

## 15 Best Landing Page Statistics for Digital Marketers in 2024

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# 15 Best Landing Page Statistics for Digital Marketers in 2024

**Landing page statistics reveal the key drivers behind high-converting pages in 2024, offering insights into industry benchmarks and essential optimization strategies. Discover how sectors like Restaurants & Food achieve nearly 40% conversion rates and learn how factors like load time, design, and CTAs can dramatically enhance your landing page performance. Dive into our article to master these techniques and elevate your marketing success.**

Landing page statistics provide insights into performance across various sectors, revealing how they stack up in terms of effectiveness. On average, landing pages across industries convert at a rate of **10.76%**, though this varies significantly. Key factors such as page load time, design elements, and the effectiveness of call-to-actions play crucial roles in enhancing these rates.

Moreover, landing page benchmarks also highlight the varied costs associated with creating these pages, ranging from a few hundred dollars for DIY efforts to several thousand for professional designs. Page load time emerges as a pivotal element, with faster-loading pages typically achieving higher conversion rates – pages that load in 2.4 seconds, for example, convert almost twice as effectively as slower ones. Additionally, strategic design choices,

including A/B testing, video incorporation, and reducing form fields, can significantly boost conversion rates, making it essential for marketers to leverage these insights when developing or refining their [landing pages](#).

"Your visitors change, your product changes, the technology evolves. This means the process of improving conversions is never finished," as Heidi Pun stated. This continuous cycle of adaptation and improvement is critical for businesses aiming to stay ahead in a constantly evolving digital landscape. Understanding this can unlock premier growth opportunities for your enterprise. Dive into our article encompassing 70 landing page statistics divided into 15 groups to elevate your marketing strategies and skyrocket your conversion rates like never before.

## 1. Conversion Rate for Landing Page Statistics by Industries

The average conversion rate measures the effectiveness of the page across various industries, with standout sectors like Restaurants & Food achieving nearly 40% success. Take a look at how different industries perform and identify opportunities for improvement in your sector.

#1 According to GetResponse's 2024 report, the average landing page conversions based on the subscription rate they generated across industries are as follows:

- Agencies: 1.86%
- Arts & Entertainment: 12.77%
- Automotive: 3.84%
- Communications: 23.49%
- Education: 9.53%
- Financial Services: 17.6%
- Health & Beauty: 4.04%
- Health Care: 11.11%
- Internet Marketing: 9.42%
- Legal Services: 25.05%
- Non-profits: 7.52%
- Publishing: 2.13%
- Real Estate: 2.86%
- Restaurants & Food: 39.93%
- Retail: 0.7%
- Sports and Activities: 1.75%
- Technology & High Tech: 9.79%
- Travel: 10.35%

#2 The industries of Restaurants & Food, Legal Services, and Communications have the highest conversion rates, with Restaurants & Food in the lead, reaching almost **40%**. On the other hand, sectors like Retail, Publishing, and Sports have significantly lower conversion rates, with Retail having the lowest rate at only **0.7%** (GetResponse, Landing page conversion by industry).

#3 The average conversion rate for landing pages in various industries is **10.76%** (GetResponse, Landing page conversion by industry).

#4 The average conversion rate for landing pages is **9.7%**, as stated by Unbounce. However, this varies widely depending on the industry and the type of conversion, with email leads being easier to obtain than form fills or purchases (Unbounce).

#5 Starting promotions at least four weeks prior to the webinar leads to a **12%** boost in registrations, highlighting the significance of early lead generation endeavors (GoToWebinar, The Big Book of Webinar Stats).

#6 **59%** of webinar sign-ups happen during the week before the event, and **17%** occur on the day of the webinar. This indicates the importance of optimizing landing pages for last-minute registrations and ensuring they are engaging until the event commences (GoToWebinar, The Big Book of Webinar Stats).

#7 The top webinars can achieve conversion rate averages of **19%**. Additionally, **51%** of individuals who come across a webinar's landing page will complete the initial sign-up. Then, approximately **36%** of those individuals will attend (Neil Patel).

## 2. Cost of Creating Landing Page Statistics

The cost of creating a landing page varies widely, from a few hundred dollars using DIY tools to several thousand when hiring top professionals. Explore the details to determine the best approach for your budget and goals.

#8 Freelancers can charge **between \$15 to \$200** per hour depending on expertise (Waseem Bashir, Apexure).

#9 The cost of designing an average landing page using tools is **\$113** (Waseem Bashir, Apexure).

#10 Bringing in a professional designer or agency could amount to a few thousand dollars, with renowned brands or designers asking for more than **\$3,000** (WebFX, 2024 PPC Landing Page Pricing).

