



LANDING PAGE

Free Guide to Structure & Build It

D a n i e l
W e n t w o r t h

Free Guide to Structure and Build Landing Pages

Creating a successful landing page can be a daunting task for beginners, but with modern web development tools and frameworks, it has become easier to create landing pages that convert your visitors into leads or customers. In this tutorial, we'll break down the necessary components of a landing page, such as copy, visual design, and call-to-action buttons. We'll also explore the key features of WordPress, Unbounce, and Squarespace, three popular tools for creating landing pages.

Step 1: Define Your Objective

Before creating a landing page, you need to define your objective. You should ask yourself what you want your landing page to achieve. Do you want users to sign up for your newsletter, download your ebook, or buy your product? Once you have defined your objective, you can tailor your landing page content and design to achieve that objective.

Step 2: Choose a Landing Page Tool

There are many tools available to create landing pages, but we'll focus on three popular ones: WordPress, Unbounce, and Squarespace and give you more options to look up for yourself, either free or paid. Click this link: >>>[I RECOMMEND USING THIS ONE](#)<<< because it's free for life and no card sign up is needed.

Or You Can Use These Ones

WordPress - WordPress is a popular content management system used for creating websites, blogs, and landing pages. It's an open-source platform, which means you can customize it to suit your needs.



Unbounce - Unbounce is a landing page builder that allows you to create and publish landing pages without any coding experience. It offers a wide range of templates and integrations with marketing tools.

Squarespace - Squarespace is a website builder that offers pre-designed templates, drag-and-drop editing, and integrations with marketing tools.

Free landing page builders:

Our Choice: Systeme.io – link>> [Systeme.io](https://systeme.io) << has a free to use landing page builder and email sending automations for up to 2000 contacts for free.

1. Mailchimp landing pages

Mailchimp's landing page builder is free to use and offers drag-and-drop functionality to easily create landing pages with minimal design skill. It offers a variety of templates and integrates with a range of third-party services, such as Google Analytics and Facebook Ads.

2. Wix landing pages

Wix offers a free landing page builder with a range of customizable templates to choose from to suit various industries. It has an easy-to-use drag-and-drop editor and integrates with a range of payment processors, as well as popular marketing tools such as Hubspot and Google Analytics.

3. Leadpages

Leadpages offers a free trial and allows users to create customizable landing pages without any coding skills. It offers a range of templates and integrates with a variety of CRM and marketing tools such as Mailchimp and Salesforce.

Paid landing page builders:

1. Unbounce

Unbounce offers a variety of pricing plans starting from \$79 per month. It offers an intuitive drag-and-drop builder, a wide range of templates, and A/B testing capability. Unbounce also integrates with major email marketing and automation tools such as Marketo, Hubspot, and Mailchimp.

2. Instapage

Instapage offers pricing plans starting from \$149 per month. It offers a drag-and-drop builder, A/B testing, and customizable design options. Instapage also offers unique features such as real-time collaboration, heat maps, and conversion rate tracking.

3. Clickfunnels

Clickfunnels offers pricing plans starting from \$97 per month. It offers a drag-and-drop builder, customizable templates, and A/B testing. Clickfunnels integrates with a variety of payment processors, CRM tools, and marketing automation services.

Overall, these builders provide excellent options for small businesses and startups looking to build landing pages that are both user-friendly and affordable. Whether you're looking for a free or paid option, these builders offer unique features that can help differentiate your landing pages from the competition, helping drive more conversions and sales.

Step 3: Choose a Template

Once you have selected your tool, you need to choose a template for your landing page. All three tools offer pre-designed templates, so you don't have to start from scratch. Choose a template that aligns with your objective and brand.

Step 4: Write Copy That Converts

The copy on your landing page is crucial to convert visitors into leads or customers. Your copy should be concise, clear, and compelling. Use a headline that draws your visitors in and tells them what your offering is.

The body copy should highlight the benefits of your offering and address the pain points of your target audience. Use bullet points and subheadings to break up the text and keep it scannable.

Step 5: Design a Visually Stunning Page

Your landing page design should be visually stunning, but it should also be simple and easy to navigate. Use images, videos, and graphics that align with your brand and objective.

Make sure your landing page design is consistent with your brand's visual identity to increase brand recognition. Use a clear and easy-to-read font and choose a color palette that is consistent with your brand's color scheme.

Step 6: Add Call-to-Action Buttons

Your call-to-action (CTA) buttons are crucial to converting visitors into leads or customers. They should stand out from the rest of your landing page and be placed in strategic locations.

Your CTA buttons should be clear and concise, telling visitors exactly what they'll get when they click on the button. Use action-oriented language, such as "Sign Up Now" or "Download Your Free Ebook."

Step 7: Test and Optimize Your Landing Page

Once you've created your landing page, it's important to test and optimize it. Use A/B testing to test different versions of your landing page and gather data on which version performs better. This will help you optimize your landing page for better conversion rates.

Conclusion

Creating a landing page can be intimidating, but modern web development tools and frameworks make it easier to create landing pages that convert. When creating a landing page, remember to define your objective, choose a landing page tool, choose a template, write copy that converts, design a visually stunning page, add call-to-action buttons, and test and optimize your landing page. By following these steps, you'll be able to create landing pages that convert visitors into leads or customers.

There are a few links here that you will see if you scroll down

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