

# CHAPTER 1

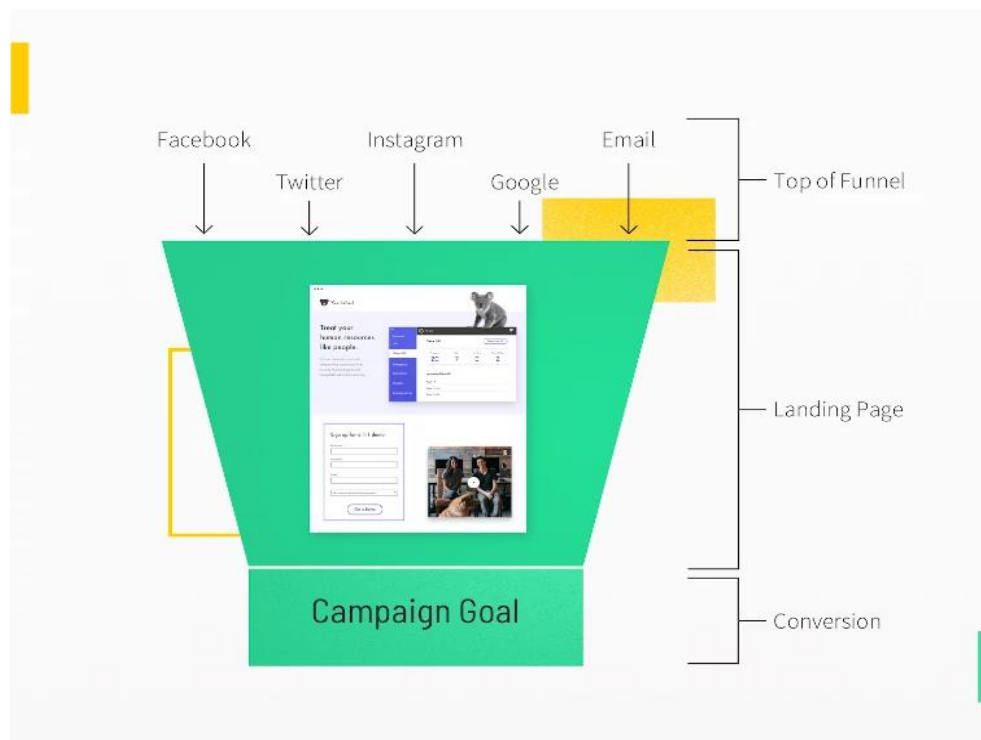
## 1.1. INTRODUCTION

In digital marketing, a landing page is a standalone web page, created specifically for a marketing or advertising campaign. It's where a visitor "lands" after they click on a link in an email, or ads from Google, Bing, YouTube, Facebook, Instagram, Twitter, or similar places on the web.

Unlike web pages, which typically have many goals and encourage exploration, landing pages are designed with a single focus or goal, known as a call to action (or CTA, for short).

It's this *focus* that makes landing pages the best option for increasing the conversion rates of your marketing campaigns and lowering your cost of acquiring a lead or sale.

