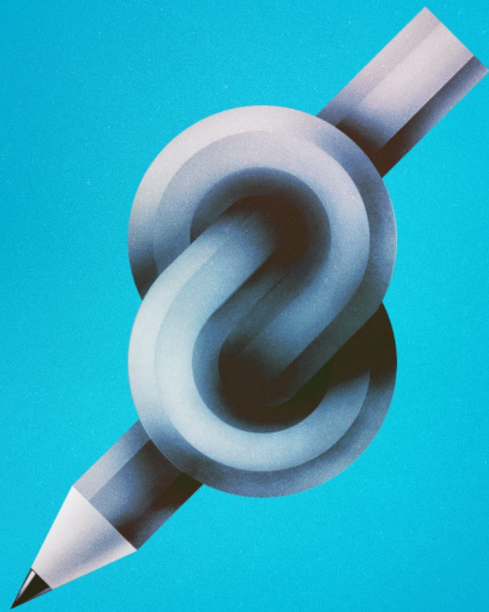


10 Quick Tips to tighten your Landing Page design



Rob Hope · One Page Love

Imprint

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What is One Page Love?

One Page Love is the leading showcase of beautiful One Page website designs. The website provides inspiration to build your own while also promoting templates and articles to help your development process.

Who is Rob Hope?

Rob Hope is a designer and developer based in Cape Town, South Africa. He started One Page Love in 2008 and has reviewed over 6000 One Page websites.

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What (exactly) is a Landing Page?

Before we begin, let's define a few things...

A *Landing Page* aims to provide the perfect (read minimum) amount of information for a user to make a decision and act upon it. This website page is often seen as a standalone long-scrolling One Page website and has no additional pages (like about, services, contact).

The purpose of a Landing Page is to encourage user interaction (sign up, download or sale) without the user clicking to other pages. This successful interaction is also known as a *conversion*.

This article can be your checklist to communicate in the clearest way possible, cut through clutter and in-turn, increase those sweet sweet conversions.

“The ability to simplify means to eliminate the unnecessary so that the necessary may speak.” ~ Hans Hofman

Tip 1 – Keep brand capitalization consistent

So often overlooked, inconsistencies in your brand name affects first impression and can even create confusion.

Here are the possible variations I've seen using "One Page Love":

- One Page Love (correct)
- Onepagelove
- ONEPAGELOVE
- onepagelove
- one page love
- One-Page Love
- Onepage Love

Here are some popular ones:

- WordPress (1 word, 2 capital letters)
- MailChimp (1 word, 2 capital letters)
- Stack Overflow (2 words)
- Facebook (1 word)

Avoid ALL CAPS if you can but choose one and stick with it.

Avoid letting your brand name overflow to the second line in any of your headings or website copy. eg. if I end a paragraph with "One Page Love" make sure *Love* does not sit by itself.

Tip: Visit your live Landing Page, use your browser in-page search and try find all possible variations of your brand name.

Tip 2 – Don't neglect Retina optimization

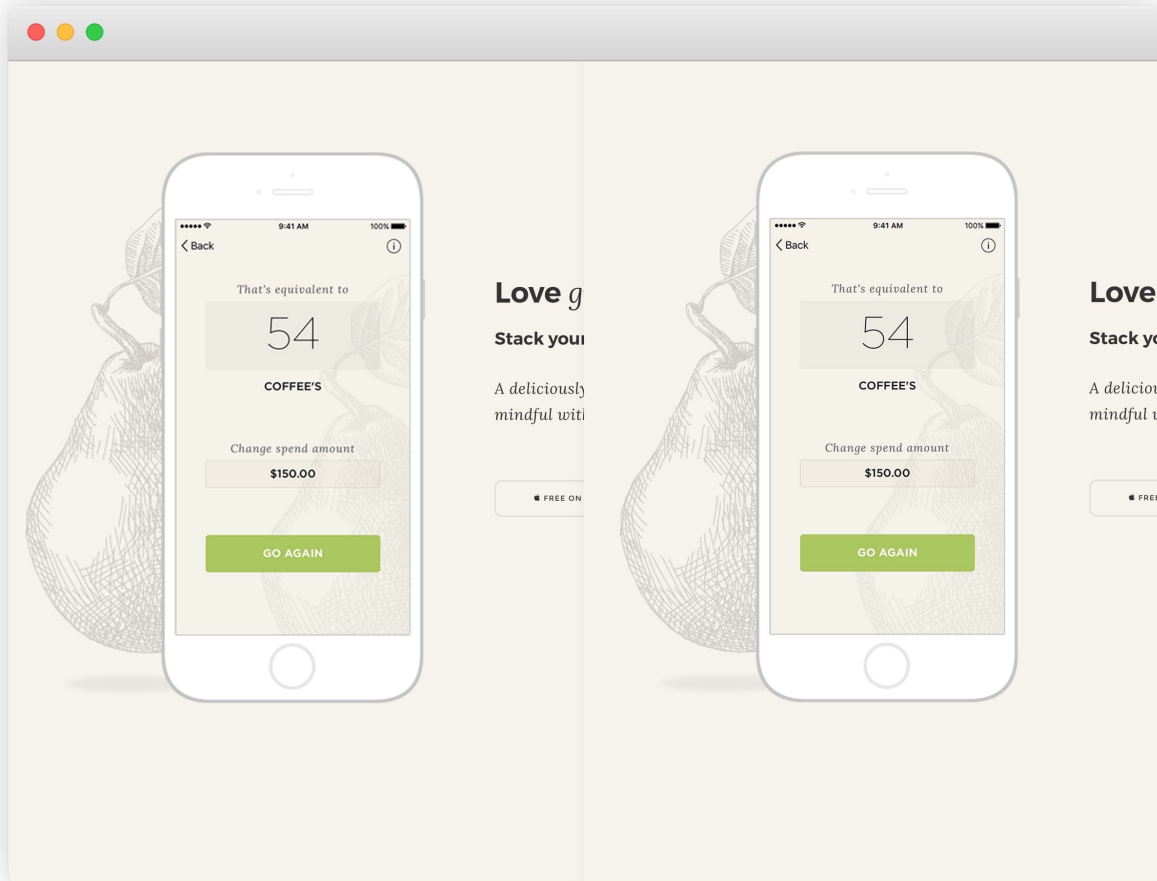
If anything, you *absolutely* must have a Retina-optimized logo. A “pixelated” logo affects first impressions like you won't believe.

