LANDING PAGE TRENDS FOR 2017

Analysis of 1,000+ top landing pages of 2016 in Crayon.

✳ CRAYON

WHAT 1,000+ LANDING PAGES CAN TELL US

The best marketers are constantly testing and iterating on their work. As yesterday's best practices become less effective, they're on to new experiments to find the next successful strategy.

That's why looking at the latest trends is so interesting and informative – it gives us insight into where marketers are investing, how they're thinking about campaigns, and what's coming next.

Landing pages are a critical component of any marketer's strategy. They represent a tipping point, the point of conversion where a prospect becomes a lead or a lead becomes a user. An improvement to a landing page can drive significant, tangible business results.

In this latest report, we dig into the top 1,000+ landing pages of 2016 in Crayon. The pages analyzed span 30+ industries, large companies and small, everything from ebook pages to app pages. Let's see what we can learn from the best.

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EXECUTIVE SUMMARY

In looking at the top 1,000+ landing pages from 2016, it's clear that businesses are continuing to invest in content marketing. These companies are also starting to experiment with multimedia, but there is still a lot of room for more creative and bold experiments.

Key trends include:

- Landing pages increasingly have a lot of content, averaging more than 2,000 words.

- Signup pages kept it short and sweet, with 45% staying under 500 words.

- 61% of pages were hosted on a subdomain.

- 14% of landing pages included video, and the majority of them embedded YouTube videos.

- Companies stuck to neutral colors, with 41% primarily using black or grey. Only 1% used red.

- Most pages stayed static throughout the year, only 11% were redesigned.
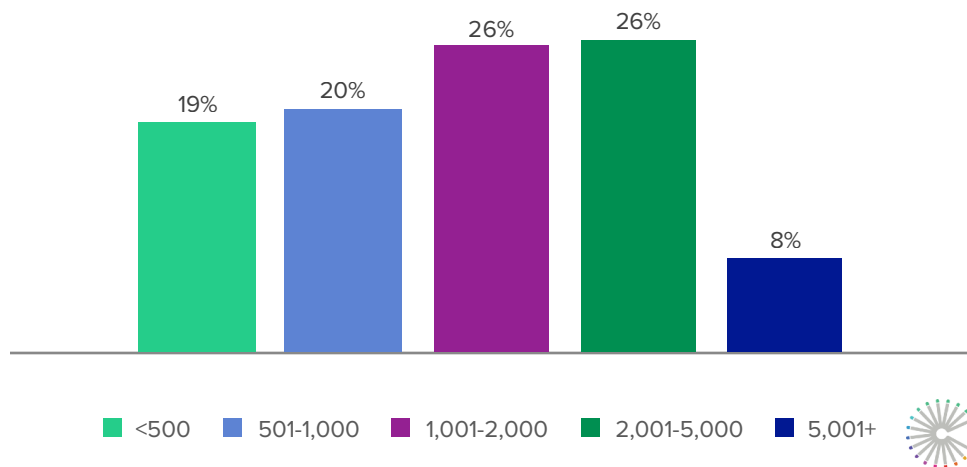
LANDING PAGE TRENDS: CONTENT

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Average Word Count:

2,106

The average word count for landing pages was 2,106 words, and more than half had between 1,001 and 5,000 words.
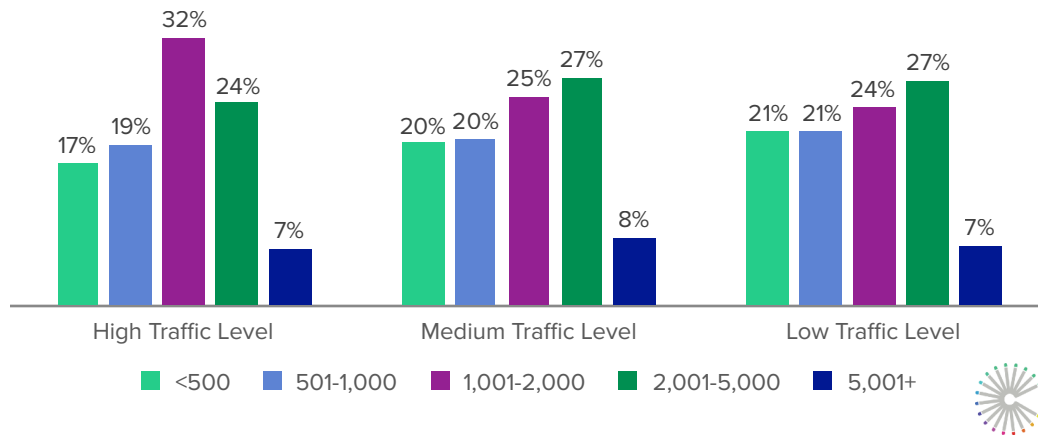
Landing Pages by Word Count