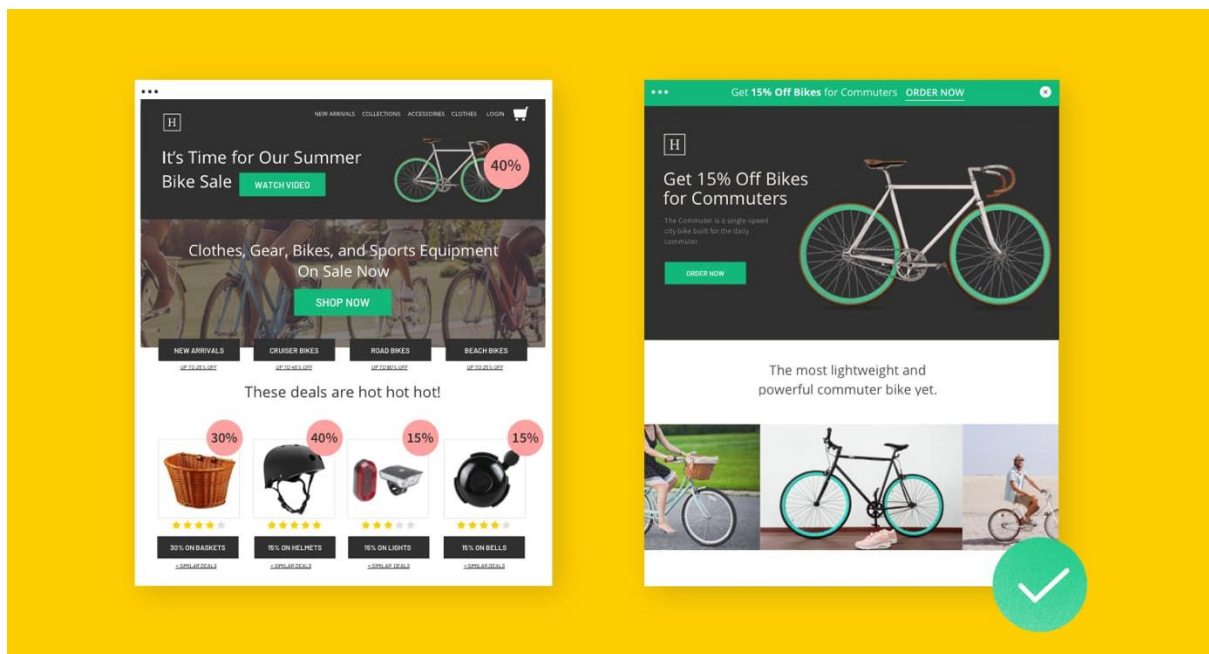
Here's where landing pages might fit into your [marketing funnel](#):



As you can see, the landing page exists after prospects at the top of the funnel click a link in an ad, email, or anywhere else on the web. It's where the conversion (like a purchase, signup, or registration) will take place.

## 1.2 DIFFERENCE BETWEEN HOMEPAGE AND LANDING PAGE

The key difference between a homepage and a landing page



While the homepage has dozens of potential distractions—you can basically call 'em “leaks” instead of links—the landing page is super focused. Having fewer links on your landing page increases conversions, as there are fewer tantalizing clickables that'll carry visitors away from the call to action. That's why expert marketers always use a dedicated landing page as the destination of their traffic.

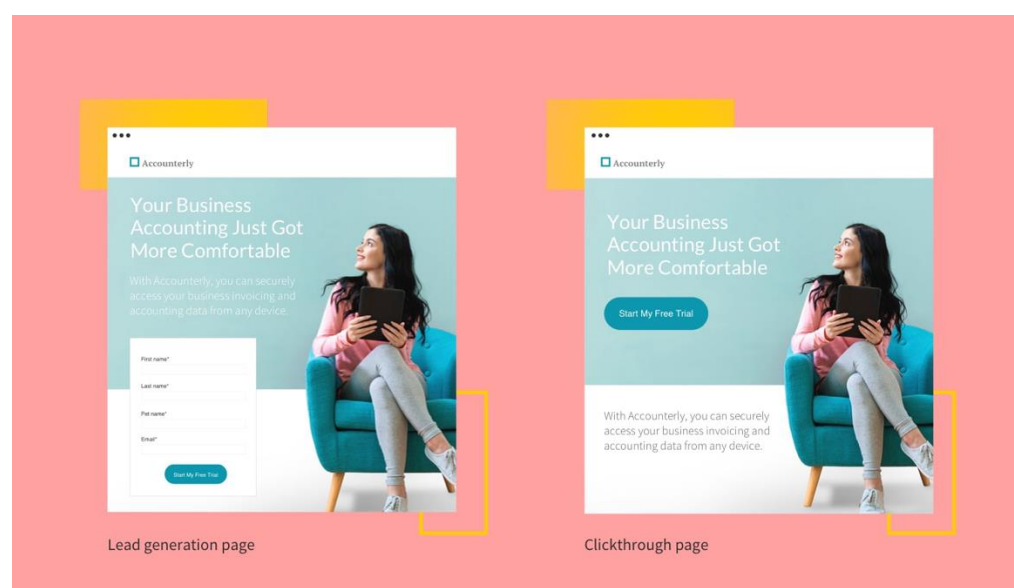
It shows off the brand, lets people explore a range of products, and offers additional info about the company and its values. From here, a visitor can go anywhere—apply for a job, read some press releases, review the terms of service, post on the community boards, etc.

