

# BUILD A CRAZY HIGH CONVERTING LANDING PAGE

5 experts share valuable tips



Founder and Chief Optimizer  
GetUplift

## TALIA WOLF

'The most high-converting landing pages are customer-centric. They focus on identifying their visitor's pain, understanding it and solving it for them.'

## PAUL ROUKE

'Set-up HotJar on the page, including a feedback poll asking the question: Is there anything that you expected to see missing on this page?'



Founder & CEO PRWD

## PAUL BOAG

'It is so tempting to get sucked into clever techniques and imaginative solutions when in truth people will pick easy every time.'



User Experience & Service  
Design Consultant

## JONATHAN AUFRAY

'Focus on benefits, not features. People don't want to know what your product does, they want to know the problem it solves.'



Co-founder & CEO  
Growth Hackers

## DAVID SHAW

'Make the CTA clear about what happens next when clicked and either have social proof or scarcity signal close to the CTA to improve CTR.'



Digital Marketing Manager  
Eldon Insurance Services Ltd