



Your Guide to Making Great Landing Pages for Tech B2B

June, 2024

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Critical Landing Page Elements for B2B



Value proposition

Personalisation

Clear Call-to-action (CTA)



Value proposition

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Personalisation

Recommendations

Highlight Your Advantage: Make your value proposition the first thing visitors see.

Why you?
(and not one of your competitors)

Specific &
Customer-oriented

Explains how your
product solves a
problem

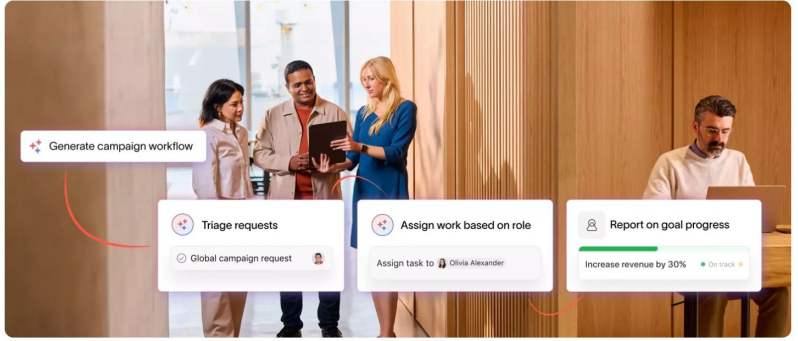
Deliver Specific
benefit

Use Authentic
Human-Focused Imagery
Over Generic Text

The #1 AI work management platform

With Asana, you can drive clarity and impact at scale by connecting work and workflows to company-wide goals.

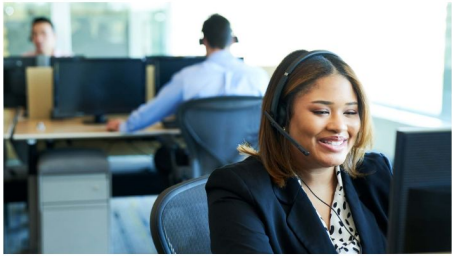
Get started See how it works



Improve Productivity with the Call Centre Software from Five9

Meet the needs of all sizes of call centres today and tomorrow.

- ✓ Improve legacy on-premises systems with a modernized cloud call centre solution.
- ✓ Enable your workforce with the power of practical AI and automation in the cloud.
- ✓ Deliver fluid experiences that empower agents and delight customers.



Get a Quick Quote

* Email:

* Country:

* Number of Agents:

* Yes, I would like to receive marketing communications regarding Five9 products, services, and events. I understand I can unsubscribe at a later time.

By submitting this form I agree that Five9 may process my personal data in the manner indicated above and as described in Five9's (Privacy statement).

Get a Quote

All fields are required.
By submitting this form you are agreeing to Five9's Privacy Policy and Terms & Conditions.
Your information is secure and will not be shared.

Build Trust with Social Proof: Feature reviews and awards from trusted sources like G2, Forrester, and Gartner

deel.

Hire employees worldwide with our endless EOR entities

Dive into global markets, scale fast, and provide a world-class experience for your international dream-team.

1 — 2 — 3

Get a demo

How many people work at your company?

Next →

Are you a contractor? [Sign up here](#)

ATEGA

All-in-one IT Platform

- Monitor unlimited devices
- Fixed price
- 5 minute onboarding
- 30-day free trial

Start Free Trial

No credit card required

Full control from one platform



THE UNDISPUTED LEADER IN REVENUE INTELLIGENCE

Customers across industries, geographies, and sizes trust Gong to drive revenue.

4.7 Gartner Peer Insights

4.7 G2

9.3 Trust Radius

Increase Confidence with Social Proof: Use testimonials and client logos to build credibility

monday.com Products Teams Platform Resources

Pricing Log in Contact sales Get Started →



"We use monday.com for a plethora of use cases, the opportunities this platform provides are limitless."

Jane Tham | VP of Collaboration Technologies
Universal Music Group

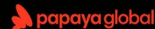
Bring teams together to drive business impact

Collaborate effectively organization-wide to get a clear picture of all your work. Stay in the loop with easy-to-use automations and real-time notifications.



"Since adopting monday.com, our global marketing department has seen a 40% improvement in cross-team collaboration."

