





The first cohort of digital natives are vegr olds were involved in making assuming positions of seniority in business. A generation who have always used cloud-based services and collaboration tools, and whose professional experience doesn't pre-date search, e-commerce and digital products to be more the ready availability of professional personalized vs. analogue. communities and tools like LinkedIn.

According to B2B International. millennials will make up 44% of the of doing things are becoming workforce by 2025. In their study they could see that 74% of 21 to 40 important.

buving decisions for their companies and that they're already driving a digital approach to B2B selling. For example, 51% of them (versus 33% of other professionals) perceive

A different generation, with different views and different ways significantly, and increasingly













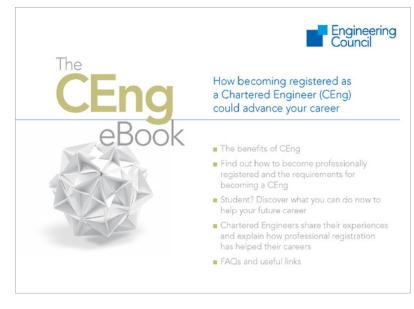
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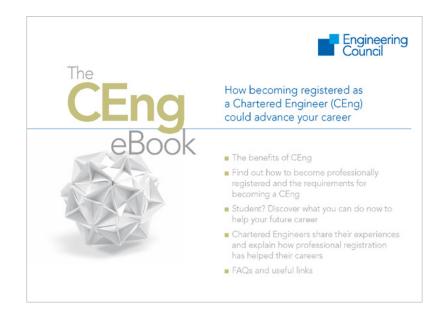
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2021/22



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## SIX PRACTICAL TIPS FOR CREATING SUCCESSFUL LANDING PAGES

1. MAKE SURE LANDING PAGE CONTENT MATCHES YOUR ADS / SOURCE CONTENT.

Ensure that you're sending people to a page that matches their expectations. At first sight, visitors should know that they've made a 'good click' - landing page copy and design should match that of the ad you're running or source content that you've created.

2. KEEP KEY INFORMATION / THE CALL TO ACTION 'ABOVE THE FOLD'.

The area that's visible on a screen before scrolling down (the area 'above the fold') is highly valuable and your landing page needs to be designed to make the most of it.

## 3. BE CLEAR, BE CONCISE.

- This especially applies to content 'above the fold' but should be observed across the whole landing page
- Keep headlines and calls to action short, clear and highly visible
- Be 'minimalist' don't 'cram' anything more than you need onto the page
- Use clear, compelling copy that is straightforward and easy to read • Clearly 'signpost' the page with strong visual directions / cues so that
- page visitors know where to go to / what to look at next • Avoid any 'distractions' - remove website navigation and any
- unnecessary links from your landing page.