

Funnel
by Rachelle

LANDING PAGE TIPS

**Simple tips to create landing
pages that attract, engage
and convert**



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THE 5 KEY ELEMENTS



1. Attention-Grabbing Headline

Make it benefit-driven and clear. Your headline should communicate the value instantly.



2. Compelling Sub-headline

Support your headline and build curiosity. Explain who it's for and what they'll get.



3. Benefits-Focused Content

Highlight how your offer solves their problem or improves their life.

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4. Clear Call-To-Action

Tell them what to do next.
Use one CTA and make it stand out



5. Trust & Credibility

Add testimonials, results, numbers or trust badges to give confidence