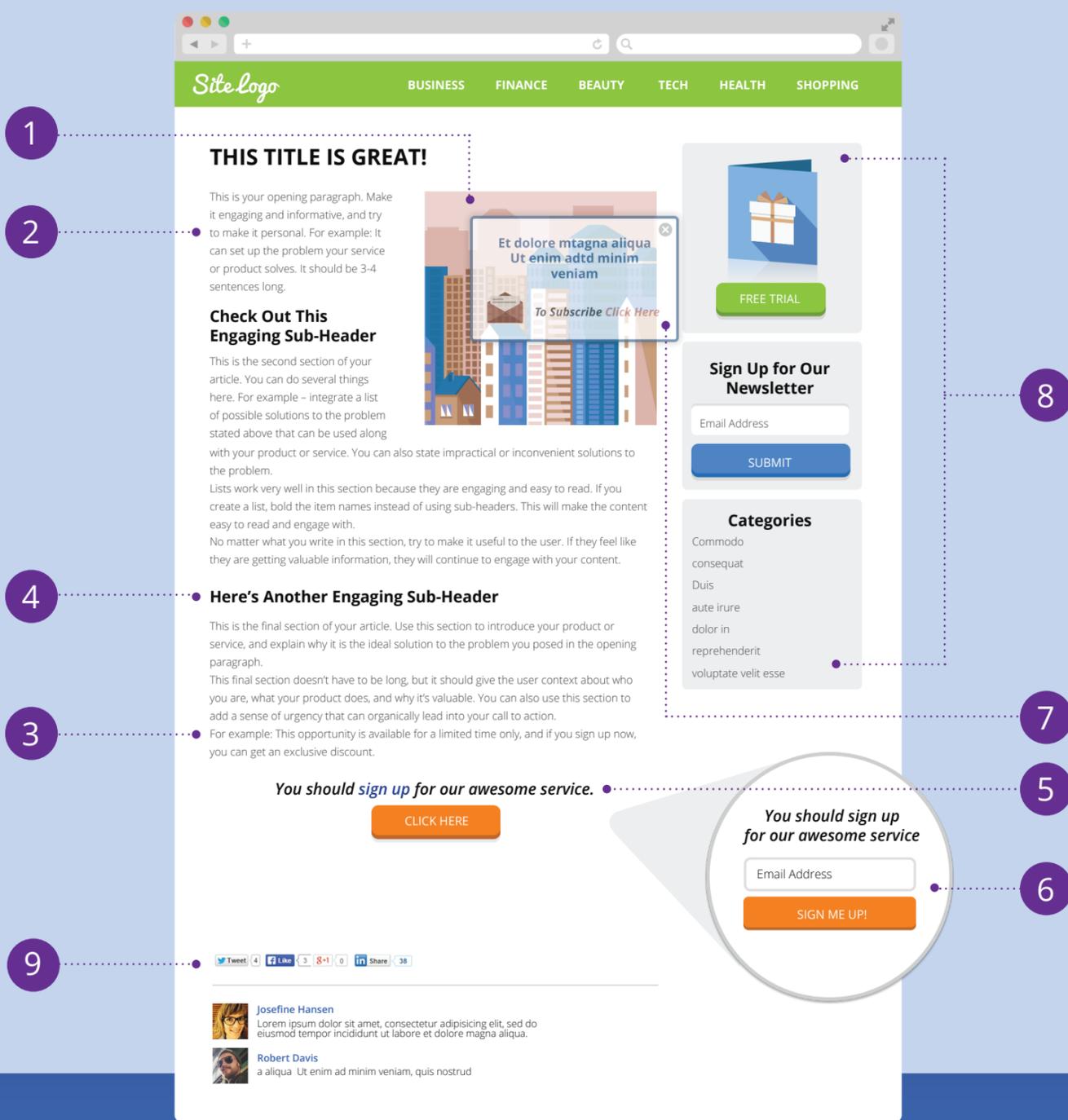


THE COMPLETE GUIDE TO CREATING CONTENT PAGES THAT CONVERT



1 Images

A picture is worth a thousand words. Place an image in the center of the page or at the top of the article and to the side, wrapped with text.

2 Engage First, Sell Second

- You're selling a product, and you shouldn't hide that. However, content needs to start with engaging the user.
- Capture your reader's attention with a compelling message that is informative and useful.
- Use your content to build/create trust and authority, rather than leading with the sale.

3 Content

- Make sure to break your text up into short, easily-digestible paragraphs.
- Try to keep your article between 300 and 600 words. B2B content can be twice as long.
- Use the final third of your article to feature your product or service. Make sure that it's well integrated into the content.

4 Sub-Headers

- Use bold sub-headers to increase the readability of your content.
- As a rule of thumb, you should have at least 2.

5 Primary CTA

- Your call to action should be specific and simple.
- You can use bold or italicized text followed by a link to your action page.
- You can also use a button with enticing text.

6 Form Submissions

If you only need a simple bit of info like an email address, consider placing the form directly on the page instead of a button.

In general, we suggest keeping form fields to a minimum.

7 Pop-Ups and Links

- Try to avoid pop-ups.
- Avoid linking up to pages outside of your site in the article body.
- If you do link to an outside site, open the link in a new tab/window.

8 Right Rail Guidelines

- Remember that a lot of people have "right rail blindness," so don't rely on this section to drive your user to take action.
- Use the right rail sparingly for site navigation and secondary KPIs.
- You can also place a secondary call to action there.

9 Share Bars

- If you would like to integrate share bars, further navigation, or user comments into your article, use the bottom section of the page.
- Make sure these are placed below your call to action.

A/B Testing

Your conversion rate is influenced by every element on the page. At Taboola, we strongly believe in A/B testing everything from the size of your font to button colors. Simple tweaks may significantly influence performance.

Need More Guidance?

Product showcases, video content, and other unique content formats have slightly different best practices. Feel free to contact your account manager with any questions you may have. Taboola's Creative Services Team can provide you with specific insights according to your needs.