



How to Build an Awesome WordPress Landing Page, For Free

By: [Plugin Poets](#) 

What is a landing page and why is it important?

The landing page is where your audience gets taken after clicking a link about your advertising or marketing campaign.

The landing page is crucial. A great landing page converts your audience into leads or paying customers. Here's how to make a great landing page, for free . . .

What to use in building a landing page?

A landing page is just like any other page. A great plugin to use in making WordPress pages is "Elementor Page Builder."





Elementor Page Builder

The most advanced frontend drag & drop page builder. Create high-end, pixel perfect websites at record speeds. Any theme, any page, any design.

By [Elementor.com](https://elementor.com)

[Install Now](#)

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★★★★★ (5,162)

4+ Million Active Installations

Last Updated: 4 weeks ago

✓ **Compatible** with your version of WordPress

Elementor is a widely-used plugin compatible with any theme. It helps create visual pages quickly.

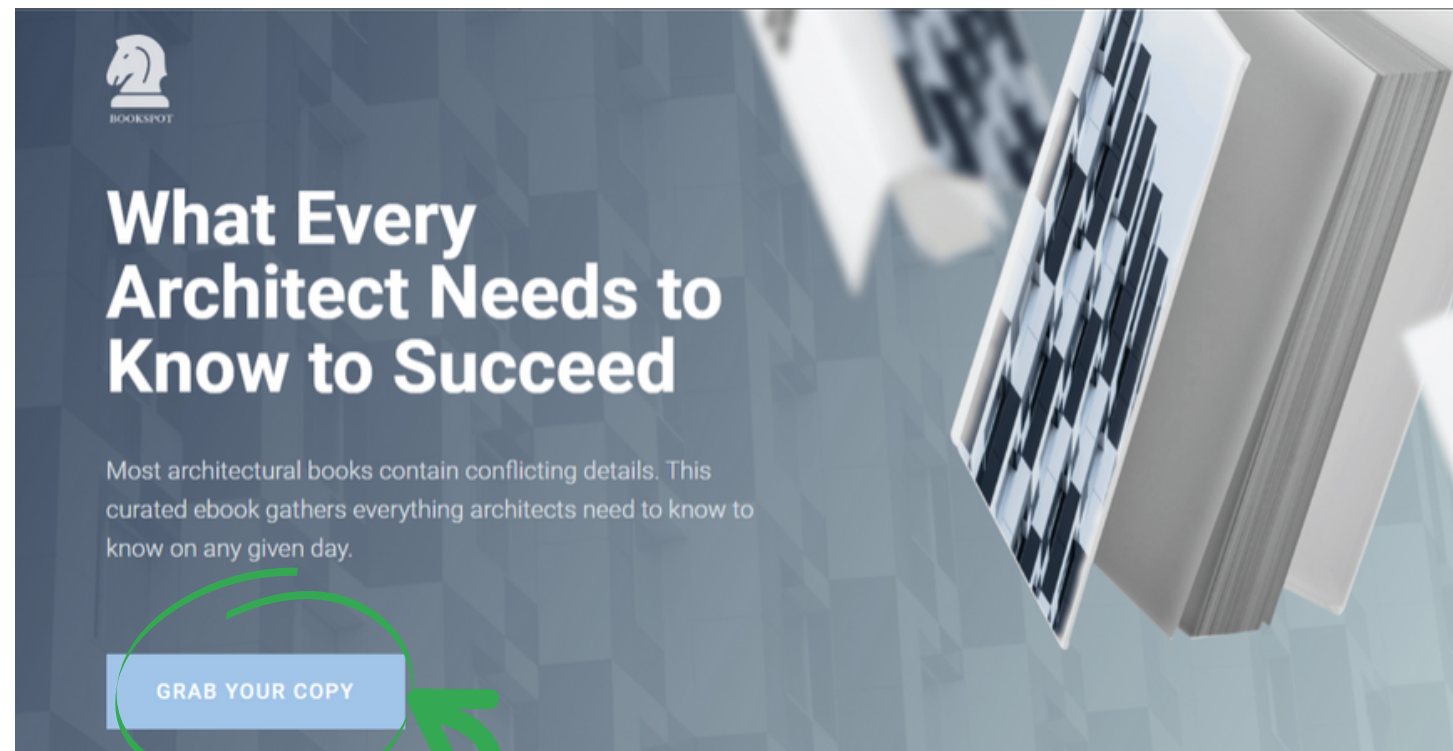
What are the common types of landing pages?

