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Landing Page Optimisation Checklist

Meet The Coaching Team



Alex Alexandrou

Sales Specialist & Co-founder

Director of coaching at the Association of Professional Builders and personal mentor to some of the most successful building companies in Australia and New Zealand inside the APB Boardrooms.



Russ Stephens

Construction Marketing Specialist & Co-founder

Data analysis expert that has introduced data-driven decision making to the residential construction industry.



Sky Stephens

Business Operations Specialist & Co-founder

Specialist in taking complex business strategies and converting them into actionable step-by-step guides for building company owners.



Andy Skarda

Accountability Coach

Andy works exclusively with owners of residential building companies that are looking to fast-track their results.



Lee Hearsey

Membership Success Coach

Lee guides new members through the process of executing improvements to their sales, marketing and operational challenges.

Thank you for being a member of the Association of Professional Builders!

This month's Action Plan and coaching call is all about generating more leads from your website opt-in pages for your building company so you can:

- Create high-converting website opt-in pages that can generate 10x more leads for your building company.
- Discover how to make your advertising work by making a few changes to your website pages.
- Manage your website designer and get results rather than just a great design.
- Turn your website into a lead generation machine.
- Create website opt-in pages that resonate with your ideal client and inspires them to contact you.

If you're already enjoying one-on-one private mentoring with us then make sure you add ideas and questions to the notes section at the back of the book ready for your next mentoring session with Andy Skarda.

Best regards
The APB Team

Table Of Contents

LANDING PAGE CHECKLIST POINTS 1-3.....	3
LANDING PAGE CHECKLIST POINTS 4-6.....	9
LANDING PAGE CHECKLIST POINTS 7-10.....	14
LANDING PAGE CHECKLIST: BONUS.....	20
LANDING PAGE OPTIMISATION CHECKLIST TEMPLATE	25

Landing Page Checklist Points 1-3

So welcome to the Landing Page Optimisation Checklist Action Plan. In this Action Plan, you are going to learn how you can generate more leads from your website opt-in pages. So, going through this entire Action Plan, I'm going to assume a couple of things. I'm going to assume you've got a lead magnet, you may already have a landing page, or you may be about to build a landing page, which is basically just an opt-in page for that lead magnet or another kind of offer. But I suppose, 90% of you will be using a landing page in this whole checklist for your lead magnet offer, and how you're going to get people to give you their name and email in exchange for that lead magnet.

So first of all, I wanted to show you the perfect landing page because this is what I'll be breaking down in all of the examples and best as well, it's proven. So we actually advertise this landing page and get hundreds of leads from it. And this is a consumer-based landing page as well, so this is literally consumers opting-in for a lead magnet that's probably similar to something you would create. So I'm going to break it down step-by-step.



Now, the first point of the landing page checklist, number one is to have a clear headline. You really want to make it super clear when someone first lands on that page, what are you offering? What is it exactly? And 90% of the time or maybe 99% of the time it's just going to be the title of that lead magnet. It's the main offer. And that clear headline is the largest text on that page.

1 - Clear Headline



- What Are You Offering?
- Lead Magnet Title
- Largest Text On The Page

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So let's break it down and show a little bit of an example over here. This is the top half of the landing page that I showed just before, and if you can see, here is the clear headline. It's the largest section, largest bit of text. And it's literally what's on the cover of that e-book, 'the 7 Things You Must Know Before Designing A New Home'. Now, it's not saying that's the only text you should have on the page. You can see there are other things here. We've got the fact that, yes, it's a free download. And then we've got a sub-headline as well, like a sub-heading, 'Discover The Secrets To Building Your Perfect Home'. However, can you see that it's not necessarily at the top of the page, it's just the biggest bit of text. So point number one, have a clear headline on the page.





Point number two is that you to have your hero shot. You've got to have your hero shot on the page. And your hero shot, more often than not, because this is going to be for your lead magnet, it's typically the cover. A lot of you guys, your lead magnets are going to be, for example, free guides, maybe a plan range so you've had like a graphic made to be like a magazine cover for that plan range, or a big file folder that you've had done. It's typically just going to be that image. If you've ever heard us talk about maintaining the scent, obviously to get to this landing page they probably clicked on an advert. Whether it was a display on Google Ads, it could have been a Facebook ad, an Instagram ad, so you want to maintain that scent.

