

LANDING PAGE  
COPYWRITING  
**DEEP DIVE**

by



**STACKED MARKETER**

[www.stackedmarketer.com](http://www.stackedmarketer.com)

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## What to expect from this deep dive

We analyzed over 3000 landing pages to answer the following question:

“What do high-converting pages have in common?”

Unfortunately, we do not have first-party data on how well these landing pages convert. To determine the likelihood of a page converting, however, we used several proxy metrics:

- **Examining landing pages that receive a lot of traffic from ads.** Those landing pages have “skin in the game” and a huge incentive to convert someone right on the spot or they’ll lose money.
- **Looking at companies that exist for a longer period of time.** Since these companies have iterated their landing pages over the years, their final version probably converts better than their original version. We have a lot before-and-after versions of different landing pages to demonstrate some principles as well.
- **Seeing if the landing pages use evidence-based “best practices”.** We’ve taken the best data-driven practices from companies that conduct thousands of landing page experiments (such as MarketingExperiments) and base their recommendations on actual evidence.

This deep dive has 5 sections, 31 principles and 150 examples. Let’s start with the one that’s simple (but not easy) and almost everyone gets wrong.



## 2. Write headlines that clearly describe ONLY your product

**Why this works:** When you don't clearly describe your product and what it does in the first headline, people become confused. As we know, confused people don't buy.

Many marketers make the mistake of writing headlines that could potentially describe thousands of products, leading to confusion.

**Examples:** Take a look at the first headline below:

Investing, made creative.  
**Composer allows you to create custom automated investing strategies.**

**The problem:** How many products does the headline "investing, made creative" describe? 100? 1000? A million? Now take a look at the current headline for this product:

**Composer is an automated trading platform.**  
Build a portfolio of hedge fund-like strategies. In a snap.

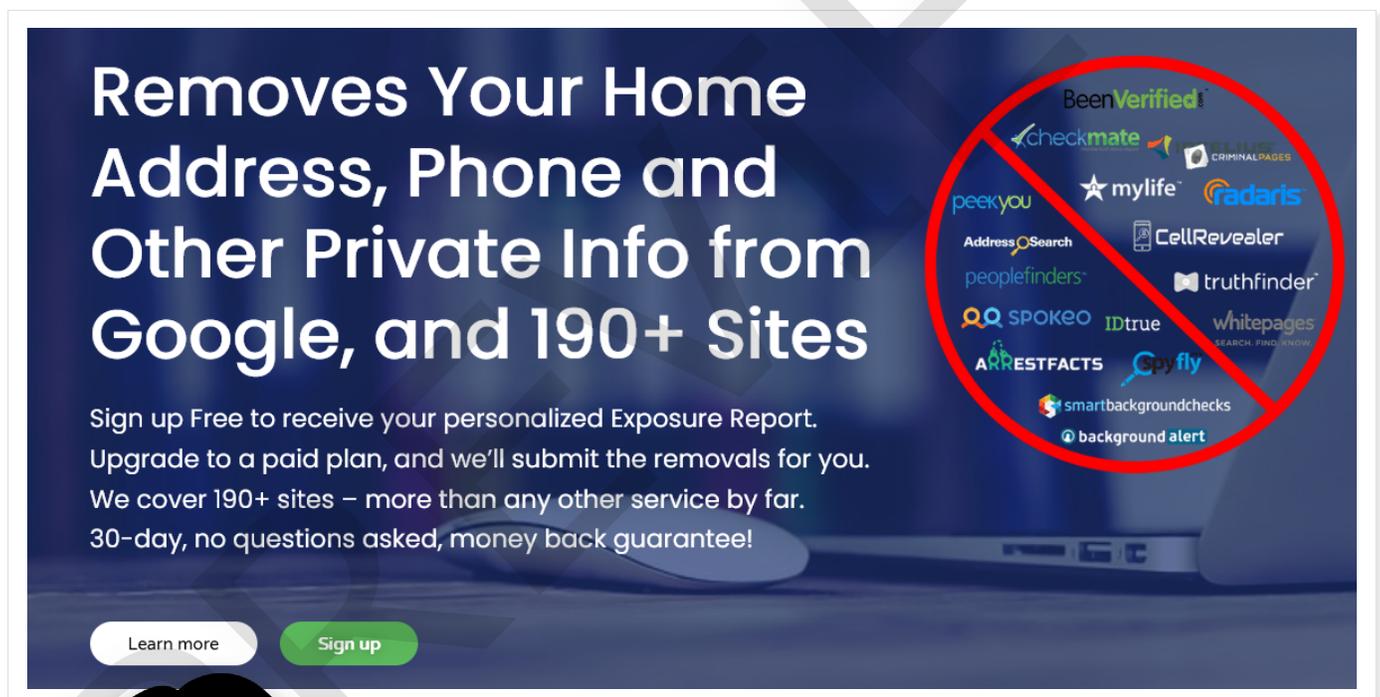
"Composer is an automated trading platform". It doesn't sound very persuasive (you can persuade later), but it's very clear.

