



How to Build a High-Converting Landing Page

The 7-Step Process to Creating Pages that Sell



February 2024



Grow with Clutch Webinar Series

We empower better business decisions as the leading marketplace of B2B service providers.



Webinar Overview

What to expect from this session



Agenda

01



What Does a
Landing Page
Accomplish

02



Decoding Success:
8 Key Factors

03



The 7 Steps to
Creating Pages
that Sell

04



Frequently Asked
Questions

Meet your Presenters



Florian Decludt

Demand Generation Manager



Greg Carter

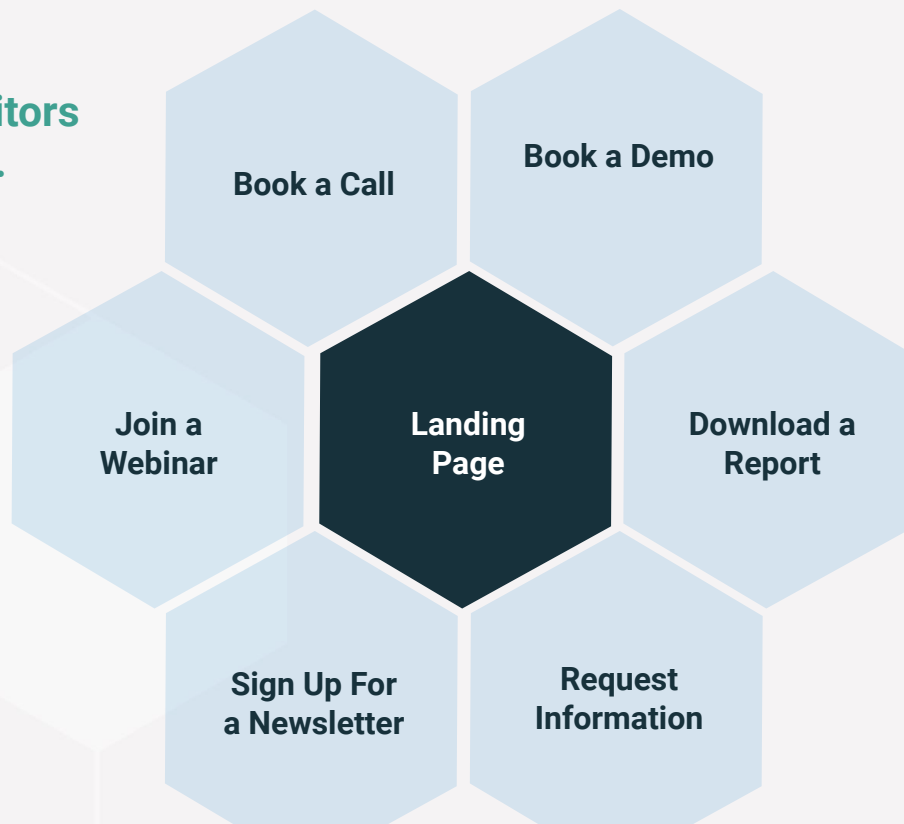
Director, Marketing

What Does a Landing Page Accomplish?



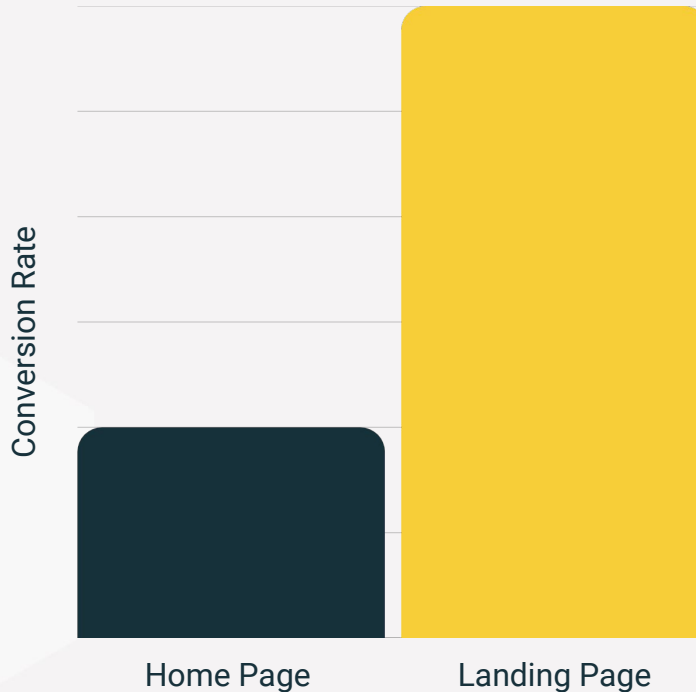
What Is A Landing Page?

A landing page is a standalone web page designed to make visitors take a specific action.



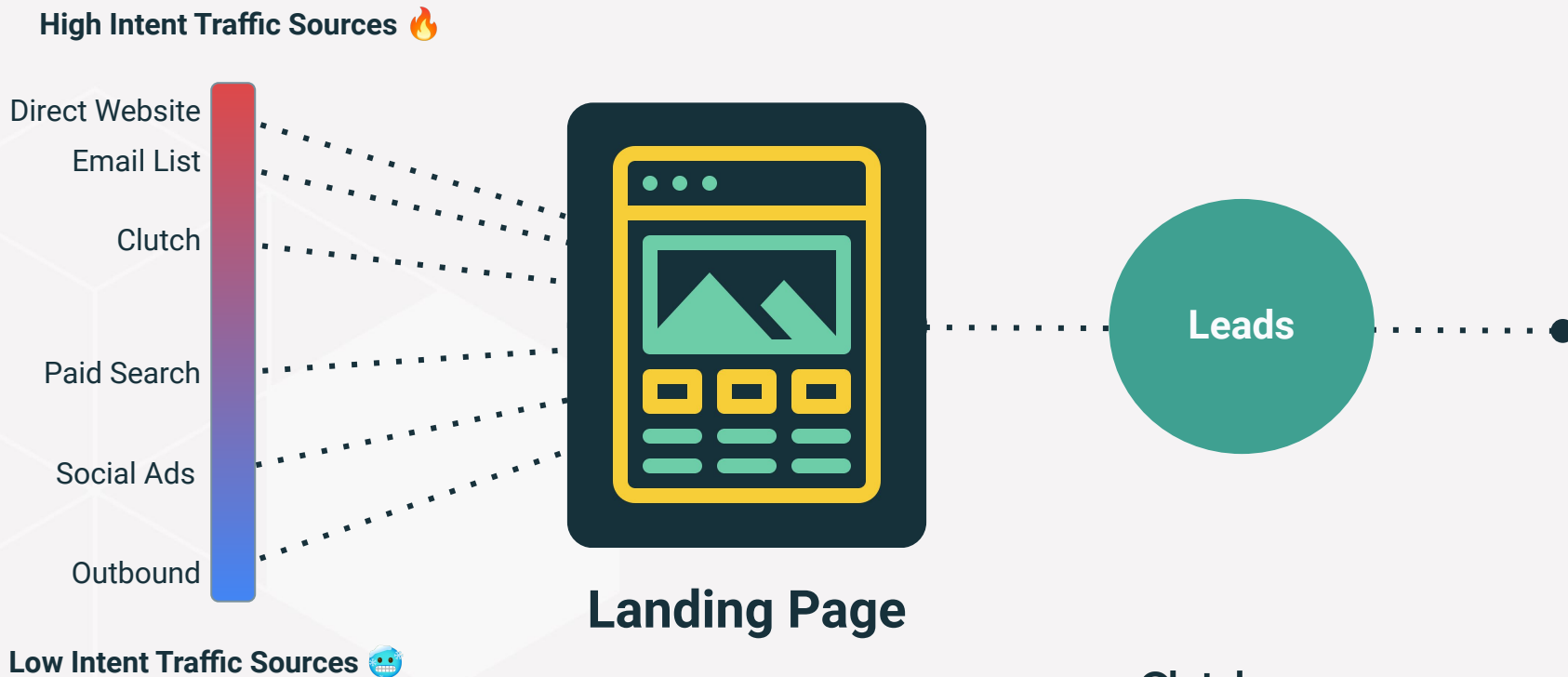
Why Use a Landing Page?

