



# The Art of the Landing Page

## Why is a good landing page so important to your digital campaign?

A well-designed landing page nudges prospects toward a sale. This page is designed for a specific purpose, providing your prospective customer with information about a product that's piqued their interest. It enables a person who's clicked on your ad to go directly to a page with more details.

**A good landing page is designed to nudge your visitor one more step toward becoming a customer.**

## What makes a "good" landing page?

Relevance, clarity and simplicity. The perfect page is clean in design and clear in content, providing only the information that's relevant to your prospect.

The landing page is not a place for a hard sell, nor should it be overloaded with graphic elements or details. The focus should be narrow and specific to the product that inspired the user to click on your message (think "replacement seat covers for construction equipment" vs. "construction equipment," or "dental implants" vs. "dentistry").

If you have two products to promote, or multiple audiences to reach, it's smart strategy to provide a landing spot for each. The idea is to make it easy for your prospects. If they have to sort through information to find what's of interest, chances are they won't bother. There are too many other opportunities at their fingertips, and always too little time.

## Keys to a compelling landing page:

- A short headline
- Primary call to action
- Clear value proposition
- Bullet points
- Contact information, including phone number

## Pricing:

Single page creation: **\$100**

Monthly hosting: **\$75**