



3+1 Series

Strategies For Landing Pages

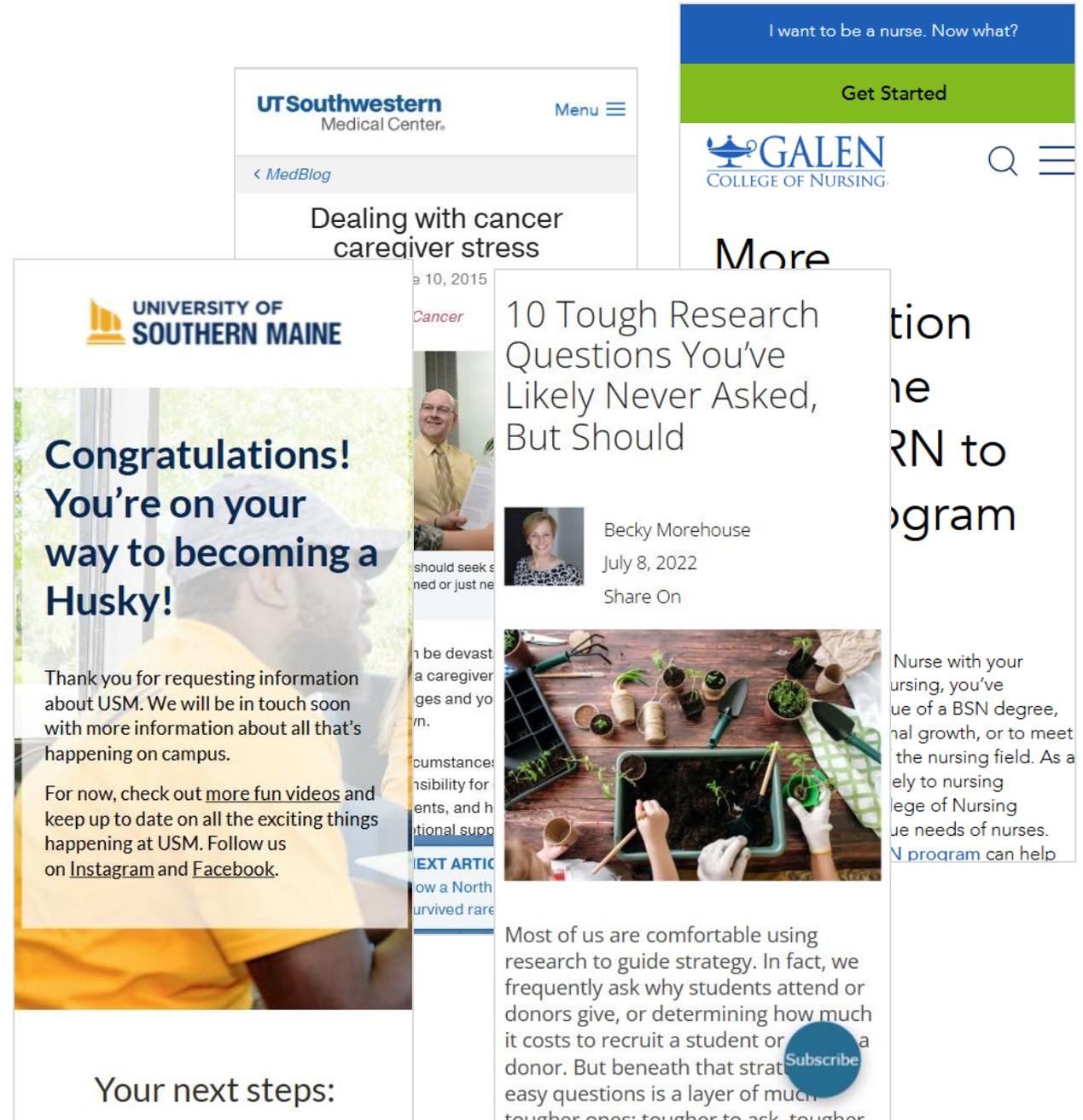
Making A Powerful First Impression

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!



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.



...e using
...In fact, we
...ts attend or
...g how much
...t or
...t or
...rat
...a
...a
...f much
...ck together

Subscribe



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:

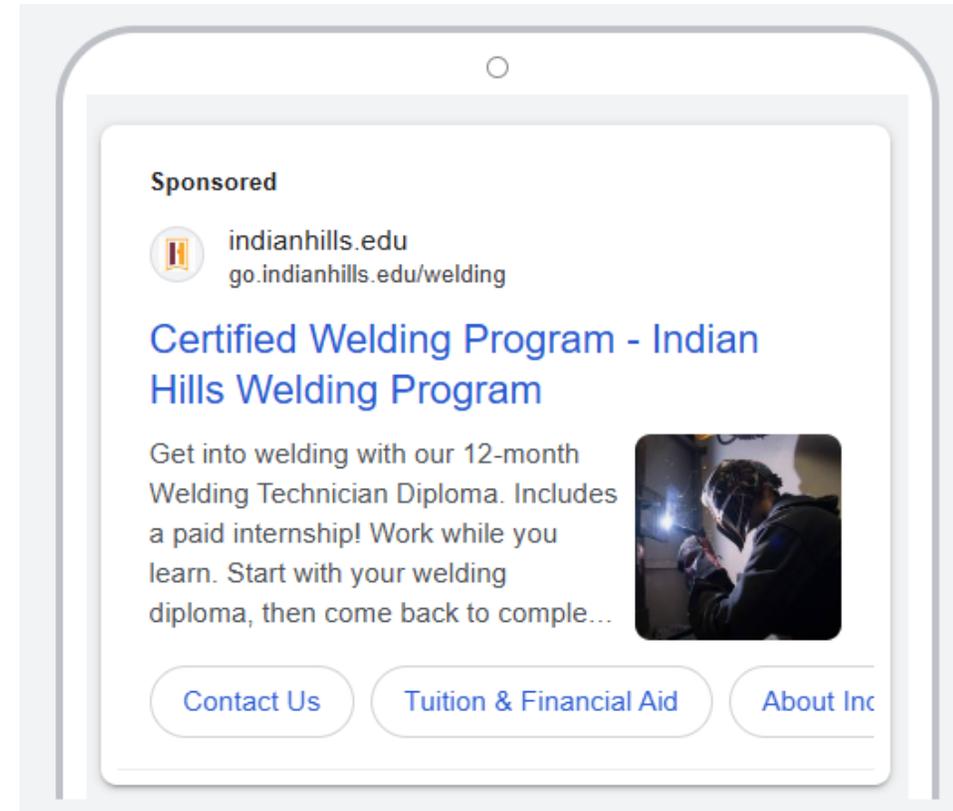
**Convert Interest (Questions) Into
Action**

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.

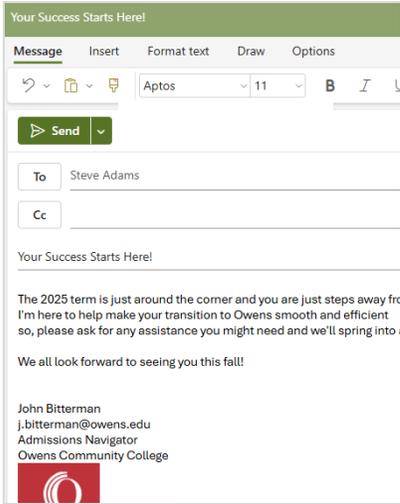


The image shows a screenshot of a sponsored search advertisement for Indian Hills Welding Program. The ad is displayed on a tablet-like interface. At the top, it is labeled "Sponsored". Below this, the advertiser's name "indianhills.edu" and the URL "go.indianhills.edu/welding" are shown. The main headline is "Certified Welding Program - Indian Hills Welding Program". The ad body contains the text: "Get into welding with our 12-month Welding Technician Diploma. Includes a paid internship! Work while you learn. Start with your welding diploma, then come back to comple...". To the right of this text is a small image of a person welding. At the bottom of the ad, there are three buttons: "Contact Us", "Tuition & Financial Aid", and "About Inc".

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

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

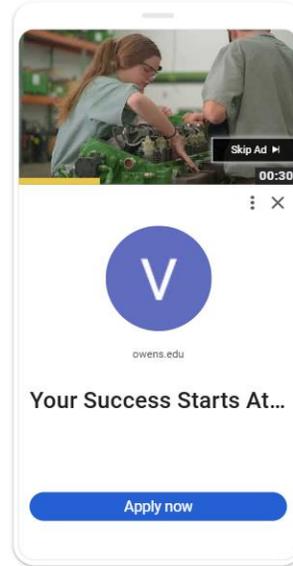
Email



Display



Video



Landing Pages do the heavy lifting.

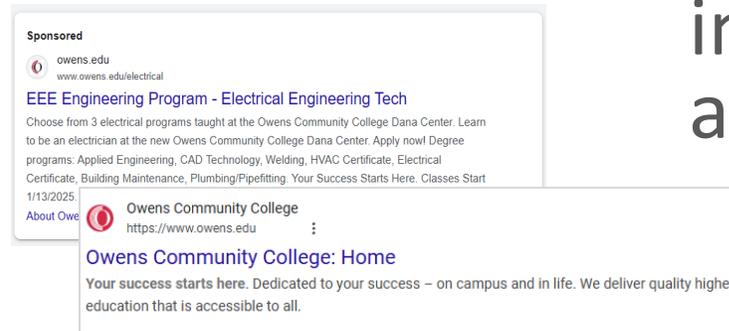
Marketing Messages Capture Interest

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 11th second, then the 12th , then the 13th....

The Landing Page Problem:

45% to 60% of site visitors bounce off
the page

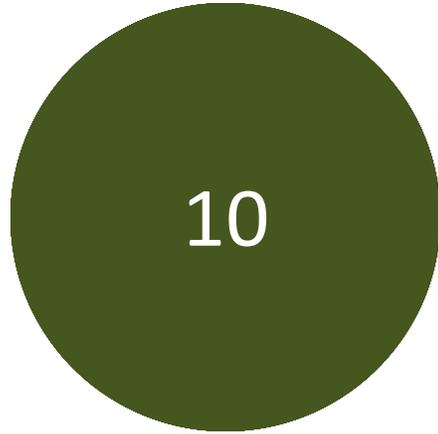
In other words:
Half of your site's
visitors don't even
spend 10 seconds on
your site



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

Now, get the visitor to stick around!

