Taboola Creative Shop

Landing Page
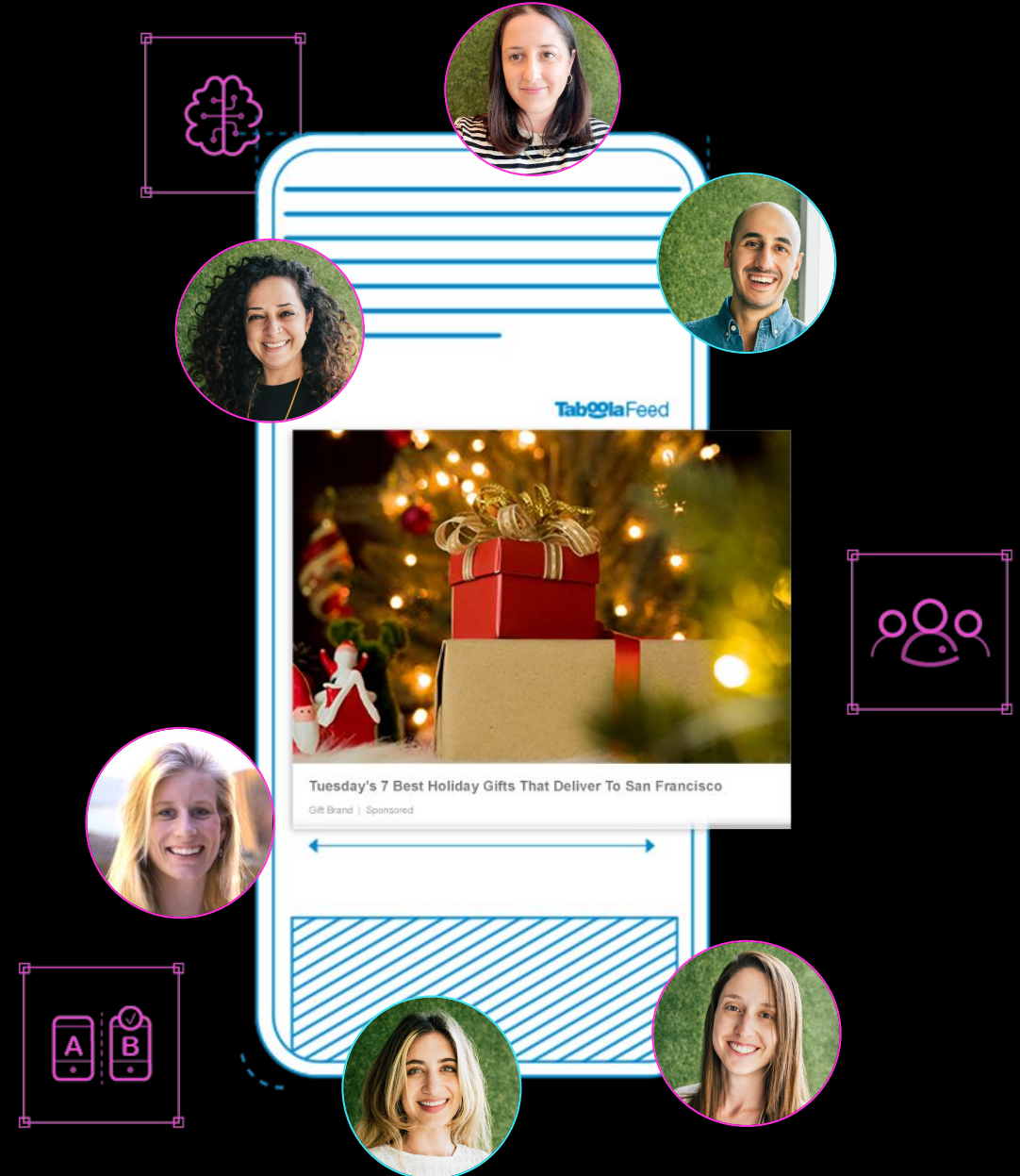# Best Practices
& Templates

Presented by:

Taboola Creative Shop

Taboola Creative Shop

Taboola Creative Shop is a global in-house agency and team of creative educators.

➔ Powering recommendations for advertisers around the world and back.