- Your Lead Magnet (Typically The Cover)

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If you've advertised and dangled the carrot of that cover somewhere else, put it as the largest image on your landing page. You can see for example over here. Boom, it's pretty easy, '7 Things You Must Know Before Designing A New Home'. Very quickly on the design of that cover, you can see that it's a very clear, easy-to-read cover, no matter how big or small it would be. The sub-heading gets a little smaller to read, the smaller it gets, but the headline and the title is always crystal clear, so that's point number two.



The third point and the last point for this video, because I'm going to break them up and do these checklists in little chunks. Number three are benefits, and this is the one thing that a lot of people tend to forget on a landing page. They have their headline, they have an image, they have a nice little form, they have their logo on there, and then they're straight into the download, download now. But you have to really

think, no one is going to hand out or hand over their email address just because you asked them to. You've got to give them a reason or multiple reasons. You have to think, always think, what's in it for me? Because that's what they're thinking at that point in time.

3 - Benefits



- No One Will Hand Out Their Email Address Just Because You Asked Them To... Give Them Reasons
- WIIFM?

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So you can see this example on this landing page, we've got bullet points of benefits. You don't want to go on and on and on, so when you're coming up with benefits for your lead magnet, keep it no more than six, you can see there are seven on this page, but the last one says, "And much, much more." So six maximum, maybe four to six benefits, and you want to just explain the benefits. So it's not just like the title saying, "The benefit of downloading this lead magnet of mine." No, no, no. At the top it's got, "Inside you'll discover ..., how builders price variations, what to look for in a contract proposal, why 80% of designs never get built." It's like boom, boom, boom. This is everything that you're going to learn.

Inside You'll Discover...

- ✓ How Builders Price Variations
- ✓ What To Look For In A Contract Proposal
- ✓ Why 80% Of Designs Never Get Built
- ✓ When To Start Negotiating Prices
- ✓ The Biggest Myth About Copyright
- ✓ How To Spot A Dodgy Builder Early
- ✓ & Much Much More!

If You're Planning To Build Your Dream Home, This Is A Must-Read

7 THINGS YOU MUST KNOW BEFORE DESIGNING A NEW HOME
Discover The Secrets To Building Your Perfect Home

Get Your Free Copy Now
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Now you want to use the sexy words like discover, secrets. Okay? You don't want to "learn" you can download. So, there are your benefits. You want to introduce them so, "Inside you'll discover..." "We reveal the secrets to designing your perfect home ..." And then you can have those benefits. Now you can see it summarises at the bottom as well, "If you're planning to build your dream home, this is a must-read." Now, they both don't fall under benefits, but they're tidying up the benefits statement, so it's not just slapped on the landing page. So I wanted to give you guys as many examples as possible. That's it for point number three on benefits.

In the next video, we'll start on point number four, which is all to do with the web form.

Landing Page Checklist Points 4-6

Point number four on our landing page checklist is about your form, and more specifically it's to have a simple form. Do not over complicate this very simple step. This is your reminder right now to only ask for what is necessary, just a very simple name and email. No phone number necessary when it's something to do with your lead magnet. A lead magnet is there to generate a lead. You just want that email address, so just ask for their name, whether it's just their first name, whether it's a full name, ideally just make it one field rather than first then last name and then an email address. Certainly for your lead magnet, at lead magnet stage.

4 - Simple Form



- Only Ask For What Is Necessary!
- Simple Name & Email (**No Phone Numbers Needed At LM Stage**)

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We can get into other forms down the track, but certainly I've seen a lot of builders on their landing pages, you're offering out a free guide, you've got the benefits in there, you've got a headline. The landing page is great, but then somehow in this form they've got first name, last name, email address, phone number, do you have land, what's your budget, would you like a call, and it's just no, no, no. You're missing the complete point. A good landing page makes the person happy to hand over their personal contact details in exchange for exactly what's on offer.



FREE DOWNLOAD

**7 Things You Must Know
Before Designing A New
Home**

Discover The Secrets To Building Your Perfect
Home

First Name 

Email Address 

>> Get Your Free Copy Now

100% Privacy Guaranteed

It's exactly what they're after, they've clicked through, they've got this far. If you're saying I'm going to email you this helpful guide free of charge but then you're asking all of those questions. Even just asking for a phone number, if you weren't doing anything else and it was just name, email, phone number, how many people who are still in research mode do you think that it's going to put off and actually deter them from filling in their details? The number can creep up and you can be burning lots of potential new leads.

