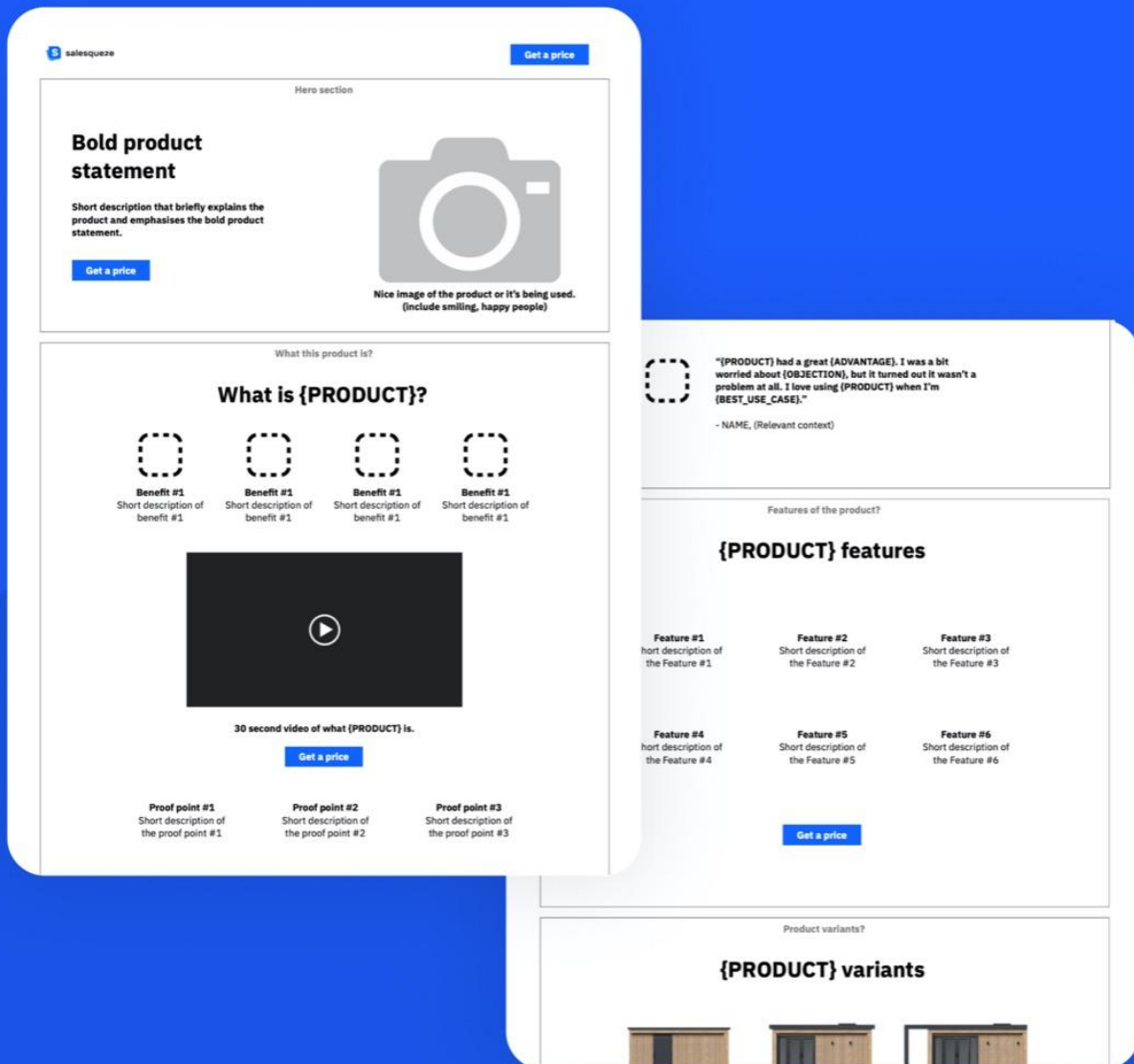


Guide: How to create high-converting product landing pages



Let's begin with a story:

Imagine you're in the business of creating exceptional products like pergolas, garage doors, swimming pools, or tiny houses. Your products are top-notch, and you want to reach customers online.

