

Published based on [Creating the Ultimate Landing Page - What You Need to Know](#)

# **Creating the Ultimate Landing Page - What You Need to Know**

In this post I'm going to show you some helpful tips about [Clickopp](#) and [Experts Academy](#).

We all want our landing page to be the best it can be and convert like crazy, but it doesn't happen for the majority - why? Just some of the things that can go wrong are bad copy, poor design, inaccurately targeted traffic and much more. So it only makes sense if you want to make use of landing pages, you might as well do it right. What is needed is solid action that is informed and purposeful, and that is something lots of folks seem to lack.

The power of video has not diminished at all over the years, and combining that with a landing page can really boost your conversion rates. We still commonly see plenty of landing pages that are the old-fashioned kind without any video, and we presume they do well.

The thing you want to do with testing is take a structured approach that includes as many testable elements as possible. You do have to be careful that your landing pages do not become too busy when you think about what else can make it better, etc. The simple fact is that video is still very powerful and popular, and that is perhaps the main reason to consider using it. However, do make sure that you've done enough preparation so that your audio or video comes out professionally.

Your text will have an effect on your readers, so learn how to make it presentable according to standard copywriting guidelines.

Besides having shorter paragraphs in your copy, you should also have a shorter lines. The danger with long sentences is there is a real chance people will get confused about the meaning. It is just the nature of people on the internet, many of them read at a lower level and it causes the need for this structure. Proof-read everything you write for the web and your copy, and then make sure there are no wasted words, anywhere. You always need to check your conversions and ideally test your copy so you can make it the best it can be.

You will need to get a script for tracking, or you can use Google Analytics. You will send traffic to your page, and then collect data from the tracking you will have in place. After you see your conversions and other metrics, then try changing the headline and test that. Now, this obviously isn't possible with your first landing page but it is something that you need to start planning on right from the start. The most successful marketers are always testing and improving their marketing funnel, and that is what you must do as well with your landing pages. This is all about learning and taking action on what you discover.

You can also find this article published on [Creating the Ultimate Landing Page - What You Need to Know](#), and on the tag pages [conversion rates](#), [helpful tips](#), [landing](#), [simple fact](#), [traffic](#), [Ultimate](#).