10 steps to a high-performing, search engine-optimised landing page

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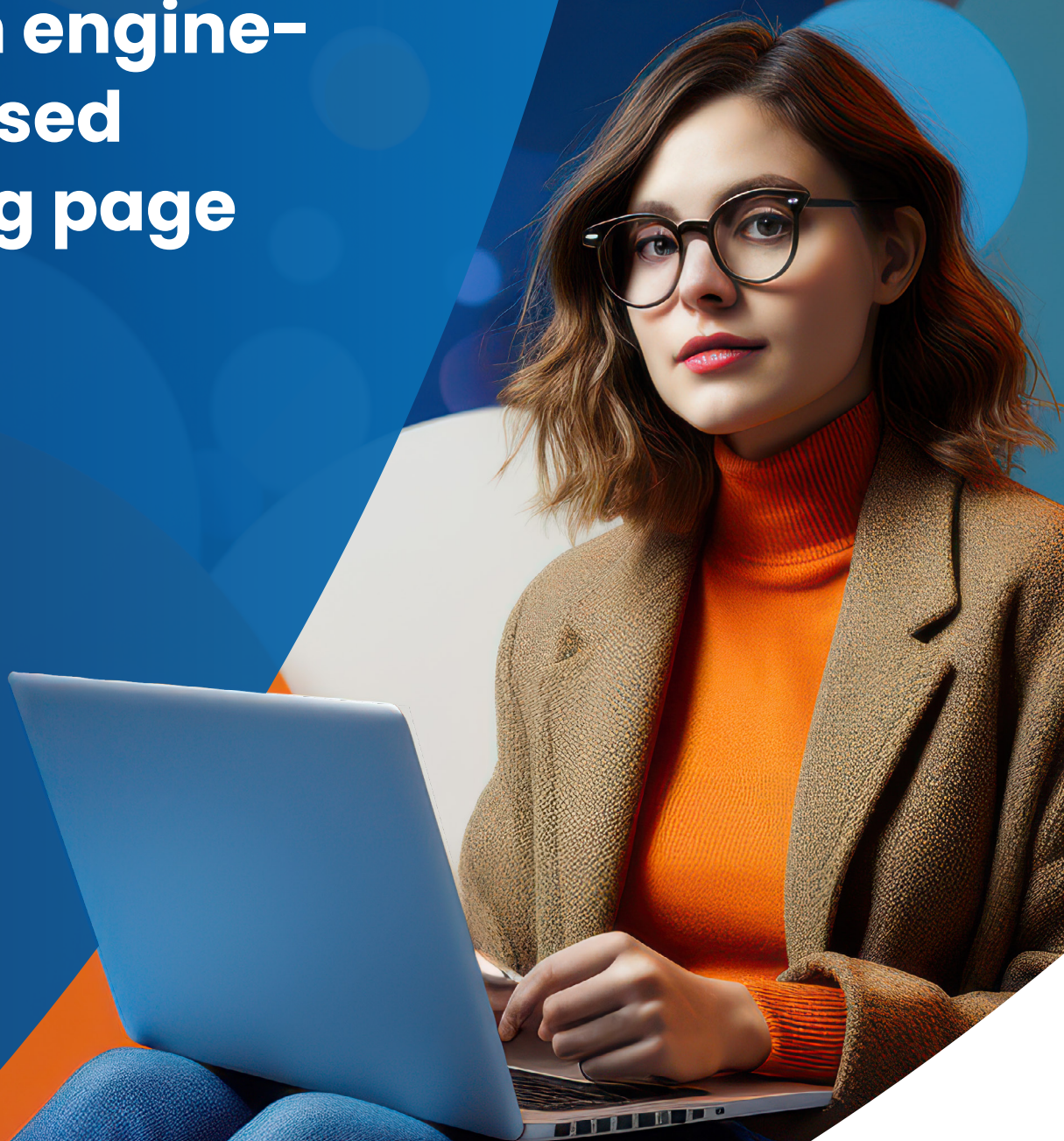
While customers may explore your website, certain pages are crucial for converting visitors into customers. These landing pages are the nexus between your marketing campaigns and website traffic and their objective is to persuade visitors to take the next step towards doing business. Without finely tuned conversion (landing) pages, visitors can bounce off your site. If they try their web search again, it might take them to a competitor, or they may just give up looking for what they wanted.

So, what makes a good landing page?

How to build high-ranking, high-converting landing pages

Understanding your target audience is essential to create effective landing pages. High-ranking landing pages that address customer needs directly become powerful conversion tools for SEO-driven strategies.