But they won't necessarily make a purchase. And that's the point.

The landing page for this customer serves a completely different purpose. Paired with super slick ads that promote a single offer, everything about it works hard to turn these visitors into *customers*. It's doing a better job to convert the traffic the brand's already getting.

### 1.3 DIFFERENT TYPES OF LANDING PAGE

You'll see a lot of variation out there depending on the specifics of the business and whether you're looking for leads, signups, or sales, but here are the main types of pages you'll see:



Lead generation landing pages:

Also called “lead gen pages,” “lead capture pages,” or “[squeeze pages](#)”, these use a form as their call to action. This form almost always collects lead data, like the names and email addresses of visitors. (You can read some [expert-certified lead gen strategies here](#).)

B2B marketers and companies selling high-ticket items use this type of landing page to build a list of prospective customers. They sometimes offer something free, like an ebook or webinar, in exchange for contact info. Ecommerce brands can also use these pages for list-building, or offering free shipping or special deals, too.

Some examples of lead gen landing pages include:

eBook landing pages: Offers a valuable educational resource, prospects are often more than willing to fork over their contact information.

Webinar landing pages : Can put on a free webinar about a topic your customers want to learn more about.

Clickthrough landing pages: Frequently used by ecommerce and SaaS (software-as-a-service) marketers, clickthrough pages go straight for sales or subscription. Usually, they have a simple button as the call to action that sends the visitor into the checkout flow (like the app store) or completes a transaction.

Clickthrough landing pages can take different forms, including:

Ecommerce landing pages: By devoting an entire page to showcase the features, benefits, and images of your product, you can bring the user closer to a buying decision.

Signup landing pages: Encourage users to take the first step on their journey by signing up for a free trial or subscription with your service.

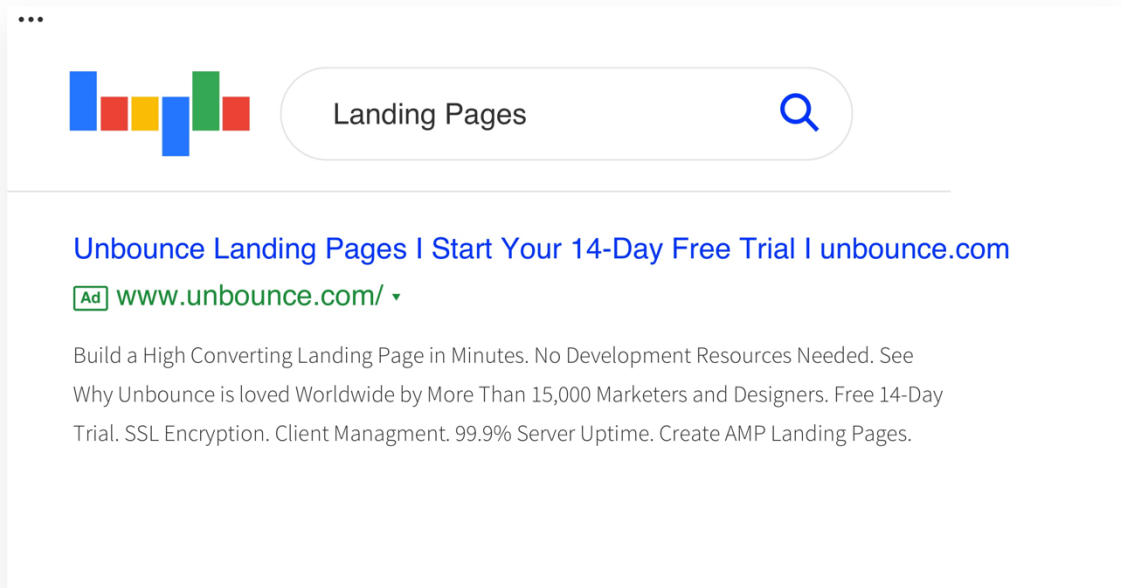
Sales landing pages: Sales landing pages are all about getting folks to make a purchase, answering the exact questions and highlighting key benefits to get ‘em to convert

