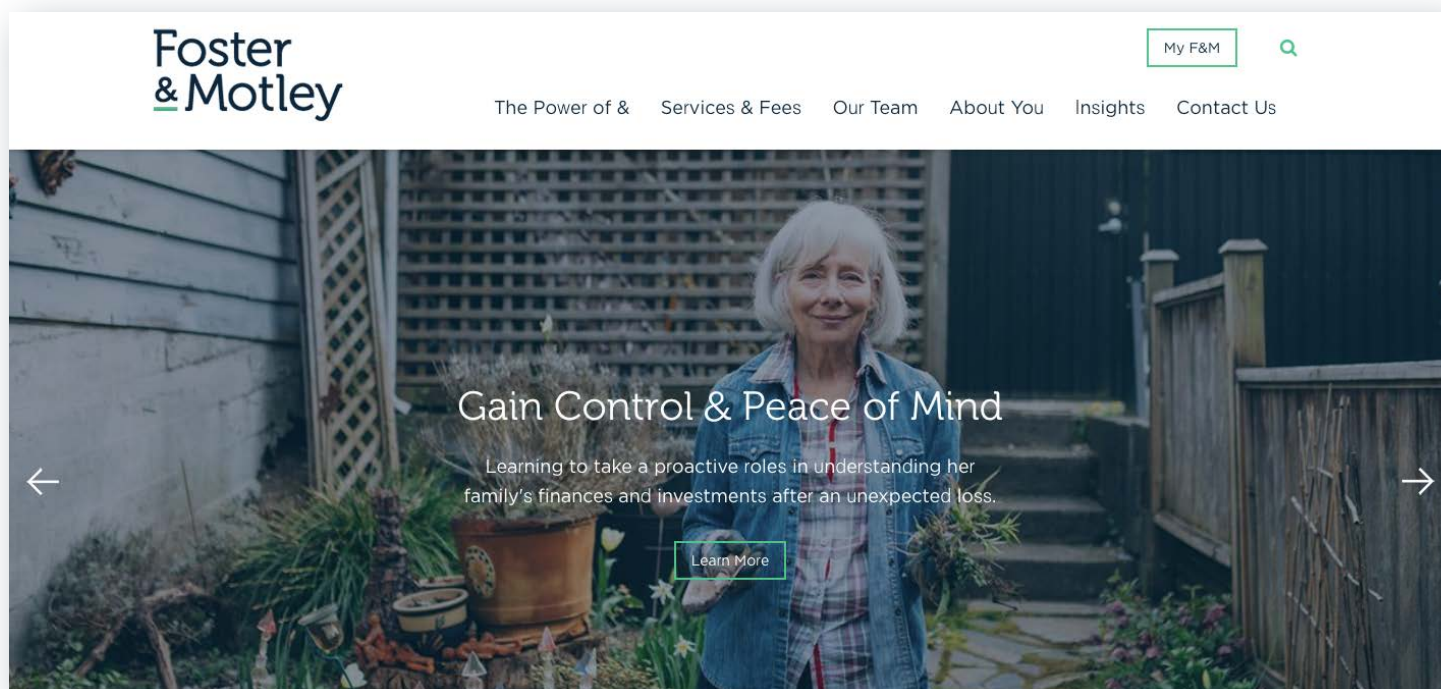


Is your website a lead capture machine?

First impressions are important, especially on the Web. Learn how to create a website that makes a strong first impression and helps you win more leads.

How to build a better landing page

The first page a website visitor comes to is called a landing page in Google Analytics. Your most common landing page is your website's home page, but savvy marketers often create special landing pages for each campaign or to reach a particular audience. No matter what approach you take, here are some tips for building effective landing pages.



5 tips for a winning landing page

Let's take a look at five features of a landing page that can help you win more leads.

