

WENDERO 

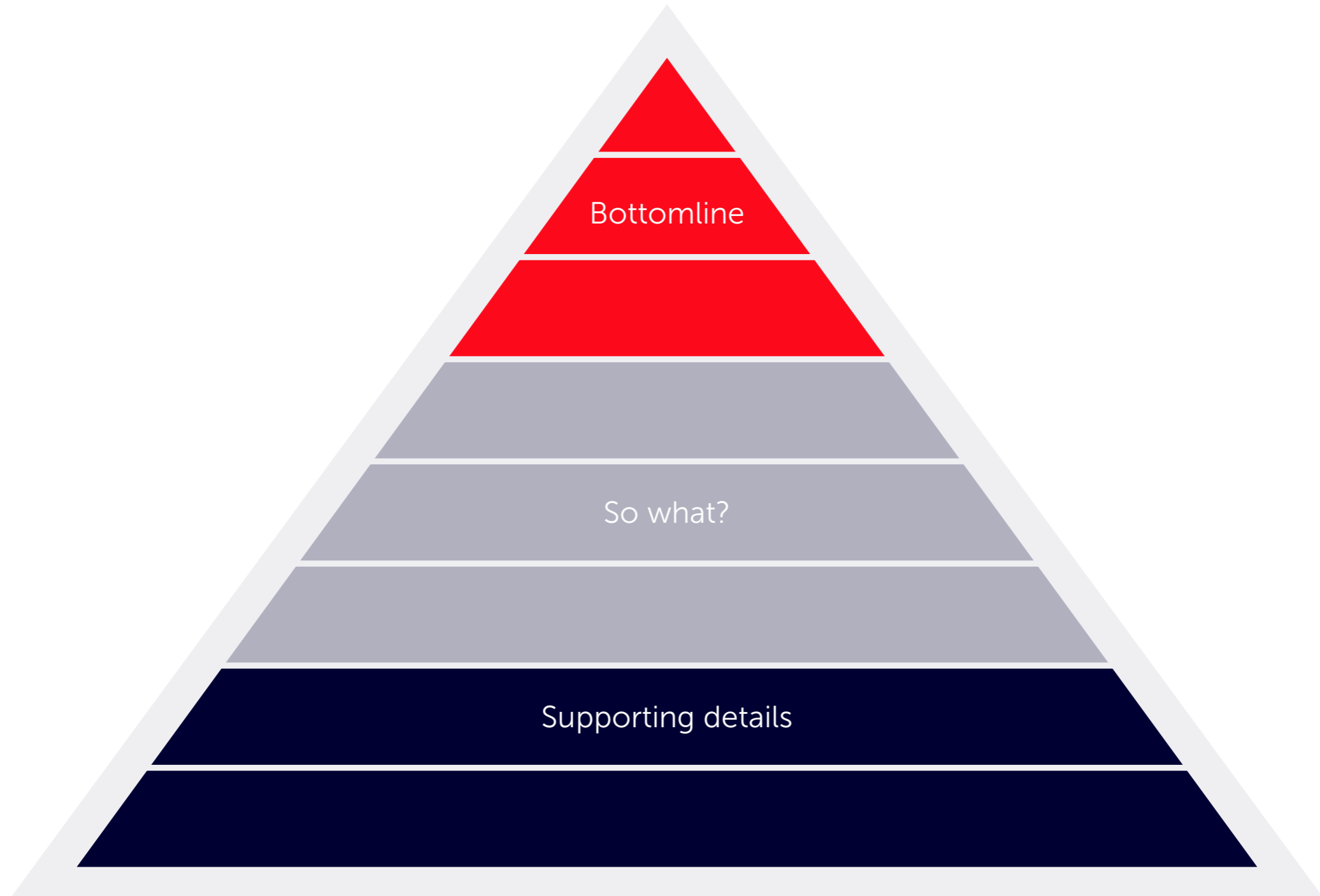
Landing Page Copywriting

Chemovator Bootcamp, 13.12.2019

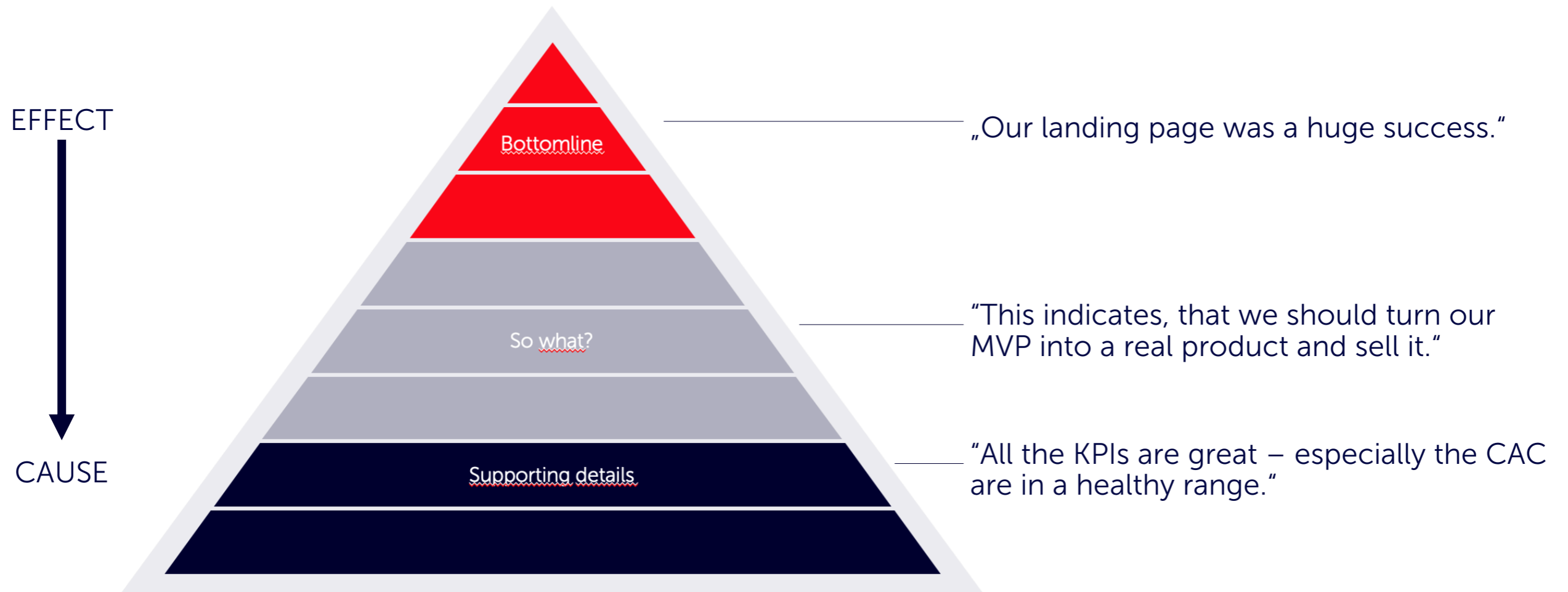
Agenda

- 1. What makes a great landing page?**
2. How to write high-converting landing pages
3. Which tools can I use?
4. From your product idea to real customer feedback

