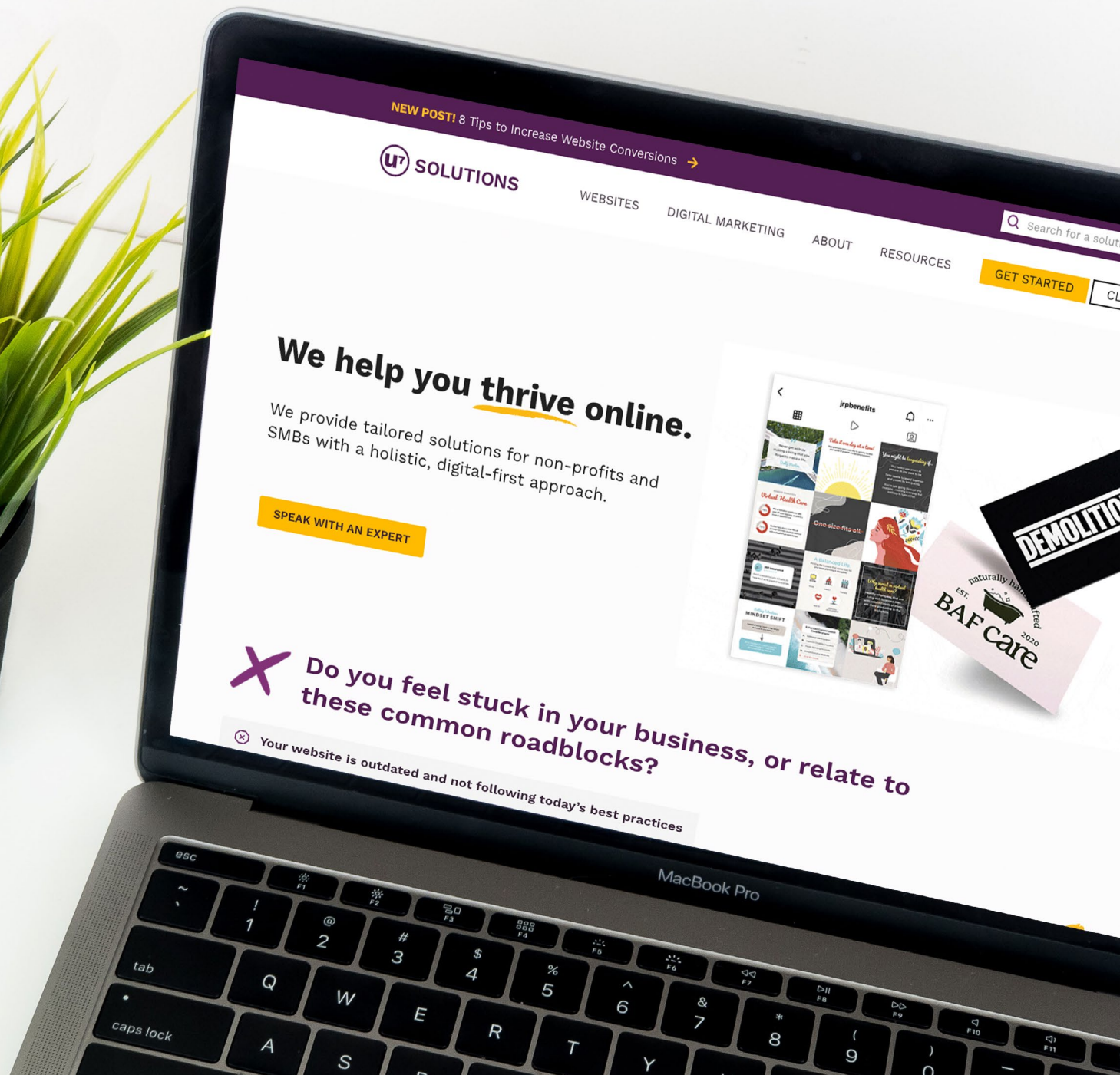


Increase your web conversions with one landing page



B2B landing page checklist

- ☐ Catchy headline/hero section
- ☐ Copy that speaks to your target audience and their pain points
- ☐ Social proof/credibility
- ☐ Description of what you offer
- ☐ Clear and simple CTA (call-to-action) section
- ☐ Anchor buttons lead to the CTA
- ☐ Process/next steps explained
- ☐ Pricing plans or options
- ☐ Statistics for data-driven users
- ☐ Explaining who you are
- ☐ FAQ section



Do you have a clear vision of the actions you wish people took on your website?

Would you like your web users to book a virtual meeting, call your business, or even sign up for a webinar? High converting landing pages may be the solution for you. Landing pages are a key part of an online strategy and method to drive more users towards the action you want them to take.

What is a landing page?

A landing page is a single page on a website that serves a clear purpose: to drive conversions (getting users to complete the action you want them to take). Unlike other pages on your site like the homepage, a landing page should focus on ONE clear action, rather than many. So instead of having buttons that direct people to the about page, an article, a pricing page, or your blog, all the buttons or calls-to-action on the page will focus on the same goal.

Why is a landing page better at converting?

