

# Landing Page that Drives Conversion

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# Features of High Conversion Landing Page

1. No Homepage
  - Land on special promotion page about the offer in your ad texts
2. Image Quality & Size
  - Use high resolution & big photos
3. Confidence Message
  - Highlight e-commerce security, e.g. “VeriSign Secured”
  - Protect personal data
4. Less Text
  - Keep descriptions short
  - Above the fold (no need to scroll down)
  - No flashy buttons
5. Simplified Conversion Path
  - Highlight stages & steps to book a room
  - Fewer fields on reservation form



THE PARK LANE

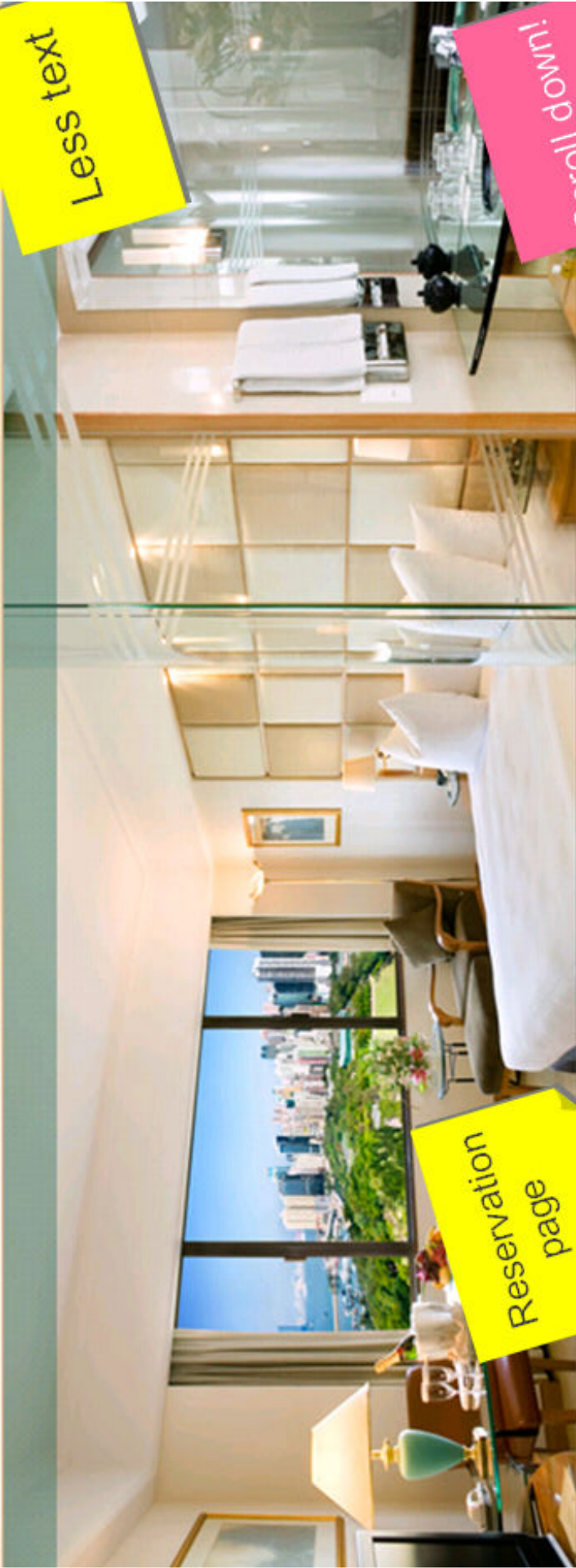
HONG KONG

柏寧酒店

Hong Kong 30 October 2008 06:19 pm Weather

Careers | Photo Tour

HOME ABOUT US RESERVATION ACCOMMODATION FACILITIES DINING MEETINGS



Big Photo  
Less text

Reservation  
page

Scroll power!

RESERVATION

Specify Trip

Select Room / Rate

Provide Guest Information

Review and Book

Receive Confirmation

Date Selection

Clear Reservation  
Path

The Park Lane Hong Kong, Hong Kong, China



Reservation page

# Reservations

Big Photo

Less text

Please choose your desired hotel from the list below.

Hong Kong Island Pacific Hotel

Check In: 30 Oct 2008 | Check Out: 31 Oct 2008

Rooms: 1 | Adults\*: 1 | Children\*: 0

Retrieve / Modify Reservation

Check Availability

### Security Note:

At Sino-Hotels, we take the greatest care to ensure that your credit card and other personal information are protected against unauthorized access. All reservations process is handled through a secure server that encrypts your credit card information.

Confidence message

Our Parent Company

Sino Group



Enquiries? Contact us now

No need to scroll down