To put it simply, a landing page is usually a web page that exists apart from your main website.

What is the purpose of a landing page? Well, that would be to convince visitors to take the desired action.

The user 'lands' on it after clicking through from an email, ad, or marketing promotion and it is very often a follow up to what you have offered and communicated,

Landing pages offer high conversion rates as compared to a regular webpage on your website, as they receive highly targeted traffic from social media

campaign ads, emails,

- A landing page puts
 you in control by
 allowing you to lead
 the reader towards a
 specific action.
- It focuses on specific, short-term goals with high yield results.



What is landing page?

How To Create A Landing
Page In Hubspot
"In the realm of digital
marketing, crafting a
compelling landing page is
pivotal for converting visitors

why landing page are required?



- They lead customers to a specific product, service or offer and encourage them to take action.
- It boosts your credibility, showing your customer that you have their best interests in mind,

Landing pages help to reinforce your brand, with a consistent appearance, tone, style, and copy, so that even when visitors don't convert, they can recall you in the future.

These landing pages are also used to collect data but their only goal is to gather email addresses to add potential leads to a general mailing list. They contain minimal content, bold headlines, a clear CTA, and a link to take the

These landing pages are also used to collect data but their only goal is to gather email addresses to add potential leads to a general mailing list. They contain minimal content, bold headlines, a clear CTA, and a link to take the