Sarah Pharr | AVP Marketing
Genpact



Global payroll with 95% less manual work.

Say goodbye to repetitive manual processes. Papaya Global's AI-powered payroll & payments leave you free to focus on the bigger picture.

First Name*

Last Name*

Business Email*

Phone Number

Company Size

Book a Demo

Proudly powering



Increase Confidence with Social Proof: Use testimonials and client logos to build credibility

deel.

Global payroll you'll be pleased to use (and can run in minutes)

Ensure your international team gets paid quickly with the best in-house global payroll for direct employees, EOR, and contractors. It's the seamless experience you and your team deserve in one place with 24/7 support.

Get started

First name Last name

Company website

How many people work at your company?

[Book a Demo](#)

Contractor or employee? Sign up here

Top 100
MARKET LEADER
2023

Used by teams large and small with 25,000+ businesses across the globe (and counting)

JIBISOFT Brut. NIKE Klarna. shopify FOREVER 21 INTERCOM Revolut HERMES UBISOFT Brut. NIKE Klarna.

This is why 1000s of customers love Deel

Testimonial 1: Doug Ludlow, CEO, MainStreet. Rating: 5 stars. "We can bring on contractors in any country in minutes. Before discovering Deel, we were intimidated by hiring remotely. Now we can't imagine doing it any other way. Onboarding is super smooth, and the whole team loves the autonomy they get using Deel."

Testimonial 2: Grace McKenzie, Operations Leader, PostHog. Rating: 5 stars. "Deel enables us to hire, stay compliant, and pay a fully remote team. Deel makes it incredibly easy to hire international contractors and stay compliant in their home countries."

Testimonial 3: Ben Tossel, Founder, MakerPad. Rating: 5 stars. "Deel has made it SUPER simple for a small company based all over the world to hire and pay folks. The platform is extremely easy to navigate, really user-friendly and Deel support has gone above and beyond any requests we've had."



Value proposition

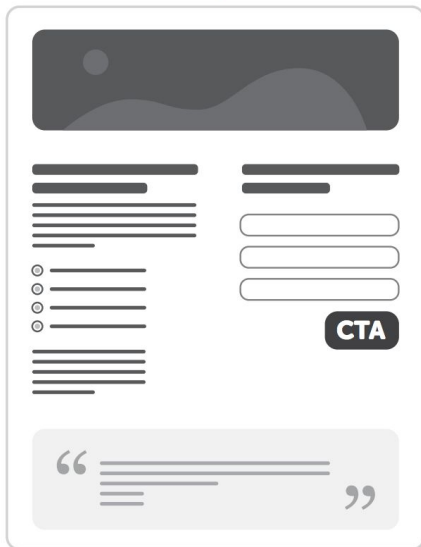
Clear Call-to-action (CTA)

