

Landing Page Strategies

Here is another Ninety-Second (:90) Strategy with EzineArticles.com. What's on Your Landing Page? When placing website links in your article's Resource Box, consider these Landing Page Strategies:

Landing Page Defined: Your Landing Page is where your reader arrives when they click on the website link in your Resource Box.

(1) In order to maximize the potential of converting your readers to members or consumers of your products or services, the content on your Landing Page must directly relate to the topic of your article. Changing topic from article to Landing Page breaks your reader's trust in you as an expert of your niche.

(2) Make sure the website link in your Resource Box is formatted properly and actively links to your Landing Page.

(3) Keep your website and Landing Page updated with fresh content that creates value for prospective and current members/clients.

(4) Build trust with your website visitor by providing your contact information--an email address, contact-us form, telephone number, etc. And always guarantee their privacy as a user.

(5) Always honor your deals and do as you promised on your website. You have taken the initiative to funnel your prospect from your article to your Landing Page and then convert them to a member or customer, so it is in your best interest to over-deliver on what you promise on your Landing Page!

Submit your next set of quality, original articles to EzineArticles.com with a Resource Box link to your optimized Landing Page. Or, if you would like to start reaping the benefits of article writing and marketing, create your free basic membership account and submit your first quality, original article today at EzineArticles.com!