Make Your Landing Page Get More Calls

THE BIG IDEA

A landing page has one job: get a qualified person to take one action. Keep it simple, keep attention on that action, and cut anything that doesn't help.

Part 1: The top of the page

What a visitor sees first, in order.

01 **Headline: stop them and promise a clear result.**
Say the outcome they want, plainly. If it doesn't grab them, nothing below it matters.

02 **Sub-headline: add context.**
It explains the headline. Together, the two should work like a video title and its thumbnail.

03 **Hero image: show proof of the result.**
Show the thing they will get, or the outcome they want. Add real human faces where you can.

04 **Button: what they get and how.**
Say what happens when they click, and nothing else. Think "Get my free quote."

05 **Form: ask for only what you need.**
Collect enough to know they are a fit, even if that is four or five fields. Past five, split it into steps.

Part 2: Everything else

Less is how the page stays focused.

01 **Add faces, not just polish.**
After 240 websites, David Sassower saw winning designs put more human faces everywhere. Fancy visuals without faces did not matter to buyers.

02 **Answer the top 3 doubts.**
If you use bullets below the fold, make them the three biggest objections, most common first.

03 **Put proof underneath.**
Reviews and testimonials can go lower on the page. Don't let them crowd out the main action.

04 **Keep the rest blank.**
White space sends all the attention to the one thing you want them to do.

05 **Short, fast, mobile, and legal.**
Longer pages tend to convert worse. Compress images, check it on a phone, and add your legal text.

> "If it doesn't increase opt-in percentage of qualified leads, cut."
>
> Alex Hormozi

DO THIS WEEK

- ☐ Read your page top to bottom on your phone. Circle anything that doesn't push toward the call or quote.
- ☐ Rewrite your headline to promise one clear result, and cut every form field you don't need.
- ☐ Swap one stock photo or graphic for a real photo of you or your crew.

Ask monthly: Does this page get more qualified calls than last month?

Source: Alex Hormozi, *Alex Hormozi*, "How to Make Your Landing Page Suck Less"; David Sassower, *Instagram*, "Add human faces across your website"