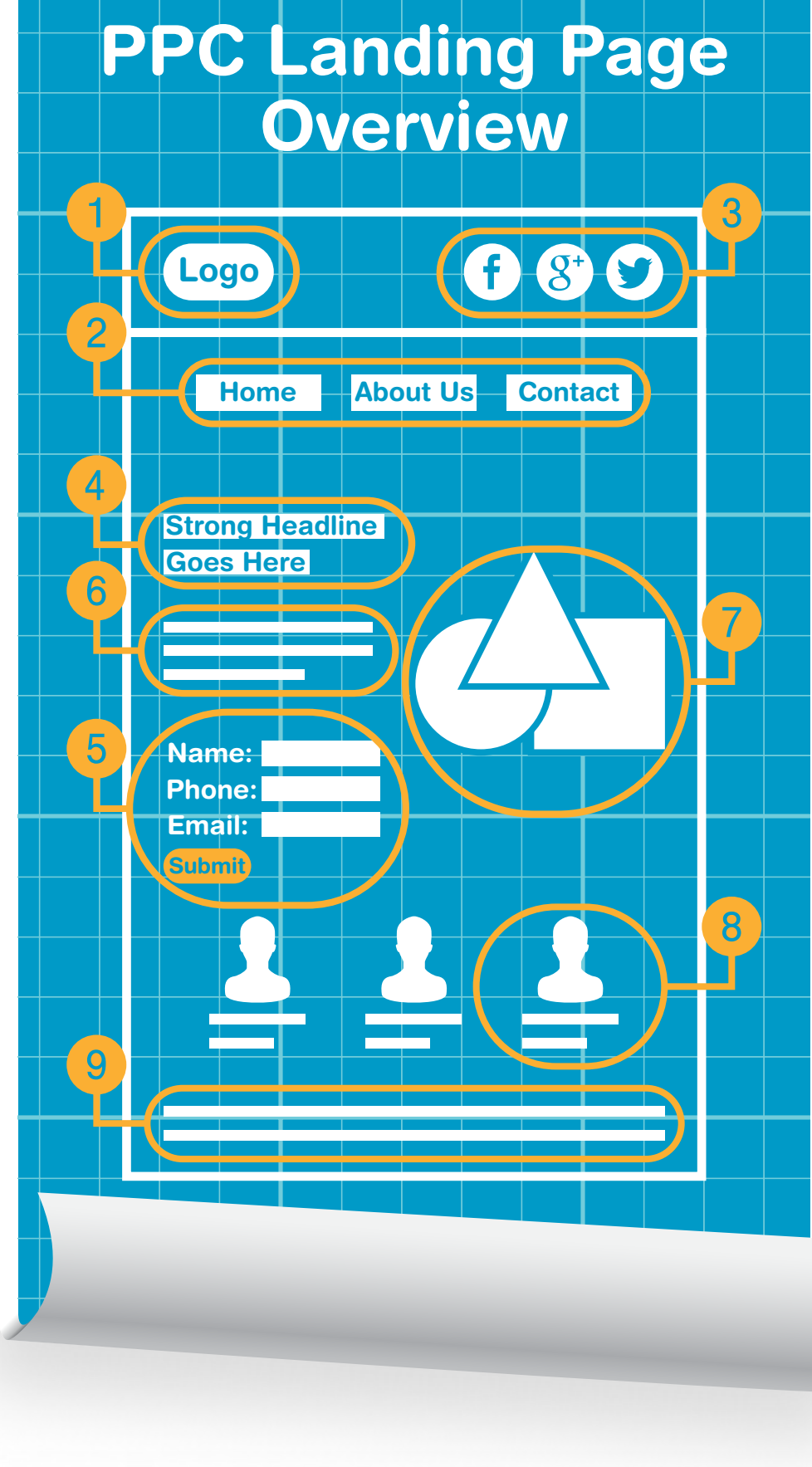


# ANATOMY OF A GREAT PPC LANDING PAGE

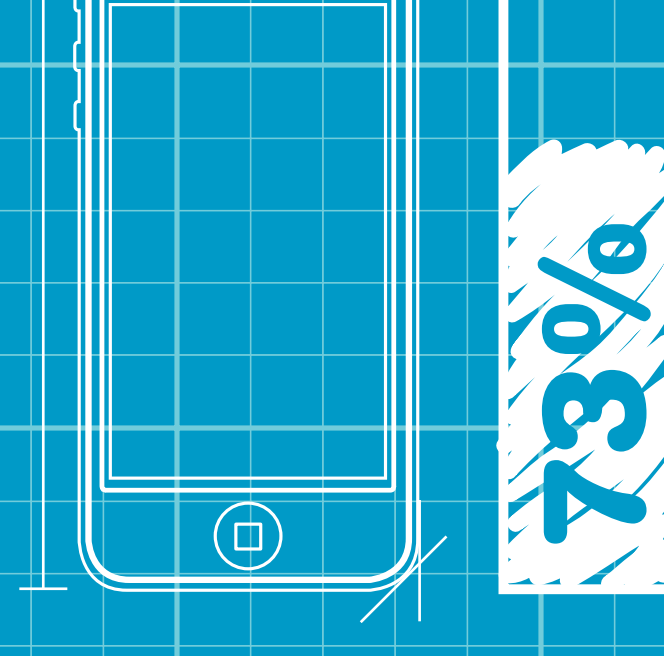


» A great PPC landing page does not merely happen, it is carefully designed. Testing, research, and expert knowledge of design and copy are essential to an effective landing page. Why is a high-quality landing page so important to a PPC campaign? A well-crafted landing page will increase conversions while lowering your cost-per-click. By putting in the work to design a great landing page, you can get the most out of your pay-per-click budget. In this infographic, the essential elements of a great PPC landing page are dissected and explained.

## 1 Professional Logo & Contact Information: Enable & Earn Trust

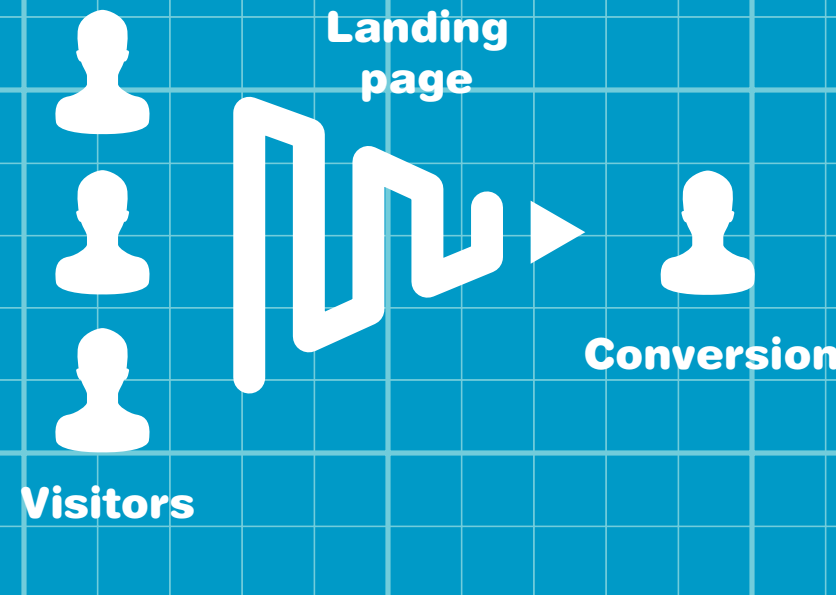


Your business logo and contact information should be placed at the top of the landing page. Use a high quality logo and only display one phone number. Having a call tracking number