There are many types of landing pages. The most common landing pages are:

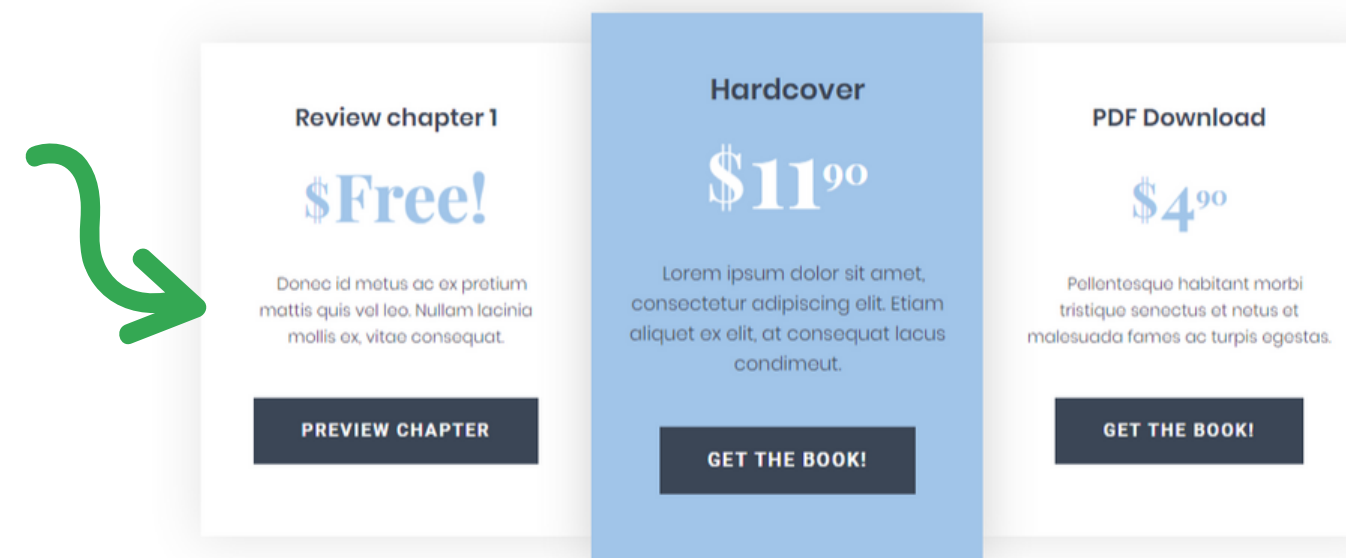
- Click-through landing page
- Lead capture landing page
- Sales landing page



Click-through landing page



**CTA
button**



A landing page where a CTA button will redirect you to another page showing your product/service.

This is best used to introduce products and services.

Lead capture landing page

The main goal of this landing page is to gather personal information like names and email addresses.

