



REBRAND

Be different.

6 Must Have Elements

To Build High Converting Landing Pages

What Your Typical Website Designer Don't Tell You





01 Attractive & Beautiful Photos

A picture speaks a thousand words!

Beautifully photographed photos provide an impression to your website visitors that you are dedicated and serious in what you're offering within your niche.

Professionally photographed product photos would also increase the conversion rate of an E-Commerce platform. Humans are highly visual creatures and attracted to great visuals and awesome looking photos.





Try Not to Overuse Stock Images

Overuse stock images as it might lower the authenticity and genuine feel of your brand. Being genuine and original towards your website visitors would make your business or brand to be more legitimate and convince people to do business with you.

Not Using Low Quality Images

Low quality and pixelated images might tend to fend visitors away from your website before they even know what you're trying to offer.



Best Investing – High Quality Photo

“Investing in high quality photo shooting might be the best investment that you could make if you're trying to build a long-lasting brand.”



02 Responsive Web Design

Mobile users are on the rise and the numbers aren't going down anytime soon. If your website is not mobile responsive, might as well not start to make one in the first place.

Responsive mobile designs not only allow phone users to view your websites better but also provide a better user experience while navigating your website with mobile devices.





According to Google...

Google has also announced that mobile responsiveness is one of the key factors that they take into considering ranking certain websites in higher position in relevant search.



**Mobile-friendly sites
shows up higher in
search results.**



Google

Reference: <https://support.google.com/google-ads/answer/7323900?hl=en>

03 **Call To Action Button**

Call to Action (CTA) Buttons are the buttons that you placed throughout your website that would entice website visitors and drive them toward a goal conversion be it making a phone call, sending an email or subscribing to a newsletter.





Examples of CTA Button

- **Call Us Now**
- **WhatsApp Us**
- **Add to Cart**
- **Start Your Free Trial**
- **Download Our Template**

CTA Button should stand out in bright colors!

Make it as simple and appealing as possible, so that people wouldn't miss it while scrolling through your website. For example, "Join Now", "Sign In" and etc.



Why CTA button is important?

CTA buttons could get website visitors to take action and perform the goal that you have in mind if placed appropriately throughout the website.



04 **Compelling Copywriting**

The right words in the right place could make a huge effect and convince prospects to trust in you.

The content of the website provides important details and insights regarding your company and its offerings.

We are living in a world where we are consuming content in different formats and platforms. Hence, the phrase “Content is king” is something we should ponder about and create content that people should care about.



CONTENT IS KING





Avoid the Passive Voice

Try to use “active” voices instead of “passive” voices to generate enthusiasm and create a much welcoming tone for your website visitors.

Conduct rigorous market research to identify the appropriate tone, terminologies and catchphrases that would appeal to your potential customers.

For Example:



“5 Ways To Get Slimer Body”



“5 Ways To Be Slimer”

**Sounds
better right?**

How Copywriting attract more people?

Center your copywriting and content around your customers and not just about you. Talk to them as if you're in front of them as an individual and explain how your offerings could bring value to their lifestyle and productivity.

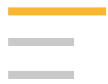


3 Strategies

To Write A **Compelling Copywriting**

Swipe Down





Powerful **Headline**

Grab Your Reader Attention!

A powerful headline that grabs the attention of the reader. Persuading them to continue to read through the content on the website.





Be Specific

Remind their pain points!

Call out to your targeted audiences and remind them of the pain points that they are experiencing so that they could recall why they are here in the first place.

Are you Experiencing One of These?

- How to create a **money making website, without spending too much** on the development costs?
- You just need any website developer right? Wrong! You need a **website developer that knows how to create a beautiful and effective website and is accountable at the same time.**
- Have you been **hiring freelancer developers** but he/she went missing and **can't meet your expectations?**
- Where to find an agency that could build me an E-Commerce platform which **enhances my business to increase revenue?**

— Prove Them

Show your reader proof and testimonials!

Provide proof and testimonials to lower down the skepticisms that your prospect might have in their mind. No one wouldn't entrust their money to random strangers that they found on the internet.



AROUND 71% SMALL BUSINESSES HAVE A WEBSITE. – REBRAND.