You invest in online ads, attracting 10,000 visitors to your website monthly. However, only 0.5% became potential customers, resulting in 50 inquiries. Out of those, you only managed to close 10 sales.

But here's where things get exciting: the product landing page. By improving only the product landing page and increasing the conversion rate to 10%, you can turn 1,000 visitors into potential customers and achieve 200 sales.

There is no need to wait; let's explore product landing pages and boost your success.

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Understanding the role of a product landing page

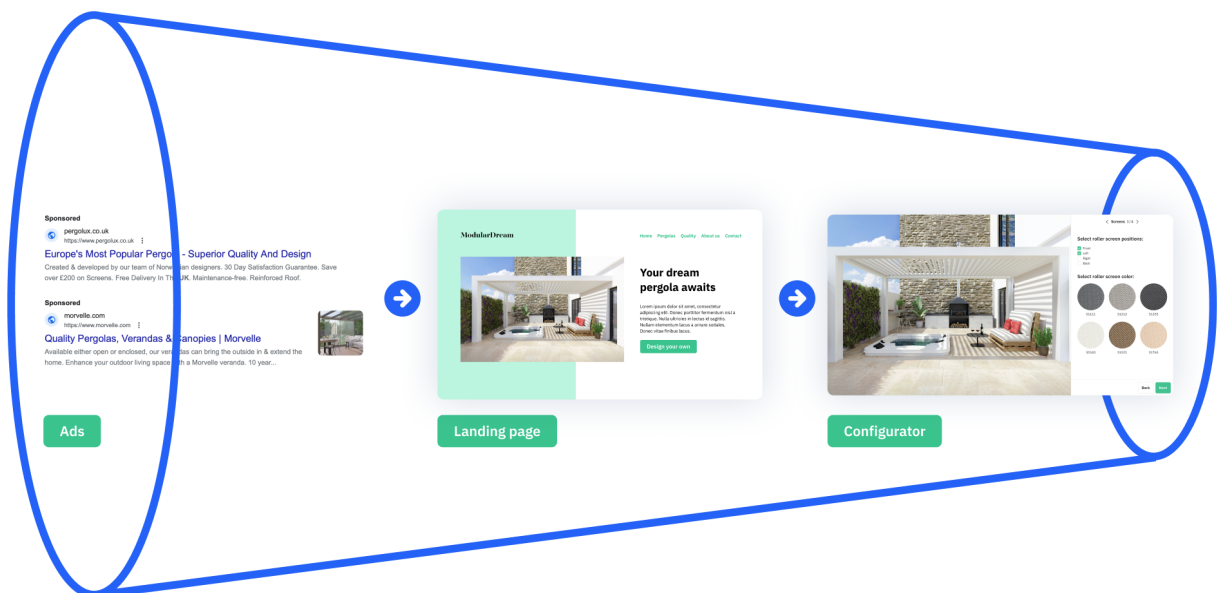
A product landing page differs from a regular webpage you see on a website. It has a unique job – to convince visitors to take action, like requesting a quote or buying something. Think of it as a virtual salesperson with one clear goal.

Why conversion matters?

This particular product page's primary mission is to turn visitors into leads or customers. It's where potential buyers decide to take action, such as getting a price quote. The success of your product landing page depends on how well it gets people to take action.

Where the product landing page fits in the marketing-sales funnel

To understand why a product landing page is so important, let's see where it fits in the bigger picture.



1. **Advertising:** First, you use ads to get the word out about your products. These ads can be on Google, Facebook, Instagram, or other places where people spend time online. The goal is to make people interested in what you're selling and get them to take the next step.
2. **Product landing page:** The landing page is like the next stop. It's the page that opens up when someone clicks on your ads. This page has a specific job – to teach potential customers more about your products and impress them enough to take the next step. Always remember the only job of a product landing page is to turn visitors into potential customers.
3. **Inquiry Form, Contact Form, or Visual Configurator:** After the landing page, visitors might want to know more or take a specific action, such as customizing a product or asking questions. This action brings them closer to becoming a customer.

