

LANDING PAGE OPTIMISATION 101

Wednesday 20 November 2019 || Glowfish Sathorn

SMART DIGITAL



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Managing Director
Smart Digital



300 THB for AustCham members || 600 THB for non-members

AGENDA FOR TODAY

- The key elements of optimised landing pages
- How to optimise a landing page for SEO – rankings
- How to optimise a landing page for Paid traffic - conversions
- Live feedback on landing pages from attendees
- Q&A and live examples





BEFORE WE BEGIN...

Scan the QR code to submit your landing page and we will analyze it together at the end of this workshop



Excellent...

GOT YOU ON MY MAILING LIST...FOREVER!


QUESTION - *What is a Landing Page?*

“A landing page is a standalone web page that serves as an entry point to your products or services”



DID YOU KNOW?

Landing pages should be an integral component of your inbound marketing strategy, with companies seeing an average 55% increase in leads when increasing their number of landing pages.



KEY ELEMENTS OF LANDING PAGES

Relevance Of Headlines & Content

Strong Offer

Strong CTA (Call to Action)



TYPES OF LANDING PAGES

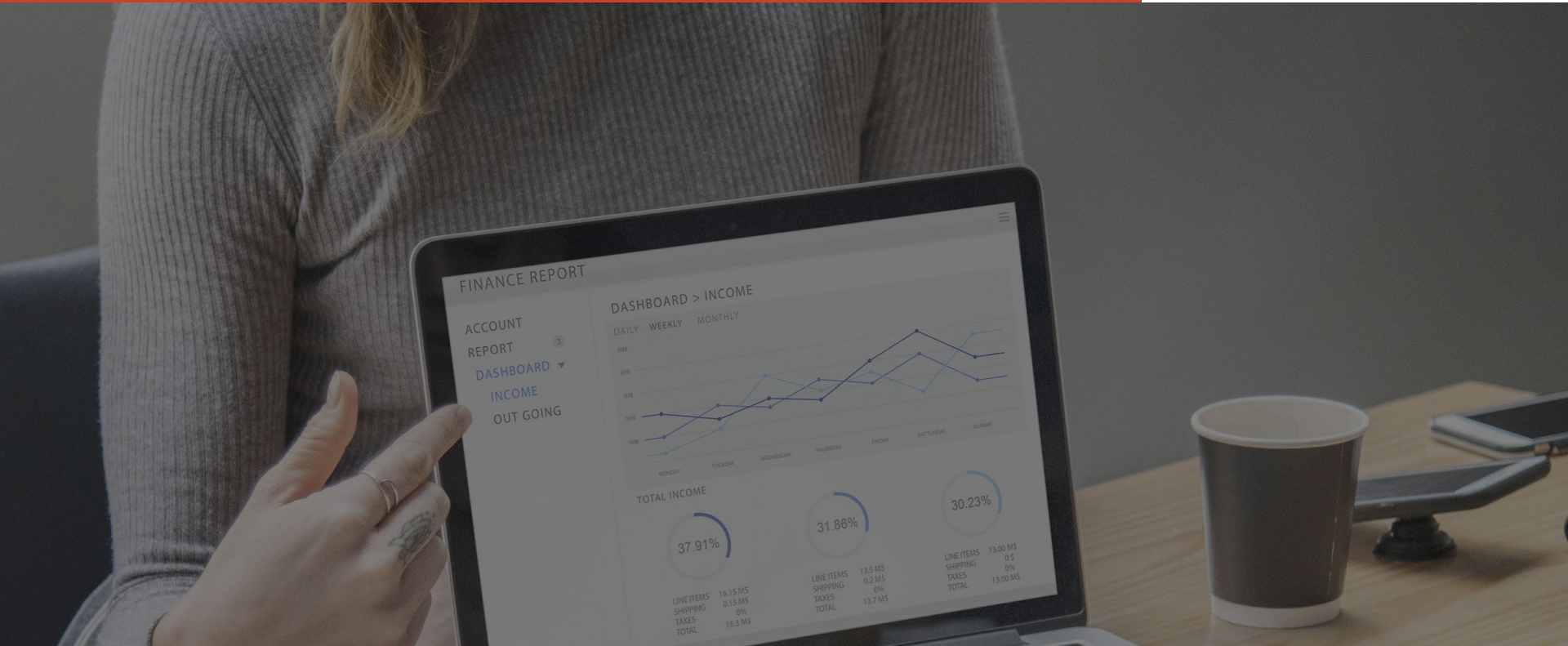
SEO Landing Page

The objective is to rank the page while being mindful of any changes in conversions

PPC Landing Page

The objective is to convert as many page visitors as possible.

Optimising a Landing Page for SEO



FINANCE REPORT

- ACCOUNT REPORT
- DASHBOARD
- INCOME
- OUT GOING

DASHBOARD > INCOME

DAILY WEEKLY MONTHLY



TOTAL INCOME

37.91%

LINE ITEMS	16.15 MS
SHIPPING	0.15 MS
TAXES	0%
TOTAL	16.3 MS

31.86%

LINE ITEMS	13.5 MS
SHIPPING	0.2 MS
TAXES	0%
TOTAL	13.7 MS

30.23%

LINE ITEMS	13.00 MS
SHIPPING	0.5
TAXES	0%
TOTAL	13.00 MS

Optimising a Landing Page for SEO

Your *website* doesn't rank on search engines... your ***website pages*** do.