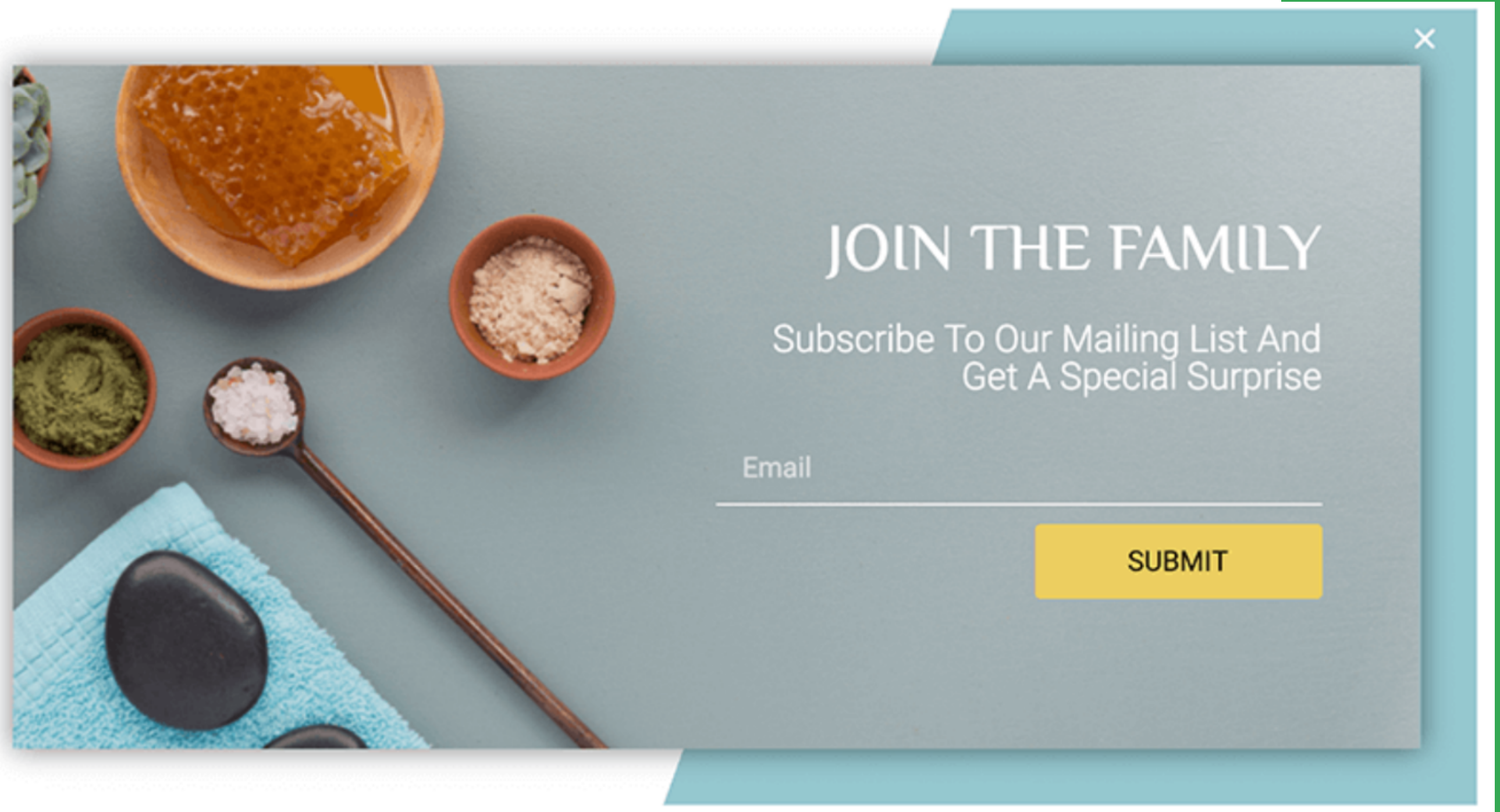
The contact form is the call to action and most important part of a lead capture page.



In order for you to capture more leads, make sure your offer is valuable.