You've paid for your ad, it's live, it's displaying to the right person, they've clicked on it and then it's like, 'ah, they want my phone number. They're going to call me and hassle me into an appointment. I'm just not ready, I'm in research mode.' Hit back and get back out of there and it's like you know what? You just spent your own money and you didn't get a lead from it. An example of how this form should look, you can see on the screen here. First name and email address, a couple of little icons there to mix it up.

They're not too important, you just want to keep the form nice and simple, so just two fields, because in this example we're just trying to send people a free guide and where do we send it, we need your email address. It's quite easy to actually explain and justify the reason we need their name and email.

Point number five is to have a contrasting button colour and the reason, to be honest, is pretty simple. I've worked with a lot of builders and I even saw one builder that didn't have this as part of a checklist and when they launched their landing pages, I had a look and even on the website in general on the home page nothing was contrasting.

The whole brand started to blend into each other, so your eye couldn't focus on anything. You can just wash over the entire website. That's exactly what you do not want to happen on a landing page.

5 - Contrasting Button Colour



- Don't Let Your Whole Brand Start To Blend In...

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Everything is very particular, planned and precise. We've got headlines, we've got a hero shot, we've got some benefits on this very simple form. Why put in all that effort in and then just make the button blend in at the bottom? You want it to stand out. It's like "Click Here!" If your website colours are all blues, maybe a little bit of green, like teal colours, maybe a little bit of purple, it's all that colour scheme, you want to make that button stand out. Don't make it a blue, teal, or purple button. You want to make it yellow, orange, something that is nice to see but is noticeably contrasting.

A landing page for a free download. On the left is a 3D rendering of a book titled '7 THINGS YOU MUST KNOW BEFORE DESIGNING A NEW HOME' with a subtitle 'Discover The Secrets To Building Your Perfect Home' and an image of a family. On the right, under the heading 'FREE DOWNLOAD', is the same title and subtitle. Below this is a form with two input fields: 'First Name' and 'Email Address', each with a small icon to its right. At the bottom of the form is a large orange button with the text '>> Get Your Free Copy Now'. Below the button, in small text, is '100% Privacy Guaranteed'.

Have a look at this page again. Now can you notice or can you see any other orange on the page apart from that button? The answer is no, it contrasts for a reason. We've got red in the logo at the top, we've got a little bit of green and blue, a little blue in the background, a little green and blue in the eBook cover but this button that says get your free copy now is contrasting. Now there's a couple things you can do to the copy on this. Again, you play around with it, you can get into super advanced split testing, but to be honest, for about 90 percent of you, it's probably not worth it at this stage.

Just get a button on there, make it a contrasting colour and make sure it's a very specific action that you're saying on the button, whether it's, "Get Your Free Copy Now," or whether it's, "Click Here To Download," or, "Click Here To Get Yours Now." Tell them what to do.

The final point for this video, point number six on our checklist, is to have the CTA, which is the call-to-action, above the fold. Now the term above the fold in case you guys aren't aware, I'm just going to explain it very quickly, that term above the fold, it comes from the newspaper industry. Basically it just refers to the stories that were printed above where the newspaper folds in half. On a website, the images, the text, pretty much everything above the fold are the things that you see and read before you start scrolling down. Hopefully that little explanation makes sense.

6 - CTA Above The Fold



- Headline, Hero Shot, Simple Form & Button ALL Above The Fold
- People Can Scroll If They're Still Not Convinced

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Now what you want above the fold, you want your headline, your hero shot, the simple form and the button all above the fold. Your benefits, they can scroll down but it doesn't matter to you much, but these are the minimum requirements on that first fold. That is exactly what's on

the landing page example and I'll bring that up in just a second, but people can scroll down if they're still not convinced and they can read the benefits and what's in it for them. Certainly, I've seen builders and we've done it too, you can put everything, there's no scroll, it's just one fold on the page.