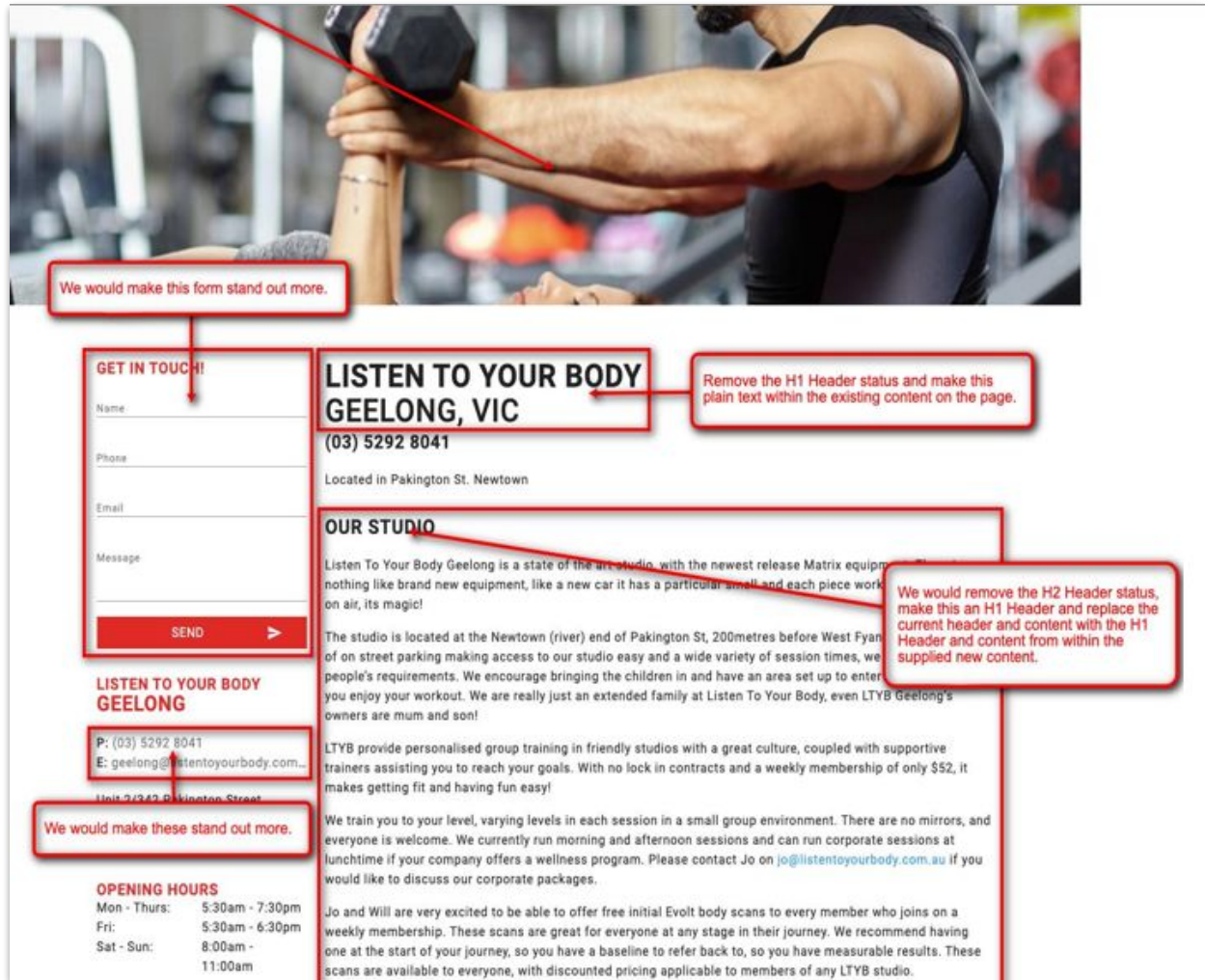


Optimising a Landing Page for SEO

Where do you optimise for your keywords?

- ✓ Your URL
- ✓ Your Page Title
- ✓ Meta description
- ✓ Your H1 Header
- ✓ Your H2 - H3/4 subheadings, where possible.
- ✓ Sprinkled throughout the text content, 4-5 times per 500 words.
- ✓ In internal links pointing to other important pages on the site.
- ✓ Alt tags for images, if possible

Here's an example of how we do it



We would make this form stand out more.

GET IN TOUCH!

Name

Phone

Email

Message

SEND >

**LISTEN TO YOUR BODY
GEELONG**

P: (03) 5292 8041
E: geelong@listentoyourbody.com.au
Unit 2/342 Pakington Street

We would make these stand out more.

OPENING HOURS

Mon - Thurs:	5:30am - 7:30pm
Fri:	5:30am - 6:30pm
Sat - Sun:	8:00am - 11:00am

**LISTEN TO YOUR BODY
GEELONG, VIC**

(03) 5292 8041

Located in Pakington St. Newtown

OUR STUDIO

Listen To Your Body Geelong is a state of the art studio, with the newest release Matrix equipment. It's a state of the art studio, with the newest release Matrix equipment, like a new car it has a particular smell and each piece works on air, its magic!

The studio is located at the Newtown (river) end of Pakington St, 200metres before West Fyans St, with on street parking making access to our studio easy and a wide variety of session times, we cater to all people's requirements. We encourage bringing the children in and have an area set up to enter your car to enjoy your workout. We are really just an extended family at Listen To Your Body, even LTYB Geelong's owners are mum and son!

LTYB provide personalised group training in friendly studios with a great culture, coupled with supportive trainers assisting you to reach your goals. With no lock in contracts and a weekly membership of only \$52, it makes getting fit and having fun easy!

We train you to your level, varying levels in each session in a small group environment. There are no mirrors, and everyone is welcome. We currently run morning and afternoon sessions and can run corporate sessions at lunchtime if your company offers a wellness program. Please contact Jo on jo@listentoyourbody.com.au if you would like to discuss our corporate packages.

Jo and Will are very excited to be able to offer free initial Evolt body scans to every member who joins on a weekly membership. These scans are great for everyone at any stage in their journey. We recommend having one at the start of your journey, so you have a baseline to refer back to, so you have measurable results. These scans are available to everyone, with discounted pricing applicable to members of any LTYB studio.

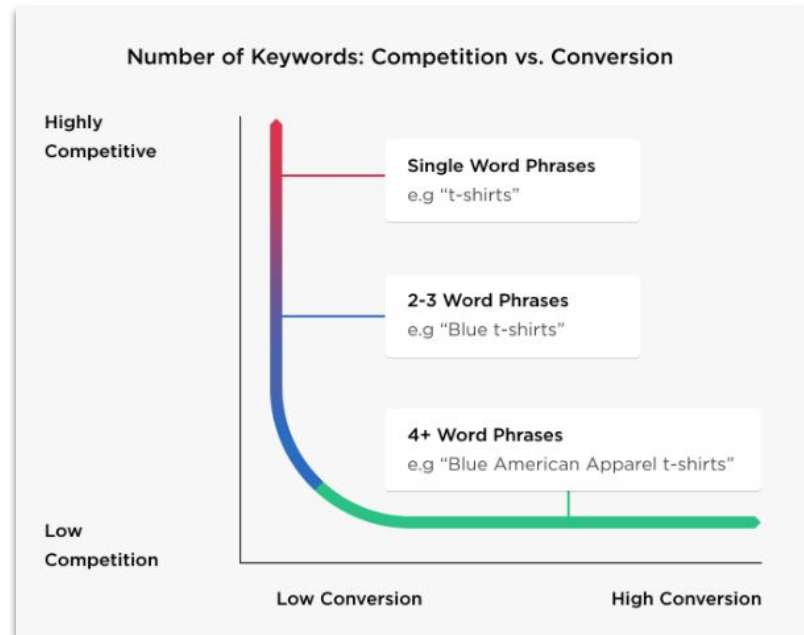
Remove the H1 Header status and make this plain text within the existing content on the page.

We would remove the H2 Header status, make this an H1 Header and replace the current header and content with the H1 Header and content from within the supplied new content.

