

# Website Landing Pages

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# What is a Website Home Page?

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The opening or main page of a website, intended chiefly to greet visitors and provide information about the site or its owner.

Answers.com

# What is a Website Landing Page?

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Simply put....

A place to publish a targeted message for a particular demographic.... it's communication, not advertising.

# When Should Landing Pages be Used?

- ❖ To optimize...
  - ❖ marketing search engines
- ❖ To communicate...
  - ❖ tell your organization's story to a targeted market
  - ❖ promote a new product offering
  - ❖ provide more information from links in news releases & eMails

# Characteristics of an Effective Landing Page

- ✓ The copy is short and the graphics simple
- ✓ The page has your company's look, feel and tone
- ✓ It's written from the prospect's point of view
- ✓ It's communicating, not advertising

# Characteristics of an Effective Landing Page (cont'd.)

- ✓ The call to action is clear and easy to respond to
- ✓ There are multiple calls to action
- ✓ Contain privacy policies
- ✓ Contain logos to appropriate associations

# Characteristics of an Effective Landing Page (cont'd.)

- ✓ Only the necessary information is solicited
- ✓ It's a self contained unit
- ✓ It contains quotes from happy customers, testimonials, guarantees
- ✓ Its message matches the ad's message

# Mistakes to Avoid

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- ✘ Graphics or text unrelated to the offer/message
- ✘ Long forms with unnecessary fields
- ✘ Difficult to read fonts
- ✘ Persuasive copy placed below the fold

# Mistakes to Avoid (cont'd.)

- ✘ Navigation off the landing page
- ✘ Trying to close the sale too soon
- ✘ Looking Cheap
- ✘ Being all things to all people

# What if Landing Page is Not Enough?

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Use a Landing Path!

# Landing Page vs. Landing Path

## Landing Page

- All audience types have same informational needs
- Simple offer needs little explanation
- Established brand credibility with market/audience

## Landing Path

- Various audience types with different information needs
- Complex offer needs explanation and selling
- Audience/market may be unfamiliar with your company

# Word of Caution

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Now that you have a great Landing Page with an effective call to action...

**Respond ASAP to each prospect/customer!!!!**

# Here's Viv!

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Landing Page do's and don'ts from the standpoint of Google Search and Google AdWords