All About Landing Pages

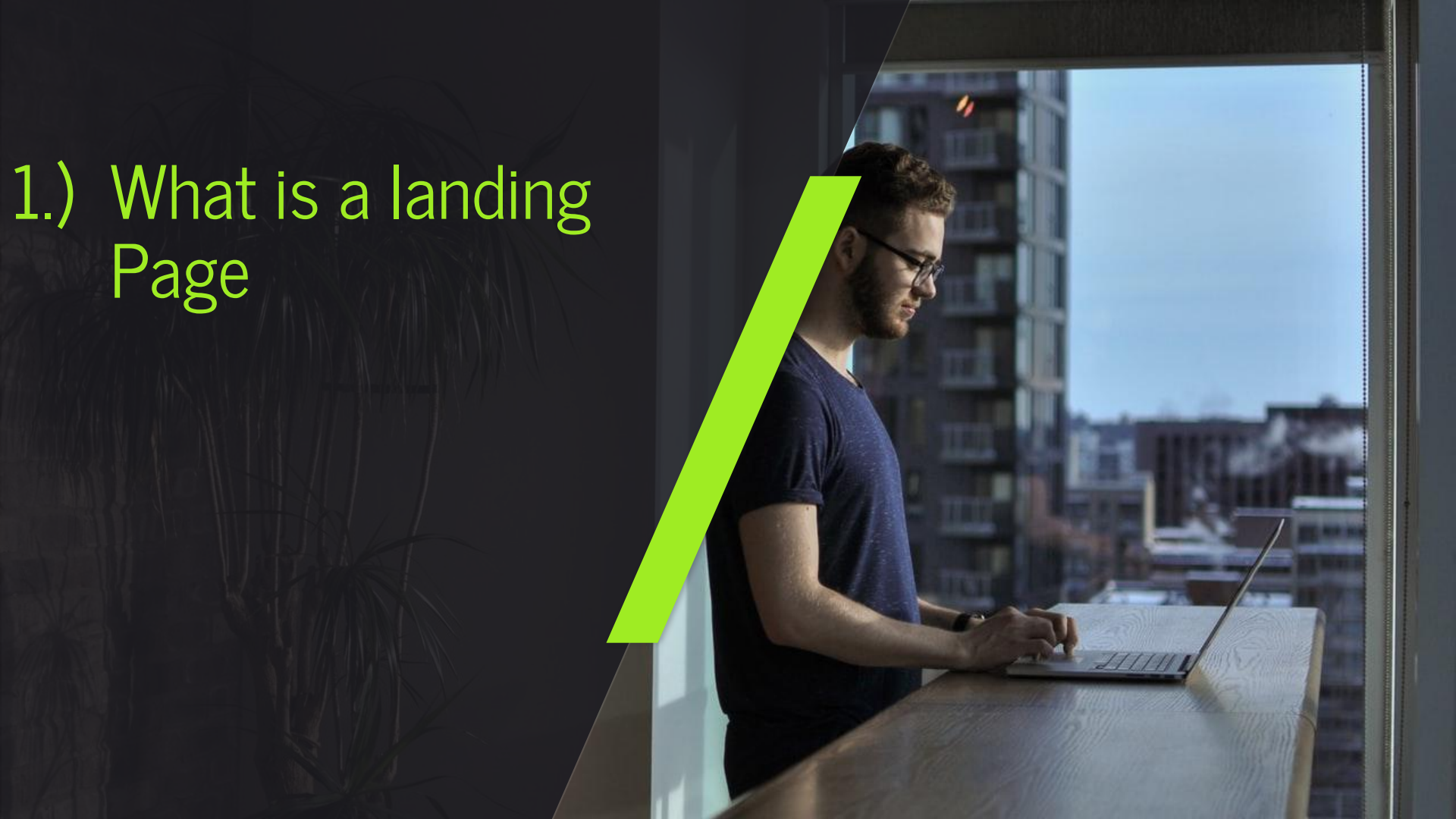
PLAN

1)What is a landing Page

2)What do you use it for ?

3) 5 crucial things every landing page should have

1.) What is a landing Page



ONE PAGE ONE PURPOSE

Landing page is a web page focused call to action either a sign up form or a button contests and coupons are also great types of landing pages

WHAT DO YOU USE IT FOR ?

