



3+1 Series

# Strategies For Landing Pages

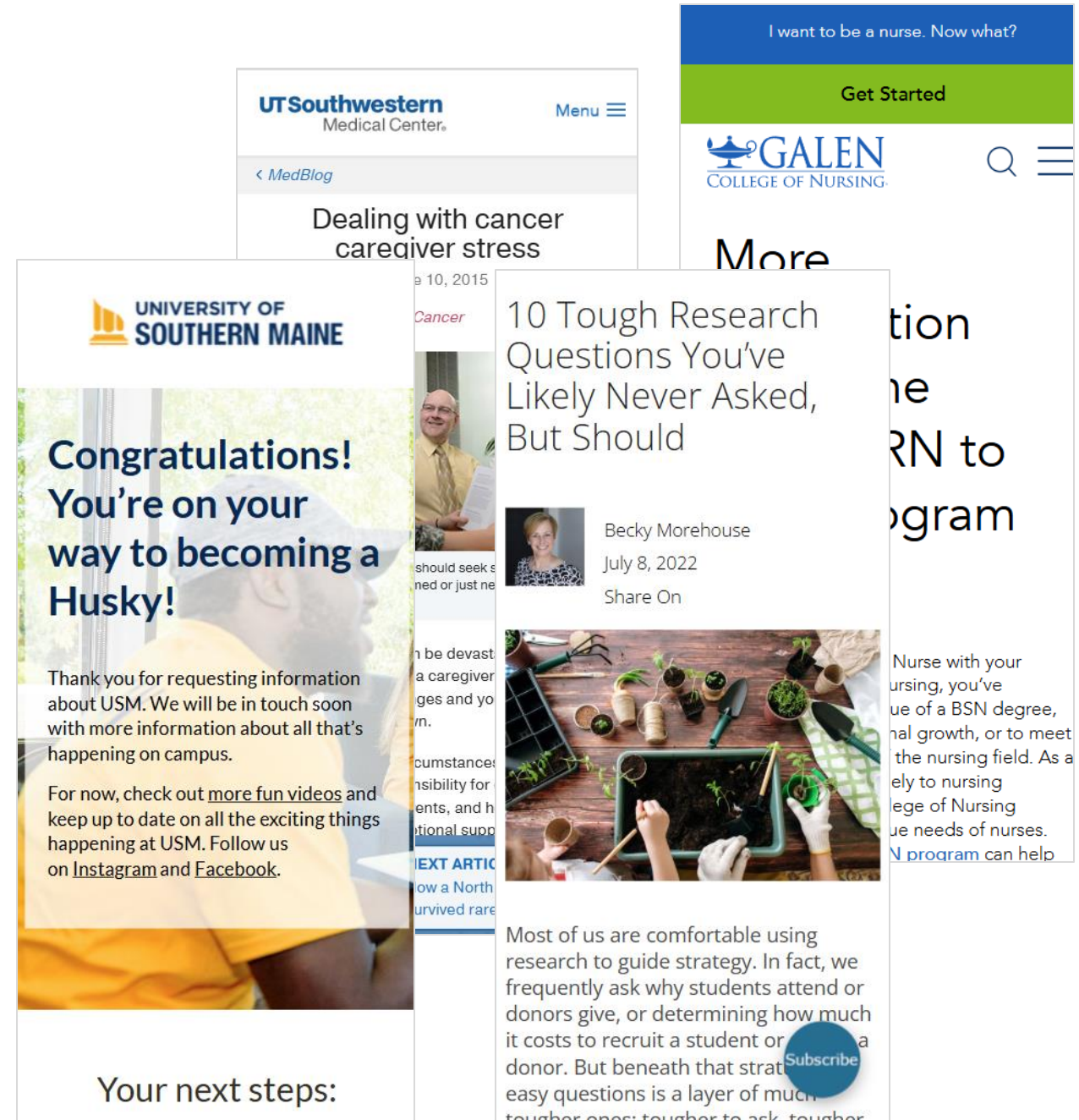
Making A Powerful First Impression

# Before We Begin

Both Higher Education and Healthcare examples used.

70% of New Users arrive on a Mobile device

Paid or Non-Paid traffic, the landing page principals remain the same.



# What Is A Landing Page?

Defining a Landing Page and its role in marketing

# What is a Landing Page?

## Landing Page:

The first page a visitor sees when they arrive on your site.

### The "Perfectly" Optimized Page

(for the example keyword phrase "chocolate donuts")

**Page Title:** Chocolate Donuts | Mary's Bakery

**Meta Description:** Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donuts ever made.

**H1 Headline:**  
Chocolate Donuts from Mary's Bakery

**Image Filename:**  
chocolate-donuts.jpg



**Body Text:** \_\_\_\_\_

\_\_\_\_\_chocolate donuts\_\_\_\_\_

\_\_\_\_\_donuts\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_chocolate donuts\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_donuts\_\_\_\_\_

\_\_\_\_\_

chocolate\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_chocolate donuts\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_chocolate\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_chocolate donuts\_\_\_\_\_

\_\_\_\_\_

**Page URL:** <http://marysbakery.com/chocolate-donuts>



Any page could be a landing page!



Full Service Marketing for Higher Education & Healthcare

**Amplify Opportunity**




10 Tough Research Questions You've Likely Never Asked, But Should

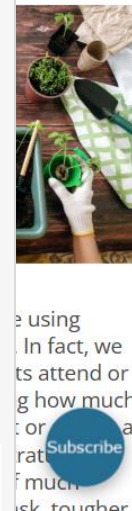
**CUSTOM CONTENT SOLUTIONS**

Discover, define, and deliver your authentic story to the world.

Stamats knows brand storytelling. Our award-winning digital strategy team creates and launches conversion-centered content that engages audiences in your unique story – as only you can tell it.



**Nationally Recognized Content Innovators**



Landing page	New Users
/home	8092
/insights/tough-research-questions-you-should-ask	824
/careers	723
/insights/marketing-action-plan	503
/insights/10-tips-campus-photography	461
/insights/challenges-facing-business-schools	377
/stamats-content-migration	311
/insights/build-higher-education-communication-plan	257
/insights/the-cost-of-student-recruitment	254
/insights/workplace-art	216
/about/our-experts	215
/audience	188
/insights/blog-governance	186
/contact	156
/insights/costs-program-delivery-what-research-shows	132
/insights/strategies-audience-growth	129
/insights/dual-enrollment-marketing	126
/insights/keyword-research-tools	122
/insights/tuition-pricing-strategy	113
/insights/universal-analytics-data-removal	104
/tagline-repository	91
/about	87

No matter how visitors come to your site; every first page is a landing page.

Landing pages have one job:

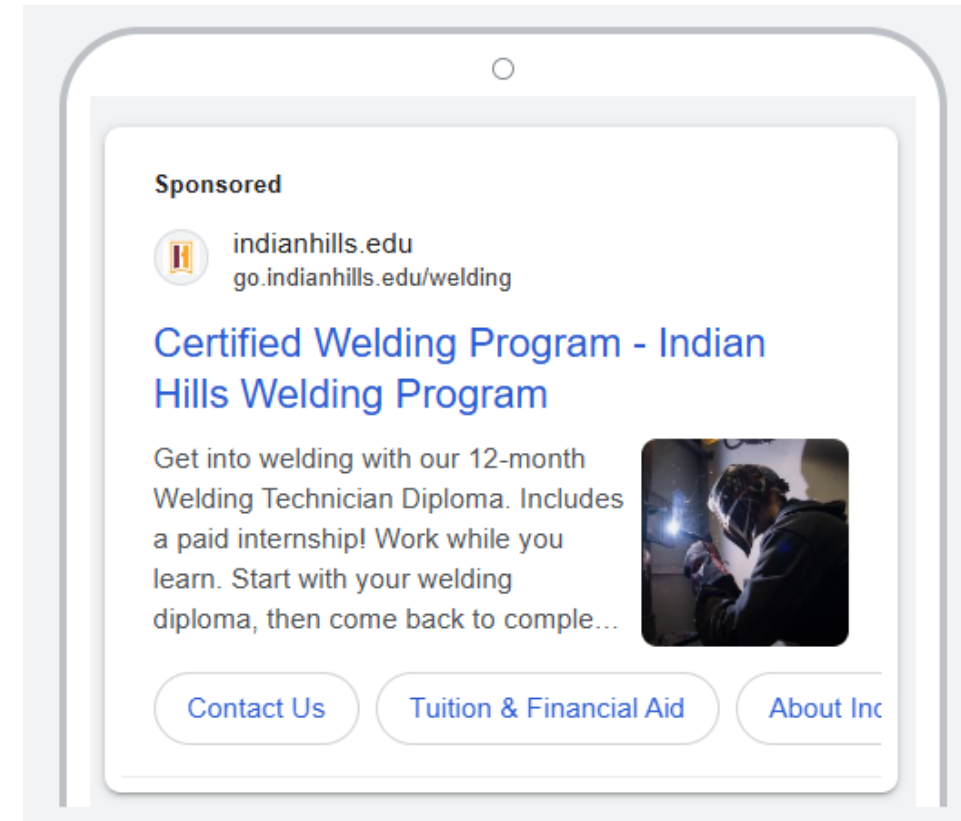
**Convert Interest (Questions) Into  
Action**

