

Headline: give visitors a reason to stick around and actually engage with the page.

Why Almost Everything You Read About Content Marketing is Dead Wrong...

Simple formula for the sub-heading: clear call to action + benefit statements.

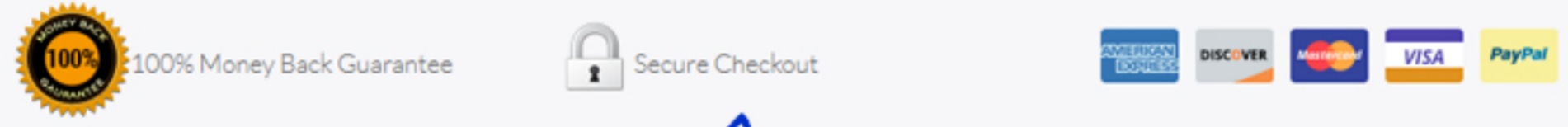
Watch the video below to see how simple effective, traffic-driving content can really be:

Even if you use auto-play, you should still have a video thumbnail with a call to action and/or benefit statement. (remember that typically don't auto-play on mobile devices)



Try using action-oriented words on the purchase button, instead of just "buy now" or similar.

Yes, I Want to Get More Traffic >>



The 3 elements below the button answer the questions "how can I buy this?", "is it safe?" and "what if I don't like the product?"