Landing pages generate
3x more conversions than
home pages.

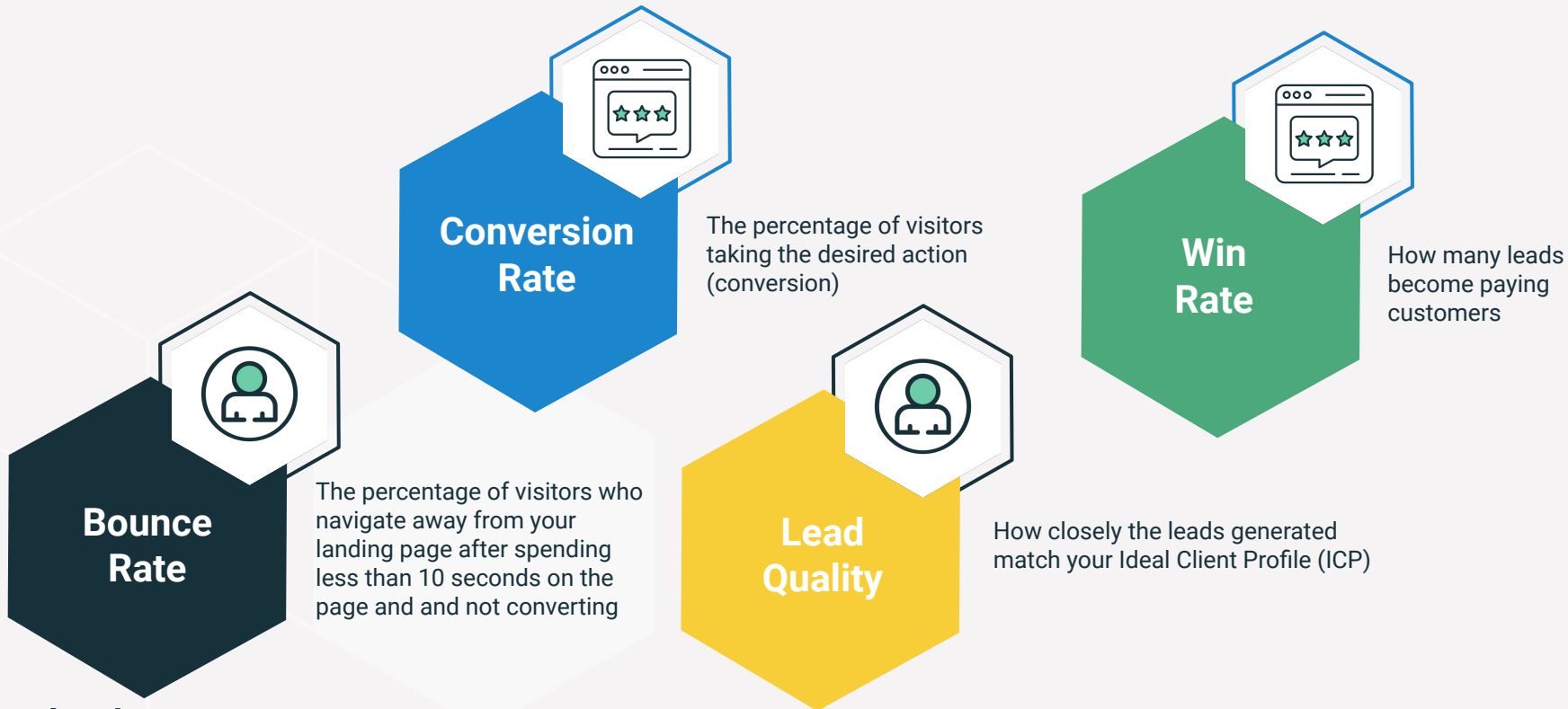


Source: Instapage