Why a product landing page is important

So, why should you care about having a dedicated product landing page? It's because this page offers some unique advantages:

Focus on one product: Your landing page keeps the spotlight on one product. It doesn't distract visitors with other stuff. This makes it easier for them to see why your product is excellent.

Getting people to act: You can design the landing page to encourage specific actions, like asking for a price or customizing a product. It's like giving them a gentle push in the right direction.

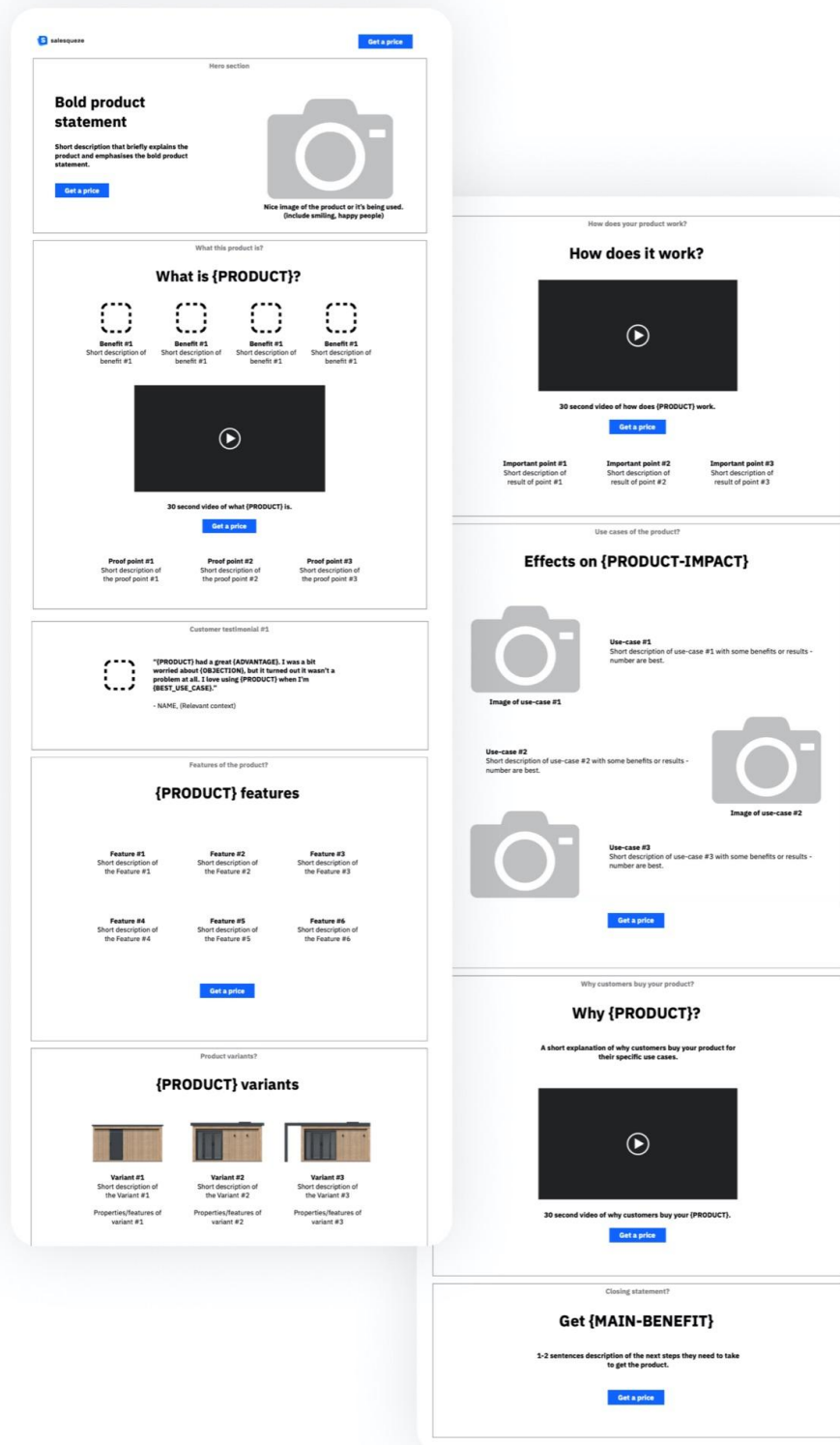
Learning about customers: Besides helping with sales, landing pages collect helpful information about your customers. This information enables you to better understand them and keep the conversation going.