## Section 2: Visualize value

### 6. Be specific when describing your product and its benefits

**Why this works:** When you describe the product with specific words, it's easier to visualize what you can do with it.

**Example:** Here's a page that's both clear and specific with their headline and sub-headline:

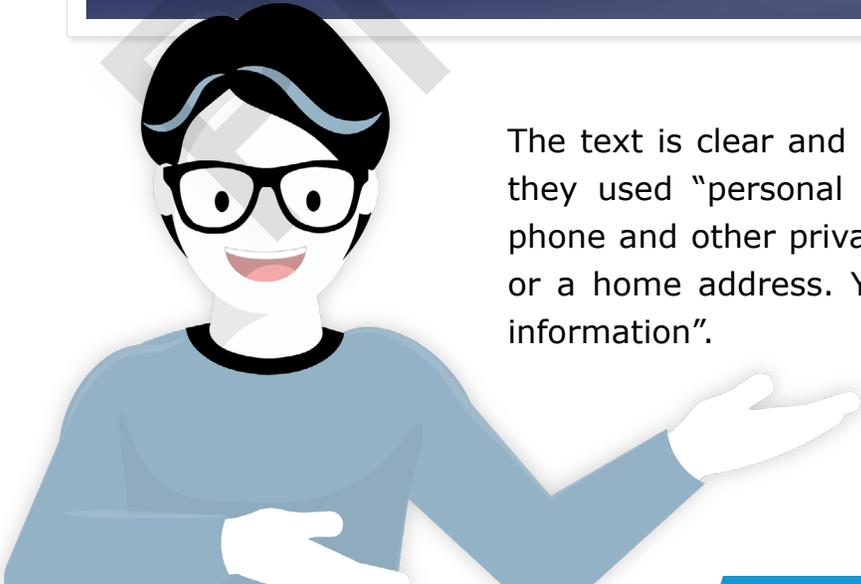


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The text is clear and specific. In their previous version, they used “personal information” instead of “address, phone and other private info”. You can imagine a phone or a home address. You can’t really imagine “personal information”.

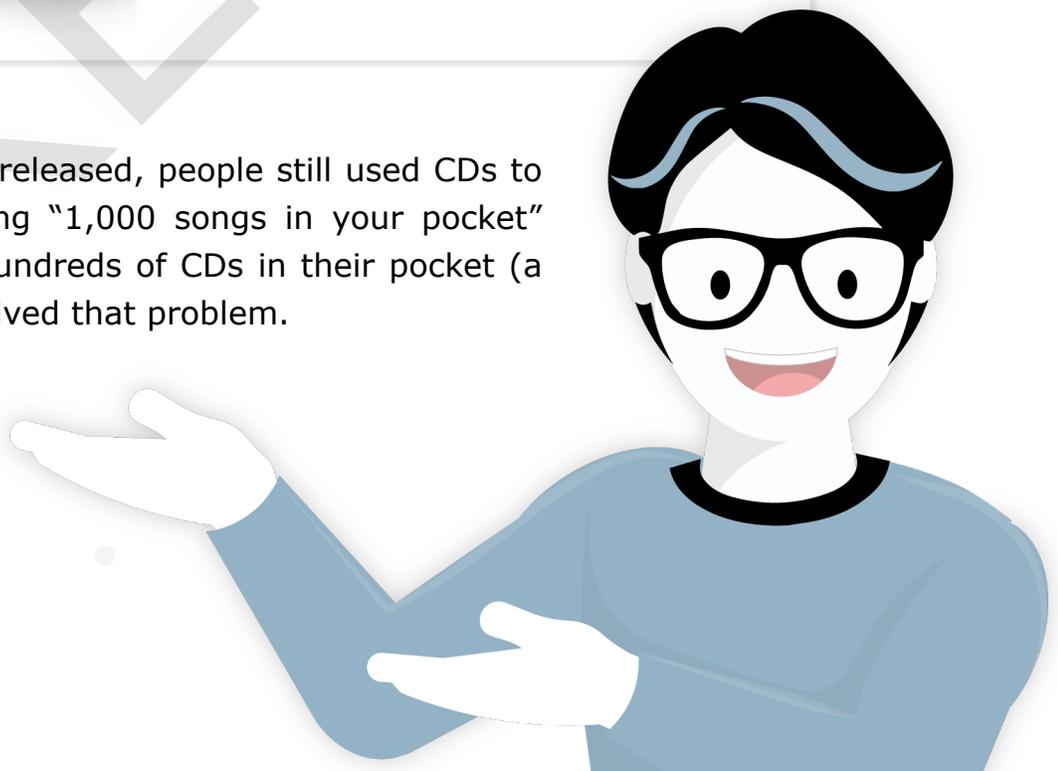
## 7. Connect your product value to a concept people are familiar with