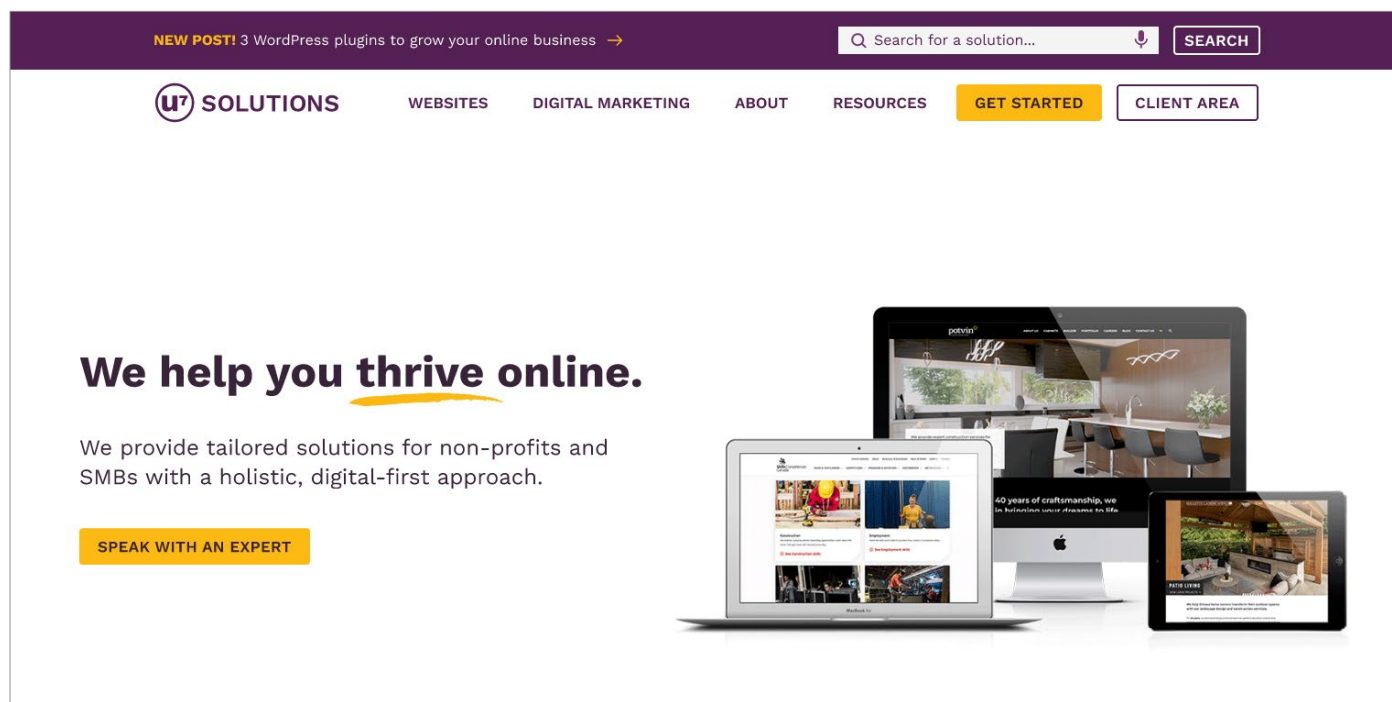
It's simple. You want to avoid giving people the crux of analysis paralysis. If you were at an ice cream shop and they offered 3 flavors to choose from, say vanilla, chocolate and strawberry – you would take less time to make a choice than if they had 16 flavors. In the online world, people struggle with an overwhelming amount of choice. If you can simplify their decision making process and provide fewer options, web users will often feel more confident in their choices.

7 Tips to create high converting landing pages

For many B2B companies, a conversion (action) would be for the user to book a consultation or meeting. For the purpose of this checklist, we're going to focus on a B2B service landing page and use our own "get started" page as an example to break down our 7 tips in detail.

1. Catchy headline/hero section

The hero section is the first section you see when you land on the page. This area should have a catchy headline and overall appealing design and messaging. If your landing page goal is relatively broad like ours, you could consider using your slogan/brand messaging as the headline like we did. We used a GIF that shows three different images rotating – this adds a bit of visual excitement. Alternatively, it's a really good place to include a 1-2 min video that explains the value you offer to potential clients.



2. Copy that speaks to your target audience and their pain points

Your web users want to feel understood. If they feel like you truly comprehend and relate to their struggles, there's a much higher chance that they'll trust you. Try to incorporate text that speaks to their specific pain points. Help them visualize where they are and how they are feeling versus where they could be if they work with you.



Do you feel stuck in your business, or relate to these common roadblocks?

- ☒ Your website is outdated and not following today's best practices
- ☒ You don't have time to run your business and handle your website/marketing
- ☒ You're frustrated with outdated software or offline tools



Imagine instead, a time where...

- ☒ Your website is on brand, informational, and speaks to your ideal user
- ☒ Your marketing/website is handled by experts, at a budget you're comfortable with
- ☒ You're saving time and energy by using customized digital tools

We see clients struggling with the same problems over and over again. While the issues tend to be universal, our solutions are anything but. Whether you need help with a portal, website, or online marketing – we're your partner in identifying what works and most importantly, implementing solutions to remove the hurdles you've been facing.

[I'M READY TO MAKE A CHANGE](#)



3. Social proof/credibility

It's not a popularity contest, but when it comes to your business, showcasing a few testimonials shows confidence, instills trust, and gives credibility to your services. If you've managed to remind past clients to share reviews on google my business, facebook, or elsewhere, you can simply take screenshots and add them to the page. Though this might not seem like the best design approach, it actually comes across as more authentic than re-writing the testimonials on your site. If you haven't received many testimonials yet you can reach out to old clients and ask for them, or remember to do that moving forward.

We've provided over 400 clients with custom marketing plans and digital solutions tailored to their unique business.