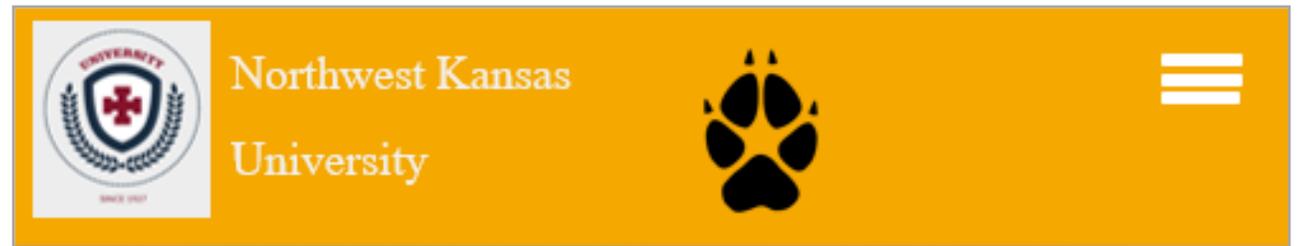
How Long Is 10 Seconds?



10 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.



We are Northwest Kansas University
Home of the Fighting Flatlanders!



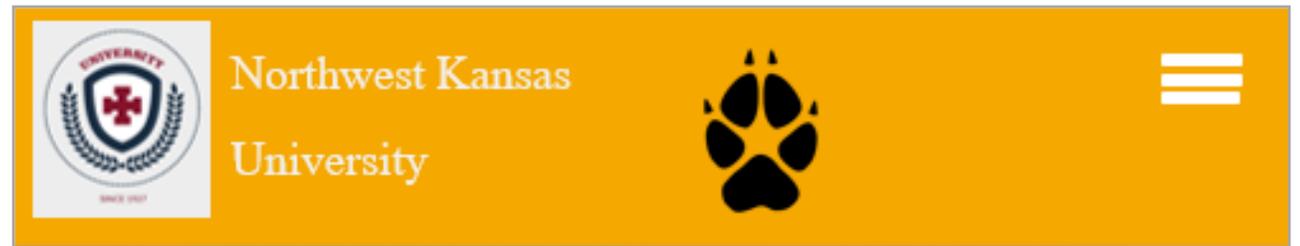
A premier land grant University, our faculty and staff are renowned for their expertise and attention to student needs. Our facilities are among the most modern in the area, and our cultural opportunities are endless. With more than 40 degrees, we offer free tuition to the first 100 applicants every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



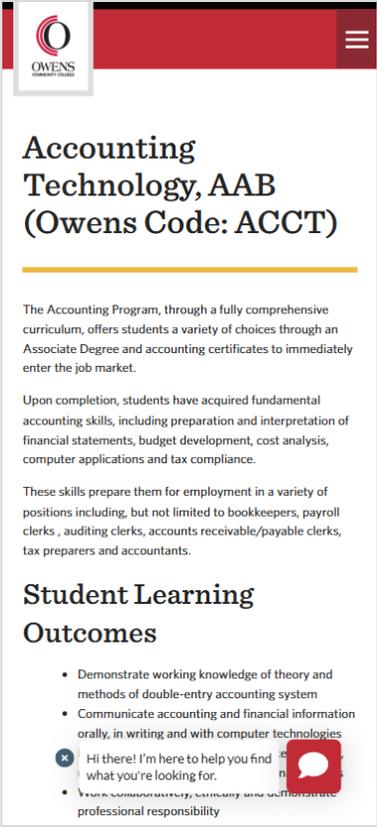
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Be Message-Forward