# From a Paid Traffic Point of View

“Nobody ever chose a school because of a search ad.”

They clicked an ad because it aligned with their interests.

The content of the landing page convinced the visitor to act.

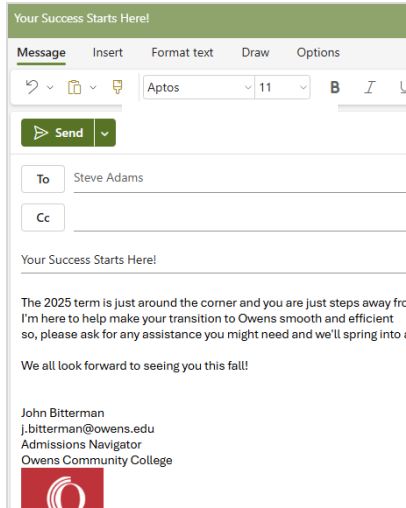


Very high performing ad, 74% click-through rate.

- Would you decide to go into welding because you saw this ad?



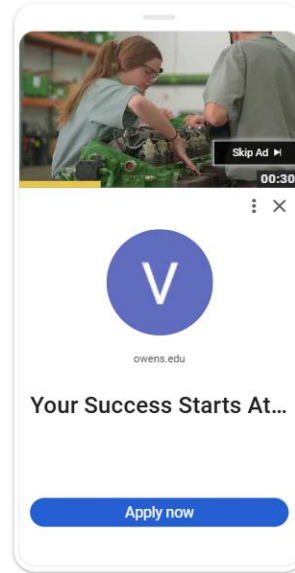
## Email



## Display



## Video



Landing Pages do the heavy lifting.

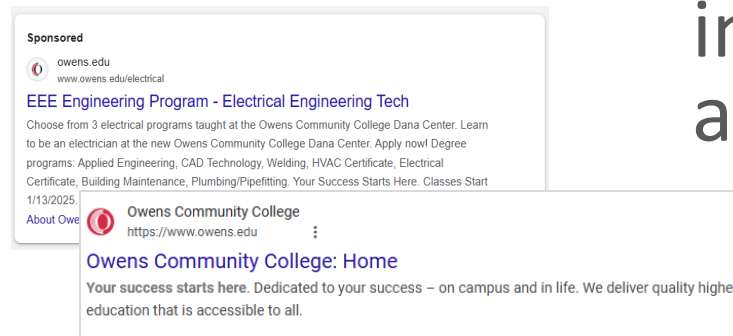
Marketing Messages Capture Interest

They convert interest into action.

## Social



## Search



## Pursue your passion.

Your path to success starts at Owens, where we feature more than 160 degree or certificate programs. Get ready for a new career, advance in your current one, or earn college credits to transfer to a 4-year school.

Owens' award-winning professors bring industry-leading knowledge to popular subjects like:

- Accounting and Business
- Computer Programming and IT
- Criminal Justice and Emergency Services
- Engineering and Advanced Manufacturing
- Education and Human Services
- Nursing and Health Professions

Classes Begin  
**12 Days 20 Hours  
13 Minutes**

APPLY NOW

# Landing Pages: 3 + 1 Strategies



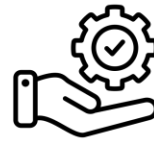
## You've Got 10 Seconds

Attention Deficit  
Marketing



## Glass Half Full

Context & Perspective  
Mean Everything



## Tell Me What To Do

Then, Let Me Do It



(+)1

Now That You Have My  
Attention, Don't Lose It!

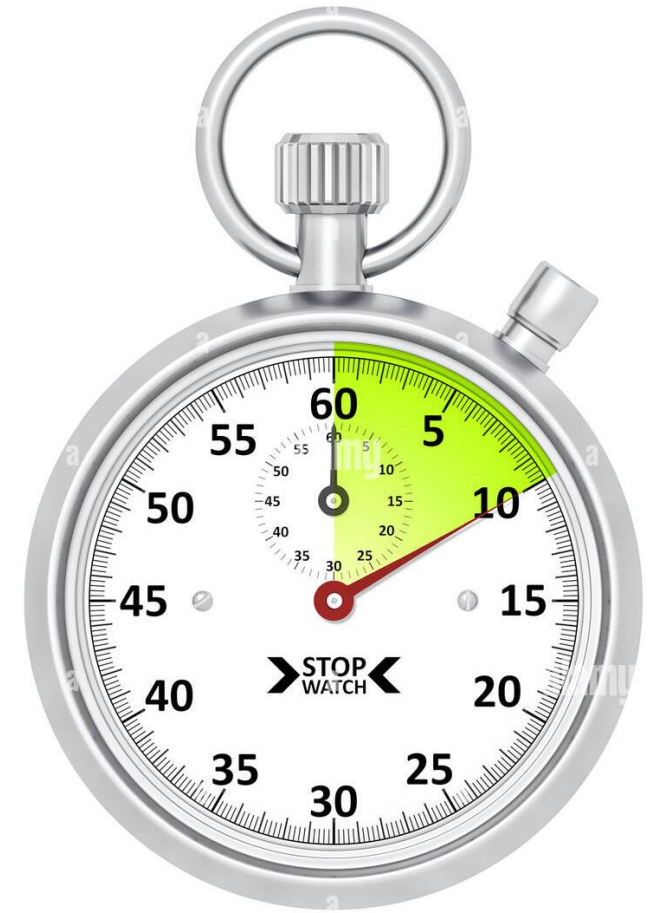
# Strategy 1

## You've Got 10 Seconds

Capture attention to earn the 11<sup>th</sup> second, then the 12<sup>th</sup> , then the 13<sup>th</sup>....

The Landing Page Problem:  
45% to 60% of site visitors bounce off  
the page

In other words:  
Half of your site's  
visitors don't even  
spend 10 seconds on  
your site



You've just paid \$3.71 for an ad click.

Now, get the visitor to stick around!