In short, a product landing page is not just any webpage – it's a super important tool for your business. It guides people from interest to action while helping you know your customers better. In the following sections, we'll explore how to make your product landing page work like a charm.

On the next page, you will find the **product landing page framework**. Furthermore, in the document, you will see the explanations of some framework elements. Let's dive in.

Product landing page framework

Full version in great quality is available at the end of this guide document.



Product landing page framework elements explained

You've seen the framework of a successful product landing page, but now let's dive into the details.

We'll break down five crucial elements that can make or break your product landing page: CTA (Call to Action), the Hero Section, Visual Elements, Testimonials, and the FAQ.

We won't go deep into the benefits and features of your products because you're the expert on that. Instead, we'll focus on how to present your products effectively and engage your potential customers.

Let's explore these elements in more detail:

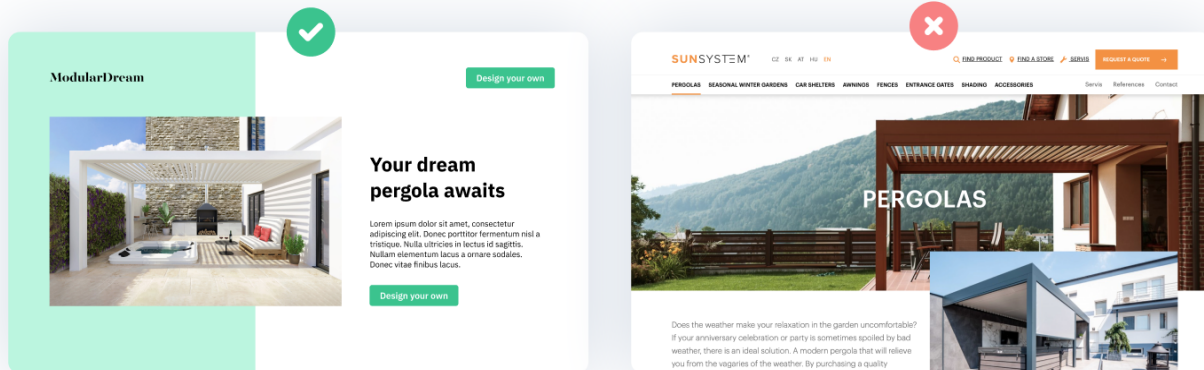
1. CTA (Call to Action):

The CTA (Call to Action) is like the captain of your product landing page. It's crucial because it tells visitors what to do next. Imagine it as a button that says, "Request a quote" or "Get price!"

One CTA rule: Having only one CTA on your page is important. This keeps things clear for your visitors. You want them to focus on that one thing you want them to do, like getting a price or designing their own product.

Repeat your CTA: Make sure your CTA appears multiple times on the page. That way, if someone scrolls down, they can still see it and take action.

Hide other links: You should hide the links at your page's top (header) and bottom (footer). You want your visitors to stay on your page and not leave by clicking on other links.



Stand out button: Your CTA button should be eye-catching. Use bright colors, but make sure they match your brand. It should be so noticeable that visitors can't miss it.

CTA ideas: Some good CTA phrases are "Get a Price" or "Build Your Own [Product Name]." You can test different CTAs to see which works best for your audience.



Testing matters: Testing different CTAs is super important. It helps you figure out which one gets more people to take action. The right CTA can boost your conversions, which means more people becoming leads or customers.

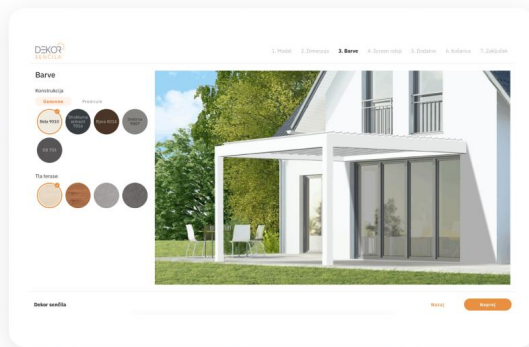
Remember, the CTA is like the leader of your page, guiding visitors to the next step. So, make it clear, make it colorful, and make it count!

