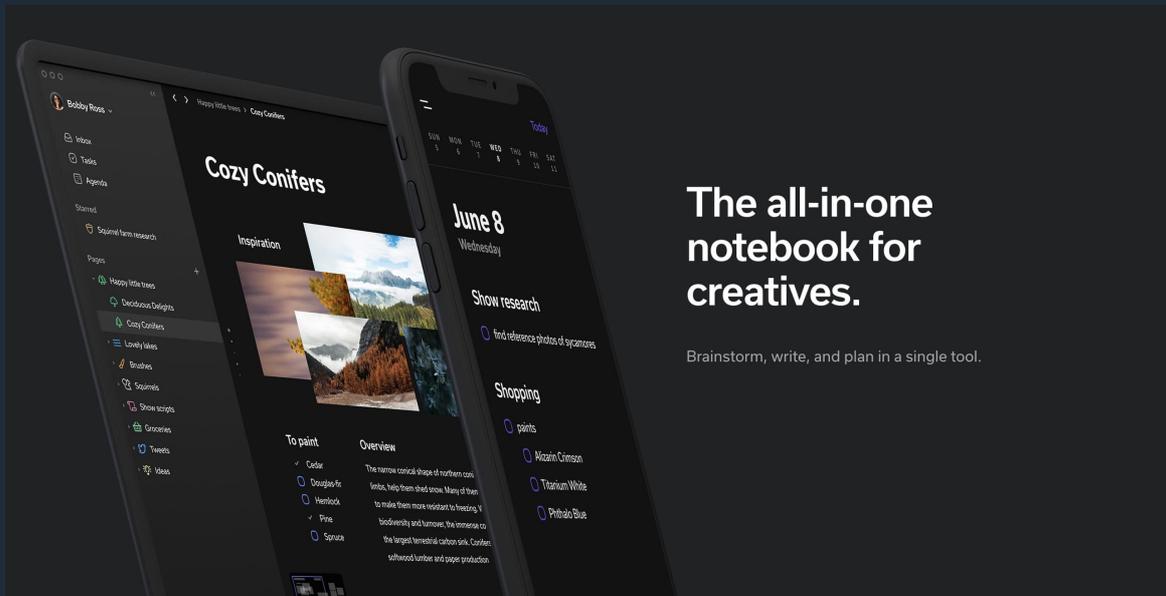


Here is how the auto-magic works

- 1 Pick a task you want to automate.
- 2 Create a rule that will serve as a trigger.
- 3 You start working, Klokki starts tracking.



If your software caters for multi-device usability, consider showcasing the screenshots within a family of devices. This emphasizes the remote-working possibilities too:



The all-in-one
notebook for
creatives.

Brainstorm, write, and plan in a single tool.

Devices by Facebook Design – Monster collection of mock-up devices in both PNG and Sketch. Ridiculous this is free.

Shotsnapp – Brilliant device mock-up tool that works in your browser.

Device Mock-Up Inspiration – A collection of 150+ Landing Pages I've curated featuring device mock-ups.

Lstore Graphics – Top quality device mock-up resource. Video options too!

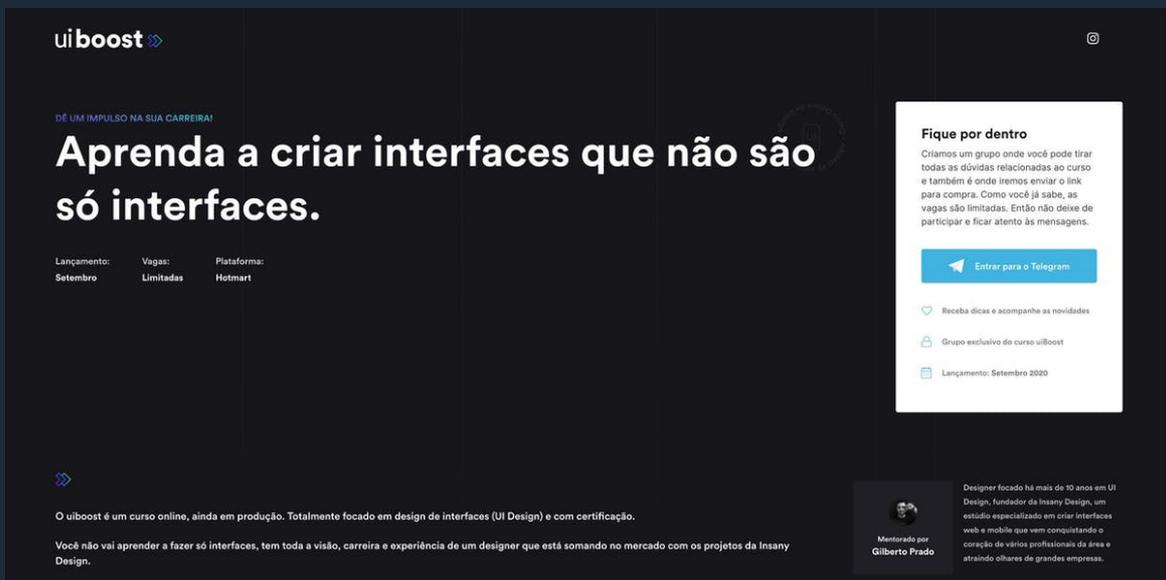
Creative Market – The device mock-ups category is filled with unique options by their community.

#81

Define container width

Hot Tip #81 is to set a maximum width for your content.

Hot Tip #19 referred to setting a max-width for your typography — but what about defining your Landing Page container width?



Audiences differ but over 20% of my Landing Page desktop visitors use a 1920px wide monitor.

W3Schools' [stats](#) also indicate bigger resolution browsing is on the rise.

Containing your Landing Page with a max-width will keep elements from floating on big resolutions, preventing a rugged reading experience.

#82

Prove you are established

Hot Tip #82 is to prove you are established.

The Harvest invoice software LP includes these 4 strong figures:

-  Founded in 2006
-  Powering 50,000 businesses
-  400 million hours tracked
-  \$13 billion paid invoices

Established in 2006, trusted by 50,000+ businesses.

Time and money are the lifeblood of any business. Over the last ten years, businesses using Harvest have tracked 400 million hours and received \$13 billion dollars from paid invoices.

[Start Your Free Trial](#)

MADE BY MANY



ashton

 Hyperakt

Years in the game with revenue/customer/operating stats thrown in is a powerful combo to reduce a sign-up risk decision.