TIPS FOR CHOOSING KEYWORDS

Choosing *main keywords*

1. Use keyword rank checking tools (like [ahrefs](#), [moz](#), [semrush](#)) to see which keywords you currently rank for and where you rank for your main keywords/ phrases.
2. Use keyword research tools (like the [Google Keyword Planner tool](#)) to identify new keywords with sufficient search volumes and low competition to add into your SEO strategy.
3. Pay attention to keyword types - short tail vs long tail, buyer intent vs informational, etc. You can also search for your keywords on Google and investigate the SERP results to see what kind of pages show up.



TIPS FOR CHOOSING KEYWORDS

Choosing *keyword variations*

Variations of your main keywords are important because people might search for the same thing in different ways, and we have different names for the same things.

To find relevant and popular keyword variations you can use tools like [MOZ](#), [AHREFS](#), [SEM Rush](#), [Google Keyword planner](#), [Google Search](#), [Google Trends](#) and others.

For example, soccer vs football, shades vs glasses, specks (spectacles) vs specks (spots).

Bonus tip: Don't forget to run the sites of your competitors through these tools to find keywords and keyword variations they are ranking for.

Similar Keywords

Main Keyword : Fresh coffee beans

Variations :

- Best fresh coffee beans
- Fresh coffee beans delivered
- Fresh roasted coffee beans
- Fresh coffee beans online
- Organic fresh coffee beans
- Gourmet fresh coffee beans
- Fresh coffee beans for sale

Target on 1 page

Not so similar keywords

Main Keyword : Fresh coffee beans

Variations :

- Columbian coffee beans
- French roast coffee beans
- Fresh Arabica beans
- Imported fresh coffee
- Coffee beans delivery

Consider adding on a new page

ELEMENTS OF AN SEO LANDING PAGE

- **Optimise your page url** using the keywords you want to rank for without keyword stuffing.
- **Keyword:** iPhone Repair
- **Examples:**

<https://www.drsmartphone.net/en/our-services/iphone-repair-ipad/>

<https://www.smileitservice.com/iphone-repair>

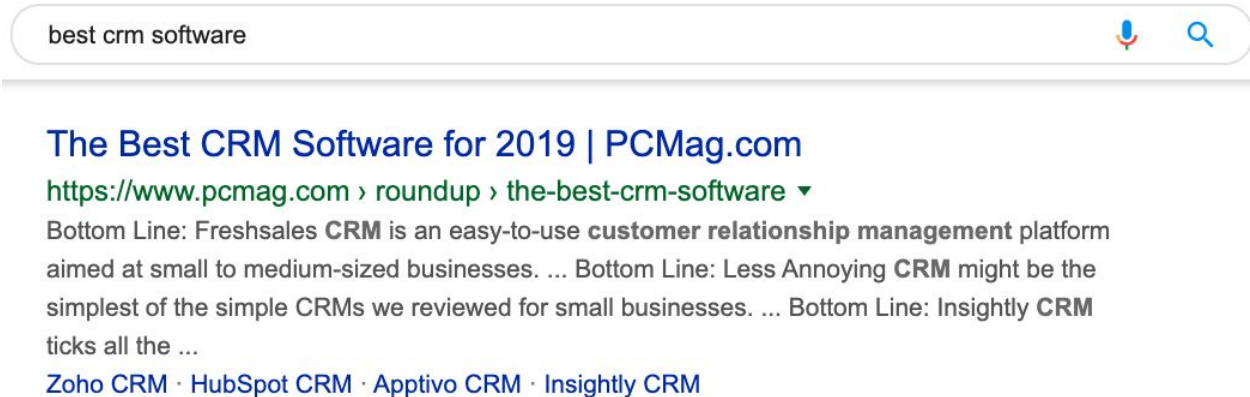
<https://support.apple.com/en-me/iphone/repair/service>

ELEMENTS OF AN SEO LANDING PAGE

- **Main Keyword + variations in:**

Title: Place the main keyword as close to the front of your title as possible. (Max 580 pixels)

Meta: Naturally use your keyword or variations in the meta description. These can be bolded by Google and will help your listing stand out and increase click through rates. (Max 920 pixels)



The image shows a search engine result for the query "best crm software". The search bar at the top contains the text "best crm software" and has a microphone icon and a search icon. Below the search bar, the search results are displayed. The first result is a link to "The Best CRM Software for 2019 | PCMag.com". The URL is "https://www.pcmag.com › roundup › the-best-crm-software". The meta description for this result is: "Bottom Line: Freshsales CRM is an easy-to-use customer relationship management platform aimed at small to medium-sized businesses. ... Bottom Line: Less Annoying CRM might be the simplest of the simple CRMs we reviewed for small businesses. ... Bottom Line: Insightly CRM ticks all the ...". Below the meta description, there are several links to other CRM products: "Zoho CRM · HubSpot CRM · Apptivo CRM · Insightly CRM".

Use: https://totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/

ELEMENTS OF AN SEO LANDING PAGE

- **Text Copy & Header structure**

Keywords: Use your main keyword and keyword variations with moderation in the headings and content.

Header structure: Create a clear H1 to H3/4 Header structure.

H1

H1: YOUR NEW HOME FOR SYDNEY YAMAHA MOTORCYCLES

If you are looking for Bowral Motorcycles, you have come to the right place. Now established as S&P Motors, we are the premier Southern Highlands **Yamaha Motorcycle Dealer**, offering a full range of [Road Bikes](#), [Off-Road Bikes](#), [ATV's](#) and Power equipment at discounted prices. If you are looking for high quality new **Yamaha motorcycles for sale** in Sydney or the wider NSW region, there is only one choice and that's S&P Motors.

Our [Motorbike Service](#) has a dedicated workshop with experienced and trained mechanics. Call us for a competitive quote on your next Sydney Yamaha motorcycle service.

H2

H2: NEED MOTORCYCLE FINANCE?

We are an authorised supplier of Yamaha Motor Finances (YMF) from Yamaha Motor Australia Pty Ltd. The [application process](#) is simple, and the rates are very competitive. As **leading Sydney Yamaha motorcycle dealers**, we make it as straightforward as possible for our customers to buy the bike of their dreams and spread payments across a period of time if required.

Make your dreams come true and [apply today!](#)

H2

H2: WE ARE THE SOUTHERN HIGHLANDS PREMIER YAMAHA DEALER

[We are located in Bowral in the Southern Highlands](#) and aim to be [your one stop shop](#) for Yamaha motorcycles and parts in the wider Sydney area. We also stock a huge range of accessories including Goggles, Boots, Helmets, Jerseys, Pants and much more!

We only supply the highest quality motorbikes and related products at great prices. Our staff are on hand to answer any questions you may have to ensure you get maximum enjoyment from your motorcycle. Regardless of whether you are looking for road or off **road Yamaha motorcycles in the Sydney area**, we have the expertise and experience to help you make the right choice.