**Why this works:** Because you use something familiar that people recognize in the real world. People already assign value to that thing, and by connecting your product to it, they can have a reference point for assigning value to your product as well.

**Examples:** We found many landing pages where the value proposition was conveyed using a concept people that are already familiar with. Take this Apple ad, for example:



When the first iPod got released, people still used CDs to store their songs. Saying “1,000 songs in your pocket” made people imagine hundreds of CDs in their pocket (a nightmare). The iPod solved that problem.



## 10. Use a “before and after” headline to describe your product value

**Why this works:** People who purchase your product are in a “current” state that they do not want to be in. Instead, those people want to get to a “future” state and hope that your product will help them in doing so.

Can you create a headline that clearly states that you transform people from a “current” state to an ideal “future” state? Here are a few examples to get you started.

**Examples:** If you’re into e-commerce, one of the reason people buy your product might be because they want to turn something into something else:



Turn Waste To Compost  
With A Single Button

## 15. Make it easier for people to imagine a future result

**Why this works:** People buy your product because they want to get to a desired state in the future. By helping them imagine/visualize that future state, you can increase your conversion rate.

**Example:** If you're in the B2B niche and help people make more money, you can show people how much money they can potentially earn:

**Make 2022 a six figure year.**  
Free 30 day trial **Then only \$1997 / yr**

Set a small goal:  
Grow by 10% each month  
Earn \$106,921.58 this year

January	- \$5,000
February	- \$5,500
March	- \$6,050
April	- \$6,655
May	- \$7,320
June	- \$8,052
July	- \$8,857
August	- \$9,743
September	- \$10,717
October	- \$11,789
November	- \$12,968
December	- \$14,265

## Section 3: Verbs are more important than you think

### 16. Choose a strong verb for your product

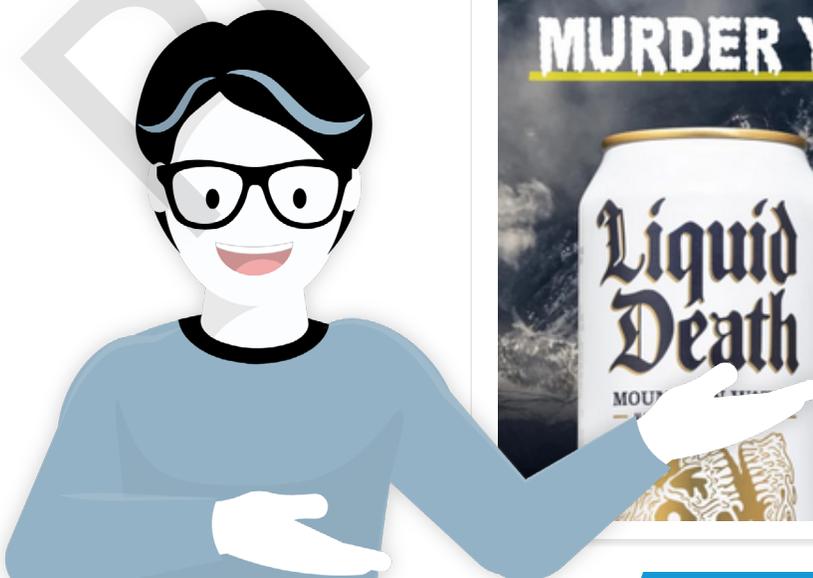
**Why this works:** Your product ultimately does something for people. The problem is that most products do a poor job of conveying what they do using an appropriate verb. If you can find the “right” verb for your product, you can improve the overall value proposition and make it much easier to understand.