#83

Strategically position testimonials

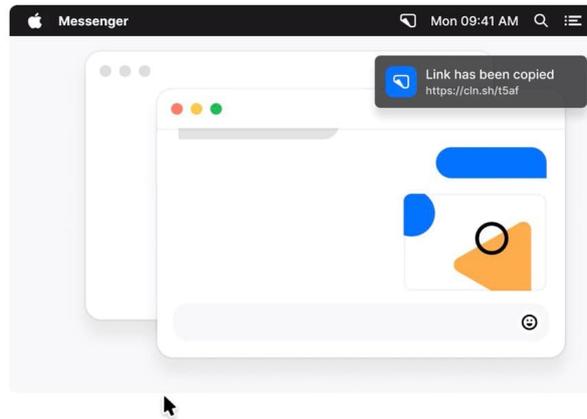
Hot Tip #83 is to strategically position testimonials.

We've discussed curating testimonials to provide the most value to your Landing Page visitor. But where do we put them?

Start by positioning your best testimonial — preferably from an opinion leader in your industry — above the fold. This will strengthen your intro pitch and lower bounce rates. Now position other testimonials relevant to the Landing Page topic.

Example: If you are showcasing a specific product feature, try to position a testimonial mentioning that feature alongside it.

Note how the CleanShot X screen capture tool is talking about the ease of saving, copying, dragging, dropping, and then just below it a customer testimonial suggests the tool is like a Swiss Army knife:



Quick Access

Our overlay makes sharing a breeze. Instantly save, copy or drag & drop screenshots or screen recordings to other apps. Whatever your workflow looks like, it's going to fit.

[▶ Watch the video](#)



The essential swiss army knife for screenshots, markups, and GIFs. Every Mac owner needs this.

Tyler Tringas, Founder at Earnest Capital

Finally, position a testimonial near checkout that mentions value for money or overall satisfaction.

#84

Focus on people, not search engines

Hot Tip #84 is to focus on people, not search engines.

Organic search traffic to a Landing Page is brilliant, but Google is an unpredictable beast right now.

In recent times, I've even seen some organic search results start on page two. Pretty wild, right?

Focusing all of your energy on copy that resonates with your visitor's problem and delivers a world-class solution is a much smarter play. If you deliver, people will talk about you.

Word of mouth > SEO

Search Results – for the phrase “blogging platform”.

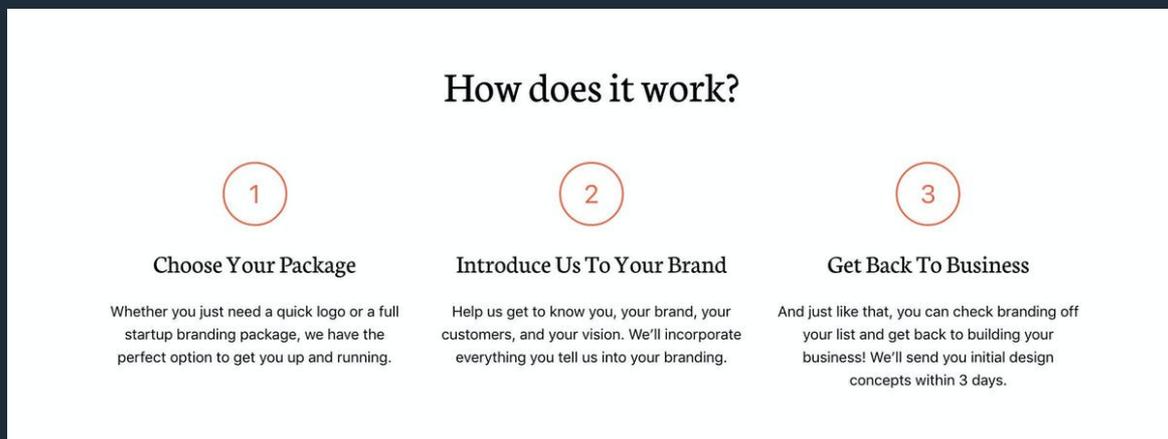
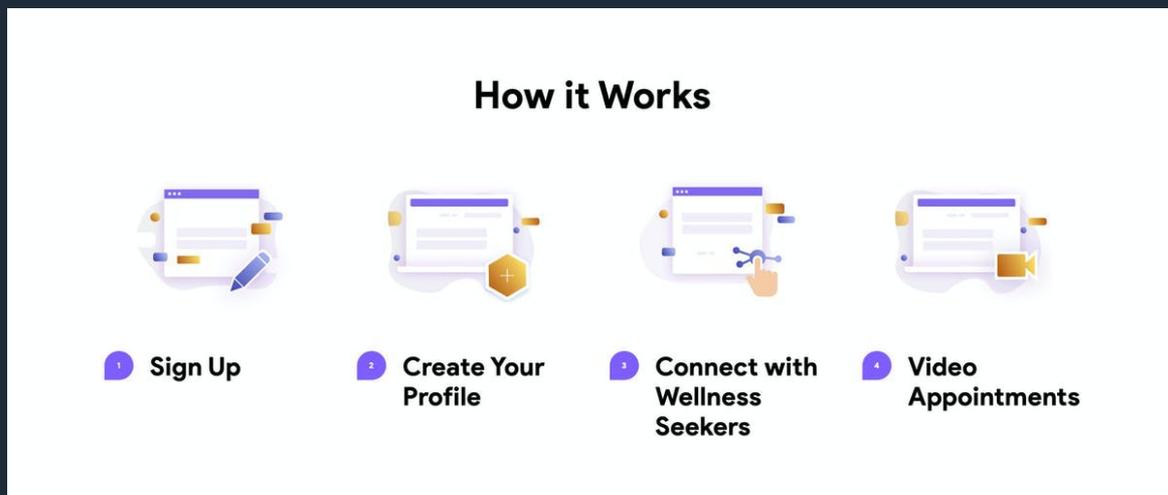
#85

Show them how it works

Hot Tip #85 is to show them how it works.

The first question most SaaS Landing Page visitors ask is *How much is it?*. This should always be answered with full transparency, no tricks.

And the second? I'd argue it's to show them the exact steps needed to go from sign up to smooth sailing. Invest some time here. Use numbered lists. The more visual it is, the better.