'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

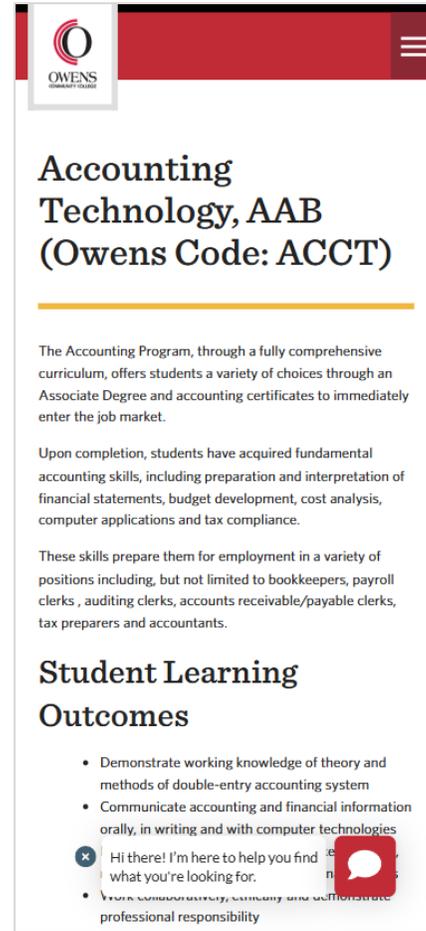
Message-Forward Pages Perform Better

They capture attention by speaking *to* the visitor

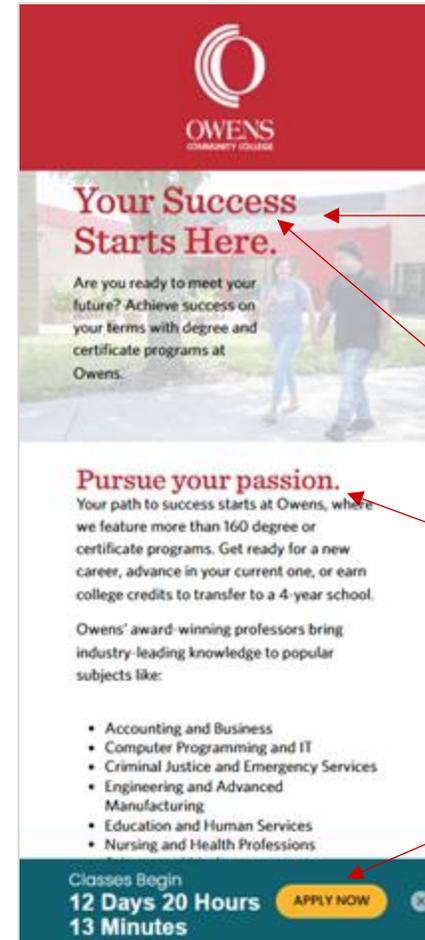
Informative but dry content.

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

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. Prospective students highly value personal attention 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

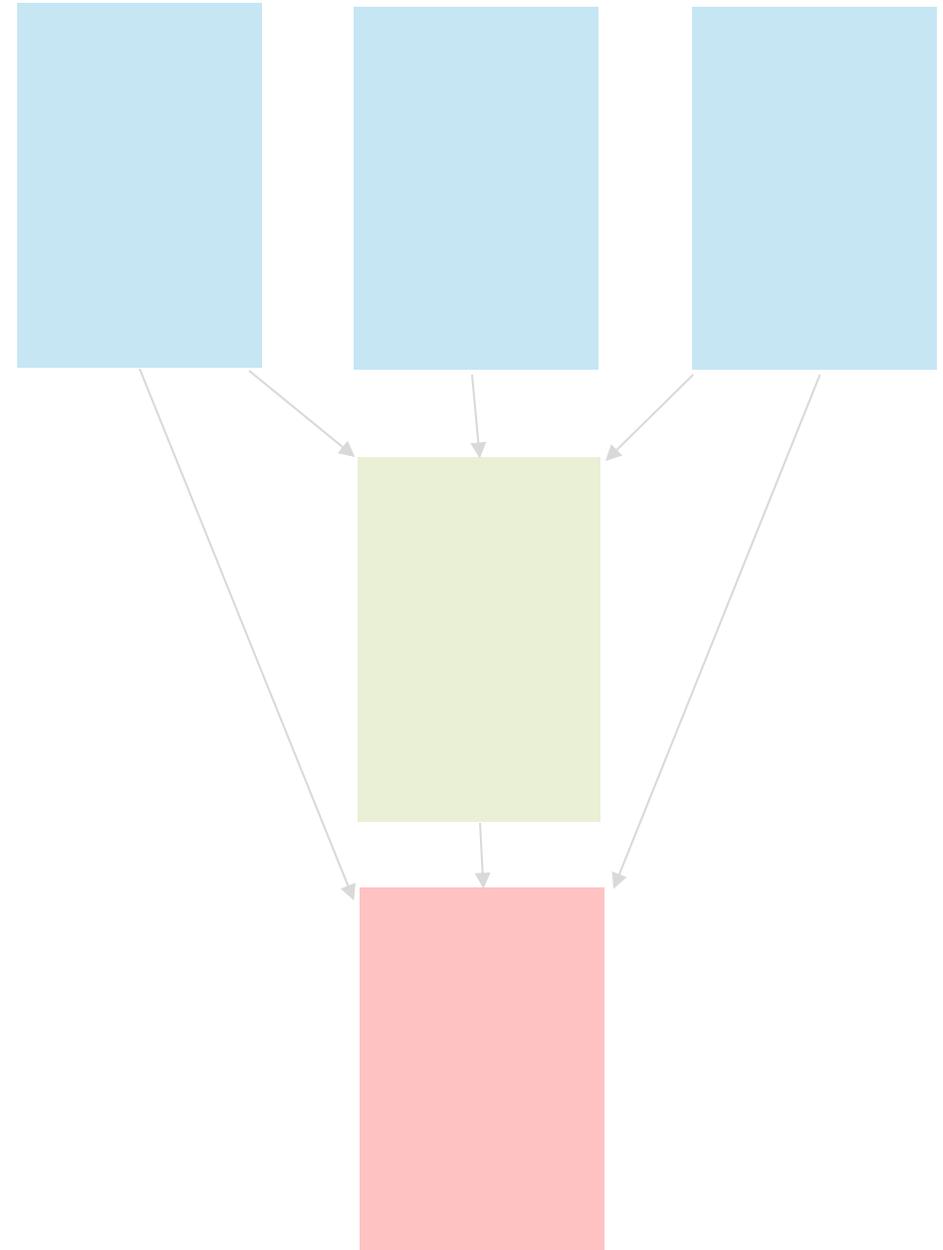
Answering the Question

“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

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.

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

UT Southwestern Medical Center. 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.

Decades 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

Commitment

UT Southwestern Medical Center. 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

 / ... / 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.