- **Write compelling headlines:** Headlines do a lot of work for your page. Make sure you're getting them right.
- **Keep it simple:** Avoid clutter so that your prospective client will stay focused on your value proposition.
- **Signal your trustworthiness:** Website visitors are always looking for trust cues. Make sure your landing page sends the right message.
- **Provide a call to action:** What do you want your website visitor to do and how can they do it?
- **Capture leads:** Ultimately, your online marketing is about winning new leads. These tips will help you get started with your lead capture form.

LANDING PAGE STATS

Strong headlines get clicks: Traffic can vary by as much as 500% based on the headline.¹

One CTA is enough: A landing page with more than one call to action (CTA) can reduce lead capture conversions by 266 percent.²

Video increases conversions: In one study by EyeView, an education company A/B tested a landing page with an autoplayed video against one without a video. The video page gathered 86 percent more newsletter subscribers.

Write compelling headlines

Not only can a headline help you grab someone's attention, it's also a chance to communicate your value proposition and other important messages. Here are a few tips to help you write compelling headlines.

- **Think from a prospective client's point of view:** Develop ideal client personas and make sure your firm's client value proposition comes through in your headlines. Then you'll be able to write headlines that speak to your ideal client's needs.
- **Be clear:** Long, confusing headlines will cause you to lose people.
- **Be relevant:** It's tempting to write something provocative, but if it's not what your firm actually delivers, your visitors will feel cheated.
- **Consider asking a question:** If prospective clients think you understand their questions and have the answers they're looking for, they'll keep reading.
- **Consider starting with "How to":** Who doesn't like quick and easy tips on the Internet?
- **Be yourself:** People are not only investing their money in financial products. They're also investing in you.

Headline examples

Weak	Stronger
XYZ Advisors has more than 100 clients	Your individual investment goals are our mission
The fiduciary standard is a complex idea, that's why we feel it's important to talk about it at a first meeting	Why the fiduciary standard matters to your success
Got Financial Advice?	How not to "fumble" your estate planning

Prospective client's point of view

The screenshot shows the PLANCORP website. The header includes the logo, navigation links (Services, Team, About Us, Insights, Contact Us), and a 'Get Started' button. The hero section features a blue background with the headline 'A new kind of financial planning firm' and a sub-headline: 'With no sales quotas, commissions or books of business, you can be sure our focus is on you.' A 'Read more' button is positioned below the sub-headline. To the right is a photograph of a woman hugging a child on a beach.

Clear

The screenshot shows the PITTENGER & ANDERSON, INC. website. The header includes the logo, navigation links (HOME, OUR APPROACH, FEES, ABOUT, BLOG, RESOURCES), and a 'CONNECT' button. The hero section features a photograph of a family (a man, a woman, an older woman, and a child) sitting at a table outdoors. The headline reads: 'The confidence your money is looking for'. Below the headline is a sub-headline: 'Most financial advisors are not required to put your best interests first at all times. Discover our *fee-only* and *fiduciary* difference.' A 'PLAY VIDEO' button is located below the sub-headline. At the bottom of the hero section, it says 'Your financial advocate for *life*.'