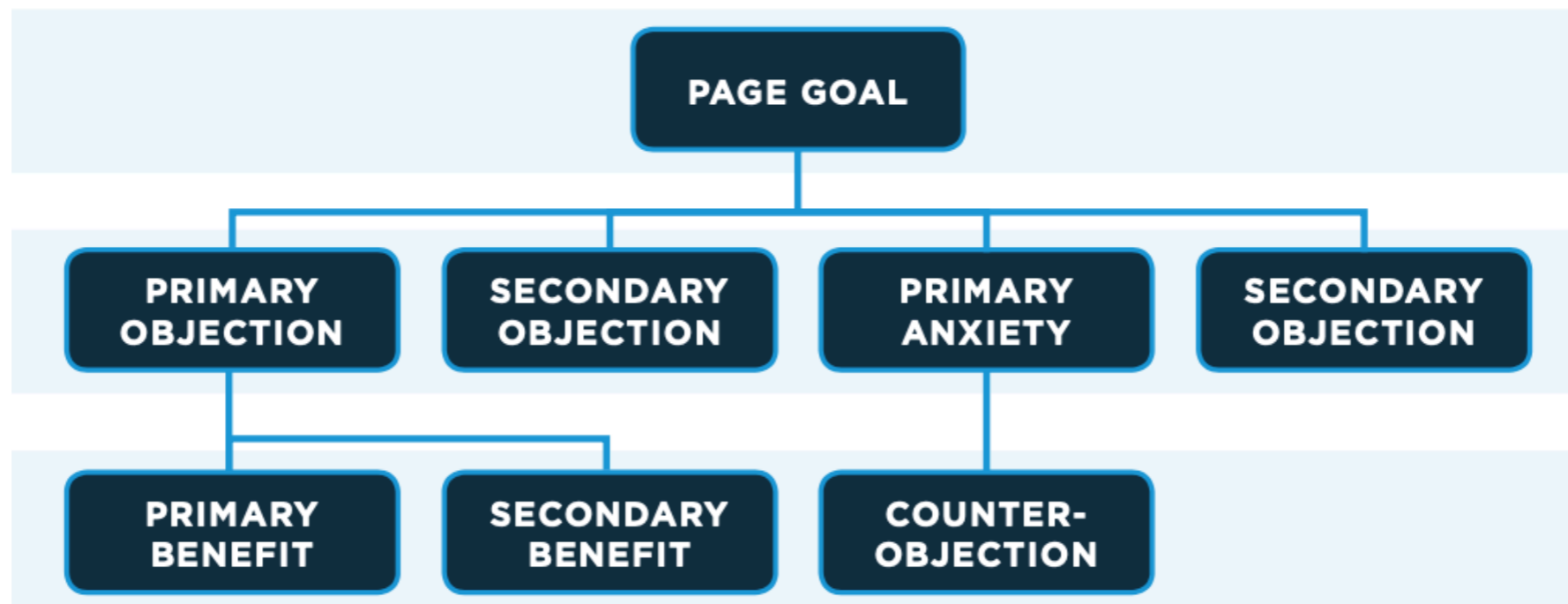
Pyramid communication



Pyramid communication



Landing Page structure



Everything on your landing page is determined by

1. Your page goal
2. Your audience
3. Your audience's awareness-level

Agenda

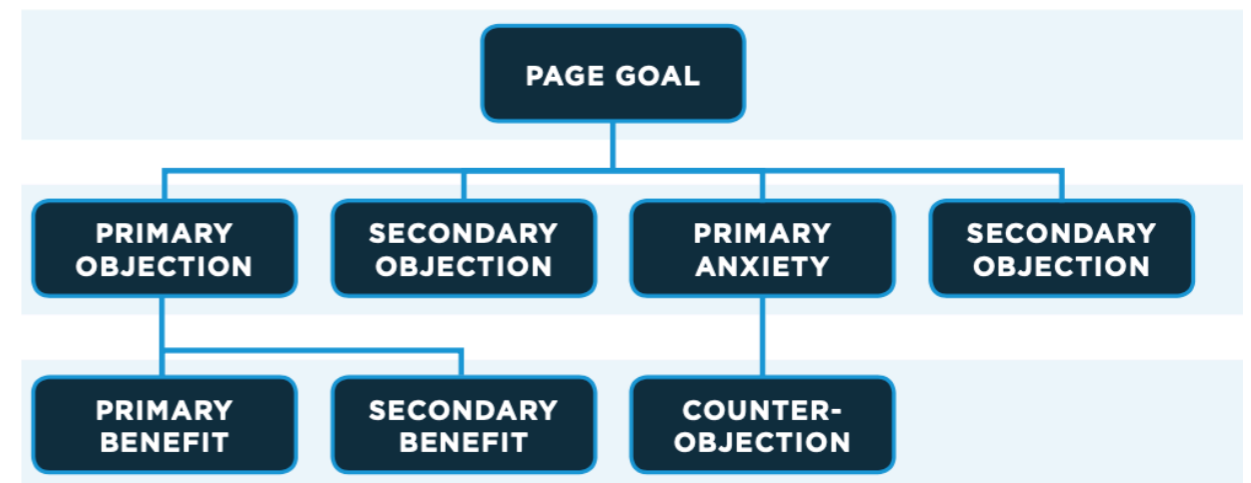
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Step by step