allows for better conversion tracking. About 73% of mobile searches trigger additional action & conversions, so making the phone number clickable will increase conversions. Showcasing the logo of your business will establish trust with the consumer and encourage them to stay on your landing page to learn more about your offering.



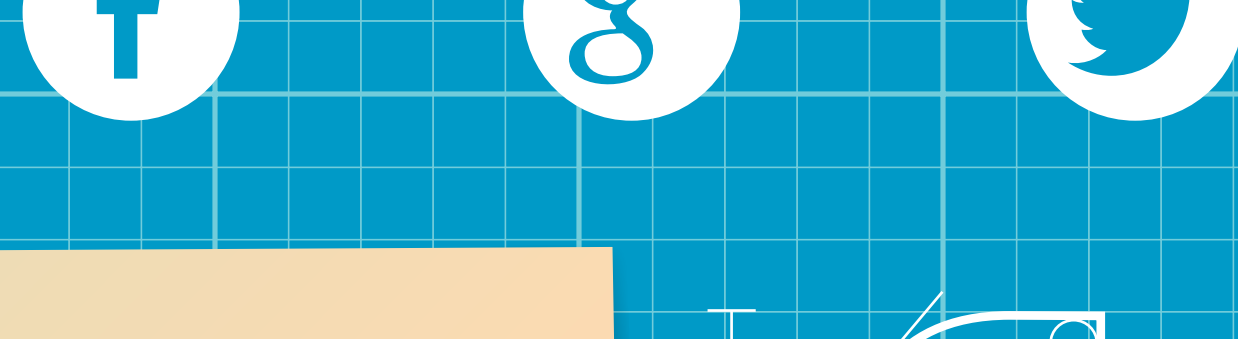
Of mobile searches trigger additional action & conversion

## 2 Simple Navigation Bar: Limit Options



A typical homepage will have a variety of options to choose from on the navigation bar. However, on a custom PPC landing page the navigation should be very simple. Landing pages are meant to funnel visitors into a conversion. Do not provide a lot of options on the bar, give them the bare minimum. It's a consumer's first experience with your business, don't overwhelm them. Also, by offering limited options, you are keeping the consumer on your landing page and leading them to convert.