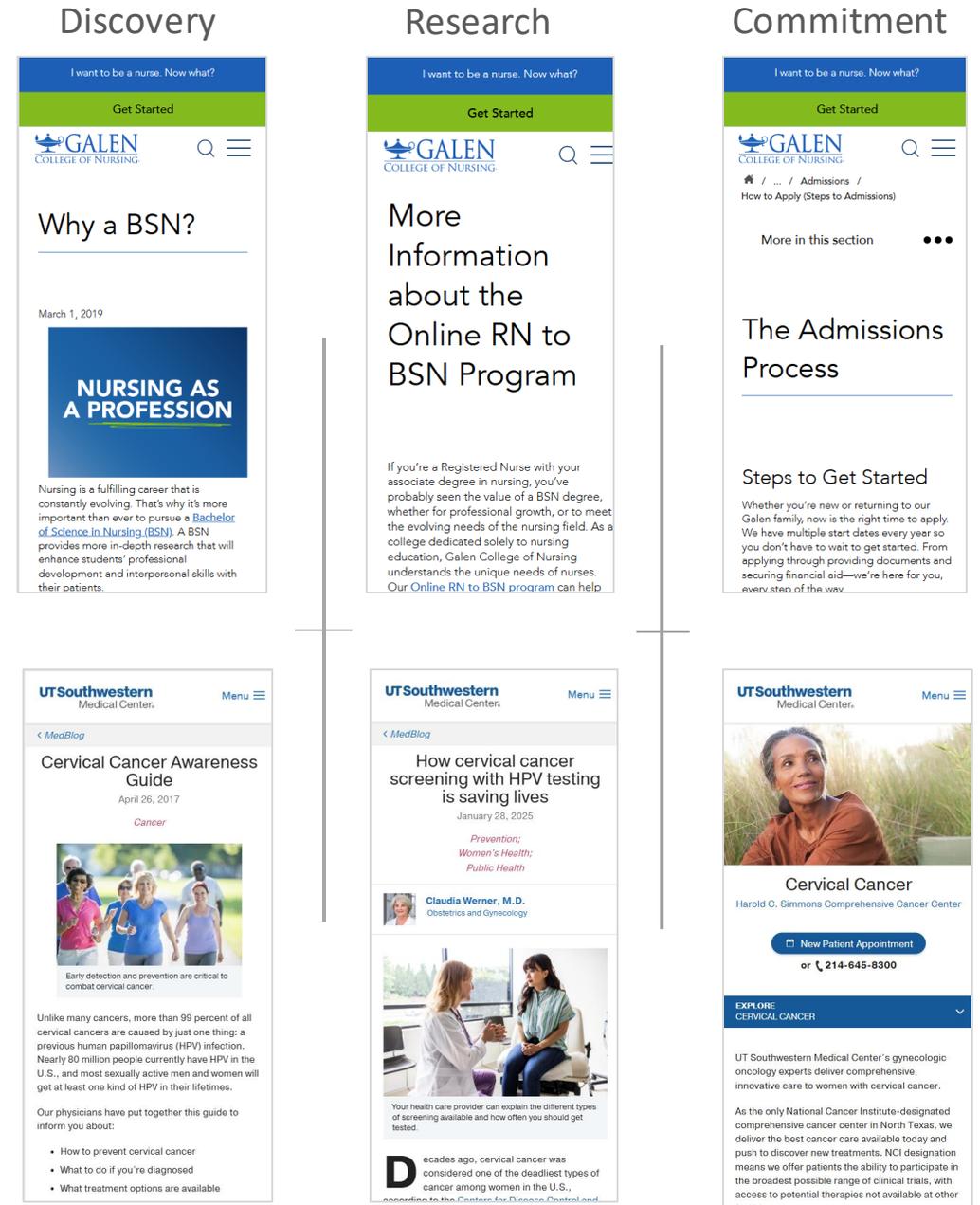
Landing Page Content Plan

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:

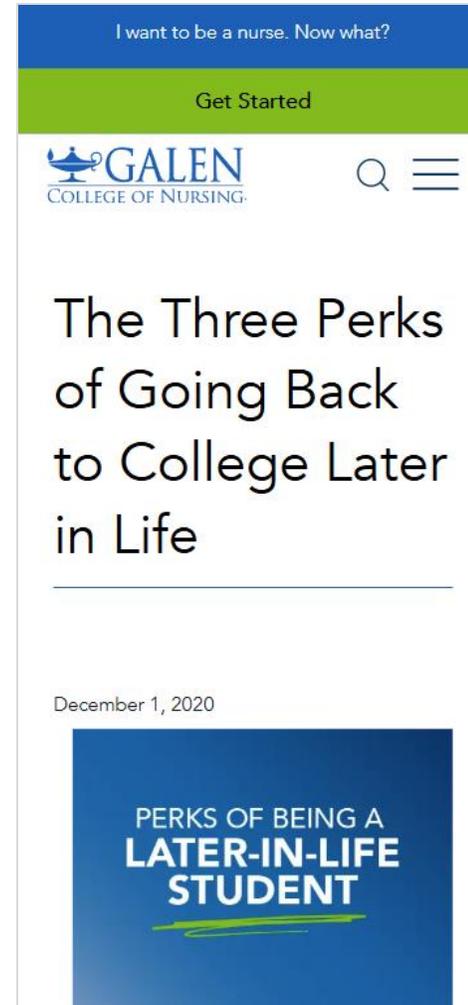
- ▶ To the Optimist the glass is half full
- ▶ To the Pessimist the glass is half empty
- ▶ To an Engineer the glass is twice as big as it needs to be.