 **Ryan Arbuthnot**
1 review

★★★★★ 4 weeks ago

Positive: Professionalism

U7 helped us create an attractive, modern, and effective website for people to look us up. In the short amount of time since its been launched, I've already got some inquiries and comments that we wouldn't have received before. Everyone at U7 was great to work with and laid out a very simple process for us to follow and make sure our vision was captured!



 **Misha**
9 reviews

★★★★★ 2 years ago

Our collaboration with U7 resulted in a website that is converting visitors for us at about 70%-80% (no joke). We run an immigration consultancy and if we can get prospects to our website they almost always become a client. The design of the site fits our strategy perfectly, which is to create an instantaneous personal connection with and establish the bona fides of the principal of our company, Renata Brum. I don't know if the site could be any better than it turned out and it is performing way, way beyond our expectations. I presume the savvy team at U7 will do the same stellar work for your business as they did for ours.



 **ovipppm**
20 reviews

★★★★★ 4 years ago

We used U7 a year or so ago and we really enjoyed and had a great experience and with the Full Professional services that offered, makes it even better. Excellent for non "Techy" people as well. We highly recommend them and we would use them again in the future.



 **Brendon Bolduc**
Local Guide · 17 reviews

★★★★★ 5 years ago

U7 took my business and built a website tailored exactly for me. The continued support to ensure my satisfaction was top notch and made learning my new website easy. U7 also gave me some good marketing strategies that I had not considered, and how to incorporate my website with those ideas.
Look and feel of website 5/5
Customer service 5/5
Price 5/5
I would highly recommend u7 for anyone looking to build a modern, user friendly and affordable website.
Thanks!!

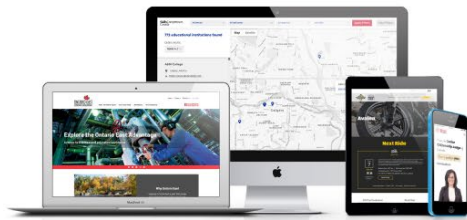


4. Description of what you offer

Ensure that your landing page clearly explains what you're offering potential clients and customers. If you have many services, list them out in a simple fashion. You don't have to incorporate a fancy design, keep things straightforward and easy to read/understand.

Is your business getting overlooked in a sea of competitors online?

Our team of experts will make you stand out from the crowd with strategic and thoughtful execution when it comes to:



- Web + UX Design
- Web Development
- Custom Portals
- Web Accessibility
- E-commerce Stores
- Web content + copywriting
- Hosting + Web Support
- Logos + Brand Identities
- Brand Strategy + Guides
- Paid Ads + SEO
- Digital + Print Ads
- Social Media Management
- Social Media Styling
- Analytics + Performance Tracking
- Email Marketing
- Custom Design Templates

5. A clear and simple CTA (call-to-action) section

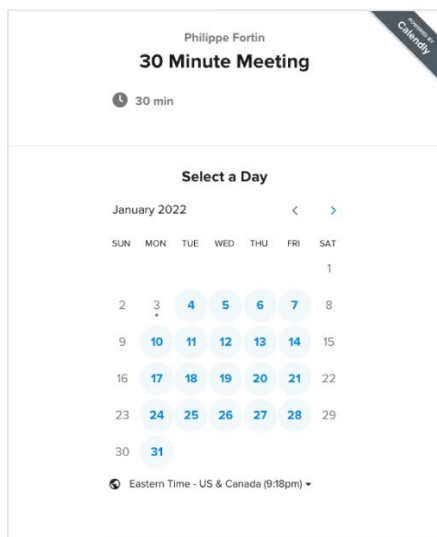
Make it easy for people to complete the action you want them to take. If you want web users to call you, include your phone number throughout the page and tell them to call. If you want web users to get on a consultation meeting, consider embedding a calendar for people to book it directly, or using a simple contact form, or both!

Because our landing page is long, we decided to include a CTA section twice. One towards the top, and another at the very bottom. If you choose to use a contact form, try not to include too many form fields. Studies show that the more fields, the higher drop off rate. That being said, it can also help bring in more qualified, serious leads if your fields aren't too generic. It's all about balance.

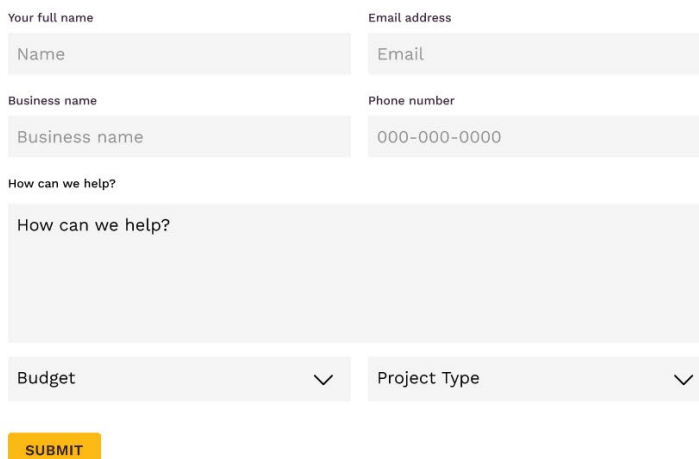
Tell us about your project and goals!

Book a virtual meeting or fill out our contact form and our Marketing Manager will get in touch with you!