The marketing-sales funnel doesn't stop with clicking on CTA

It's also important to consider what happens after clicking the CTA button. If it leads to a standard inquiry form or contact form, **only about 1% of web visitors will convert**. However, if you offer a visual product configurator, **the conversion rate from visitor to lead can increase to an average of 10%***.

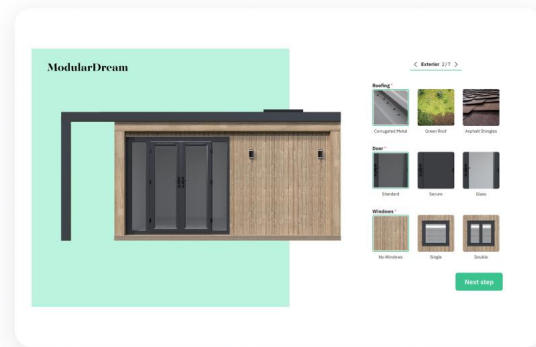
*This is based on the results achieved by our clients, who have implemented amazing landing pages and visual configurators.

Check out the configurators from our clients.



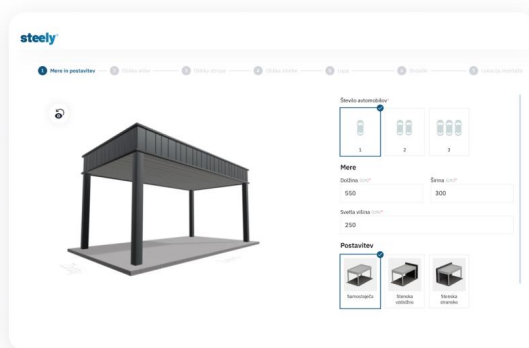
Pergola configurator

[Try it out](#)



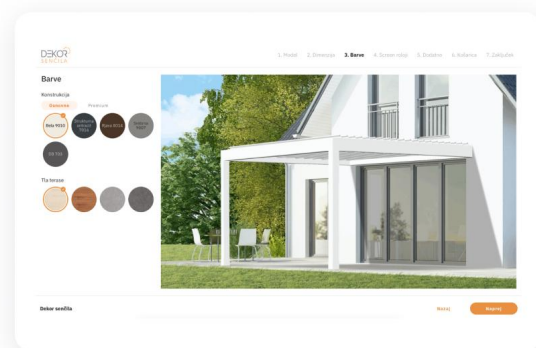
Modular house configurator

[Try it out](#)



Carport configurator

[Try it out](#)



Shades configurator

[Try it out](#)

2. Hero section

The hero section is the very first thing that your customers see when they land on your product page. It's your chance to make an immediate impact because you have a limited time to capture their attention!

Speak to your target audience: Use language that resonates with your specific audience. If you're selling products like pergolas, tiny houses, or garage doors, speak to the needs and desires of homeowners and those looking to enhance their outdoor living spaces or housing options.

Bold product statement: Wondering what to say here? It's simple—speak to your customers and find out what stands out the most about your product. Is it the exquisite design of your pergolas, the versatility of your tiny houses, or the durability of your garage doors? Highlight the most compelling feature or benefit, and make it the centerpiece of your hero section.

