

RESEARCHING YOUR LANDING PAGES

The goal of our worksheets is to help you create and refine the best landing pages possible. To do that you need to conduct some research. You need to understand your goals, your competition, and what appeals to your customers.

Version 1.0

A step by step
guide and
worksheet

How to use this worksheet

The goal of our worksheets is to help you create and refine the best landing pages possible. To do that you need to conduct some research. You need to understand your goals, your competition, and what appeals to your customers.

Go step by step here and use the worksheet to organize your research in preparation for writing landing page copy. After you've completed this worksheet you can move onto our copy creation worksheet.

1. Define a SMART goals for your landing pages.

Good landing pages start with a goal. It's why you're building the page. A SMART goal is Specific. Measurable. Action oriented. Relevant to your business. Timebound. [Learn more about SMART goal setting here.](#)

An example of a SMART goal would be: "Convince 20% of the people who come to our home page to sign up for a trial." You want to have one primary goal for each landing page you are building or refining. These goals should also align with your business strategy.

Landing Page	Goal
Product Home Page	<i>Example: "Convince 20% of the people who come to our home page to sign up for a trial in the next month."</i>
AdWords PPC Landing Page	...

2. Describe your target customer with 5 traits.

Even if your business services several different customer verticals... what customer specifically are these pages designed to persuade? What do you know about them? How old are they? How much money do they generally have to spend? Etc.

Identify at least 3 traits shared by and two related products used by your target customers.

Customer	About Customer	Other Products Used
Marketing Professional	<i>Works at a company with at least 5 employees.</i> <i>Organizes Pay per click and content marketing campaigns</i> ...	<i>MailChimp</i> <i>Google Analytics</i>
Startup Founder	...	

3. Identify 20 keywords that your landing pages should target

You probably have a few keywords you know should be included in your headlines and copy. But what about other words, words that are missing from your list, words your competitor's target, or phrases that you should be using.

Our own product sells landing pages. But there are certain words after "Landing Pages" that we had questions about.

- Do people look for "Landing page analytics" or "Landing page metrics"?
- Should we say "Landing Page Themes" or "Landing Page Templates"?

Data can answer all these questions. The Google keyword tool will help you determine search volume and help settle debates like the ones above.

<https://adwords.google.com/o/KeywordTool>

Ad spy software will help you identify keywords your competitors are targeting

<http://www.keywordspy.com/> or <http://www.spyfu.com/>

Add 20 keywords or keyword phrases that should be in your copy.

	Keyword Phrase	Global Monthly Searches
1	<i>Landing Pages</i>	<i>201,000</i>
2	<i>Squeeze Pages</i>	...
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		

4. Identify related and competing services

Assume that your product doesn't solve every problem your customer faces. Assume that they are also looking for alternatives to your solution. You should see how you stack up and what customers expect.

1. Search for related services and competition based on your knowledge of the customer.
2. If they are running an advertisement... click it so you see their PPC landing page.
3. Capture the name and link of the page.
4. Capture the headline of those landing pages
5. Identify one thing you liked and didn't like about each landing page.

If you just want to improve your home page you could bookmark your competitions home page. But if you want to beat them at targeted landing pages the same Ad Spy tools from the last task can be used to help you find their targeted landing pages as well. Finally, you could just perform keyword searches based on your research to find competing pages.

The point is that you want to differentiate but also not stray too far from formulas that may be working. Use a competitor's head start as an advantage when you improve upon their pages.

This works especially well if you are competing against a well-established (larger) player. You can assume that they've already done a lot of this research to know what works. Rip, pivot, and jam on their content. :)

Competing Landing Pages

These pages would be competing for your business. You want to do better than them right?

Page	Headline	Liked	Didn't Like
Adwords Home	Advertise on Google	Hero image clearly showed what ads will look like.	Didn't know how to start the slide show.
...	...		

Related Service Landing Pages

These are landing pages from products that your target customer may also be using.

Page	Headline	Liked	Didn't Like
...	...		

5. Describe the problem you're solving like a customer would.

Write 5 sentences that a customer might use to describe their problem. For example: A new business that's about to launch might describe their problems the following ways...

- We need to locate our first 100 customers.
- We need a "coming soon page" to start marketing.
- We need to start building an email list

A Landing page, for example, could be a solution for all those need/problem statements. If you are selling landing pages you may need to think about how your copy addresses each of these customer problem statements.

Customer problem statement	
1.	
2.	
3.	
4.	
5.	

6. Capture the 5 best headlines you've seen

What headlines did you like the best? What captured your own eyes? Write down these 5 headlines here.

My Favorite Headlines	
1.	
2.	
3.	
4.	
5.	

Next Steps...

Write Copy

Now that you've done your research you should apply it to your copy. We've got a worksheet for that as well. 😊 Check it out.

Send feedback on this worksheet

Love it? Hated it? Found a spelling mistake? We'd love to make this better for you. Email support@kickofflabs.com with your feedback so we can improve.

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