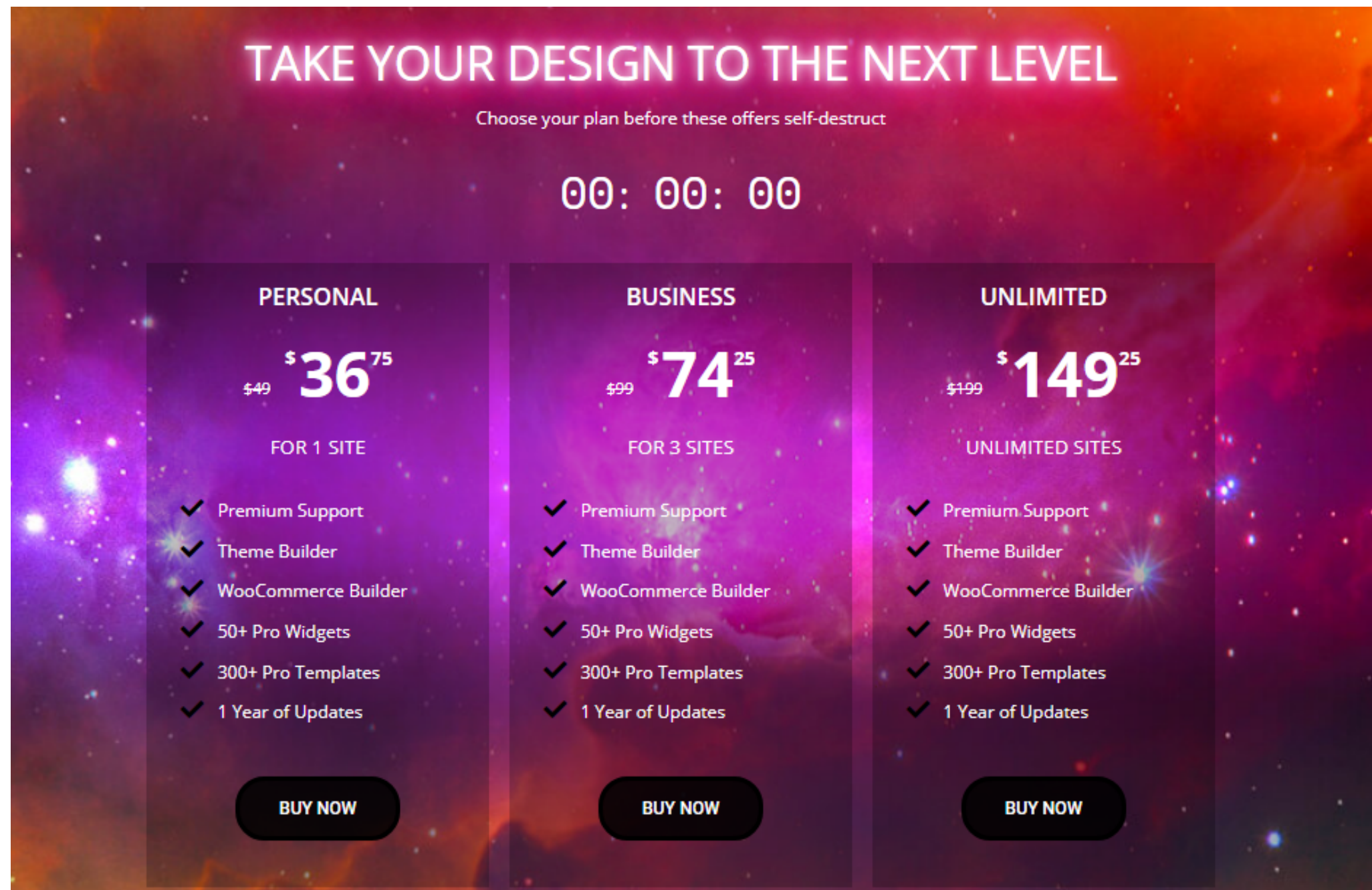
It can also be in the form of pop-ups. The image on the right is a pop up.

Remember to make your offer irresistible in order to have a higher conversion rate.



Sales landing page

The sales page is where the most important conversion, availing your product, happens.



Include any of the following in your sales page to have a higher conversion rate:

- Sale price
- Limited time only
- Only a few products available
- One time offer only
- Money-back guarantee

You may also add a "Social Proof" to increase conversion rate. Social proof is the effect of another person's opinion on your behavior.

It comes in the form of reviews from people who have already tried and tested your product or service.

Trusted by Top WordPress Professionals



Justin Easthall
@EasthallDesign



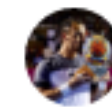
I'm totally blown away by this product - it's a designers dream. WordPress here I come!



John Lott
@TheMobileLott



Thank you @elemntor for making wordpress design less frustrating!!! #WordPress #elementor #websiteinprogress #Detroit #Webdev



Anth
@Anthlasiello



Just started using @elemntor page builder .. very impressive great job on it



Parts of a landing page

There are various types of landing pages. For this report, we will focus on the common parts of a landing page.

A landing page consists of the following:

- Heading
- Subheading
- Hero Image
- Specific Media
- CTA Form
- CTA button



Heading

A catchy marketing phrase to attract your visitors. This should also give your visitors a glimpse of what you are offering.

Subheading

Supports the heading. This is where you can describe what you are offering even more.

Hero Image

The hero image attracts the visitors so they stay longer in your site and eventually convert. Make sure it is related to your product/service.

Specific Media

These are images or videos you add in your landing page to make it even more informative.

Your Logo

📞 GET IN TOUCH: 1-800-222-333

MY JOURNEY IN PHOTOS

Heading

Notes from around the world

Subheading

Hero
Image

ORDER NOW - ONLY \$39

CTA (Call to Action) Button

CTA Button

The CTA or "Call to Action" button is the most important part of any landing page. This is where your visitor click in order to get something in return or submit their information.