➔ Distributing industry-specific insights, trends, and strategies to boost performance.

➔ Enhancing and creating assets for top advertisers.

WHO WE ARE

Taboola Feed

Tuesday's 7 Best Holiday Gifts That Deliver To San Francisco

Gift Brand | Sponsored

Taboola Creative Shop

CONTENT STRUCTURE

BEST PRACTICE STRUCTURE

Exhibit the problem

Why they need to solve the problem?

How you can help?

Why now?

Taboola
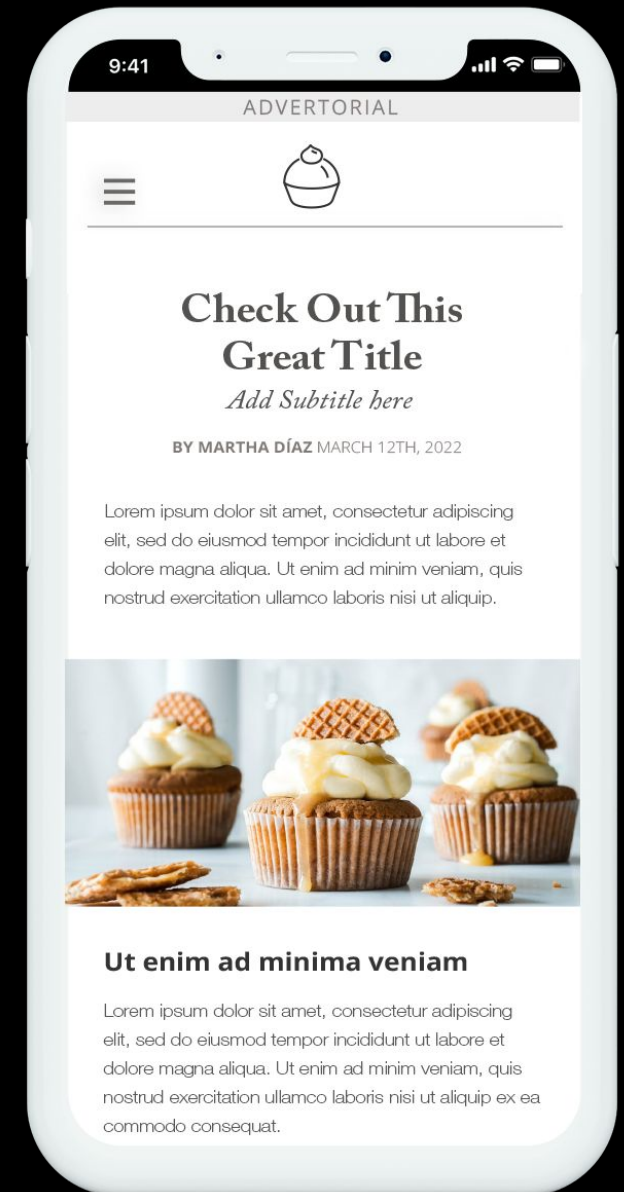**Creative Shop**

1. What is the Problem?

Start by speaking about the problem your product is solving. The

reader needs to understand the problem first, not the product.

2. Why Should this Problem be Solved?

In 1-2 sentences, educate your target audience on the importance of solving their problem. Speak about how their lives will improve if they fix the issue.

Mention the pros and cons of eliminating the problem, and rule out the cons the reader might have.

Make the solution to the problem simple. The reader should clearly understand that taking action to solve the problem will be easy, especially regarding time, effort, and cost.

ADVERTORIAL

Check Out This Great Title

Add Subtitle here

BY MARTHA DÍAZ MARCH 12TH, 2022

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3. How Can Your Product Help?

Explain the solution to the problem, not the product. Put emphasis on the unique selling points your product offers. Show your expertise in a simple, concise manner.