Book a meeting



Request a callback



6. Use anchor buttons that lead to your CTA

Rather than clogging up your page with forms or call-out sections everywhere, you can include buttons in almost every section that encourage users to take action. When clicked, they'll scroll down the page to bring your user to the CTA section. These buttons/links are called “anchors” since they reference a part of the page as an anchor. When you're creating them, try switching up the language you use so that they don't become monotonous and boring. For example, on our landing page, all the buttons are leading users to one action (booking a meeting), but for the button text, we used:

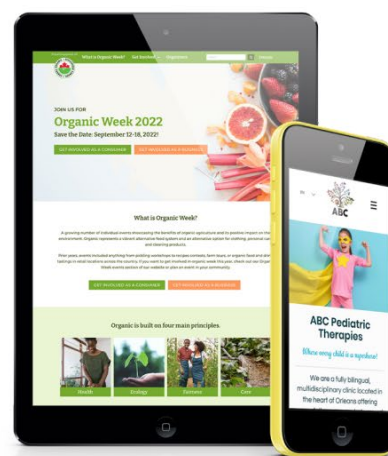
- Speak with an expert
- I'm ready to make a change
- Get a custom solution
- Start a project
- Start your journey with U7.

Our promise...

With U7 SOLUTIONS you get:

- ✓ A team of experts that share a **solution mindset**, the ability to simplify complicated things, and a deep desire to genuinely help people.
- ✓ Customized marketing plans and digital solutions catered to your **specific business, industry, and budget** – we build exactly what you need when no other out-of-the-box tool exists
- ✓ A **one-stop-shop** for all your portal, web, and digital marketing requirements, now and in the future

SPEAK WITH AN EXPERT



7. Explain the next steps

What happens when people take you up on your offer? It's reassuring for users to understand what they're getting themselves into before taking the leap. So at a high level, try to break down the steps that you will walk your prospect/web user through if they reach out.

Reach your target audience and free up your valuable time by outsourcing your marketing work to a team of experts.

No more co-ordinating with freelancers or trying to learn to do it all yourself! When you outsource your marketing, you can focus instead on what you do best: running your business.



1. Discovery Call

We get to know you and start to build a personal relationship over a 30-60 minute video call. We'll ask questions about your business, your struggles, and the potential services you'd like to receive. If you think we're a good fit for you, we'll move on to the next step.



2. Project Plan

We use the info from our call (or calls) to create a tailored project plan with as many details as possible for your website, portal, or marketing needs. **This is the step that differentiates us the most from other agencies**, which often sell cookie-cutter solutions.



3. Quote

Once the project plan is nailed and approved, we break down the associated costs in a very detailed manner. **We show you the hours behind the work that we charge, not just one flat number like most competitors.**



4. Kick-Off

When the quote is approved and signed, we are ready to kick-off the project or start you on a monthly plan! **You'll be introduced to your team of experts who will bring your vision to life**, and we'll proceed with all the tasks outlined in the build plan/quote.

[START A NEW PROJECT](#)



Bonus: 4 Additional tips that may apply to your B2B landing page

The first 7 tips we've explained are almost always applicable to a successful high converting B2B landing page. These next 4 tips are additional ideas that may be relevant to your page, and if so, definitely worth considering! For this next section, we'll be referencing a landing page we created for our client who writes B2B case studies.

8. Pricing plans or options

How much does it cost? This is one of the top questions your prospects have. If you’ve managed to neatly package your services into price plans, show them! This can help weed out anyone who’s not ready to make the investment, and solidify the choice for your ideal prospect. You may think that hiding your prices will generate more leads, but it has a strong potential to end up just wasting your time by bringing in the wrong leads.

Pricing

I reduce your stress and save your team countless hours by providing your sales team with case studies that give prospects the information they need to make a purchasing decision.

CONTENT ONLY

\$1300

1,000 to 1,400 words (average 1,200 words)

- Case study strategy session
- Review format/template
- Follow proven case study process
- Interview client's account manager (background)
- Develop customer interview questions
- Conduct customer interview (recorded, transcribed)
- Write case study content
- Incorporate two rounds of changes from client
- Incorporate two rounds of changes from client's customer
- Proof final layout (customer handles layout)

CONTENT, DESIGN TEMPLATE AND 3-4 PAGE LAYOUT

\$2200

1,200 to 1,400 words (average 1,200 words)

- Case study strategy session
- Follow proven case study process
- Recommend and develop case study format and template (\$275 one-time fee)
- Manage template design
- Interview client's account manager (background)
- Develop customer interview questions
- Conduct customer interview (recorded, transcribed)
- Write case study content
- Incorporate two rounds of changes from my client
- Layout approved text with images, logos etc. (supplied by customer/client, \$75 per page)
- Incorporate two rounds of changes from client's customer
- Manage layout to final proofread and signoff
- Proof final layout

9. Statistics that solidify the importance of your offer

Are you able to reference statistics that will speak volumes about the importance of your services or offer? For business owners who are data-driven, this could be a very convincing section of your page. You don't have to do the studies yourself – search online for related studies that have already been done!

As a result, I love interviewing your customers and telling their stories (and yours) in your B2B case studies.

And according to Demand Gen's 2020 Content Preferences Study, B2B buyers increasingly look for credible "show-and-tell" experiences to drive their buying decisions:



Contact Kara!

10. Explain who you are

People love seeing faces! Who are they speaking to? If you can show your face as a solopreneur, CEO, or even sales rep, it adds transparency and a human aspect that we all connect with. In a time of increasing digital connections and less in person interactions, it's nice to see the face behind a business and read a bit about who they are. Make sure you're smiling in your picture!

Who are you meeting with?



Kara is the B2B case study writer you need to help your customers answer your prospects' questions.

She knows how your customers and your prospects think because she's interviewed thousands of people just like them when researching and writing everything from B2B case studies to magazine articles and more.