**Examples:** Imagine you help people manage the overwhelming amount of news by sending them a daily email. What would be a suitable verb to use here? How about “tame”?

Tame the feeds with a **daily email**

Your favorite sources. Your favorite newsletters. Saved links. All in one place.

Here’s another example, this time for a physical product:



**Compare this headline** with something like “Get more control of your workday”. By pairing your value proposition with a strong verb, you can make it sound much more powerful:

## Break Up With Carbs And Sugar With Our Low Carb, Keto Snacks

★★★★★ 10,000+ Reviews (4.8/5 Rating)



Cereal



Cheese Puffs

Don't just remove or get rid of carbs. **Break up with them.**

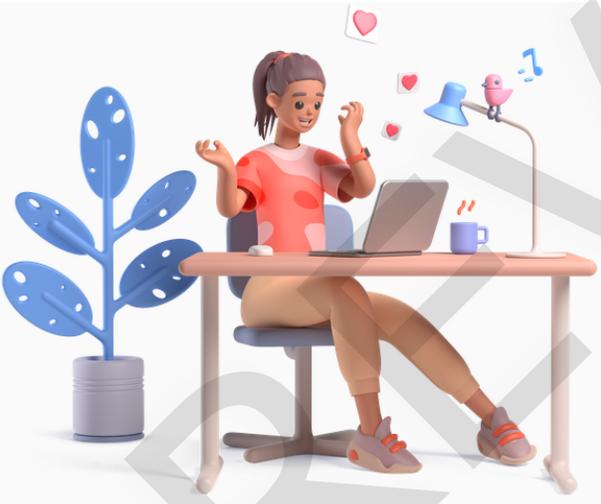
You can use strong verbs in both software and e-commerce landing pages, as you can see.

**How to get started with this:** [Here's a good list](#) of English verbs. They're sorted by how common they are. As you can see, “reclaim” has a score of only 7, while “add” or “get” have scores in the high four digits.

## 19. Combine a verb describing the benefit with a feature describing the product

**Why this works:** If you only use a verb to describe a product, your headline may sound like an order (“Build a website!!”). You can “soften” this and make it more appealing by pairing the verb with a short description of your product. For example, “Build a website by using Google Sheets”.

**Examples:** This product provides a “wall of love” for your website, showcasing customer reviews and testimonials. Here’s their landing page:



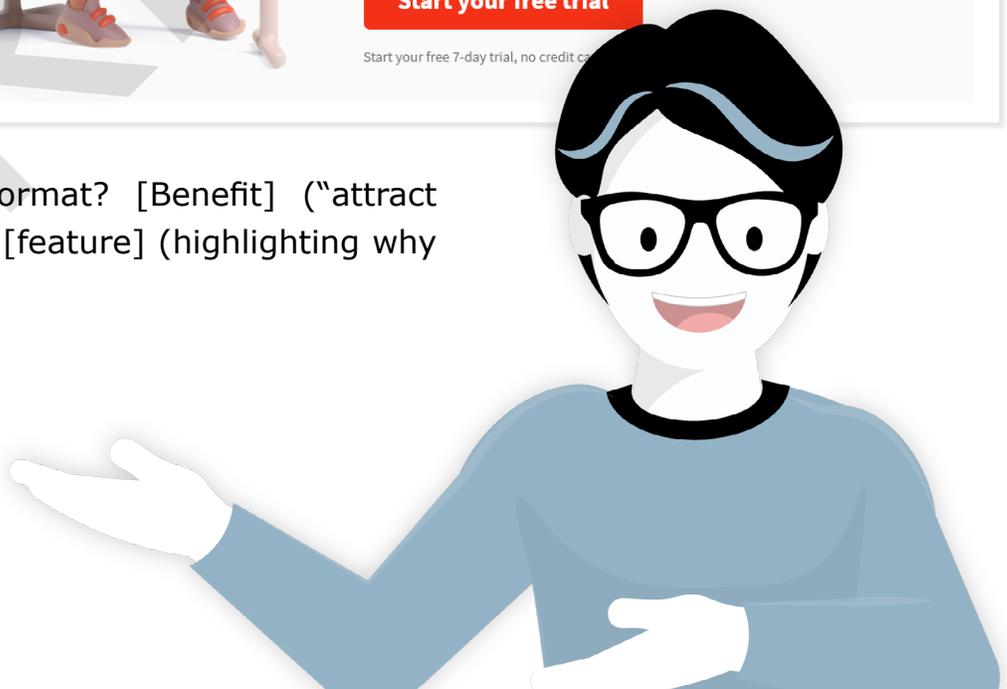
**Attract more customers by highlighting why people trust you**