4. Why Should They Take Action Now?

Define why it's important for the user to take action immediately. Use techniques such as urgency or FOMO, user testimonials or reviews, comparisons to competitors, and other points.
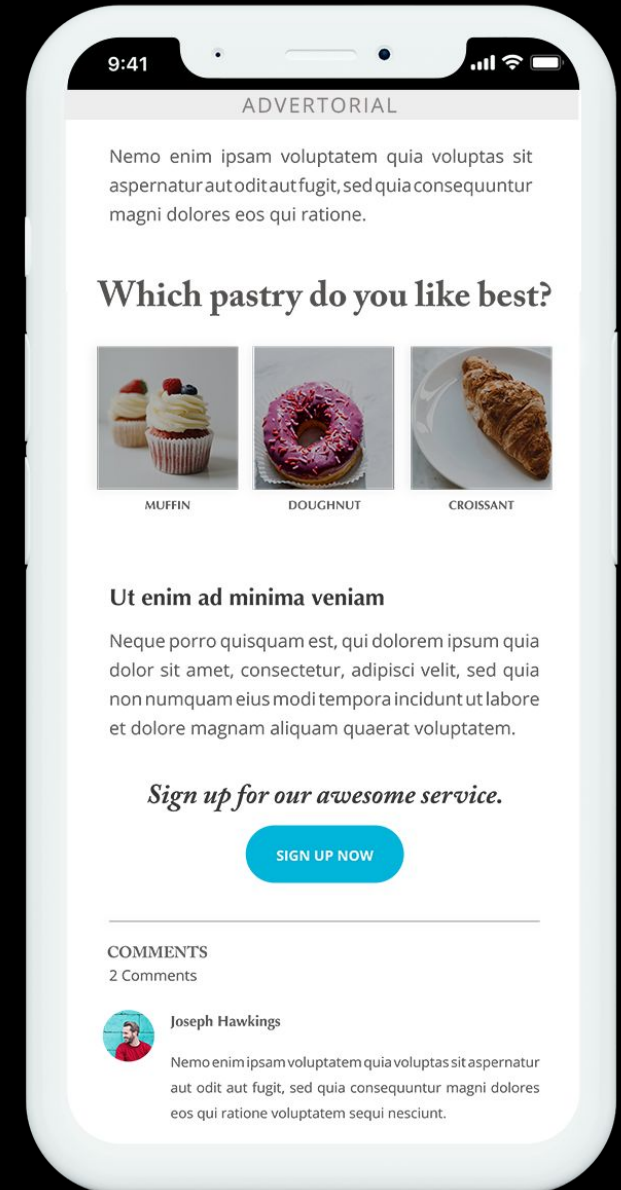
PAGE DESIGN

BEST PRACTICES

Keep it short

Humanize it

Top it with a strong visual

Make it readable

6 KEY DESIGN ELEMENTS

KEEP IT SHORT
Kill some words, Short pages, of 400-600 words outperform the long informative pages. Taboola trends are showing even shorted pages, of 250 words.

HUMANIZE IT
Who wrote the article? What is their profession? When was the article published.

TOP IT OFF WITH A VISUAL
Visuals of users, thought though leaders or contextual.

MAKE IT READABLE
Bolded sub-headers, relatively big fonts, and short paragraphs will also ensure the reader stays on the page.

CTAs
Integrate 3 types of CTAs
1. CTA buttons (at the top right corner and at the bottom of the page)
2. Hyperlinks- less aggressive within body
3. Test Gamified CTA