Some common lines in CTA buttons include:

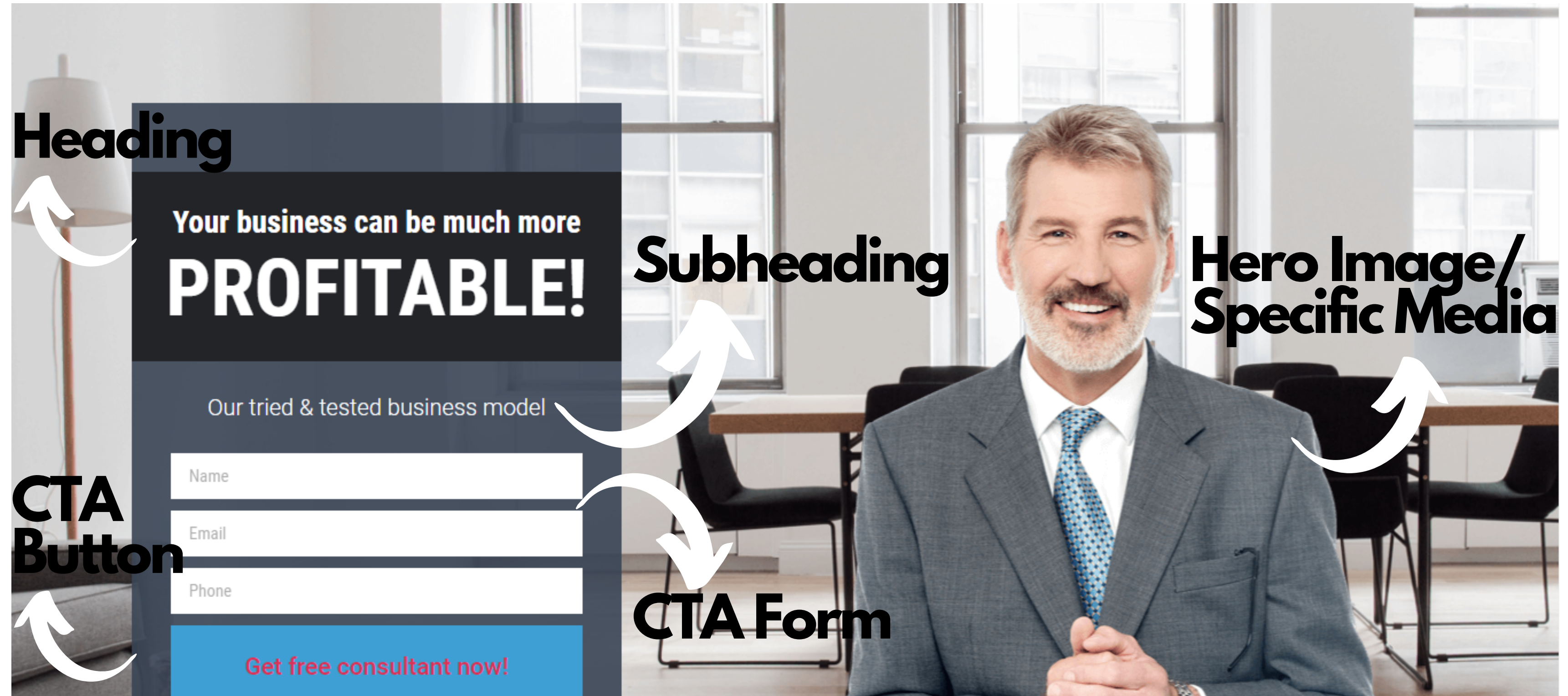
- Get started
- Join Free for a Month
- Subscribe
- Claim your free trial

CTA Form

This is used when gathering information from visitors in order for them to subscribe to our mailing list.

Remember to ask as little information as possible in your CTA form. The fewer the fields in your form, the more people will sign up.

Information needed is usually email addresses and names.



Design tips for a great landing page



A greatly-designed landing page gives you a higher conversion rate.

Some great design tips include:

1. Adding related media to your landing page attracts more visitors. A well-prepared video of your product or service improves your conversion rate.



2. Keep your forms direct and to the point. Focus only on what is needed. Visitors are more likely to enter their info if you limit the fields to three or less



NEED LITIGATION?