#11 The cost of creating a landing page varies **from \$0 to \$2,000**, depending on design complexity, customization level, and the chosen creation method (Landingi, Marcin Hylewski).

#12 Using a landing page builder can cost between **\$0 and \$399** per month, and it varies based on the provider and the chosen plan (Landingi, Marcin Hylewski).

### 3. Landing Page Load Time Statistics

Load time affects user experience and directly impacts conversion rates, with pages loading in 2.4 seconds converting nearly twice as effectively as those that take longer. Delve into these statistics to see how optimizing your page speed could boost your conversion rates.

#13 The typical duration for a mobile landing page to completely load has decreased by **7 seconds** (Think with Google).

#14 The visual content above the fold takes more than **5** seconds to display on **70%** of mobile landing pages, and it takes over **7** seconds to fully load all visual content above and below the fold (Think with Google).

#15 Rakuten 24 enhanced page load speed and overall web performance, which led to a **35.12%** decrease in exit rates. As a result, fewer users left the site before finishing a purchase or desired action (web.dev).

#16 Studies indicate that pages loading in **2.4** seconds achieve a **1.9%** conversion rate, which drops to **1.5%** at **3.3** seconds and falls below **1%** at **4.2** seconds (Cloudflare).

#17 **53%** of mobile visitors abandon a page if it takes longer than **3** seconds to load (Think with Google).

### 4. Landing Page Design Statistics

A/B testing compares different versions of landing pages, and design elements like the number of pages or the use of video can significantly enhance lead generation. Check out these statistics to learn how strategic design decisions can lead to massive conversion gains.

#18 Increasing the number of landing pages from 10 to 15 can result in a **55%** increase in leads for companies (Hubspot, Why You Need to Create More Landing Pages).

#19 In comparison to those with a lower number of pages, having **over 40** landing pages can lead to a **500%** boost in conversions (HubSpot).

#20 Color increases readership by **80%**, which is directly correlated with producing more leads because it guarantees that a larger audience reads and interacts with the content offered in product guides or marketing materials (Xerox, 20 Ways to Share Color Knowledge).

#21 **73%** of landing pages showcase human faces, frequently in the hero section, effectively expressing emotion and grabbing attention in the typically non-emotional SaaS category (ChartMogul, Ed Shelley).

#22 Product value is quickly conveyed by **53%** of landing pages using videos, as videos are more engaging than images despite higher production costs (ChartMogul, Ed Shelley).

#23 Removing the navigation menu can increase conversions by **100%** (VWO, Paras Chopra).

#24 Embedding videos in landing pages can increase CR by **80%** (Ecom Convert, Pros and Cons of a Homepage Background Video).

## 5. Landing Page Statistics by Type of a Landing Page

Different types of landing pages yield varying results, with simpler click-through pages often outperforming more complex lead generation forms. Take a closer look at how the purpose of your landing page might influence its success rate.

#25 The conversion rates are usually **lower** on lead generation landing pages, where visitors are required to complete a contact form, whereas click-through landing pages tend to have **better** performance as the conversion goal is much simpler (Unbounce, Garrett Hughes).

#26 **77%** of landing pages are home pages (Growth Marketing Pro, Mark Spera).

#27 A typical conversion rate for an email opt-in landing page ranges **from 5% to 15%** (Leadpages, Conversion Optimization Guide).

#28 Generating leads is the main goal when creating landing pages for **43.6%** of marketers (HubSpot, Flori Needle).

#29 Sales pages sell **34%** more when they include testimonials (Wisernotify).

## 6. Landing Page CTA Statistics

The click-through rate (CTR) tracks the success of call-to-actions (CTAs) and can be dramatically improved with techniques like personalization or the inclusion of social proof. Examine the impact of various CTA strategies on conversion rates.

#30 Including social proof below a landing page CTA can increase its conversion rate by **68%** (HubSpot, Ankit Vora).

#31 Customized call-to-actions on landing pages improve performance by **202%**, highlighting personalization effectiveness (HubSpot, Ankit Vora).

#32 Using the term 'Submit' as CTA may lead to a **3%** decrease in conversion rates (Unbounce, Oli Gardner).

#33 Adding multiple offers on your landing page can lead to a **266%** decrease in conversions (Alphawhale, Nick Montagu).

## 7. Landing Page Software for CRO Statistics

Conversion rate optimization (CRO) software can raise conversion rates by an average of 30%, making it a critical tool for any landing page strategy. Explore these statistics to see how CRO tools can improve your landing page performance.

#34 Some CRO tools can raise conversion rates by **223%** (VentureBeat, Dan Slagen).