LINK CAREFULLY
Avoid places where reader can click out: navigation bar, social sharing, testimonials, home page.
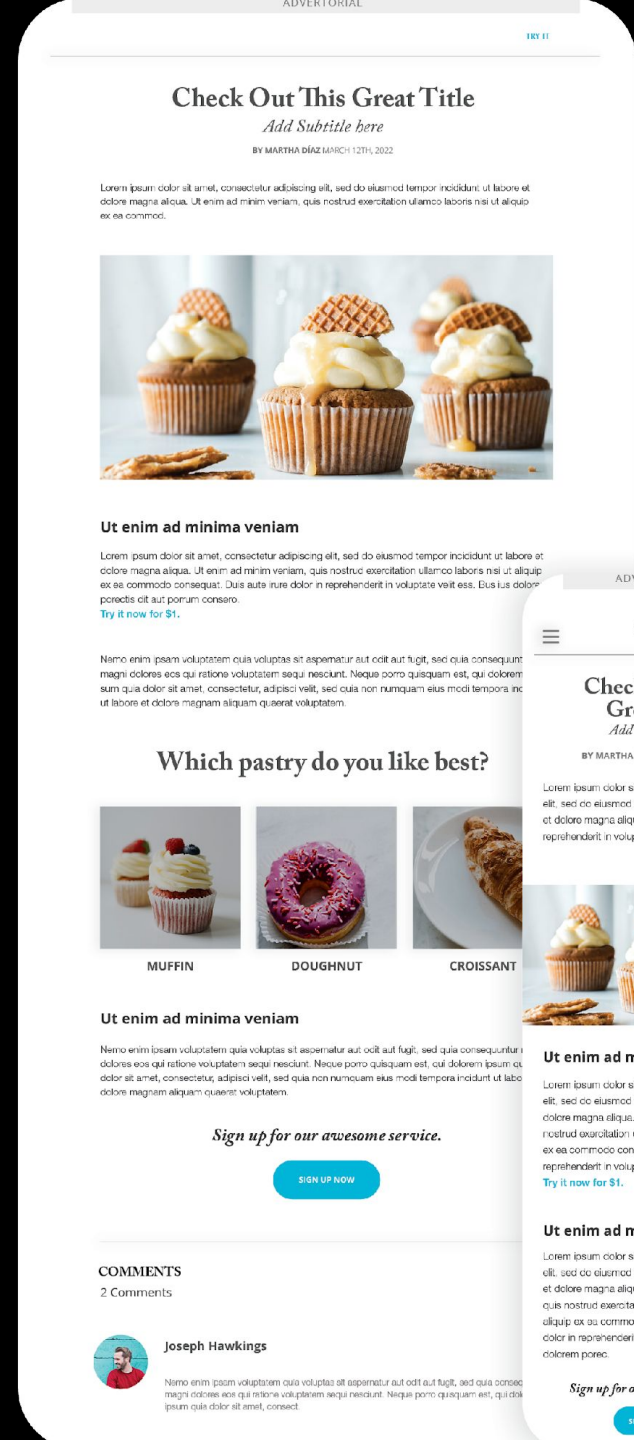
ARTICLE TITLE

Your title should **capture the reader's attention** and **makes a promise** about what they will read.

It should have the **same** message as your **creative**.

AUTHOR & DATE

Author's/ editor's first and last name + date. You may also add a small picture/ icon of the author.

HOOK

Answer the **promise** you made in your title immediately in an **enticing way**.

NUTGRAPH

Your reader should receive the **entire message** of your article in these **1 to 3 sentences** — think of this as a brief summary.

ADVERTORIAL

TRY IT

Check Out This Great Title

Add Subtitle here

BY MARTHA DÍAZ MARCH 12TH, 2022

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Try it now for $1.

