

The 1-2-3's of Landing Pages

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It is typical for people to jump into landing page development without first establishing a clear **digital marketing** strategy, and then confirming the purpose of their landing page. Most landing pages have no clear purpose and not surprisingly, they don't perform as well as intended. Let's start with a few questions you should ask yourself before your landing page is developed.

1. Is the content you're planning to use for your landing page critical?

Much of the content on a typical website is not critical and thus should not be included in a landing page. Some possibilities that fit this category are company mission statement, bios, job openings, and investor relations. The most critical actions you want your landing page visitors to take are Call Us, complete a form, download our whitepaper, sign up for a free trial, etc. If there is content that you feel will not add meaning to your desired action, don't include it.

2. Who is your desired Landing Page audience?

Here are some possible visitor groups:

- Prospective Clients
- Current Clients
- Strategic Business Partners
- Media
- Potential Investors
- Employees

Many landing pages attempt to address the needs of all these groups, even though one group may be more important than another. Your landing page should be developed for your most critical audience. You should also consider building multiple landing pages if you have more than one critical group.

3. Understand the Desired Conversion you want to occur

Your desired action may not necessarily be to process an order. Typically conversion actions are mini-actions that eventually may lead to an ultimate sale. That sale may occur at a later date as you help your prospects down a path to conversion. The most important criteria for your desired conversion is that it must be measurable. Examples include download or print, subscriptions, click-through, form submission, phone calls and of course purchases.

Take the time to think through your Landing Page strategy and you will be rewarded with conversions! ***Learn more about how you can construct a landing page geared toward enhancing your business' website conversions.***

Read more about all the WSI Digital Marketing services that can help maintain a positive online reputation for your business – www.wsimywebguide.com