

## High-converting landing pages typically need 3 things:

1. **Smart copywriting.** This is important in all your marketing. But especially for your landing page. For more on why copywriting matters and how to get it right, check out [Copywriting: The Definitive Guide](https://backlinko.com/copywriting-guide).
2. **A great, clean design.** Remember, your landing page has ONE goal: conversions. Every single thing about it should help with that. Cut away anything that doesn’t.
3. **The 5 sections below.** If you’re offering something for free, you may be able to simplify things even more. (For example, my own [newsletter page](https://backlinko.com/newsletter) uses a simplified version.) But if money is involved, you’ll need to make your case with more “show and tell”.

## Now, here’s your landing page template.

Replace the example text in each section with your own.

**Headline, stating a clear outcome that people will get from signing up or purchasing:**

*Proven SEO Tips Straight to Your Inbox*

*Learn How to \_\_\_\_\_ Like \_\_\_\_\_*

*We’ll Double Your Traffic in 30 Days, Guaranteed*

**First CTA with a compelling offer, letting them know exactly what they’re going to get.** (This is a great place to put a signup form, if your goal is to get email subscribers. But if you’re offering a high-dollar item for sale, it’s better to put your first CTA lower on the page.)

*Get access to exclusive tips, strategies and case studies not found on the blog.*

**Social proof**

*Join 110,424 Others That Get My Weekly SEO Tips via Email*

*[You can also include logos of companies who subscribe or are your customers, media outlets you’ve been featured in, and/or testimonials.]*

**Other details, especially if you’re trying to sell something. If you’re offering something for free, you may be able to skip this section.**

*[More background info about yourself, your product or service. The more expensive it is, the more details you’ll usually need to include. Don’t be afraid to include a LOT of details for big-ticket purchases.]*

**Final CTA, either simplified, the same as before, or with a different angle:**

*Sign Up*

**Optional bonus: exit intent popup:**

*Free Guide: The Definitive Guide to SEO This Year*

*Proven strategies to help you get higher rankings.*

I hope you enjoyed this landing page template. Remember, you can find 20+ other marketing templates [right here](https://backlinko.com/templates).

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