Still, quite a few landing pages kept it short and sweet: 19% of landing pages had <500 words.

Landing Pages by Word Count

Word Count	
<500	501-1,000	1,001-2,000	2,001-5,000	5,001+

High Traffic Level: 17%, 19%, 32%, 24%, 7%
Medium Traffic Level: 20%, 20%, 25%, 27%, 8%
Low Traffic Level: 21%, 21%, 24%, 27%, 7%

Landing page length did not drastically differ by traffic level, though the highest trafficked websites did have a higher percentage of mid-sized pages.

32% of the highest trafficked landing pages had 1,001-2,000 words, compared to 25% and 24% for medium and low trafficked pages.
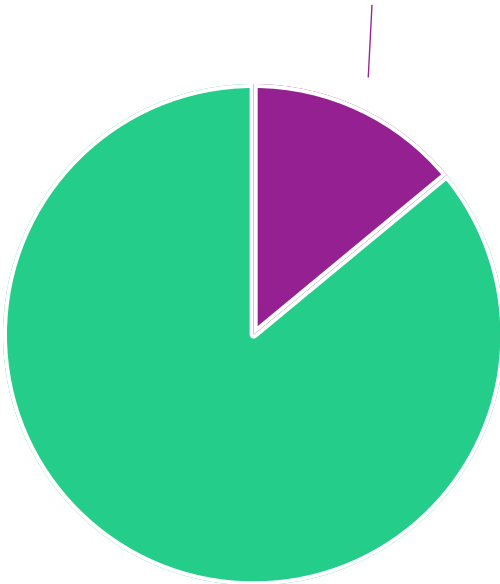
Signup Pages by Word Count

