BUILD A CRAZY HIGH CONVERTING LANDING PAGE 5 experts share valuable tips

**TALIA WOLF**
Founder and Chief Optimizer GetUplift

'The most high-converting landing pages are customer-centric. They focus on identifying their visitor's pain, understanding it and solving it for them.'

**PAUL ROUKE**
Founder & CEO PRWD

'Vest up HotJar on the page, including a feedback poll asking the question: Is there anything that you expected to see missing on this page?'

**PAUL BOAG**
User Experience & Service Design Consultant

'It is so tempting to get sucked into clever techniques and imaginative solutions when in truth people will pick easy every time.'

**JONATHAN AUFRAY**
Co-founder & CEO Growth Hackers

'Focus on benefits, not features. People don't want to know what your product does, they want to know the problem it solves.'

**DAVID SHAW**
Digital Marketing Manager Eldon Insurance Services Ltd

'Make the CTA clear about what happens next when clicked and either have social proof or scarcity signal close to the CTA to improve CTR.'

www.2checkout.com