H2

H2: YAMAHA MOTOR FINANCE AVAILABLE MOTORBIKE FINANCE & INSURANCE

We know you want to get on your new motorcycle as soon as possible and that is why we offer [quick, easy and competitive in-house finance](#) options through Yamaha Motor Finance. We also offer [the best Yamaha motorcycle insurance](#) policies available in Australia, ensuring your bike is protected at all times.

H3

H3: SPEAK TO OUR MOTORHEADS TODAY

We can finance new, used and even **Sydney Yamaha motocross motorcycles** as well as a [huge range of accessories](#) that complement them. The application process is easy with minimal paperwork needed, speak to us today.

ELEMENTS OF AN SEO LANDING PAGE

- For images create keyword optimised:
 - URLs
 - Alt tags
 - Titles
 - File sizes < 100kb



iPhone X (64GB, Silver)

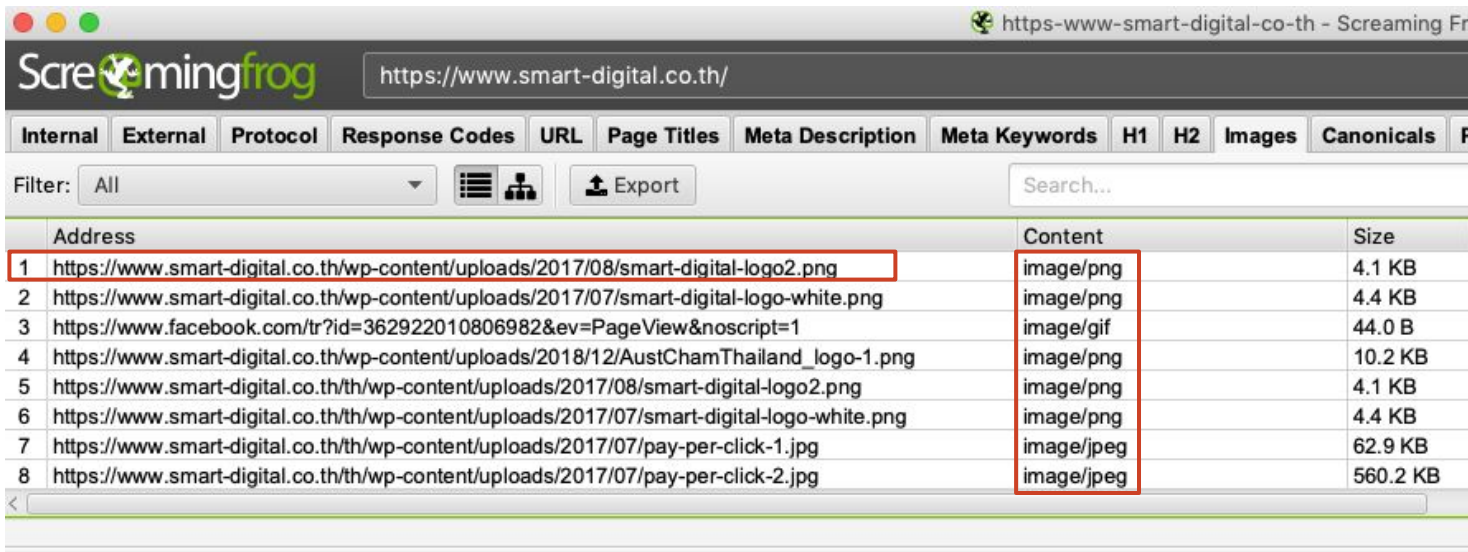
ALT Attribute



<https://res.cloudinary.com/media/catalog/product/i/p/iphonex-silver-screen.jpg>

ELEMENTS OF AN SEO LANDING PAGE

Use tools like [Screaming Frog](#) to find all the images on your website that need adjusting



The screenshot shows the Screaming Frog SEO Spider tool interface. The browser address bar displays the URL <https://www.smart-digital.co.th/>. The tool's navigation tabs include Internal, External, Protocol, Response Codes, URL, Page Titles, Meta Description, Meta Keywords, H1, H2, Images, and Canonicals. The 'Images' tab is selected, and the filter is set to 'All'. A table lists the found images with columns for Address, Content, and Size. The first two rows of the table are highlighted with red boxes.

	Address	Content	Size
1	https://www.smart-digital.co.th/wp-content/uploads/2017/08/smart-digital-logo2.png	image/png	4.1 KB
2	https://www.smart-digital.co.th/wp-content/uploads/2017/07/smart-digital-logo-white.png	image/png	4.4 KB
3	https://www.facebook.com/tr?id=362922010806982&ev=PageView&noscript=1	image/gif	44.0 B
4	https://www.smart-digital.co.th/wp-content/uploads/2018/12/AustChamThailand_logo-1.png	image/png	10.2 KB
5	https://www.smart-digital.co.th/th/wp-content/uploads/2017/08/smart-digital-logo2.png	image/png	4.1 KB
6	https://www.smart-digital.co.th/th/wp-content/uploads/2017/07/smart-digital-logo-white.png	image/png	4.4 KB
7	https://www.smart-digital.co.th/th/wp-content/uploads/2017/07/pay-per-click-1.jpg	image/jpeg	62.9 KB
8	https://www.smart-digital.co.th/th/wp-content/uploads/2017/07/pay-per-click-2.jpg	image/jpeg	560.2 KB

ELEMENTS OF AN SEO LANDING PAGE

- Use keyword optimised internal links linking to other important pages on the website.

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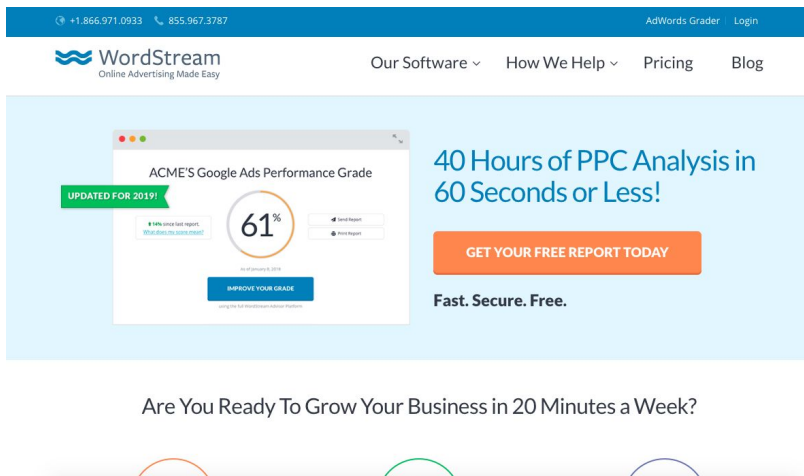
[We know you want to get on your new motorcycle](#) as soon as possible and that is why we offer [quick, easy and competitive in-house finance](#) options through Yamaha Motor Finance. We also offer [the best Yamaha motorcycle insurance](#) policies available in Australia, ensuring your bike is protected at all times.