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DESIGN YOUR PAGE

SECTION HEADERS

Headers should **summarize your article when scanned** so the reader understands whether or not it's valuable for him or her.
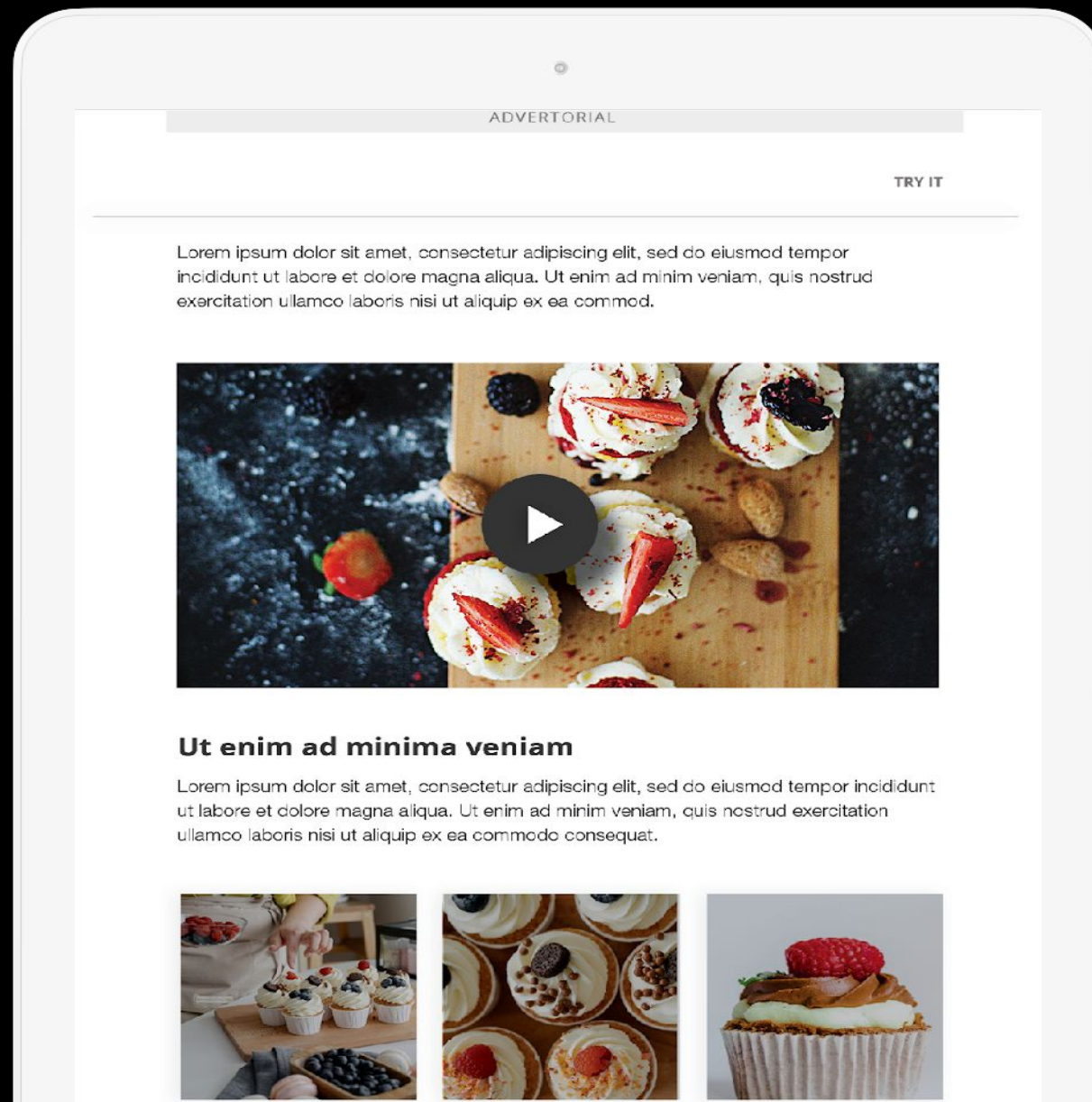
❌ **Bad:** Will you be satisfied?

✓ **Good:** Comfort and interior that will guarantee your satisfaction.

CTA

Your final CTA should be more **aggressive**, as readers who make it to the end of an article are **interested and committed to the topic**.

Taboola **Creative Shop**

INNOVATE

Videos, photo galleries, quizzes, and other unique content types have the potential to unlock new audiences for your product or services. Experiment with new formats when possible, but make sure to keep the rules we've mentioned here in mind!

ADVERTORIAL

TRY IT

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CTA DO'S & DON'TS

BEST PRACTICES

Location

Copy

Format=

LOCATION

Add a **less aggressive CTA about 1/3 of the way down** your page. Hyperlinked text in a separate row can work well for this.