You've got the benefits, the headline, the image, you've got everything but if you want to be able to scroll, they can scroll down and read the benefits. If you have a look at this example here, you can see what is cut off. This is exactly how the landing page looks like on a computer, so it's going to be in a browser window. We've got the headline, the sub-headline, a very simple form, a button and we've got a hero shot all above the fold. Now anything below that purple dotted line they can scroll down and that's considered below the fold. That's when we get into the what's in it for them, here are the benefits.

That's it for this video and we'll continue on to point seven in the next video.

Landing Page Checklist Points 7-10

Point number seven is, limited to no navigation. So, very simply, if you go back and have a look at the landing page on the screen at the moment, you can see it's missing ... It actually looks nothing like the website. It's a very clear landing page. So, I know a lot of people that decide to build a landing page, build it within their website, which is totally cool. It's great, but you don't want to use your website template.

What I mean by that is, the header template, where it's got the logo at the top, maybe it's got a bit of a niche statement, like what you specialise in and your location and maybe even your phone number. Then it's got that big, long menu, 'Home, About Us, Gallery, Plan Range, Blog, Contact Us.'



All that does is give people an opportunity to click away and not do the one thing that the landing page is meant to get people to do. You want to limit, you want to completely eradicate the possibility that they're going to click through and go, "Ooh, I prefer to look at the plan range."

Completely remove it. You can see, it's a very simple header at the top. It's got the logo, so you'd put your logo here, it still has the hero shot and it's very clean, very simple.

Now, I realise that this point said limited to no navigation. Now, I'm going to go and say I want you to have no navigation at the very top,

but very limited navigation at the bottom, because you do have to include a certain amount of links on the website. So put it in the footer.

Now, you must have a link to your privacy policy, your terms and conditions, and your “contact us” pages. All three of those pages linked on every one of your opt-in pages. If you don’t, and you’ve currently been getting away with it, best of luck to you, but it’s against a lot of advertisers’ terms and conditions. So if you’re running ads on Facebook, on Google, or you’re on Instagram, if they find out, they will turn your account off. So, it’s just not worth playing with. So, you need to have those links in there. However, just put them in the footer so they’re small, nice and discreet. People will click on there if they really want them. But let’s be honest, who really is going to click on that? They’re going to go right back up on that first form on the page and fill in the one action this page is designed to get them to do. So, limited to no navigation.



Point number eight is all about security. And this is just a little, it’s not necessarily a seal. It’s a little bit of a warning on the page.

Now, what we do on a lot of pages, we used to put the little disclaimer, like, “We will never spam, sell or rent your information.” And what we realised is all three of those words have quite negative connotations, and we didn’t want, even psychologically, any of that reference to come through and just, I suppose, not associate those words.

So, what we instead did is changed everything to a “100% privacy guaranteed” message. It’s just a small, little thing you can add to your landing page, just to help psychologically with, they’re handing over private, personal information. So, it’s a very small little message about

your security and what you are doing. And it's just guaranteeing privacy and it's what we, as business owners, have to do anyway when we're taking over a lot of private and even payment information. But on this page, we're just asking for a name and email, but we're still just going to let them know we're going to keep it 100% private.



Now, point number nine is all about social proof, and there are a few different ways that you can demonstrate social proof on a landing page. Now, there are lots of ways that you demonstrate proof like testimonials, case studies, you can throw that all over your website. But all we're trying to do is establish the credibility and authority of our specific lead magnet. We want to keep it incredibly relevant.

So, the ways that we can actually demonstrate social proof on a landing page for a lead magnet, it has to be small. You don't want it to take up a tonne of room on this landing page. Your landing page should be as long as it needs to be for that offer. So, it's not a massive sales page. You're not asking them to part with, the \$800,000 that this building contract is going to be. No. You're giving them free information, just in exchange for a name and email. So, the page I've been showing as an example is sufficient. It's proven. It's got a killer conversion rate.

So, if we go back and we think, okay, if we want to demonstrate social proof on this page, you just want to insert a little one-liner somewhere. Now, it could be anything. It could be a testimonial on that specific lead magnet. Not a testimonial about your building company or your finished home. You want to keep it very relevant to the offer. So, who said 'what' about the landing page? Did someone reply and say, "Thank you, I've been looking for this information for years. We've built twice and this still helped me."

