

# THE *Creative* TOURIST

Landing page workbook



An guide to  
planning the  
design and  
development of  
Landing Pages

**THEATRE  
FORUM  
IRELAND**  
The Voice of the Performing Arts

 **Fáilte Ireland**

## Introduction

### The Aim of this Guide

This workbook is a practical guide for you to work through when planning the design and development of Landing Pages as part of your overall Internet marketing strategy. It is a resource developed as part of the Tickets for Tourists project funded by Fáilte Ireland, and managed by Theatre Forum.

You will want to refer to the Introduction to Landing pages guide which forms part of the series of documents created for arts marketing professionals.

This guide is designed to be used with other high quality online resources, and this document will signpost you to high quality online resources you can use in developing your landing pages.

#### This guide aims to:

- Provide a framework for planning your landing pages
- Help you to identify landing page objectives, audiences, and needs
- Assist with reviewing your current landing pages
- Guide you in the development of new landing pages

There are 4 resource packs available as part of the Tickets for Tourists project from [www.theatreforumireland.com](http://www.theatreforumireland.com) and from Fáilte Ireland, Cultural Tourism & Festival and Cultural Events Unit.

1. An Introduction to Landing Pages for Arts Marketing Professionals (plus workbook)
2. An Introduction to Web Analytics for Arts Marketing Professionals
3. An Introduction to Pay Per Click Advertising for Arts Marketing Professionals
4. An Internet Marketing Cornucopia for Arts Marketing Professionals

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## Planning Your Landing Page(s): Every Landing Page Needs a Purpose

<p><b>What is the objective of your landing page?</b></p> <ul style="list-style-type: none"> <li>- Registering for your newsletter</li> <li>- Selling tickets</li> <li>- Register for an event</li> <li>- Become a sponsor</li> <li>- Engaging in your social media</li> <li>- Downloading a programme</li> </ul>	
<p><b>Who is the landing page targeting?</b></p> <ul style="list-style-type: none"> <li>- “Personas” – the profile of your ideal customer</li> <li>- How do they decide?</li> <li>- What other options do they have as alternatives to your offer?</li> <li>- Where are they in the buying cycle?</li> </ul>	
<p><b>How are you driving visitors to this landing page?</b></p> <ul style="list-style-type: none"> <li>- Email marketing</li> <li>- Pay per click advertising</li> <li>- Search engine results</li> <li>- Online advertising</li> <li>- Print advertising / Offline</li> </ul>	
<p><b>What is the narrative for each Persona?</b></p> <ul style="list-style-type: none"> <li>- What assumptions are they making?</li> <li>- What do they need to know?</li> <li>- What do they want?</li> <li>- What is their intention?</li> <li>- What is really important?</li> </ul>	

## Your Landing Page Review

The first step in improving your landing pages is to review your existing pages. Tick the boxes honestly!

If the question isn't applicable to your page, then tick the box if you think you would have done it if it were relevant.

<b>Rule 1: Your Visitor Knows Nothing</b>	<b>Your Notes</b>
<ul style="list-style-type: none"> <li><input type="checkbox"/> Is it clear who you are? Logo and strap line.</li> <li><input type="checkbox"/> Do you have a clear and compelling headline?</li> <li><input type="checkbox"/> Do you have a secondary description to support your headline?</li> <li><input type="checkbox"/> Are you using arts jargon?</li> <li><input type="checkbox"/> Is your landing page focused on a single purpose?</li> <li><input type="checkbox"/> Can a stranger understand the purpose of this page in 5 seconds?</li> <li><input type="checkbox"/> Do you use bullet points to describe the event?</li> <li><input type="checkbox"/> Have you removed unnecessary text?</li> <li><input type="checkbox"/> Have you removed unnecessary menu choices?</li> </ul> <p><b>Your Score out of 9</b></p>	
<b>Rule 2: Your Visitor is Selfish</b>	<b>Your Notes</b>
<ul style="list-style-type: none"> <li><input type="checkbox"/> Does your headline describe the benefits of your event?</li> <li><input type="checkbox"/> Do you show photos or graphics relevant to your event?</li> <li><input type="checkbox"/> Does your copy make it easy to understand your unique proposition?</li> <li><input type="checkbox"/> Does your copy focus on YOU rather than WE?</li> <li><input type="checkbox"/> Does your copy focus on benefits, rather than features?</li> <li><input type="checkbox"/> Do you make it clear how easy it is to proceed (3 simple steps)</li> <li><input type="checkbox"/> Do you explain the value of your offer?</li> </ul> <p><b>Your Score out of 7</b></p>	

<p><b>Rule 3: Your Visitor is Stubborn</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Do you give me alternative calls to action, in case I'm interested but just not right now</li> <li><input type="checkbox"/> Do you offer to send me a reminder a bit later?</li> <li><input type="checkbox"/> Follow you on Twitter?</li> <li><input type="checkbox"/> Join your Facebook group?</li> <li><input type="checkbox"/> Can I bookmark this site?</li> <li><input type="checkbox"/> Do your forms ask for unnecessary information?</li> </ul> <p><b>Your Score out of 6</b></p>	<p><b>Your Notes</b></p>
<p><b>Rule 4: Your Visitor is Sceptical</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Do you offer multiple contact points (phone, email, Twitter, live chat...)</li> <li><input type="checkbox"/> Do you make it clear what I'll get when I click on your call to action?</li> <li><input type="checkbox"/> Do your pages make a great first impression?</li> <li><input type="checkbox"/> Do you NOT use pop ups ?</li> <li><input type="checkbox"/> Do you show partners logos / Arts Council logos / trust logos</li> <li><input type="checkbox"/> Is it easy to find your privacy policy?</li> <li><input type="checkbox"/> Do you include reviews or testimonials?</li> <li><input type="checkbox"/> Do your forms ask for unnecessary information?</li> </ul> <p><b>Your Score out of 8</b></p>	<p><b>Your Notes</b></p>
<p><b>Rule 5: Even Keen Visitors need a Push Call to Action (CTA)</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Is your CTA large enough to stand out?</li> <li><input type="checkbox"/> Is your CTA in a prominent position near the top of the page?</li> <li><input type="checkbox"/> Are you using white space to help your CTA stand out?</li> <li><input type="checkbox"/> Are you using highly contrasting colours to make your CTA stand out?</li> <li><input type="checkbox"/> Does your CTA using active voice?</li> <li><input type="checkbox"/> Do you repeat your offer on your buttons leading to forms?</li> <li><input type="checkbox"/> Do you use visual clues (graphical arrows, eye direction) to draw attention to your CTA?</li> <li><input type="checkbox"/> Are you using trust indicators on your form buttons (privacy statement)</li> <li><input type="checkbox"/> Are your secondary CTA's close to, but less prominent than, your primary CTA?</li> <li><input type="checkbox"/> Have you eliminated distracting menu choices?</li> </ul> <p><b>Your Score out of 10</b></p>	<p><b>Your Notes</b></p>
<p><b>Your Total Score out of 40</b></p>	