## 1.4 DRIVE TRAFFIC TO YOUR LANDING PAGES

You’re going to need to fill that funnel full of visitors for your landing page to work. Fortunately, you’ve got a lot of options. Let’s explore some of the more common sources of traffic to landing pages.

### Paid search traffic

Most search engines include paid advertising. When someone looks something up (say, “cheese of the month club”) these ads appear clearly marked—but not *too clearly* marked—in the search results. Here’s a typical example from Google:



Unlike the other results on the page, pay-per-click ads are prepared and paid for by marketers. Someone who clicks will be primed by your charming copy (and, sometimes, your visuals). And you've likely targeted them based on their search term, demographic data, or interests revealed by their browsing history.

Crucially, when you create an ad, you get to choose where the link takes your visitor. Yes, you could choose to send them to your homepage. But, as we'll explore below, it's much better to create a standalone landing page that matches your [ad copy](#) and offers a clear call to action.

## Paid social traffic

Running ads on social media sites like Facebook, Instagram, Twitter, or LinkedIn is a kickbutt way to target people and communities who'll be particularly interested in your brand, regardless of whether they're in the market yet.

Instead of people searching for "cheese of the month club," you might advertise to people who've added "cheese appreciation" to their list of interests in their

Facebook profile. The beauty of it is that you can connect with customers before they start to look for your product—or before they want it!

Aside from offering advanced targeting features, each social channel has its own characteristics. Instagram, for example, works well for products and lifestyle brands with a strong visual appeal. On the other hand, B2B advertisers prefer to [use LinkedIn to reach professionals](#) working in specific industries.