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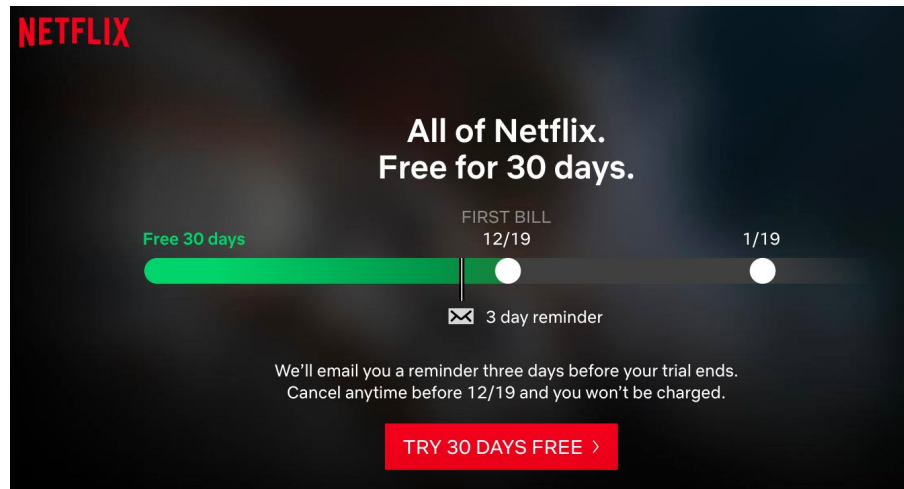
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ELEMENTS OF AN SEO LANDING PAGE

- Create clear CTA's for your main business goal.



The screenshot shows the WordStream landing page. At the top, there is a blue header with contact information (+1.866.971.0933, 855.967.3787) and navigation links (AdWords Grader, Login). Below the header is the WordStream logo and navigation menu (Our Software, How We Help, Pricing, Blog). The main content area features a light blue background with a central graphic of a computer monitor displaying a '61%' performance grade. To the right of the monitor, the text reads '40 Hours of PPC Analysis in 60 Seconds or Less!' and 'Fast. Secure. Free.' Below this is a prominent orange button that says 'GET YOUR FREE REPORT TODAY'. At the bottom of the page, the text asks 'Are You Ready To Grow Your Business in 20 Minutes a Week?'.



The screenshot shows a Netflix trial offer. The background is dark with the Netflix logo in red at the top left. The main text reads 'All of Netflix. Free for 30 days.' Below this is a progress bar showing 'Free 30 days' in green, with a white dot indicating the current position. To the right of the bar, it says 'FIRST BILL 12/19' and '1/19'. Below the bar is an envelope icon and the text '3 day reminder'. At the bottom, there is a red button that says 'TRY 30 DAYS FREE >'. The text below the button reads: 'We'll email you a reminder three days before your trial ends. Cancel anytime before 12/19 and you won't be charged.'

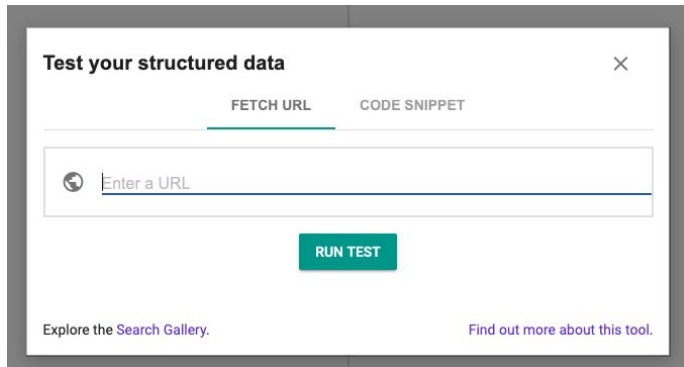
ELEMENTS OF AN SEO LANDING PAGE

- **Choose the right schema markup:**

Help Google understand your pages better with microdata markup. It can use this information to add rich snippets and other features to your search results. Add structured data to your page using schema.org.

Check for any errors or issues with the [Google Structured Data Testing tool](https://www.google.com/webmasters/structured-data-testing-tool/):

Google Structured Data Testing Tool



The screenshot shows the Google Structured Data Testing Tool interface. At the top, it says "Test your structured data" with a close button. Below this, there are two tabs: "FETCH URL" (which is selected) and "CODE SNIPPET". Under the "FETCH URL" tab, there is a text input field with a globe icon and the placeholder text "Enter a URL". Below the input field is a green "RUN TEST" button. At the bottom of the interface, there are two links: "Explore the Search Gallery." and "Find out more about this tool."

```
Without Markup | Microdata | RDFa | JSON-LD

<div itemscope itemtype="http://schema.org/LocalBusiness">
  <h1><span itemprop="name">Beachwalk Beachwear & Giftware</span></h1>
  <span itemprop="description"> A superb collection of fine gifts and clothing
  to accent your stay in Mexico Beach.</span>
  <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
    <span itemprop="streetAddress">3102 Highway 98</span>
    <span itemprop="addressLocality">Mexico Beach</span>,
    <span itemprop="addressRegion">FL</span></div>
  </div>
  Phone: <span itemprop="telephone">850-648-4200</span>
</div>
```

ELEMENTS OF AN SEO LANDING PAGE

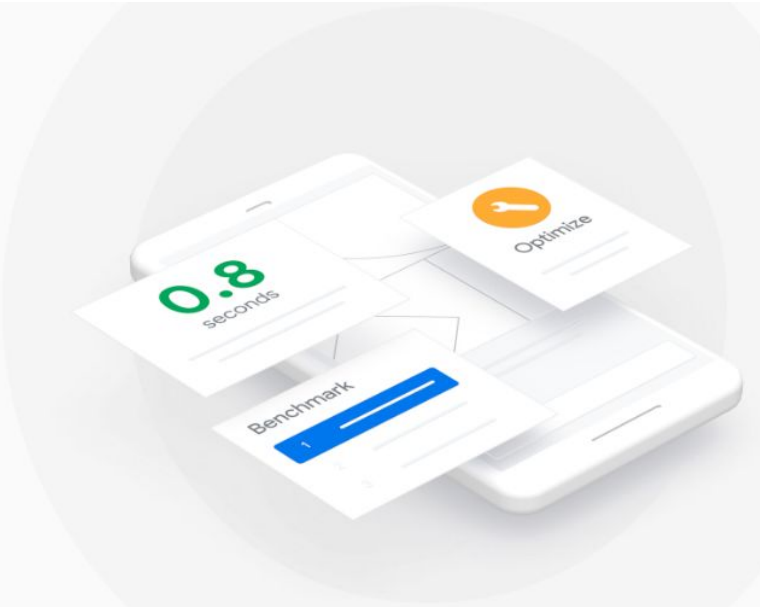
- Optimise your site for Mobile (UX & UI)

Use tools like [Google Search Console](#) & [Think With Google](#) to get you started.