Relevant

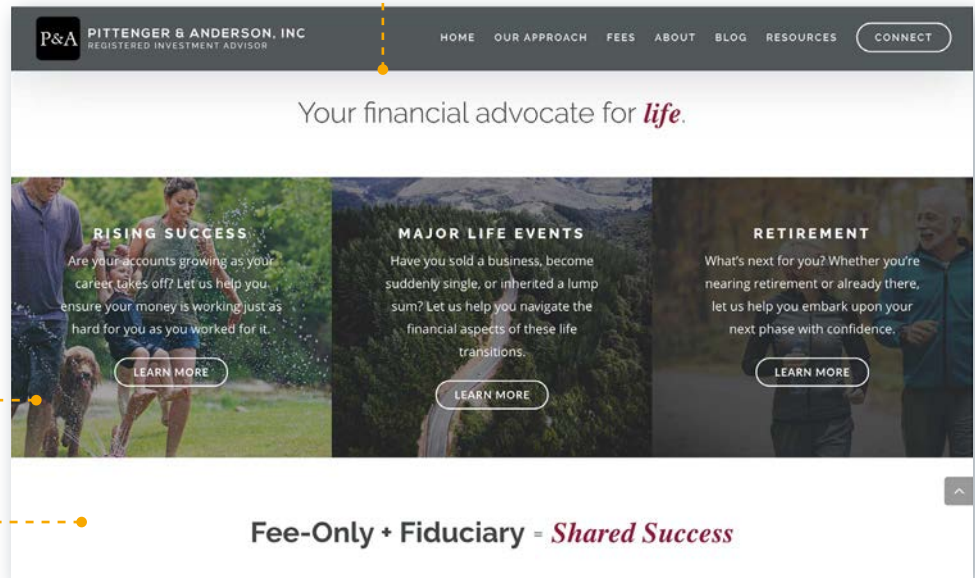
Keep it simple

The simpler your landing page is, the better. That means keeping the word count low, not cluttering the space with too many images, and using “white space” to focus a viewer’s attention.

Inviting imagery

White space

Clear messages

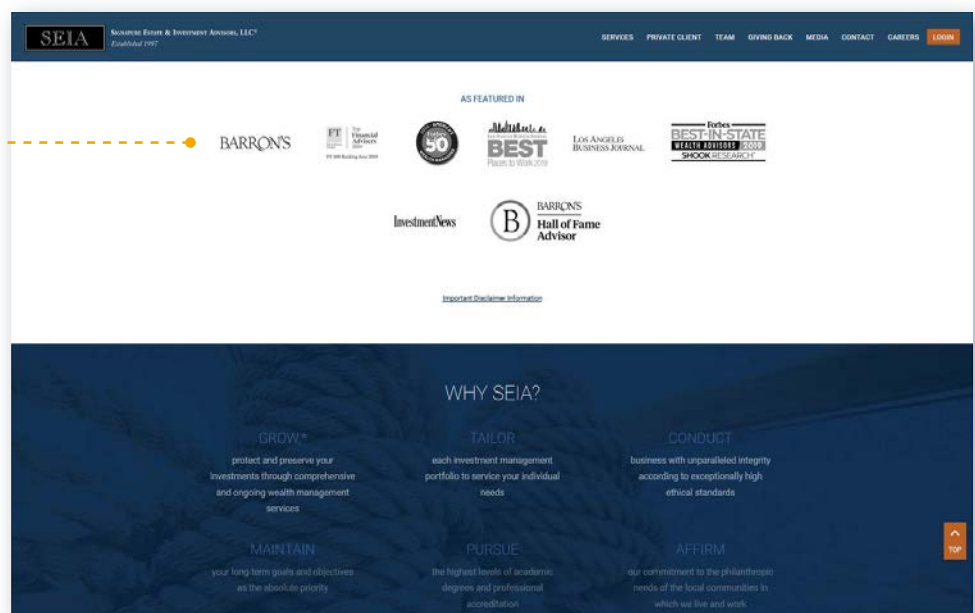


Signal your trustworthiness

Real trust is earned over time, but first impressions can set a foundation for trusting relationships. Here are a few ways you can help your website visitors feel more confident in your firm.

- **Use stats:** Consider using interesting research about investor behavior, retirement readiness, or other relevant topics. Just make sure you’re using reliable statistics and that you cite your sources.
- **Post badges:** By associating yourself with brands people know and trust, your firm can also gain a degree of trust. Partner logos and awards are valuable trust builders.
- **Link to your privacy policy:** Your commitment to protecting client data is an important signal that you are committed to your clients’ well-being. A link to your privacy policy at the footer of every page shows you’re proud of the steps you’re taking to protect their data. You can learn more about how to protect client data at Schwab’s [CyberSecurity Resource Center](#) (login required).

