

How to Optimize Your Landing Pages for Conversions in HubSpot



1. Start with high-quality text, images, and design

- **Focus on benefits:** Clearly explain what you offer and how it helps your audience. Use language that speaks to their needs.
- **Engaging headlines:** Create catchy headlines that grab attention and draw people in.
- **Concise and scannable:** Keep your text short and to the point. Use bullet points and subheadings to make it easy to read.
- **Social proof:** Show customer testimonials, case studies, and reviews to build trust.
- **Clean design:** Keep your design simple and clutter-free. Make sure there's a clear path to your call-to-action (CTA).
- **Visual appeal:** Use images/videos that support your message without taking the spotlight away from it.
- **Create a cohesive experience:** Make sure all pages in the conversion path are designed similarly, otherwise it can make your site appear less trustworthy.

2. Create and optimize your calls-to-action

- **Prominent and eye-catching:** Make your CTAs stand out with contrasting colors. Consider adding a pop-up CTA based on exit intent as well.
- **Action-oriented language:** Use phrases like “Get Started” or “Download Now” on your CTA buttons.
- **Above the fold:** Place your primary CTA where it's immediately visible when the page loads.
- **Automate follow-ups:** Use HubSpot's automation tools to follow up with visitors based on their interactions with your landing page to convert more leads.

3. Reduce friction to make converting easier

- **Use Smart Content:** HubSpot's Smart Content feature lets you show different content to different visitors for a more personalized experience.
- **Short forms:** Keep your forms short by asking only for essential information.
- **Smart fields:** Pre-fill information for returning visitors to make it easier for them.
- **Multi-step forms:** Break long forms into multiple steps to make them less overwhelming.

4. Test and iterate!

- **A/B testing:** Experiment with different headlines, CTAs, form fields, and designs to find what works best. (You should test only one element at a time — with some exceptions)
- **Watch key metrics:** Track metrics like opens, click-through rates, and conversions using HubSpot's analytics tools.
- **Run tests long enough:** Make sure your tests run long enough to collect enough data. HubSpot helps you determine when you've reached statistical significance.

5. Avoid common mistakes

- **Slow page load times:** Optimize images, use efficient coding, avoid getting carried away with large media file sizes.
- **Poor mobile experience:** Make sure your page is mobile-friendly for viewing/navigating.
- **Overuse of jargon:** Use simple, clear language that your audience can understand.