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Essential Elements to Build a Landing Page by Genedipark

Article published on January 13th 2012 | Business

There are a number of internet marketing channels that can be utilized to drive traffic to your websiteâ€”social media, organic search results, PPC advertising (like Google AdWords), and more.But understand that the channels by which you drive traffic to your website are only half of the equation. Itâ€™s not enough simply to drive traffic to your websiteâ€”traffic, by itself, doesnâ€™t generate money for business!

Whether the objective is to make a sale, prompt a phone call, or simply to capture an email address, itâ€™s critical that your website feature landing pages which prompt the desired action.

Below are four essential elements to creating landing pages that work:

1) Create a dedicated landing page for each specific campaign. To be effective, your landing pages need to be highly specificâ€”customized to resonate with a specific target, and to prompt a specific action. If you give your visitors too many choices, you dramatically increase the chances that theyâ€™ll choose â€˜none of the aboveâ€™.

2) Match the headline of your landing page with the advertising that is funneling traffic to the page. The copy in your advertisement creates expectationsâ€”and the headline should deliver on these expectations. If it doesnâ€™t, your prospect is going to feel deceivedâ€¦ or at best, like he or she made a mistake by clicking on your link.

3)Â Incorporate testimonials. Every landing page is fighting a battle with its visitorsâ€”working to establish the trust and excitement necessary to overcome each prospectâ€™s natural reluctance to pull out their credit card or even give out their contact information. Testimonials are a valuable weapon in this battleâ€”as long as they feel â€œreal.â€• Donâ€™t use anonymous testimonialsâ€”if at all possible, name and position of each individual. Video testimonials are even better!

4) Test multiple versions of each page. Just because you think that youâ€™ve crafted the perfect landing page doesnâ€™t mean that your prospects will agree. Test multiple versions of each pageâ€”change up the layout, the copy, the images you use, every variable you can come up with. Over time, youâ€™ll figure out what works and what doesnâ€™t.

The success or failure of your internet marketing campaigns often comes down to the performance of your landing pages. Donâ€™t underestimate their importance. Stay tuned or more information in the weeks to come, or sign up to receive our weekly marketing tips! For help designing the perfect landing page for your next campaign, contact us today!

Article Source:
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Genedipark - About Author:
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Article Keywords:
miami marketing agency,miami advertising agencies,ad agencies miami,advertising agencies in miami,miami ad agencies,marketing consultant in miami,miami small business marketing

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