Personalisation

Recommendations

Use “encapsulation” and “color contrast” to make the call-to-action stand out

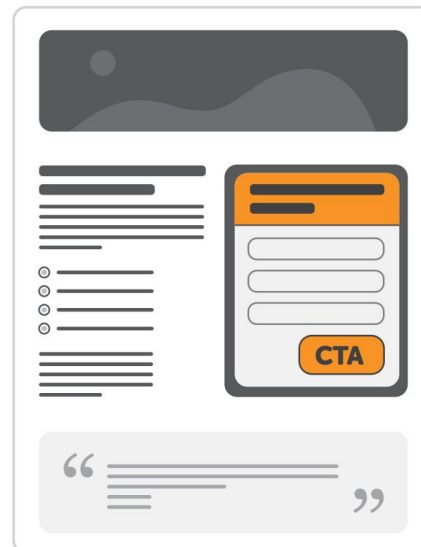
(no) Encapsulation



Encapsulation



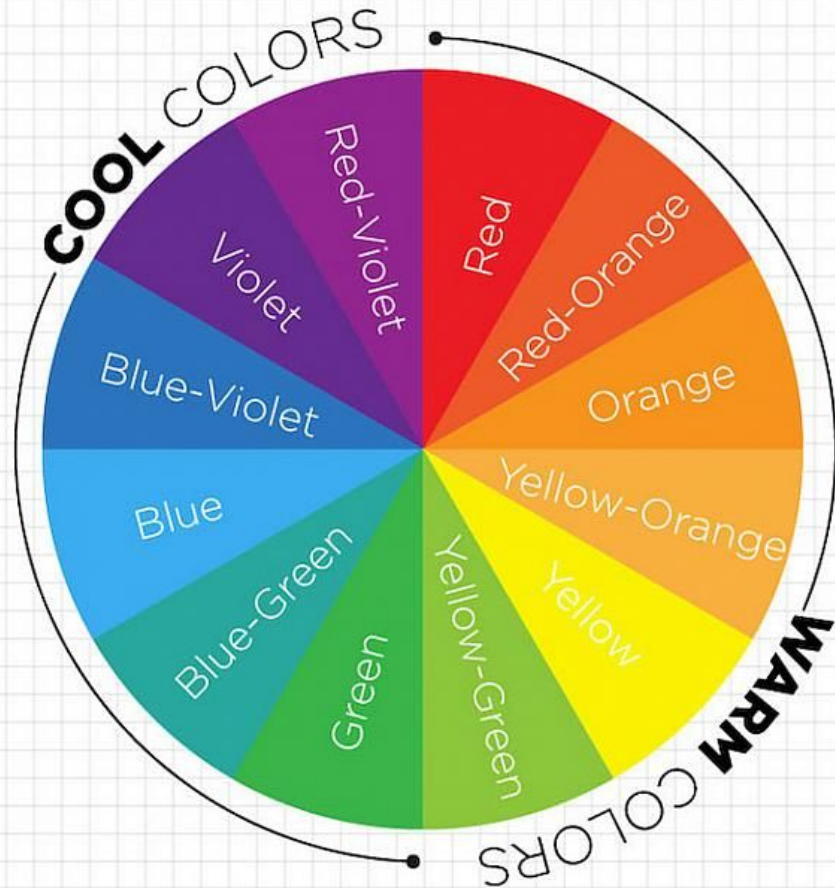
Colour Contrast



COLOR WHEEL

Boost Visibility: Ensure your CTA button pops by using contrasting colors.

Simply pick the color shown opposite to your site's background color from the color wheel and test it out



Example of “encapsulation” and “color contrast” CTA

HiBob

PLATFORM SOLUTIONS ABOUT RESOURCES PARTNERS PRICING LOGIN [REQUEST DEMO](#)

MODERN HR FOR MODERN BUSINESS

The HR platform that powers productivity, engagement, and retention.

[WATCH A DEMO](#)

995 reviews | 4.5 144 reviews | 4.6

Modern, fast-growing, global businesses love Bob

EDIA MULTI MEDIA™ what3words Huel® go1 Education Perfect riseUP oktopost unified

Oyster

How it works Pricing FAQs

Hire globally—without entities

Got your eyes on the world's best talent? Looking for a fast and compliant international employment provider to bring them aboard? Then you've gotta see Oyster's global employment platform.

[Book a Demo](#)

KNOW YOUR COSTS BEFORE HIRING

Gross salary	USD 90,000
Total cost	USD 110,000

Calculate your employment costs
Instantly calculate the total cost of employment around the world, including all taxes and deductions

MANAGE YOUR TEAM

Ana Matias
Portugal
Developer

Welcome Maria Santos

CONNECT YOUR EXISTING TOOLS

Additional ideas for testing

- Changing CTA copy makes a difference:
 - “Get Started” vs. “Start Free Trial”
 - “Book a Demo” vs. “Request a Demo”
- Test Benefit oriented call-to-actions ([Good UI](#) - loss aversion vs gains for CTAs / [Good UI](#) - benefit vs task buttons)
- Urgency is a powerful motivator, if done well (quantity and time limitations could be relevant for gated assets)