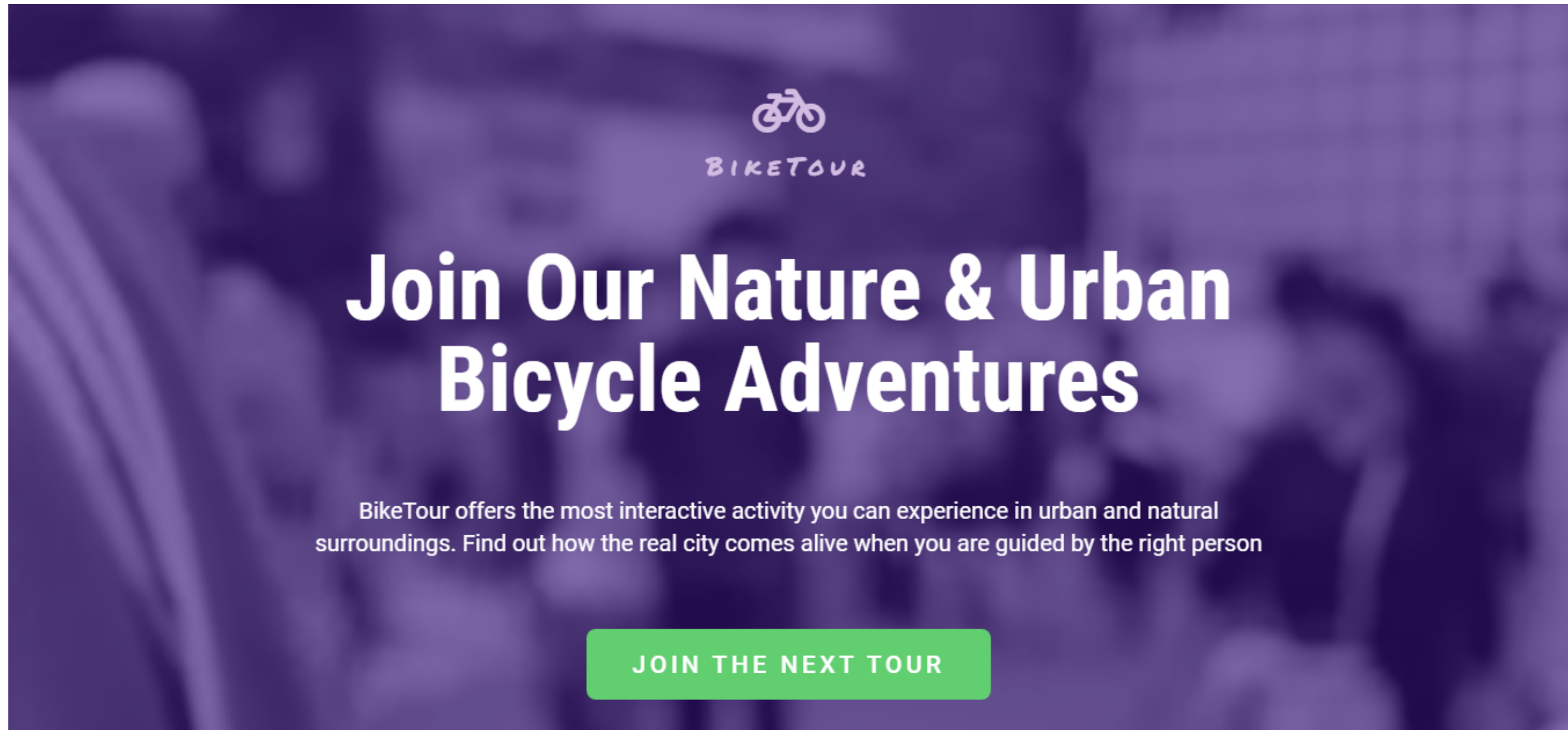
Jake Russel's attorneys represent employee claims lawsuits against discrimination, sexual harassment, or other violations of labor law.