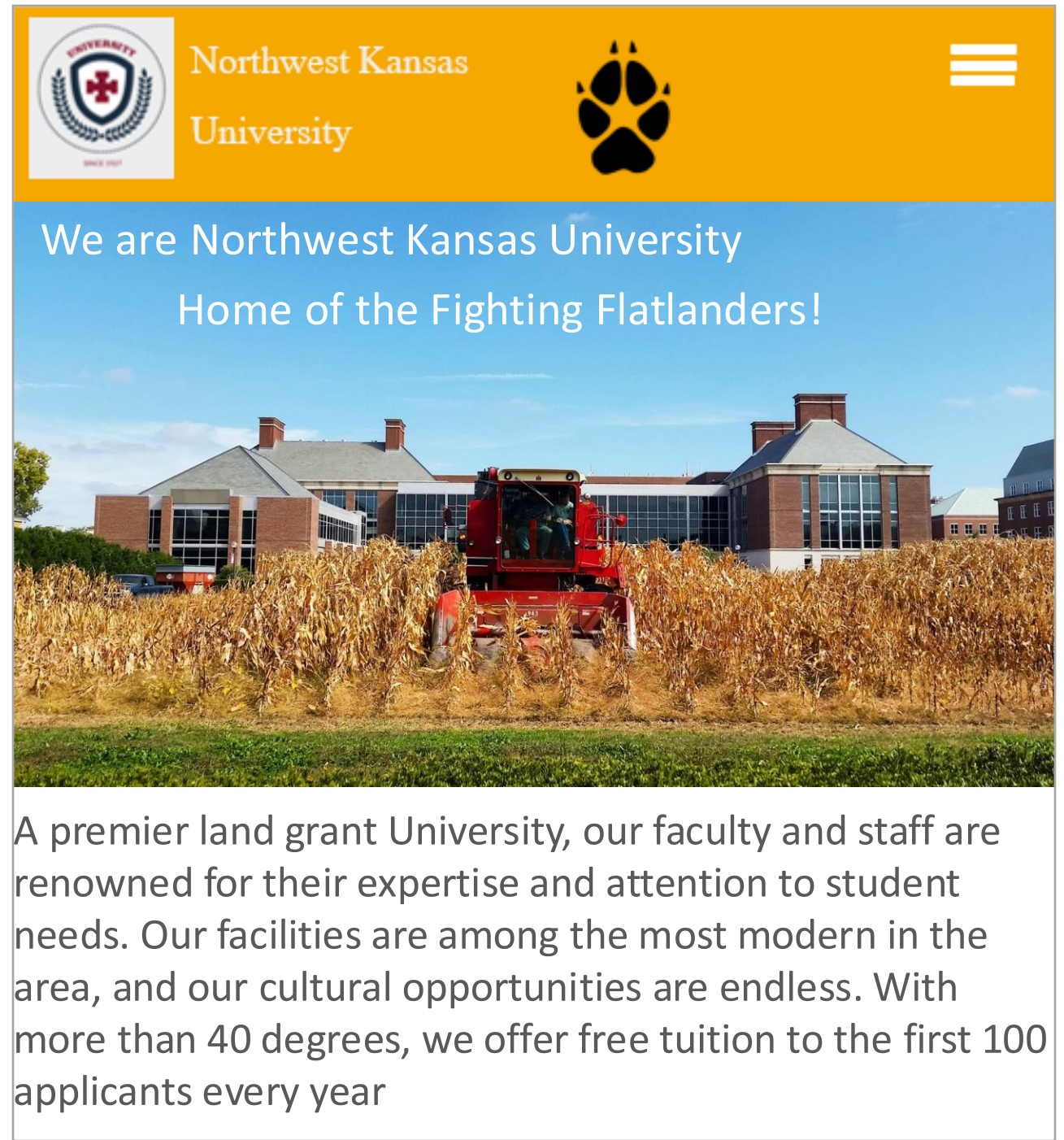
# How Long Is 10 Seconds?

10

10 Seconds

That's not a lot of time to look at this webpage.

But over half of your site's New Users spend 10 seconds or less on a landing page.



The screenshot shows the top portion of the Northwest Kansas University website. The header is orange and contains the university's seal on the left, the text "Northwest Kansas University" in the center, a black paw print logo on the right, and a white hamburger menu icon in the top right corner. Below the header is a hero section with a blue sky background. It features the text "We are Northwest Kansas University" and "Home of the Fighting Flatlanders!" in white. The background image of the hero section shows a red combine harvester in a field of golden corn, with a large brick university building in the background.

Northwest Kansas  
University

We are Northwest Kansas University  
Home of the Fighting Flatlanders!


A premier land grant University, our faculty and staff are renowned for their expertise and attention to student needs. Our facilities are among the most modern in the area, and our cultural opportunities are endless. With more than 40 degrees, we offer free tuition to the first 100 applicants every year

# Blink & You Miss It



What was the headline of page on the previous slide?

What did you think about the graphic?


Did anything stick in your mind about the page?



Northwest Kansas  
University



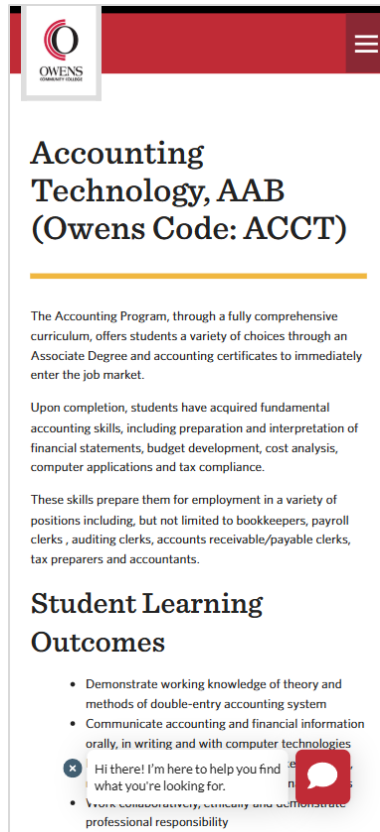
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# Be Message-Forward

## 'Regular' Website Landing Page



*60% bounce off the page!*

*2.3% Conversion Rate*

Regular website landing page, engagement rate is 40% or less.

## Message-Forward Landing Page



*60% engaged with the page!*

*8% Conversion Rate*

Message-forward landing page, engagement rate averages 60%. Nearly 4X more likely to convert



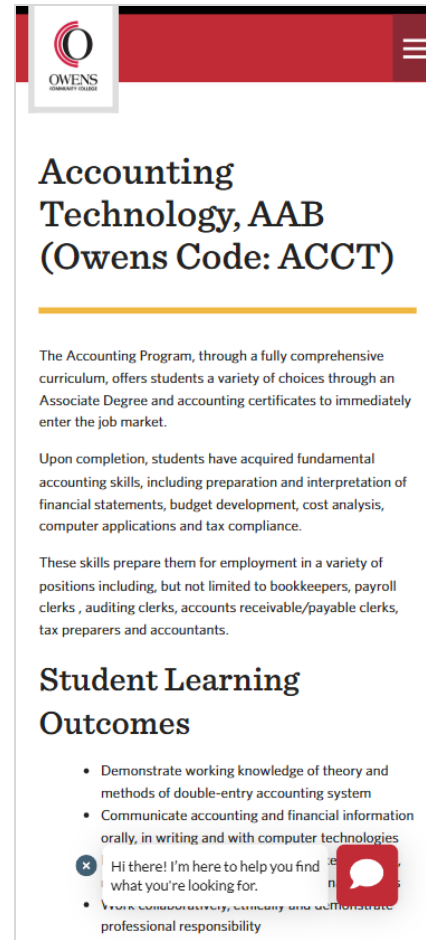
# Message-Forward Pages Perform Better

They capture attention by speaking *to* the visitor

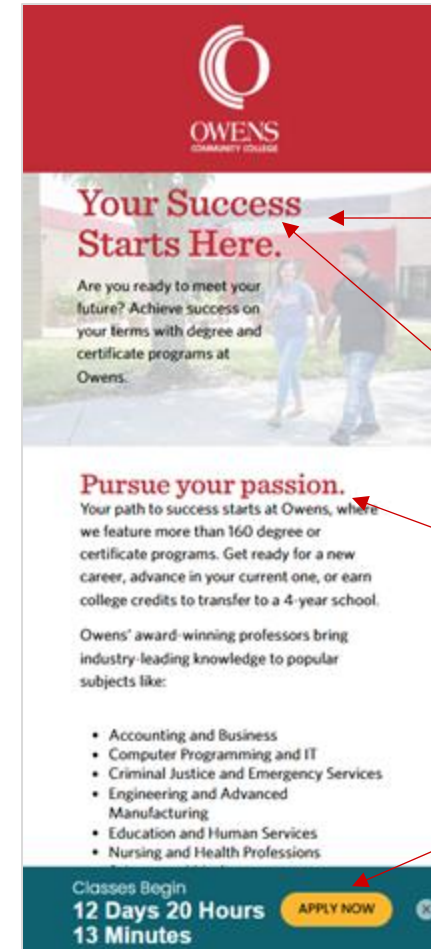
Informative but dry content.

Impersonal, refers to 'students' doesn't use "You First"-language.