With 30+ years of experience as a content creator and business/trade journalist, Kara knows every customer has a great story to share. Kara can help you get customers to say YES to a case study and ensures your customer's real-life pain points, personalities and results shine through – that's what makes them believable and fun to read.

11. FAQ section

Are there questions that you repeatedly get on sales calls or from clients? Could you preemptively help clarify any of those burning questions on your landing page? This is a great opportunity to show people that you hear them, and you're ready to answer and cater to their needs. Like we said before, if people feel understood and heard, they'll be more likely to trust you.

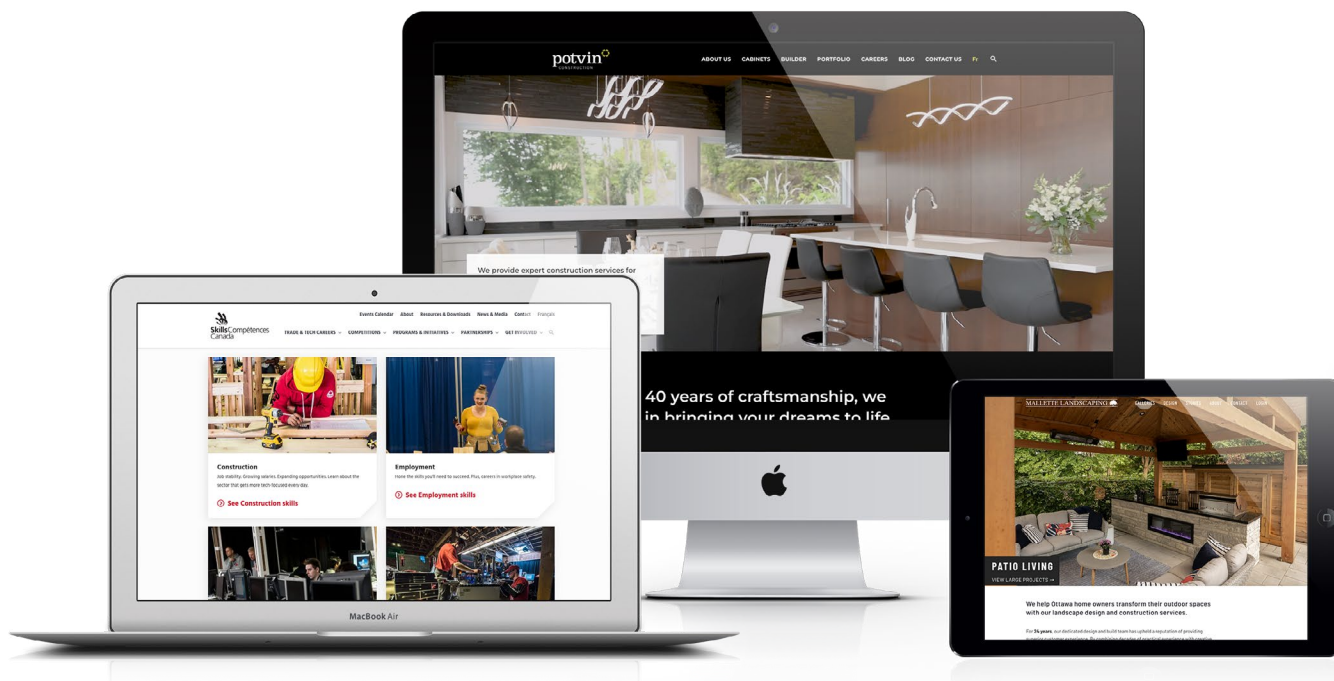
Smart questions people like you have asked before outsourcing their case studies to a specialist like Kara.

What is the return on the investment in a B2B case study?	▼
How do you structure your case studies?	▼
Why will prospects believe these case studies?	▼
How do I give prospects easy access to my studies?	▼
Why do you recommend 1,000 to 1,400 words for a case study?	▼
How quickly can Kara write a case study?	▼
Do looks (design) really matter in a case study?	▼
How do you go about ensuring your case studies look GREAT?	▼
What are the most common mistakes you see with B2B case studies?	▼

Work smarter, not harder, by getting done-for-you landing pages from an experienced agency

Interested in utilizing high converting landing pages for your business and taking advantage of their positive track record? Our agency can help you work smarter by building “done-for-you” landing pages. U7 SOLUTIONS specializes in copywriting, design and development, which means that we can create your high converting B2B landing pages for you.

Because saving time and focusing on your passions is smart.