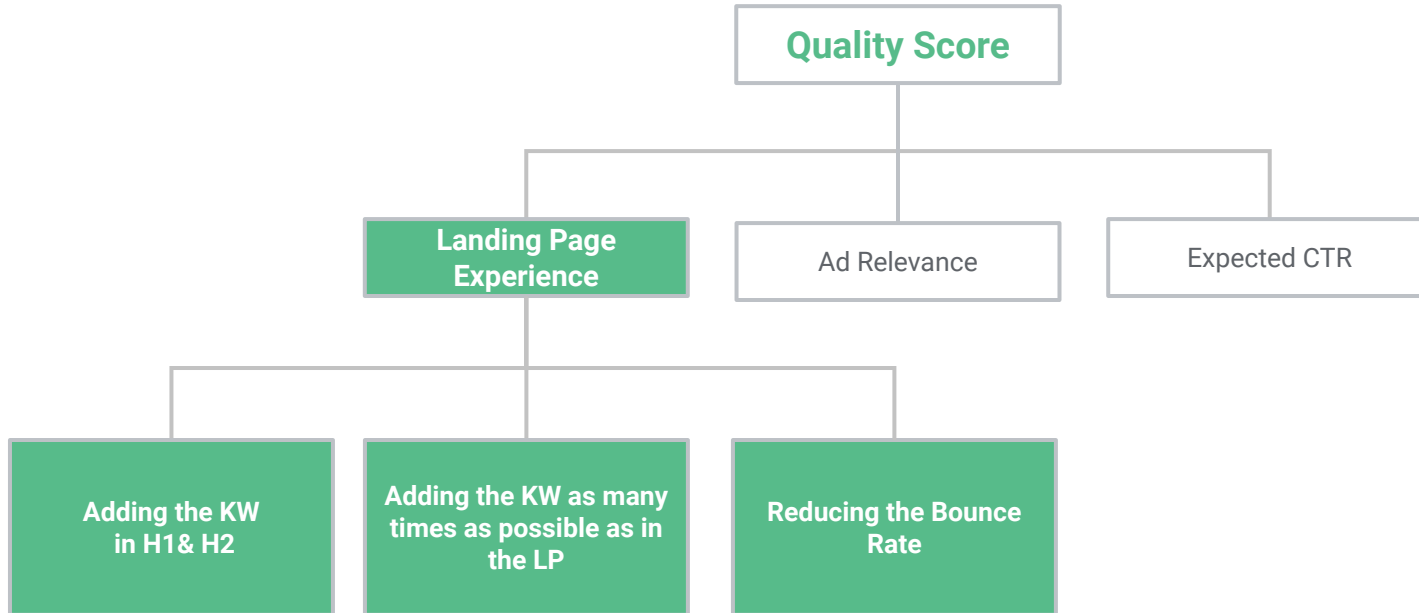
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Above Average Landing Page experience directly results in higher ROI on Google Search



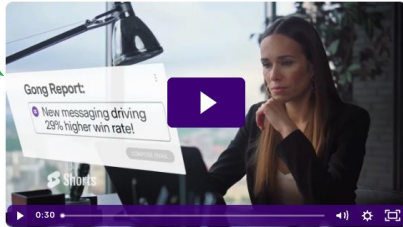
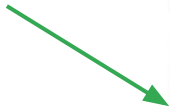
Engage with Video: Boost engagement and reduce bounce rates by incorporating relevant videos.



ACHIEVE YOUR REVENUE GOALS WITH GONG

AI-Powered Guidance To Help You Win More

Boost win rates, increase average deal size, and increase revenue per rep with Gong, the #1 Revenue Intelligence platform, custom-built for sales teams. Book your demo now and see why 4,000+ customers trust Gong to drive more revenue.



SEE GONG IN ACTION

Work Email:

I agree to the [privacy policy](#) including to Gong using my contact details to contact me for marketing purposes.

Book a Demo

SOME OF OUR 4,000+ CUSTOMERS



(*Video views on a LP could be leveraged as an additional signal and used as a conversion action for upper funnel activities)

Guide Users with Color: Use a color change to encourage scrolling.

The image shows a screenshot of the JFrog website homepage. The navigation bar at the top includes the JFrog logo, menu items for Products, Solutions, Pricing, Developers, Resources, and Partners, a search icon, and a 'CONTACT US' button with the phone number 1 (800) 986-4316. A prominent green 'START FREE' button is located in the top right corner. The main content area features a dark blue background with a city skyline and binary code. The headline reads 'JFrog as a DevOps Platform' with the subtext 'End-to-end control of your DevOps pipeline'. Below this are two buttons: a green 'Start Free' button and a white 'Book a Demo' button. A video player is positioned on the right side of the page, showing a busy city street scene with a play button overlay. Three red annotations with arrows point to specific elements: one points to the video player with the text 'Test blending a video in your upper scroll to hook and sustain user's attention', another points to the 'Book a Demo' button with the text 'Prompt a free trail on top of booking a demo', and a third points to the bottom of the page with the text 'Layout color change to prompt users to scroll down'.