It's easy as 1, 2, 3

Clerksy can help use your unique business needs. Here's how:

Fill out a form and tell us what you're looking for:
5 minutes

Time it will take a Clerksy rep to follow up:
24 hours

Take advantage of our monthly plans starting at:
\$969 USD

[Book Free Discovery Call](#)

Get your email templates coded in a flash

• Quick delivery in 2-3 business days

- 1** **Placing an order**
Just send your design files to our developer team in the file format of your choice: Photoshop, Sketch, Adobe XD, or even Figma.
- 2** **Coding & testing**
We convert your custom designs into fully functional emails and test their compatibility with major email clients and on mobile devices.
- 3** **Fast delivery & support**
Ship your email templates to your customers' inboxes within 2-3 days. Questions or changes? Our live chat support is happy to answer any questions and make tweaks to your templates.

If you can show the Landing Page visitor just how easy it is to get started, they're more likely to give it a try.

Landing Pages with How It Works – A collection of Landing Pages I've curated featuring how it works sections.

How it Works Examples – An ongoing collection I've put together of well-designed or interesting How it Works sections in Landing Pages

#86

Include an explainer video

Hot Tip #86 is to include an explainer video.

Well-thought-out explainer videos can help improve conversions for complex products or services.

- 🕒 Keep it under 30 seconds (longer can work, but only if brilliant)
- 💬 Use subtitles
- 👉 Don't forget the CTA at the end

Conversely, a rushed explainer video without a budget or refined script will hurt your brand and Landing Page conversions.

VideoTouch — An alternative video approach where you can personally explain the service in the corner of the Landing Page.

Medialuv — An animation studio specializing in explainer videos. I've worked with Ryan in the past. Very professional.

Explainer Video services on Fiverr — Great to outsource 2–3 cheap concepts to help brainstorm the final product.

#87

Focus on form UX

Hot Tip #87 is to focus on form UX.

The importance of good form usability is overlooked in Landing Pages. Fancy layouts with too many required fields will drop conversions.

- ✔ Arrange fields in one column
- ✔ Keep required fields to a minimum
- ✔ Position labels near the top-left of fields
- ✔ Tab in the correct order

Investing in a user-friendly form experience is worth every cent for your Landing Page.

Form UI/UX – Crazy Egg published a brilliant Form UI and UX visual guideline.

#88

Consider a lifetime discount

Hot Tip #88 is to consider a lifetime pricing option for your SaaS service.

If your running costs are very low and you have minimal support demands, consider a once-off pricing option for your subscription.

The image displays two pricing options side-by-side. The left option is a 'Monthly' plan for \$9, billed per month. The right option is a 'Lifetime' plan for \$49, billed once, with a 'LIMITED TIME ONLY' badge and a progress bar indicating '100 of 200 left'. Both plans list five benefits: 'Cancel any time', 'Hundreds of headlines', 'Tested to ensure quality', 'Easily save and export', and 'Lifetime money back guarantee'. The 'Monthly' plan has a yellow 'Get Access' button, and the 'Lifetime' plan has a pink 'Get Lifetime Access' button.

Plan Type	Price	Billing	Availability
Monthly	\$9	Billed per month	Available
Lifetime	\$49	Billed once!	100 of 200 left

- ✓ Cancel any time
- ✓ Hundreds of headlines
- ✓ Tested to ensure quality
- ✓ Easily save and export
- ✓ Lifetime money back guarantee

Get Access

- ✓ **Lifetime access!**
- ✓ Hundreds of headlines
- ✓ Tested to ensure quality
- ✓ Easily save and export
- ✓ Lifetime money back guarantee

Get Lifetime Access

Danny from [Headline](#) said this pricing strategy significantly boosted short-term cash flow, which he reinvested into his core offering.

Lifetime Access Deal Inspiration – A very young collection of Landing Pages I've kicked off featuring lifetime pricing deals.

#89

Focus on benefits, not features

Hot Tip #89 is to focus on the benefits, not the features.

As the proud owner of a product or service, it's natural to want to climb up the tallest building and let the world know how damn awesome the technical features are.

Unfortunately, our Landing Page visitor isn't impressed by technical features, nor do they resonate with them. What they do care about is if our offering can help them.

Focus on the *benefits* of choosing you, not the product or service attributes:

- Focus on how your calendar app *saves them time*, not how it uses cutting-edge technology.
- Focus on how your course will *elevate their career*, not how well-attended it is.
- Focus on how your sunscreen *allows hours of fun* in the sun, not how much R&D went into it.

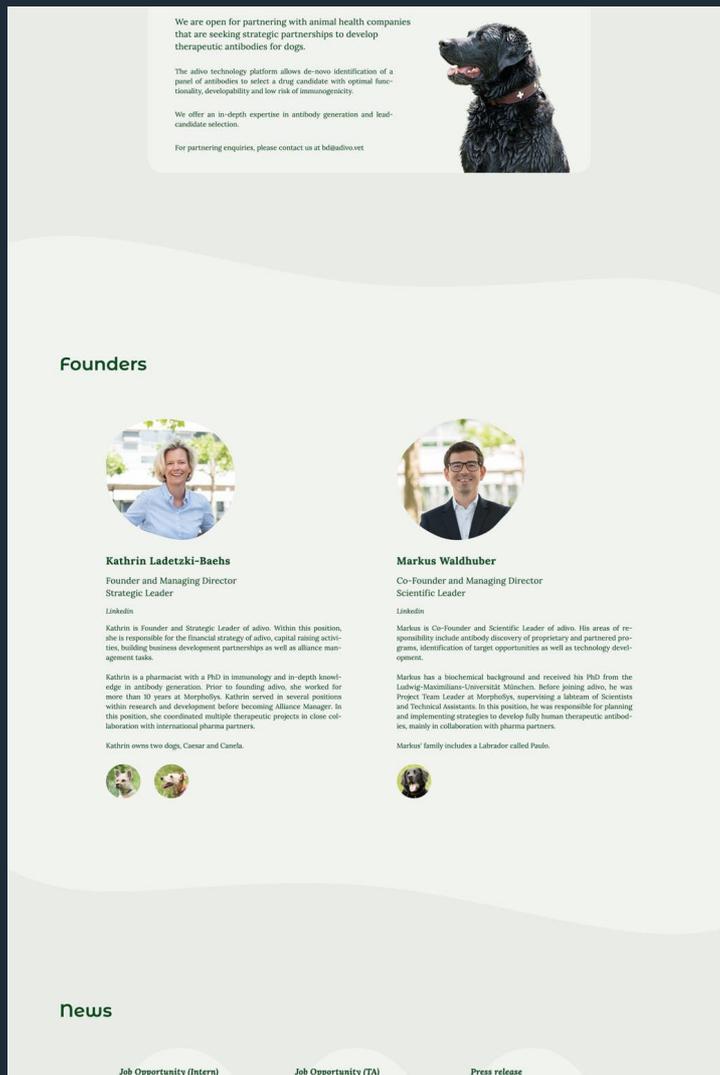
“Your customers don't care about your product, they care about their problems.”

