

8 Landing Page Tips for Non-Profits and Small Businesses

Landing pages are critical to any good inbound marketing effort.

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At ONE, we achieve change through advocacy. We hold world leaders to account for the commitments they've made to fight extreme poverty, and we campaign for better development policies, more effective aid and trade reform. We also support greater democracy, accountability and transparency to ensure policies to beat poverty are implemented effectively.

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Here are eight tips you can use to create landing pages:

1. Clear, concise, compelling headlines
2. 2-3 sentences about the offer/value
3. 3-5 bullet points about the benefit(s)
4. Form with 3-7 relevant fields
5. Easy-to-notice call to action
6. Relevant or compelling image
7. Social sharing buttons
8. On "submit," directs to a thank you page.

Your Turn

There are many elements to a good landing page, but to make them great and to increase conversions takes more than just great layout. What would you add to this list to increase engagement?

Additional Resources

- [8 Landing Page Tips for Non-Profits and Small Businesses](#) (Free Download - tips and examples)

8 Landing Page Tips for Non-Profits and Small Businesses

- [How To Make Great Landing Pages](#)
- [Building Effective Landing Pages](#)
- [8 Brilliant Landing Pages Examples You Need to See](#)