45%
20%
13%
16%
7%

% Signup Pages

<500   501-1,000   1,001-2,000   2,001-5,000   5,001+
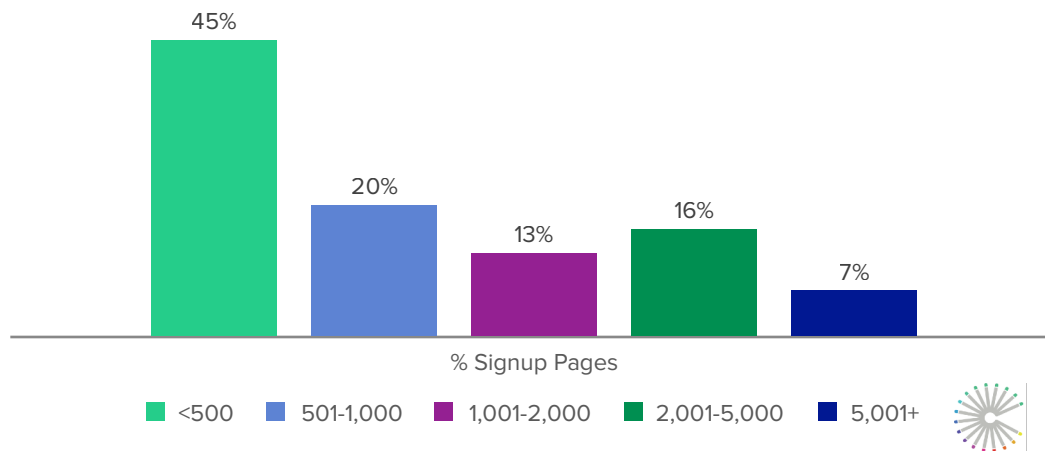
Signup landing pages tended to be shorter, averaging 1,516 words. 45% of signup pages had <500 words.
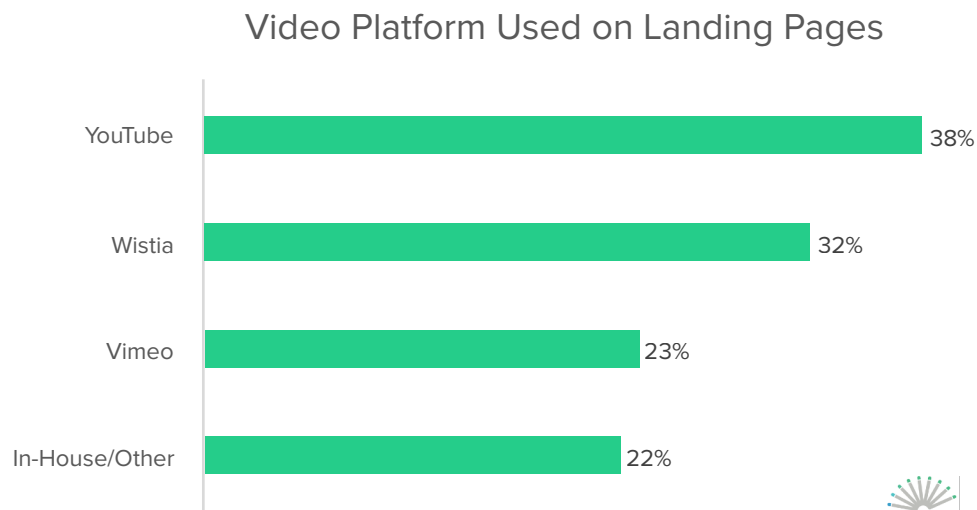
14%

Landing pages included a video

More and more companies are leveraging multimedia on their websites, but only 14% used video on their landing pages.

The highest trafficked websites were even less likely to use video on their landing pages, only 7%.

Video Platform Used on Landing Pages

The most popular video platform used on landing pages was YouTube, at 38%. But Wistia and Vimeo were not far behind at 32% and 23%. Still quite a few companies used other, often in-house, video platforms.

36%

Landing pages included a phone number, and 27% of signup pages did so

Companies using landing pages to connect prospects with sales reps may put their phone number prominently on that page. 36% of landing pages included a phone number, and 27% of signup pages did so.

% Landing Pages with Phone Numbers

- 23% — High Traffic Level
- 30% — Medium Traffic Level
- 44% — Low Traffic Level
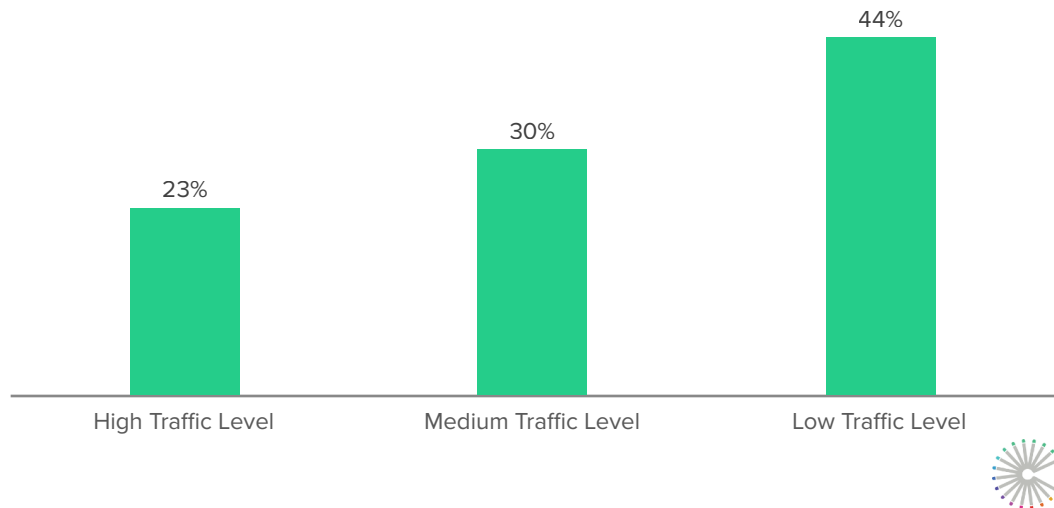
The likelihood of showing the phone number increased as traffic level decreased, potentially signaling that smaller companies are more eager to connect live with prospects.