Let us use our 30 years
experience to help your
legal claim

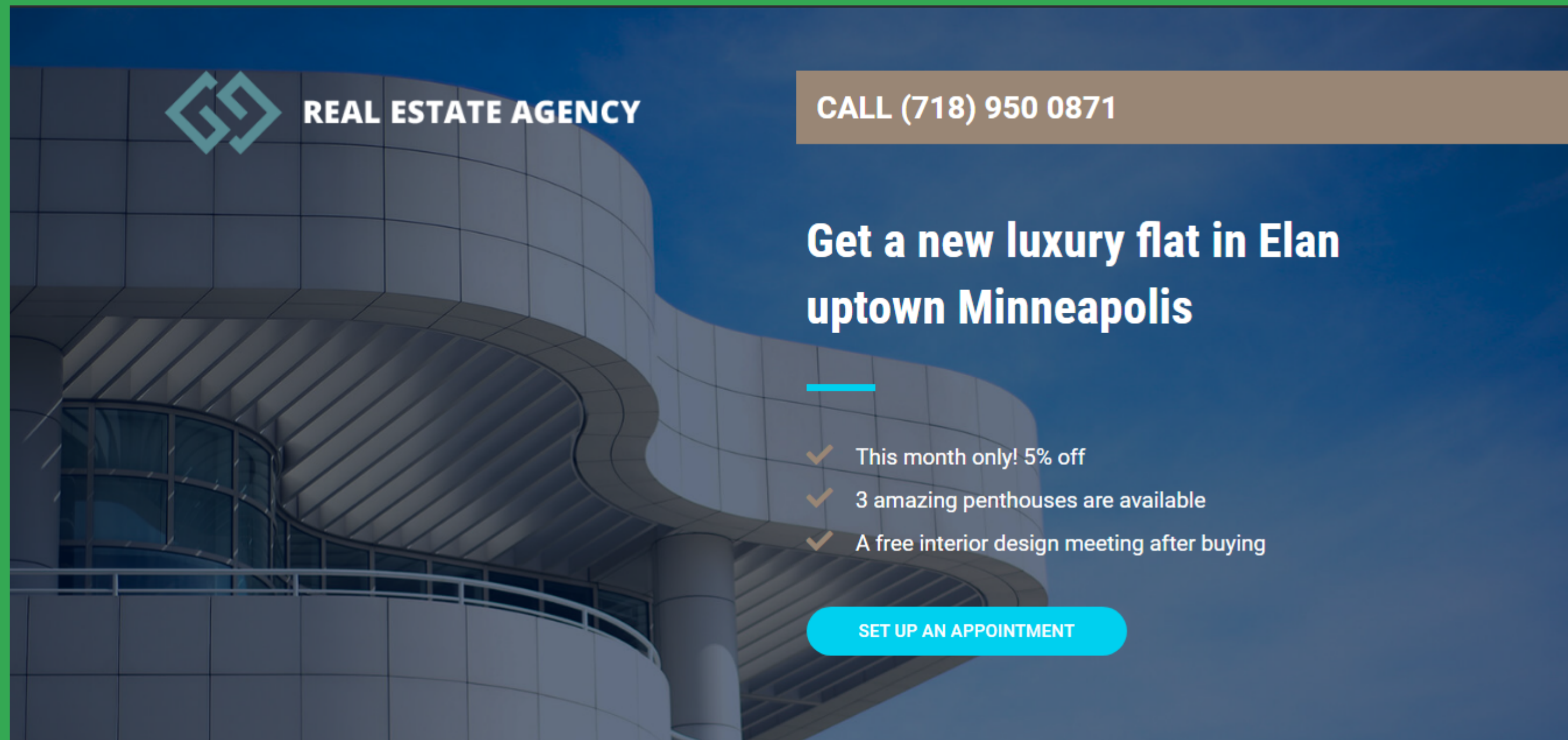
Please fill out the form and we will get back to you shortly.

Send message

3. Make sure your CTA button stands out. Use striking colors for your CTA button and place it somewhere easy to access.



4. Studies show the first 5 seconds is the most crucial time for your visitors. Make sure your visitor can understand what your page is about in 5 seconds.



Your landing page is a great way for you to get leads. These leads will turn to sales with the right techniques.

Keep these tips in mind and you'll have an awesome WordPress landing page. To a higher conversion rate! :)



About us

PluginPoets.com is the #1 provider of [premium WordPress plugins](#) and [ready-made WordPress sites](#).

Our mission is to help online entrepreneurs like you build WordPress sites that get traffic and sales.

Check out our [free online-business training](#) - and 2X your online business in half the time.