**Tips To Create A Webinar Landing Page That gets Registrations**

The best way to get a lot of attendees for your webinar is to create a landing page that converts well. So here we will share with you how you can make your landing page very persuasive to attract the maximum number of registrations.

**Best Practices for Webinar Landing Pages**

The best webinar landing pages inform visitors of the webinar purpose, provide the date and time of the webinar event, and most importantly persuade visitors to register for the webinar.

Make sure that your landing page has the following:

* An enticing title
* Persuasive copy
* A strong CTA (call to action)
* Access to the webinar sign up form
* Videos and images for additional persuasion

**1. Write a Persuasive Title**

Around 80% of your visitors will read your headline, but a very small number will read the rest of your copy if your headline sucks. Your title or headline has a very important role to play on the landing page for your webinar. It needs to inspire your visitors to read the remainder of your copy.

So it is vital that your title is compelling and generates the right amount of interest so that your visitor wants to learn more about your webinar.

**2. Write Compelling Copy**

Your body copy will take up the most space on the page, which means it should help convert those visitors to registrants. Remember, no one likes walls of text, so it's best to keep your copy to a minimum.

Use these tips for your body copy:

* Briefly introduce your topic and why it is important.
* Make sure the benefits are immediately clear so your audience knows what they can expect to gain by attending your webinar.
* Keep the copy conversational using "you".
* Include testimonials to build trust.
* Create scarcity by limiting the number of seats available.

**3. Include a Call to Action**

If your headlines are your hook and your body copy is the basis of the page that drives visitors to convert, your call to action is what will get them to convert. Your call to action button should appear on the page and clearly state what the next step is.

Use action words like "Save my place" or "I'm there!" Try to include your CTA above the fold. A good place is below the title and again below the body of the text.

**4. Link to the Registration Form**

Once people click on your CTA button, they should go to the signup form. Just ask for their name and email here. Make sure the form is easy to complete on mobile devices as well as desktop computers

Offer the possibility to save the date and time in their calendar

**5. Add Video and Images**

Finally, consider adding videos and images that will support your body copy and build a sense of trust in your audience. Considering that video can help increase conversions by 80%, it's a good idea to include a short video that greets your visitors and explains the content of the webinar.

As for images, include images of you and any other speaker that will be featured on the webinar, as well as images from previous clients and clients in their testimonials. An attractive header image behind your title can help explain the topic of the webinar as well.