– Sahil Lavingia

Alternate section background colors

Hot Tip #90 is to alternate section background colors.

Consider a slightly darker or lighter background color for every alternate Landing Page section. This design tip will also help contain section content better as a visitor scrolls.





The browser for developers

Stop wasting time and speed up your development workflow

Try for Free

macOS, Windows, and Linux

Join the best

Their employees are already working faster and saving a lot of time

To add spice, why not experiment by separating sections using wavy lines (above) or diagonal lines (below).

Accept card payments online

Wirize is a ready-made checkout payment built on Stripe. Collect one-time payments and sell your digital services in minutes (no code or website required).

GET STARTED - IT'S FREE

Betty Studio
Agency

Digital marketing course 🌟

✉ davide@wirize.com

📄 |

📅 MM/YY 📅 CVC

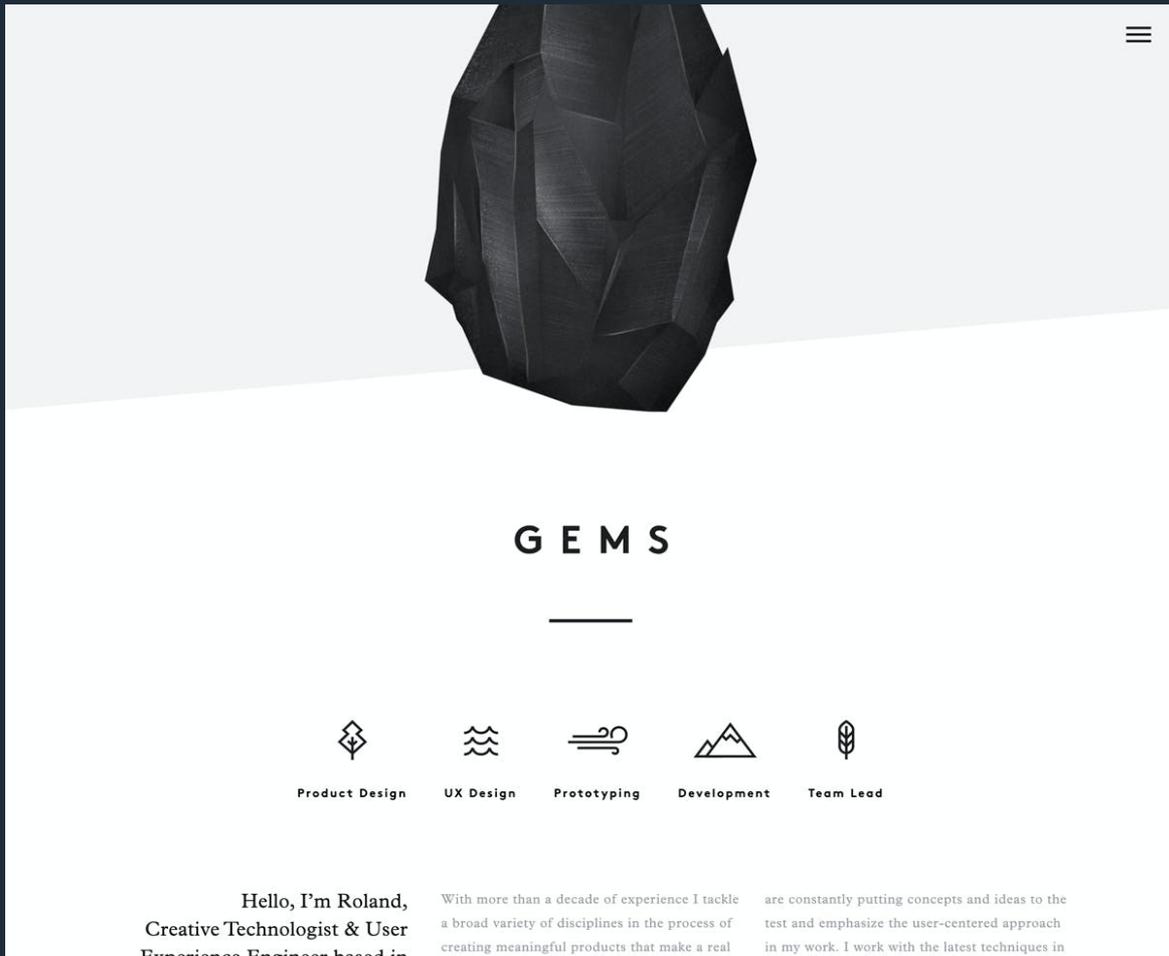
Pay \$420.00



Get started

Link your bank account by connecting an existing or new Stripe account to Wirize.

- ✓ One-time setup (no code)
- ✓ 2-minute flow via Stripe



Wavy Line References – A collection of 10+ Landing Pages I've curated featuring wavy line separators.

Diagonal Line References – A collection of 30+ Landing Pages I've curated featuring diagonal line separators.

BGJar – Free online tool to create SVG wavy lines.

#91

Bring it to life

Hot Tip #91 is to bring it to life.

