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

'Set-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.'