No call to action and no way to do anything beyond click to learn more.



'Regular' Website Landing Page



Message-Forward Landing Page

Starts out with "what's in it for me?"

Puts the user first.

- Your Success
- Your Passion

Strong call to action AND urgency

# Ineffective Landing Pages

- Generic headline and body copy
- Vague calls to action
- Next steps unsupported by content
- No relevance to the prospect's search query
- Over 20 different campaigns for different degrees sent ad clicks to this page

The image shows a landing page for Northwest Kansas University. The header features the university's logo, name, and a paw print icon. The main heading is "Prospective Students". Below it, there is a paragraph of text about student diversity and a "Learn More" button. A red overlay on the left side of the page displays "Bounce Rate: 89%". A red overlay on the right side displays "Lost: \$30k Per Month!". At the bottom, there are three small images showing students in a lab setting.

Northwest Kansas University

## Prospective Students

Our students bring a valuable diversity of thought, perspectives, and experiences to our classrooms. Their interactions are guided by thoughtfulness, fostering a welcoming environment for others. They thrive when directly involved in academic research, creative exploration, and... they recognize their contribution. Students highly value personal growth and their commitment to continuing education.

[Explore More](#)

[Apply Now](#)

**Bounce Rate: 89%**

**Lost: \$30k Per Month!**

# Strategy #1 - Make Your Landing Pages Sticky

- Be intentional, capture and hold attention.
- Speak to the visitor, talk about them and not you.
- Deliver your message up front, don't be shy.





Strategy 2

Glass Half Full

Context and perspective

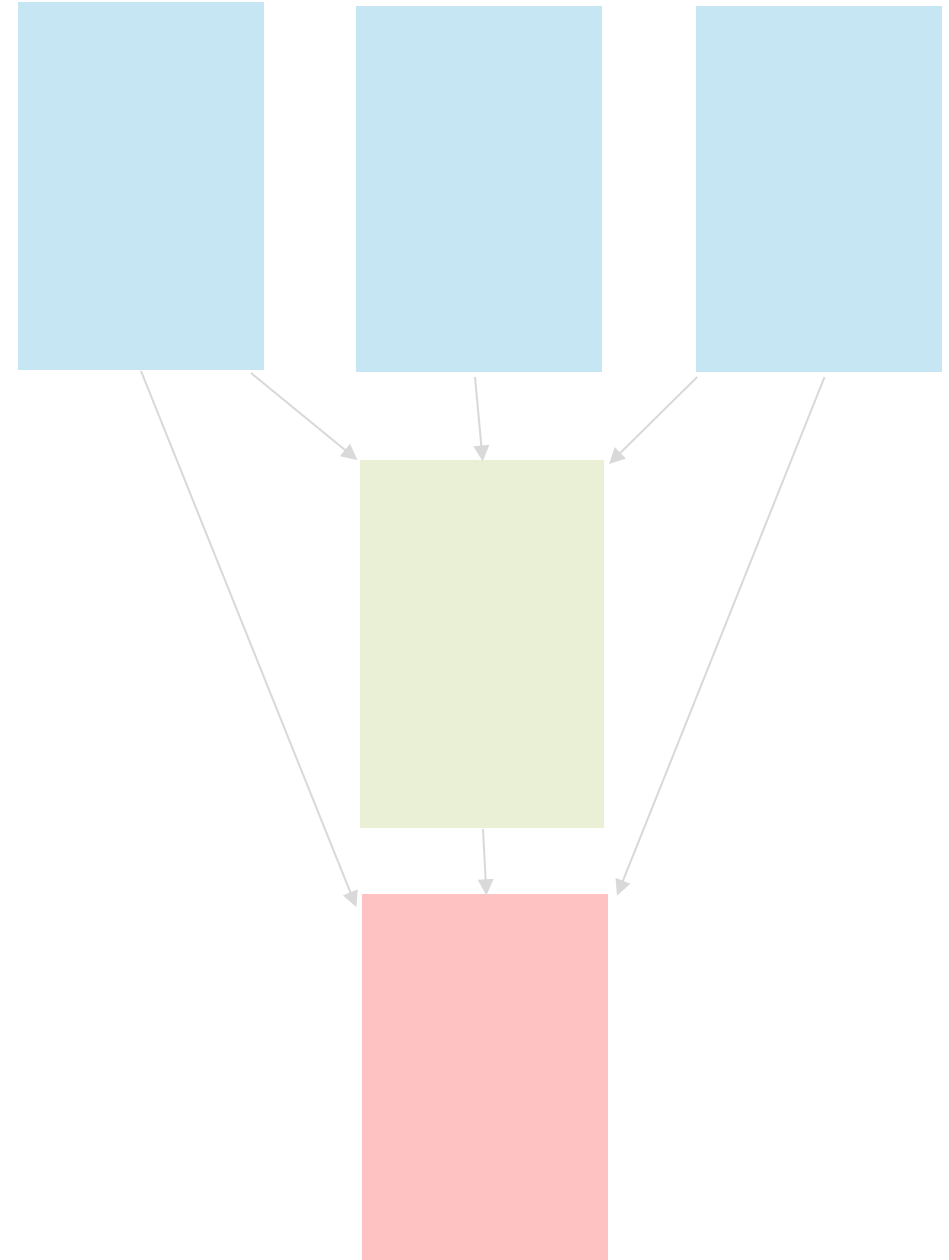
# Answering the Question

*“Landing pages convert interest (questions) into action”*

Most site visits start with a question.

There are more questions, perspectives, and contexts than any single landing page could handle.

Often the most effective strategies dedicate unique pages to important questions.



# Start With Context

Brainstorm the common questions a prospect might ask.


Then, group the questions into segments by context:

- Discovery – what is?
- Research – how to?
- Commitment – who can help?

This is the first step to a landing page content plan.

## Healthcare Example: Cervical Cancer

### Discovery


Menu

[< MedBlog](#)

### Cervical Cancer Awareness Guide

April 26, 2017

*Cancer*




Early detection and prevention are critical to combat cervical cancer.

Unlike many cancers, more than 99 percent of all cervical cancers are caused by just one thing: a previous human papillomavirus (HPV) infection. Nearly 80 million people currently have HPV in the U.S., and most sexually active men and women will get at least one kind of HPV in their lifetimes.

Our physicians have put together this guide to inform you about:

- How to prevent cervical cancer
- What to do if you're diagnosed
- What treatment options are available

### Research


Menu

[< MedBlog](#)


### How cervical cancer screening with HPV testing is saving lives

January 28, 2025

*Prevention;  
Women's Health;  
Public Health*



**Claudia Werner, M.D.**  
Obstetrics and Gynecology




Your health care provider can explain the different types of screening available and how often you should get tested.

**D**ecades ago, cervical cancer was considered one of the deadliest types of cancer among women in the U.S., according to the [Centers for Disease Control and Prevention](#).

### Commitment

Menu



### Cervical Cancer

Harold C. Simmons Comprehensive Cancer Center

[New Patient Appointment](#)

or **214-645-8300**

[EXPLORE CERVICAL CANCER](#)

UT Southwestern Medical Center's gynecologic oncology experts deliver comprehensive, innovative care to women with cervical cancer.

As the only National Cancer Institute-designated comprehensive cancer center in North Texas, we deliver the best cancer care available today and push to discover new treatments. NCI designation means we offer patients the ability to participate in the broadest possible range of clinical trials, with access to potential therapies not available at other facilities.




# Start With Context

## Higher Education Example, BSN Program

### Discovery


I want to be a nurse. Now what?

Get Started



## Why a BSN?

March 1, 2019






Nursing is a fulfilling career that is constantly evolving. That's why it's more important than ever to pursue a [Bachelor of Science in Nursing \(BSN\)](#). A BSN provides more in-depth research that will enhance students' professional development and interpersonal skills with their patients.

### Research

I want to be a nurse. Now what?

Get Started






## More Information about the Online RN to BSN Program

If you're a Registered Nurse with your associate degree in nursing, you've probably seen the value of a BSN degree, whether for professional growth, or to meet the evolving needs of the nursing field. As a college dedicated solely to nursing education, Galen College of Nursing understands the unique needs of nurses. Our [Online RN to BSN program](#) can help


### Commitment

I want to be a nurse. Now what?

