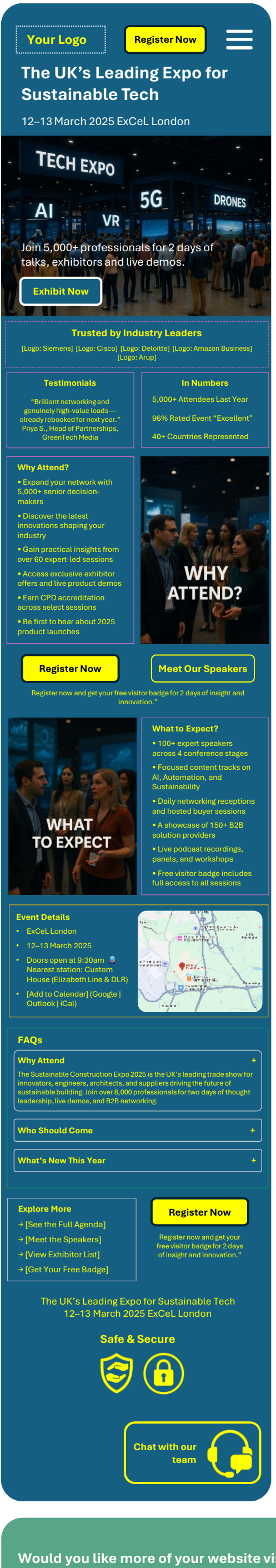
Anatomy of an Event Website Landing Page



🔥 Above the Fold: Immediate Clarity & Value

Headline (H1)

Clear, benefit-focused message: what is the event and why it matters.

Must include the **event name** and/or **core USP** (for SEO and clarity)/ Avoid vague taglines or internal-facing language.

Sub headline (Optional)

Reinforce trust or urgency with a specific value proposition.

Primary CTA Button

Bold, high-contrast, above the fold on desktop and mobile - Use action-led language:"Register Free" • "Book Your Stand" • "See the Agenda". Should match intent of the page (no generic "Learn More").

Supporting Visual

Strong event photo, hero video, or animation — not generic stock. Should show people + place + energy of the event. Mobile-optimised and fast-loading (no large background videos).

🎯 Key Conversion Elements (Mid-Page)

Social Proof

Logos of past attendees or exhibitors • Short testimonials from speakers, sponsors, or attendees • Number of previous attendees or "Trusted by..." badges.

Benefits Section

Use 3–6 bullet points or icon-led boxes.

Focus on outcomes for the user - What they'll learn • Who they'll meet • What they'll gain.

Key Features

Highlights like • Speaker line-up • Agenda themes • Networking opportunities • Exhibitor zones • Free content or CPD points.

🗓️ Event Details

Clear Event Info Block • Dates, times, venue • Embed map or link to travel info • Option to "Add to Calendar" (Google, Outlook, iCal).

📦 Page Content for SEO

Structured Content (Below the Fold) - Include 200–400 words of crawlable copy (not in tabs/accordions)

Use natural subheadings (H2s) to break it up - "Why Attend" - "Who Should Come" - "What's New This Year"

Include primary keywords (event name + year, industry focus, location) - Example Keywords:"Sustainable Construction Expo 2025", "green building conference", "London"

Internal Links - Link to - Full agendaSpeaker list - Exhibitor list - Registration/ticket page - Helps with crawl depth, indexing and conversions.

📱 UX Best Practices

Mobile First

CTA always visible on scroll (sticky bar or repeated mid-page)

- Form fields sized appropriately
- Avoid heavy pop-ups or interstitials
- High colour contrast on CTAs and body text
- Accessible font sizes

🧠 CRO Techniques

- **Limited-Time Offer or Scarcity (if applicable)** - Countdown timer, "Last Few Free Tickets", or "Early Bird Ends Soon"

  Can be repeated near final CTA

- **Lead Capture Options (for B2B events)**

  If not ready to register - "Download Agenda" • "Get Event Brochure" • "Join the Mailing List" - Gate with light-touch form (name + email)

- **Secondary CTA**

  Mid- or lower-page - Tailored for secondary goals: "Become an Exhibitor" • "See Who's Attending" • "Apply to Speak"

- **Final CTA + Trust Signals**

  Repeat CTA - Full-width button with clear action - Include brief "why" copy above it

- **Trust/Support**

  Privacy reassurance • "Secure checkout" icons if paid • Customer service contact or live chat (optional)

Would you like more of your website visitors to become sales leads, sign-ups, and registered visitors?

Get a free landing page CRO Review 👉 https://www.asp.events/optimisation/free-seo-ux-review