

Top 10 most common issues with newbie Landing Pages

If you want to increase sales and conversions on your landing page, you need to concentrate on fixing following issues, as these are the most common issues with landing pages and landing page MVPs:

1. Having enough traffic to be able to analyze results (at least 100/online test)--if you can't reach them to test, how are you going to reach them to sell later? Buy enough ads or increase your ad budget.
2. Headline that doesn't clearly identify what your product or service does (or, in other words, tangential headline) -- see [comprehension test](#)
3. Too-much text (without any apparent logical order and visual layout) -- research [AIDA](#)
4. Grade level of text is too high (especially for technical products)--see [Read-Able](#)
5. Lack of a single prominent call-to-action (either there is none or there are too many) -- count calls to action, see [Feng-Gui](#) for where visual focus is
6. Lack of proof -- see [Launch Tomorrow](#) chapter on landing pages for list of techniques if you don't have testimonials
7. Uniqueness & positioning compared to alternatives is not articulated -- see [Checkmate Matrix](#) and apply it to headlines of competitor's ads and headlines on landing pages
8. Inappropriate or suboptimal emotional tone of text: e.g. guilt...what emotional state will make it most likely for your prospects to buy your product? see the [Swiss Army Knife](#) described [over here](#)
9. The landing page is not mobile responsive and does not adapt to different form factors. Test on friends' phones and tablets (at least android and iphone).
10. The landing page loads too slowly (less than 2 seconds, ideally less than 1) use [Pingdom](#) real user monitoring (RUM) for actual web page load times