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?**”



I want to be a nurse. Now what?

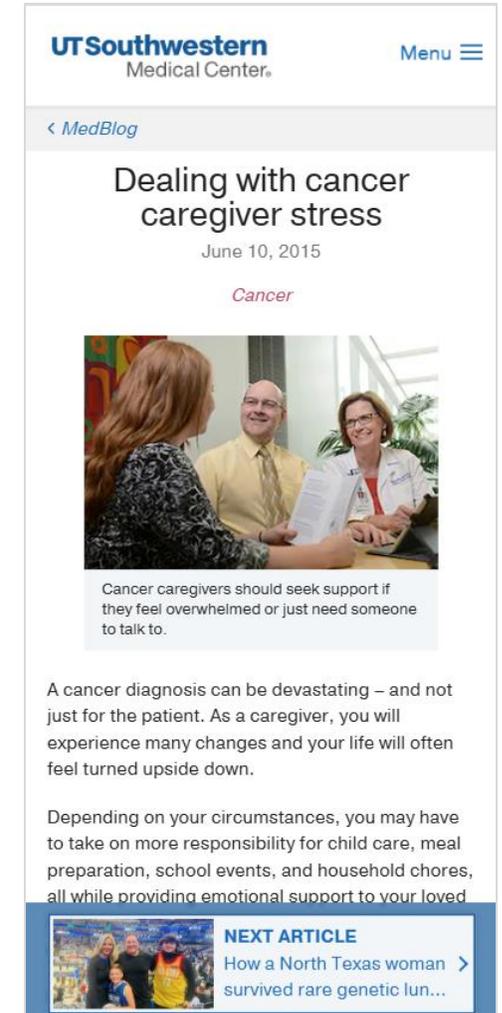
Get Started

GALEN COLLEGE OF NURSING

The Three Perks of Going Back to College Later in Life

December 1, 2020

PERKS OF BEING A LATER-IN-LIFE STUDENT



UT Southwestern Medical Center

Menu

< MedBlog

Dealing with cancer caregiver stress

June 10, 2015

Cancer



Cancer caregivers should seek support if they feel overwhelmed or just need someone to talk to.

A cancer diagnosis can be devastating – and not just for the patient. As a caregiver, you will experience many changes and your life will often feel turned upside down.

Depending on your circumstances, you may have to take on more responsibility for child care, meal preparation, school events, and household chores, all while providing emotional support to your loved

NEXT ARTICLE

How a North Texas woman survived rare genetic lun...

Strategy 3

Tell Me What To Do

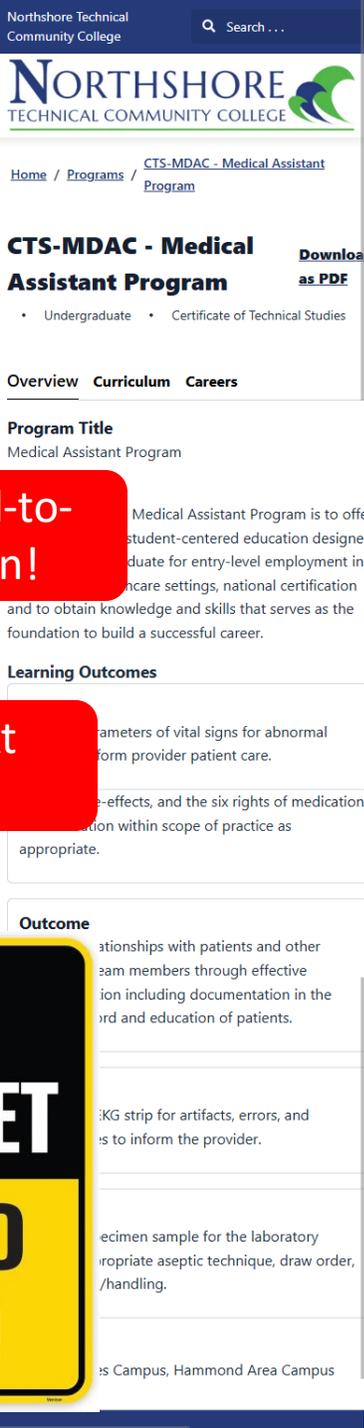
Call-to-Action

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.

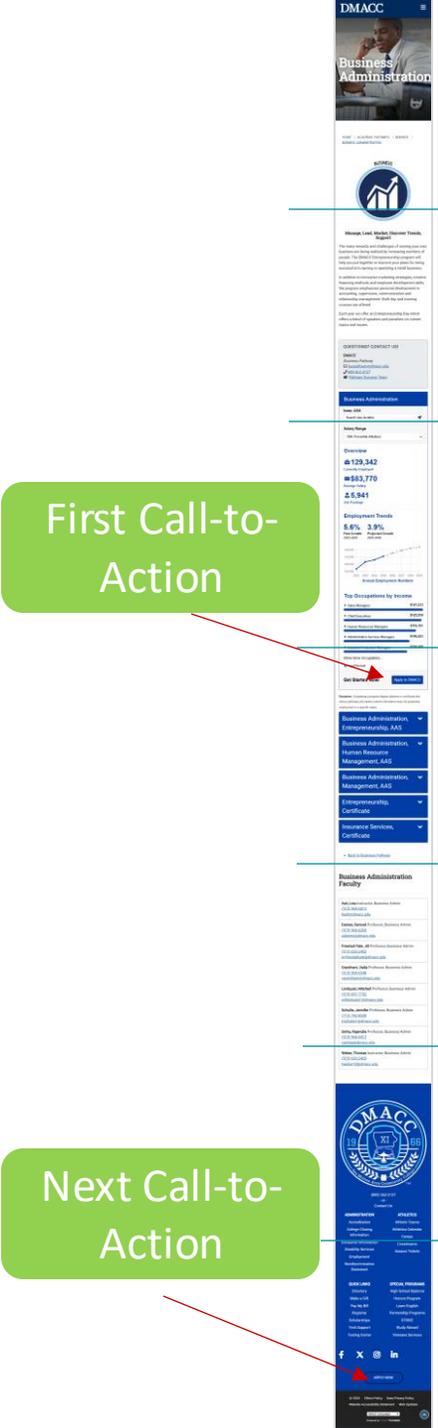
This is the most neglected feature on a landing page.



