

THE BUSINESS OWNER'S GUIDE TO LANDING PAGES

What Are They and Why You Need Them if You Want More Leads & Sales from Your Pay Per Click Advertising?



How To Build An Effective Landing Page

A Brief Introduction

Thank you for downloading our eBook on how to build an effective landing page. Here are a few of the assumptions we've made about the reader and why a potential client of ours might be interested in this guide:

- 1 You're interested in finding a reputable, trustworthy, and effective digital marketing partner with a proven track record.
- You're not fully clear what a landing page is and found our ebook either on our website or other channels.
- You're spending a lot of money on PPC (Pay Per Click) ads and your ROI (return on investment) simply isn't good enough.
- 4 You want to find a quick and efficient way to increase your ROI and stop losing money and wasting time.
- You already have a landing page but it's not converting and you're not getting enough leads.
- 6 You're interested in working with us and want to see if we offer quality content and advice.

Overall, you may be incredibly frustrated and eager to improve your ROI - quickly. Creating an effective landing page will surely put you on the right path, which we will explain in the next section. For now, you may be wondering:

- Who are WE exactly?
- Why should you trust US?
- What makes us an authority?

We are Xi Digital Corp. Our main mission is to amplify the growth of any business who hires us. We care about our clients and celebrate in their victories as if they were our own. When they win, we win. This is the main reason we decided to publish this eBook. We want to give you, our potential or existing client, what you need to succeed and flourish, especially when it comes to spending money on PPC marketing.









WE GO A NOTCH ABOVE TO GET YOU RESULTS THAT MATTER TO YOU

In over a decade, we have helped several hundred companies go from not even having a website, to being found at the top of Google's search results - with conversions (leads and sales) each day. We've worked with many companies in the medical, legal, home improvement, beauty, and food industries.

Each day, our team works hard to create powerful strategies and implement improvements in our clients' businesses. We want to do the same for you!

Helping you know the ins and outs of effective landing pages is a great place to start. In this eBook, you can expect to learn all the benefits of having a proper landing page, how to build one, and how they will help you generate the results and outcomes you want.

Section 1

Landing Page Basics

What are landing pages? And why should you use them?

Now, this might sound like a strange question to ask, since you've already downloaded this eBook on landing pages. However, do you really know what one is?

A landing page is a self-contained web page built specifically to elicit a particular response from the visitor. For the purpose of this guide, visitors to it will arrive from a Pay Per Click Ad (e.g. a Google, Facebook, Bing/Yahoo, or LinkedIn Ad).

The most wanted response is usually to generate a targeted, warm lead for you. By self-contained, we mean that the page doesn't include a full site menu. Instead, the main aim of the page is to keep the visitor on it, so they ultimately heed your call-to-action and submit a form.





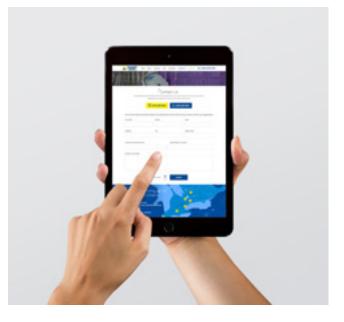
Landing pages are made up of a variety of essential elements that are strategically designed to get your highly targeted visitor to want what you're offering whether it's a consultation, a service booking or even a product purchase.

Why should you use them over regular web pages?

Distinctive Features

They are product or service-specific and highly related to your PPC ads

Many businesses create PPC ads that bring the visitor to their homepage, thinking that makes the most sense, as a way to introduce themselves to the new visitor. However, if the company has multiple services or products, and other sections of the site promoted on the homepage, they're reducing the probability that this visitor will convert.



Effective landing pages will increase your return on investment / return on ad spend, possibly reduce PPC ad spend, and increase the rate of customer acquisition (even more on benefits in the next section).



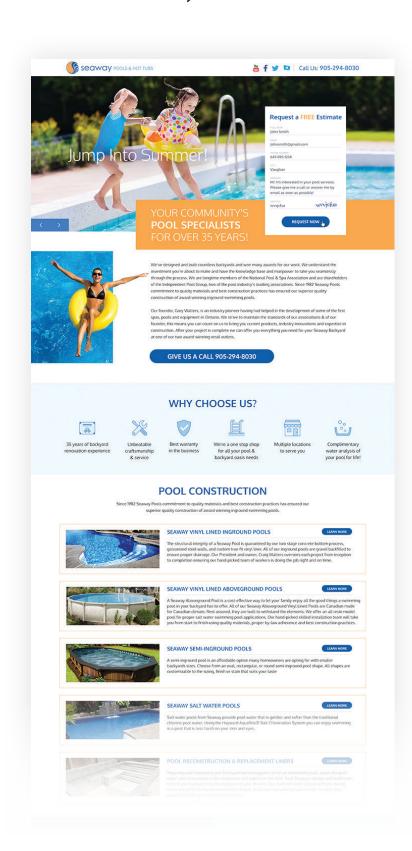


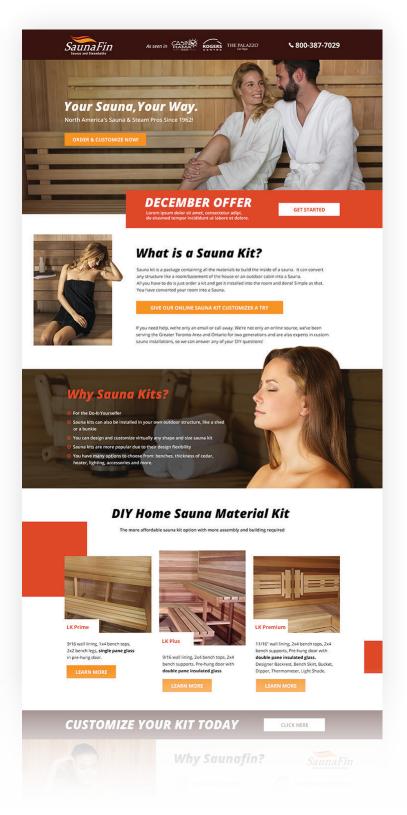


By convert, we mean turn the visitor into a lead/customer. Product/Service specific ads that lead to product/service specific pages convert significantly better, and that's what you want.

They force/influence visitors to make a decision

If your landing page is effective, which you'll learn more about below, visitors will want to take the next step, such as filling in the lead capture form. This will give you the ability to contact them afterwards. Instead of giving people many options and choices, they basically have two – to reach out to you or not. The more choices you offer a visitor at this stage, the less your page will convert and that's not what you want.







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www.xi-digital.com/page/landing-page-guide-for-business-owners and sign up today to request the full version!

Thank You



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