As long as it relates to your ideal client. You know, there's a tiny little snippet that you can just put beneath the benefits. Quote, this was Mary in Byron Bay, emailed, "I've seen very successfully a lot of people use endorsements of that lead magnet." So whether it was ... It's slightly different from a testimonial. An endorsement from someone else that they may trust. So, if we take it back to an example about a website, very quickly, I've seen, if someone had a few testimonials, they needed to build up, they worked with a building inspector, and then got an endorsement out of him. And they gave, kind of like a testimonial, but it was an endorsement from someone you can trust, because hey, they're respected in their field. They do this for a living, they inspect and make sure everything's up to standard, and they're endorsing this company. They've got to be good.

So, you can potentially use an endorsement of some sort on that particular lead magnet. Who might they trust and who has read it, or used it, or whatever, and says it's great.

And then, another, maybe the final, maybe the easiest thing to do, or the most common thing to do, is a little counter, or I would just put it in a bit of text to be honest. And it could just be the number of downloads to date. So, this has helped hundreds of people in the southeast. In Southeast Queensland, or something, or whatever. Wherever you're building, perhaps in the gold coast region, or maybe in Dallas or wherever you guys are. The number of downloads to date. We were displaying on ours over 10,000 downloads to date, and then we sectioned off. And the way we run our now is quite localised. So, we had to take that off, because it seemed just like way too much of a number, because that number was from it being quite global.

9 - Social Proof



- Testimonial On Lead Magnet
- Endorsement Of Lead Magnet
- Number Of Downloads To-Date

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So, you want to keep it quite realistic, whether it's hundreds, maybe it's a thousand plus. Whatever it needs to be.

And then finally, the last point, and this is just a very quick one for your landing page, is to make sure when you look at it, it's consistent with your brand. Now, it doesn't need to look exactly like your website. We've gone through the layout and what it needs to have and I'm going to assume your website has a lot more info than just those few lines that we've got on that landing page. But, you want it to be very, very consistent with your brand.

So, as your final check when you look over it, you want to make sure it's a very professional image that's getting represented. It's not a slapdash landing page that's been put together. You want to make sure the fonts used on that landing page are the fonts you use in your brochure, on your website, in your proposals. You want to have that consistent brand coming through on this landing page. You want the colours to be similar. Obviously, your logo colour, the eBook cover, or whatever your plan range cover, those colours, even the text used, need to be consistent.

Don't get it confused, we do need a contrasting button colour. But all the other colours can reflect your brand. And then, ditto, if you do decide to use any images on your landing page. Obviously, the number one image you're going to be using is the eBook cover. And that, again, needs to be very consistent with whatever ad they had clicked on, or whether it was on your website, whether it was advertised on the home page, or near or on your plan range page, and it was like, "Click Here To Download All Of Our Plans In A Bundle."

10 - Consistent Branding



- Professional Image
- Fonts
- Colours
- Images

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You want to make sure it's very consistent with, maybe the first thing they would have seen.

So, it's your final check. You've gone through each of these points, this nine-point checklist, and you've come to point ten. Just look at it and then look at your website and look at everything else you do and make sure it's very consistent with how you are portraying the image of your building company.

That's it for this checklist. I'm going to cover a couple of bonus things, quaint, little advanced things in the next few videos, which is still extremely necessary. I've just put them on in there as bonuses. So I'll see you in the next video.

Landing Page Checklist: BONUS

The final video in this whole Action Plan is a couple of bonus things in addition to the checklist that we've just gone through. There are only two but these two could potentially take a little bit more time but they are so crucial and it's definitely worth thinking about and I didn't want to leave it out of this Action Plan.

So, the first one is that when you've spent all of this time creating a landing page and before even creating that landing page, you've spent all this time creating your lead magnet. Before that, you spent all that time creating your marketing messages and who you're targeting. So, you've put in a lot of work so far. Now, there is nothing worse than spending all that time creating those things, you've finally got a landing page launched. Maybe you even start advertising it and actually doing paid advertising on Instagram or Facebook and on Google to send traffic to that landing page.

