

Dinky Doc: landing pages

<H1> Front load your keywords within a compelling proposition.

Introductory paragraph

(2-3 sentences)

- 🌸 **Sentence 1:** context
- 🌸 **Sentence 2:** problem
- 🌸 **Sentence 3:** outcome – where the audience will be once they download this asset

In this [asset] you will learn:

(3-5 bullets)

- 🌸 Understand [topic/trend set out in the context] and how to leverage it for your business.
- 🌸 A step-by-step process to address [problem].
- 🌸 X ways to address [problem].
- 🌸 Best practice for [outcome sought].
- 🌸 Why [trend] drives [problem/outcome] and what to do about it today.

Note: always frame this within the context of the value the asset delivers.

Call-to-action

- 🌸 **If gated:** only request the fields you really need on your form - removing a single field can boost the form completion rate by 25%.
- 🌸 **If freely available:** make your button really obvious!

Things to think about...

- 🌸 **Headers and graphics:** use them to make your asset irresistible.
- 🌸 **Internal linking:** (good for SEO!) and reassures the audience that you're an authority on the subject, so this asset is really valuable – and worth giving their data for.
- 🌸 **Wordcount:** think email marketing – 150 words is about right.

