**Types of Landing Pages**

* Traffic source: It can be a search engine, online ads, email, offline media
* **It can be any page of the website such as homepage, category or product page.**
  + Homepage:
    - It is important to convey what the whole website is about instantly.
    - It gets usually the most traffic among the pages of the website.
    - Traffic source is usually from online ads, bookmarks or direct-type from a repeat visit, and offline media.
  + Category page
    - It is used for further browsing for a product, service, information, so it should be clear how user can proceed with navigating deeper into the website
    - Traffic usually comes from the website’s navigation, online ads and organic search results.
  + Product/Information pages
    - It is concentrates on a specific product and it is one step before the conversion action.
    - Traffic usually comes from a online ad, and organic search results.
  + Check out/Sign up pages
    - It serves the conversion action
    - Traffic usually comes from other pages of the website.
* **It can be a page from a microsite created specifically for a campaign or to serve a smaller audience.**
  + In this case, the microsite can be:
    - Another smaller version of the main website
    - A social media page such as a Facebook page or a Twitter profile page
  + There are few pages which can provide information such as detailed description of a product or service, download a specific white paper, download a trial version.
  + It usually has links to the main website.
  + This information has, as purpose, to lead the visitor to usually one specific call-to-action such as purchase a specific product, download a white paper etc
  + The traffic source of a microsite landing pages is usually a PPC ad or email, so it is a natural continuation of the ad.
  + This is one of the main reasons, marketers such as Ash (2012) supports that, although microsites are less common, they have higher conversion rates because they match exactly the content, purpose, call of action of the ad.
  + Marketers also tend to hide these pages from the search engines to avoid confusion for visitors, duplication of content and competition in rankings with the main website.
  + Examples
  + <https://www.audiusa.com/us/web/en/models/q7/q7/2023/overview.html>
  + <http://wwws.warnerbros.co.uk/300/main.html>
  + <https://inside.chanel.com/#languages>
* **It can be just one single page called Stand-alone or Click-Through page**
  + It is even more focused in terms of information and action compared to a microsite.
  + It usually does not have any links to the main website.
  + It is used for a short-term offer on a single product.
  + If the call-to-action is not taken, then there is usually an exit window with a secondary desired action.
  + Marketers also tend to hide these type of pages from the search engines to avoid confusion for visitors, duplication of content and competition in rankings with the main website.