Test My Site

A slow mobile site limits
your business.

<https://www.smart-digital.co.th/>



ELEMENTS OF AN SEO LANDING PAGE

- **Fast loading speed**

Have your site load in approx. 1 (one) - 3 (three) seconds on desktop and mobile devices.

Use tools like [Pagespeed Insights](#) and [GTmetrix](#) for a more detailed insight on your page speed, issues and recommendations on how to improve.

The image shows two screenshots of website performance analysis tools. The top screenshot is from GTmetrix, featuring a white background with blue text. It asks 'How fast does your website load? Find out with GTmetrix' and includes a text input field for a URL and a 'Test your site' button. The bottom screenshot is from PageSpeed Insights, featuring a blue background with white text. It says 'Make your web pages fast on all devices' and includes a text input field for a URL and an 'ANALYZE' button. Both screenshots also show navigation links like 'HOME' and 'DOCS'.

Optimising a Landing Page for PAID ADS



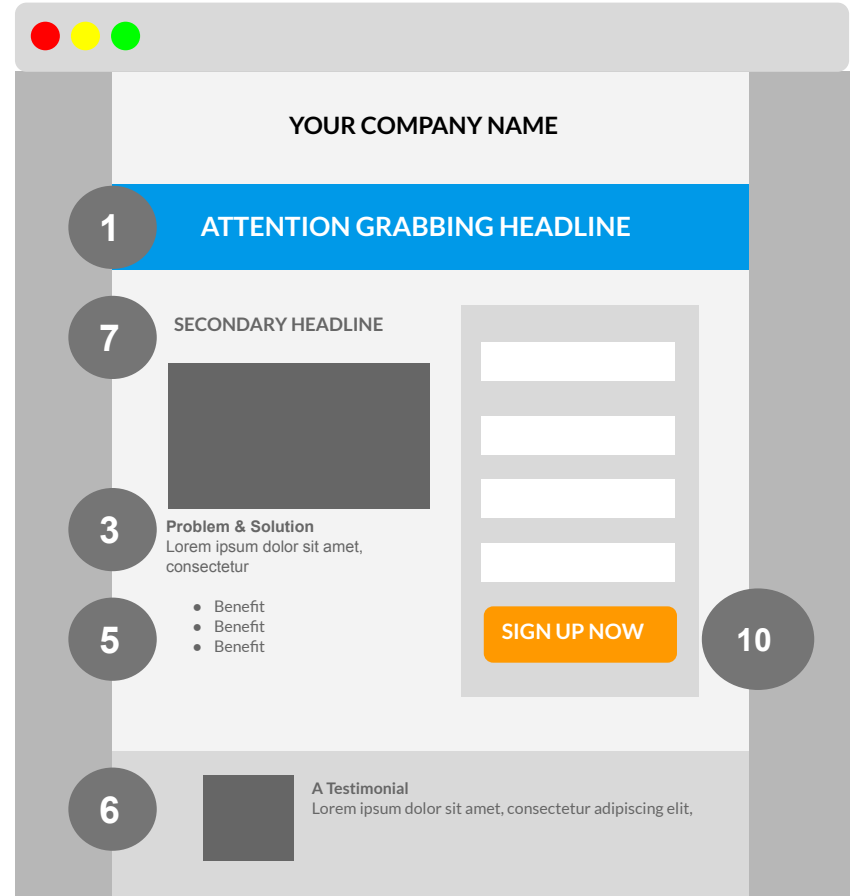
Optimising a Landing Page for **PAID ADS**


3 critical parts of an effective landing page

1. **Headline**
2. **Benefits**
3. **Call To Action (CTA)**

10 STEP LANDING PAGE FORMULA

- Step 1.** Get Attention (Headline)
- Step 2.** Identify the Problem Step
- Step 3.** Provide the Solution
- Step 4.** Present your Credentials
- Step 5.** Show the Benefits
- Step 6.** Give Social Proof
- Step 7.** Make Your Offer
- Step 8.** Give a Guarantee
- Step 9.** Inject Scarcity - urgency
- Step 10.** Call to action





WHAT MAKES A GOOD HEADLINE?

Clarity

A headline should never be ambiguous, vague, or beat around the bush with metaphors. It gets right to the point and connects with the visitor as soon as he or she lands on the page.

Relevance

Your headline and the ad connected to it must have message match and be relevant to each other. If your ad says “free trial” and your landing page headline doesn’t mention a trial, then you can bet your visitors will bounce.

Empathy

All great headlines empathize with the visitor’s problem. Headlines demonstrate benefits of the product and reassures visitors that their problem can be solved.

WHAT MAKES A GOOD HEADLINE?



best crm



Pipedrive™ Thailand | Top Rated CRM Software | pipedrive.com

www.pipedrive.com/

The **Best CRM** Built by Sales Pros for Small Sales Teams. Free Trial! Powerful API. Easy To Use Yet Powerful. Top Rated **CRM** For SMBs. Simple Data Import/Export. Visual Sales Pipeline. See Results. Customize Everything. Timeline View of Pipeline. Integration & Add-Ons.

Zoho Online CRM Software | Empower your Sales Team

www.zoho.com/

AI-powered **CRM** for smart sales teams. Sell smarter, faster and better. Try Now! Easy To Use.

Bundle of Features

Feature rich CRM with more than 15 customizable components.

Watch CRM Demo

Find Out All You Need to Know
Watch Videos Now



Features ▾

Pricing

Blog

English (US)

Login

Try it free

BEST CRM SOFTWARE FOR SCALING TEAMS

Grow your sales with the CRM tool voted #1 by real users and industry experts

Try it free

Immediate access. No credit card required.



Close more deals with the world's favorite CRM

Zoho CRM helps you engage with leads and customers, get insights about your business, build a scalable sales process, and grow your business faster.

Get started for free

Full Name

Email

Password

+66 Phone

Based on your IP, you are in Thailand. [Change](#)

Your data will be in US data center.

I agree to the [Terms of Service](#) and [Privacy Policy](#).

GET STARTED

or sign in using

Trusted by over 150,000 businesses worldwide

amazon.in



CtrlS

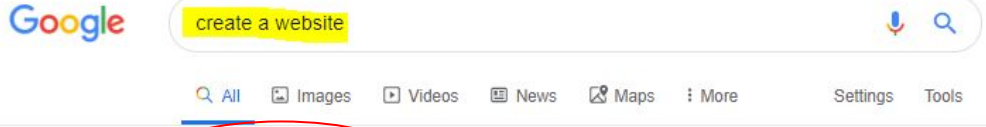


NETFLIX



hotstar

WHAT MAKES A GOOD HEADLINE?