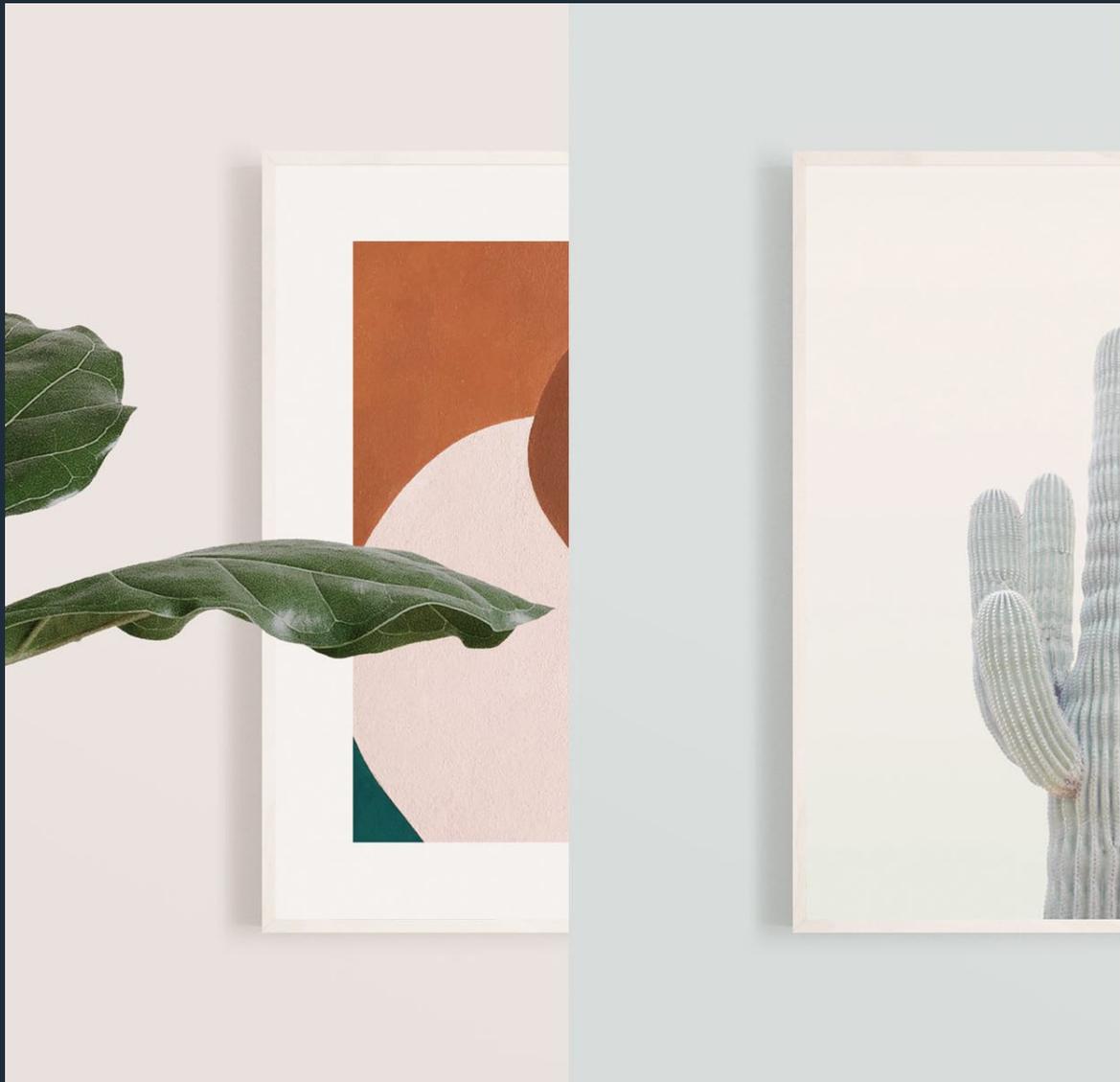
Skeuomorphism is the design concept of making digital items resemble their tangible real-world counterpart.

If you are selling a book, consider using a book mock-up template to bring it to life in your Landing Page:

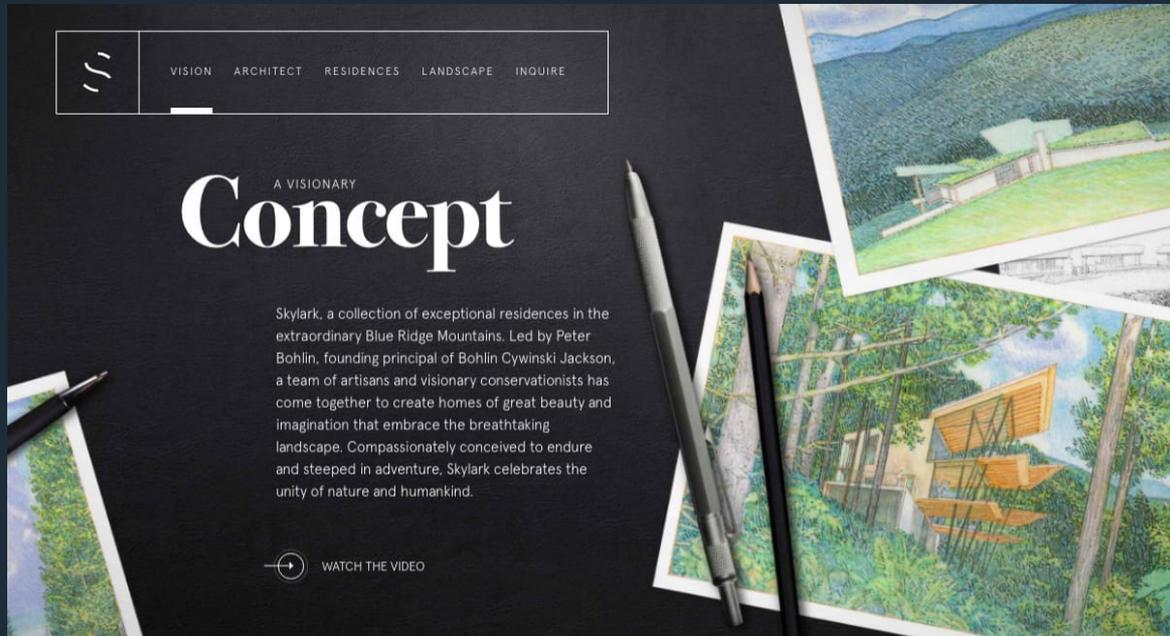


I grabbed [this book template](#) from Creative Market and it made a huge difference to the Hot Tips Landing Page design.