Place the CTA **immediately below the article body**.
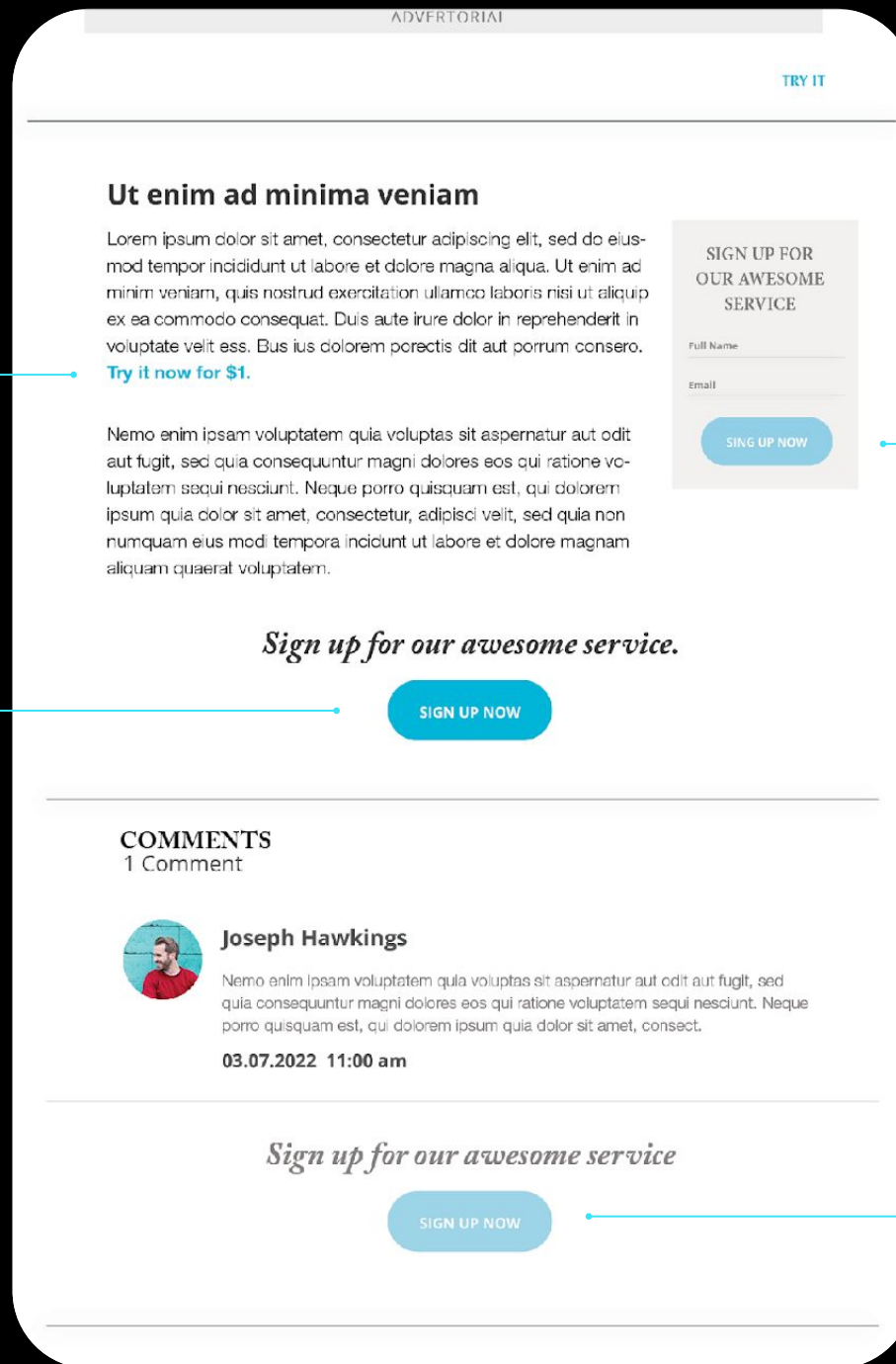
Don't place your primary CTA in the **right rail on desktop**. Users will be engaging with the article, and will most likely miss it.

Don't place your CTA **below share buttons and/or comments.** The user will miss it.

ADVERTORIAL

TRY IT

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SIGN UP FOR OUR AWESOME SERVICE

Full Name

Email

SING UP NOW

Sign up for our awesome service.

SIGN UP NOW

COMMENTS
1 Comment

Joseph Hawkings

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03.07.2022 11:00 am

Sign up for our awesome service

SIGN UP NOW

Taboola
Creative Shop

COPY

Tell the user what to expect post-click. **Use precise action-oriented language** like "buy" or "sign up", Rather than more generic language like "click here"

Don't emphasize multiple actions. Your CTA should focus only on your primary goal.

Use end of article CTA's rather than multiple CTA's. The user who will click on the end of article CTA will probably make a valuable conversion, as they read the full article and knows what they will get in return.

FORMAT

Find creative ways to **gamify your action** if possible, like using a quiz format. It will make the user more likely to follow through with the action.

Don´t make the CTA **look like a banner**. Users have blindness and will ignore it. Even separating your CTA from the article with a block of background color will have this effect.

Don't rely on a floating CTA in the footer. Users will most likely miss that as well.