Here are best practices for creating effective and engaging landing pages based on our experience building high-performing sites for clients:

- **Be strategic:** a visitor to your landing page should, simply by being there, telegraph their level of propensity to purchase. For example, if your landing page says something like, 'Find out why our precision-manufactured parts keep trucks on the road longer', then you know the visitor is interested in parts, trucks, and productivity. Only someone who cares about those issues (and is therefore probably a motivated researcher/buyer) would read that page. Compare that to a landing page that just says, 'Our products'.

- **Streamlined layouts:** use simple, clean designs that make it easy for visitors to navigate and absorb information. Don't forget to build mobile-friendly landing pages. Mobile devices make up a huge amount of web traffic, and sites that aren't responsive (i.e. mobile-friendly) are penalised heavily in search results. It also annoys mobile users, so you are likely to lose them from your page.

A well-crafted landing page is the bridge between your marketing efforts and real conversions. Without it, potential customers may bounce to competitors.

- **Concise and impactful text:** keep content focused and clear, delivering your message succinctly. It should be obvious to a visitor what you want them to read and why.

- **Strong and clear calls to action (CTA):** make your CTAs visible and compelling to guide visitors toward the desired action.

- **Aligned images and text:** choose visuals that reinforce and support your core messaging. Try to limit your use of 'free' image library pics. They will not be unique to your site. Instead, AI-generated images—if produced and edited by a skilled designer—are a good option if you want unique, on-brand images but don't have the budget for bespoke photography or graphic design. (You can find out about our AI image generation services here)

- **Clear and direct language:** use straightforward language to communicate effectively with your audience. Google is de-focusing on sites that simply stuff keywords into pages or offer low-grade content for users to consume. While this was always the case, this 'marking down' of poorly written and curated sites is at an all-time high. One report in January 2025 shows that HubSpot organic website traffic suffered a massive collapse in 2024, mostly likely due to poor SEO by HubSpot website owners.

- **Incorporate lead generation elements:** include elements that guide visitors into the sales funnel to support your conversion goals. A landing page with no clickable interaction with a visitor is usually a lost opportunity to progress a sale. How can you engage or interact with a buyer either on your site or offline?

- **User-friendly features:** select moderate-paced sliders and simple interactivity to engage visitors. Busy landing pages usually mean the strategy behind creating them in the first place is muddled. Best practice is to have one message, one buyer type, one action. Create more landing pages if you need to appeal to lots of different audiences about different things.

- **Visitor-centric content:** address your visitors' needs and questions, letting them understand how your offerings benefit them.

Best practice:
One message, one buyer type, one action. Keep your landing pages focused to maximise conversions.

A clear, keyword-rich headline boosts SEO, guiding search engines to understand the page's focus.

The 10 essential elements of a high-performing landing page

1 Clear header section

This top section creates the first impression and captures attention, which is crucial for engagement. A clear, keyword-rich headline boosts SEO, guiding search engines to understand the page's focus.

Include the following elements in your header section:

- **Headline:** a concise, impactful headline addressing the main customer pain point or goal and including the primary keyword.

- **Sub-headline:** a brief description of the solution and its benefit to the customer.

- **CTA:** a prominent CTA button like "Buy now" or "Get a quote" that encourages immediate action.

- **Hero image:** a compelling visual that emphasises the message and captures attention. You might re-use this image across other digital channels like LinkedIn when you promote the page. It helps people recognise the brand of the landing page and know that they've been directed to the right place from one channel to another. It's not a hard-and-fast rule but, with today's nano-attention spans, a visual cue is a good shortcut for your visitors.

2 Define the problem

Addressing customer pain points builds a connection and keeps them engaged. This section reinforces problem-related keywords to improve SEO.

Your problem section should cover:

- **Pain point explanation:** outline the customer's main issue using empathetic language that resonates with visitors, detailing the risks of leaving it unresolved. You aren't trying to explain to the visitor that they have pain (they will know already). It's that you understand it and recognise the impact the pain is having. You want the reader on your site to feel like you're literally in their head talking about their exact challenges.

- **Urgency factor:** highlight the consequences of failing to act. It might be missing out on opportunities like capturing a new market, meeting rising customer expectation, increasing revenue, reducing costs, attracting higher quality staff, and so on and so forth. You need to understand what best motivates your ideal client to take action. Remember, buyers have many pain points and limited resources to solve them. Why should your solution get their attention?

3 Highlight the solution

This section establishes trust by demonstrating your solution's value. Relevant keywords help search engines understand the page's purpose.

A solution section includes:

- **Solution description**: describe how your product or service solves the problem using customer-centred language and keywords that align with your target audience's search intent.