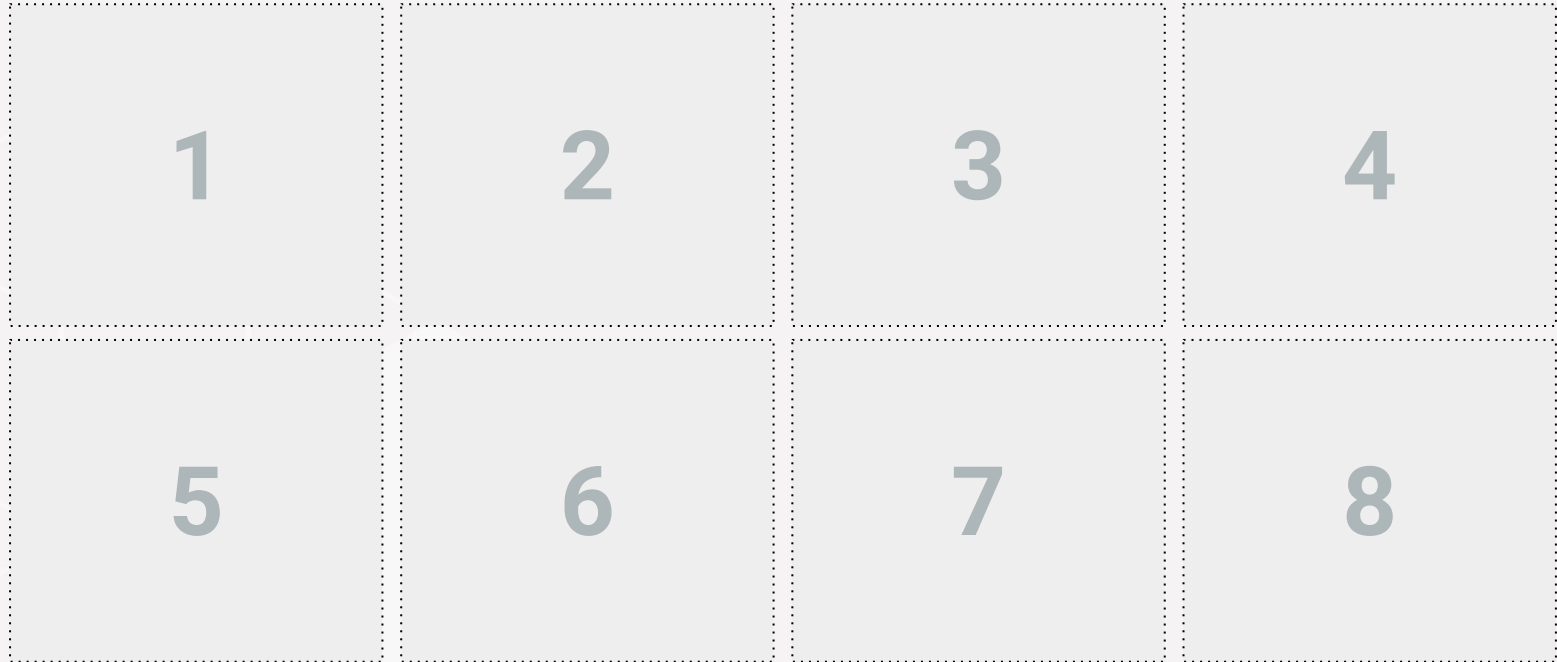
Quality of Traffic Matters



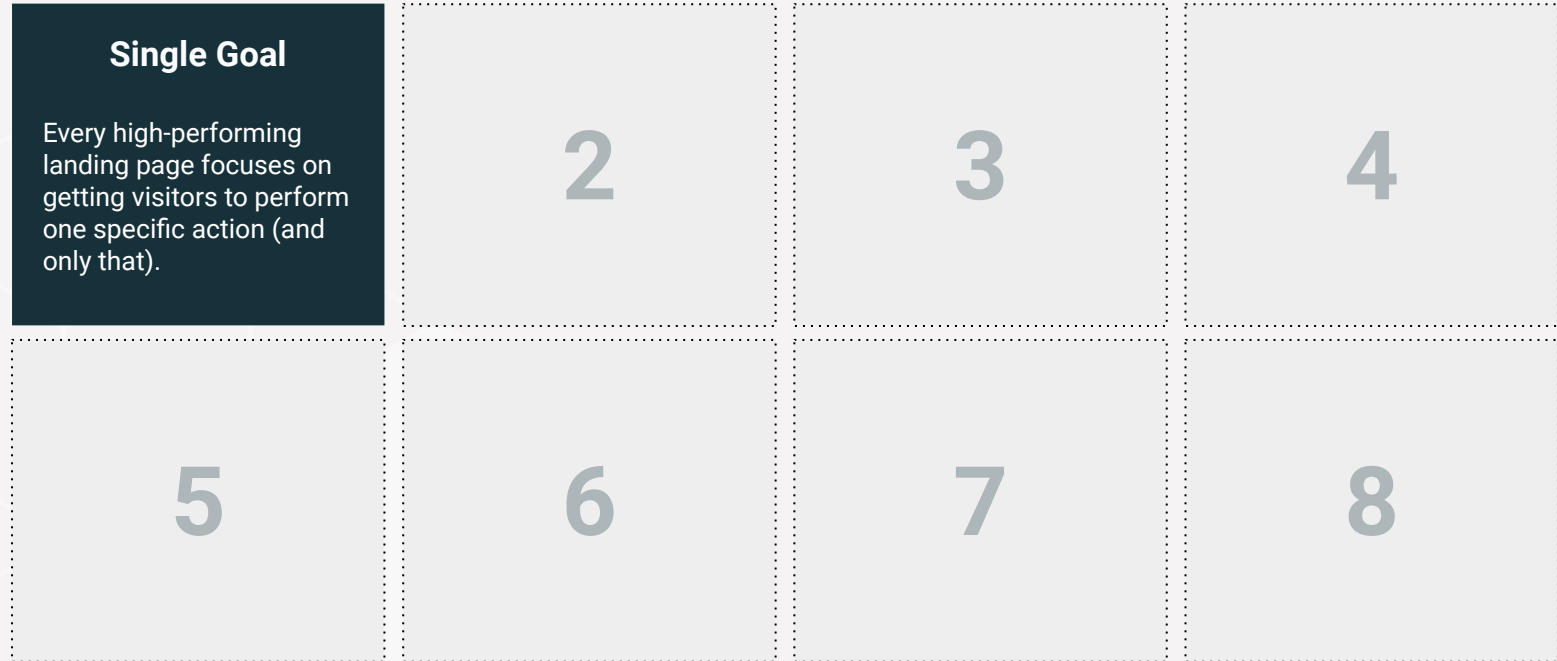
How Do You Measure Success?