"I GOT MY SITE UP AND RUNNING IN LESS THAN A WEEK!"
Rebrand has helped my company built from ground up in a short period of time. Rebrand does provide an affordable web design for new businesses. – Raymond Lim

"I'VE TRIPLED THE NUMBER OF VISITORS TRAFFIC TO MY WEBSITE WITH REBRAND."
With the recommendations and suggestions that are provided by Rebrand's consultants, I've managed to increase the daily traffic by threefolds. – Chong Yi Ling

"THIS IS MY ONE-STOP-SHOP FOR WEB DESIGN"
This is my first time engaging with a web design agency but Rebrand had been given me a comfort and confident vibe along the journey. They've assured me that they are specialise in this context. – Jessica Foo



05 An Opt-In Offer

While you're driving traffic to your website, why not make the most out of it?

Never let traffic slip through your fingers without trying to at least acquire their contact information. Your website must have an irresistible opt-in offer so that website visitors would be lured to hand in their email addresses willingly. The offer that you are presenting could be a free promotion, free design template, free consultation service and the list goes on.



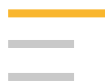
**Make your visitors
be your most loyal
“subscriber”**



3 Types Of Opt-In Offers Your Visitors Can't Refuse

Swipe Down





Free Ebook

EBOOK helps to spread your message like wildfire.

An e-book doesn't need to be hundreds of pages long to be useful. An information-packed e-book can be as short as eight to 10 pages and still provide major value for your opt-in subscribers.

You can also make your e-book viral by encouraging your customers to send your e-book to others. Your message can spread like wildfire and help you attract tons of highly targeted, potential customers.





Offer Discount Offer

For Example: “ Do you want to receive out SPECIAL OFFER?”

One of the easiest ways to encourage visitors to opt in with their personal information is to offer them a chance to save money.

This is a great way to drive opt-ins and sales and to make your potential customers feel appreciated before they even buy your products.

GET **20%** Discount
UPTO INR 100 WITH
UNION BANK DEBIT & CREDIT CARDS.

Union Bank
of India
Good people to bank with

Applicable on Movies only

*T&C Apply.



Free Consultation

A way help your customer to know you more!

A great way to get to know your prospects and help them get to know you while building your email list, free consultations, also called, discovery sessions or pick-my-brain sessions are great opt-in offers.



Give people a reason why they should care about your brand.

The answer is simple, give value before asking something in return.



06 Give Them A Powerful Guarantee

Go wild and creative to gauge your prospects' attention.

As the prospect reads through your landing page, their guard will be lowered. Throw in a powerful guarantee so that they would take the desired action that you wanted them to make.

Give your guarantee names to make it more attractive by ensuring your prospects that they are leaving a huge deal on the table if they don't contact you now!

**14 DAYS MONEY BACK GUARANTEE.
WE GUARANTEE BEAUTIFUL WEBSITES OR YOU
WON'T PAY US A SINGLE CENT.**

CLAIM YOUR 30-MINUTES FREE CONSULTATION SESSION



Examples of Guarantee

- **No Way You Can Lose Guarantee**
- **110% Refund If X Condition Is Not Met**
- **Money Back Guarantee No Question Ask Refund Scheme**
- **Boss-Went-Crazy Guarantee**



Why Guarantee is important?

A service guarantee is a marketing tool used to reduce consumer risk perceptions, signal quality, and differentiate a service offering.



On an inspiring journey of
digitalisation of your business?

Rebrand is here
to help...



Our Services



Web Design

Craft fast loading and awesome looking websites.



Branding

Create memorable brand impressions that boost your company position in a competitive market.



Facebook Ads

Serve meaningful ads to people that are consuming content on the most popular social media platform on the planet.



Google Ads

Getting in front of potential prospects when they are in "research" mode.



SEO

Acquire free traffic and eyeballs through search engine optimisations.



How **Rebrand** help you build your business?

Brand Awareness

Craft fast loading and awesome looking websites.

Drive Traffic

Generate clicks with the aid of Facebook & Google Ads.

Sales Conversion

Chase your prospects to the end of the world with ads retargeting.





We'd love to work with you.



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REBRAND

Be different.