Literally eyeballs of people that can potentially download that lead magnet. They opt-in for it and it's like 'ping'. Now, I need to jump on to my computer, send it to them. Maybe see if I can find them, maybe give them a call. I don't know what to email them. There's just nothing worse to be perfectly honest. So, you must consider and must have these landing pages integrated with a foolproof CRM system. What I mean by foolproof is that it's automated. It can't break just from literally getting too many downloads and a good CRM system can automate the sending of that lead magnet and then automate the follow-ups and just keep in touch with them automatically in the background for you.

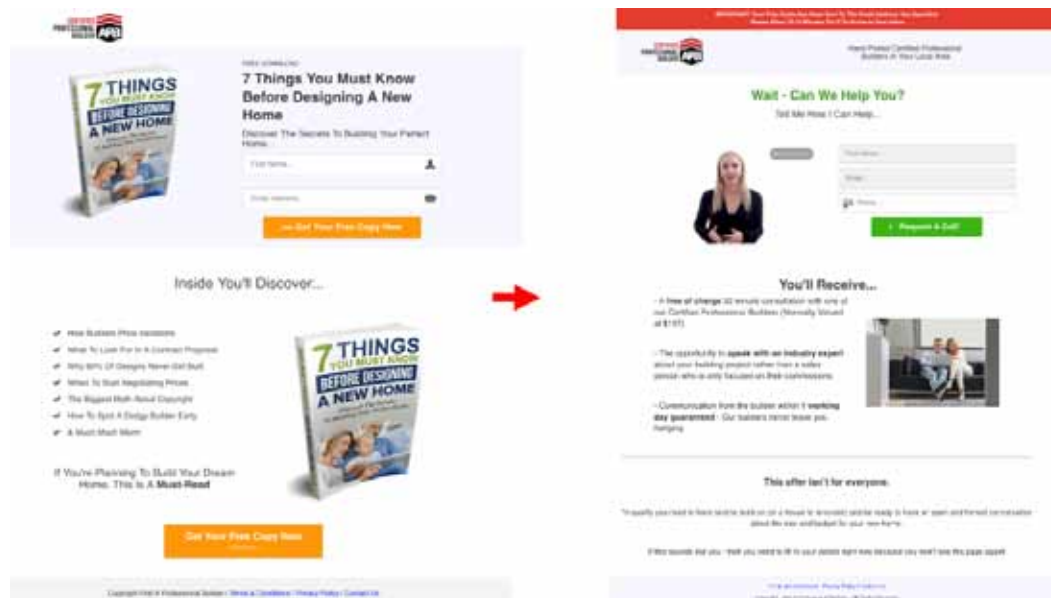
That's why you need it to integrate with a CRM system. So, you want to automate that lead magnet delivery or the next action. So, you may have multiple landing pages. Whatever that next action is, whatever they've requested, automate some sort of an alert. Send them an email. Do a whole bunch of actions in the background. Another reason you want a decent CRM system obviously, it allows you to track, manage and maintain all of those new leads and opportunities and of course it's going to allow you to have somewhere to store all of those email templates. So you're not spending hours typing out the same email that you sent 10 million times before in your career.

- Automate Lead Magnet Delivery (Or Next Action)
- Can Keep In Touch Automatically In The Background
- Track/Manage/Maintain New Leads & Opportunities
- Store Your Email Templates

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So, definitely put in place a CRM system. If you're looking for recommendations, obviously the only CRM we would be recommending is the builders CRM called Keep in Touch and obviously if you're looking for any more information, you can comment below, but whichever program you decide to use, make sure you get it integrated with your landing page and it just does the actions for you automatically so you can focus on this next step because this is really, really high-leveraged. You want a dedicated thank you page.

Now, for several reasons and I'll get into them in a minute, but if you can see on my screen here, here's an example of what happens. We've just gone through the landing page on the left. This is what they've gotten to, '7 Things You Must Know Before Designing A New Home.' We've got the headline, a hero shot, we've got benefits, we've got a contrasting button colour, a simple form. It's just that easy on that page. Now, what happens when they were to complete that form and hit 'Get Your Free Copy Now'? They then come to this page on the right. Now, it's quite small so it's a little hard to see, but this is just an example, it doesn't just pop up with a message that says, "Thanks. We'll be in touch within one working day," because that to be honest is not very good, but more importantly, it's a missed opportunity.



