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PPC Landing Page Tips to Accelerate Your Revenue

Your PPC landing page is where your visitors first arrive after clicking on a pay-per-click advertisement. This standalone web page is used as part of your ad campaign. You've spent money on ads to bring potential customers to this page, so make it count by ensuring it's optimized to convert those leads into customers.

Follow these 10 tips to make sure your PPC landing pages work in overdrive to captivate your audience and accelerate your business!

1

Ad Continuity

When visitors click on an advertisement and are directed to your landing page, you want them to have a smooth transition. By ensuring a connection and continuity between your advertisement and landing page, you allow your guests to merge seamlessly onto your platform, yielding the best possible results for your business.

2

The Blink Test

The Blink Test is the initial three to five second window in which a visitor lands on your page and decides, either consciously or subconsciously, whether to engage with your content or move on. This means you have essentially five seconds to form a positive impression on your visitor – there's no time to waste! Pass the blink test by ensuring your landing page is clear, concise, readable, and representative of your business.

3

Powerful Headline

Your headline is the first thing your visitors will see on your page, so it has to be valuable. Be thoughtful and engaging – remember, your headline will be imperative in helping you pass the blink test! Keep it short, valuable, and easy to understand.

4

Use Relevant Imagery

Your images are there to support your content, share information about your brand, and engage your audience, so it only makes sense that they're relevant to your web page's goals. Be sure to place your images above the fold (a term we use to describe the area on a page that the user can see before they have to scroll down to read more). Doing so will catch your visitors' attention right from the start, helping them form a positive first impression and continue to read more or fulfill your call to action (CTA).

5

Simple, Effective Lead Forms

Your lead form is the main way to convert a visitor to a lead. Make sure that this form is easy to complete and presented in an appealing way, above the fold (on both mobile and desktop devices). You'll lose business if your visitors have to search for your lead form.

6

Use Bullet Points and White Space

These techniques will help you reinforce your message and address client pain points without overcrowding the page. Keep the content relevant, concise and aesthetically appealing!

7

A CTA That Draws the Eye

To convert visitors to leads, they need to engage with your CTA on the ad. You want your CTA to stand out, designed so that the eye is drawn to it when scanning the page. Make use of short, standard, action-oriented words to invoke a quick response from your visitors. In addition to your lead form, which is your main action taken, consider including additional call to actions elsewhere on the page to increase the likelihood that you'll convert every lead into a customer.

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8
Minimize Distractions

Anything on your landing page that doesn't convert your visitors to leads is not a priority. Remove excess information, abundant services, or anything else that could overcrowd your page and distract your visitors from your primary goal.

9
Use Social Proof

Social proof (like reviews and testimonials) gives your potential clients confidence in the value of your product or service. Having your social proof clear and accessible on your landing page can act to drive your visitors forward and steer them in the right direction – toward using your business!

10
Remember to Say 'Thanks'!

Add a thank you page with a unique URL for your visitors to see after they finish filling out the form on your landing page. You can think of this as the last step in your conversion process, helping your visitors to feel valued while providing them with a road map of the next steps to follow.

Need Help?

Creating an effective landing page is crucial, but it can be difficult to navigate alone. That's why WEB ROI is here to help! We'll work alongside you steering your business onto a shorter route to success and generate the ongoing momentum needed for you to stay ahead of your competition. Reach out to WEB ROI for guidance and expertise on creating impactful landing pages that convert leads into customers and launch your business into the next gear.