## 3 Social Media Links: Connect



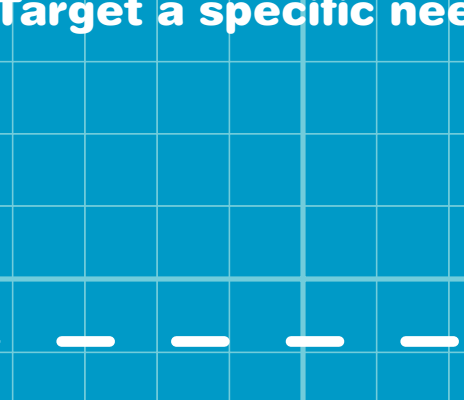
Did you know that 75% of users said they felt more connected to the brand on Facebook? Social media enables consumers to get to know your business on a more personal level. Invite them to connect with you through social media. If they aren't ready to convert at this time, they will likely still connect with you on social media and are now in the pipeline for a future conversion. Not having social media links on your landing page is a missed opportunity.



Of users said they felt more connected to the brand on facebook.

## 4 Strong Headline: Get to the Point

HEADLINE { "Get 20% OFF Your Next Consultation" }

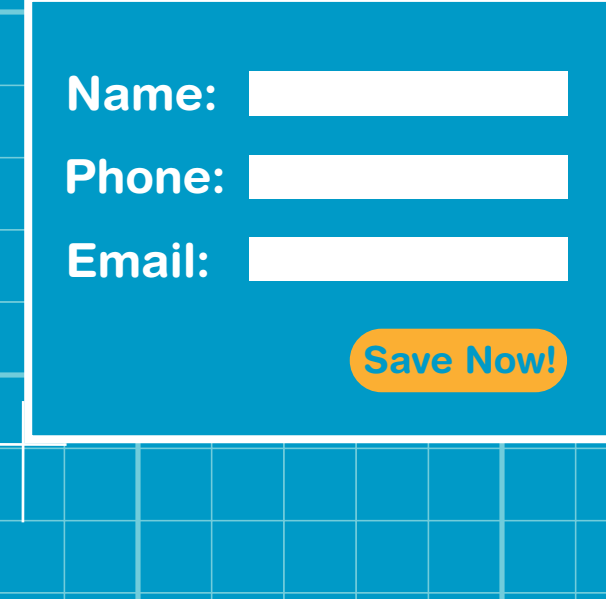


Target a specific need

An effective headline gets right to the point and tells the consumer why they want what you are offering. Target a specific need. The headline should always closely match the ad copy. It lets a consumer know they are on the right page. If they clicked an ad to get a free consultation, the headline should talk about the free consultation. A headline does not need to be in-depth, just clear and concise.

## 5 Conversion Form: Make It Easy

Make it easy for consumers to convert by providing a simple form. Only collect the very bare essentials from the consumer. Things like name and phone number or email should be sufficient in most cases. The more fields you require in a form, the less likely a consumer is to complete the form.