Because while we did say on a landing page for your lead magnet you don't want to ask for a phone number, that's not to say you never should. On the thank you page, this is what we call 'racking a shotgun'. I'll get into that in a little bit later, but basically you can see at the very top it does. It says, "Important. Your free guide has been sent to your email address. Please allow it 10 to 15 minutes for it to arrive." Then we get into a little bit of an offer and you can see right over here that we're suddenly asking for a phone number. It's giving them a second offer. Now, this is super advanced. I'd recommend doing it for sure. However, for ease, you can just set up a separate thank you page where it just goes to a new screen and says, "Thank you. Your lead magnet has been sent," or, "Your free guide to the 7 Things You Must Know Before Designing A New Home has been sent to the email address you provided. In the meantime, why don't you check out our gallery?"

Send them somewhere else. Get them to do some sort of next action. Now, the reason you want a dedicated thank you page, there are several, but number one I would say, it's best for tracking those conversations, tracking those leads. If you're doing any form of advertising on Facebook, Instagram, Google, getting those event codes on the thank you page are going to be critical. So, you want to use thank you pages so that it can send the right information back to whichever platform you've been advertising on saying, "Yes, good. We got another conversion from that ad," and that algorithm can do its magic and update for you in the background. Secondly, Google analytics as well, it'll give you a chance to verify if it's saying the form got X amount of leads, you want to look at how many unique page views from a certain traffic source you've got on that thank you page.

So, we're getting a little advanced here but stay with me. You definitely want to have a dedicated thank you page set up for Facebook, Instagram, Google. All of the platforms you may be running. You just need one page but it allows you to track the effectiveness of each channel a little bit better. Then the other reason is you can segment who's just in research mode and who's actually serious. The example if I go back over here on this screen, they're saying, "Wait, can we help you? Tell me how I can help." You can see there's actually a video of me on that page and it's just on pause at the moment. Obviously it's why I look a little funny, but this video is literally explaining an offer. On a thank you page, if you can shoot a video, it's going to help you.

Don't put one on the initial opt-in page. Only on a thank you page if you have a second offer. We're not selling anything. We're literally just saying, "Can I help you?" Fill in your phone number here and you will receive and you can see we've got benefit, benefit, benefit, little picture and then "This offer isn't for everyone. To qualify you need to have X, Y, Z." So, it's very clear that this is a special offer. They're not going to see this page again. So, if they actually want to get a free-of-charge, 30 minute phone call with a professional builder to discuss the major renovation or their new home in Bondi, or wherever you are, and make it very specific. This is what you can do.

So, again this is how you can segment the people who are just in research mode and who are serious. If you're looking for some sort of a benchmark here, if you've got 10 leads and they're good, you've worked out your traffic, you're getting good quality traffic there, not just anyone clicking through to that page, see that your ads setup correctly basically you're looking at 10% of the people that opted-in for your lead magnet and then suddenly you've 'racked the shotgun' and they're the ones left standing. They're like, "Yeah I am serious, I want a phone call." So, one in 10 of the people that come through your lead magnet. One in 10 of the people that see that page are going to fill in their phone number. That's how you can start generating conversations and start pushing people and moving people forward and through your entire sales funnel and sales process.

- Best For Tracking Conversions (Event Codes, GA & Ads)
- Segment Who Is Just In Research Mode And Who's Serious
- Include A Video On A Thank You Page

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So, they're very important bonuses. Any questions whatsoever please comment below this video. Post screenshots into the Facebook group or even the comment section below the video of your landing page if you'd like a critique. Happy to go through it. Just put it in the Facebook group or inside the portal so that everyone else can see and we can help each other just that little bit more. So, that's it for this Action Plan. I've got a little exam on the next section for you guys just to test your knowledge and I'll see you inside the Facebook group.