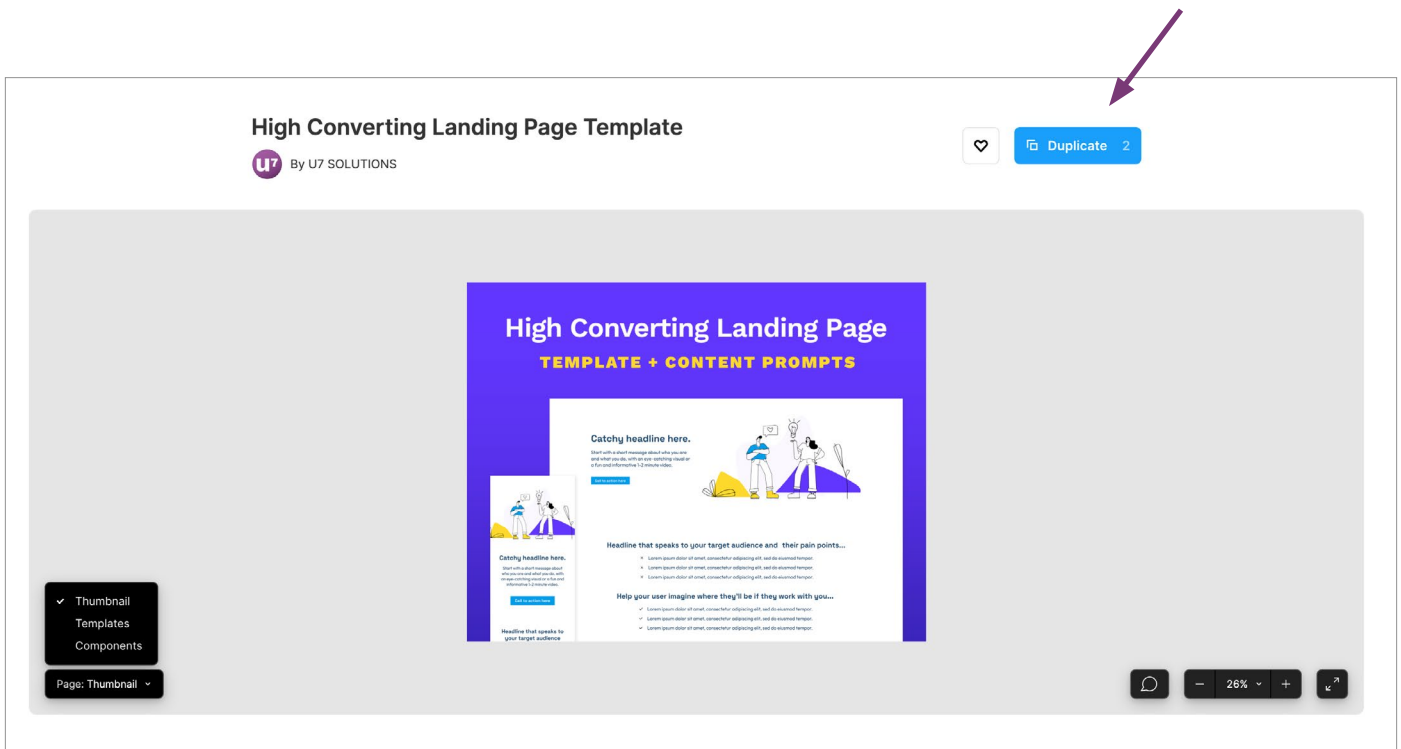


B2B landing page template

Want to try creating your own high converting landing page design?

For those who love to DIY, we've created an easy to use Figma template to help you