Get Started



[Home](#) / [...](#) / [Admissions](#) / [How to Apply \(Steps to Admissions\)](#)

More in this section 

## The Admissions Process

### Steps to Get Started

Whether you're new or returning to our Galen family, now is the right time to apply. We have multiple start dates every year so you don't have to wait to get started. From applying through providing documents and securing financial aid—we're here for you, every step of the way.

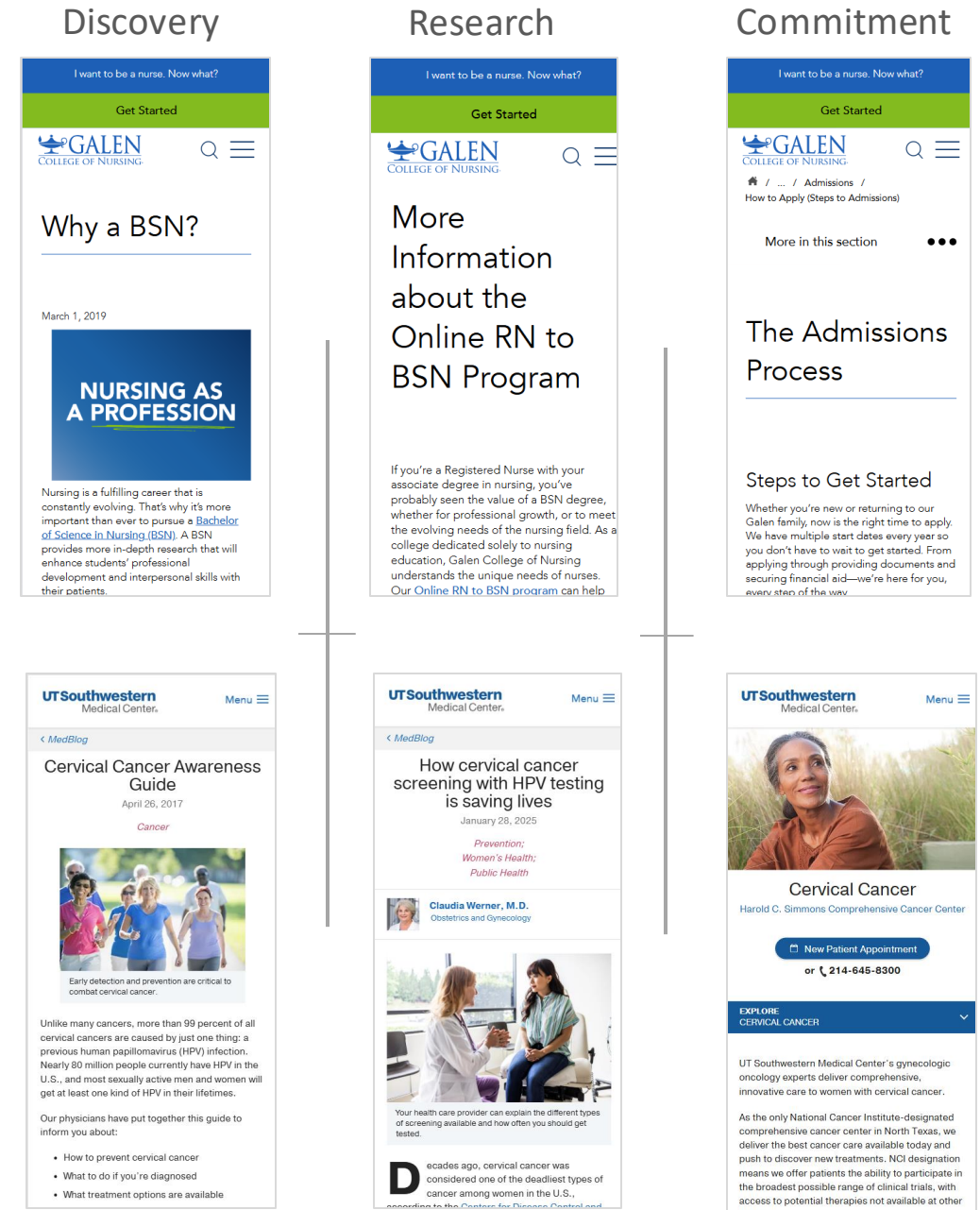
# Landing Page Content Plan

Not difficult, but it does take some effort.

Start with one section of the website.

Map your current content to each context segment, then look at your list of questions to find content gaps.

- Some current pages may need to be optimized to fit the new plan
- Often, the answer is a new page



## Perspective Matters:

To the Optimist the glass is half full  
To the Pessimist the glass is half empty  
To an Engineer the glass is twice as big as  
it needs to be.

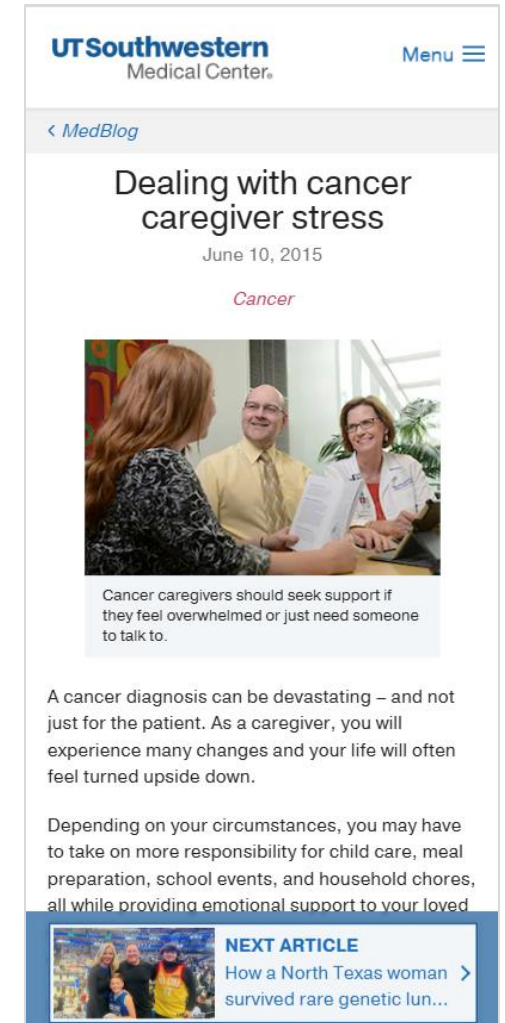
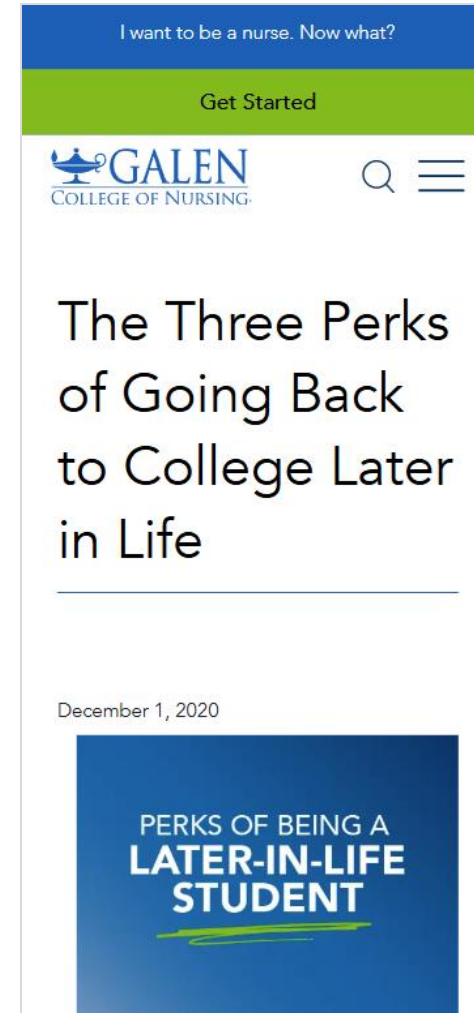


# Strategy #2 - Context, Then Expand Into Perspective

When we consider perspective, we add the dimension of the individual. What is their situation, desire, or specific need?