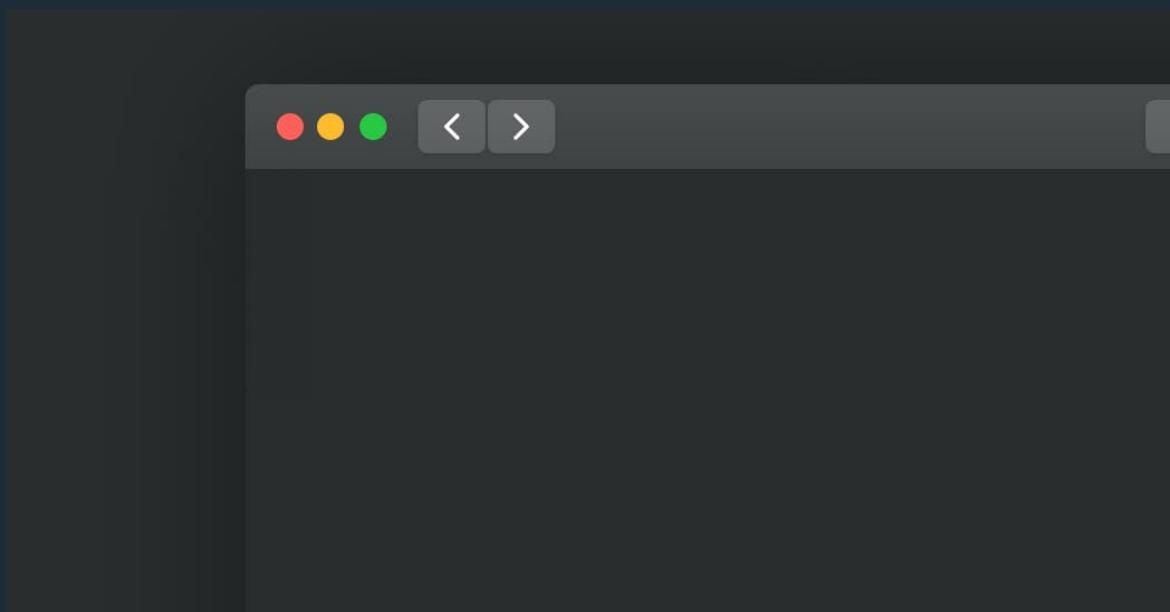
Selling a print? Why not put it in a frame and overlay a leaf to really bring it to life:



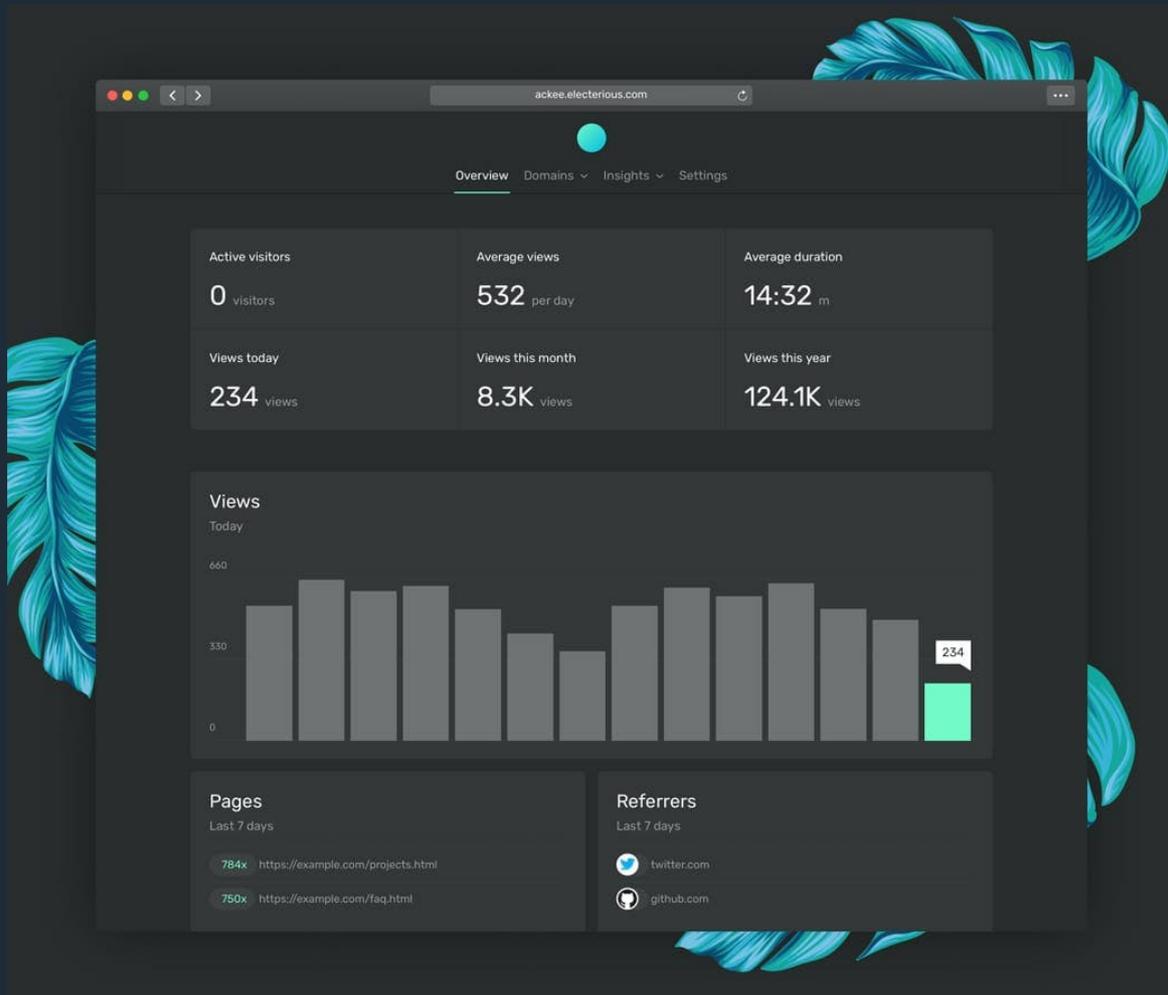
Pre-selling property? Give it life with an aerial view of the desk and the beautiful plans strewn across it:



Another trick to bring your offering to vibrant life is to add a subtle drop shadow behind the image, product mock-up, or browser screenshot:



The above subtleties aren't noticeable at first but collectively mold into a beautiful Landing Page design, like this:



Depth Inspiration – A collection of 50+ Landing Pages I've curated featuring a perception of depth within the page.

Aerial View Inspiration – A collection of 80+ Landing Pages I've curated with aerial view shot.

Creative Market – The device mock-ups category is filled with unique options by their community.