get started! Here's how to use it:

1. Duplicate the [Figma file](#) (if you don't have an account already, you'll need to [create one](#))

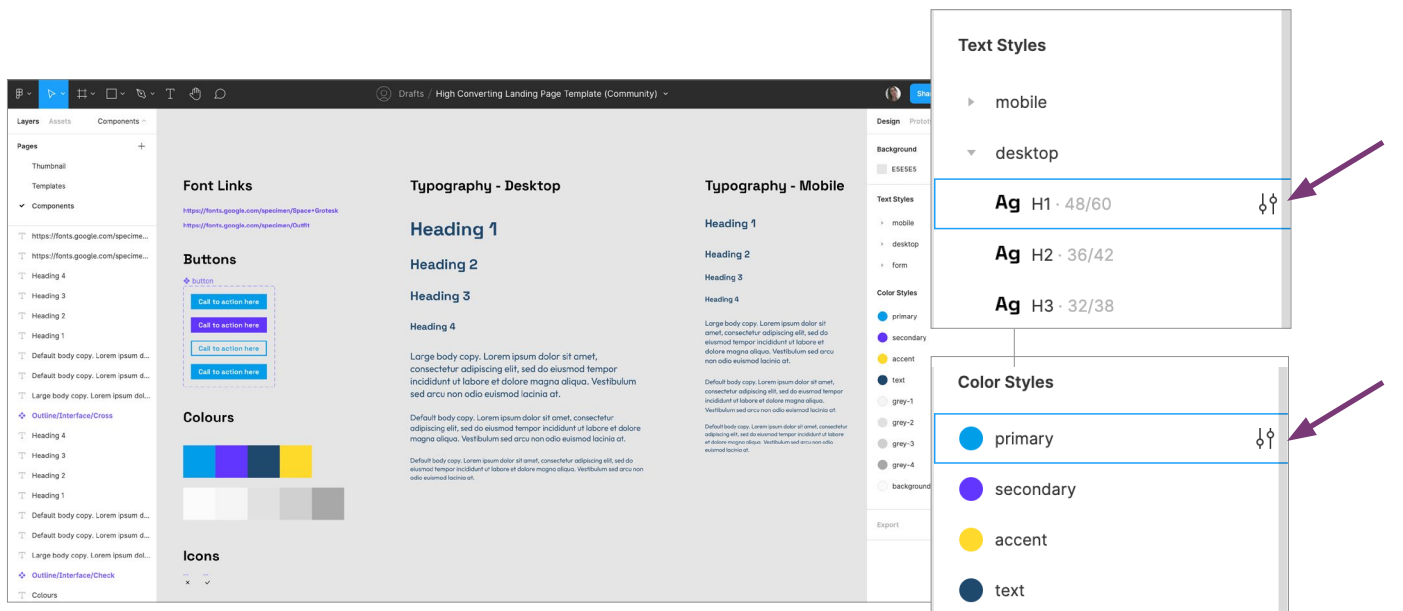
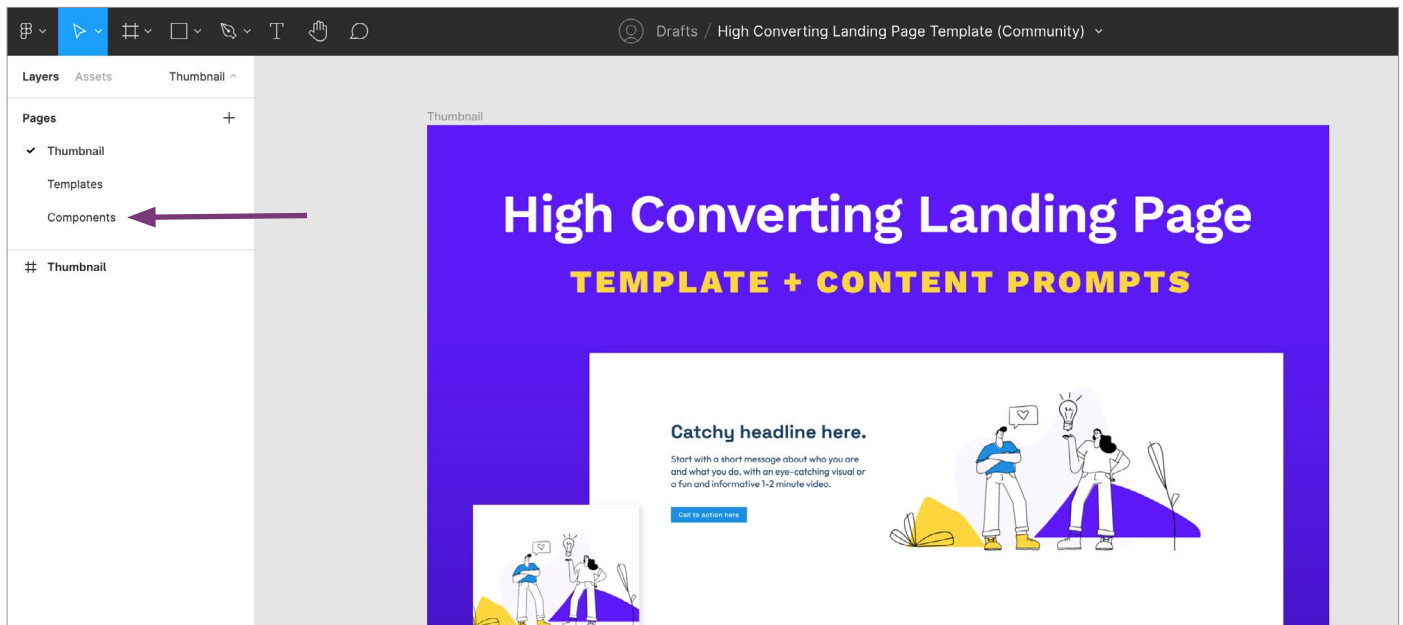


