How to create a landing page that converts

First impressions matter. Research shows it takes only seconds for a prospect to accept or reject your solution during the selection process.

Sending prospective customers to the homepage of your corporate website, and letting them find their way to the information they need, is not effective. They might get lost, or confused. Instead, you should create a dedicated sales conversion page for the LS Central SaaS offering.

You just have seconds to convince your audience: your listing must be clear, appealing, and resonate immediately with your target audience.

What is a landing page?

A landing page is a website page that has the specific goal of converting visitors into leads. There are many types of landing pages, but they all share the objective of generating leads. To do that, focus on:

- **Opening with emotional headlines that focus on pain points or benefits.**
  Say what is in it for the reader. Convince them that they should spend the next few minutes reading your page.

- **Using attractive images that illustrate the offer.**
  Pictures speak louder than words. Ideally, should images that include people, not just objects.

- **Writing clear text that guides your visitors to act.**
  Write in a clear and concise way, using words your audience will understand and relate to.

- **Including an offer ("call to action").**
  What do you want your audience to do after they read your page? Should they download an e-book? Do you want them to get a free trial? Decide what action you want them to perform, and include a form that requires them to leave their details in exchange for the offer. Learn more about call to actions and materials you can offer.

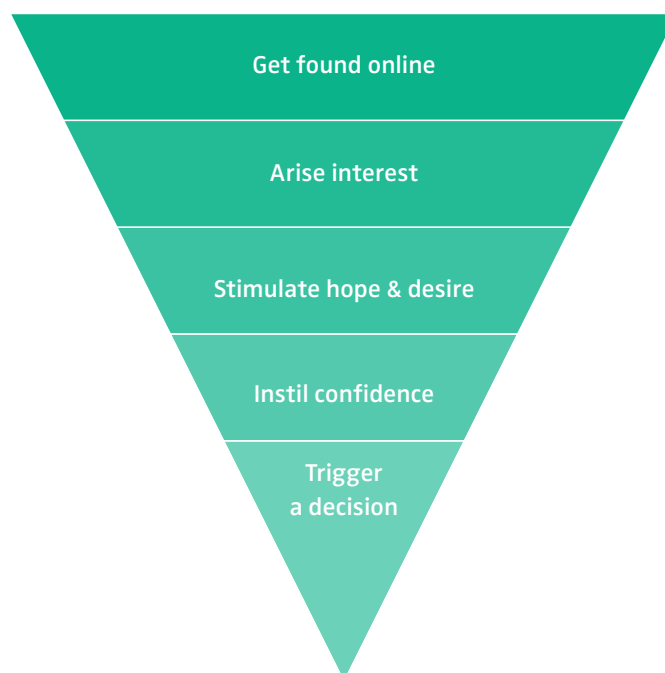Learn more about call to actions and materials you can offer.

Making your page responsive.

More and more people use mobile devices. Make sure your page works effectively, whatever the browser or device your visitors decide to use.

Creating focused, optimized landing pages helps you

- Give the right first impression
- Acquire new leads
- Easily track who is visiting your website
- Convert prospects to buyers faster
- Leverage LS Retail and Microsoft's investment in marketing and brand recognition
- Make it easy for LS Retail and Microsoft to share your solutions with others
- Showcase your core competencies and vertical domain expertise
- Increase credibility

The ideal landing page will move prospects through the following stages:

Get found online

Arise interest

Stimulate hope & desire

Instil confidence

Trigger
a decision

We have created samples of LS Central landing pages for you to get inspiration.
Please make sure you adapt our sample to your region, audience and goals.