About 23,660,000,000 results (0.75 seconds)

Create Websites | Impactful Sites Without Coding

gsuite.google.com/

Build Your Online Presence With Google Sites. Sign up & Get 14 Days Free Trial. No Design Skills Needed. Embed Websites as iframes. Embed HTML and JavaScript.

Start a Free Trial Now

Get your free 14 day trial.
No credit cards or hidden costs.

Contact Sales Now

Have Questions?
We Are Here To Help.

Create A Powerful Website Now | Free Domain With Plan...

www.wordpress.com/Create/Website

Choose The Perfect Domain Name & Website Design To Start Your Own Website Today! Scalable and Secure. Free Website Templates. Live Chat and Email Help. Built-in SEO. 24/7 Support. Upload Photos & Videos. Rich, Easy-to-Read Stats. Mobile Ready.

Landing page url

<https://wordpress.com/create/>

An advertisement for WordPress.com on a dark blue background. At the top, the text "Matching Headline" is written in red, with a red arrow pointing to the headline "Create a website in minutes.", which is circled in red. Below the headline, there is a paragraph of text: "WordPress.com gives you everything you need to start your website today. Free hosting, your own domain, a world-class support team, and so much more." At the bottom left, there is a pink button that says "Start your site", with a red arrow pointing to it and the label "CTA" in red. On the right side, there are several overlapping images of various website templates, including one for a clothing store and another for a portfolio.

An advertisement for WordPress.com on a light blue background. On the left, there is a grid of 12 small images showing various website designs, including a blog, a business site, a portfolio, and an online store. On the right, there are three icons: a house, a briefcase, and a shopping cart. Below the icons, the text "Benefit" is written in red, with a red arrow pointing to the headline "Create anything, for anyone." Below the headline, there is a paragraph of text: "WordPress.com allows you to build a website that meets your unique needs. Start a blog, business site, portfolio, online store, or anything else you can imagine." Below that, another paragraph of text: "With built-in optimization and responsive, mobile-ready themes, there's no limit to who you can reach with your new website. Create a simple website for your family or sell products around the world—it's up to you."

SELL BENEFITS NOT FEATURES

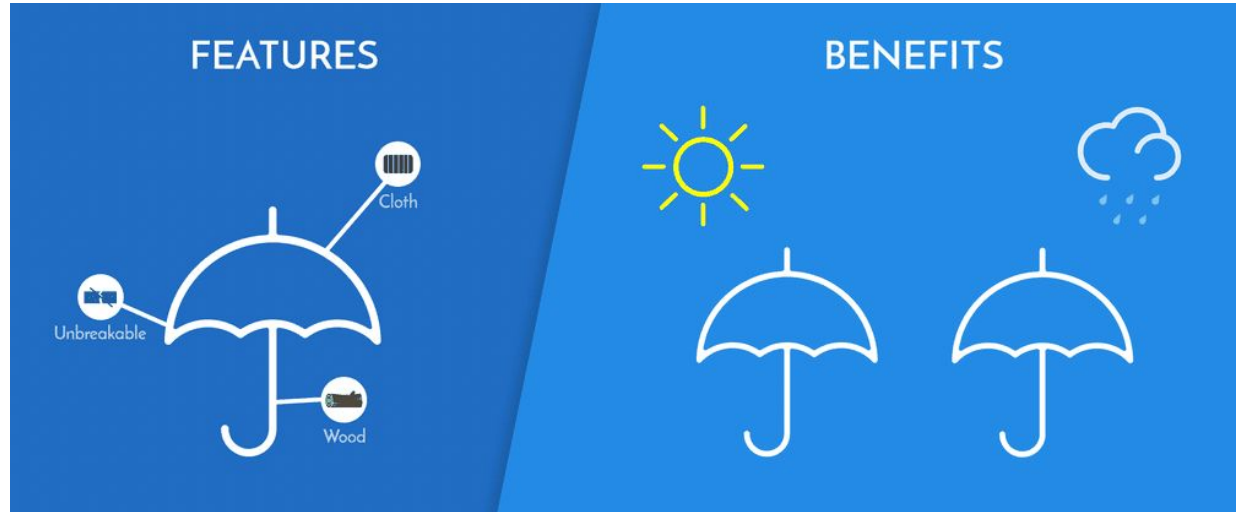
A feature is **what something is**
A benefit is **what users can do or accomplish with it.**

For example...

We have an app that helps you find local restaurants?
...Which means?

You can find the best places to eat.
...Which means?

You won't waste quality time with your family on bad experiences.



SELL BENEFITS NOT FEATURES

DESIGN BETTER. FASTER. TOGETHER.

The digital product design platform powering the world's best user experiences

GET STARTED—FREE FOREVER

A hero banner for NikeiD with a dark background and large, stylized letters spelling 'NIKEiD'. The text 'DESIGN BETTER. FASTER. TOGETHER.' is centered at the top. Below it, a smaller line of text reads 'The digital product design platform powering the world's best user experiences'. A play button icon is centered below the text. At the bottom, a pink button says 'GET STARTED—FREE FOREVER'.



NEW RELEASES MEN WOMEN KIDS CUSTOMISE COLLECTIONS

Search

NikePlus Membership

Everything you need to win.

JOIN NIKEPLUS



Join the greatest team in sports to get the very best of Nike

STORAGE FOR 1GB OF MP3S



VS

1,000 SONGS IN YOUR POCKET



Book unique places to stay and things to do.

WHERE

Anywhere

CHECK-IN CHECKOUT

mm/dd/yyyy mm/dd/yyyy

GUESTS

Guests

Search

A booking form with a white background and a blue header. The header text is 'Book unique places to stay and things to do.' Below it are several input fields: 'WHERE' with a dropdown menu showing 'Anywhere', 'CHECK-IN' and 'CHECKOUT' with date pickers showing 'mm/dd/yyyy', and 'GUESTS' with a dropdown menu showing 'Guests'. A red 'Search' button is at the bottom right.

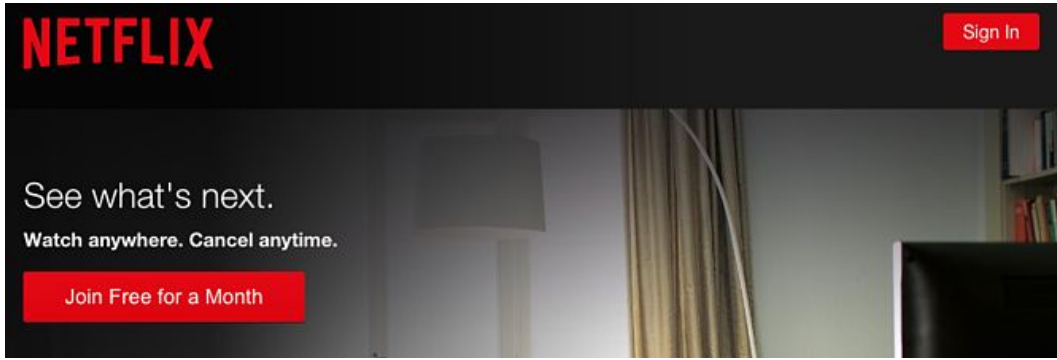


CALL TO ACTION!

