1. UNDERSTANDING LANDING PAGES

In marketing terms, a <u>landing page</u> is a distinct page on your website that's built for one single conversion objective. It's a page within your website built with a one actionable "Ask" that facilitates the completion of that objective.

Your landing page should be completely distinct from the rest of your website - with no navigation bar to distract your visitors from your sole <u>conversion goal</u>.

Common Landing Page Use-Cases:

a) *Google or Facebook Ads*:

A landing page helps you get a positive advertising ROI by focusing your visitor's attention on the specific thing or campaign you're promoting.

b) *Email-Gated Content:*

Landing pages are often used for lead generation, and make it easy for your business to turn visitors into leads by incentivizing them with an ebook, industry report, online course, case study, etc.

c) *Free Trial:*

If your business has a trial component, focus your visitor's attention on that goal by using a landing page.

d) Product Page:

Focusing your visitor's attention on a specific product is a great way to improve the chance they'll purchase it. The most successful ecommerce companies have individual landing pages for each of every one of their products.

e) Promotion Page:

If you're running a Black Friday campaign, spontaneously doing "Buy One Get One Free," or giving a free year's subscription to your software, the page you host that promotion on should be a landing page - focused only on that single conversion goal.

f) VIP Demo/Contact Us:

For many businesses (real estate, B2B, SaaS, hospitality and others) the "contact us" page is actually one of the most financially important pages on their website. Consider using landing page best practices to optimize the Contact Us page experience.

2. UNDERSTANDING THANK-YOU PAGE
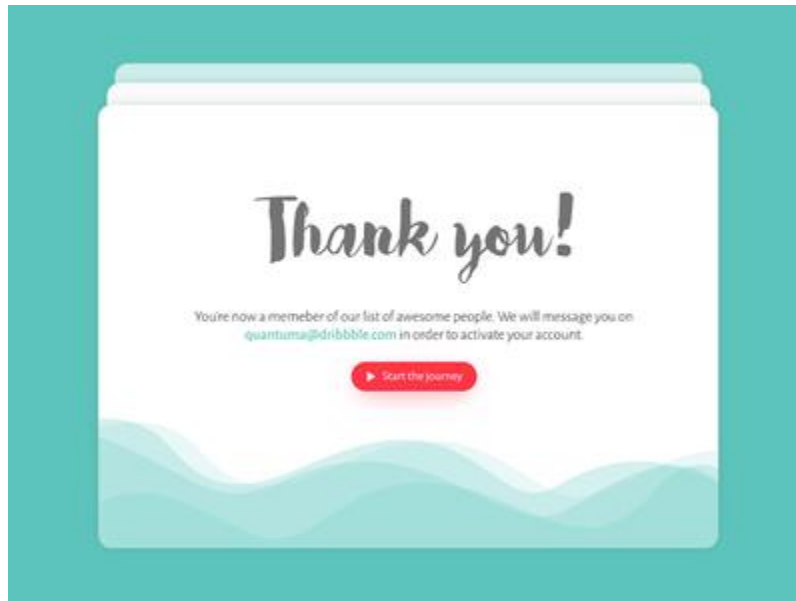
A thank you page is a web page where subscribers are redirected immediately after they submit their information in your opt-in form. While creating your form, you can specify a web page on your site to use as your form's thank you page.

While <u>creating your form</u>, you can specify a web page on your site to use as your form's thank you page. If you do not specify a page, we will use a simple page of our site that thanks the person for subscribing.

A good thank you page should:

a) Thank the subscriber for signing up.

b) Provide instructions on what happens next.

If you are using confirmed opt-in, subscribers will also be directed to a <u>confirmation success page</u> immediately after they click on your confirmation link.

3. LANDING PAGE VS WEBSITE
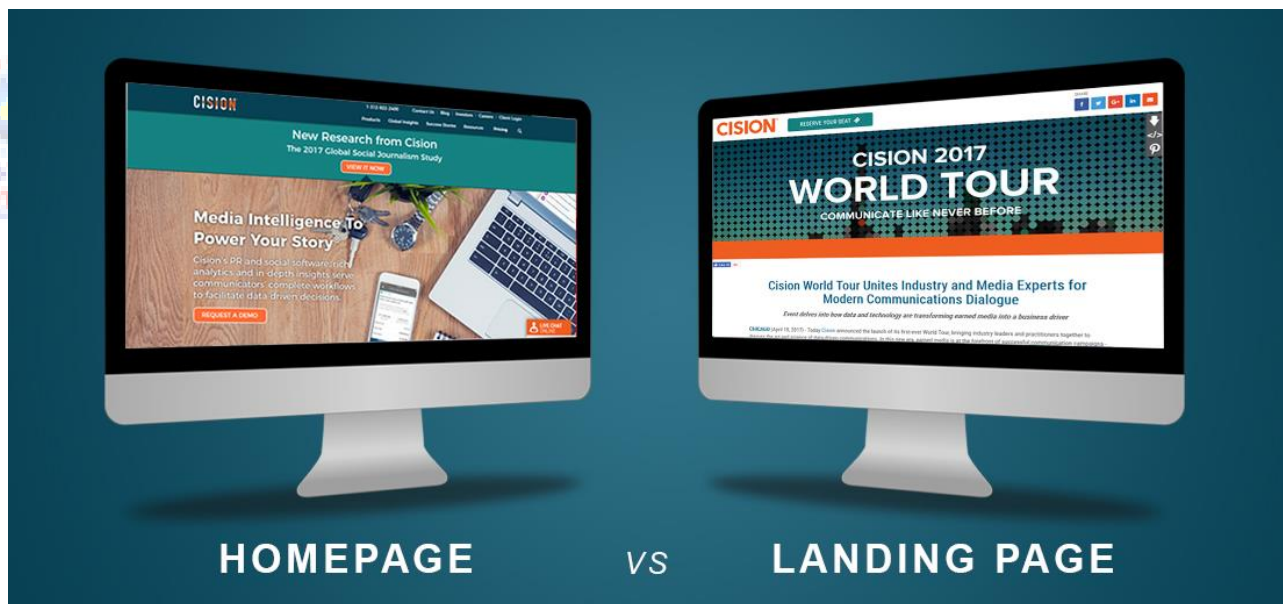
A landing page is a single web page that is designed to serve a single specific objective. While the objective itself may vary (sign up for a free trial of a service, register for a webinar, download a free e-book), the overarching purpose is typically to acquire leads for your sales/conversion funnel.

A website is different in that it is not so limited in scope, purpose, or content. A website should serve as a comprehensive hub for all your digital marketing efforts. Even those increasingly-popular single-page scrolling websites, where all the content is displayed on one page, would not generally be considered true landing pages if they lack a singular end goal.

From a website, you may want to view products, learn about the company, review pricing plans, etc. You have elements like page navigation, image sliders, search bars, and blog posts — each to take you to different areas of the site.

From a landing page, you can perform one action and one action only. You have a very focused design with few elements, designed to lead the visitor to a single end goal.