LANDING PAGE TRENDS: STRUCTURE

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% Landing Pages on Subdomain

High Traffic Level	Medium Traffic Level	Low Traffic Level
70%	63%	59%
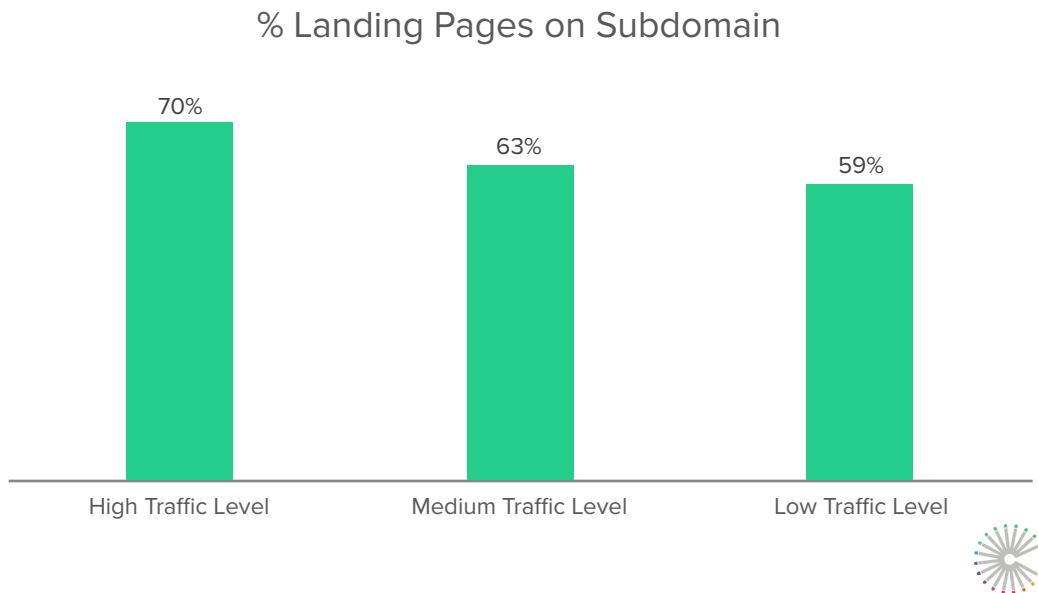
With the proliferation of marketing automation and conversion tools, it's no surprise that many companies are launching landing pages on a subdomain separate from the rest of their website.

61% of landing pages were on a subdomain, and the highest trafficked websites were even more likely to do so.
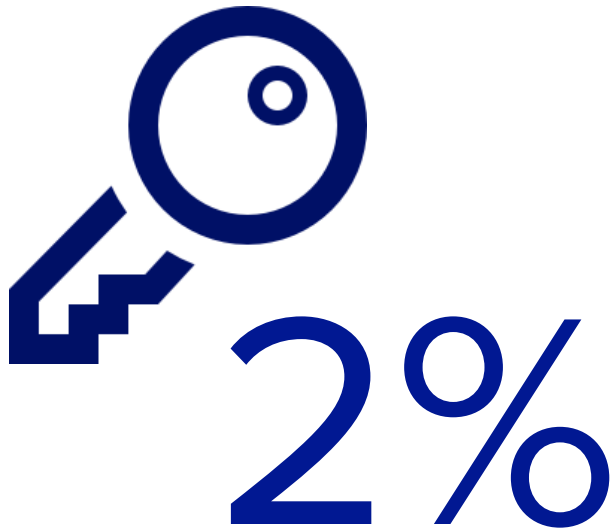
20%