Products Solutions Pricing Developers Resources Partners

CONTACT US
1 (800) 986-4316

START FREE

Test blending a video in your upper scroll to hook and sustain user's attention

JFrog as a DevOps Platform

End-to-end control of your DevOps pipeline

Start Free Book a Demo

Prompt a free trail on top of booking a demo

Layout color change to prompt users to scroll down

Make it clear there is more content to explore
and consider offering several options to engage with your website

The screenshot shows the HiBob website with several annotations:

- NEW! Go head over heels for Bob Hiring** banner with a **Get the scoop here** button.
- Navigation menu: PLATFORM, SOLUTIONS, ABOUT, RESOURCES, PARTNERS, PRICING, LOGIN, and a **REQUEST DEMO** button.
- Headline: **MODERN HR FOR MODERN BUSINESS**
- Sub-headline: **The HR platform that powers productivity, engagement, and retention.**
- Annotations and callouts:
 - "Offer to book a demo on the side if they want it, they will find it" points to the **REQUEST DEMO** button.
 - "Eye catching content instead of huge lead form" points to a screenshot of a user interface showing a feed of content (posts, analytics, etc.) instead of a large form.
 - "Immediate quality content that's easy to consume with watch a demo option" points to a **WATCH A DEMO (3:18)** button.
 - "It is clear that there's more content below" points to a row of five orange stars at the bottom of the page.

A slow-loading page is the quickest way to lose potential customers

Use tools like [Google PageSpeed](#) Insights to identify and fix bottlenecks

PageSpeed Insights

Copy link Docs

Mobile Desktop

Diagnose performance issues



Performance

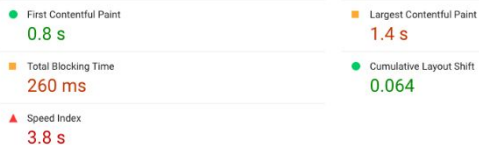
Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0-49 ■ 50-89 ● 90-100



METRICS

Expand view



Captured at 13 Jun 2024, 13:34 GMT+1 Emulated desktop with Lighthouse 12.0.0 Single page session
Initial page load Custom throttling Using HeadlessChromium 125.0.6422.154 with fr

View Treemap



Show audits relevant to: A1 FCP LCP TBT CLS

DIAGNOSTICS

▲ Minimise main-thread work - 2.3 s



Value proposition

Clear Call-to-action (CTA)

Personalisation

Recommendations

This is what your users see when they search for “customer experience” and click your ad

customer experience



!H#contentTitle_mkttoftxt 750 x 0

Forrester recommendations for your CX budgeting

According to Forrester research, 64% of CX leaders expect to have larger budgets in 2024 for CX initiatives. But where should they spend the funds? Which technologies will have the greatest impact? Which investments are important in people and skills? You can find the answers in this new report.

The report, titled “*Forrester Planning Guide 2024: Customer Experience*,” recommends investing to drive customer-focused action that supports an organization’s goals to turn around declining CX quality. For example, leaders should invest “more in tech to create and improve experiences, critical employee skills, unstructured feedback, and predictive modeling.”

Get your complimentary copy of the report now, so you can plan for success and growth in 2024.

