

## Lesson no. 4: Types of Landing Pages

### 1. TYPES OF LANDING PAGES

#### I. *Email List Opt-In Landing Page*

Did you know that one of the most effective spots to place an email opt-in form is not on your home page, not in your side bar, and not on your blog? (Although, opt-in forms in these places are helpful, too).

The *most* effective place to put it is on a dedicated landing page.

Creating an email list opt-in landing page gives you the room you need to tell people why they'll benefit from giving you their contact information.

It means you can focus your visitor's full attention on signing up and, by removing all other distractions (like the navigation), you're forcing them to choose: opt-in, or miss out.

#### II. *Content Guide Landing Page*

Inbound marketing – and pretty much any online marketing *period* now – is all about content.

If you blog, vlog, or create free info products for your audience, you can get even more value from that content by organizing it on its own landing page.

Think about it: your blog is great for featuring your latest posts and, sometimes, there's a search feature so readers can look up topics of interest. But a lot of your great content from way back is probably getting a little dusty from lack of attention.

You can easily remedy this problem and give your visitors a world-class tour of your best stuff by creating topic-specific content landing pages.

### **III. *Start Here Landing Page***

Your website performs a lot of duties for your business: it tells people about your brand, let's them get in touch with you, offers information, sells your stuff, and more. So when someone lands on your website for the first time, there are multiple directions they can go in.

But the direction they choose isn't always the best one. They might land on information they aren't interested in or be put in front of an offer that have no desire to take (yet).

But what if you could custom create an experience aimed just for first-time visitors? An experience that will give them the ultimate first impression of you, and show them all the info and links they need to get the most out of their first visit.

A "start here" landing page can do all of that.

### **IV. Coming From [social network] Landing Page**

When you find someone interesting on Twitter and click on their website link, where do you end up?

Most of the time, you end up on their homepage. Which is okay. But it's not *great*.

The homepage is rarely the best place to send any traffic; the more customized you can make the experience, the better.

### **V. Guest Post Landing Page**

Guest posts do a lot of wonderful things for you and your website. But probably the most valuable thing is the traffic they can send your way.

But if you're not actively directing that traffic to the right spots, you're missing out on most of the value (like getting more email subscribers).

If you're like most guest bloggers, you use that precious little byline link to send people to your home page.

Your home page is *absolutely not* the best place for these visitors.

You've built up a lot of momentum by delivering a valuable post that they loved (if they didn't, they probably wouldn't be reading

your byline). You want to keep that momentum going and use it to build an even stronger connection with this person – not kill it off by sending them to your homepage where they have to decide for themselves if you have anything else to offer them.

### **VI. Thank You Landing Page**

One of the biggest wasted opportunities on your website is the Thank You page.

This is the page people are redirected to after they opt-in to your email list, sign up for an event (like a webinar), or purchase a product.

A thank you page usually consistent of the obvious: a thank you message and nothing else.

When you land on a page like that, there is literally nothing left to do but leave. This is a massive waste of some of your most valuable, targeted traffic.

Anyone who lands on your Thank You page has indicated that they are interested in what you offer to some degree. At that moment, they are highly engage with your business, and it's the perfect time to push that relationship a little further.

## VII. Unsubscribe Landing Page

Admit it: when someone unsubscribes from your list, it hurts a little.

But just like most relationships, an email list break-up can often be salvaged on some level. But not if you're giving your former subscribers the cold shoulder with a generic, indifferent "good-bye" page.

Have you actually *looked* at the page your readers are redirected to after unsubscribing?

Most email hosts (like Aweber and MailChimp) have boiler-plate templates for this page that unsubscribers are sent to automatically. But you can switch it out for your own custom page, and you really should. Here's why:

When someone unsubscribes from your list, they may just totally hate hearing from you. But more likely, there's still a small attraction to your content and your business. So give them other options.