This basically means your logo needs to be double the size on Retina screens or must be in Vector format ie. SVG

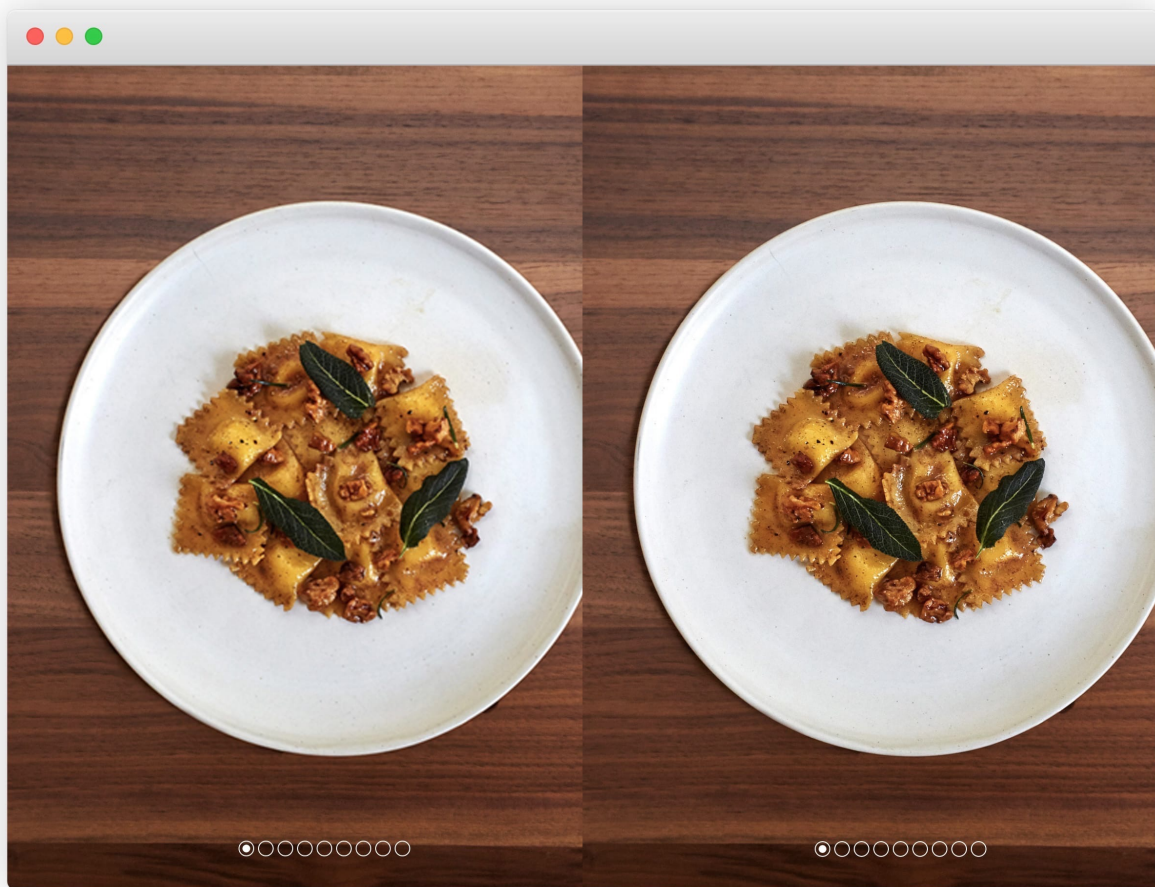
Note the “pixelated” logo on the left and crisp Retina-optimized logo to the right:



Next on priority list would be app or website screenshots, the crisper the better first impression:



Lastly is your big imagery:



Tip: Use [ImageOptim](#) for optimizing bigger, rich color images. It's debatable what the ideal page load size is, but optimizing everything is always good practice.

Useful links:

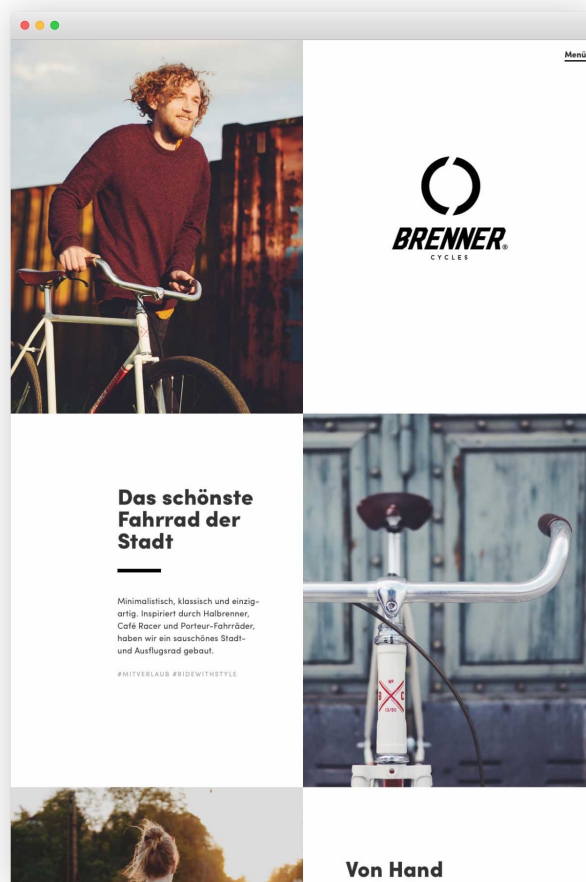
- [PNG to SVG resources](#) – a link filled article on Stack Overflow
- [IconFinder](#) – tons of free vector social icons
- [Ready-To-Use SVG icons](#) – copy & paste resource
- [Hero Patterns](#) – repeatable SVG background patterns
- [Textures.js](#) – SVG patterns for data visualization (infographics)

Tip 3 – More padding and then some

The majority of users are going to skim your content. If you bundle everything together they are going to skim even more.