Signup pages were on a subdomain
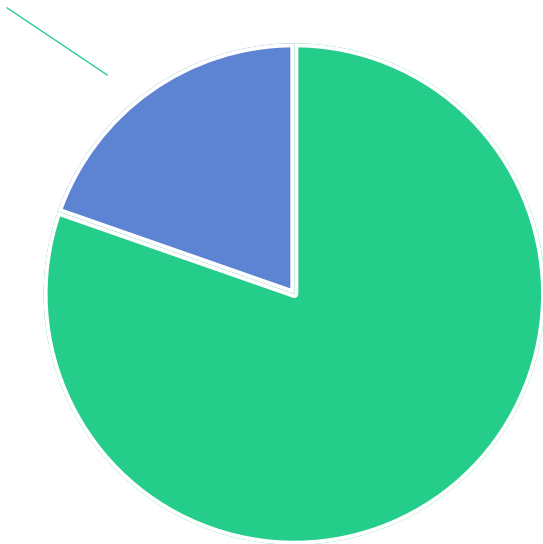
Signup pages were less likely to be on a subdomain, at 20%.

TOP 10 SUBDOMAINS:

1. Go
2. Info
3. Pages
4. Get
5. Try
6. Landing
7. LP
8. Signup
9. Offers
10. Start

There were nearly 200 different subdomains represented in the data set, but more than half used one of these 10 options.

2%

Landing pages allowed login through native app links. Only 7% signup pages allowed login through native app links
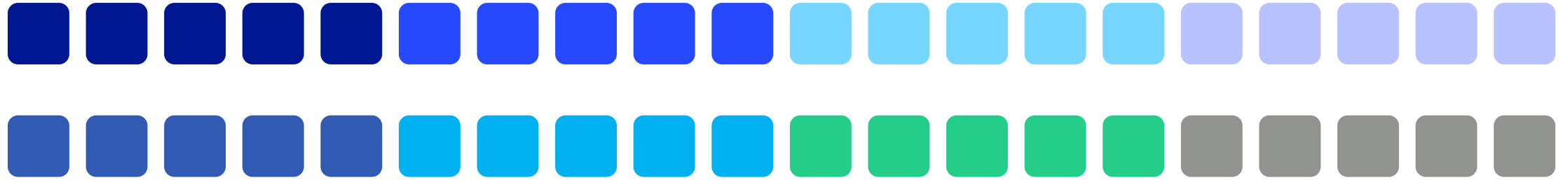
Native login options can be a way to reduce friction on a landing page and increase conversion. But few pages leveraged this option – only 2% landing pages allowed login with native app links.