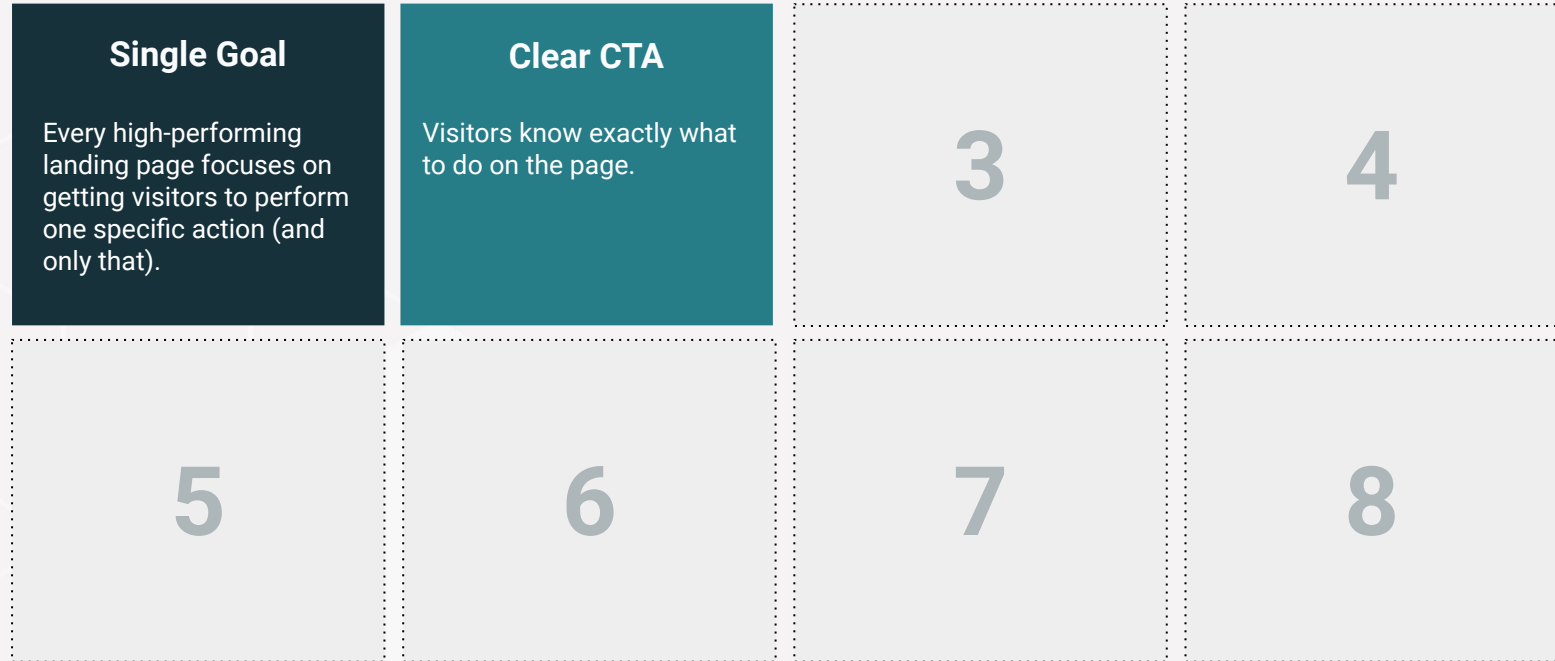
Decoding Success: 8 Key Factors



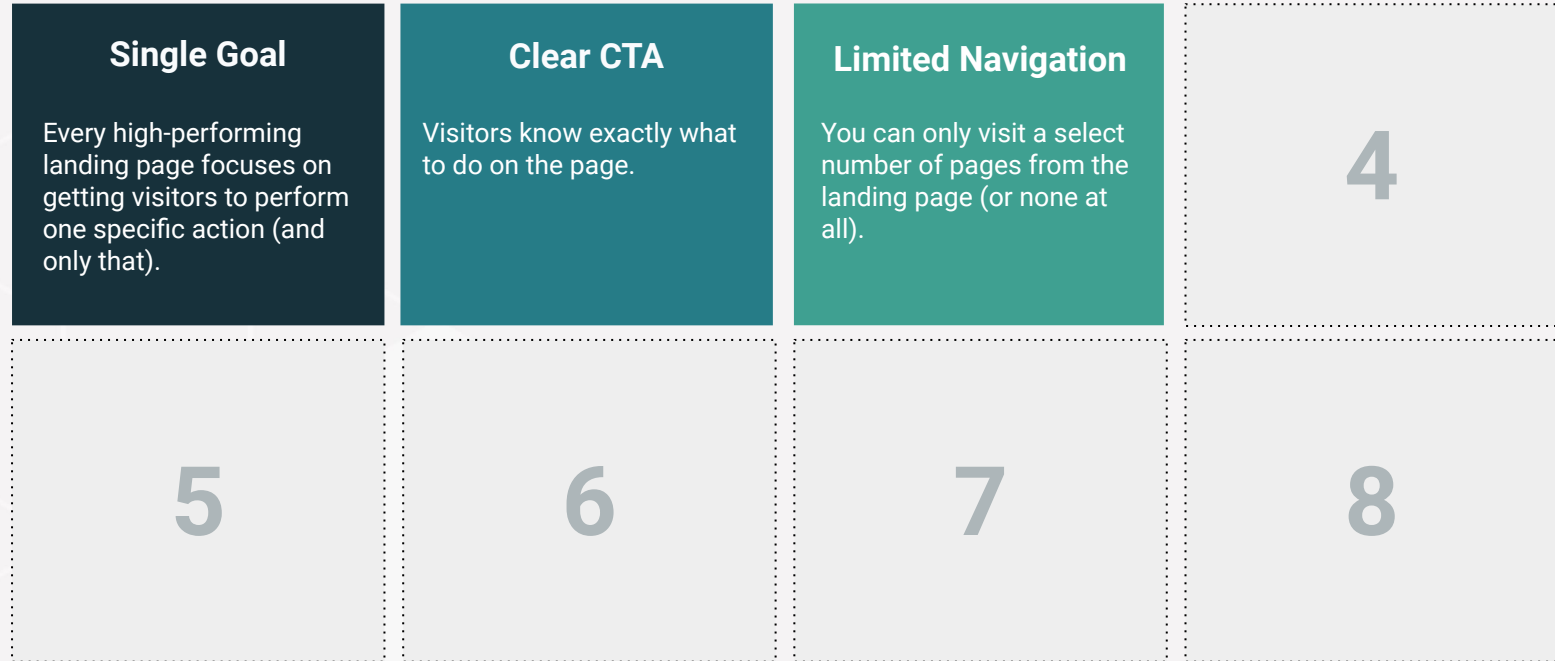
Decoding Success: 8 Key Factors



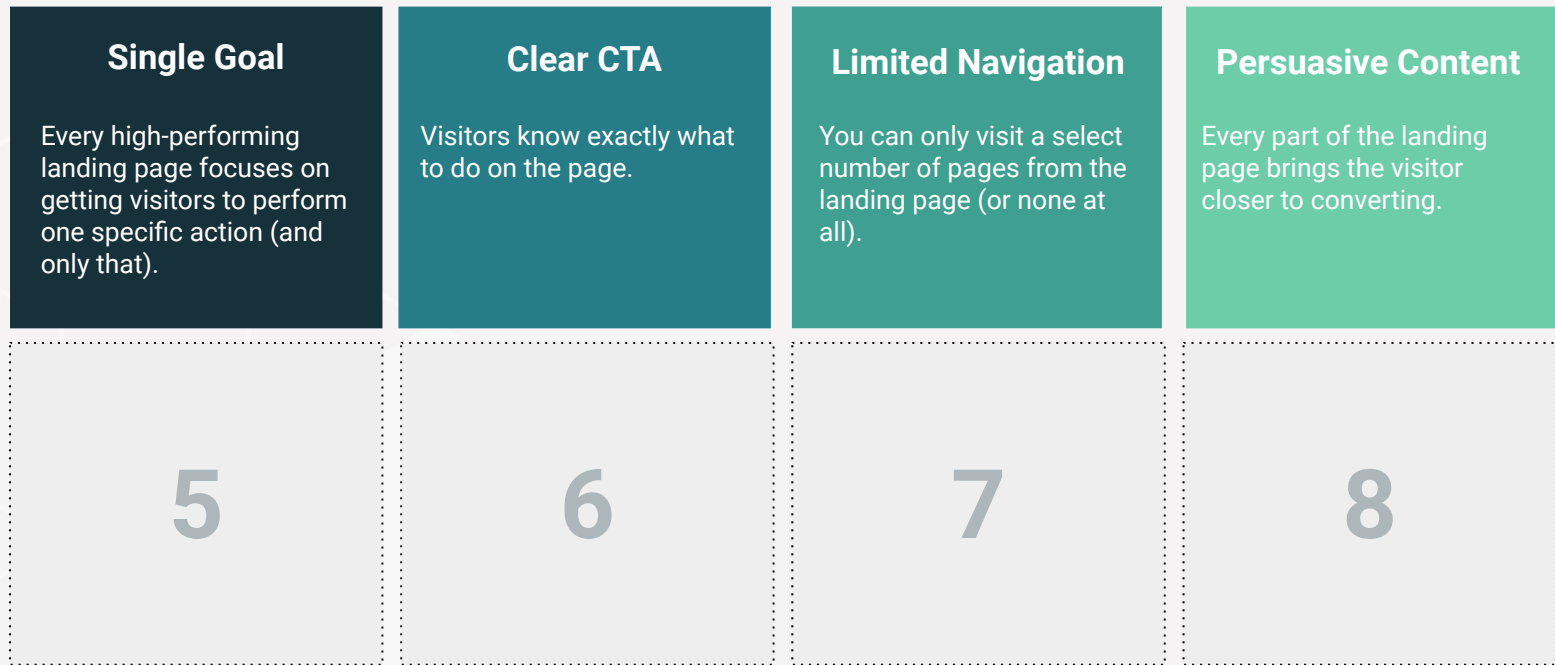
Decoding Success: 8 Key Factors



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Decoding Success: 8 Key Factors