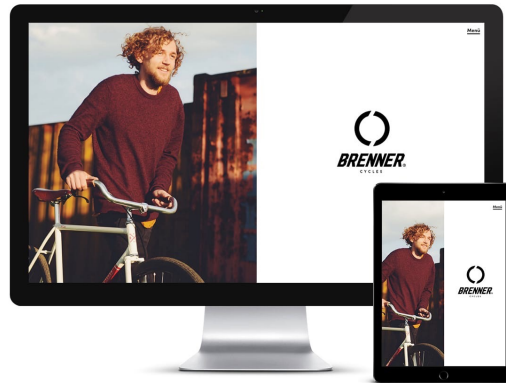
81 percent of people only skim the content they read online. Usability expert Jakob Nielsen reports the average user reads at most 20 to 28 percent of words during an average visit. ([source](#))

Whitespace is often technically referred to as negative space. But it's really the breathing room for your content and also for the user. This slows them down and increases focus.



The [Brenner Cycles](#) website features gorgeous breathing room

We talk about “graceful downgrading” of padding from desktop to mobile (eg. 40px desktop, 20px mobile) but what about “graceful upgrading” to huge monitors? What a delight it is to see optimization with generous padding (along with bigger fonts) on larger resolutions:



Tip: If you’re questioning if you should increase padding, you should probably double it.

Tip: Increase padding but still stick to a grid.

Tip: Reverse engineer your padding allowances by working around the perfect line length (characters per line) based on your font size.

Useful links:

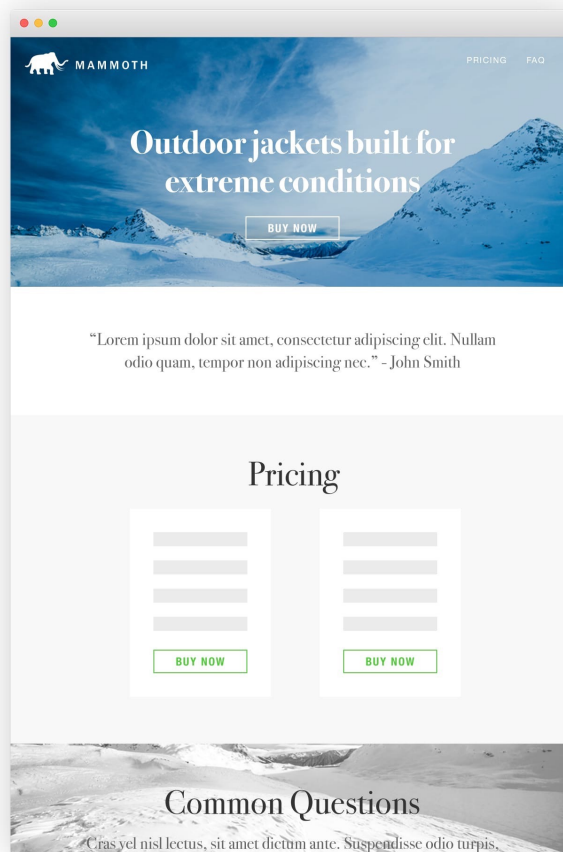
- [Websites with good whitespace](#) – for inspiration
- [Golden Ratio Typography Calculator](#) – optimize characters per line
- [How to Tune Typography Based on Characters Per Line](#) – by Personified
- [1200px Grid System](#) – in PSD, AI & CSS
- [All about Grid systems](#) – by Rachel Shillcock

Tip 4 – Consistent vertical spacing

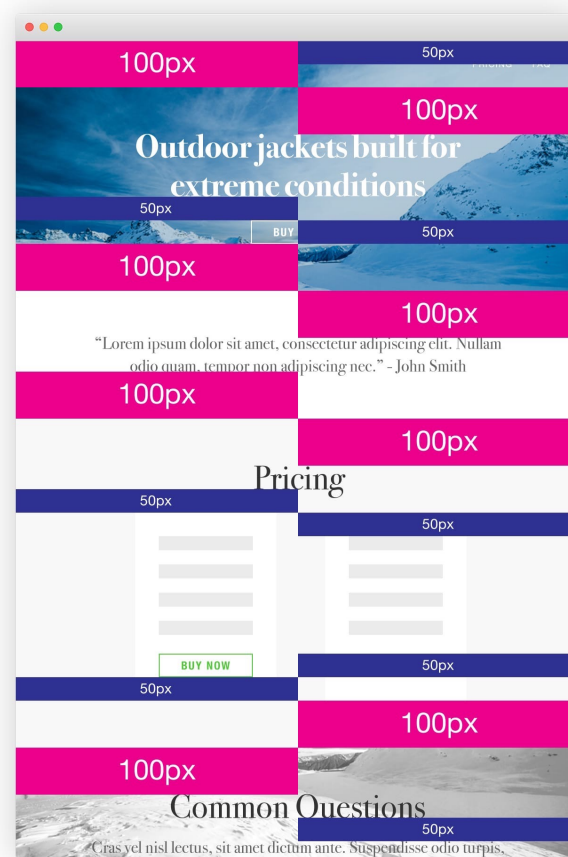
So we covered grids (commonly used for horizontal padding) but we often overlook vertical spacing in a Landing Page.

It can get pretty technical with things like *Vertical Rhythms* and *Baseline Grids* but what about consistent section spacing and padding between elements?

Here is a classic long-scrolling Landing Page I threw together with “sections” of content:



Now note the consistency in vertical spacing and secondly how the smaller gaps are half the ratio of the bigger gaps:



Tip: Keep spacing within consistent ratios. Example: if we set 50px button, then set section title bottom margins also at 50px and section diver spacing at 100px. Consistency is key.