- ✗ Don't use too many different CTA's on one page, avoid clutter
- ✗ Don't use generic call to action text (Submit, Send, Contact Us)
- ✗ Don't link your CTA to your homepage

- ✓ Use multiple CTAs on long landing pages but offering the same thing!
- ✓ Use personalisation in your CTAs
- ✓ Link CTAs to your conversion event (sign up form, phone call, payment page)
- ✓ Make sure CTAs are clear, simple, and tells users what to do (Download, Register, Get Your xyz..)

CALL TO ACTION!



NETFLIX Sign In

See what's next.
Watch anywhere. Cancel anytime.

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Free Videos

5 FREE WORKOUT VIDEOS
MOVE YOUR BODY, UPLIFT YOUR MIND!

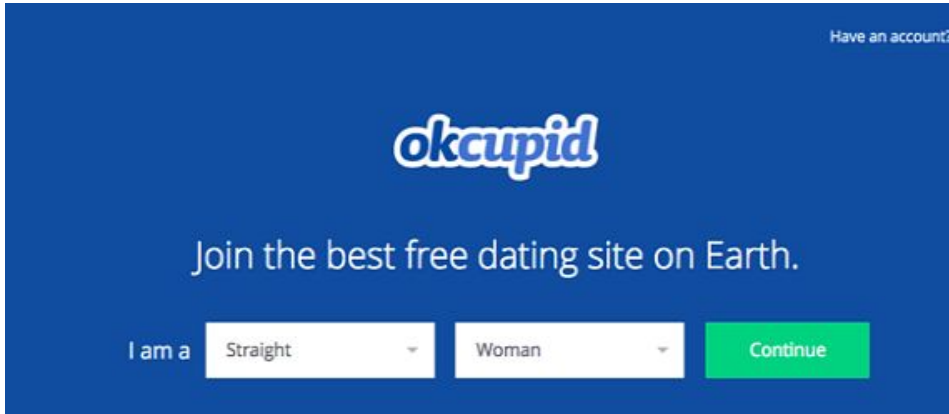


You would not believe that the simple act of working out for just **five minutes a day** could be as uplifting for your soul as it is for your backside! Unless...you experience a five minute Shrink Session workout for yourself.

Take the 5-in-5 Challenge and get access to **FIVE FREE 5-minute Shrink Session workouts** designed to:

- Elevate your mood along with your heart rate
- Replace negative thoughts with positive patterns
- Feel **ENERGIZED** instead of exhausted by fitness
- Let more of the real **YOU** shine through

YES! I WANT THE VIDEOS!



Have an account?

okcupid

Join the best free dating site on Earth.

I am a



BRING HOME THE GOOD VIBES

RESTORE YOUR BODY WITH VIBRATION TECHNOLOGY

SAVE 10%

Optimising a Landing Page for PAID ADS

A Quick Checklist for PAID ADS Landing Pages

- ✓ Keep the messaging clear and consistent on the ads and landing page
- ✓ Use a matching attention grabbing headline with your value proposition above the fold
- ✓ Use a strong Call to Action above the fold
- ✓ Use a single value proposition and call to action on the landing page
- ✓ Highlight benefits to emphasize the offer's value as easy to understand bullet points
- ✓ Use video if possible and add social proof elements
- ✓ A/B Testing

Some examples...

odoo APPS TOUR PRICING LEARN COMMUNITY

Website Overview Features

Your enterprise website builder

Easy. Mobile. Open Source.

Start Now - It's Free

Schedule a demo

Forget about code

Just drag & drop business features

Get all your business needs, out-of-the-box.

Make a website, then add features as you grow; jobs, eCommerce, customer portal, events, company blog, call-to-action, newsletter, etc.

Your brand. Your website.

Get a website that automatically adjusts to fit your brand and style guidelines.

Branding is critical for business success. Odoo provides you tools to easily achieve branding needs.

Extend your website with hundreds of Apps

Sell Online

- eCommerce
- eBay
- Event Tickets

Full Marketing Stack

- Lead Acquisition
- Lead Tracking
- Live Chat
- Mass Mailing

Content Management

- Blogs
- Slides
- Forums, Q&A

Link Business Features

- Recruitments
- Helpdesk

Easy inline edition of highly dynamic content.

4 Million users grow their business with Odoo

Unleash your growth potential

BUILD A STUNNING WEBSITE

No credit card required - Instant access

<https://www.odoo.com/page/website-builder>

Keyword: website creator

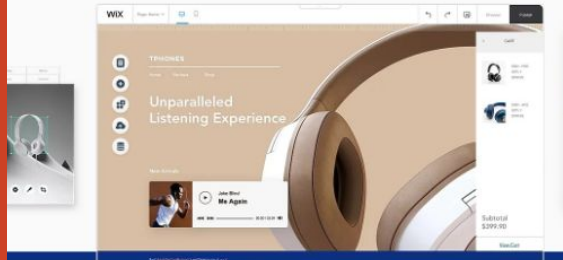
Some examples...

WIX Features Explore Subscriptions Templates Wix Partners Support Languages

Create a Website You're Proud Of

Discover the platform that gives you the freedom to create, design, manage and develop your online presence exactly the way you want.

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Follow these 6 simple steps to create a website today.

1. **Sign up for a free website builder.** Choose what kind of website you want to create.
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4. **Get ready for business.** Add an online store, booking system, members area and blog.
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Design and build your own high-quality websites. Whether you're promoting your business, showcasing your work, opening your store or starting a blog—you can do it all with the Wix website builder.

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To create your own website, follow these steps:

Customize your site

Pick a template and customize anything, or answer a few questions and get a free website designed just for you.

Add advanced features

Start your own blog, add an online store and accept bookings online. You can always add more features as you grow.

Edit your mobile view

Check out the mobile-optimized version of your site. Switch to the Mobile Editor to personalize it even more.

Optimize for search engines

Answer a few questions about your website, location and keywords and get a personalized SEO plan to get found online.

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Keyword: website creator

The Winning Recipe

...MORE WHAT YOU'D CALL 'GUIDELINES'

THAN ACTUAL RULES.

... doesn't really exist.

Although there are general guidelines, what works best for your business is *highly subjective!*

This is why **continual testing** and optimising is the only way to improve landing page conversion rates.

LIVE CRITIQUE

Let's Audit Your Landing Page ...



*Scan the QR code to submit your landing page and
we will analyze it together at the end of this
workshop*

Free Landing Page Worksheets

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THANK YOU

STAY CONNECTED

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