Decoding Success: 8 Key Factors

Single Goal

Every high-performing landing page focuses on getting visitors to perform one specific action (and only that).

Clear CTA

Visitors know exactly what to do on the page.

Limited Navigation

You can only visit a select number of pages from the landing page (or none at all).

Persuasive Content

Every part of the landing page brings the visitor closer to converting.

Visual Appeal

Every visual asset on the landing page is attractive and supports the main purpose of the landing page.

6

7

8

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Mobile Responsive

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The landing page is attractive and effective both on desktop and mobile.

Analytics & Tracking

You plug in the right analytics tools to understand exactly what goes on in your landing page.

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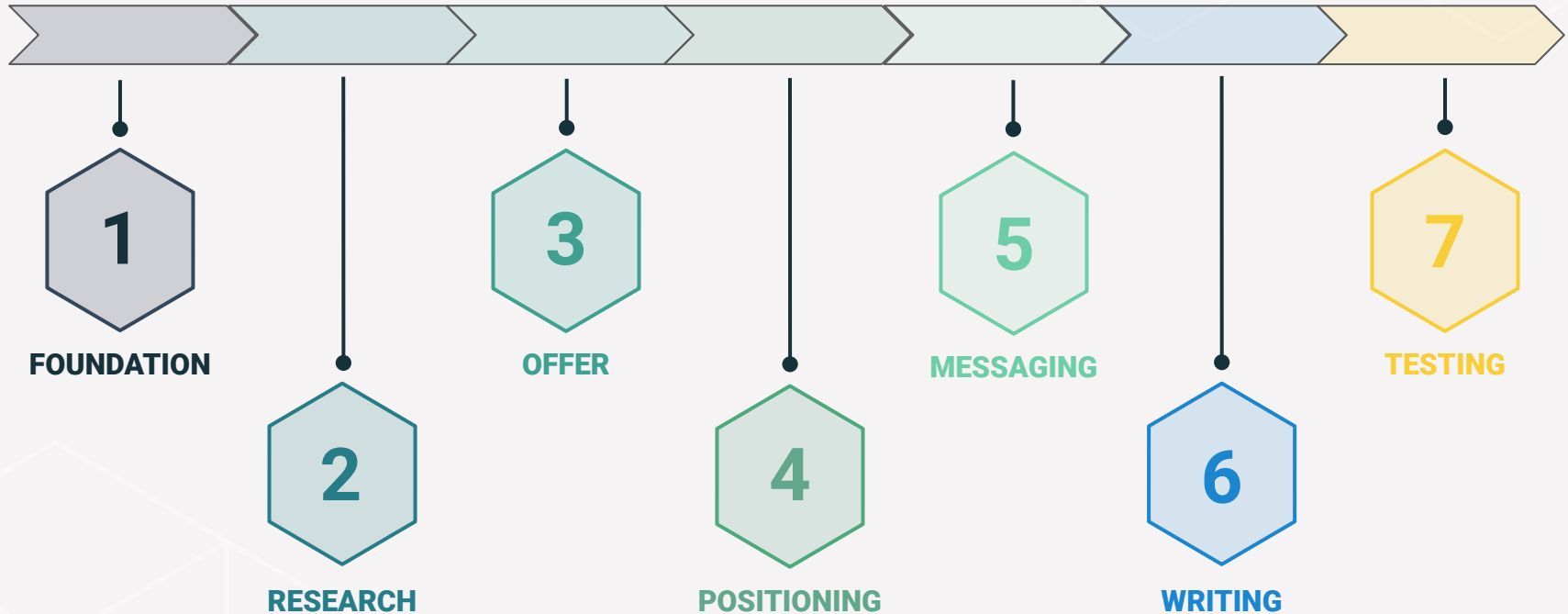
Technical

Great landing pages load quickly, with no lagging content.

The 7-Step Process To Creating Pages that Sell



The 7-Step Process



Introducing Launcherz

An app development company based in Washington, DC, launching app MVPs for B2B catering services in 30 days or less



Content Foundation

01

— Who Is This Page For?

02

— What Problems Do They Have?

03

— What Do You Want Them To Do?

04

— Why Should They Do It?

05

— Where Do Your Visitors Come From?

06

— What Are You Going To Measure?



Content Foundation: Launcherz

01

Who Is This Page For?
Non-Tech Founders

02

What Problems Do They Have?
They have an app idea but lack the skills to execute

03

What Do You Want Them To Do?
Book a discovery call with the LauncherZ team

04

Why Should They Do It?
The program is the fastest, most reliable way to take a new app to market without hiring a developer

05

Where Do Your Visitors Come From?
Clutch & LinkedIn

06

What Are You Going To Measure?
Numbers of qualified bookings per 100 visitors.

Technical Foundation

	Starter	Advanced
Design	Carrrd, Hubspot, Elementor	Webflow, Unbounce
Tracking	Google Analytics UTMs	Meta Pixel LinkedIn Insight Tag
Integrations	None	CRM (native or via Zapier) Calendar (ChiliPiper, Calendly)



Technical Foundation: Launcherz

Design	Carrrd, HubSpot
Tracking	Google Analytics UTMs Meta Pixel LinkedIn Insight Tag
Integrations	CRM (native or via Zapier)

Research



Research - Where To Find Information

01

Sales Calls

A direct video inside your prospect's world

Ideal to find information about:

- ☐ Demographics
 - ☐ Problems & Implications
 - ☐ Desires & Implications
 - ☐ What they've tried before
 - ☐ What has worked
 - ☐ What hasn't worked
-

- ☐ Otter.ai
- ☐ Gong.io

02

Client Calls

Deeper understanding of client expectations, where you thrive and where you come short.

Ideal to find information about:

- ☐ Problems & Implications
 - ☐ Desires & Implications
 - ☐ What's working
 - ☐ What's not working
-

- ☐ Otter.ai
- ☐ Sybill.ai

03

Review Sites

Read reviews for products and services related to your industry and offer

Ideal to find information about:

- ☐ Problems & Implications
 - ☐ Desires & Implications
 - ☐ Alternatives
 - ☐ What's working
 - ☐ What's not working
-

- ☐ Amazon
- ☐ Clutch

Research - Where To Find Information

04

Google Trends

It allows you to know which keywords are most likely to be top of mind for your prospects and use them in your copy.