Useful links:

- [4 Simple Steps to Vertical Rhythm](#) – by Shelly Wilson
- [How to Create Vertical Rhythm and Harmony](#) – by Carrie Cousins
- [Designing Faster with a Baseline Grid](#) – by Pierre Marly
- [CSS Baseline: The Good, The Bad And The Ugly](#) – by Espen Brunborg
- [basehold.it](#) – JavaScript-free, baseline grid overlay for your designs
- [Modular Scale](#) – Size your type in a more meaningful way
- [Type Scale](#) – A visual calculator to test your type

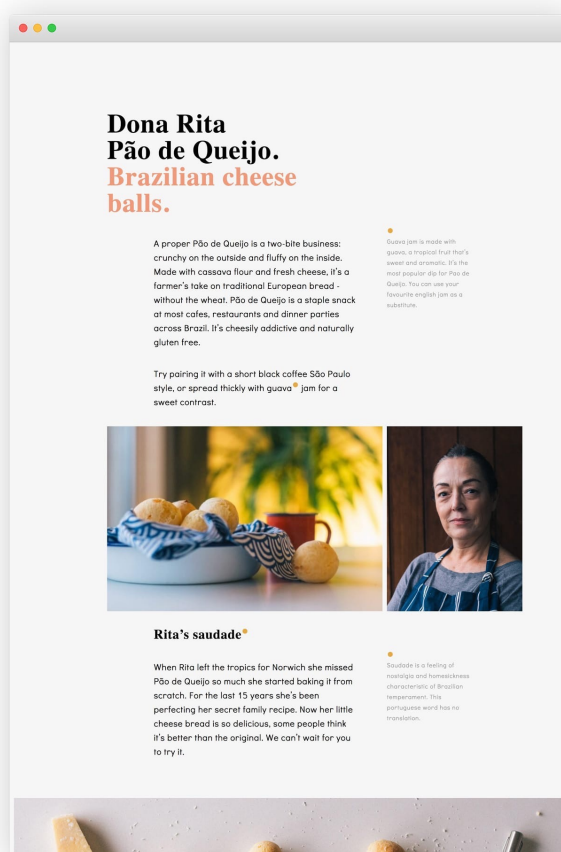
Tip 5 – Fewer images, better images

It can take one good image to completely change the emotion of your user. Unfortunately, same goes for one bad image.

“Simplicity means the achievement of maximum effect with minimum means.” ~ Dr. Koichi Kawanaite

Good imagery builds trust. Trust leads to conversions.

Spend the money. Get a photoshoot of your team, your product, your food. The ROI on a photoshoot is always guaranteed.



The Dona Rita website features only 4 quality images that completely capture her product and brand.

Tip: Once you have a good selection, ask yourself if each image truly captures your story or compliments your brand. Eliminate everything non-essential.

Useful links:

- [Unsplash](#) – Free (do whatever you want) high-res photos
- [Beautiful Team Images](#) – for inspiration

Tip 6 – Fewer fonts, more weights

Different weights within one font family can really strengthen the heading and paragraph arrangement.

This paired with quality text contrast (next tip) will create a beautiful reading experience for your user.

Tip: Try stick with two font families (maximum three) in your Landing Page.

Useful links:

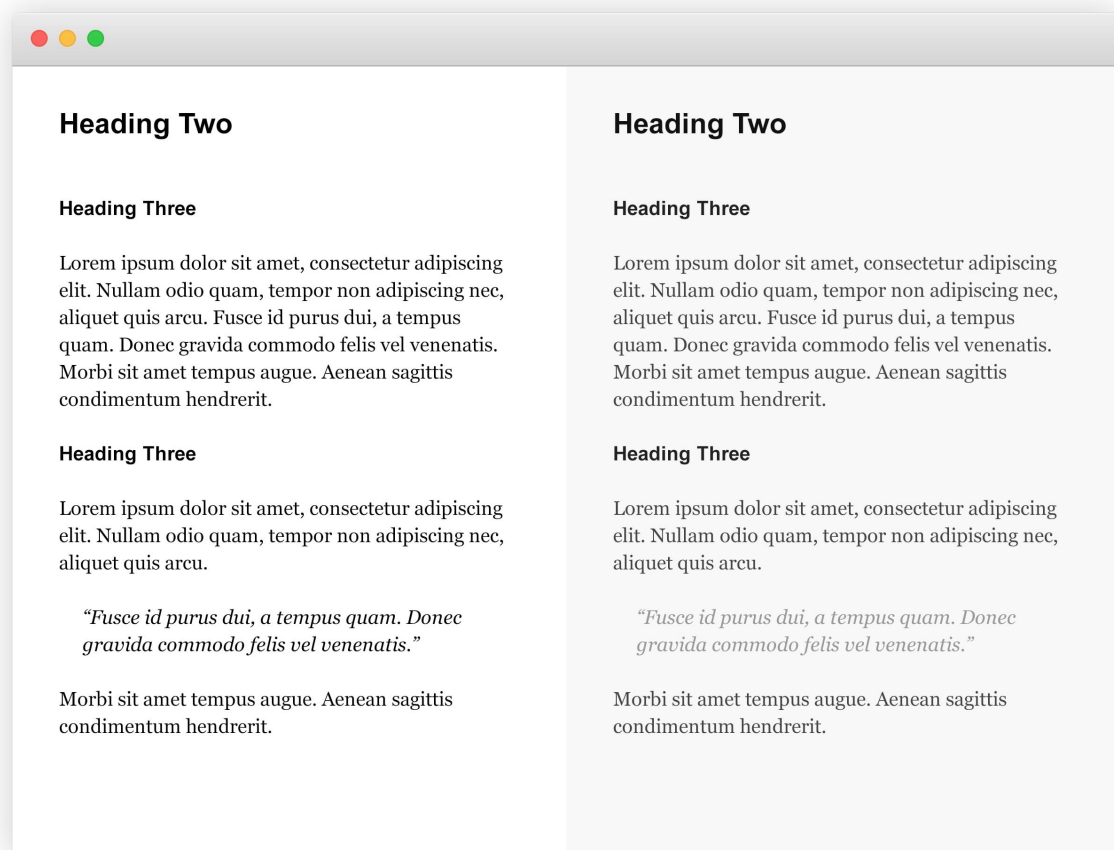
- [Google Fonts](#) – over 800 free web fonts
- [Font Pair](#) – help pairing Google Fonts
- [Typekit](#) – beautiful premium web fonts