USER EXPERIENCE

BEST PRACTICES

Pop smart

Link carefully

POP SMART

Users will instinctively close pop-up windows without reading them. If you need to rely on a pop-up, then make sure it's triggered only once a reader has truly engaged with your page.

LINK CAREFULLY

If you need to link outside of your site, make sure that the link opens in a new tab or window.
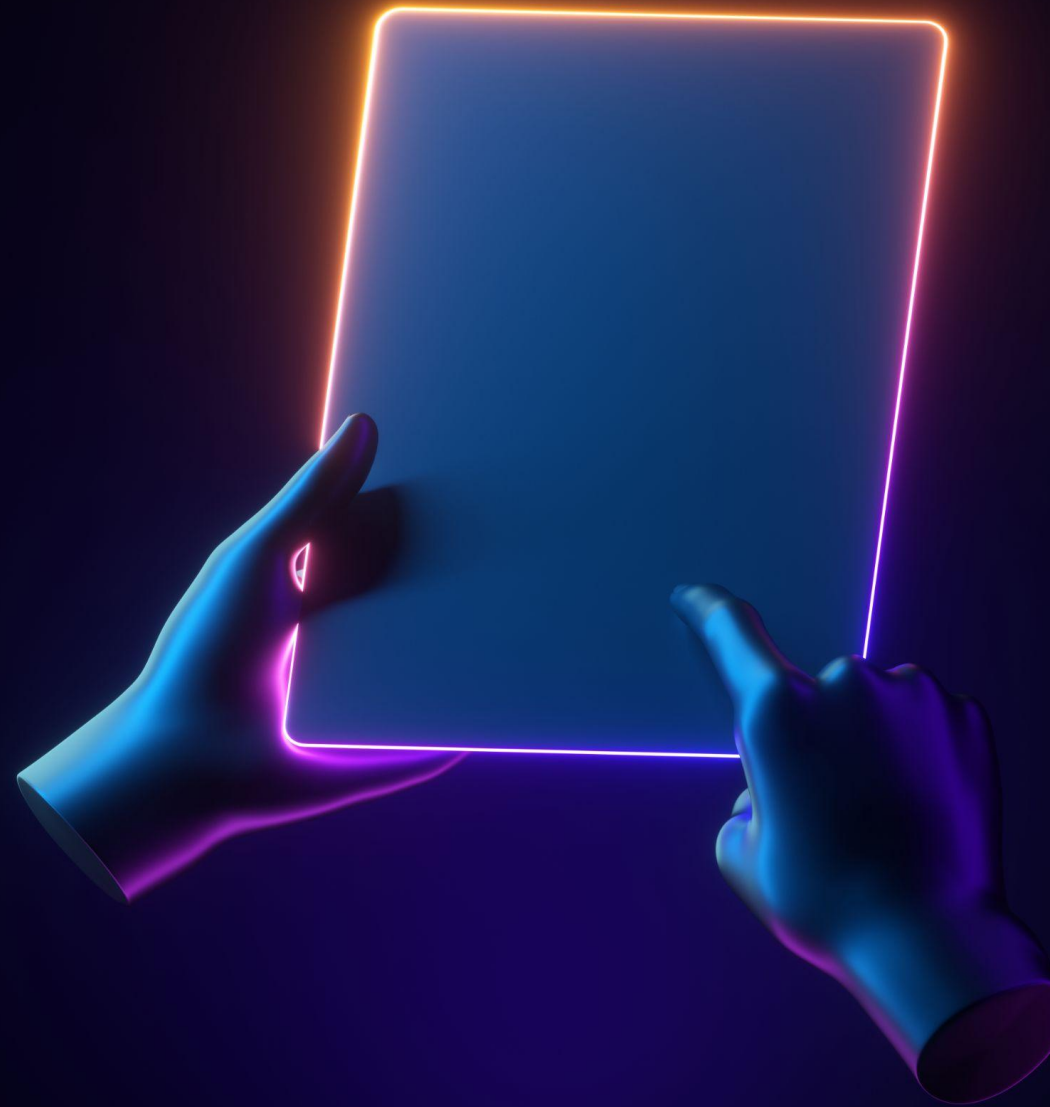
LANDING PAGE TEMPLATES