Ideal to find information about:

- ☐ Keywords to include in your messaging and copy

05

LinkedIn Ads

LinkedIn Ads' Audience Tool helps you find out more about your target market size as well as their demographics.

Ideal to find information about:

- ☐ Audience size
- ☐ Audience location
- ☐ Industries
- ☐ Company size

06

Keyword Research

Keyword tools can provide deeper insights on your target market's search behavior and what your competitor's rank for.

Ideal to find information about:

- ☐ Keywords to include in your messaging and copy
 - ☐ Competitor keywords
-
- ☐ Ubersuggest
 - ☐ Ahrefs

Offer



Credit: Alex Hormozi

Offer

How Do I Solve The Problem?

What Outcome Is The Client Looking For?

X

How Can I Guarantee The Outcome?

How Can I Minimize The Time To Results?

X

How Can I Minimize The Client's Effort?



Offer: Launcherz

**A 30-day intensive MVP
development program**

**A functioning app ready to
go to market**

X

**Client gets portional refund
if we fail to deliver**

**Dedicated team, minimal
project roster, minimal
meetings**

X

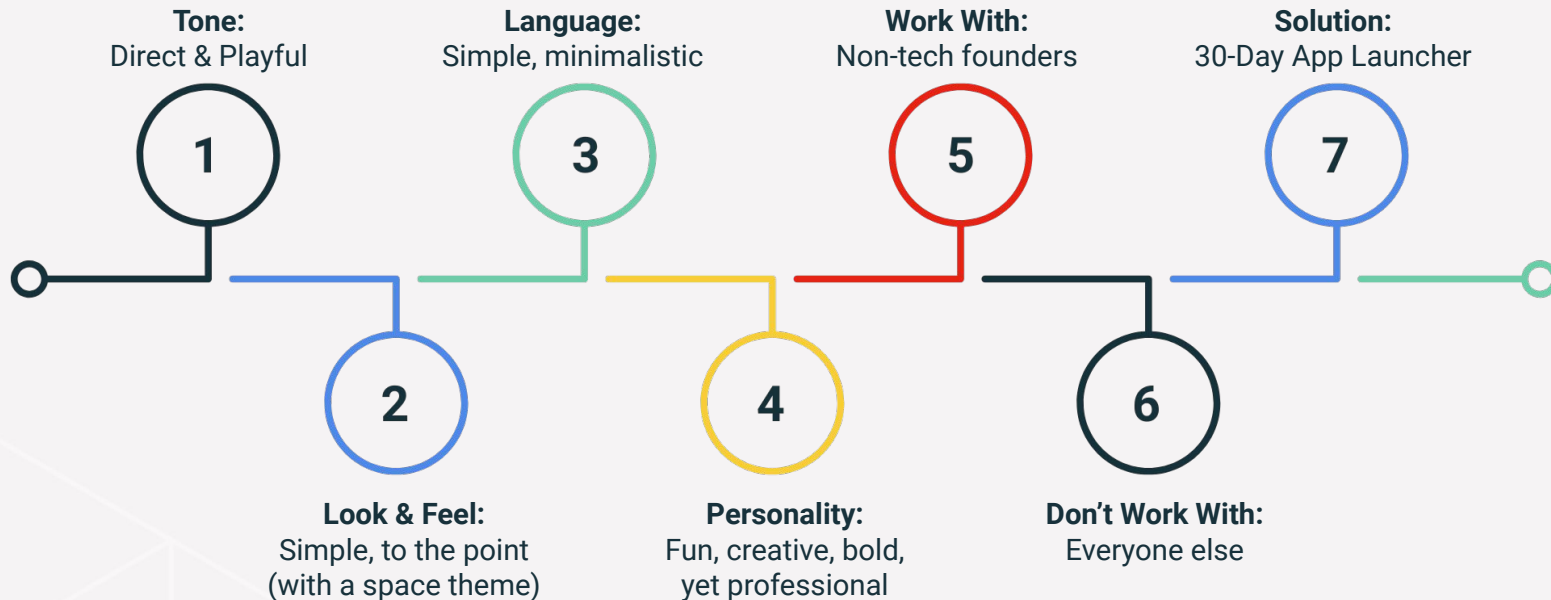
**100% done for them with
minimal meetings**

Positioning





Positioning: Launcherz



Messaging





Messaging: Launcherz

Why work with you?

- ❑ Get a quick outcome
- ❑ Get quick market feedback
- ❑ Not having to hire an internal development team
- ❑ Fun team
- ❑ No need for tech knowledge
- ❑ Keep up with the times
- ❑ Insane guarantee

How it impacts your customers

- ❑ Data to direct the business
- ❑ Valuable asset at minimal cost
- ❑ Fun working experience
- ❑ Create scalable asset
- ❑ Scaling company without scaling the team
- ❑ No headaches
- ❑ Create value for their team
- ❑ Create value for their customers
- ❑ No risk

Create your message

- ❑ Get your MVP in 30 days. No headaches, all fun
- ❑ Scale your business without scaling your team
- ❑ Extra value for your team in 30 days
- ❑ Extra value for your customers in 30 days
- ❑ Be a tech business without a tech team

Messaging

Make it specific enough to communicate value to the right people, but broad enough to make sure you're communicating about a top-of-mind problem.





Messaging: Launcherz

"Get a new app"

Too Broad

"Scale your business without hiring by building a fully functioning internal app in 30 days"

Just Right

"Deploy a Quickbase app to automate your customer service workflows and reallocate customer service resources."

Too Narrow

Messaging - Words to avoid

Avoid vague “corporate” language in your copy.

“Market leading”

“Synergies”

“First-class”

“Pride ourselves”

