

5 Landing Page Best Practices to Level up ROAS in 2022



Level up your ROAS in 2022

Today's digital marketing ecosystem is all about targeting the right leads with personalized messaging that's relevant to their goals and worldviews. Marketers invest huge advertising budgets into targeted ad campaigns on Facebook, Google, and LinkedIn. These advertising platforms let marketers create precise audiences, so you can craft your messaging to suit each potential customer.

But once a prospect sees and clicks on the ad, what's next? How do you guide that prospect from momentary interest to confident conversion? You already have an ad with engaging messaging targeted to that specific ad group. To maximize the chances of conversion, you need your ad's landing page to continue that personalized messaging.

1. Capture purchase intent with focused narratives

No matter what digital advertising platform you use, intent matters—not just for the quality of your ads, but to your audience as well. Customers of all kinds share one unifying truth—they listen when they feel spoken to as an individual. But you're not in the business of making cold calls, so how is it possible for a landing page to speak to dozens and hundreds of shoppers as individuals? The answer: Through data-driven narratives.

Personalization

Personalizing your landing pages is as crucial as creating tailored ads. The page needs to continue and expand on whatever connection draws your audience to your ads. That means curating content that speaks to audience motivations, personal circumstances, and customer buying patterns.



The data you gather in preparation for your audience targeting, keyword strategies, and persona building should serve as a guide to building out the narrative of your landing pages. Your data should explain every aspect of your copy. These tactics should result in profoundly personalized landing pages.

You can only create this kind of personalized journey with a strong understanding of your audience and an organized story that removes unnecessary information. To remain personable and compelling, your copy should avoid using marketing speech. “Sign up,” “Click here,” “Before it’s too late”—none of these sound like phrases that would come up in a typical conversation.

Narrow your focus

Once you've captured purchase intent, you have a small window to capitalize on it, so structure your landing page accordingly.

Keep it brief with precise and skimmable content. Broad narratives will bore and dissuade your readers from scrolling further, but too many details will overwhelm them. Unnecessary info increases the risk of disconnection. Consider sticking to the benefits of your offers and not getting lost in technical jargon or features. Your ad piqued their interest by claiming to solve a problem, so the benefits they receive will define their expectations.

Also, ensure your page only focuses on one conversion strategy. Numerous offers or varying CTAs will confuse and concern your shoppers. They came to your page with one product or action in mind, so stick to that until the end. You can offer additional opportunities later on in the customer lifecycle.

If you waste the opportunity of a click by trying to share too much information or push offers not aligned to customers' personal needs, you will put a major dent in your ROAS.



2. Ad-to-page relevancy at scale

Personalization is an important step in curating cohesive and seamless conversion journeys, but the only way to accomplish this is at scale. You need to be able to visualize each journey for each of your precise micro audiences if you expect to maximize your return on ad spend. This matters on every platform. Creating landing pages that are relevant to the original ad not only improves your ad rankings—bringing down costs and bids—but will better resonate with the customers who click through to the page. However, to do this successfully, you need a strategized map from segmentation, to the ad, and finally to the page.

Ad mapping your landing pages

Each audience segment will have different influences, motivations, and factors to adapt to. That's why efficient marketers never use the same ad for multiple audiences. So why would they use the same landing page? Just like your narrative, you should be able to track each segment to a unique landing page that speaks specifically to what matters to them. Being able to visualize a clear path for each audience will boost your effectiveness and ad spend.



Your customer journeys should look something like this:

- Define your audience
- Break them down into segments
- Create an ad tailored around their pain points
- Craft a unique landing page that speaks to their intrinsic traits

To complete the journey, you need to deliver on customer expectations.

Message-matching is important for facilitating trust and nailing a good first impression. Consumer interest is always a short window, and a customer's snap judgment of your landing page can make or break a purchase decision.

Before you earn a conversion, your page has to meet expectations. That means consistent branding, a headline that confirms the ad's offer, and imagery that matches its visuals. This way, the customer knows they're still engaging with the same business, can learn about the offer, and can trust your page enough to keep scrolling. Everything else should expand on these elements, focusing on opportunities for the customer to get to know your brand, your offer, and what to do next. By the bottom of the page, they should have a complete story that began with the initial ad and understand exactly how your offer answers their unique needs or desires.



3. Master content hierarchy to provide a seamless experience

Now that you have the strategies to create a compelling story that resonates with your audience, you need to work on delivery. There's not a lot of margin for error when it comes to connecting with online consumers. In fact, it's shown that most online shoppers only read about 20% of copy on any given product page. This means even if you've crafted a truly spectacular narrative, content in the wrong place at the wrong time will deflate any purchase momentum.

Content placement

When, where, what, and why are crucial decisions to make in your page design. These are easy choices once you use the data to find the answers. First, understand what your customers value most. Brevity is key, so getting right to the point should be your first goal.