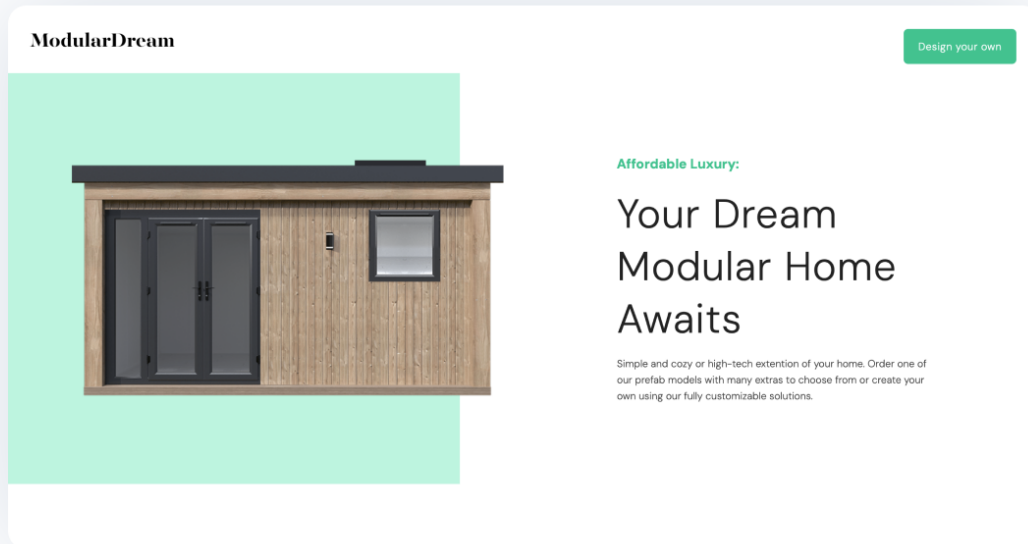
A/B Test for best results: Don't leave it to chance; conduct A/B testing to find out which bold statement resonates best with your audience. Small variations can sometimes lead to significant improvements.

CTA in the hero section: Yes, the CTA should also be prominently displayed in the hero section. Whether it's "Get a Quote" for your pergolas, "Explore Tiny Homes" for your tiny houses, or "Discover Our Garage Doors," ensure the CTA aligns with the product you're promoting.

Engaging visuals: Utilize captivating images and, if applicable, videos. Showcase the beauty and functionality of your pergolas, the charm and livability of your tiny houses, or the sleek design and security of your garage doors. High-quality visuals can make your products more enticing and memorable.

Remember, the hero section sets the tone for your entire page. Make it visually appealing and tailored to the interests and needs of homeowners and potential buyers of pergolas, tiny houses, and garage doors.

Example of hero section:



3. Visual presentation of your products

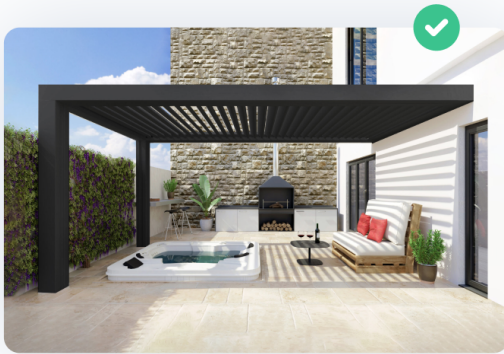
Throughout your product landing page, you'll feature numerous pictures and videos of your products. It's absolutely crucial to make them look stunning.

The mirror of your company: Your product landing page reflects your company's image. If your page features poor-quality photos and videos, customers might assume your products are of similar quality. You definitely don't want that!

Why they're important: Customers often make purchase decisions with their eyes first. When they see high-quality visuals, it instills confidence in your product's quality and attractiveness.

Show, don't just tell: Visuals allow customers to see exactly what your product looks like, how it functions, and how it might fit into their lives. It's a powerful way to convey information.

Invest in Quality: For products like pergolas, tiny houses, or garage doors, invest in professional photography and videography. These are visual products, and good visuals are worth the investment.



Remember, your product landing page is where potential customers get their first impression of your products and your company. Make sure those visuals are compelling and leave a lasting positive impression.

4. Customer Testimonials

Testimonials are like success stories from your happy customers. When you're selling high-ticket products, potential buyers often have their concerns and questions. They want to hear about the experiences of others who have faced similar struggles and found satisfaction with your products.

Customer Success Stories: Testimonials are accounts from real customers who have used your product successfully. They share their challenges, how your product helped them overcome those challenges, and the positive outcomes they've achieved.

Building Trust: Testimonials build trust with potential buyers. They show that real people have benefited from your products, and this reassures others that they're making a wise choice.