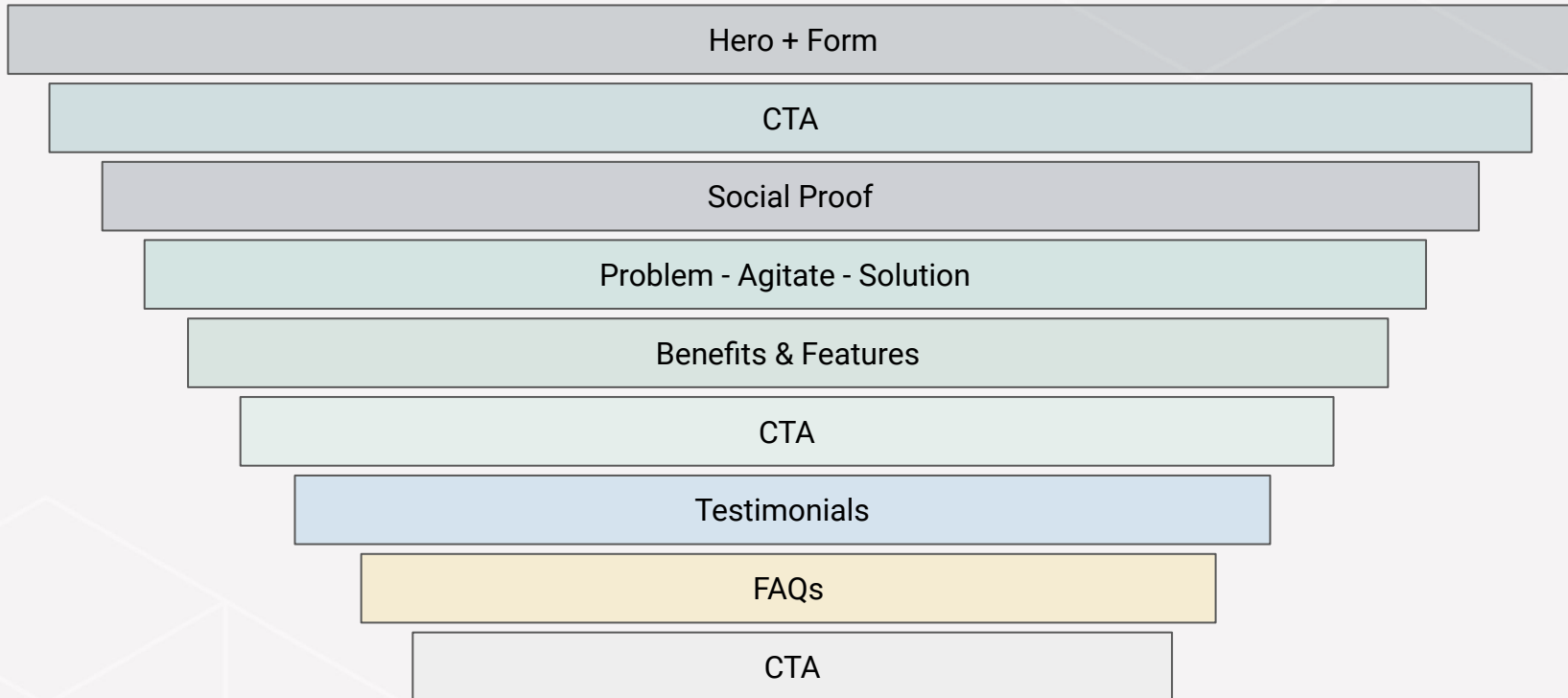
“World-class”

“Revolutionary”

“Delighted”

“Game-changing”

Writing your Landing Page



Writing your Landing Page

[Pre-Headline] - Name the offer

Compelling visual (Image, Video or GIF)

[Headline] - Descriptive + Bold Claim

[Sub-headline] - How does the offer work and what makes the claim believable?

- [Check 1] - Benefit 1
- [Check 2] - Benefit 2
- [Check 3] - Benefit 3

[CTA] - Tell reader what to do next

[Client Logo] [Client Logo] [Client Logo] [Client Logo] [Client Logo]

[State The Problem] - What problem is your audience facing?

[Expand on the problem] - Show your depth of knowledge of the problem, and how you know that information

Compelling visual (Image, Video or GIF)

Add an image

[Agitate The Problem] - What are the consequences of the problem?

[Amp up the pain] - How will they (and their business) suffer if they don't solve the problem?

[Introduce The Solution] - How are you solving their problem?

[Expand on the solution] - How does your solution work?

[Icon] [Icon] [Icon]

[What it does] [What it does] [What it does]

[Explain] [Explain] [Explain]

[Call To Action] - What do you want them to do? Why?

[Benefit 1] - How does it help the customer?

[Feature 1] - What feature makes the benefit possible?

[Meaning 1] - What does it mean for the customer?

[CTA] - What's the natural next step?

Visual that illustrates benefit

Add an image

[Benefit 2] - How does it help the customer?

[Feature 2] - What feature makes the benefit possible?

[Meaning 2] - What does it mean for the customer?

[CTA] - What's the natural next step?

Visual that illustrates benefit

Add an image

[Benefit 3] - How does it help the customer?

[Feature 3] - What feature makes the benefit possible?

[Meaning 3] - What does it mean for the customer?

[CTA] - What's the natural next step?

[Call To Action] - What do you want them to do? Why?

[Objection Handling] - What objections do they have and how do you address them?

[Icon] [Icon] [Icon]

[Objection Handle] [Objection Handle] [Objection Handle]

[Explain] [Explain] [Explain]

[Icon] [Icon] [Icon]

[Objection Handle] [Objection Handle] [Objection Handle]

[Explain] [Explain] [Explain]

[Call To Action] - What do you want them to do? Why?

Hero Statement: LauncherZ

Solution Name

APP LAUNCHER

Clear Value & Bold Claim

**Build and launch your app MVP in
under 30 days.**

How Does It Work?

An intensive 4-week program to take your app from 0 to market
without hiring a development team in-house.

Benefits

- Define your app scope
- Design an engaging, intuitive product your users will love.
- Find your product-market fit.

Contact Form & CTA: Launcherz

Minimum Required Information

Clear CTA

Ready For Launch?

First Name

Last Name

Company Name

Email Address

Phone Number

Book a Meeting

State The Problem: Launcherz

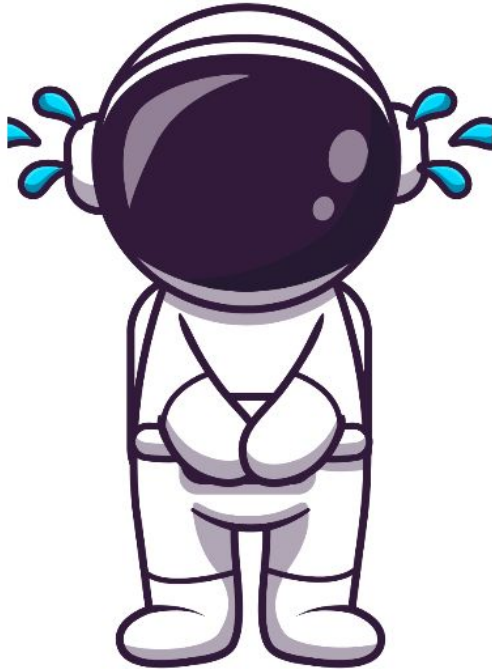
State their
problem

**You have a brilliant app idea.
But can you turn it into reality?**

Show the how you
know about it

Every CEO we talk to has an awesome app concept in mind. But they don't have the knowledge, time or resources to build it and push it to market.

Agitate The Problem: Launcherz



99% of app ideas never materialize

And it's a shame, because apps are one of the most effective way to create additional value at scale, via:

- A direct, secure, real-time line of communication between your customers and their account managers.
- A more customized user experience based on their usage data
- An easy way to inform your loyal customers of your latest product launches.

Most businesses end up missing out on those opportunities, meaning lost revenue, less predictability and less customer loyalty.

Shocking statement

Highlight consequences

Introduce The Solution: Launcherz

THE PLAN

An intensive program to scope, build and launch your app, quickly

Fortunately, there are businesses with (thriving) apps. Their secret? They follow a specific approach that helps them build and launch their MVP in less than 30 days.



