14 Crimes
Email Maketers
Commit With
Landing Pages

Great landing pages are known to drastically improve the performance and profitability of an email marketing programs. Being a marketer, if you are committing these crimes with your landing pages, you might be ruthlessly punished by the recipients. So here we have outlined 14 crimes and ways to cease those crimes.

1. Mismatching Email Call-to-Action and Landing Page

Recommendation: A mismatch of the call-to-action (CTA) would lead visitors to think that they have ended in the incorrect place. Call-to-action should direct visitors to the landing page promised in the email. All calls-to-action should be synonymous with your email campaign goal.

2. Unclear Call-To-Action

Recommendation: Give CTA in the landing page that motivates customers to take action. Instead of using CTAs like 'Click Here', 'Submit', etc., make sure you use clear, specific, action-oriented words in the call-to-action link. Apart from words, don't forget to choose a color for the call-to-action button that vividly stands out from the background text.

3. Ignoring the Three Second Scan

Recommendation: Visitors to your landing page would spend no more than three seconds to scan it. So any landing page you create should pass the three seconds scan test. What should happen in these 3 seconds?

- The page should load
- Recipients should know the offer
- The page must visually compel recipients to take action

4. Deceiving Headline

Recommendation: Unlike other web pages, landing page gets visitors focused only on the offer. So, naturally, they would first notice relevance of the headline with link provided in the email. If you try to be tricky with words in your headline, visitors will simply close the page. Have a clear, simple and relevant headline that concisely sums up the offer. The headline should be read more like a benefit and less like a call-to-action.

5. Incongruent Email and Landing Page Design

Recommendation: Recipients will feel lost, if the link redirects to a web page that looks nothing like the email. The email campaign would seem off-track when your email design and landing page are not in sync. Maintain consistency in the design such that there isn't any disconnect

6. Too Many Options to Take Action

Recommendation: Unlike normal web pages, visitors should not be given too many choices to take action. Emphasize only on one action and avoid secondary calls-to-action. Giving them too many options might be distracting.

7. Placing Irrelevant Images

Recommendation: Images placed on your landing page should be relevant to the copy of the page. By placing relevant images you add visual appeal and value to your message, and also give a tangible idea of the offer.

8. Demanding Too Much Info from Visitors

Recommendation: If the visitor has to fill a form, ask for information that is absolutely necessary. Long forms never work. Every extra question you add to your form might decrease your conversion rate. Be cautious while creating your form.

9. Placing Critical Aspects below the Fold

Recommendation: Place all critical information above the fold. In terms of web, 'above the fold' means the web page that is visible on a standard browser before scrolling. Generally it is 600pixels. So plan your design such that your call-to-action and message is above the fold.

10. Dull Design and Boring Content

Recommendation: The fatigue of visiting too many websites makes visitors impatient when it comes to boring pages. Try to experiment with your design and copy. Observe your visitors' behavior and create a landing page that appeals to them.

11. Overloading Visitors with Too Much Information

Recommendation: Landing pages should be uncluttered and clear, focusing on just one primary goal. You can always give visitors an option to know more if they want to.

12. Distracting People

Recommendation: Minimize distractions in your landing page by removing all the unnecessary elements. Revisit your page and delete those elements that don't add any value and.

13. Missing 'Thank You' Page

Recommendation: The 'Thank You' page is to thank and reward the visitors with the offer promised. You can include information about your future emails or offers and encourage them to open and read them. If you do not thank them for sharing information, it might be interpreted as belittling them. So always have a 'Thank You' page to show that you value your visitors and their information.

14. Not Testing All the Aspects of the Landing Page

Recommendation: Just the way you test all the attributes of your email creative, you need to test your landing page too. What do you need to check?

- Is your landing page working?
- Is the landing page focused on your absolute goal?
- Does the headline match with your email?
- Is critical information above the fold?
- Are all the distractions removed?
- Are all the links given working?
- Are there ample conversion ways?

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Track your Landing Page results to find out what worked and what did not to make necessary improvements. Your email marketing and Landing Page should work closely together to achieve great results. Now you can start bringing in conversions!