“I’m currently employed, **looking to move up in my career**”

“My elderly mother needs cancer surgery and I’ll be the caregiver afterward. **What resources do you have to help me?**”



Strategy 3

Tell Me What To Do

Call-to-Action

Now that you have my attention...

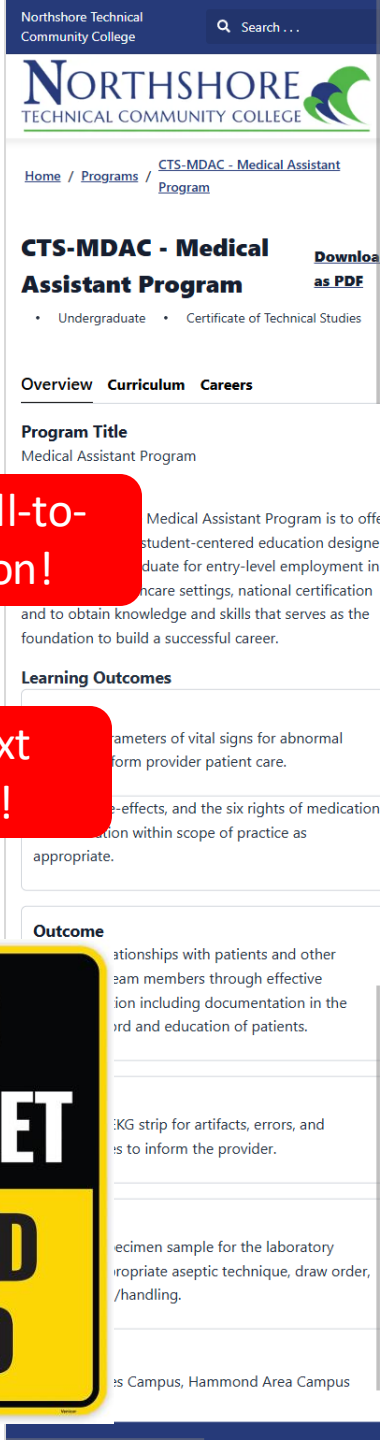
...tell me what to do!

Every landing page needs a call-to-action and clear instructions on next steps.

This is the most neglected feature on a landing page.

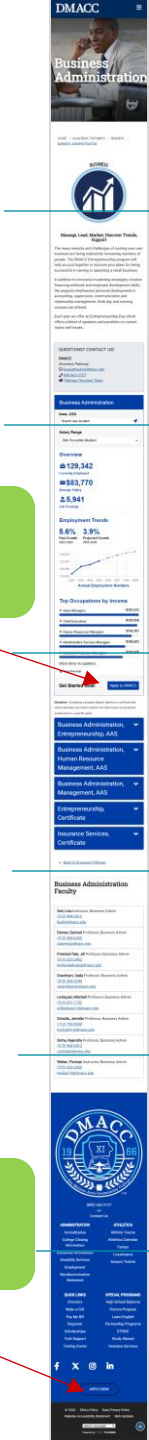
No Call-to-Action!

No Next Steps!



First Call-to-Action

Next Call-to-Action



- Entrance
- 1<sup>st</sup> Scroll
- 2<sup>nd</sup> Scroll
- 3<sup>rd</sup> Scroll
- 4<sup>th</sup> Scroll
- 5<sup>th</sup> Scroll
- 6<sup>th</sup> Scroll

# Hyperlinks vs. Buttons

Hyperlinks get buried and may be easily overlooked.

Many users simply scan the page.

- Buttons or other icons stand out from text and draw the eye.
- Clear and evident CTAs improve engagement and may reduce bounces

Don't avoid hyperlinks, just don't make them the only form of CTA.

## Next Steps

bachelor's or master's degree in accounting. It's also a good choice if you want to advance in your current career by building a baseline of accounting skills with a certificate to document your achievement. Students who complete this program can pursue an [Associate of Business Administration in Accounting](#), a [Bachelor of Business Administration in Accounting](#) or a [Bachelor of Business Administration in Accounting Fraud Investigation](#). On top of our undergraduate degrees, Davenport also offers both a [Master of Business Administration with a concentration in Accounting](#) and a [Master of Accountancy](#).

## CTA

**Apply now for free or request more information**

Start on the road to a variety of accounting jobs. [Request more information](#) or [begin your application now](#).

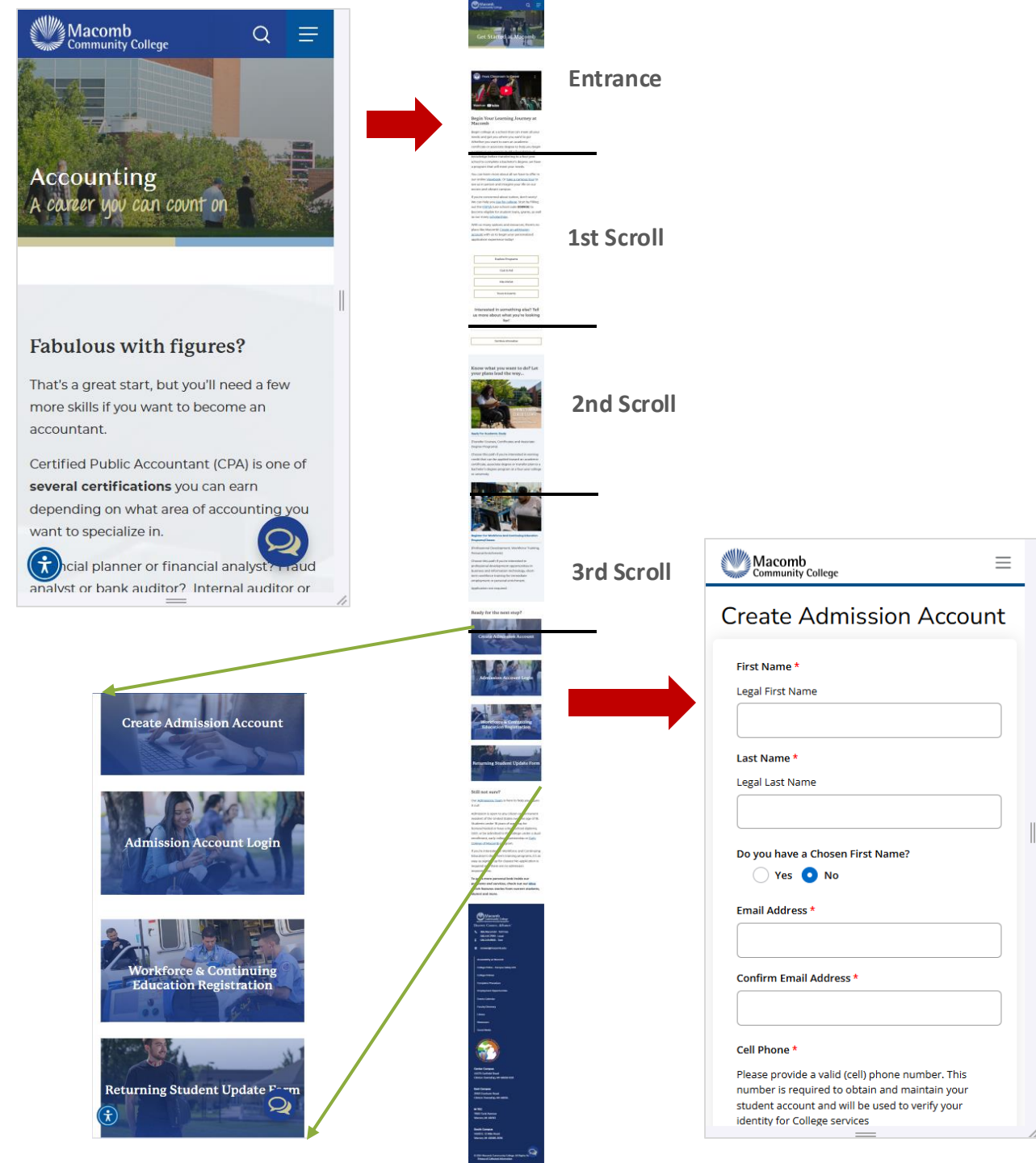
2<sup>nd</sup> CTA

# Go Direct (as possible)

If the button says “apply” or “appointment”, take the prospect to the form and not an intermediate page.

