

# ESSENTIAL ELEMENTS

## Vacation Rental Management Landing Page



### ProTip!

Incorporate an explainer video on your landing page. It can increase conversion rates by 34%

- 1**
  - a) **Hero Image:** professional photo of one of your most relatable properties.
  - b) **Call to Action (CTA):** can be a form, button, or link. Be sure the CTA is "above the fold".
  - c) **Unique Selling Proposition (USP):** what sets you apart from your competition.
- 2**
  - a) **Trust Icons:** Any groups, memberships, or associations that you're a part of.
  - b) **Features & Benefits:** Features are factual statements. Benefits entice the customer to buy.
- 3**
  - a) **Social Proof:** Make sure to include one or more reviews from your rental owners.
  - b) **Risk Reversals:** The goal of the risk reversals is to reduce any friction around signing up.

**Bonus Tip:** Remove all external links, other than your CTA. If you can reduce external links from 5 to 1 on your page, you can increase conversion rates by 29%!