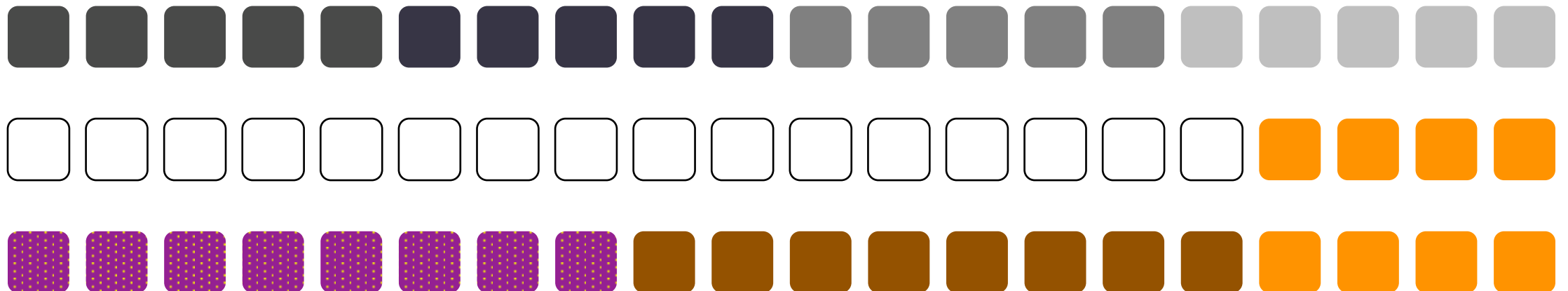Signup pages were only slightly better, at 7%.
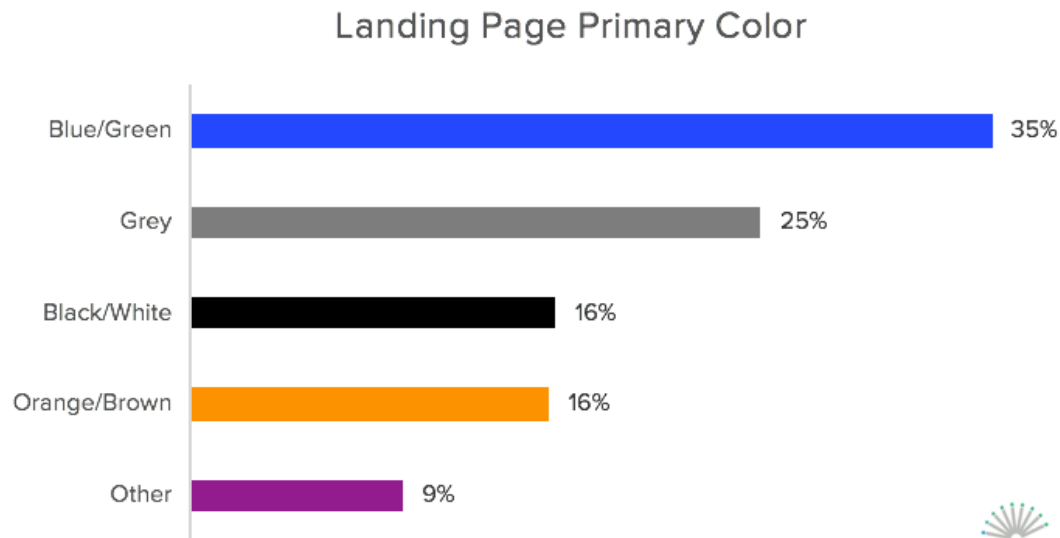
LANDING PAGE TRENDS: DESIGN

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Blue was the favored color for landing pages, followed by other neutrals.

Landing Page Primary Color

Blue/Green	35%
Grey	25%
Black/White	16%
Orange/Brown	16%
Other	9%

Landing pages favored neutral colors, with 35% using shades of blue as their primary color. The least popular color? Red, at just 1% of landing pages.

11%

Landing pages were redesigned last year

Design updates were surprisingly rare, with only 11% getting a redesign in 2016.

17%

Newly launched landing pages were redesigned, and 4% were redesigned more than once

5%

Previously published pages got a redesign last year, and a meager 1% got more than one update

Newly launched landing pages were more likely to get a refresh, at 17%. And 4% were redesigned more than once in the same year.

METHODOLOGY

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ABOUT THE DATA

Crayon tracks over 100 million webpages across 7 million websites. This analysis focused on the top 1,068 landing pages catalogued in 2016. The pages must have been live at some point between January 1, 2016 and December 31, 2016. Popularity was determined based on user interaction, including the number of saves and likes.

The landing pages spanned 689 companies across 30+ industries. Some companies had multiple landing pages included in the analysis. One landing page URL with multiple versions was only counted once.

Traffic level was determined based on Alexa rank. The highest traffic category had Alexa ranks up to 10,000. The medium traffic category had Alexa ranks 10k-100k, and the low traffic category had a rank beyond 100k.

Signup pages were a specific subset of the dataset and included any product signup, login, or trial landing page.

ABOUT CRAYON

Crayon is a market intelligence platform that helps businesses track, analyze, and act on everything happening outside their four walls.

Crayon allows you to monitor your competitors' full digital footprints across 100+ different insight types. Get complete, categorized, and prioritized insights so that you can stay ahead with the latest intel.

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