Set your page goal, then start „working backwards“

Keep in mind:

A landing page has one goal only. Not a primary goal and x supporting goals. One goal.



Example

Page goal	Download my e-book
Target	Startup Founder
People's primary objections	What is the e-book about?
	How long is it?
	Who wrote it and why is he the right person for this?
People's secondary objections	What pain does it solve?
	Am I going to have to surrender my first-born to get it?



**What is the ebook about?
What's inside?**

The Ultimate Guide to PPC Landing Pages

Create PPC landing pages that convert

How long is it?

What's in the ebook?

This 50-page guide will teach you everything you need to know to increase Quality Score, improve conversion rates and lower the cost per acquisition by using relevant landing pages.

You'll learn:

- 1. The 2 pillars of successful landing pages
- 2. How to build a landing page that converts
- 3. How to decode Quality Score
- 4. When to sacrifice Quality Score for conversions
- 5. How to build the Ultimate PPC Landing Page

What is the biggest pain this book solves?

**Who wrote it?
Why is he the right person?**



About the Author

Matt Hessler is a bonafide search nerd. He has worked in search marketing since 2002, which is pretty much the stone ages. His search experience has ranged from building Google's first 1 million keyword campaign to managing multimillion dollar per month budgets for Condé Nast and Publishers Clearing House as well as speaking at SMX and AdTech. He currently serves as Director of Search for Trada, a Google-funded startup in Boulder, Colorado.



**Am I going to have to surrender my first-born to get it?
(Nope, just an email address!)**

Get the Ebook

Email* [Privacy Policy](#)

How Do You Build Your Landing Pages?*

Please choose...

Plus, get a free fully customizable template of The Ultimate PPC Landing Page inside!

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SITE123

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 unbounce



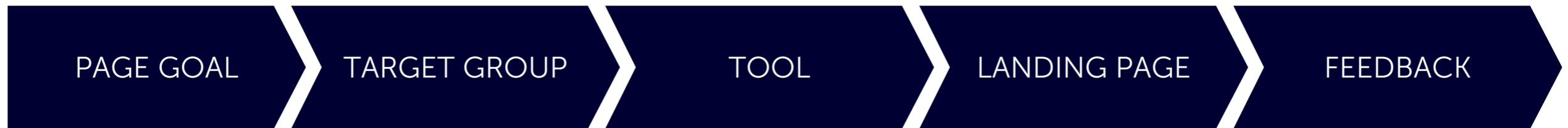
weebly

WIX

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Create your Landing Page!



- What can you offer?
- What do you want your visitors to do?

Hint: you can always offer further information in exchange for contact data

3-5 min.

- Who do you want to target?
- How do these people tick?
- What is there wording/ language?
- What are their objections & anxieties?

5-10 min.

- Start a free trial at wix.com
- Choose a template you like & that requires the least amount of customization

5-10 min.

- Define jobs (e.g. "this section's job is to handle the visitors primary objection")
- Draft your content pieces (if it makes you faster: paper first!)

- Use the feedback function or
- Publish the page and send out the link (network, colleagues, etc.)
- Be persistent!