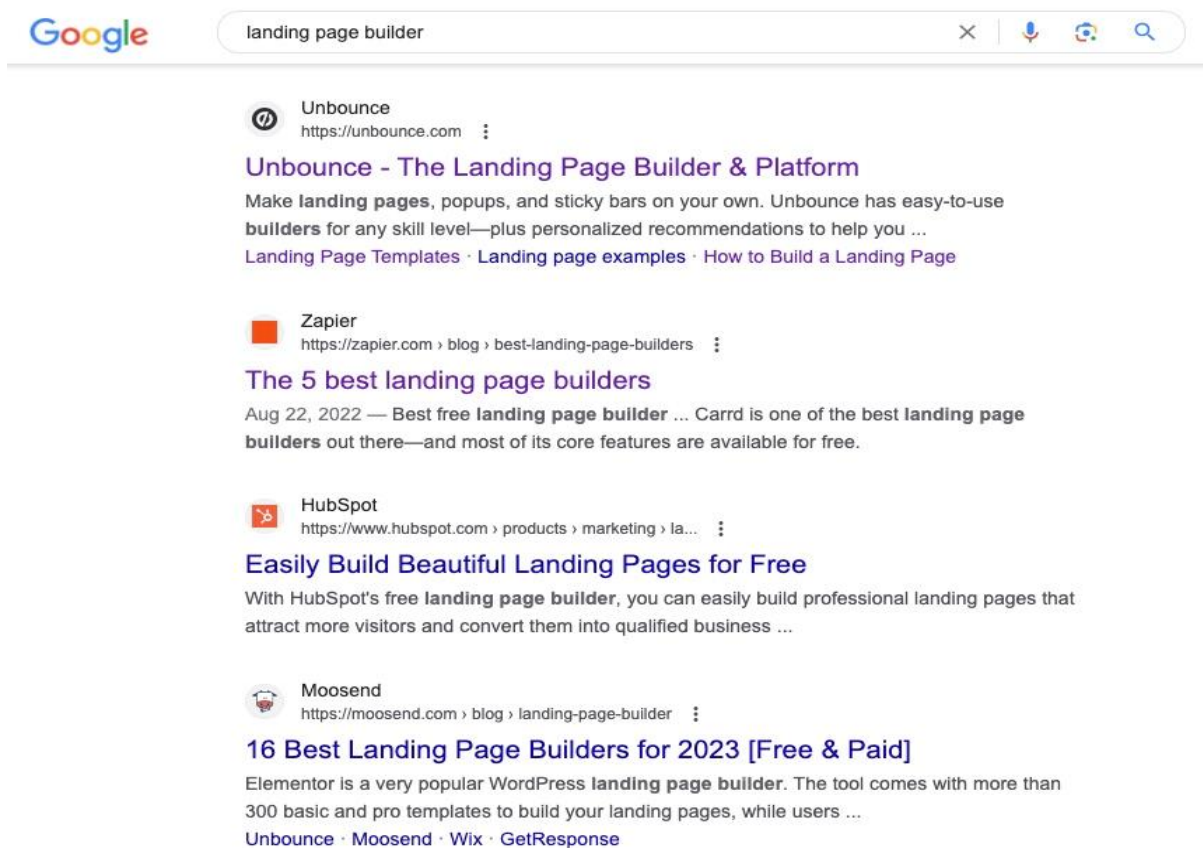
## Email campaigns

Email is often touted as the most effective marketing channel out there because of its enormous reach (and low costs) compared to other platforms. In 2022 Statista forecasted that there were 4.3 billion email users around the world, with that number projected to grow to 4.6 billion by 2025. That's more than half the planet!

A powerful combo of [emails and landing pages](#) can be used both to nurture existing relationships with customers and to acquire new ones. After building a list of contacts, your carefully crafted email lets you entice readers with your offer, while the landing page fills in the details and directs visitors toward a call to action.

## Organic search traffic

The term “organic traffic” refers to any visitors who come from an unpaid source—like the bottom half of Google or Bing search results (SERPs). By creating compelling, legitimately useful content on your website or landing pages, you can ensure that your business appears more frequently in related searches. The higher your content ranks, the better.



Calling it “unpaid” is a little bit misleading, however. It doesn’t mean there isn’t time and money invested in ranking. (If only!) There’s an entire field of professionals dedicated to squeezing as much organic traffic from Google as possible through a balance of careful strategy, technical know-how, and brilliant content creation. That’s search engine optimization (SEO) in a nutshell. (Read more about [SEO for landing pages here](#).)

## 1.5 SEO LANDING PAGES

SEO landing pages are website pages designed to perform well in search engine results while simultaneously persuading visitors to take specific actions, such as making a purchase or signing up for a newsletter. These pages are optimized for particular keywords, delivering relevant and valuable content to users who discover them through organic searches. Unlike regular web pages, landing pages



streamline the user experience by focusing on a singular call-to-action (CTA), simplifying the path for users to take the desired action.

## **Why do you need landing pages for SEO?**

Simple answer: Because you enjoy being successful!