Learn how to get ahead of the competition, including how to:

- Invest in top drivers of CX in customer service and contact center
- Improve interactions in real-time with journey orchestration
- Develop critical skills in analytics, journeys, and conversation design
- Cut spending on redundant technology
- Leverage unstructured feedback analysis

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[Submit](#)

Landing Page experience is “Below Average” for the top KWs Which impact our serving and drive up the cost

Search keywords Last 30 days May 11 – Jun 9, 2024 < >

+ Keyword status: Enabled Add filter Search Segment Columns Reports Download Exp

<input type="checkbox"/> ● Keyword	Match type	Status	Conversions	Cost / conv.	↓ Cost	Quality Score	Landing page exp.	Ad relevance	Exp. CTR
Total: Keywords in your current view ?			191.25	\$354.99	\$67,892.25				
<input type="checkbox"/> ● customer experience	Broad match	Eligible	112.37	\$346.23	\$38,905.43	3/10	Below average	Above average	Below average
<input type="checkbox"/> ● cx strategy	Broad match	Eligible (Limited) Rarely shown (low Quality Score)	16.00	\$382.47	\$6,119.51	2/10	Below average	Average	Below average
<input type="checkbox"/> ● customer experience management	Broad match	Eligible (Limited) Rarely shown (low Quality Score)	3.73	\$691.46	\$2,580.03	2/10	Below average	Average	Below average

Let's review some Basic recommendations we can implement

customer experience

The term "Customer Experience" in the image -> Make sure to include it as text

Your H1&H2 are the main influencers on LP Experience score - make sure it is set correctly and match it with the user intent -> Include the term "Customer experience" in H1 and H2 (not only "CX" as the Crawler refers to it as a different term even if it has the same meaning)

The term "Customer Experience" appears only one time in the LP - make sure to add it several times (in addition to H1 and H2)

h1#contentTitle.mktoText 750 x 0

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Let's review some tests ideas and best practices

customer experience

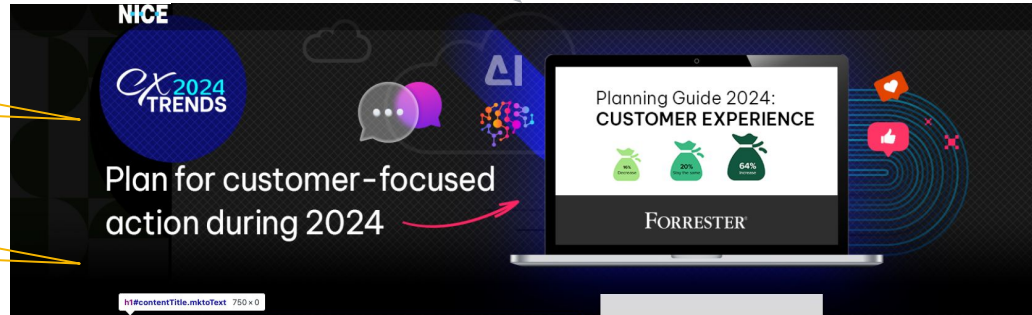


Add a clear value proposition
“Why should the user leave their details?”

Consider using Human-Focused Imagery

Can we shorten this text?
Who will read it?

Make the CTA Button Encapsulated and in a Contrast colour (use the colour wheel) ...Do we need “Get your guide” and “submit” ? -> consider moving “Get your Guide” instead of “Submit”



h1#contentTitle.mktoText 750 x 0

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Submit

Let's take a look at your competitors' LPs



customer experience



All

Images

News

Videos

Books

More

Tools

Sponsored



sap.com

<https://www.sap.com>

Discover Customer experience

SAP® **Customer Experience** — Understand Your **Customers** Better With AI-Powered Insights To Drive Conversions & Revenue. SAP® **Customer Experience** is an Integrated Suite of Industry-Leading CRM...

