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THE IMPORTANCE OF USING **LEAD CAPTURE** PAGES ON YOUR WEBSITE



The Importance Of Using Lead Capture Pages On Your Website

Any experienced online entrepreneur will tell you how important it is to market your business, online opportunity and/or individual products and services. That is true no matter how awesome your offerings are, however simply “being on the Web” isn’t enough considering all the millions of other sites present with a fraction of them competing with your website.

However, marketing is only a part of the recipe. It would be a perfect world if people only had to click a link and they would magically be a part of your list. But in reality, marketing just helps bring traffic to your site. Still, the real challenge is convincing these new visitors to look deeper into whatever it is you are offering and ultimately get these people onboard and score some sales. Simply driving them to the home page of your website may not be enough because it is very easy to just close the browser tab and move on. The home page is designed mostly for people that know what to expect on your site.

Therefore, you must direct these people to a different page that is designed to immediately get the viewer’s attention and get them to take action. This could be a signup form to be part of your marketing list, a newsletter, free report or to buy a product or service from you. This page is known as a lead capture page, a landing page or a squeeze page.

The Purpose of This Guide

If you have never heard of a lead capture page before, you could go a long way by looking up the term on Google. Not only will you find some articles that will tell you what a landing page is and how to make one fairly quickly but you will also bump into some services and online tools that will construct a landing page from start to finish in just a few steps. The fact that a lot of these services are free or inexpensive makes them quite tempting. You do have to get your marketing started as soon as possible so getting the capture page out of the way immediately sounds like the right approach. Actually, there are plenty of approaches with some methods working for certain people. If the landing page builder you find is friendly for you, by all means use it. Just remember that a making a great capture page requires some creativity and good practices. This guide will highlight these practices and help you get inspired to do more than just a simple capture page.



Source: <http://insights.sererra.com/>

Planning the Capture Page

Once you have settled down with an approach, take a break so you won't be overwhelmed with the upcoming tasks you have to deal with. It is more comfortable to keep things simple and take the time to plan what your capture page will look like. It can be considered a break because you won't have to worry about coding or even designing graphics. It is all about making a mockup or draft of the page so you know exactly what to do when you finally start coding or going hands on with the lead capture page generator of your choice.

The overall look and feel of the page is entirely up to you and once again, your approach to making the capture page should give you that kind of freedom to express your ideas. But make sure the following elements are present on your landing page:

1. **Headline**

Every capture page must have a headline along with a sub-headline that together serve as a general description of your offer. It should be clear and concise while being optimized for search engines since search engines tend to give more priority to headings. If you do not have SEO experience, simply think of the most important keywords related to your offer and make sure they are present in the headline without ruining the original thought.

2. **Description**

The description of the offer is an important part of the capture page where it must have some elements of a sales pitch to entice the reader along with hard facts just to prove that your offer is different and that you do not intend to mislead the individual. You need to give the reader a very good reason to sign



Source: <http://www.looksmart.com/>

up or simply make this deal very hard to resist. Some companies may go the distance by adding a little bit of history of the business just to highlight the reputation but adding too much text might bore the reader. Adding links to other pages might help make the capture page a bit cleaner but never take the reader to another browser tab because it reduces the chance of getting an opt in.

3. Supporting Content

Without images, videos or other interactive multimedia content, your page will look like one of those boring eBooks you find on a Kindle. At the very least, you should place at least one supporting image on your landing page to give it some personality. It could be a picture of your biggest offering or simply a logo of your business if you are confident that it is well-designed. If you are marketing a piece of software, for instance, it could help to put a couple of screenshots or two along with a video clip to demonstrate the capabilities. Adding a video to the landing page helps a lot when it comes to conversions as long as the video focuses on removing the doubt that people may experience before signing up. You will need a video that supports the text on your page to further urge them to bite the bullet and give it a go.



Source: <http://www.landingpageautopilot.com/>

4. Credibility Boosters

A video may help add some legitimacy to your page simply by proving that you are a simple individual or professional that wants to help others. But critics may not trust you on the spot because these critics know that in order to be successful in any online business, you have to do whatever it takes to get them on board.

Some marketers take this very seriously by making huge over-the-top videos and other promotional content that resemble something you would see on a home shopping network. These tactics are fine but you should add some credibility boosters to silence some of the critics.

One of the simplest ways to add credibility boosters is to have a small section containing testimonials from people that have already experienced positive results from your opportunity, products and/or services. Even if it means converting a few extra people, these testimonials have served their purpose. Having the testimonials in video or audio form can add even more credibility to your page.

Badges are another form of credibility booster that give your capture page a more “certified” feeling. The BBB Accredited Business sticker is commonly featured in lead capture pages nowadays because folks new to online businesses would often wonder if the opportunity is certified by the Better Business Bureau. Other folks may be worried that the landing page will lead them to malware so you can give them a reason not to worry by putting a Norton Secured logo. If you’re worried about how obscure your opportunity is compared to others, you can try adding the popular “As Seen On” sticker where your business has been featured on prominent news sites, TV channels and blogs.