- Higher conversion rates
-
- Increased engagement
-
- Better quality leads

5 crucial things every landing page should have

1) Have a VERY clear value proposition you have to explain to people what's in it for them

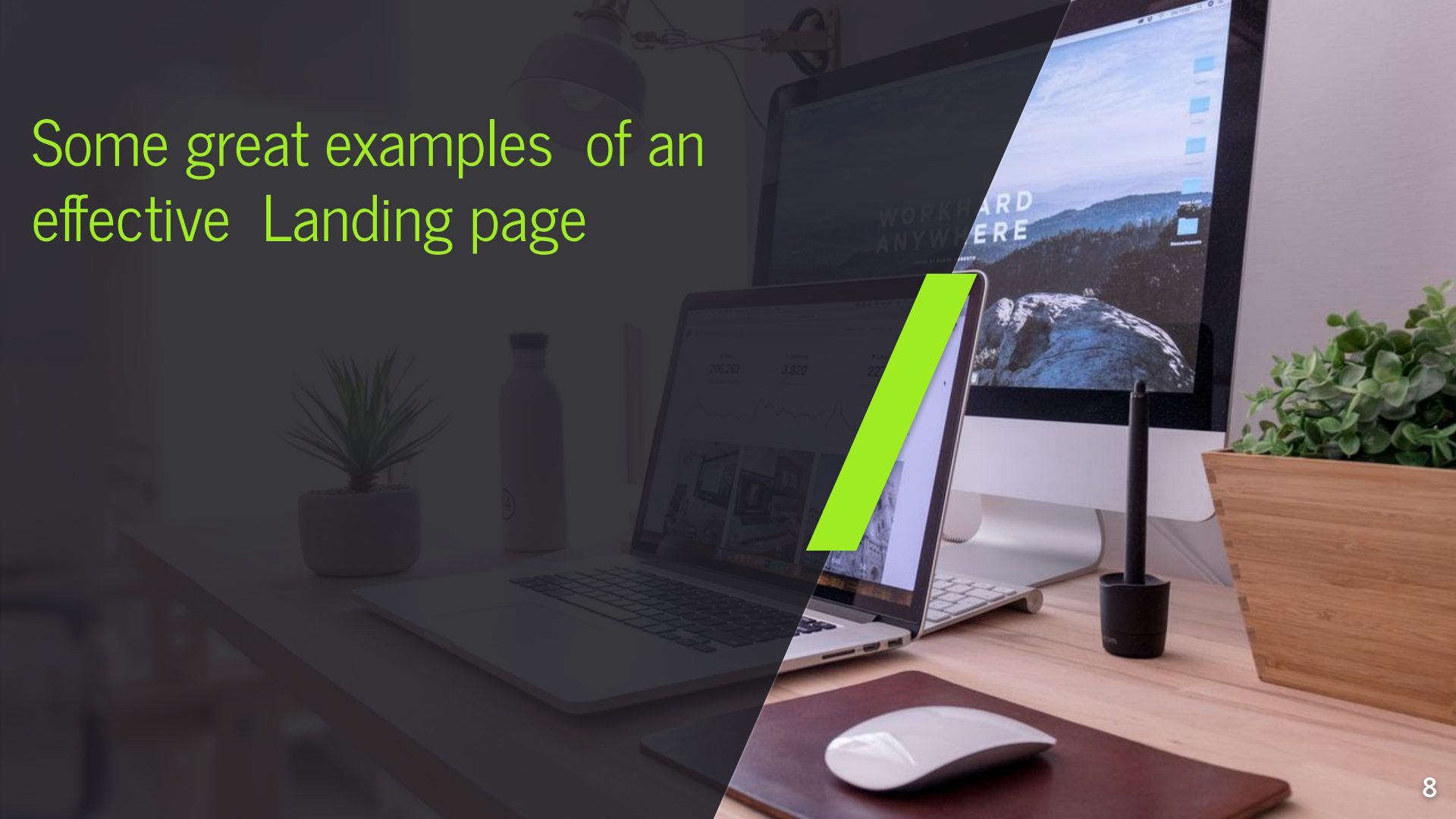
2) have a strong call to action you need to tell them what to do

3) keep people focused by limiting distractions

4) use visuals effectively to explain what are they going to get it would be great if that image can evoke emotion that would make them take actual actions

5) social proof ; show an example of other people using your service/product and their feedback

Some great examples of an effective Landing page



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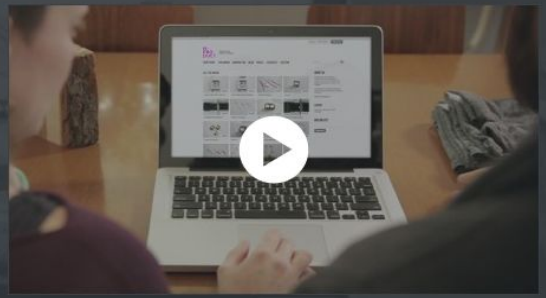

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