If you must use an interstitial page to manage different types of forms, acknowledge it!

- “Now, Let’s Get You On The Right Path!”



+1

Say “Thank You!”  
...And Mean It

The value of a thank you page



# The Un-Thank You Page

You lead me step by step through the site...

I did what you asked me to...

And now “We’ll be reaching out to you shortly” is all you’ve got to say?

---

## Thank you

Thank you for requesting more information from the [REDACTED]. We'll be reaching out to you shortly. In the meantime, if you have questions, please contact [REDACTED].

---

# Purposeful, Meaningful, Useful

If the next step is for you to contact them, tell them what they need to have handy.


- Documents or completed forms
- Discussion topics so they know how to prepare

Offer new ways to connect.

- Your video channel
- Your social platforms

Showcase relevant activities.

- Campus or facilities tours
- Events, online or in-person




## Congratulations! You're on your way to becoming a Husky!

Thank you for requesting information about USM. We will be in touch within 24 hours with more information about all that's happening on campus.

For now, check out [more fun videos](#) and keep up to date on all the exciting things happening at USM. Follow us on [Instagram](#) and [Facebook](#).

### Your next steps:



1. Come see USM for yourself - sign up for

# Yours To Lose!

Until they show up, they are only an interested prospect.

- You don't want them aimlessly wandering the internet while they wait for "shortly".
- They haven't committed to anything yet; they're a hot lead that's cooling by the moment.
- Every moment they are online before your nurture kicks in, they are exposed to other offers.

Competitor ads don't go away!

The collage displays several types of competitor advertisements:

- DeVry University:** A sponsored ad for "DeVry University - Accounting Classes" with a link to <https://www.devry.edu>. The text mentions a concentration in Accounting, Human Resources, and Entrepreneurship.
- UToledo Medical Center:** A sponsored ad for the "Orthopaedic Center" with a link to <https://utmc.utoledo.edu>. It highlights a "Deep-Rooted Foundation of Service & Excellence in Healthcare."
- Drake University:** A sponsored ad for an "Online MS in Education" with a link to <https://info.online.drake.edu/masters/education>. It mentions "High Personalized Instruction & Mentoring."
- Regis University:** An advertisement for "Scholarships Available" stating that "100% of First-Year Students Receive Financial Aid." It includes an "Apply Now" button.
- The University of Akron:** A large advertisement titled "Next Step: Enrollment!" with the text "Don't pass up a top-ranked online education. Enroll in UAkron Online now." and a "Learn More" button.
- Envita Medical Center:** A video advertisement featuring a doctor, with text overlays including "Bill's Envita Review - Prostate Cancer Treatment" and "You have one doctor that you see, but you have a whole."

Summary

# You've got 10 seconds

- Capture the visitor's attention, motivate them to stay engaged.
- Don't be shy! Make your offer at the top of the page
- Speak *to* the visitor, what's in it for them?



# Context, Then Perspective

- One page cannot cover every context and perspective
- Context first! Ask: Do our landing pages answer the most common questions our target audience is asking?
- Next, layer in perspective. Address the individual's situation, needs, or concerns.

Discovery

UT Southwestern Medical Center. Menu

< MedBlog

## Cervical Cancer Awareness Guide

April 26, 2017

Cancer



Early detection and prevention are critical to combat cervical cancer.

Unlike many cancers, more than 99 percent of all cervical cancers are caused by just one thing: a previous human papillomavirus (HPV) infection. Nearly 80 million people currently have HPV in the U.S., and most sexually active men and women will get at least one kind of HPV in their lifetimes.

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Research


UT Southwestern Medical Center. Menu

< MedBlog


## How cervical cancer screening with HPV testing is saving lives

January 28, 2025

Prevention;  
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Commitment

UT Southwestern Medical Center. Menu



## Cervical Cancer

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[New Patient Appointment](#)  
or **214-645-8300**

EXPLORE CERVICAL CANCER

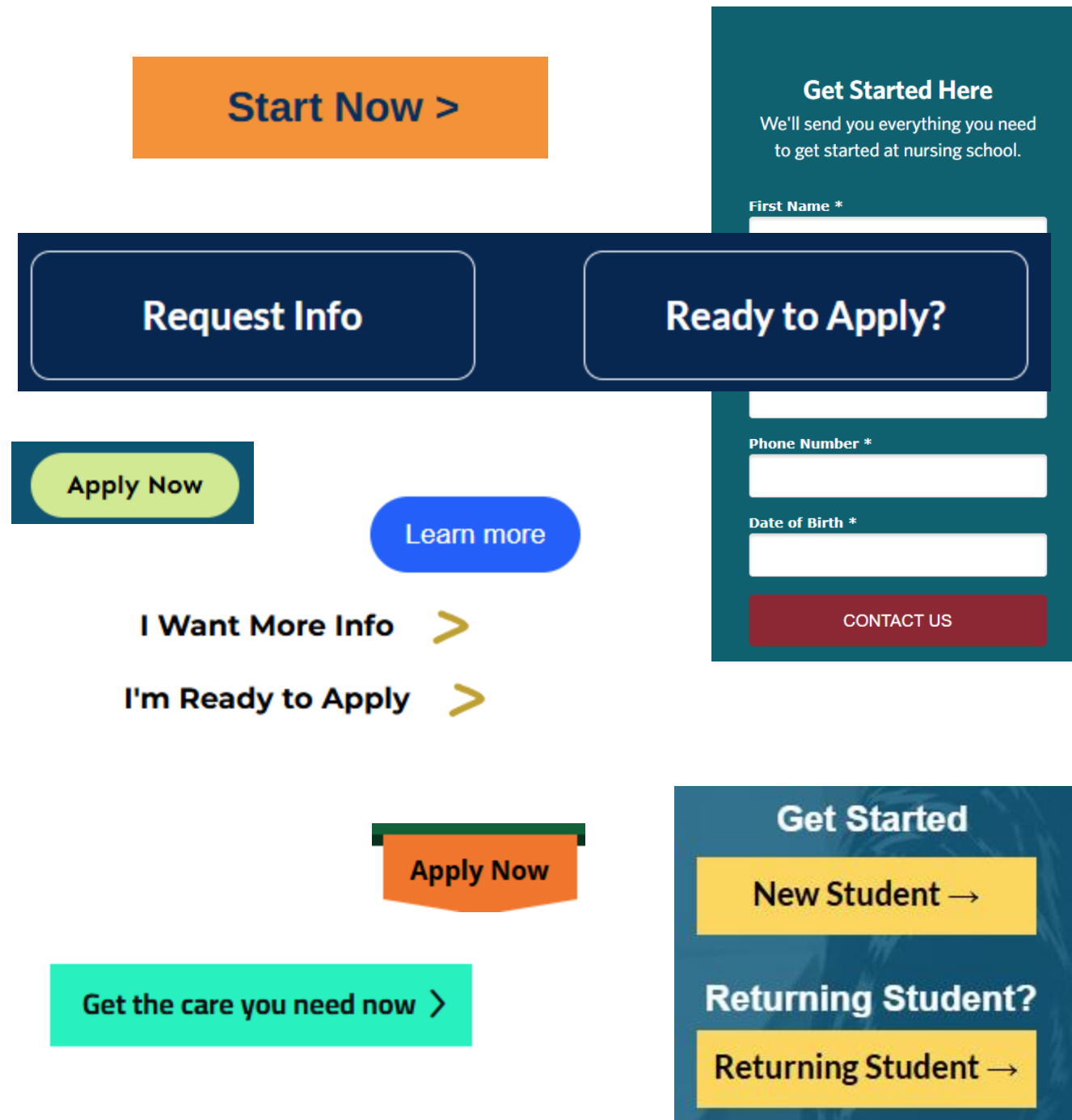
UT Southwestern Medical Center's gynecologic oncology experts deliver comprehensive, innovative care to women with cervical cancer.

As the only National Cancer Institute-designated comprehensive cancer center in North Texas, we deliver the best cancer care available today and push to discover new treatments. NCI designation means we offer patients the ability to participate in the broadest possible range of clinical trials, with access to potential therapies not available at other facilities.



