

Published based on [Creating a Landing Page that Converts Well](#)

Creating a Landing Page that Converts Well

Getting your landing page to convert can prove to be a challenge, if you're not focused on the copy. The following are a few tips that you can follow to help create a landing page that gets more conversion. Landing pages is by no means , a brand new type of marketing , but it is still very powerful and new launches like the [Resellers Heaven](#) launch will be using it.

Targeted Headline: One of the key reasons why many landing pages fail to convert is because your viewer cannot find a connection between the listed headline and your content. When someone clicks on an ad to another page, they want to see something that is related. Your plan should be to match up the language so that they will not be confused. If you know how to match the ad and content that would be wonderful, but if not, then try to get them as much alike as possible. This is how you get your message to appeal to your readers. Quite frankly, this is the most important aspect of your landing page. Not focusing on it can make or break your campaign.

Use Longer Copy if You have to: There will always be opinions about whether or not long or short copy should be used. In order to make the right decision, determine which one is better for reaching your goal. What do you want your landing page to accomplish? Get more sales? A lead? A click through to your website? Based upon many things, you should have an ideal about the information that your readers want before they will buy your product. For example, for expensive product, then it is quite obvious that you will need to provide the main benefits and more information to get them to take action. But then again, if you only want to obtain email leads, then your ad copy can do this in a short amount of space and still get your message to the readers. So, writing long copy will depend on your intent. Lengthen it only when it's needed. If you want to use Landing pages to its best effect be sure you promote services such as [passive profit portals](#).

Be Knowledgeable about your Intent: Focus your goals. Do not forget about your goals when you write your landing page. It is easy to just write the copy and not focus on your goals. The ad copy should lead the visitor from the headline to the point where you convince him to do what you want him to do. The readers should not get confused in the middle of the page and never get to the call of action. Distill all the fluff. Cut anything that would make your visitors wander away from where you are trying to lead them. Sometimes you can't help but add tangential thoughts to the copy. But it would be smarter to use your reader's time wisely. Not getting a sale at this point would be useless. So ensure that your copy is in line with your goals.

So, there you have it. So apply these few tips to get a better conversion rate and then create landing pages that are better than the competition.

If you want to use Landing pages to its full effect ensure that you utilize it to advertise new service launches such as [Commission Siphon Formula](#).. This article, [Creating a Landing Page that Converts Well](#) is available for free reprint.

You can also find this article published on [Creating a Landing Page that Converts Well](#), and on the tag pages [internet marketing](#), [landing page](#), [make money from home](#), [Web Design](#).