**New! Landing page templates**

Elementor

Wix

Wordpress

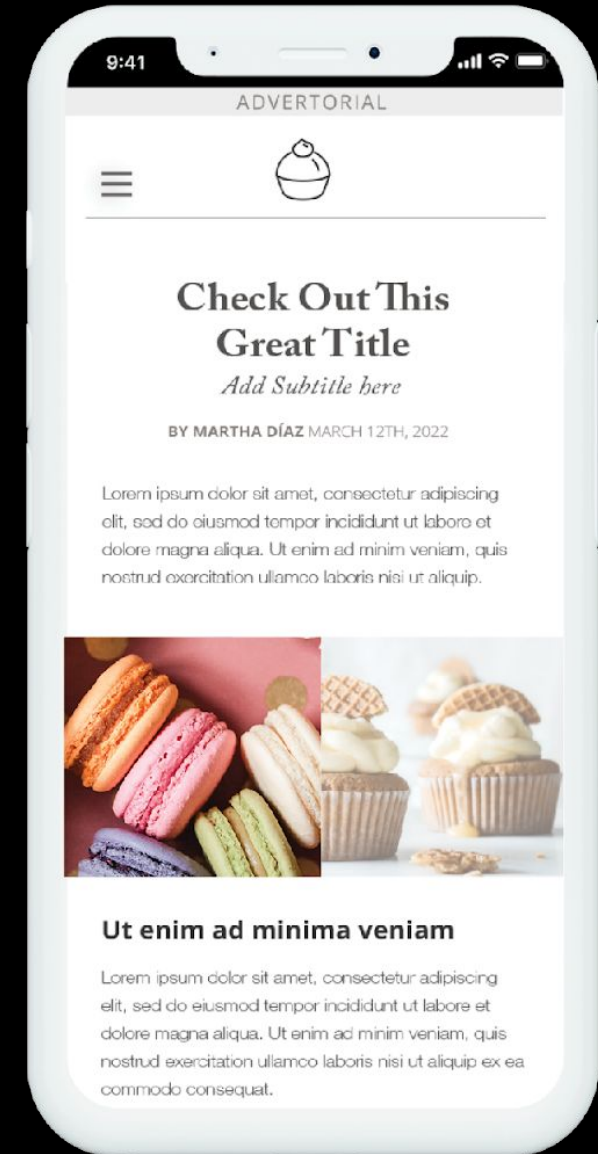Instapage

LANDING PAGE
QUICK START

➔ **Taboola simplifies landing page creation with pre-designed templates**

➔ **Select a website builder & craft landing pages using templates that align with our best practices**

➔ **Advertisers can simply add/paste their content & publish their optimized page**

➔ **Get started here!**

Build landing pages easily with Taboola's website builder partners.
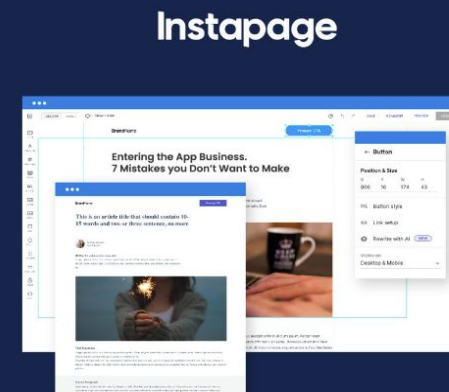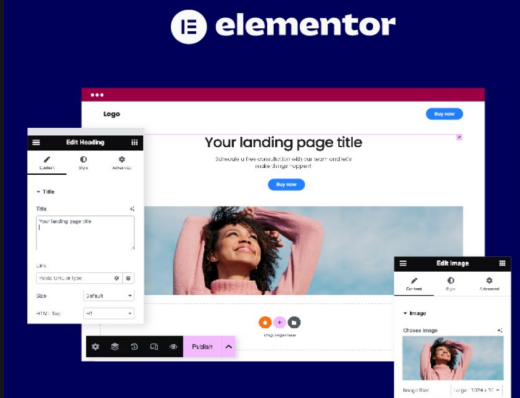
A/B TESTING RECOMMENDATIONS

Technology and browsing habits change and evolve. A/B test major elements of your page on a regular basis to make sure you´re reaching maximum conversion potential.

THANK YOU