

# ESSENTIAL ELEMENTS

## Vacation Rental Management Landing Page



1

- a) **Hero Image:** professional photo of one of your most relatable properties (ProTip: change the photo for each targeted group).
- b) **Call to Action (CTA):** can be a form, button, or link. Be sure the CTA is "above the fold" (seen instantly before any scrolling).
- c) **Unique Selling Proposition (USP):** the reason why your VRM is different and/or better than that of the competition.

2

- a) **Trust Icons:** Any groups, memberships, or associations that you're a part of to give your business legitimacy.
- b) **Features & Benefits:** Features are factual statements. Benefits entice the customer to buy. Answers the question "What's in it for me?"

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 (NOTE: also include these close to the CTA).

**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%!