**How to Create an Effective Landing Page**

      Many businesses today are looking for effective and efficient ways to collect leads. Telemarketing has proved to be an expensive waste of time in many cases. Spam emails can land your business in trouble legally. Not to mention when either of these forms of marketing is used as a first contact with consumers, it tends to leave a bad taste in the mouths of consumers when they think of your business. Therefore, landing pages have emerged as the new, easy way to collect voluntary information to give you a full contact lead or email addresses, if that’s what you choose.

      The first thing to consider when looking at the landing page is the report. This is the most important part of the landing page because it is what makes a person decide whether your knowledge is valuable enough for their contact info. You should make sure your landing page is related to your business. A plumber shouldn't put up a landing page for a chance to win a pair of diamond earrings. Also a pediatric dentist shouldn't advertise a landing page on 8 Ways to Know When it's Time for a New Pair of Dentures. Sounds simple, I know. But I've seen many businesses do this and then wonder why they don't get the response they are looking for or if they do, why it isn't the demographics they are looking for. A good rule of thumb is to ask yourself what people in your industry are asking the most questions about and use that topic. Since you are an expert in your field, this part should be no problem.

    Now when you are writing your report, you need to keep a few things in mind. First keep it conversational and down to earth. Sound professional, but don't talk over your prospects heads. Also, a landing page is designed to provide information, not sell your company. Your article shouldn't keep saying, and this is why I’m the best. Instead you make points that you know your business has. So now the person has in their mind that they will be looking for these criteria. When you follow up with them, you just let them know about your qualities. That is how it will sell your business. Plus it makes you an expert in your field in the mind of the consumer.

The third thing to consider is marketing of your new landing page. Just because you put up a landing page doesn’t mean you’re going to get leads. You have to put it on everything from direct mail to commercials and everything in between. Anywhere your business advertises you should replace your website address with your landing page. This way, consumers visit your landing page and then are redirected to your website from there. Thus you are collecting their contact information and creating new leads to work.

If you implement these steps into your adventures with landing pages, you will be sure to get plenty of new leads that can increase your business tremendously. These are just the basics for creating effective landing pages. Remember, you know your business. Think of your customers needs when developing your landing page and they will freely give you their contact info, which gives you the leads you know will be interested in your product.