No Call-to-Action!

No Next Steps!

NO OUTLET DEAD END



First Call-to-Action

Next Call-to-Action

Entrance

1st Scroll

2nd Scroll

3rd Scroll

4th Scroll

5th Scroll

6th 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](#).

2nd CTA

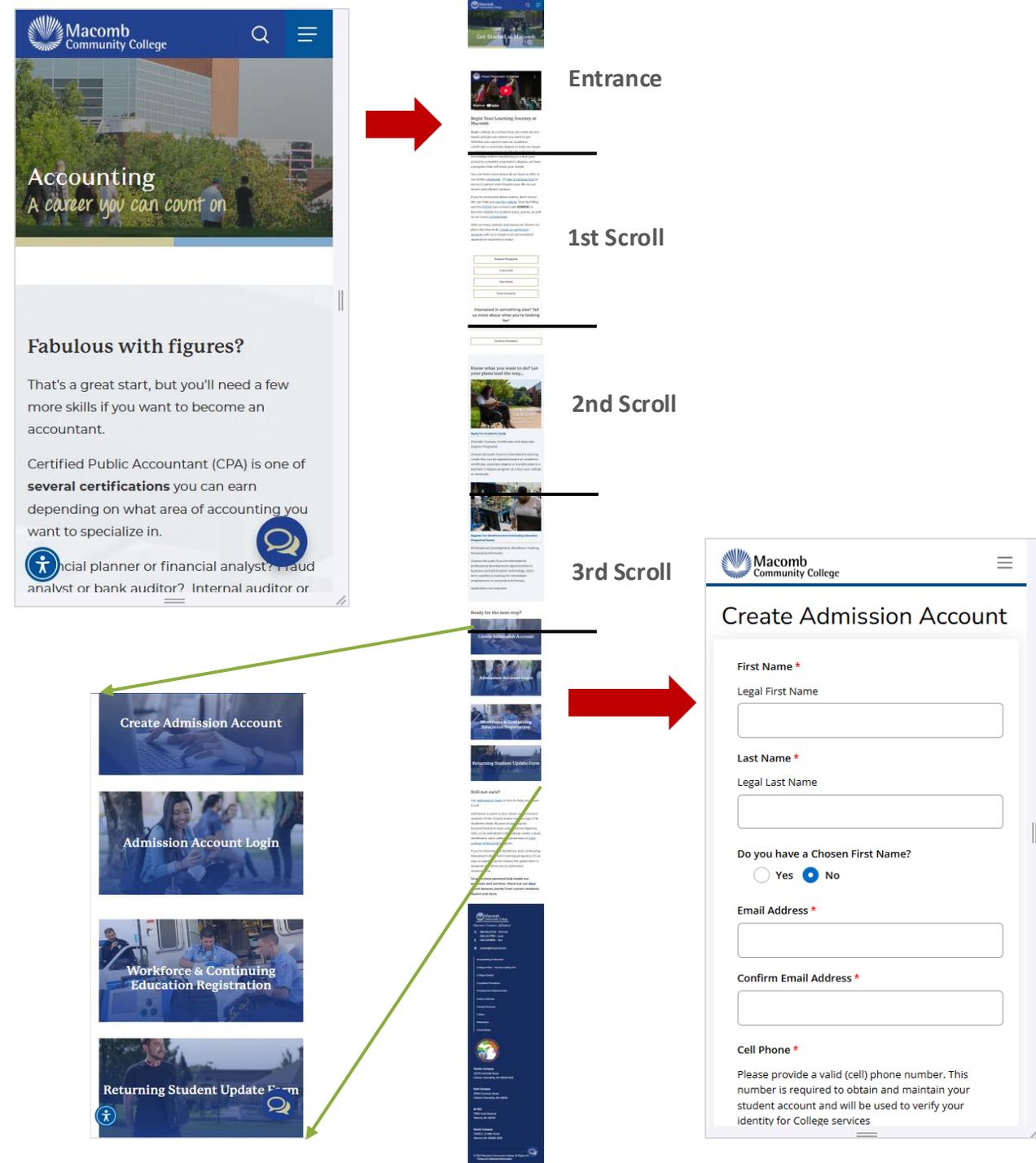


Go Direct (as possible)

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 features several advertisements:

- DeVry University:** A sponsored ad for Accounting Classes with a URL to <https://www.devry.edu>.
- UToledo Medical Center:** A sponsored ad for the Orthopaedic Center, highlighting a foundation of service and excellence in healthcare.
- Drake University:** A sponsored ad for an Online MS in Education program, featuring a small image of a campus.
- Regis University:** A vertical ad for scholarships, stating that 100% of first-year students receive financial aid, with an "Apply Now" button.
- Envita Medical Center:** A video ad for prostate cancer treatment featuring a doctor, with a "Subscribe" button and a red play button icon.
- The University of Akron:** A large vertical ad with the headline "Next Step: Enrollment!" and a "Learn More" button.

