

# Landing Pages

Your home page on your web site is considered a landing page because that is where users end up when they click a link to go to your web site. Chances are however it is not a good landing page because it doesn't induce or direct the user to do something.

A landing page is the result page that the user sees once they click on a link.

With that in mind any page can be a landing page if you set up a link to it from an advertisement on another site. To make the landing page effective you need to compose it so that you get an action out of the user. For example, induce the user to opt-in to a newsletter or purchase a product.

While most internal pages on a site may be considered potential landing pages, to be effective, a good landing page needs to be very specific and consistent with the reason why the user is clicking on the ad link.

Our purpose with a landing page is to convert a user into a buyer or an opt-in.



I find that the Landing Page (LP) concept works great for what I like to call **Peripheral Marketing**. Many times I find web sites that have issues that keep them from performing well on their own with direct marketing campaigns. LPs are a way to get around these problems and start focusing on the very **specific** and **narrow purchasing paths**.

Another useful way to use LPs is to split test your pay-per-click campaigns.

For example, with Google Adwords you could set up an ad campaign for a blue widget and one for a red widget. Link them individually to their own landing pages and you will be able to see which campaign performs better. Each will produce their own hit count and sales volume for a better insight on how to market your products.

As you can see, LPs also give you a way to separate ad campaign traffic from natural traffic.

## LPs and Search Engine Optimization

We don't want search engine spiders or robot programs to index our LPs because we want to see how the ad campaigns are performing on their own.

In order to keep spiders from indexing our LPs we need to add a file to the root of our site called a **robot.txt** file. It will have code in it to tell the robot where it can traverse and where it can not.

## Convert the User

LPs need to be consistent with your ad campaign and they need to be very specific to the targeted customer. So before you start an ad campaign paired with landing pages make sure you have identified your customer.

Next, come up with an offering that will be attractive enough to net you a new customer. Many advertisers use a free information document which would be emailed to the user upon giving their name and email address. Here you would be collecting leads for potential customers.

Make sure you have a clean direct path to the "**Call to Action**". In order to take advantage of the offer the user must do something like fill out a form, a survey or purchase something.

## Professional Writing

Writing concise effective sales copy is not an easy task and many small businesses lack writing capabilities. Don't worry you are not alone!

It would be a great benefit to have a professional writer develop your sales copy. Not only do you get a well crafted sales piece but a hired writer sees your offering from the outside which I feel is a valuable perspective to tap.

We hope you find this a useful web marketing tip. Don't worry if you yourself can not build landing pages by yourself or manage ad campaigns. The point of our web tips is to help educate you. Knowing what to ask for is half the battle.

In our next installment will be talking about other ways to get traffic to your web site or more importantly your **Landing Pages!**

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