  The more specific your language is, the more a web visitor will feel like you're speaking directly to them. For example, don't say "We help small business do X." It's nonsense. There is no generic small business. It's not a category and small business owners don't walk around thinking of themselves that way either. Instead, get inside the mind of your ideal customer for each category you focus on, and speak precisely to them and their world.

  For example, one landing page might say, "We help vet clinics with fewer than 20 staff manage after-hours call-outs" (if that's one of your important markets). And, you can go on to describe the unique pain you know that kind of practice will experience in relation to the problem you solve. Follow this concept for your other sub-markets.

- **Unique value proposition:** emphasise the distinctive qualities that set your offer apart from competitors.

4 Include a trust-building section

Trust elements help customers feel at ease, encouraging more conversions. Social proof can boost engagement, benefiting SEO.

Build trust by covering the following elements:

- **Empathy statement:** show understanding by addressing the customer's challenges.

- **Trust elements:** include prominently placed testimonials, client logos, or trust badges to enhance credibility.

5 Implement the rule of three

A simple journey boosts potential customers' confidence in their next steps, reducing bounce rates and driving engagement.

Guide users through a simple three-step journey:

- **Step-by-step guide:** break the process into three visually clear steps using icons or graphics; for example, "Book a consultation", "Get a plan", and "See results".

6 Get into the details

Include an explanatory section to provide detailed information, address concerns, build trust, and maintain visitor engagement on the page for longer SEO benefits.

Search engine-optimised explanatory sections include:

- **Additional details/FAQs:** answer common questions or address concerns, especially when the product needs further explanation, to address objections clearly and help visitors make informed decisions.

- **Case studies and customer feedback:** highlight client testimonials and demonstrate how your solutions have successfully improved outcomes within their organisations.

When your messaging reflects your audience's needs, it builds instant connection and trust.

7 Optional extras: videos and pricing guides

Videos engage visitors and present information in an alternative format. Videos enhance SEO, particularly when optimised with transcripts and captions. Consider adding a pricing guide, as transparent pricing builds trust and helps visitors make informed decisions. Using structured data for pricing improves SEO by giving search engines detailed information.

What to include:

- **Short, engaging video:** create a one-to-three-minute summary of the page's key points and place it prominently on the site with clear visuals and an attention-grabbing introduction to captivate viewers.

- **Pricing table:** if you publish pricing, present options and tiers clearly, highlighting the value of each, potentially in a table format that highlights each tier's benefits with headers and short descriptions for easy scanning. (Most B2B companies that sell technical, high-value products and services are unlikely to publish pricing. Solutions are often consulting-led and bespoke, so it's far more important to demonstrate expertise, experience and alignment to your ideal customer's challenges. Pricing is rarely a primary consideration. However, the principle remains the same: a table can clearly outline your product or solution's tiers, features, and benefits.)

8 Offer a simple and effective form

Although forms don't directly affect SEO, making them easy to complete can boost conversion rates by reducing barriers for users. Higher conversion rates enhance landing page performance, improving user metrics that indirectly benefit website SEO.

Effective forms include:

- **Essential fields:** keep the form short by asking for critical information only.

- **Clear labels:** use straightforward labels that guide visitors through the form clearly.

- **Testing optimisation:** conduct A/B tests on layouts and field lengths to identify the most effective design.

9 Have a final CTA

Reiterating the CTA keeps it top of mind for users who scroll through the entire page before making a decision. Clear CTAs guide user flow and indirectly boost conversions.

This should include:

- **Bottom CTA:** repeat the main call to action at the bottom of the page using bold design elements with prompts like "Get started now" to encourage users to take the next step.

10 Finish with a footer or additional information

Footer links improve SEO by supporting internal linking and offering secondary navigation to keep visitors engaged on your site.

Consider users' interests:

- **Links to important pages:** add a simple footer with links to "About us", "Contact", and other relevant pages for users seeking more information, including disclaimers or privacy policies.

> **The more specific your language is, the more a web visitor will feel like you're speaking directly to them.**

Getting started

High-converting landing pages focus on clarity, user engagement, and a seamless experience. Use straightforward, problem-solving language to convey your offering's benefits. Minimise distractions by deleting links, text, or images that don't support the main call to action. Maintain consistency by using the same primary call to action throughout the page to provide a clear user path.

Since many users access content on mobile, optimise your landing page for smaller screens. Prioritise fast load speeds to keep visitors engaged and reduce premature exits. For video, use a professional hosting service for smooth playback and high-quality visuals across devices.

Follow these principles to build a landing page that engages visitors and drives conversions.

Explore Outsource's B2B marketing services

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