#35 Google Analytics is the most widely used tool for gaining user insights and monitoring websites (UXtweak, Daria Krasovskaya).

#36 Businesses that use optimization software on their landing pages experience an average **30%** increase in conversions, with mobile-optimized pages generating more leads and reaching a wider audience (Mailchimp).

## 8. Landing Page Traffic Acquisitions Statistics

Traffic sources identify where visitors come from, and certain channels like PPC are more likely to lead to conversions compared to organic traffic. Review these insights to optimize your traffic acquisition strategy for better results.

#37 Marketers use various tactics to drive traffic to landing pages, with **97%** having a promotion strategy that includes social media promotion (**51.5%**), email marketing (**43.6%**), SEO (**35.6%**), paid advertising (**32.7%**), and other methods like internal blog links (**28.7%**) and partner/affiliate marketing (**17.8%**) (HubSpot, Flori Needle).

#38 PPC visitors are **50%** more likely to make a purchase compared to organic visitors (Outreach Monks, Sahil Ahuja).

#39 The average bounce rate for landing pages ranges between **60-90%** (Customedialabs).

#40 The most common landing page traffic sources include: social media, email marketing, pay-per-click (PPC) advertising, and organic search (SITE123).

## 9. Landing Page User Behavior Statistics

Bounce rate indicates visitor engagement and is a key metric in understanding how well your landing page retains interest. Investigate these behavioral statistics to identify where users may be dropping off and how you can keep them engaged longer.

#41 Addressing the concerns of potential buyers on landing pages can increase conversion rates by up to **80%** (Growth Marketing Pro, Mark Spera).

#42 Most mobile pages take longer to load than their desktop counterparts, and mobile users expect **faster** page loads on their devices (HubSpot, Kristen Baker).

#43 Users anticipate landing pages to load in **2** seconds or less, according to **47%** of respondents (Cloudflare).

#44 Almost **90%** of visitors may leave the average landing page without engaging (Leadpages, Ted Vrontas).

#45 A webpage with long-form content is considered good with a scroll depth of **75%**. A depth of **50%** or less might be good for websites focused on conversion (Usermaven).

#46 In the last quarter of 2023, mobile devices generated **54.67%** of global website traffic (Statista).

#47 Most site owners experience exit rates below **25%** or between **26%-40%**, depending on their business type and landing page content (Databox, Masooma Memon).

#48 A good benchmark for average time on page is **52** seconds, across multiple industries. This time on page indicates content engagement and reflects how well the website manages to captivate and retain the visitor's attention (MetricHQ, Priyaanka Arora).

## 10. Landing Page Form Statistics

Form completion rate measures lead generation success, with shorter forms generally leading to higher completion rates. Explore these statistics to optimize your forms for better conversion.

#49 Conversion rates of email capture forms on landing pages vary significantly based on their placement:

- Sidebar CTAs: 0.5-1.5%,
- Generic end of post CTAs: 0.5-1.5%,
- Pop-ups: 1-8%,
- Sliders and bars: 1-5%,
- Welcome Gates: 10-25%,
- Featurebox: 3-9% (Grow and Convert, Devesh Khanal).

#50 Almost **95%** of people who start filling out insurance forms are able to finish them successfully (FormStory, Mike Hakob).

#51 Reducing the number of fields in a contact form can significantly boost conversion rates. For example, one company experienced a **120%** increase in conversions by reducing their form from 11 fields to 4 (Unbounce, Oli Gardner).

#52 Including a phone number field in a form typically results in a **5%** decrease in conversion rates because many users hesitate to share this information (Unbounce, Oli Gardner).

#53 Reducing the number of form fields from 4 to 3 increases conversion rates by **50%** (Search Engine People, Douglas Karr)

#54 The average form completion rate (goal completion rate) across all industries is **4.2%** (Unicorn Platform).

## 11. Landing Page Lead Magnet Statistics

Lead magnets like ebooks are powerful tools, with a significant number of marketers relying on them to drive form submissions. Check out how offering the right lead magnet can significantly boost your landing page conversions.

#55 Offering ebooks on landing pages is highly effective, according to HubSpot, as **55%** of their top submissions are from ebook offers (HubSpot, Flori Needle).

#56 **79.1%** of marketers using opt-in forms also employ lead magnets alongside them. The most popular lead magnet among marketers is ebooks, with **75%** utilizing them. Additionally, **25%** of marketers depend on discounts and free trials (Email Vendor Selection, Mor Mester).

## 12. Local Landing Page Statistics

Local landing pages can enhance credibility and conversion rates by including business names in the title tag. Dive into these statistics to understand the nuances of optimizing local landing pages for better performance.