LANDING PAGE OPTIMISATION CHECKLIST

1. Headline
2. Hero Shot
3. Benefits
4. Easy Form
5. Contrasting Button Colour
6. CTA Above The Fold
7. Limited/No Navigation
8. Security
9. Social Proof
10. Consistent Branding

BONUS

**Integrated With Fool-Proof CRM
Dedicated Thank You Page**

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Notes

[illegible]

Notes

[illegible]

Notes

[illegible]

January's Coaching Call

Australia / New Zealand Members

10 January 2019

10am AEST / 11am AEDST / 1pm NZ

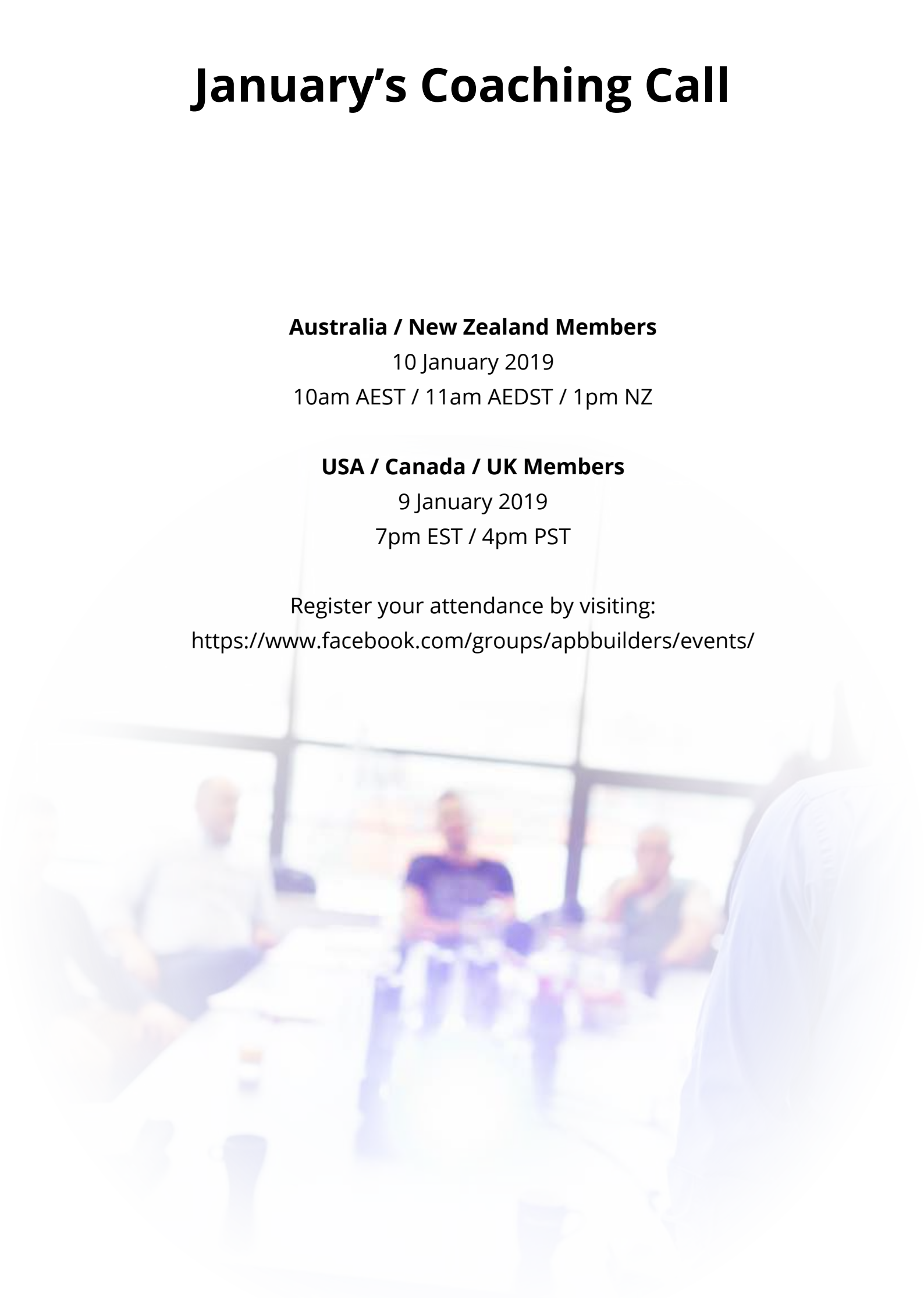
USA / Canada / UK Members

9 January 2019

7pm EST / 4pm PST

Register your attendance by visiting:

<https://www.facebook.com/groups/apbbuilders/events/>





Improving The Construction Industry
For Both Clients & Builders

Association of Professional Builders

1300 212 189

09 887 8614

619 821 8870

members@apbbuilders.com