When you are just getting started, it could be really tempting to make up some of these things. But lying can be a double-edged sword because there are some people that are adept in research and may find out that you are just another individual desperate for leads. If you are not willing to take the risk, keep things real and start only with a few credibility boosters like the testimonials. If you are going to put a badge, make sure your site really earns it. You can, for instance, have a fellow blogger with a similar target audience as yours write an article about your site and then feature the article on your capture page. Even if the blog isn't popular, at least another 3rd party gave your capture page the two thumbs up.

5. Social Media Buttons

While credibility boosters are recommended for your page, they are not exactly essential if you are going to go the social media route which is far more important. Your presence in sites like Facebook and Twitter can actually serve as alternate credibility boosters if you actually take the time to cultivate those pages. Even if you are a privacy advocate that simply hates social networking, you cannot ignore the fact that millions of other people have integrated social media into their daily routines. Many businesses are doing it and so should you. It is still

important to keep the reader focused on your capture page by not adding links but social media profile links should be an exception. People will wonder exactly how popular your opportunity really is and checking on these sites is a common practice nowadays. They may judge your page on the number of "Facebook Likes" and may even disregard your whole pitch if they find out it has only 20 likes. Remove that doubt by creating a good Facebook Page and get your friends to like the page even if they are not a part of your opportunity. Do the same with sites like Twitter and Instagram so you can add even more social media buttons to your landing page.



Source: <http://softttrix.com/>

6. Special Offer

The problem with most online opportunities is that it can take quite some time and a considerable amount of effort before one can really feel the benefits of the program and have no regrets. To help ease that transition, you can offer a freebie right from the start if the person finishes a certain part of the process (usually becoming a part of the mailing list). The freebie can come in the form of an eBook or possibly a few free software that might be offered by the opportunity you are a part of. Have a small section or box in the capture page that briefly explains this free offer and have an associated image or graphic so readers cannot miss it. A common spot is usually near the area of the "Submit" button.



Source: <http://www.careeningsegue.com/>

7. Form

The form is the most important part of any capture page and should be the final destination as the reader should already understand what he or she is signing up for. For starters, the best way to create this form is to sign up to a reputable autoresponder service like AWeber. AWeber comes with a feature that lets you choose from a number of form templates that you can easily integrate to your capture page. Plus the service manages your list too and your email templates so the backend of your landing page is all taken care of. There are also some decent free autoresponder services like MailChimp. Making your own form is most ideal if you want your capture page to look really unique but you have to make sure the form is pleasing to look at and the “Sign Up” button is very visible.

Deciding on the Execution

Once you have planned each of these elements, you can start building your capture page. As you get started, you will also realize the advantage of planning your site before you even start building. With all the information in front of you, you can better decide the best way to bring your draft into a fully-functional webpage. If you don't have any experience in webpage creation whatsoever, you can proceed to finding a capture page generator although the most basic ones may not be enough to accomplish your goals. You should find a generator that has more features so you can decide on the layout and ensure that all the elements mentioned earlier are present. Besides, the simplest landing page generators hardly get updated which means that your site can become old-fashioned in the next couple of years and you will have a tough time making the transition. If you take the capture page generator route, make sure you try different online tools and services and decide which approach gives you the most freedom when it comes to design.



Source: <http://unbounce.com/>

Coding your lead capture page or at least building on top of a platform like WordPress is most ideal since you really get the flexibility when it comes to page layout, color scheme and other static and dynamic elements. If you are feeling a bit adventurous, you can explore the various Web authoring tools from Adobe Dreamweaver to something free like Komodo Edit. Learning how to code isn't that difficult and there are plenty of free webpage templates that have the framework for a capture page.

If you feel as if your resources are better spent on marketing your capture page and you find a generator to be too simple, your other option would be to let a professional Web designer handle the load. Not all Web designers are familiar with capture pages so going through the planning

phase is still necessary and it should give the professional designer less work to do since you already planned the layout and it could mean less professional expenses for you.

Going Beyond

Once your capture page is live, you can immediately build your marketing campaign around that single page. The page is designed as a gateway to your opportunity or product/service portfolio so you really have to make sure people get that positive impression the moment they join. But even the very best design won't last. Design trends continue to evolve and Internet marketers continue to get clever on the way capture pages are designed. The older capture page designs, for instance, featured a lot of text and very crude graphics. Even worse, these pages weren't even optimized for smartphone viewing.

When designing a capture page, you have to take these trends into consideration and you have to keep thinking about ways you can improve your capture page even more once you are ready to commit some big changes. Having an entirely different capture page design every year or so will prevent your opportunity from getting stagnant. Change might even be needed sooner if you notice that lots of people are visiting your lead capture page but very few people are signing up. Therefore, you need to monitor your page's traffic statistics too to see if the page is doing well.

For more information or assistance with Lead Capture Pages, Landing Pages and Internet Lead Generation, please visit TheLeadsHub.com or call us at (647) 405-6711.

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