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 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

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

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Research

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Prevention;
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Claudia Werner, M.D.
Obstetrics and Gynecology



EXPLORE CERVICAL CANCER

Commitment

UT Southwestern Medical Center. Menu



Cervical Cancer

Harold C. Simmons Comprehensive Cancer Center

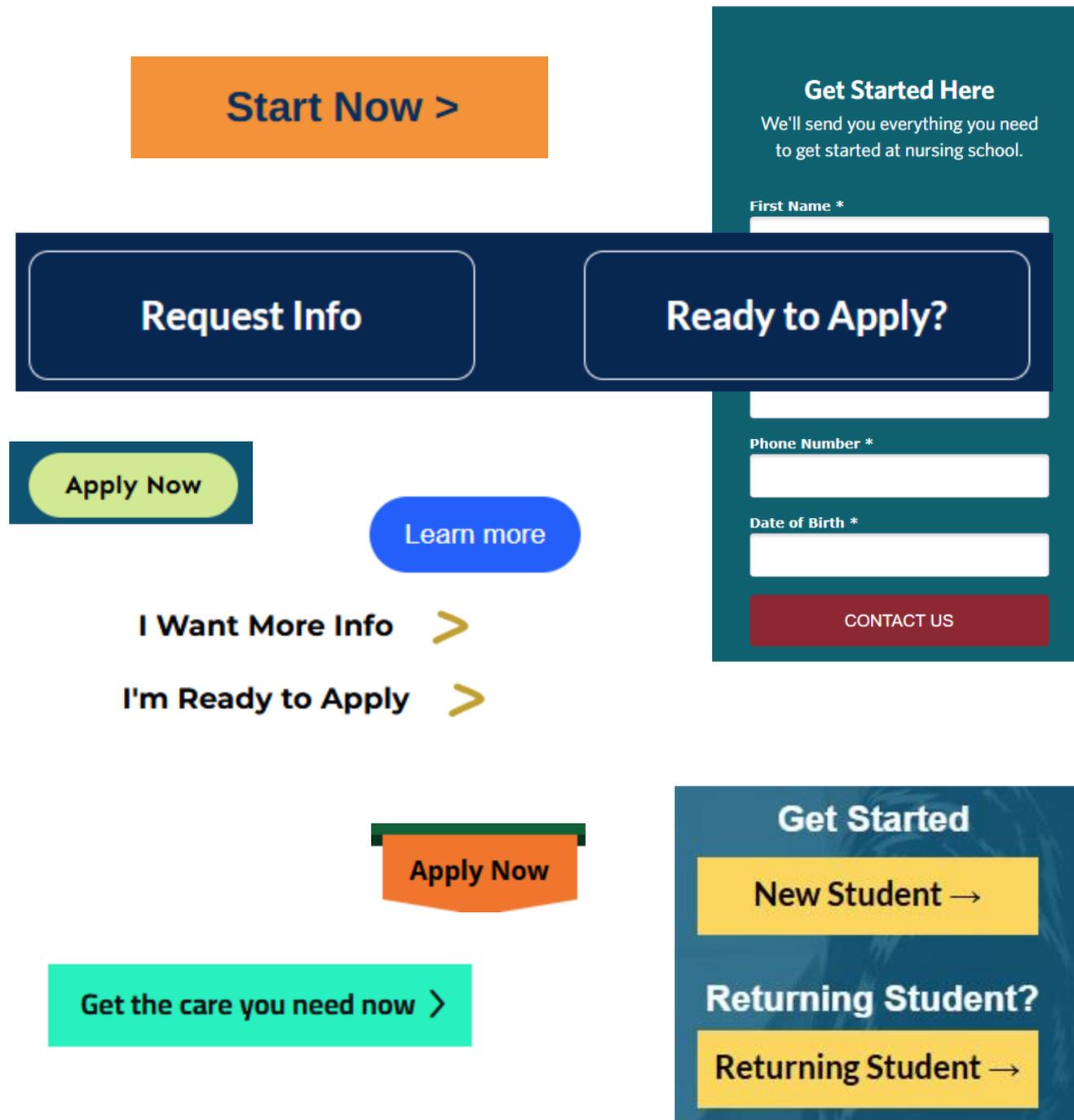
[New Patient Appointment](#)
or **214-645-8300**

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.



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

Thank you for requesting information about transferring to USM. We will be in touch within one business day 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 a [campus visit!](#)
- 
2. Explore all USM has to offer with [300+ academic programs](#) and over [60 student clubs and organizations](#)
- 
3. Ready to become a husky? Complete your [application](#) today!

March 20th

Thank you!

April 3rd

April 17th

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

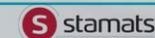
Thursday
April 3
12-12:30 PM CT



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