Device Mock-Up Inspiration – A collection of 150+ Landing Pages I've curated featuring device mock-ups.

Devices by Facebook Design – Monster collection of mock-up devices in both PNG and Sketch. Ridiculous this is free.

Shotsnapp – Brilliant device mock-up tool that works in your browser.

Ray – Useful little web app to generate beautiful images of your code snippets. Supports a bunch of languages and features a neat UI options panel including dark + light modes.

Rotato – macOS app to generate fancy rotating device mock-ups. Free to try, then \$40.

Smartmockups – Tool with a more diverse (tees, cups, devices) set of mock-ups. Free for 200 mock-ups then \$9/month.

Lstore Graphics – Top quality device mock-up resource. Video options too!

#92

Keep it positive

Hot Tip #92 is to keep the tone of your copywriting positive.

🚫 Chat software that doesn't sell your info

✅ Chat software focused on privacy

🚫 A legal course that doesn't ramble

✅ A legal course that's straight to the point

🚫 Don't be negative

✅ Keep it positive

Position your offering as a *confident* solution, not a snarky competitor.

Avoid negative sentences – 8 short lessons to strengthen your writing.

#93

Emphasize the value

Hot Tip #93 is to emphasize the value.

A “\$79 Design Systems Course worth \$249” doesn’t offer much appeal, other than a monetary saving of \$170.

What if your \$79 Design Systems Course included a design systems blueprint for Figma/Sketch/Photoshop (saving you 10hrs) and a year’s access to a private design community?

❌ You save \$170

✅ You get learning, assets, time-saving, and access.

“Price is what you pay; value is what you get.” – Warren Buffett

#94

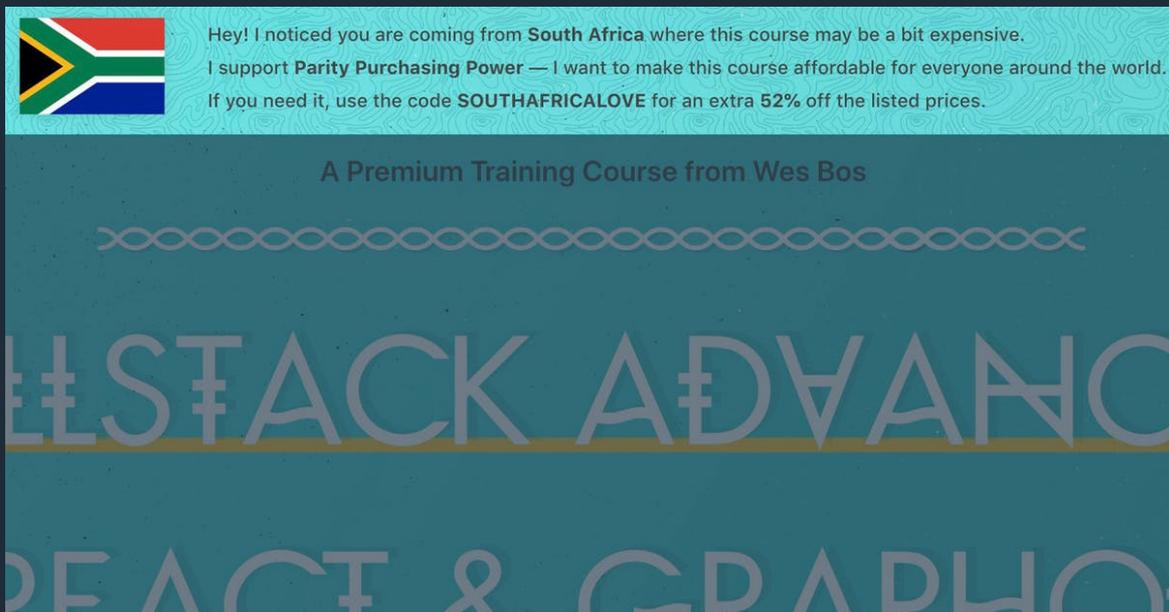
Consider parity pricing

Hot Tip #94 is to consider parity pricing.

Simply put, Purchasing Power Parity (PPP) suggests a discounted price for people earning a weaker currency.

A \$99 USD Laravel 101 Course to a developer working in Silicon Valley is the equivalent of a dinner for two. \$99 USD to a developer working in Mumbai or Maputo is a completely different story.

With the rise of remote working, location-based parity pricing gets more tricky, but offering it — if you can — is the right thing to do.



Hey! I noticed you are coming from **South Africa** where this course may be a bit expensive. I support **Parity Purchasing Power** — I want to make this course affordable for everyone around the world. If you need it, use the code **SOUTHAFRICALOVE** for an extra **52%** off the listed prices.

A Premium Training Course from Wes Bos

REACT & GRAPHQL

STACK ADVANCED

Not only will you increase revenue, but you'll achieve what you set out to do — help more people and engage meaningfully with a bigger community.

PPP Discussion — Check out this 'Purchasing Power Parity' podcast episode with Wes Bos and Scott Tolinski. Wes is a developer and teacher and offers parity pricing on all of his courses.

Parity Bar – Neat service to offer parity pricing coupons within your Landing Page header. It's free for the first 10k views.

PPP API – A Purchasing Power Parity API built by Robin Wieruch to help integrate parity pricing into your Landing Pages.

Parity Pricing Landing Pages – A very young collection of Landing Pages I've kicked off featuring parity pricing.

#95

Reuse winning templates

Hot Tip #95 is to reuse your winning Landing Page templates.

It's tempting to start a Landing Page from scratch for a new launch, but why not consider reusing an older template that worked well.

The 80/20 principle works well here.

Try spending 20% of your time on your Landing Page arrangement and 80% on your content.

Designmodo Startup – A wonderful Landing Page builder solution (for you to host yourself) utilising the Bootstrap framework. The design is definitely up there with the best and features over 300 components to interchange and customize.

Squarespace – Your best hosted solution if you would like to build a Landing Page online with an alongside blog for content marketing. It is also worth noting if design is your weak point, Squarespace design is perhaps the best out there and will give you a better first impression than the other online website builders.

Unbounce – Online Landing Page builder who encourage duplicating your best performing templates to save time. A quick shoutout to them who have been super supportive of this book online.

Landing Page Templates – A collection of 300+ Landing Page templates I've reviewed over the past few years. About 80 of them are free to test a few ideas at low cost.

