

This sheet is a handout material from Udemey course:

[Essentials of Software-as-a-Service \(SaaS\) Business.](#)

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High-Performing Landing Pages and CTAs

Earlier in the course, we looked at landing pages in the context of MVPs. At this point, your product exists, and your goal is no longer validation - it's conversion. So a landing page is a dedicated web page that a visitor "lands on" after clicking a link, usually from an ad, social media post, email, or affiliate. Unlike your homepage, which has many goals and links, a landing page has one clear purpose: **to drive a specific action**. This could be signing up for a free trial, requesting a demo, downloading a resource, or making a purchase.

High-performing landing pages follow proven best practices in design, and psychology. Let's see what makes a landing page convert at a high rate.

1. Clarity in Value Proposition:

The moment someone lands on your page, they should **immediately grasp what your product does and why it's valuable**. A strong, concise headline and supporting subheadline are key. Use plain language that speaks to the user's needs. A rule of thumb is **if a visitor can't tell what you offer within 5 seconds, the page is failing at clarity**.

2. Visual Focus and Simplicity:

Your landing pages should be clean and without distractions. Remove or minimize top navigation and external links that could lead visitors astray. Keep plenty of white space and break up text with visuals or bullet points to avoid information overload. According to research, **landing pages between 500 and 1,000 words tend to perform best**. That's enough content to persuade, but not so much to overwhelm.

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SaaS products often require a significant commitment, so longer pages with more info can be justified. Even one study shows **long landing pages can generate up to 220% more leads than shorter ones**. The key is to make a long page *skimmable* – use headings and short paragraphs.

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3. Strong, Clear CTAs (Calls-to-Action):

Now let's take a look at CTA or "Call-To-Action". This is usually a **button or form that represents the conversion goal** – "Sign Up Free," "Get a Demo," "Download the Guide," etc. Now let's explore the best practices you should keep in mind when creating a CTA button.

- ***Make it Prominent:***

Use a contrasting color that stands out on the page for your primary CTA button. If your site's palette is mostly blue and gray, perhaps the CTA is a bright orange or green – something that catches the eye.

- ***Wording Matters:***

Next, use action-oriented language. For example, a button that says "Start My Free Trial" is effective – the user reads it as *I want to start my free trial*. Avoid generic words like "Submit" on forms. It's been found that using the word "Submit" can slightly decrease conversions - one statistic says it can reduce conversion **by 3%**.

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Instead, be specific and use: "Get Started," "Create My Account," or "Schedule a Demo."

- ***One Primary CTA per page:***

Next, having too many different CTA buttons on one landing page can confuse visitors. *Focus on one main action*. If you have secondary actions - like "Learn More" - they should be clearly less visually emphasized. A classic mistake is putting multiple buttons. Even one study noted that **having multiple offers on a landing page can significantly reduce conversions**.

- ***Frequent CTAs on Long Pages:***

On longer pages, it's smart to have CTA appear multiple times – usually at least at the top and bottom. If the page is really long or segmented by features or benefits, you might insert a CTA after each major section or at logical breaks. The idea is no matter where they scroll, the user is never far from a CTA button. Just ensure it's the *same action*, repeated – not different offers each time.

- ***Consider Sticky CTAs:***

And finally, some pages use a **sticky header or footer that contains the CTA**, so as the user scrolls the CTA is always visible. But test this for your audience. Sometimes it can be too pushy.

4. Persuasive and Relevant Content:

Let's proceed to the content. Landing page needs to address the visitor's questions and motivations. This often includes several things.

- **Benefits & Features Section:**

Highlight 3-5 key benefits of your product with short descriptions. Explain **how it solves the visitor's problem**.

- **Social Proof:**

As I mentioned previously, social proof is extremely powerful for conversion. Include elements like customer testimonials, logos of well-known client companies. Also, if applicable, mention the number of users or usage stats.

- **Images or Videos:**

People process visuals faster than text. You can include screenshots of your SaaS interface, so users get a feel of it. Many landing pages feature a short, 2 minutes long video that either demonstrates the product or shares a customer success story. According to researchers, **landing pages with video can increase conversion rates by up to 86%**.

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If using video, keep it concise and ensure it communicates the main value propositions quickly - because not everyone will watch fully.

5. Forms and Fields:

If your conversion action requires a form - for example, downloading an eBook - the design of that form influences conversion.

- **Keep Fields Minimal.** Only ask for what you really need at this stage. Each additional form field tends to reduce completion rates. One stat suggests removing a single form field can increase conversions by up to 50%.

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For a trial signup, maybe just name, business email, and password are enough – do you really need a phone number or company name up front? Perhaps not. For a content download, maybe just name and email. When asking for info, reassure visitors their info is safe.

- **Form Placement is also important.** If it's a short form with up to 3 fields, you might place it right on the landing page. If it's longer, you can use a CTA button that will lead to a second page.

6. Personalization and Relevance:

If possible, tailor the landing page to the source or audience segment. This is a more advanced tactic but extremely powerful. For example, if your affiliate link or ad knows the visitor's industry, the landing page headline could include that. There are many tools to dynamically swap text or images based on URL parameters or other data. According to research, **personalized CTAs convert 202% better than generic ones.**

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Services like Unbounce or Instapage allow you to create many variants of a page for different keywords or segments easily.

7. Testing and Iteration:

Finally, high-performing landing pages are rarely perfect from the get-go. SaaS companies employ **A/B testing** to refine them. You might test different headlines, different images, form lengths, CTA colors, etc., measuring which variant yields a higher conversion rate. When testing, change one element at a time to attribute differences properly.