Longer (and more useful answer): There are a few reasons why landing pages are pretty pivotal in the realm of SEO:

- **Precision targeting:** Landing pages enable precise targeting of niche audiences by aligning content with specific keywords, enhancing the overall relevance of your website.
- **Enhanced user experience:** Well-structured landing pages streamline the user journey, improving user engagement, reducing bounce rates, and improving key SEO metrics.
- **Conversion catalysts:** Landing pages are purpose-built to encourage conversions, whether it's signing up for a newsletter, making a purchase, or filling out a contact form. SEO-friendly landing pages will further help in capturing more leads by targeting organic traffic.

## **1.6 CREATE A SEO FOCUSED LANDING PAGE**

### **1. In-depth keyword research**

A solid SEO strategy begins with comprehensive keyword research. Identify relevant, high-traffic keywords that resonate with your target audience. These keywords should align with the intent of your landing page.

After that, seamlessly integrate your target keywords into various elements of your landing page, such as headings, subheadings, body text, and image ALT text, while making sure it's still readable.

## **2. Draft high-quality content**

Above the fold, the page should include the key selling points and a call to action. There should be few other distractions here. This is established best practice for conversion-focused landing pages as well, but that's where the similarities end.

Because we're trying to rank in search engines, you're also going to need plenty of content further down the page. It's gotta be legitimately useful content (not just an extended sales pitch) and it should attract editorial links. Without this, you're going to struggle to rank well for any popular keywords.

Using a simple vertical design and repeating the call to action as you scroll down, you'll want to add as much value for the reader as possible.

Additionally, consider incorporating multimedia elements such as images, videos, infographics, and charts to enhance the user experience and effectively convey information.

Looking for some sweet examples of long-form landing pages for your newly inspired SEO content? Take a look at this post about converting with extra copy to see how it's done.

## **3. Optimize the on-page SEO elements**

Next, you'll want to **optimize your URL, page title, meta description, headings/subheadings, and image alt text for your target keywords**. When it comes to your URL, a [custom domain](#) does have some advantages for landing pages, but you might instead prefer to leverage the SEO of your existing domain.

Either way, ensure your URL is concise, descriptive, and relevant to the page's content. Use hyphens to separate words, and avoid special characters or excessive parameters. Additionally, incorporating target keywords into the URL can improve search engine visibility. . (To figure out the most relevant keywords for your page, consider using an [SEO tool](#).)

#### **4. Mobile friendliness**

In an increasingly mobile-centric digital landscape, mobile optimization is non-negotiable. Ensure that your landing pages are responsive and offer a seamless experience across various devices and screen sizes. Mobile friendliness is now a crucial ranking factor in search engine algorithms.

#### **5. Page speed optimization**

Page load times significantly impact user satisfaction and SEO rankings. Optimize your landing pages for speed by compressing images, minimizing code, leveraging browser caching, and utilizing content delivery networks (CDNs). A swift-loading page enhances both user experience and SEO performance.

#### **6. Internal and external links**

Internal linking connects your landing page to relevant pages within your website, improving navigation and SEO by boosting the authority of internal pages when linked from a high-performing page. Incorporate strategic internal links to guide users to related content. Additionally, include high-quality external links to authoritative sources that enhance the credibility and value of your content.

#### **7. Backlinks strategy**

A successful backlink strategy for SEO prioritizes quality over quantity.

The more useful and interesting the content, the more likely you are to attract backlinks and boost your rankings. You should also make use of [link-building strategies](#), just like you would for any blog post or product page.

## **8. Schema markup**

Implementing relevant schema markup, such as JSON-LD or microdata, provides search engines with structured data about your content. This enhances the likelihood of generating rich snippets in search results, increasing visibility and click-through rates.

## **9. Prioritizing user-friendly design**

Design plays a pivotal role in user engagement and SEO. Create a clean, visually appealing design that guides users toward your primary call-to-action (CTA) without distractions. An intuitive layout and user-friendly interface enhance the overall user experience.

## **10. Continued testing**

Continuous improvement is essential for landing page SEO. Implement testing methods to experiment with different elements of your landing pages, including headlines, images, CTAs, and page layouts. Analyze the performance of these variations and iterate based on user behavior and conversion data.