

5 Tips

For Optimizing Your Landing Pages

Landing page optimization is a key component of a successful pay-per click marketing campaign. Here are five tips to ensure your landing pages perform to their fullest potential.

1 Keep it simple

Don't try to do too many things with your landing pages. The idea here is to present the user with one action you would like them to take - in this case, contacting your school to request more information about attending classes.

2 Focus your users' attention

We have one goal on the page: get your visitors to request information. Make it the most prominent thing on the page. Make your phone number stand out and make your web form large with a background that contrasts with the other colors on the site.

3 Get your users invested

Multistep forms accomplish two objectives: They make the form look less intimidating, and they ask your users to make investments in the process. They are getting something out of the process before they give you something valuable: their personal information.

4 A button is no place to be shy

Make it BIG! Make it bright! Most of all, make it stand out. For all of you wallflowers out there, your submit button is not like you and does not like to get lost in the wallpaper. Think of what all those individuals you are jealous of are doing and let it dance in the center of the crowd.

5 Make sure you honor their privacy

Let's face it - we have all come up against a web shyster. You know the type - they take your information and apparently post it to every crappy, made-for-the-junk-pile, as-seen-on-TV huckster on the Web. You are bombarded with emails promising fame, fortune, and the secret to never-ending youth and vitality. (And if you're really lucky, you'll lose weight as well.) So don't blame your visitors if they are a little gun shy to give you their precious identity. Instead, post a rock solid privacy statement right on your web form - and make sure you honor it. That little link to the privacy policy for your site produces the warm and fuzzy feeling your visitors need to stop thinking about what they are going to change their emails to next month after they are bombarded with spam.

Follow these five rules of thumb and you will be well on your way to conversion bliss. Contact PlattForm Advertising today to learn more about how we can help your institution increase its pay-per-click marketing ROI.