Shoutout makes it incredibly easy to tap into your existing social proof and turn it into a beautiful "Wall of Love". Capture, curate, and publish a wall in less than 3 minutes 📌

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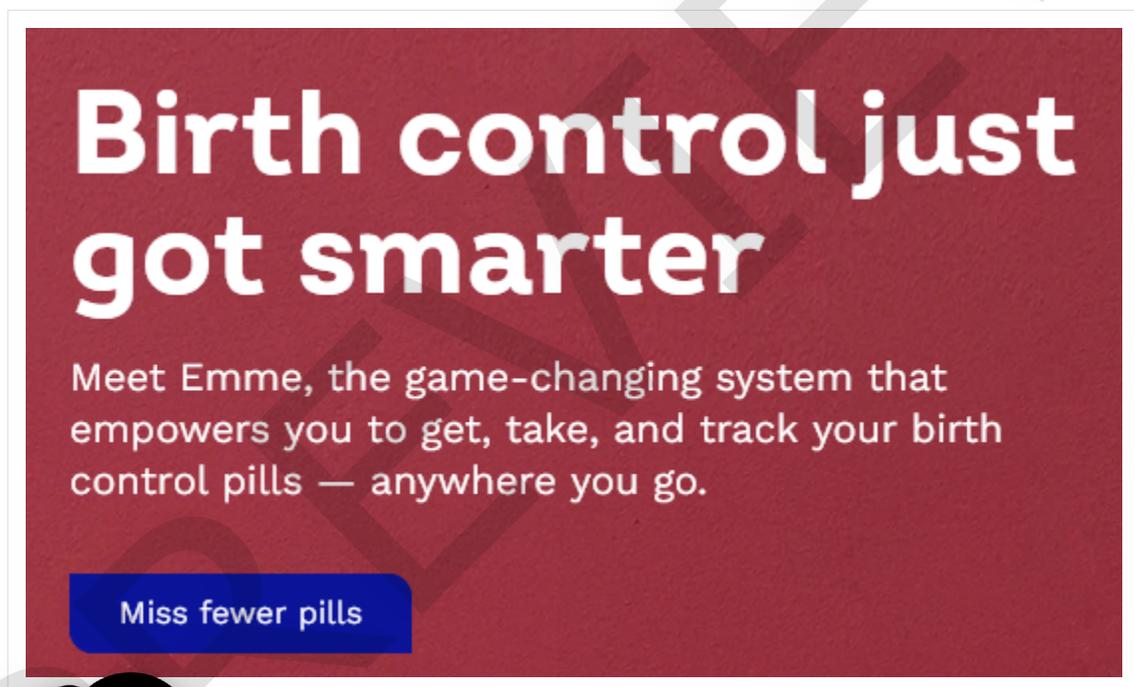
Notice the overall format? [Benefit] (“attract more customers”) by [feature] (highlighting why people trust you).



## 20. Use relevant verbs in your call-to-action instead of a generic "Sign Up"

**Why this works:** People don't just want to "sign up". They want to accomplish something, like "increase my sales" or "ride horses safely". Use that benefit in your call-to-action.

### Examples:



**Birth control just got smarter**

Meet Emme, the game-changing system that empowers you to get, take, and track your birth control pills — anywhere you go.

Miss fewer pills

The advertisement features a dark red background with white text. A blue button with white text is positioned at the bottom left of the ad area. A large, faint watermark reading 'EMME' is visible across the background.



What do women who want to track their birth control pills really want? To "Miss fewer pills."

# insights

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