

How To Create A Speaking Landing Page That Converts

A Checklist for Keynote Speakers

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Introduction

When creating a keynote speaking landing page that converts, we need two things: **clarity** and a focused **call to action**.

Much like speaking, a landing page should tell a story. In that story, you're the guide, and the visitor to your page is the hero of the story. As the guide, you need to show the visitor that your wisdom, guidance, and direction are the solutions to their problems. As the hero, the visitor is choosing you to solve a problem for a community of people (their audience). As the guide, you're showing the hero the next steps they should take and why it's worth listening to you.

In light of these goals, a focused suggestion to the visitor, or "call to action," is especially important. A call to action recommends a next step for him or her, such as "Book a Free Discovery Call" or "Contact Us". When you're creating a landing page, keep it simple with a single call to action. The more options you put in front of somebody, the longer it takes to make a decision, so don't include 500 different ways to contact you. In the speaking industry, a good call to action can simply be "Talk to [insert your name]". Upon clicking this button, the visitor is then directed to a page on which they can schedule a discovery call with you. Remember, the clearer and quicker you make the experience of booking a call, the more likely your page's visitors are to do so.



Additionally, the landing page should be visually appealing and should load quickly, ideally under 3 seconds. This is largely because, on average, a user will have made a decision as to whether or not they are interested within 50 milliseconds. That gives you 50 milliseconds to create a good first

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impression. In light of this time crunch, don't settle on design or speed when it comes to your landing page. Although seemingly frivolous, focusing on these two things can be the difference between 6 and 7 figures in revenue, at the end of the year.

Finally, the story you tell on your landing page needs to be clear and concise. Above all, your landing page should demonstrate who you serve, how you serve them, and how your page visitor can get in touch with you (so you can serve them too).

Now that we have the basics out of the way, let's take a look at the checklist for creating a keynote speaking page that converts.

Speaking Landing Page Checklist

- You're not using your homepage as your landing page. This is a marketer's heart attack.
- Your landing page focuses on one deliverable (call to action).
 - Your landing page doesn't have a navigation bar. A logo is fine but make sure it doesn't link to the rest of your website. If the user is curious enough, they'll search for you or type in your website URL.
 - Your landing page doesn't have social links.
 - The only option for the visitor of your landing page is to continue with the action that you want them to take (phone, email, schedule discovery call, fill out form.)
- Visitors immediately understand your offer.
 - Your landing page does NOT have a headline that contradicts any text on the page or an ad/email the user may have clicked to get to the landing page.
 - All written content on the landing page is valuable to the visitor and supports the action you want them to take. Think about addressing the problems/pain points of the visitor and how you can guide them to the solution.
 - All images, videos, and animations are valuable to the visitor and relevant to the text on the landing page.
- Make your call-to-action (CTA) compelling.
 - Your CTA button is impossible to miss.
 - You've used a contrasting color and provided ample negative space around your CTA.
 - Your CTA is repeated at multiple scroll depths of the page.
 - You've created an eye path to the button with arrows or another design element pointing to your CTA.

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Speaking Landing Page Checklist

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- Your CTA isn't generic, expressly reiterates the offer and implies action.
- The CTA uses first person pronouns, action-oriented verbs or a combination of the two.
- Your form is friendly and easy to complete.
 - If you're using a scheduling tool like Calendly, when creating the form, only ask for information you need to follow up. Don't make the form a quiz.
 - Use as few fields as possible that gets you the information you need.
 - Your form is neatly arranged and doesn't force the visitor to make decisions. Remember, more decisions, more time, less conversions.
 - Every field is clearly labeled.
- One or more forms of social proof are featured on the page to increase the trust factor. This means you've included one or more of the following:
 - Previous client testimonials
 - Reviews
 - Customer logos
 - Trust seals (awards, accreditations, etc.)
 - Media features "as seen on"
 - Social media posts created by fans and customers
 - Privacy policy link
 - Numbers (downloads, customer count, etc)

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Speaking Landing Page Checklist

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- Use video on your landing page.
 - Make it personal, raw, and not highly edited.
 - Make it short 2-3 minutes of why they should complete your call to action.
 - State the call to action in the video and point in the direction of the button or form on the page.



Nice! Your shiny new landing page is good to go!