



Good to know in SEO...

Basic Landing Page Optimization for Conversions – What Are You Missing?

Q: What is a “Landing Page”?

Although often times a landing page is referred to as the page a user lands on after clicking on a PPC ad, landing pages are really any page, HomePage (HP) or SubPage (SP), within a particular website that a potential client will land on after clicking on an ad, an organic result in the search engines, e-mail marketing campaign or even an Article or Press Release.

Best Practices for Landing Pages – AKA – Conversion Rate Optimization:

Below is a list of what we see as the top ten best practices for landing pages. The list is to help you better understand how to better engage your site users and ultimately receive a higher conversion ratio.

- Unify the Page Intent** – Landing pages convert best when the content is promotion based. With this type of landing page, the content is concise and focused on one clear message. Even the most brand focused company (“we’re not promotional, we’re all about brand”) should engage in some sort of promotional activity.
- Visually Engage the User** – Tell a story or sell a product using impactful imagery or videos rather than simply explaining the purpose with lengthy content. (Think short attention spans, we are on the internet after all).
- Focus the User Experience** – Feature clean navigation and clear calls to action. Landing pages should be used as a teaser to easily point the customer to the desired action. (Example: Call now! For more information, “Click Here”. Always provide them with a quick fill form.)
- Use a Direct Headline** – Making a good first impression is just as important online as it is in the real world. A clear and direct headline should be the first thing the user notices once they land on the page. Make sure the headline is a direct and simple statement of what the page visitor is there to find/do.
- Leave Plenty of Whitespace** — Visitors don’t read, they scan the text to determine if the page is relevant to what they were searching for in the first place. The clean use of space allows visitors to scan and clearly see the simple messages.
- Deliver a Clear Benefit** – Answer any potential “whys?” with your specific benefits. Keep them limited to a few bullet points and don’t abbreviate words (unless using parentheses – example: Search Engine Optimization (SEO)). This is no time to get cute – if visitors can’t quickly and easily understand the benefits of your product or service, they will leave.
- Amplify Buttons** – Attracting attention is what the main action buttons are all about. Make users notice where the button is right away. Odd button shapes or bright colors work well. Also, don’t skip on the size. (I personally think there should always be a big “Contact” button or a quick form on each page. You don’t need people to read your site once they get there, you just want them to take an action.)
- Convey Trust and Security** - Branding, trust/security icons, as well as testimonials provide credibility and give comfort to the visitor - this can have a positive impact on your conversions. (I suggest placing your trust icons such as the BBB, MacAfee, etc. above the fold.) Placing things like “Our Returns Policy,” “Member of the Better Business Bureau,” “As Seen in Architectural Record,” “Company Information” on the page to help remove fear and build confidence.
- Provide a Compelling Message** — Every good salesperson says something to persuade prospects who are on the fence. Think of your landing page as your online salesperson. Make sure you have one compelling message directly above the call to action. “Bandwagon messages,” such as “Join our thousands of customers...” can also improve visitor trust and increase conversions.
- Soften the Call to Action** – Direct words like “Buy,” “Add to Cart” or “Subscribe” indicate a commitment that the visitor may not be ready to make and can lower conversion rates. A softer call to action like “Try it Now” can drive users deeper into the funnel and result in higher conversions. The best calls to action are written in plain English with no more than 7-12 words.

If you feel your landing pages are missing some of these key elements, it may be time to freshen up your site.

Why FRESH Content is King and 7 Things You Can Do to Keep Your Content Fresh:

You're a Google user. Would you rather have your search results served up in real time, providing you with the freshest, most current information on the subject you're searching for, or aged content that has been indexed for years? Sure, certain subjects require aged content... but for the most part, Google understands that we live in a fast paced society where even yesterday's news is old news!

Here are a few tips, tricks and ideas for keeping your content fresh, even if you don't have time to write every day:

- ☑ **Install a Blog on Your Site** - By having a blog installed on your site, you can easily update your content on the fly. Free platforms, such as WordPress, allow you to give access to different members of your crew. You can assign each member the task of updating the blog with something fresh once a month, taking the workload off of just one person.
- ☑ **Freshen Up What's Already There** - Stale content is a major deterrent for not only the search engine spiders, but your site users as well. By updating your current content on a more frequent basis you are showing the engines AND the site users that there is a reason for them to visit more often – and they will!
- ☑ **RSS Feed** - An RSS feed from a related authority site that updates their content frequently is easy to install and actually is a hassle free way to keep your site fresh. No one said the fresh content had to be just your own. Use a news feed to show your site offers fresh information on the subjects relevant to your users.
- ☑ **Twitter or Other Social Media Feed** - Already updating your Twitter, Facebook or other Social Media Profiles with unique content? Why not sync that feed to your site? By using plug-ins and widgets you can display your business social media feeds on your website. Not only will this act as fresh content each time the spiders crawl, but will also encourage your site users to follow you on your social profiles as well.
- ☑ **Articles Page** – Articles are written and pub-



lished by websites/authors looking to get a lot of syndication out of each piece. You are encouraged to use this free content on your site. Why not build out an articles page within your site for the purpose of hosting additional relevant content on the subjects of interest for your readers? Worried about the hyperlinks? There's no reason you have to keep the links in the piece when you publish it, simply remove the hyperlinks and post the reference box with text only.

- ☑ **“Guest Writers”** – Still not enough time to update your blog? Why not hire a guest writer? Popular blogs always feature guest writers for a fresh perspective. Can't afford the writer? Offer an exchange instead. Explain the value in displaying the writers name and perhaps a link back to their website from the piece. In exchange for their writing they get brand/name recognition and a link back from your site!
- ☑ **Client Testimonials** – Do your clients submit feedback? Why not use these comments as unique content for the site? You can keep the comment anonymous if you're concerned about publically displaying their names. Or, you can suggest that in exchange for a great testimonial or review, you will link to their website from the testimonials page – another win-win opportunity!

If you haven't updated your content lately, consider a few of these ideas and make it your goal to dedicate some time to freshen up your content soon!

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