

OPTIMIZE YOUR SALES PAGE

HOW TO MAKE A SALES PAGE THAT CONVERTS



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**MAKE A
COMPELLING
LANDING PAGE
THAT EASILY
CONVERTS BY
FOLLOWING THESE
TIPS.**

You have tight and fool-proof marketing plan. Your ads are in place, you are getting a lot of traffic and clicks but for some reason, these aren't converting into sales.

What might have you missed?

Take a good look at your landing page. It's the first thing people see when they click through your ad - and while you appreciate the visit, what's more pressing is for visitors to take action once they are there.

1. HAVE A CLEAR CALL TO ACTION.

The call to action (CTA) is what you want visitors to do when they see your landing page. That's what you should be asking them, clearly and temptingly, to do. Don't distract them with lots of other requests.

The best and most effective pages emphasize only one CTA.

- Make sure the CTA is displayed at least once in a visually distinct, centralized, and obvious clickable button. Don't make people guess at what they should click on.
- Use visual cues, such as arrows or images of people looking at the button, to draw the eye.
- If you have content below the fold, repeat the CTA. Always make it easy and compelling for the visitor to take the desired action.

2. **NARROW THE FOCUS.**

Since you are only encouraging them to take ONE action from your page, make it easier for them to do so by keeping your page free from distractions.

Research has shown that the more choices you offer people, the longer they take to make a decision. So the clearer and simpler you make your page, the more likely you are to get someone to take the action you want.

- Use visuals to keep the focus on the most important features of the page.
- Don't have links at the top of your page. If absolutely needed, keep your web site links at the footer.

3.

HAVE AN EFFECTIVE HEADLINE.

Unlike sales copy written for traditional ads that scream for attention, digital copy doesn't need to be loud and sensational.

They are already in your page - you just need to remind them why they are there in the first place and make them stay and take action. **A key way to keep them is to tell them in plain language what your site is all about.**

Make sure the headline stands out visually, even more so than the logo/name of the site.

4. SHOW THE IMPORTANT STUFF BUT DON'T MAKE IT STUFFY.

People don't read long written paragraphs on the Internet. Identify the two to five things about your product or service that you think will be most important to your visitors, and showcase those.

Showcase:

- **FEATURES** – a list of cool things about your product or service
- **BENEFITS** – how the features will help your visitor
- **PAIN POINTS** – how the features will help your visitor avoid misery
- Make sure these don't distract from the CTA. You might tease attributes above the fold, and then locate fuller descriptions below the fold.
- Keep it short - two to three sentences is ideal.

5.

MAKE IT VISUALLY APPEALING.

- Less is more. A clean, simple design with plenty of white space keeps people trained on your call to action.
- Bullets make big blocks of copy easy to scan.
- Videos pack a big impact into a small space and can increase conversions 80%.
- Speed matters. A landing page that loads quickly gets better response. Make sure your design doesn't slow down load time.

**BE CLEAR ON
WHAT ACTION YOU
WANT YOUR
VISITORS TO TAKE.**

**MAKE IT EASY FOR
THEM TO TAKE
ACTION.**

Much like with sales pages, a good voiceover needs to have clear messaging and a strong emotional pull.

If you'd like to see what's going on in the voiceover world and see if you could potentially build another stream of income from it, join the [**Voiceover Start-up Facebook group**](#).

It's a supportive community of voice actors ranging from aspiring to seasoned pros.

Pop in, check it out, and if you feel up to it, ask a question! See you there!