

# Website Marketing Best Practices – SEO How-to Article

## A 12-step for Landing Page Optimization

Want your website to yield more sales conversions? If so, use this 12-step for landing page optimization. This checklist offers “recovery” measures you can take, to create a vibrant, well-trafficked website – and a healthier ROI site to match!

### What’s a Landing Page?

A landing page is a website page that visitors arrive on upon clicking your link. This could be your Home page or another Web page on your site. Its job is to present visitors an awesome, persuasive sales pitch. But it takes a lot more than sales copy to convince people to buy from you. Implement various landing page optimization tips to increase your sales conversions.

Landing pages typically display sales copy related to an advertisement or promotional link a visitor clicked. Thus, a true landing page has some type of transactional goal, e.g., to buy now, or register for something, or contact you for a job quote.

If you’ve paid for traffic via a banner or pay-per-click ad or sponsored links, you *definitely* need to see plenty of sales-action happening! This is what landing page optimization helps achieve.

### Goals for Landing Page Optimization

Good landing pages are designed for heavy lifting. Every page element must be crafted just right, removing all doubts and distractions from your goal – which is to move the visitor closer to a sale . . .

Or a *pre-sale* . . . Often, by offering a free report or something of similar high-value, a landing page acts as a great funnel for mailing list building. Once visitors provide their contact information in exchange for the freebie, you can stay in contact – keep following-up to actualize a sale(s).

### 12-step Checklist for Landing Page Optimization

Ultimately, every element of a landing page should be strategic and intentional, presenting the best case for choosing you for business, and not your competitors.

What follows are 12 key aspects of building a solid, sales-generating landing page. Use these landing page optimization tips to identify tweaks to make on your site . . .

