

# The Anatomy of High-Converting Landing Pages

A checklist of core components that convert customers

Your page should align with the message, imagery, and goal of your strategy.  
Creating a cohesive experience is key!

## Page Content

### PAGE COPY

#### Headline

- Short & catchy, grabs attention

#### Subheadline

- Supports headline message

#### Body copy

- Concise & direct
- Relevant to initial message
- Clear in solution and offer

### PAGE ELEMENTS

#### Images + Videos

- Compressed for page performance
- Relevant to content + message without distracting from goal

*(Recommended: Testimonials, stats, case studies for social proof)*

#### Forms

- Only require critical info fields

### CALL TO ACTION

- Drives to goal
- Is above the fold

**Don't forget:**  Optimize for mobile

## Personalization

Samples of common tactics powered by specific data points. Need inspiration?

[Check out these playbooks.](#)

### WHAT DATA:

- Demographics
- Geographic location
- Behavioral data
- Referral source
- Purchase history

### WHERE:

- CTAs
- Headlines
- Imagery / Interactive elements
- Offers

## Tips to Thrive

**TEST EVERYTHING:** Test headlines, CTAs, imagery, offers, and more for insights on what page elements connect.

**WASH, RINSE, REPEAT:** Templatize performing pages to reuse in similar campaigns or strategies.

[Did you know - you can create templates in CX Studio...?](#)



Creating a landing page can cost over \$3,000. Elastic Path CX Studio gives you the tools to build, personalize, test, and iterate without a developer and in a fraction of the time. Get everything you need to build personalized landing pages,

Try CX Studio for free for 14 days. Get started!