Human Connection: People like to connect with the stories of other people. Testimonials create a sense of empathy, allowing potential customers to relate to the experiences and needs of those who've already made a purchase.

Overcoming Objections: Testimonials can address common objections or concerns that potential buyers may have. For example, if someone worries about the durability of your garage doors, a testimonial about how they've lasted for years can ease that concern.

Provide Social Proof: They serve as social proof that your products are worth the investment. When potential customers see that others have had positive experiences, it encourages them to take action.

Personalization: Testimonials are most effective when they include the full name and surname of the person. This adds a personal touch, making it more relatable and human. Additionally, including a picture of the person in front of your product, like "Anna in front of her brand new pergola," makes the testimonial even more convincing and relatable.

We purchased the Pergolux Pergola with LED lights and wooden slat walls. We are very happy with the product; it looks classy, feels solid, and is great for hosting.

Having shopped around, I recommend Dream Pergola regarding value for money and customer service.

- Anna Jackson



Real customer testimonial examples

TESTIMONIALS

What Our Customer's Say About Us

“The Best Choice”

After consulting widely we found Sanctuary Pergola's design and proposed materials to be the best choice. Bruce specifically listened and understood what we were trying to achieve. We felt in good hands as he executed our wishes to a high standard of precision and care.

Sanctuary Pergolas own the project from beginning to completion, with a high level of integrity. We are thrilled with the result and our community is very admiring of the standard. We are looking forward to enjoying this special inside/outside space for many years to come with our family and friends. Thank you!

Andrew L.

“Professional Knowledge, Experience and Integrity”

We wanted a covered pergola built and after getting a few quotes, we decided to go with Sanctuary Pergolas. I felt Bruce had the professional knowledge, experience and integrity that I could trust.

The end result is amazing and blew my expectations, which rarely happens. This is due to Bruce's experience, the time and care Bruce and his team took to plan and research the best method of installation and then being built by a registered builder. There was a little cosmetic issue once completed, but Bruce owned it and solved it and made sure I was completely satisfied without making up any excuses. I will be recommending these guys to all my friends and family who are considering a pergola.

Siyin W.


“Nothing But Perfection”

I'm really impressed with the professionalism of the team. I get a personal visit by Bruce to do the formal quote. Everything was personalised and customised to perfection. These guys really know what they are doing. Nothing but perfection to their craftsmanship.

They are after the customer's happiness before anything else. I am just blown away with the great work they have all put in. The product alone is not any other or ordinary kind of pergola. I've done my homework reaching out to different vendors. I ended picking the one that look so neat and clean. Their company and brand name speaks out for the end result... you will end up having a sanctuary in your house! Absolutely immaculate. I would recommend them over and over again.


Mickoh R.

Source: <https://sanctuarypergolas.co.nz/testimonials>



Shop PergolasAccessoriesThe DifferenceGalleryReviewsInfo ▾Contact


4.9 ★
Google Overall Rating
The Luxury Pergola
9 Reviews



Dipam Patel

★★★★★


Absolutely incredible material. Easy to build. Highly recommend. No brainer.



Vitaliy Kabo

★★★★★


I got 20x12 pergola. I had it installed on the deck and it looks good. We had 5 guys and it took us about 8 hours. We had a few minor issues during assembly, but customer service resolved it quickly. I definitely recommend this pergola.



Ellen Harmon

★★★★★


I cant believe the quality of this pergola! We received estimates from local contractors for a similar pergola and they were so expensive. I found this pergola on YouTube. They show you the differences in what you get from other



David Marcus

★★★★★


Ordered and installed—with lots of help—an 8 X 20 pergola to cover a newly-built kitchen. The quality of the unit is very very good. It's solid and obviously well made. It's materially better than other units you see at big box retailers. For the most part, the design is well conceived. There are a few ...
See more



Anthony Ferrazzi

★★★★★

Extremely happy with Luxury Pergola. Great product, and very helpful staff.



