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3 Methods For Building A Massively Converting Landing Page

Getting someone to visit your site is only a small part of IM; the rest depends on turning those visits into sales leads. Your conversion rate will depend almost entirely upon your landing page. Creating a high converting landing page is one of the most important steps you can take towards the success of your online business. In this article we shall be looking into 3 distinct tips on making landing pages work for you by designing them the right way.

When you make your landing page, you should do whatever you can to make sure your conversion rate is high. One of the best ways to make your landing page better is to add audio elements and video elements. Try to remember that there are a couple of ways to view audio and video elements and landing pages: some people love them and others really hate them. As with most things on a landing page, it is the quality of these kinds of elements that matters most, not how many of them are included. Don't add a number of clip art images that look amateur or add video that's fuzzy. In other words: it is better to use no visual elements than to use visual elements that are not well made. Audio and video elements need to have as much importance to your page as the written copy. Write a script that you can use to make it good. Wasting a reader's time with poor audio/video is a good way to lose a sale. You have to get to the point and offer your visitors a compelling reason to listen and watch. Giving your page readers a bunch of benefits will help entice them to buy from you.

Use short paragraphs on your landing page. That's it. This is very important because short paragraphs make it easier for your visitors to read your words--long paragraphs are harder on the eyes. In fact, your visitors might just get intimidated by looking at the large chunks of content. Your landing page's readability will shoot up considerably if your paragraphs are limited to 2 or 3 sentences. Making sure that your paragraphs are small can help you achieve this which should be your primary goal.

Never forget to focus your attention on your site visitor. Your prospective buyers will want you to talk directly to them instead of only about yourself. Make use of "you" and "your" more than "we" and "us". This will help you create a relationship with your visitors and give them a feeling like you're directly conversing with them, something that's important.

To sum up, if you want to build a good landing page, you need to keep these tips in mind. In addition to that, if you want to keep building your conversion rate, you will need to test things from time to time. Getting the response you want depends on your willingness to change out things that don't work and new things until you find something that will work for you.

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