Start with a straightforward value proposition above the fold of the page. An unmistakable understanding of your offer's primary goal is a vital point to check off for your potential customers. It should confirm and expand on the value proposition made in the ad so there's no confusion or feeling of misinformation. As you add more content throughout your page, think about how each piece builds on what you previously presented. Every piece of content should help to bolster the initial value of the information you offered early on. This content will more likely pertain to buyers who like to make more formulated purchase decisions and need to consider info before converting.

Don't neglect the flow of your content, either. If your landing page looks like a textbook, people won't give you the time of day. Create a strategic mix of headlines that stand out, brief chunks of copy, and images that draw the eye further down the page. Consider the layout as well—your content may work better in a Z-page or F-page layout.



Focus your CTA

With an optimized content layout, customers will have all the information they need to convert. But to seal the deal, you have to present them with unmistakable next steps. Your call to action needs to be a clear and present element on your page. If customers are distracted by too many buttons or aren't sure what they're clicking on, you risk disengagement. Pick a concise and actionable statement, give your CTA an eye-catching design that stands out, and make the next step known from the moment they arrive on the page.

4. Completing the buyer's journey with design

A complete buyer's journey comprises everything from copy, to layout, to UX, and finally to design. Your visual and design elements add an invaluable layer to the experience. But improper design practice can be as much of a disadvantage as no design.

Telling a complete story

The right visuals are crucial to audience engagement. They should work hand in hand with the other elements of your landing page, reinforcing your copy without adding unnecessary information. Everything should align with your specific audience data. Some visuals are better suited than others to communicate various ideas, so consider what works best for your goals:

- **Infographics** are an ideal format for comparing and contrasting
- **Hero shots** demonstrate customer satisfaction
- **Videos** are valuable for breaking down complicated services
- **Lifestyle shots** can demonstrate how your product fits into consumers' lifestyles
- **Testimonials** add credibility to your offer
- **Icons** can help simplify a concept while breaking up the text

You don't have to stick to just one, but remember that every element of your page should be part of a cohesive journey. There should be strategic value behind each design element you add to your layout, so make sure you remain selective.

Optimize page scrolling

Exceptional design makes landing pages easy to navigate and engage with. Crafting something customers want to scroll through is the best way to catalyze conversions. Consider sizing, color, density, white space, and always, value. Your page has limited real estate, so use a delicate balance of all these items to get customers to see what matters when it matters.

You need to also prepare for the different devices customers use to access your page. Almost [40% of all e-commerce purchases were made on a smartphone](#) in 2021. Consumers expect a seamless and enjoyable experience regardless of what device they're shopping on. Images need to adjust to device sizes, copy needs to be readable, buttons have to be the right size for finger clicks. These are just a few qualities that make for a well-designed, mobile-responsive post-click landing page.



5. Experiment for Higher Conversions

The landing page may be the final stage of the customer's journey, but it's only the beginning of yours. You can never rest on achieved results—every conversion is an opportunity for new insights. Keeping up with the evolving nature of your audience is vital to not only continued success but valuable business growth. That's why experimentation should be a centerpiece of your landing page strategies.

Landing page optimization

All these best practices will ensure your landing page is prepared for any advertising platform, but you can continue to refine these strategies for increased ROAS. Optimizing your landing page for search engines is important to keeping cost per click down and enhancing your bid strategies. Consider testing different keyword strategies and adjusting how you align your page to those keywords.

Enhance your audience targeting by optimizing to match intent. See which segments are underperforming and adjust your narrative. Tweak your audience data to better narrow down on their intrinsic traits and beliefs to better align your content to their needs. Test different elements of your story and see what actually resonates with readers.



Lastly, don't neglect page speed. Customers want fast results. If your page takes too long to load, they won't wait around to evaluate your offer. They'll click the back button and find another page that will give them what they want faster. If your page takes too long to load, try reducing big files, getting rid of JavaScript, or building landing pages with AMP.

Optimize regularly

You need to be flexible when it comes to conversion-focused strategies. A/B testing has become more popular over the years, but misconceptions still surround this strategy. Many businesses get caught up in experimenting with elements like colors and typefaces, but testing's ideal purpose is identifying the highest-performing version of your page. Having the proper tools can help assist with informed testing and eventually help you build up to multivariate testing to speed up insights.

Remember, customers will probably come back to your page at some point. If you're retargeting or bringing customers back into your conversion funnel, you'll most likely end up with the same result if you haven't made any changes to your page. That's why updating your post-click landing pages regularly is a must.





Build high-converting landing pages

These are the non-negotiable best practices your landing page strategies need to grow your business in 2022. Together, these best practices will level up ROAS for your Google and FB ad campaigns. Audiences expect experiences that speak to their needs, which requires a personalized landing page for every unique audience. It sounds daunting, but with the right toolset, it's possible.

The world's most advanced landing page platform empowers you to automatically create, personalize, and optimize landing pages for every ad. Contact our team to find out how Instapage can help you build more landing pages faster than ever before.

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