## 6 Advertising Text: Convince Me



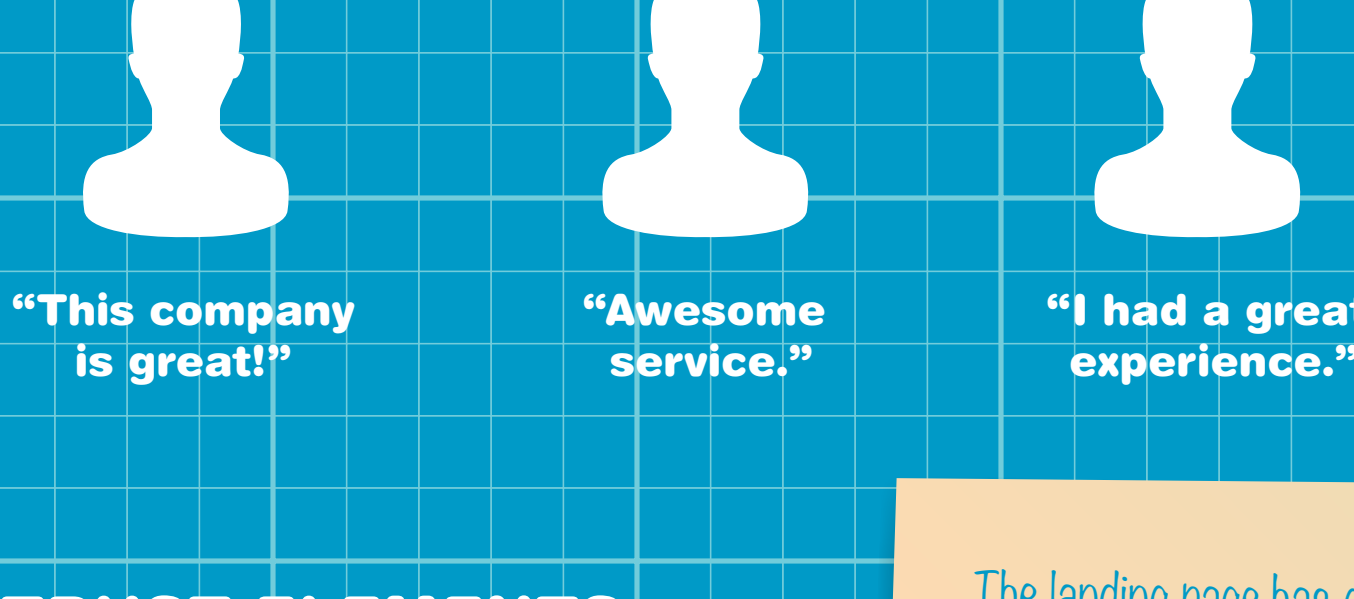
The length of the text you write for the landing page can vary in length depending on the offer or product you are selling. One to two paragraphs is typically sufficient to help consumers make a decision. The text should focus on the benefit of the service or product to the consumer. Focus on the "how" and "why" rather than the what. Consumers are rarely interested in the process, they want to know what is in it for them.

## 7 Compelling Image: Engage

A picture is worth a thousand words. Don't simply drop an image on the page. Select an image (or video) that draws the consumer's eye to the conversion form and is something they connect too. The image should reflect a state of being they would like to attain (pain relief), an effect they desire (whiter teeth = confidence), or something they like (for cat owners this is a picture of a cute cat). Choose an image that is high-quality. Never use a fuzzy or outdated image, ever. If you include video, keep it short (max of 2 min.).



## 8 Trust Elements: Build It

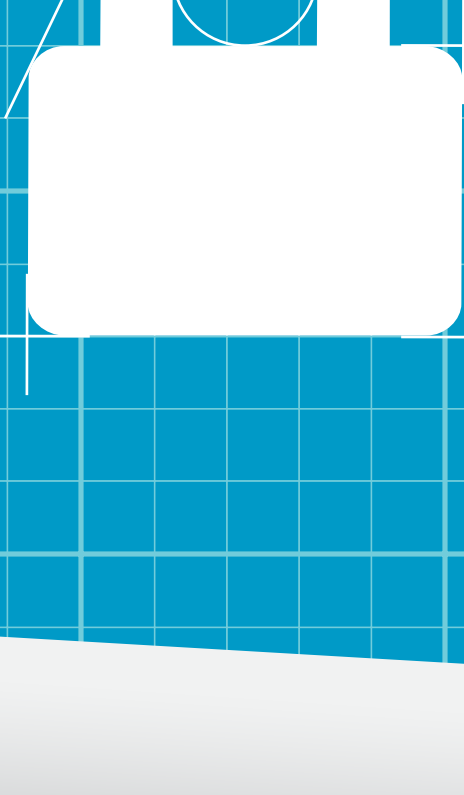


- TRUST ELEMENTS:**
- Association logo
  - Credentials
  - Client testimonials
  - Accreditations

The landing page has given the consumer information on what you are offering and why it benefits them, but why should they trust you? Here is where the trust elements play a crucial role. Trust elements are things like association logos, credentials, client testimonials, accreditations, etc. Select what matters most to your consumer and display it. For some, it will be a link to Google Reviews; for others, it will be a national industry association membership logo.

## 9 Privacy & Use Policy: Required

A privacy policy is often required by major PPC platforms like Google AdWords and Bing Ads. Find out what type of privacy policy is required and be sure to link to it from the landing page. Always, always follow the privacy policy when it comes to consumer information.



? The PPC landing page is built, what next? To determine if your landing page is effectively constructed, you will need to do A/B testing. Modify simple things on the ad and run an A and a B version to see which gets better results. Continue to test and re-test as your ad campaign continues.