Leading publications, awards, and rankings

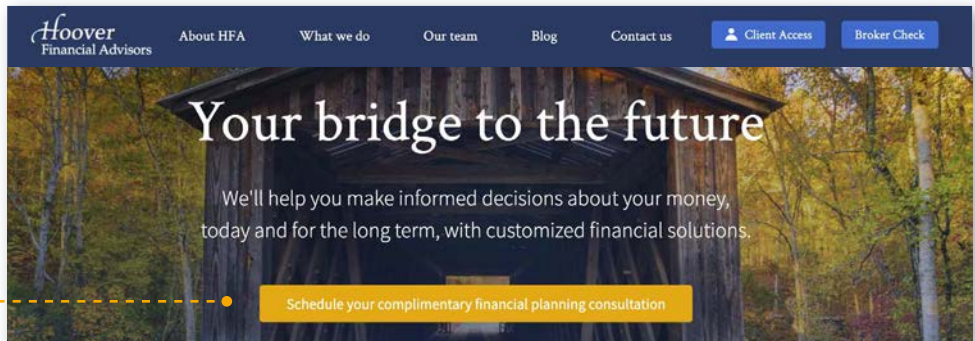


Provide a call to action

Once prospective clients arrive at your website, how do you get them to schedule a meeting? A clear call to action (CTA) helps them focus on taking the next step and helps you deliver a return on your website investment. Here are some tips for your CTA.

- **Make it a button:** An easy-to-see button will deliver many more actions than the same text without a button.
- **Position:** Don't put your CTA too early on the page. If you ask prospective clients to take action before they understand why it matters, you risk losing them.
- **Size:** Your CTA needs to be prominent. If prospective clients don't see it, they won't click!
- **Color:** Bright or contrasting colors can help your CTA stand out.
- **Copy:** Simple, action-oriented copy helps prospective clients understand what to do next. Just make sure your CTA doesn't sound like all of the other CTAs on the Web.

Clear and specific message in bright colored button

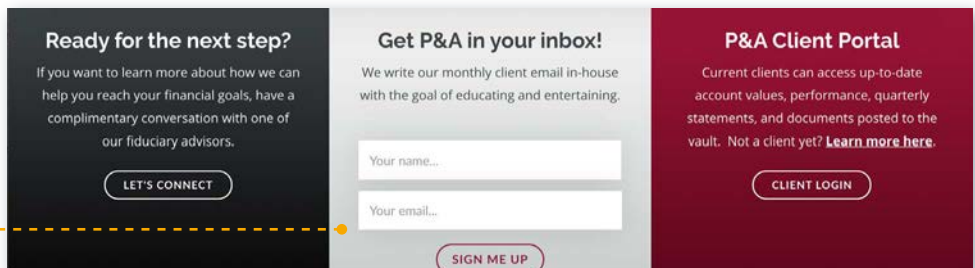


Capture leads

If a prospective client comes to your website but you don't know who they are or how to follow up with them, you're missing an opportunity. Here are a few tips for designing an effective lead capture form. Just make sure you have processes in place to manage lead information and follow up with them.

- **Don't ask for too much:** For a first contact, you just need a name, phone number, email address, and a good time to reach them.
- **Give them something they want:** A smart lead capture strategy is to offer a trade—your prospect gives you their contact information and you give them valuable information to help them get started planning their financial future.
- **Placement is important:** Your lead capture form should stand out, but you don't want it to crowd out the primary messages and images.

Form stands out and only requests a couple basic pieces of information



Take the next step

Make sure your website shows up when prospective clients search for an advisor. Read our PDF "Helping prospective clients find you online" to learn quick tips for boosting your web presence.

Talk with your Schwab representative or visit advisorservices.schwab.com to find more resources to support your marketing and business development efforts.

¹ Source: "5 Data Insights into the Headlines Readers Click"

² Source: "11 Stats: Why Your Landing Page Doesn't Convert"

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