Deb

★★★★★

My husband did a lot of research on pergolas and decided that this pergola looked like it had everything we wanted. We

Source: <https://theluxurypergola.com/pages/luxury-pergola-review>

Get in touch
+44 1235 619405

PERGOLUX

CART

★★★★★ 4.84 out of 5
Based on 1949 reviews

★★★★★ 1659
★★★★★ 284
★★★★★ 1
★★★★★ 0
★★★★★ 5

Write a Store Review

Product Reviews (1602)
Shop Reviews (347)

Pictures First

about [PERGOLUX Sundream](#)

11/20/2023

Paul **Verified**

Great product and service very happy!
Took us a long time to decide on which Pagoda to go for as there are so many in the market. But I have to say the quality and customer service have been great. Its also an incredibly well designed product. Put together by Matt's team, would highly recommend!

Source: <https://pergolux.co.uk/pages/reviews>

How to get testimonials?

Getting testimonials from happy customers can be easy. First, find customers who love your product. Then, talk to them and ask for their thoughts. Explain what you need in the testimonial. If they agree, say thanks by giving them a small gift like a company T-shirt or a discount on their next purchase. Ask if they can share a picture of themselves using your product.

5. FAQ (Frequently Asked Questions):

The FAQ section is the final stop on your product landing page. Here, you provide answers to questions that people commonly have and that you still need to cover elsewhere on the page.

Gather Common Questions: Collect the questions people often ask about your product. These can be related to features, benefits, pricing, installation, maintenance, or any other relevant topic.

Clear and Concise Answers: Write clear and concise answers to these questions. Make sure your responses provide helpful information without unnecessary jargon.

Address Potential Concerns: This section addresses potential concerns or objections that could prevent visitors from taking the next step. For example, if your product is expensive, explain why it's worth the investment.

Easy Navigation: Organize the FAQ section in a way that's easy to navigate. For example, you can use a list of questions with clickable links that jump to the answers, making it user-friendly.

Continual Updates: Keep your FAQ section up to date. If new questions arise from customer inquiries, add them along with their answers to ensure your page remains informative.

The FAQ section lets you clarify and resolve any lingering doubts or questions potential customers may have. Doing so can increase their confidence in your product and encourage them to take action.

Real FAQ examples

Frequently Asked Questions

What payment solutions do you offer?	▼
How long is your delivery time?	▼
Can the pergola withstand snow?	▼
Do you offer bespoke size?	▼
What is a pergola?	▼

Source: <https://pergolux.co.uk>

About Our Tiny Houses

- Which Tiny House model is the most suitable for me? ➤
- Do you sell Partly built Shells or Lockup stage houses? ➤
- How long does it take to build? Is there a waiting list? ➤
- How much deposit is required before I can place an order for a Tiny House? ➤
- How do I connect to electricity? ➤
- How do I connect to water? ➤
- How do I connect to gas? What gas type? ➤
- Are the Tiny Houses insulated? What type of insulation do you use? ➤
- Can I connect to sewage mains? What other option do I have if I can't or don't want to connect to sewage? ➤
- Do you also build tiny houses that are not on wheels? ➤
- How much does a tiny house weigh? ➤

Source: <https://aussietinyhouses.com.au/more-things-tiny/tiny-faq>

FAQ's

How Can We Help?

Q. How much light does it let in?



Q. Is it suitable for high wind zones?



Q. What is your lead time?



Q. What are the colour options?



Q. How long will it last?



EXPLORE OUR STYLE

Source: <https://sanctuarypergolas.co.nz>

Book a workshop

Congratulations on completing this guide on creating a high-converting product landing page! You've gained valuable insights into how product landing pages can boost online sales.

To stop losing potential leads on your website. It's time to take action. Start by reviewing and optimizing your product landing pages based on the elements we've discussed.

Remember, a well-crafted landing page can make a world of difference in turning visitors into loyal customers.

If you are stuck in the process or would like expert feedback on your product landing page, we're here to help. **You can book a one-on-one workshop with marketing expert Ajda.** She'll provide personalized guidance and strategies to ensure your landing page performs at its best.



Reserve a product landing page workshop with Ajda

Reserve now:

<https://calendly.com/ajda-hafner/product-landing-page-workshop>