#57 The title tag of **65%** of the highest-ranked local landing pages includes the business name. When a business name is included in the title tag of landing pages, it enhances credibility, resulting in greater trust, more leads, and improved conversion rates (Nifty Marketing, Local Landing Page Study).

#58 **75%** of consumers prefer to buy products in their native language (Common Sense Advisory).



## 13. B2B Landing Page Statistics

B2B landing pages boast a higher average conversion rate of 13.28%, with webinars particularly effective in capturing quality leads. Explore how B2B-focused landing pages differ from B2C and how to leverage them effectively.

#59 The average conversion rate for a B2B landing page is **13.28%** (Wishpond, Landing Page Benchmark Report).

#60 Among the top B2B content marketing performers, **64%** successfully nurtured subscribers, audiences, or leads, compared to **49%** of all respondents (Content Marketing Institute, B2B Content Marketing Report for 2023).

#61 **67%** of respondents who measure content performance discovered that conversions, including landing pages, provide vital insights into their B2B content performance (Content Marketing Institute, B2B Content Marketing Report for 2023).

#62 Given that **91%** of B2B professionals favor webinars over other content types for both learning and lead generation, it suggests that landing pages designed to promote webinars could be highly effective in attracting quality leads (Search Engine Journal, Matt G. Southern).

#63 Both B2B and B2C companies benefit from having more landing pages. B2B companies, in particular, see greater benefits when they have **40 or more** landing pages on their website (HubSpot, Why You Need to Create More Landing Pages).

#64 A B2B website that loads in **1** second has a conversion rate **3 times higher** than a site that loads in **5** seconds (Portent, Site Speed is (Still) Impacting Your Conversion Rate).

## 14. B2C Landing Page Statistics

In B2C, addressing buyer fears can lead to an 80% increase in conversion rates, showcasing the importance of trust in consumer decision-making. Take a look at how you can improve your B2C landing page for better engagement and loyalty.

#65 The average conversion rate of a B2B landing page is **9.87%** (Wishpond, Landing Page Benchmark Report).

#66 Addressing buyers' concerns and reservations on a landing page can increase conversion rates by **80%**, as it reassures visitors about the safety and benefits of providing their personal information (SerpWatch, Aida Omanović).

#67 Consumers have indicated that if a brand provides an impersonalized experience, **62%** of them would no longer remain loyal to that brand (Statista).

## 15. Landing Page Word Count Statistics

Word count and the number of elements on a page significantly impact conversion rates, with concise pages often performing better. Review these findings to refine your landing page content for optimal results.

#68 As the number of elements (text, titles, images) on a page increases from 400 to 6,000, the probability of conversion decreases by **95%** (Think with Google).

#69 The average length of landing page headlines remains steady at **6** words, with **88%** of headlines being less than **10** words (ChartMogul, Ed Shelley).

#70 **29.5%** of landing pages contain too much text, resulting in an average conversion rate of **11.10%**. Meanwhile, word-count-conscious pages achieve an average conversion rate of **14.30%** (Unbounce).

## Use Landing Page Statistics to Optimize Conversion Rates with Landingi

Understanding and leveraging landing page statistics is crucial for digital marketers aiming to optimize their conversion rates across various industries. The data highlights significant disparities in conversion rates, with sectors like Restaurants & Food, Legal Services, and Communications leading the way, while Retail and Publishing struggle to convert visitors effectively.

By focusing on key factors such as page load time, design elements, and the strategic use of call-to-actions (CTAs), you can substantially improve your landing page performance. Additionally, the cost of creating landing pages can vary widely, but investing in faster-loading pages and engaging designs can lead to significant conversion gains.

To effectively implement these insights, consider using a comprehensive landing page builder like Landingi. With its user-friendly interface and robust features – i.a. A/B testing, Smart Section, EventTracker – Landingi empowers marketers to create high-converting landing pages without the need for extensive technical skills or costly investments in professional design services. Whether you're looking to refine your page load times, incorporate A/B testing, or optimize your forms and CTAs, Landingi provides the tools and support necessary to maximize your landing page success. Start optimizing your conversion rates today with Landingi and stay ahead of the competition in 2024!

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Magdalena Dejnak is a marketing content expert with more than 4 years of experience in digital marketing. Her expertise lies in creating landing pages, managing social media, branding, and optimizing conversion rates. She has been a significant contributor to Landingi platform since the year 2020. Magdalena holds a Postgraduate Degree in E-marketing from the Akademia Górnośląska im. Wojciecha Korfantego. Currently, she is under the mentorship of Błażej Abel, CEO of Landingi, a leading company in landing page technology.