Scope

We'll walk you through our 7-step process to draw your app's blueprint and ensure optimal value for your customer.



Build

Next, we'll build your app's MVP based off the blueprint to launch it as quickly as possible.



Launch

We'll finish by launching the app to the market to gather early feedback and identify areas of improvement.

Introduce the solution

Present what it does

Present The Benefits: Launcherz



No Developer Needed

We take care of all the development for you. All you need to do is tell us about your vision, and we take care of turning it into your app's MVP.

You don't have to waste months (and thousands of \$\$\$) to attract, hire and train in-house developers. You can focus on what you do best while we take care of the technical part.

[Launch your app](#)

Benefit

Feature

Meaning

CTA

Testimonials: Launcherz



Bee Yonce - Founder, BHiv

"I had this app idea for at least a year until I came across Launcherz on Clutch. I was a bit intimidated at first because I'm definitely not a tech person, but the team was awesome and took the time to understand my vision before building the app. We launched in 30 days and we were able to add \$53,000 MRR via the MVP"

Relevant

Specific

Quantified

FAQs: Launcherz

State objection

Have questions? Here are the most frequent ones:

Can you really deliver in 30 days?

As of February 14, 2024 our average delivery time from 0 to MVP is 28.1 days. We have no plans to make it longer.

Handle objection

I have zero development experience, is that a problem?

Not at all! Our job is to turn your vision into a working MVP. You take care of the ideas, we take care of the execution. You don't need any development experience at all.

Add personality

What if you go over 30 days?

We'll still make the MVP, but we'll pay you \$5,000 (yes, we're that confident).

A/B Testing: Best Practices

**One Variable
at a Time**

**Objective Definition
of a Winner**

**Statistical
Significance**

Document Everything

A/B Testing: What To Test On-Page

01

Audiences

Traffic Sources, Job Titles,
Industries, Locations, ...

02

Offer

Lead Magnet vs. Call Booking

03

Value Proposition

Delivery time vs. ROI

04

Headline Formats

Descriptive vs. Objection-handling

05

Social Proof

Logos vs. Testimonials

06

Sub-headline

Format A vs. Format B

Recap

Test, Test, Test

Write Your Copy

Develop Your Messaging

Position Yourself: Be Different

Craft An Irresistible Offer

Do Your Research

Get The Foundations Right (Content & Tech)

Recap

Test, Test, Test

Test every variable, one variable at a time.

Write Your Copy

Execute your messaging on your landing page.

Develop Your Messaging

Express your positioning in words: how are you talking to your audience?

Position Yourself

Focus on being different, not better.

Craft An Irresistible Offer

Make it so attractive they feel foolish saying “no”

Do Your Research

Learn everything you can about your audience, their pains and their desires

Get The Foundations Right

Clarify your objective and choose the right tools to achieve it.

Recap

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Case Study - This Webinar

Visitors ⓘ	Conversions	Conv. Rate
1070 / 1074 all time	587 / 588 all time	54.9% / 54.7% all time

Clutch
Grow with Clutch Webinar Series

How to Build a High-Converting Landing Page

The 7-Step Framework to Create Pages that Sell

Thursday, February 22nd, 1pm ET

Turn Your Website Traffic Into Qualified Leads

Join our 2 in-house landing page experts to learn the exact steps they've followed to create more than 150 high-converting landing pages.

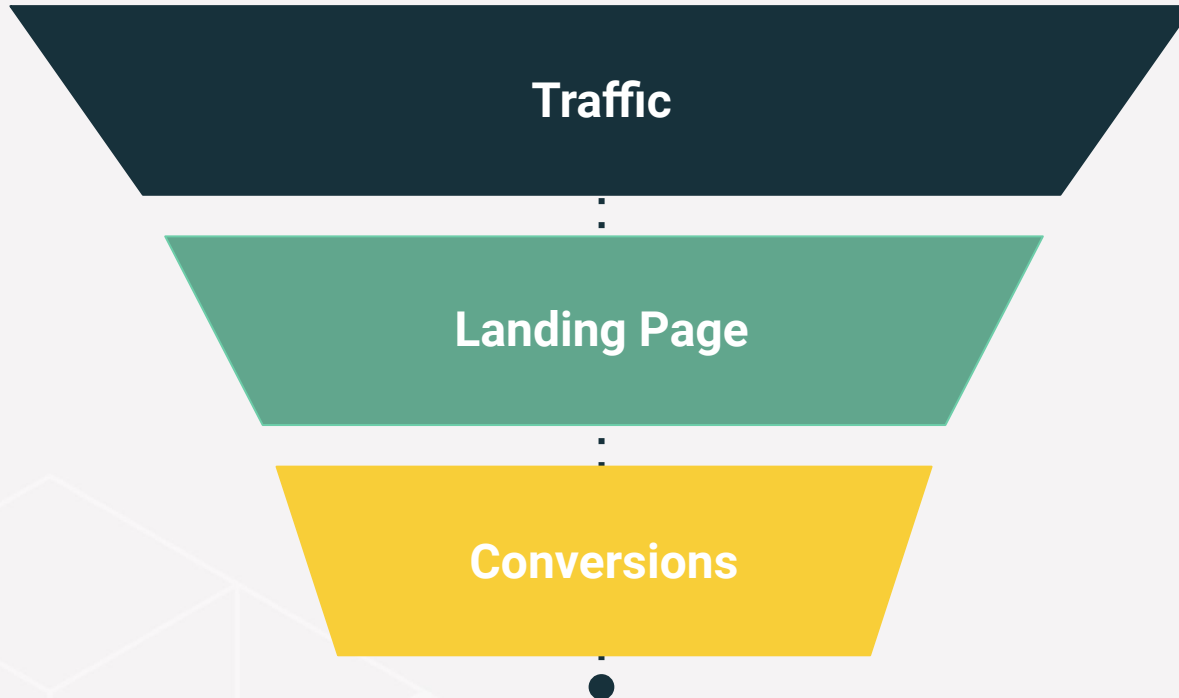
The kind that helps agencies like yours:

- Improve their conversion rates
- Add more inbound leads into their pipeline
- Generate more revenue

So you can worry less about booking meetings, and have more time to grow your business.

Create a Landing Page that Sells

Case Study - This Webinar



Need help improve your traffic volume & quality? Get in touch with our team.

Bonus - Let Us Audit Your Landing Page!

Florian will audit the landing pages of the first 50 participants to submit the questionnaire by the end of February.

Submit your landing page, answer a few questions and you're in!

Questions?



Thank You!

We will send the webinar recording, landing page questionnaire, and companion guide to the email you used to register later today.



FAQs

Does the framework work?

How can I apply it to my company?

How do I track conversions?

How do I attract traffic?

What software do I use?

Do I need to code anything?

Do I need to hire a copywriter?

How long does it take?

Clutch Mission

We empower better business decisions as the leading marketplace of B2B service providers.