WHAT IS FIGMA?

Figma is a popular web-based design tool commonly used to design apps, websites, and more. If you're new to Figma, check out their [Help Center](#) or try this [Figma for Beginners](#) Youtube series!

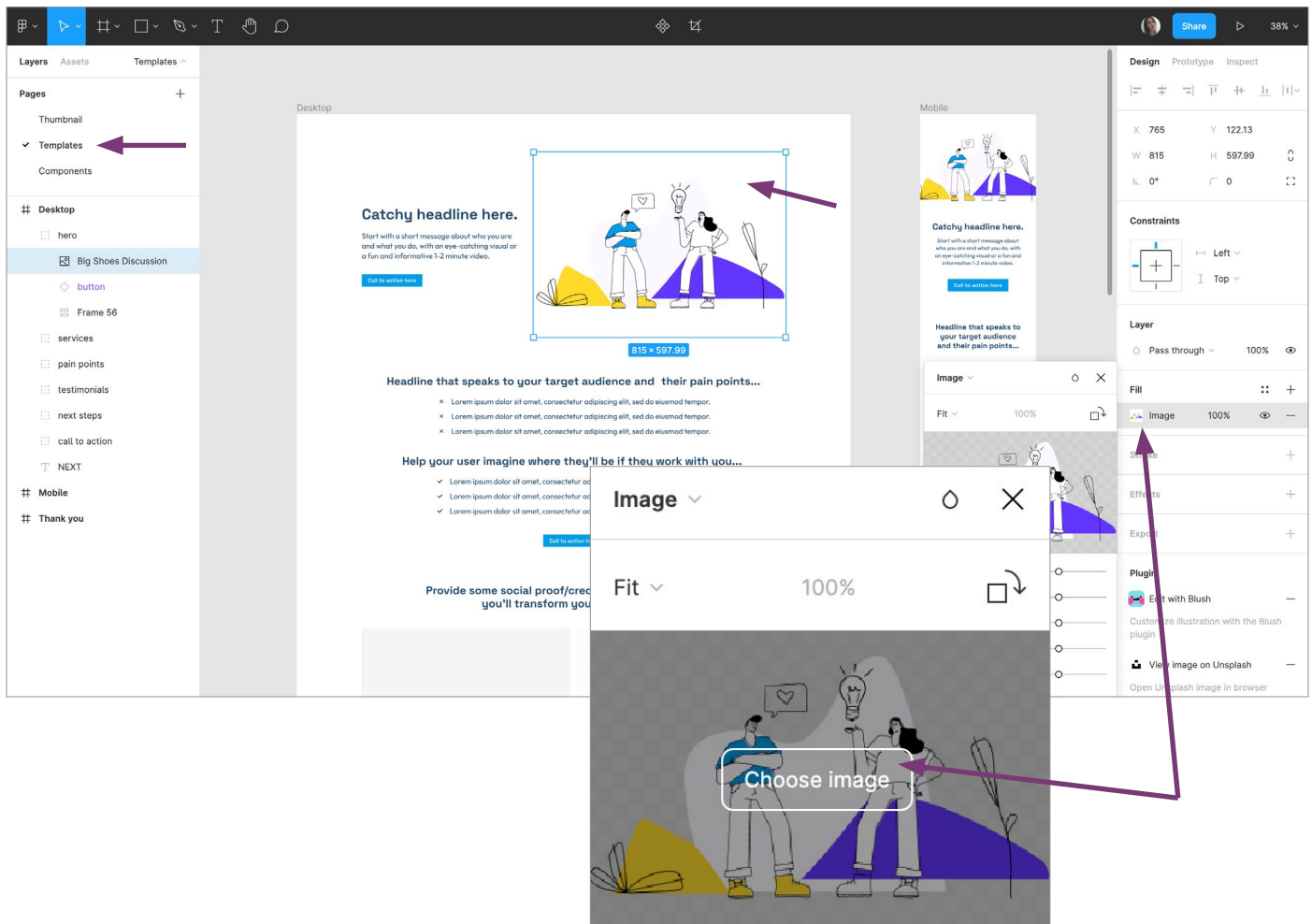
B2B landing page template

- Head to the components page (left sidebar) to update the text and colour styles (right sidebar) to match your branding. By editing the styles here instead of on the mockup directly, they'll universally update across the file automatically.



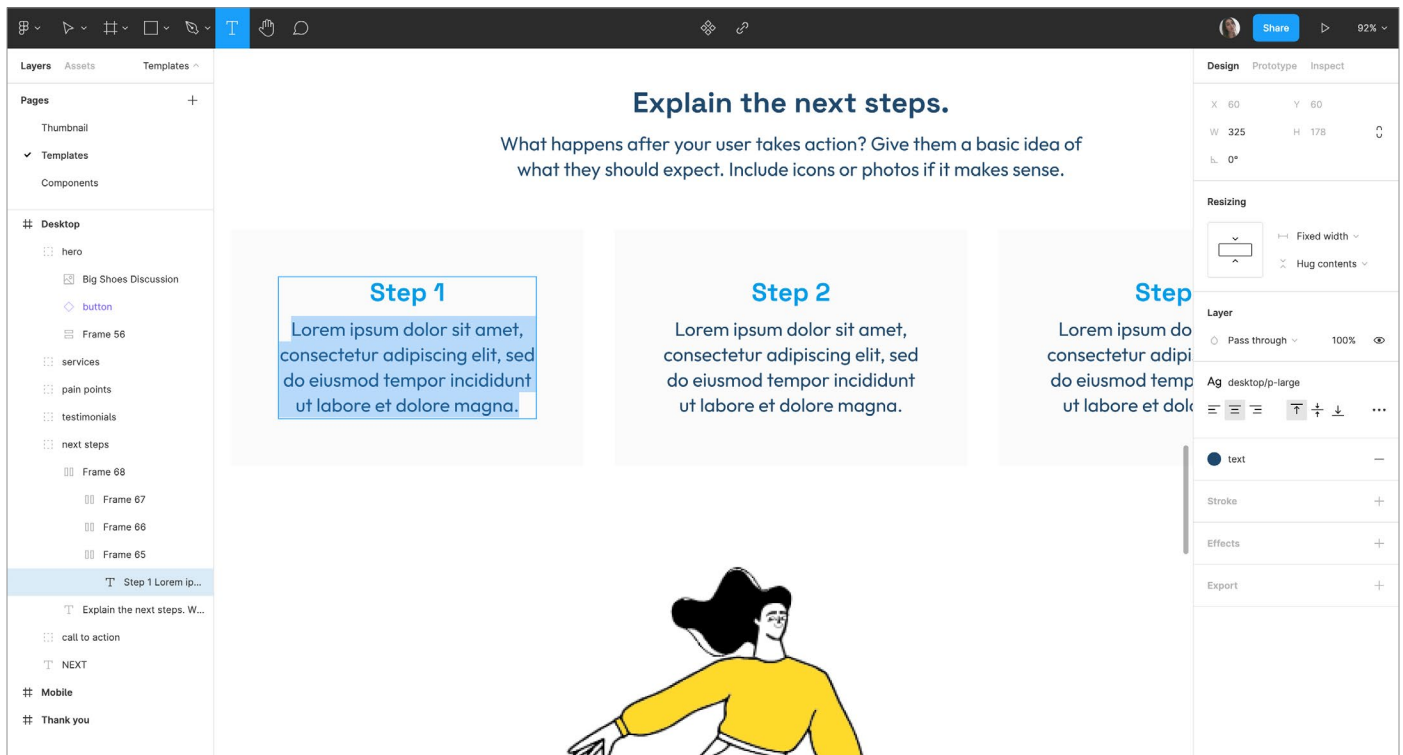
B2B landing page template

- When your styles are up to date, go to the template page to edit the content and imagery. Select an image with the command key + click (or window key + click), head to the sidebar on the right, and select a new file.



B2B landing page template

- To update the copy, hit T on your keyboard and click into the text you'd like to edit. Using our content prompts (and the advice in this book!), write some copy that is informative and appealing, but not too long.



Don't want to do it yourself?

That's why we're here! Head to our [Get Started](#) page to book a meeting with us to discuss your website or landing page needs.



Done-for-you digital marketing

Reach your target audience and free up your valuable time by outsourcing your marketing work to a team of experts.

GET STARTED



U7SOLUTIONS.COM