# Call to Action

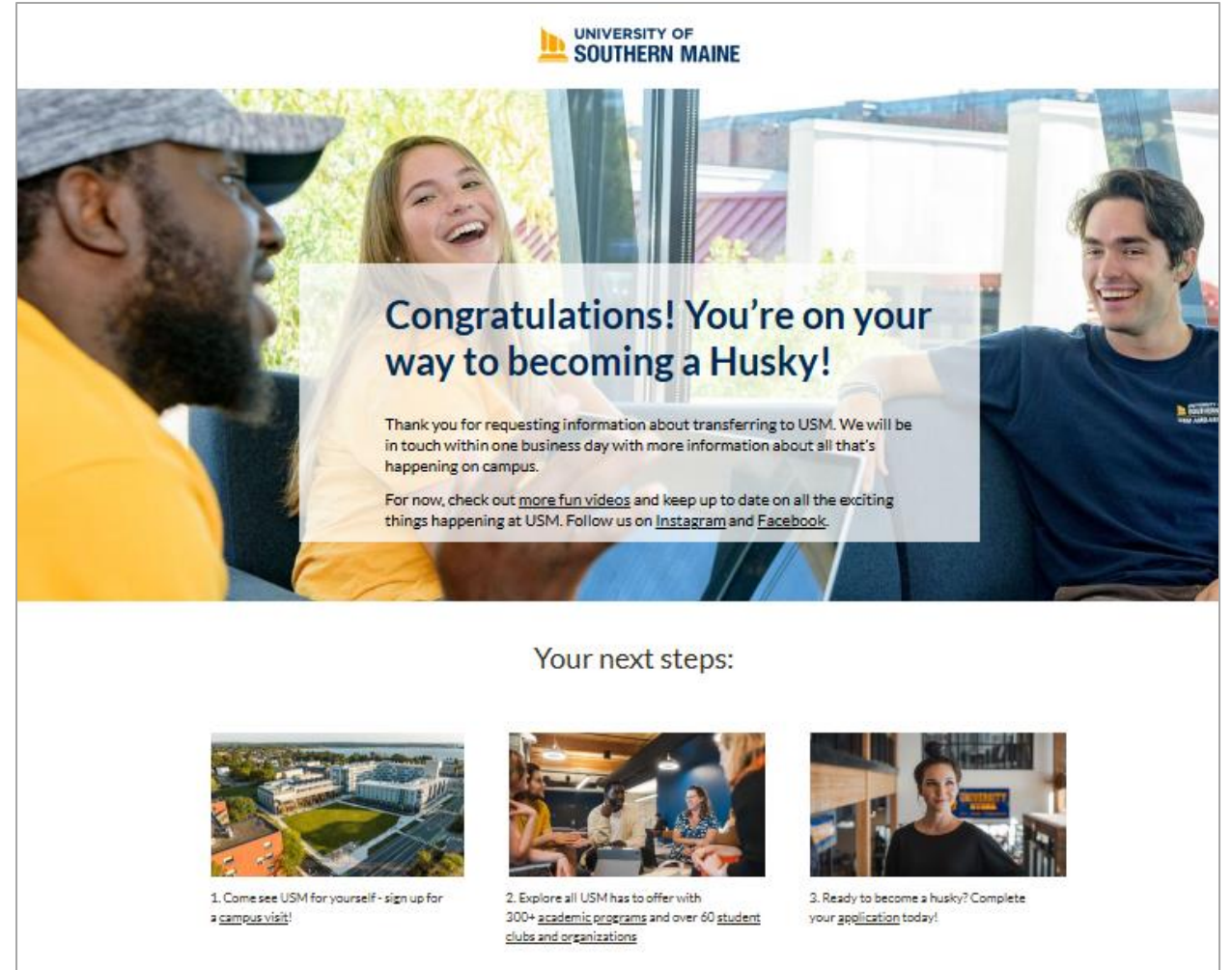
- You've invested time and effort to earn the visitor's attention, now tell them what to do!
- The visitors *expect* you to provide direction and call-to-action.
- It's your site, they don't know what to do or where to go next.





# +1 Bonus: Thank You

- This is your next chance to wow the prospect, don't let it fall flat!
- Useful and helpful thank you pages strengthen engagement and commitment.
- Be memorable after the form fill. The prospect has many other choices, and all are just one click away.



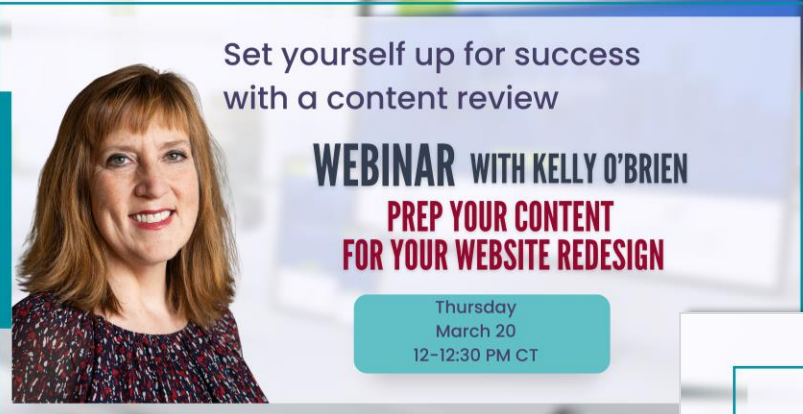
March 20<sup>th</sup>

# Thank you!

April 3<sup>rd</sup>

April 17<sup>th</sup>

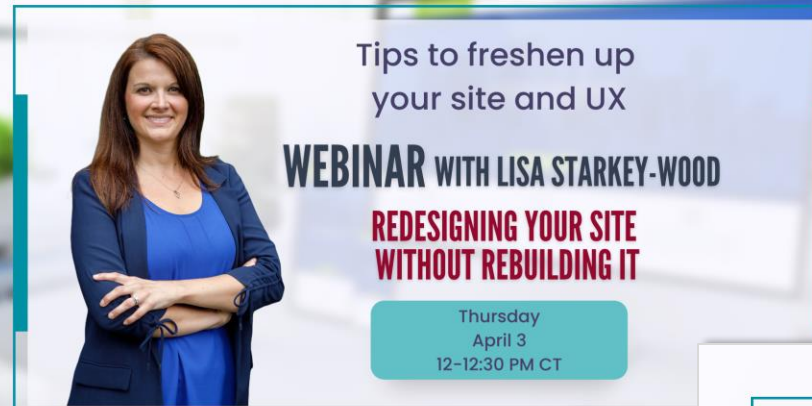
## Webinars You Don't Want to Miss!



Set yourself up for success  
with a content review

**WEBINAR WITH KELLY O'BRIEN**  
**PREP YOUR CONTENT  
FOR YOUR WEBSITE REDESIGN**

Thursday  
March 20  
12-12:30 PM CT



Tips to freshen up  
your site and UX

**WEBINAR WITH LISA STARKEY-WOOD**  
**REDESIGNING YOUR SITE  
WITHOUT REBUILDING IT**

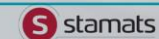
Thursday  
April 3  
12-12:30 PM CT



Tips to streamline content creation,  
earn media placements & develop  
your owned media strategy

**WEBINAR WITH MARIAH TANG**  
**JOE ROGAN EFFECT:  
NICHE CONTENT IS AN SEO MUST-HAVE**

Thursday  
April 17  
12-12:30 PM CT



Click webinar cards to register

# What questions do you have?

Link to related podcast:

[Why CTAs are a Big Deal](#)

Links to related blog articles:

- [Landing Pages Can Make or Break LeadGen Marketing](#)
- [Are Landing Pages The New Keywords?](#)
- [You Have 10 Seconds, Thrill Me!](#)

Oh, look! Some helpful, mid-funnel research stuff

This is a CTA!  
You're meant to click here



## Amplify *Opportunity*

[Consultation and content services](#) that *will* improve your site's landing page performance. Contact us and get ready for an all-new level of winning.

[www.stamats.com/contact](http://www.stamats.com/contact)