Landing Page Success Tips

Also known as the "name squeeze page" or "lead capture page", you can build your mailing list by funneling all of your would-be subscribers through the creation of a landing page. Not only do you do the work just once, your traffic driving efforts can be focused onto just one effective method.

The following are tips in creating a successful landing page that converts visitors into subscribers on a very huge percentage.

Success Tip 1: Offer a freebie in exchange for your visitor's email address. I very much endorse this method of building your mailing list. You can offer a special report or a sample of your paid product to your visitor in exchange for their details such as name and email address.

Success Tip 2: The landing page must be written professionally. When writing your page, treat it as if you are writing a sales letter. While you are not necessarily making a hard sale or try to get someone to buy your product upfront, being able to entice your visitors to give their details to you is just as important as selling.

Success Tip 3: Other than your opt-in form and perhaps important disclaimers and terms, there shouldn't be any other links on your landing page.

Success Tip 4: Rub in the benefits of the freebie you are offering more than a mere subscription to your newsletter. You should focus most of the attention of the letter on encouraging your prospective visitor to download your free offer. Later, you gently remind your prospect that he or she has nothing to pay but just merely subscribe to your newsletter in exchange for the freebie.

As a final reminder and conclusion, in order to build trust, you can include your hand-written signature or a photo of yourself explaining where you are coming from and how you can help your visitor through your free report on offer.

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