Tip 7 – More text color contrast

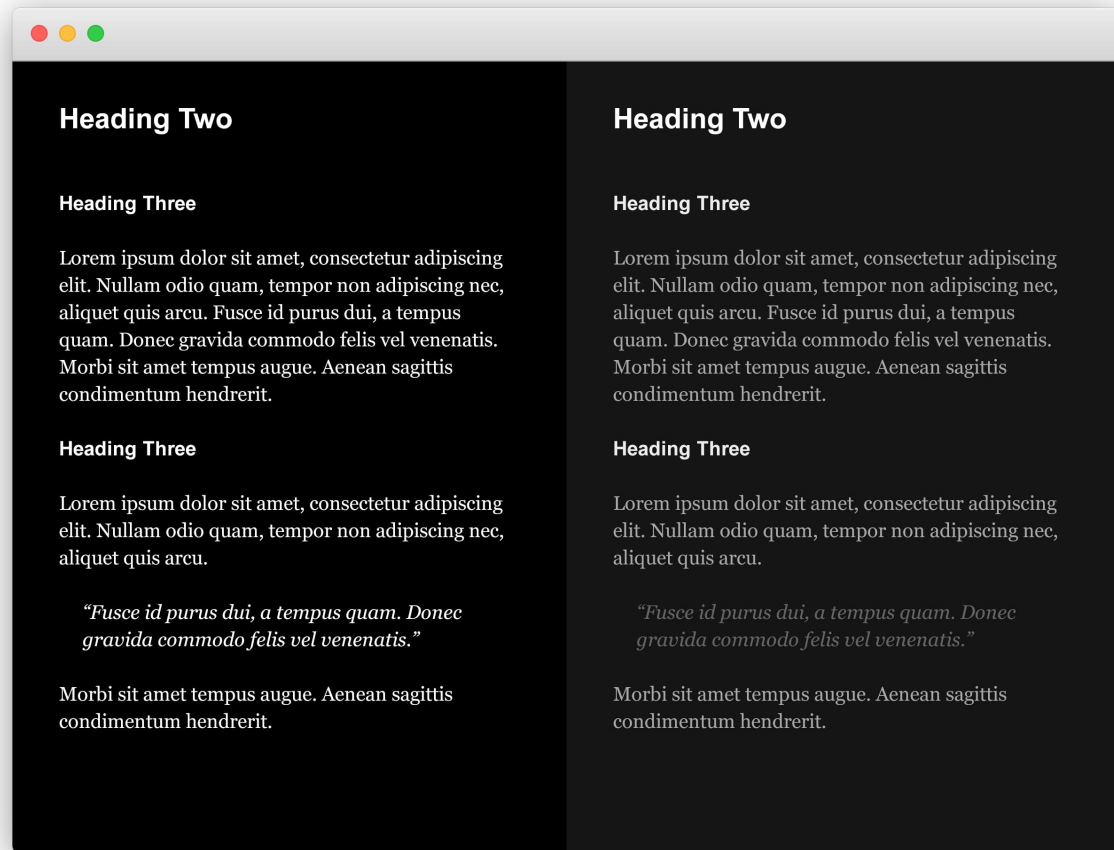
Never have pure black (#000000) text on a pure white (#FFFFFF) page background. Soften the blow with an off-white background and a grey text hierarchy. Example:

- #f8f8f8 - background
- #111111 - main headings
- #222222 - sub headings
- #444444 - paragraph body copy
- #666666 - block quotes

Illustrated to the right:



Same goes for pure white on pure black. The contrast is too high. Note the softer color scheme with a dark grey hierarchy to the right:



Tip: Experiment with completely different color palettes within your Landing Page. Start by taking your main brand colors then creating a softer hierarchy of colors.

A quality color scheme is instantly remarkable and can strengthen your branding.

Useful links:

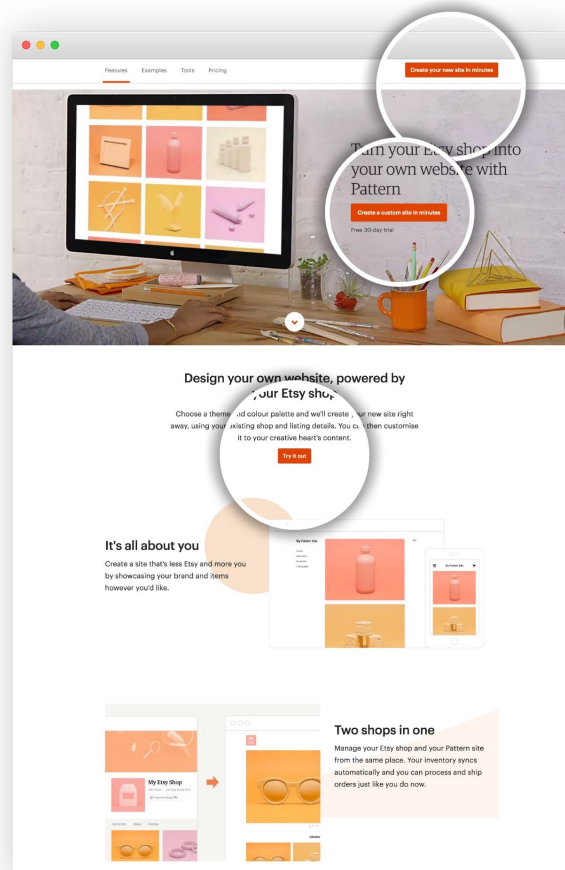
- [Colorful websites](#) – for inspiration
- [Coolors](#) – great color scheme generator
- [ColourLovers](#) – massive collection of color schemes
- [Color Lisa](#) – famous art color schemes