Carrd – Your go-to option if you want to build a basic Landing Page online for free. Then only \$9/year if you want to use a custom domain. Founder AJ is a real legend in the template-building space.

#96

Don't get too fancy

Hot Tip #96 is don't get too fancy.

Parallax scrolling, scroll transitions, custom cursors, color switchers...

While they all have their time and place, avoid dwelling on them if you are new to Landing Pages or not making sales.

Instead, spend your time on an in-page demo or a remarkable product. This will be way more beneficial in the long run.

When your sales start rolling in, then you can indulge in a little bit of *flair*.

#97

Reinvest your profits

Hot Tip #97 is to reinvest your profits back into your Landing Page.

Once your Landing Page is converting, and you're pleased with your solo optimization efforts, it's time for the specialists to step in.

There are many areas to outsource, but the first I'd recommend is copywriting. Let a copywriter be the officiator that marries your Landing Page tone and your target audience with *linguistic flair*.

Next would be your imagery. Commission a photoshoot of your product or service in action. We no longer want imagery that's merely good enough, we are looking for imagery that tells a compelling story on its own.

Your mascot illustration, constructed from an illustration kit, can now be designed to include your brand subtleties and visual cues.

Repeat the above throughout your Landing Page and before you know it you'll have a spectacular canvas for your offering.

#98

Test new narratives

Hot Tip #98 is to test new narratives for your offering.

This is probably the most advanced Hot Tip in the series, but one worth doing if you have the traffic and budget.

We hammer on about Landing Page copy resonating with a visitor's specific — singular — problem. But what if your offering solves a few problems really well?

Primary narrative: Your time-tracking software is known for saving freelancers' time by automating their tax returns. Your API was one of the first to integrate with top tax authorities.

So your Landing Page could read: Tired of filling out tax returns? Our software 100% automates the tax return process for you.

Secondary narrative: Your software sends friendly reminder emails to clients with late payments, resulting in more overall cash flow per month.

This Landing Page could read: Losing control of outstanding payments? Our software reminds your clients for you and increases freelancer cash flow by 20%.

Duplicate your primary page, tweak the copy with the secondary narrative, and edit the imagery to spotlight the 'client reminder' emails. Now, set up a new marketing channel to align with the second narrative (late payment) and send them to this new Landing Page.

- Repeat for a 3rd or 4th Landing Page
- Assess results
- Drop the Landing Page with the worst results
- Increase the budget for the top performers

The above exercise epitomizes the power of Landing Pages.

#99

Make it fast

Hot Tip #99 is to make it *fast*.

Not only does Google favor fast websites but your visitors will be able to decipher your offering quicker.

Speed through optimization means you've probably also tightened security and trimmed the fat.

When we aim for speed in a Landing Page, everybody wins.

Google PageSpeed Insights – Popular speed testing tool.

Pingdom Speed Test – My go-to speed testing tool, I prefer the UI over the above.

#100

Don't forget the why

Hot Tip #100 is don't forget the why.

Sure, your product/service looks great but why is this part of your life's journey?

📖 This is *why* I wrote the book

✍️ This is *why* I design logos

👉 This is *why* I teach Spanish

An offering positioned within a compelling story is easier to understand and support.

“My name is Alice and I wrote this mobile accessibility guide after years of watching my visually impaired mother struggle on her phone. I'm hoping this guide will encourage others to create interfaces that cater to people from all walks of life.”



Join the movement

I've built Float to help artists and designers showcase their work in a better way. Float transforms static and flat artworks into moving creations. Your masterpieces deserve to be shown in the most fun and engaging way.



825k



615k

When you share why you care, others start caring too.

#101

Start from the beginning, again

Hot Tip #101 is to start from the beginning, again.

1. Who is your target audience?
2. What is their problem?
3. How does your offering solve it?
4. What do they need to see and read to be persuaded to choose you?

An annual check-in on the above is a healthy exercise to ensure your Landing Page hasn't strayed from the original goals.

However, industries evolve and businesses need to adapt. This exercise also questions if your Landing Page needs to realign with new goals.

Wishing you the *strongest* of Landing Pages.



Closing

Credits

Firstly, a big thanks to **you**.

Because of your investment in the book I can reinvest the earnings into making even better content. Next up for me is a series of Landing Page online courses.

Secondly, a massive thanks to my dear friend Manu. Without this guy my work online would resemble something alike Yahoo! GeoCities. Make sure to check our his unique blog he writes from a secluded corner of Italy.

And lastly, to Steve Schoger, Adam Wathan and Wes Bos for the Hot Tips format on Twitter.

These “Hot Tips” were meant to lead up to my online courses but they organically turned into this book and I’m glad it did.

What a fun chapter of my life – thanks for being a part of it!



Rob Hojse

Exclusive Offer

Private Critique Service

My Landing Page critique service uncovers the **5 most important tasks** to implement right now, in order to improve your conversions. The format is a 15-20 minute video accompanied by an interactive checklist recapping the tasks at hand.

Service cost:	\$299 (without coupon)
Critique format:	15-20 minute video + checklist
Turnaround time:	5 work days
Satisfaction guarantee:	100% money-back, no questions
Questions?	rob@onepagelove.com

Use this exclusive PDF coupon for \$100 off the service:
gumroad.com/l/lpcritique/pdf

"Wow Rob, this is extremely useful, and very well done. The format is great, and it feels so good to have someone else that is experienced give actionable and serious feedback."

- Matthieu Napoli Author, Serverless Visually Explained

"This is gold for us! The book was awesome and the critique on our staging Landing Page was HUGE value to me. I highly suggest it to anyone. Your format is great and I'll be using it again for sure."

- Stef Rouschop Startup Founder in smart device sector

"Thanks a lot for all of your feedback which we have listened to over and over again and kept tweaking our design. We have been split testing a lot and have almost doubled the conversion rate. It is now converting 8% of our visitors – so happy with the results so far!"

- Tobias Magnussen Startup Founder in property sector

"Thank you, thank you, thank you! Some of the issues I knew already, but some issues I had no idea about. You are a rockstar! All criticism is much appreciated as this helps me be better."

- Denislav Jeliaskov UI Designer, course teacher

"Rob, thank you so much! That video was extremely helpful. The idea of combining everything into one page, so we have just one link out in the world was brilliant."

- Bob Reynolds Musician, course teacher

Please share the book using:

onepagelove.com/100

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