

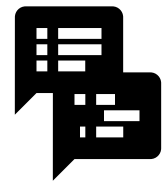
# 10 No No's!

## [Surprisingly Common] Mistakes to Avoid for Better Landing Page Conversions

For increased subscriptions & sales, make sure your landing page DOES NOT have the following! :)

### 1. AD DOESN'T MATCH LANDING PAGE

**Keep consistent wording** from your ad source to your landing page. This lets the visitor know they are at the right place and reminds them instantly why they came in the first place.



### 2. CONFUSING HEADLINE

**People skim and scan.**

Your headlines are read first. They need to quickly articulate your value proposition.



### 3. MONOCHROMATIC DESIGN

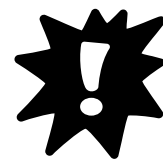
**Important things (like buttons) don't stand out**

when all the items are similarly colored. It's hard to tell what the viewer should focus on and what is clickable.

### 4. TOO MANY COLORS

**Important things (like buttons) don't stand out**

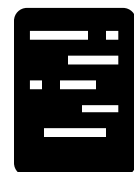
when there are too many colors all over the place. It's distracting.



### 5. MISALIGNED TEXT

**Poor formatting leads to visual confusion.**

Any extra effort that viewers need to understand increases likelihood they will bounce.



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## [Surprisingly Common] Mistakes to Avoid for Better Landing Page Conversions

### 6. TOO MUCH TEXT

**Less is more.** Say what needs to be said and cut out the rest! Your singular goal is to get clicks.

### 7. COMPETING CTAS

**More choices lead to less decision-making.**

Too many buttons and offers lead to confusion and abandonment. Have ONE goal on each page.



### 8. NO VISUALS

**Blobs of just text? Ugh. :)** A picture is worth a 1,000 words. We are visual beings. Use visuals.



### 9. BAD VISUALS

**Overused generic stockphotos don't cut it.** Show the product. Show it being used. Show before and afters. Show the results the visitor wants to achieve.

### 10. THINGS LOOK CLICKABLE BUT THEY AREN'T

**I hate clicking things I think will do something but nothing happens.** Underlined words or phrases (especially in a blue font), boxes that look like buttons, or circles that seem clickable distract and confuse.

**Get More Conversion Help**

Yep. I'm a button! :) ↷