Tip 8 – Make sure your Call-To-Action is an Ace-drawing Maverick

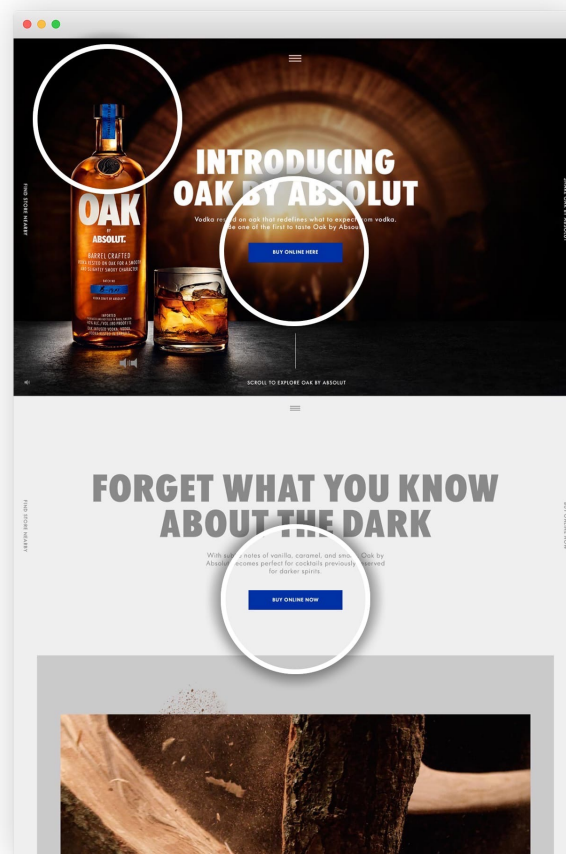
Not crazy Mel Gibson but more classic, winning Gibson.

Try softer pastel colors for backgrounds then use a Maverick (stand out) color like orange, red, green or blue for your call-to-action buttons.

Keep your call-to-action button style consistent. It will remind your user what you want them to do as they scroll.



The 'Pattern by Etsy' Landing Page features the same color and styled buttons but they change the wording to correlate with the section copy.



The 'Oak by Absolut' Landing Page features strong call-to-action buttons as they match the brand color.

Tip: Make sure the first call-to-action button is above the fold.

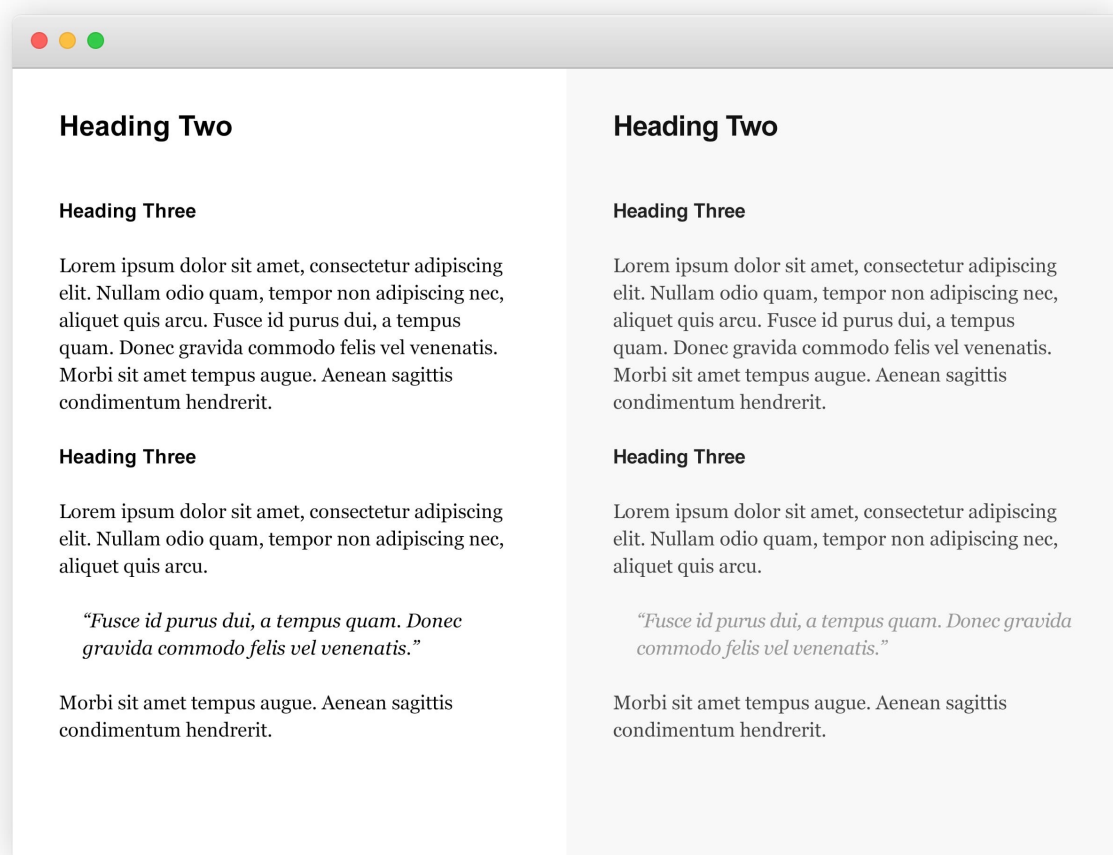
Useful Links:

- [31 Call-to-Action Examples you can't help but click](#) - by Brittany Leaning

Tip 9 – Polish with Text Kerning and Font Smoothing

It's incredible how the smallest kerning tweaks can transform a Landing Page design.

This example shows subtle kerning in the headings only:

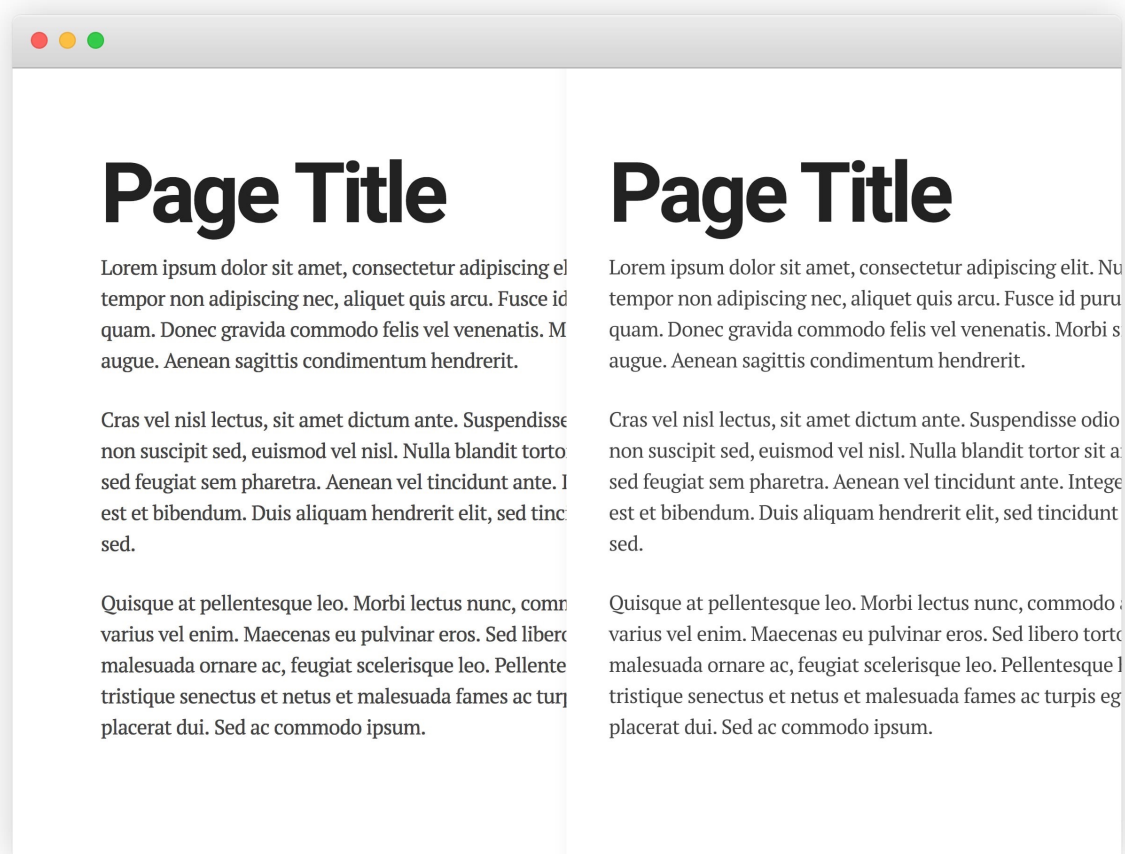


Tip: Different font families act differently, some will need more kerning, some will need none.

By adding just a few lines of CSS code you can really polish a Landing Page design. Here is the code I use on most of my projects:

```
body {  
  -webkit-font-smoothing: antialiased;  
  -moz-osx-font-smoothing: grayscale;  
  text-rendering: optimizeLegibility;  
  -moz-font-feature-settings: "liga" on;  
}
```

The difference is seen below:



Both are taken off the same Mac device. The right having the additional Font Smoothing CSS styles.

Useful Links:

- [Font Smoothing Explained](#) by Krzysztof Szafranek
- [Font Smoothing in Webkit and Firefox](#) by David Walsh

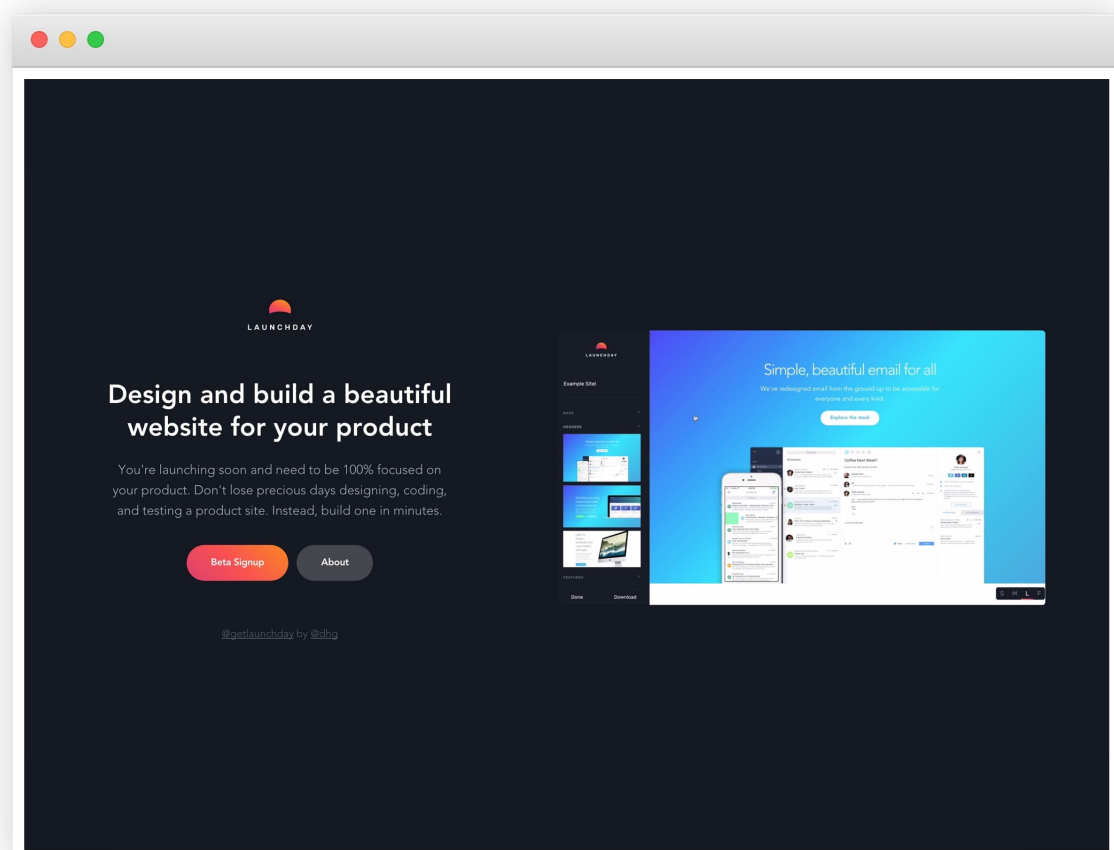
Tip 10 – Declutter throughout

Earlier we cut down on images but why stop there. We are not trying to convince the user with as much as possible, it's as little as possible.

“One does not accumulate but eliminate. It is not daily increase but daily decrease. The height of cultivation always runs to simplicity.” ~ Bruce Lee

Get in the mindset that every piece of content needs to contribute or it must go:

- 2 brilliant testimonials – not 8 average ones.
- 2 highlighted power features, with 4 smaller features below – not a grid of 12.



- Your 8 best wedding photographs – not the past 4 years of work.

