# LANDING PAGE OPTIMIZATION

DEMYSTIFIED

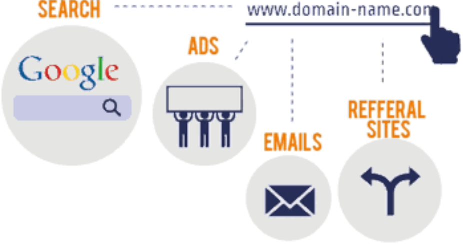
## WHAT IS A LANDING PAGE?

1

In Internet marketing

A Landing Page

or 'Squeeze Page' is a **SINGLE-TOPIC PAGE** where prospects are directed after clicking **ON A MARKETING CAMPAIGN LINK**

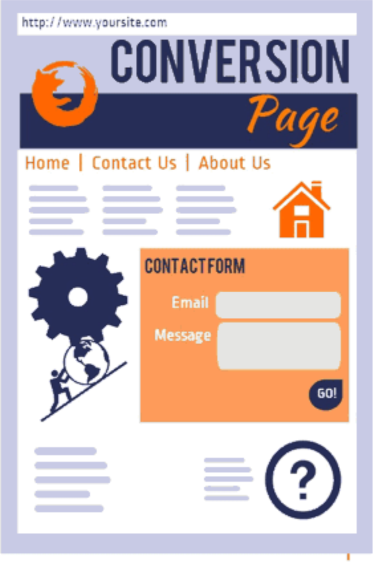


## 2

## TYPES OF LANDING PAGES

**COLLECTS CONTACT AND DEMOGRAPHIC INFORMATION FROM PROSPECTS.**

⊕ Add these users to your **‘DRIP-MARKETING’ OR ‘LEAD-NURTURING’** campaigns with autoresponders



## GATEWAY *or* ‘CALL-TO-ACTION’ *Page*

Get it Here!
SALE!
Off

Educate visitor about your solution or product.

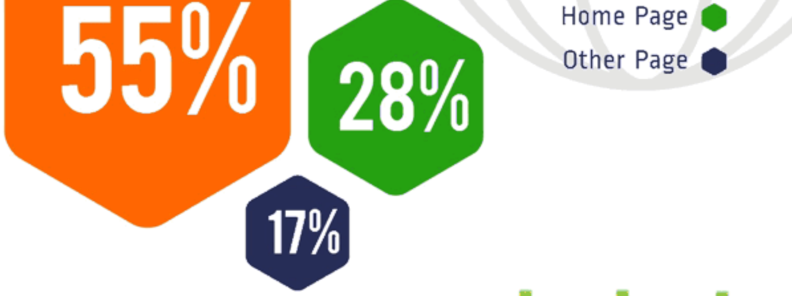
## ‘CALL-TO-ACTION’ GOAL:

**ENTICE USER** to click to a conversion page or product catalog.

## LANDING PAGE VS. HOME PAGE

2

# A LANDING PAGE CONVERTS MORE VISITORS INTO LEADS THAN YOUR HOMEPAGE.



**MORE LEADS = MORE $ $ $ FOR YOUR BUSINESS!**

## WHY REDUCE THE BOUNCE RATE?

3

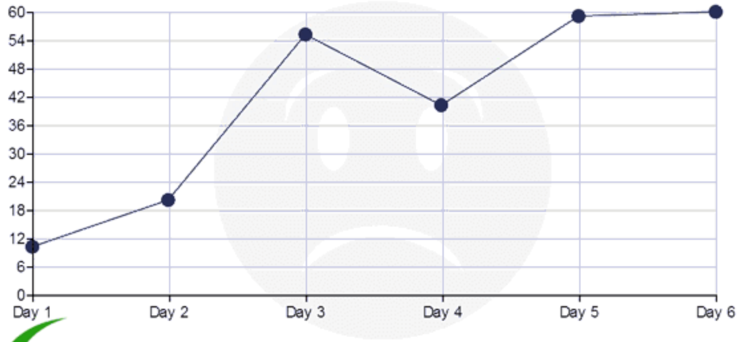
# BOUNCE RATE

THE % of visitors that leave the page WITHIN **10-30 SECONDS** **WITHOUT** visiting **ANY OTHER PAGES.**

# DID YOU know that?

## TECHNICALLY

a high bounce rate indicates that the visitors are neither satisfied nor confident with what they can get from your site?



Search engines like

Google

# FACTOR IN YOUR BOUNCE RATE

in determining your website rankings!