1

Sponsored



Qualtrics

<https://www.qualtrics.com>

Predictive Insights for CX | Leader Voice of Customer 2024

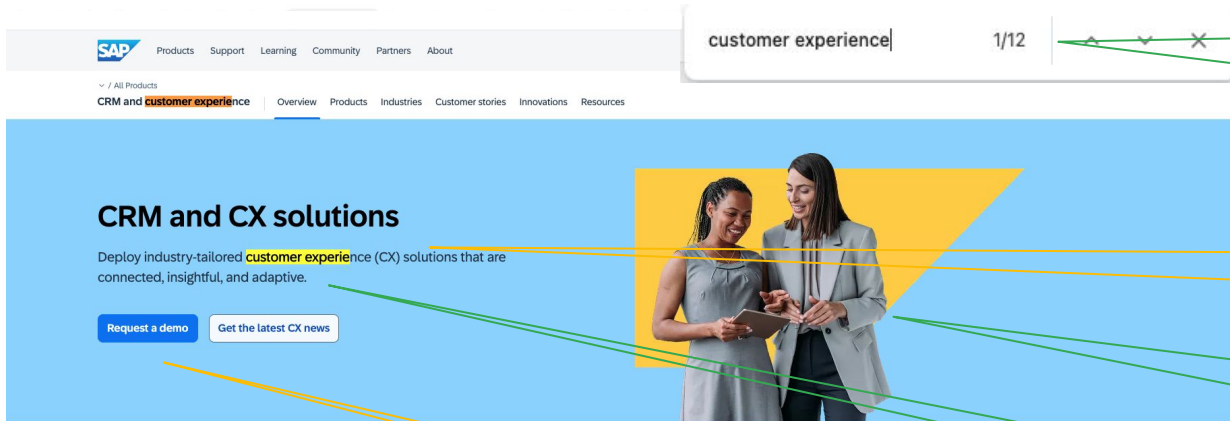
Capture feedback across channels. Shape campaigns with Qualtrics CX. The software designated Leader of Voice of the **Customer** 2024 by Gartner Magic...

[Voice Of The Customer](#) · [Customer Satisfaction](#) · [Customer Feedback](#) · [Digital CX](#)

2



1. SAP.COM LP - [Link](#)



The term “Customer Experience” mentioned 12 times on the LP

“Customer Experience” as a text Still room to add it as H1

Human-Focused Imagery

Clear Value proposition

Encapsulated CTA button

Intelligent CX and CRM technologies powered by 50 years of industry expertise

Industry-tailored to meet critical business needs, intelligent CX supports end-to-end processes to help you get the most from your SAP software.

E-commerce

Seize market opportunities and drive profitable growth by delivering innovative and engaging e-commerce experiences. Our solutions help you quickly launch new business models and adapt to change in an agile way.

[Explore the SAP Commerce Cloud solution >](#)

[Explore SAP Recommerce >](#)

[View all e-commerce solutions >](#)

Customer data

Crush revenue and growth targets with customer identity and access management, data privacy, and data management solutions that give you in-depth customer insights while reducing compliance risks.

[Explore SAP Customer Data Platform >](#)

[Explore SAP Customer Identity and Access Management >](#)

[View all customer data solutions >](#)

Marketing

Automate campaigns and execute on a global scale. Customer engagement solutions from SAP help you identify target audiences, deliver personalised omnichannel experiences, and measure your results.

[Explore SAP Emarsys Customer Engagement >](#)

Customer service

Sales automation

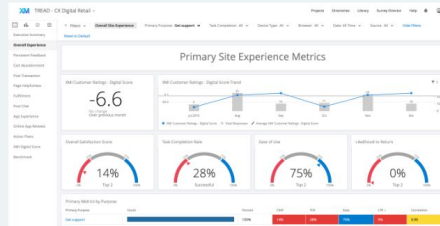
Artificial intelligence

1. Qualtrics - [Link](#)

qualtrics^{XM}

Qualtrics Digital Customer Experience

Qualtrics CustomerXM for Digital helps you understand how your digital experiences are impacting your customers so you can fix experience gaps, create interactions that are emotionally engaging, and better connect with customers so they want to return.



Get your personalized demo today

First Name *

Last Name *

Company *

Job Title *

Business Email *

Phone Number *

Country *

Yes, I would like to receive marketing communications regarding Qualtrics products, services, and events

By providing this information, you agree that we may process your personal data in accordance with our [Privacy Statement](#)

SUBMIT

The term “Customer Experience”
As a text in H1

The world's best brands turn to Qualtrics to deliver breakthrough customer experiences



jetBlue



Social Proof

Next steps

- Add the main terms (i.e- “Customer Experience”) in the image- > Make sure to include it as text
- Include the term “Customer experience “ in H1 and H2
- The term “Customer Experience” appears only one time in the LP - make sure to add it several times (in addition to H1 and H2)
- Make the CTA Button Encapsulated and in a Contrast colour
- Consider moving “Get your Guide” instead of “Submit”
- Add a clear value proposition “Why should the user leave their details?”
- Consider using Human-Focused Imagery
- Shorten the text

Thank you

Google