Launchday started gathering email address simply with a minimal Landing Page containing intro copy and a demo video. Note the beautiful Maverick call-to-action button too.

Tip: Kill those social share icons, especially the embedded ones. If they are essential, hard code them.

Tip: Replace, don't add. When you get new testimonials or images, try replace the old ones.

Bonus Tip: Make it remarkable with love

When something is remarkable it sits in the easy-access area of the brain. This is what triggers word-of-mouth, your free form of advertising.

remarkable (adjective): worthy of attention; striking.

Make the user feel you actually *give a fuck*. Show you care by adding love:

- Style the default UI in 3rd party scripts like Lightbox ([more](#))
- Add subtle CSS load transitions and fades ([more](#))
- Add personality with an emoji (🌵)
- Add a custom preloader animation ([more](#))
- Highlight the menu item matching the current page section ([more](#))
- Add an x-factor ([more](#))
- Spend time on your website footer ([more](#))
- Give away something of value

Conversely, show you care by removing:

- Misspellings
- Pop-ups
- Scrolljacking
- Lies
- Verbosity
- Jargon
- Clutter

You love your product, you're proud of it.

Much so you spent a huge amount of time and energy nurturing it's Landing Page.

Bonus Tip: Deconstruct your About paragraph

Online attention spans are racing to zero. If your user needs to decipher your intro copy you are going to lose.

Either start again or take what you have and strip all adjectives and verbose terminology. Once you have the bare bones throw back 1 adjective.

"Perfection is not when there is no more to add, but no more to take away." ~ Antoine de Saint-Exupéry

Remember you can warm things up further down the Landing Page, your intro About paragraph needs to explain *exactly* what you're promoting. Let's create a common example.

A terrible about paragraph:

We create multi-faceted online business software using modern cutting-edge technologies to help empower businesses to stay on track and achieve their dreams.

Strip it down:

Citrus Studio builds goal-tracking software.

Now add a touch of spice with a slight shuffle:

Citrus Studio builds milestone software to help businesses track and achieve their goals.

Tip: Use bigger typography, keep it above "The Fold" and give it some breathing room.

Tip: Sit with a first time visitor. Ask them to read it out aloud to you. Then ask them to explain what it's about.

Tip: If you have the budget, create a short, catchy 1-minute video to add alongside the about paragraph. People are 85 percent more likely to buy a product after viewing a product video. ([source](#))

Bonus Tip: Tell a story

We can spend ages optimizing a Landing Page design but let's not forget the importance of great website copy.

A proven way to sell products or services is through traditional *storytelling*. Let's breakdown the flow of your content and try create a narrative.

Step 1: What are our objectives?

So overlooked, start by asking yourself what exactly are we trying to achieve with this Landing Page?

- Get a newsletter subscriber?
- Get a new paying customer for a product or monthly service?
- Get a free download of your product?

Write this at the top of your Landing Page wireframe sketch. Keep cross-checking this objective with new sections and elements. If they don't align, it's noise and must go.

Step 2: Identify the users problem

To begin the story, before they start to scroll, let the reader identify with the problem they are having. An example:

“Writing emails all day is simply no way to live...”

Step 3: Order the narrative

You are so familiar with your product but we're targeting NEW users with this Landing Page.

Step into the users shoes.

What information would I (the first time user) need to see to be persuaded to take action? Arrange it accordingly:

1. Introduce (the problem, about, your services)
2. Seduce (testimonials, benefits, trust)
3. Convert (call-to-action after behavioral change)

Step 4: Refine your story and align with page elements

Think of this as a sympathetic conversation with a friend.

Avoid jargon.

A common tale of a difficult problem turned into an easy solution.

The testimonials must align with your story, not just your friendly email support. Example:

"This invoice app saved me hours quoting so I could spend more time designing and actually earning money".

Another nice touch is to align your call-to-action buttons with your narrative. Example if you are selling an eBook about quitting your day job:

"Take the leap for \$9"

Step 5: Optimize, especially for Mobile

Thanks to platforms like Instagram and Facebook, scrolling with your thumb is now second nature.

Make sure the user problem is identified before scrolling and optimize the intro text for multiple Mobile screen widths.

Repeat your call-to-action buttons throughout your story. Having a user scroll back to the top to click your only button isn't going to convert well.

We can spend our days deep in the pixel and code shuffle. It's vital for us to understand user reading flow and how *storytelling* changes their behavior.

Further Resources

Private Landing Page Feedback

I offer a private feedback service where I record myself interacting with your Landing Page while pointing out issues and offering suggestions.

Landing Page Inspiration

A collection of over 300 Landing Page references.

Landing Page Templates

A collection of over 100 Landing Page templates to get you started quicker.

Landing Page Hosting

Bluehost has an exclusive deal for One Page Love readers at only \$2.95 per month for hosting.

Design Checklist - to print

20 quick items to ensure you deliver your message in the clearest way possible:

- Consistent capitalization of your brand name (tip 1)
- Retina-optimized logo (tip 2)
- Deconstructed About paragraph (2nd bonus tip)
- Use bigger intro typography (2nd bonus tip)
- Good whitespace ie. breathing room (tip 3)
- Content aligned to a grid (tip 3)
- Ensure line length is optimal based on font size (tip 3)
- Consistent vertical spacing (tip 4)
- A handful of images that captures your story (tip 5)
- File-size optimized imagery (tip 5)
- Fewer fonts, more weights (tip 6)
- Color contrast between headings, paragraphs and backgrounds (tip 7)
- Strong call-to-action button using a Maverick color (tip 8)
- First call-to-action above fold (tip 8)
- Kern text, starting with headings (tip 9)
- Polish text with font smoothing (tip 9)
- Declutter: eliminate items that aren't essential (tip 10)
- Add a subtle load transition for a few items (1st bonus tip)
- Have you made an effort in the Landing Page footer (1st bonus tip)
- Does your content flow? Introduce - Seduce - Convert (3rd bonus tip)

Thanks for reading



I hope you found value in my little ebook:)

Please pass it on to a friend if you think it will help them. Here is the share link:

<https://onpagelove.com/10-landing-page-design-tips>

Take care,
Rob
[@hitdelete](#)