## DID YOU know that?

**THE LONGER your visitors STAY IN YOUR SITE,**

**THE BETTER.** 👍

## The metrics of an average website

| Average time on site: | Average pageviews: | New visits |
|---|---|---|

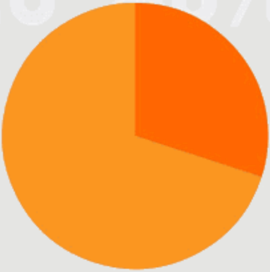
**190.4**
SECONDS

**4.6**
%

**62.9**
%

## Bounce Rate: 40.5%

## 20-40% BOUNCE

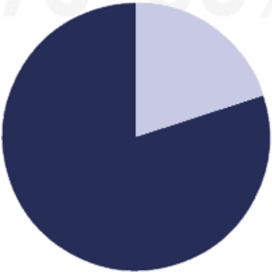


### Retail Sites

driving well targeted traffic

BOUNCE ●
STAY ●

## 70-90% BOUNCE

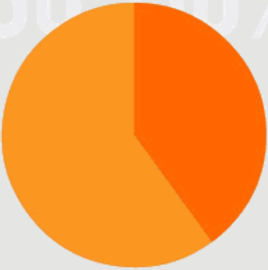


### Landing Pages

with one call to action such as "add to cart"

BOUNCE ●
STAY ●

## 30–50% BOUNCE

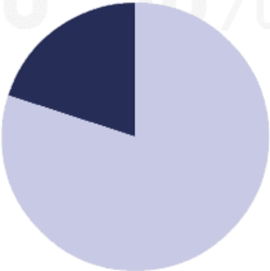


### Portals

driving well targeted traffic

BOUNCE ●
STAY ●

## 10–30% BOUNCE

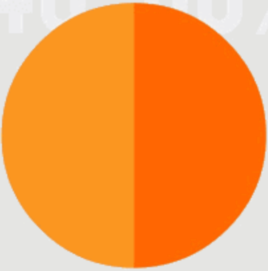


### Service Sites

self service or FAQ sites

BOUNCE ●
STAY ●

## 40–60% BOUNCE

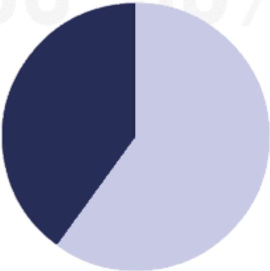


### Content websites

with high search visibility (often for irrelevant terms)

BOUNCE ●
STAY ●

# 30–50% BOUNCE



**Lead Generation**
Services for sale

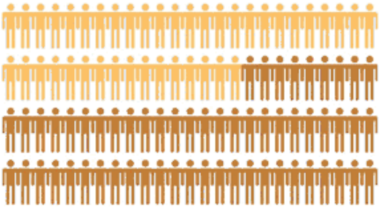
## HOW TO REDUCE YOUR BOUNCE RATE?

### 3

## IMPROVE
## Page Design and Site Layout.

**46.1%**

of people say a website's design is the number one criterion in staying on a website.



# SPEED UP Loading Time.

47% of consumers expect that the landing page will load in

## 2 SECONDS.

40% abandons the website that takes more than

## 3 SECONDS

TO LOAD.

# INTERNAL LINKS ARE BETTER than External Links.

**OPEN EXTERNAL LINKS** in a New Window.

# Reliability and RELEVANCE OF CONTENTS.

## The KEYWORDS

used by the searcher should be relevant to your site's content.

## MINIMIZE Pop-ups and Ads.

**70-80%**

of users ignore the paid ads. Pop-ups can disrupt the user experience.

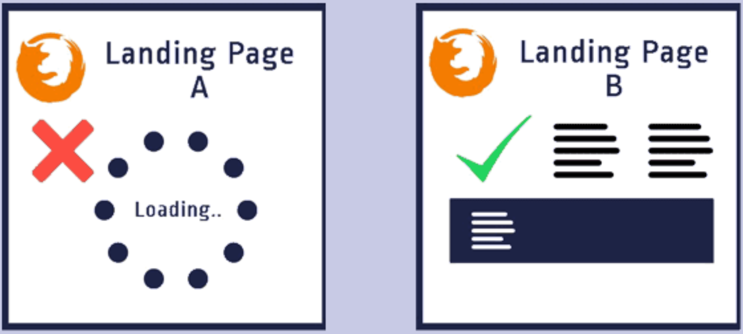
ADVERTISEMENT

## ALLOW Entertaining Features.

**60%**

of people spend a lot of time online interacting with games and entertainment.

# Test and TRACK CHANGES.



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