

6

SIMPLE STEPS TO BETTER LANDING PAGES

TODAY'S AGENDA

- Defining Terms
- News of Note
- Six Simple Steps
- Wrap Up
- Handouts

...anything you're hoping I cover?

NEWS OF NOTE

GDPR, but state
by state by state...



How is your
permission based
list marketing
game?

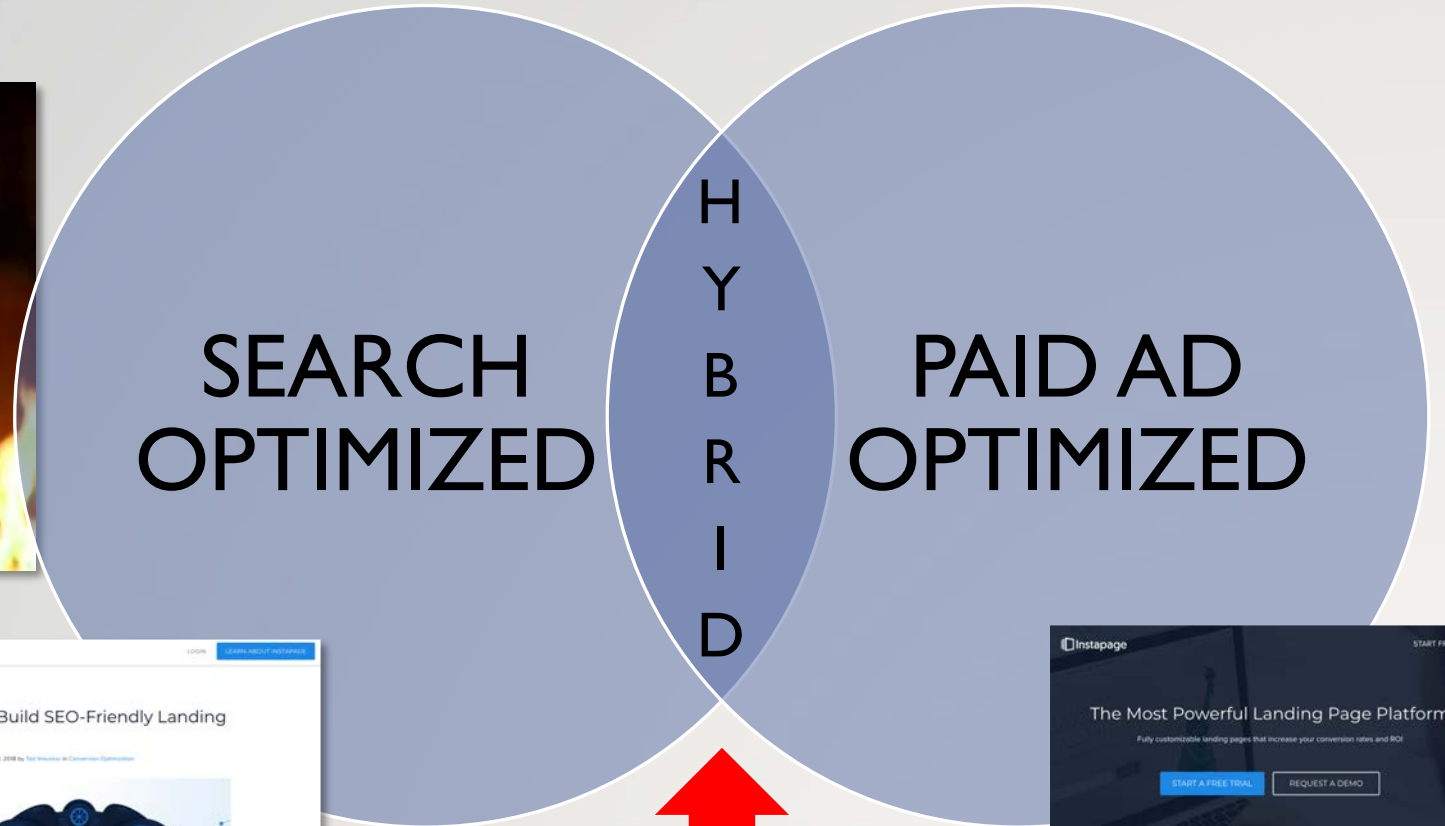
THE STEPS

6

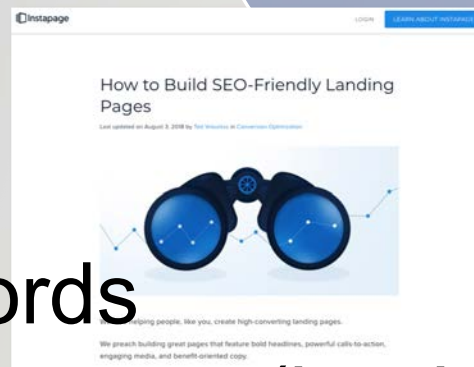
SIMPLE STEPS

- CHOOSE, BUT CHOOSE WISELY
- 3 PARTS
- SPEED RACER
- UPCYCLE THE OLD STUFF
- SHOULD WE?
- SPY ON THE SMART RICH KID

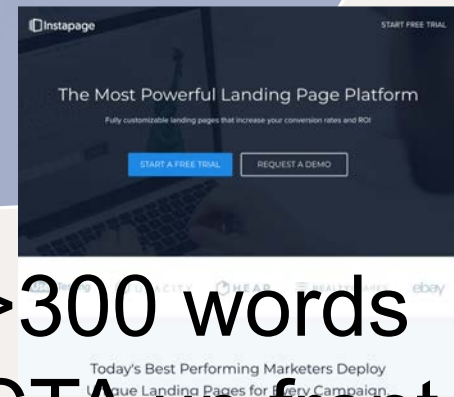
STEP 1 – CHOOSE, BUT CHOOSE WISELY



2500 words
CTA at bottom (book)

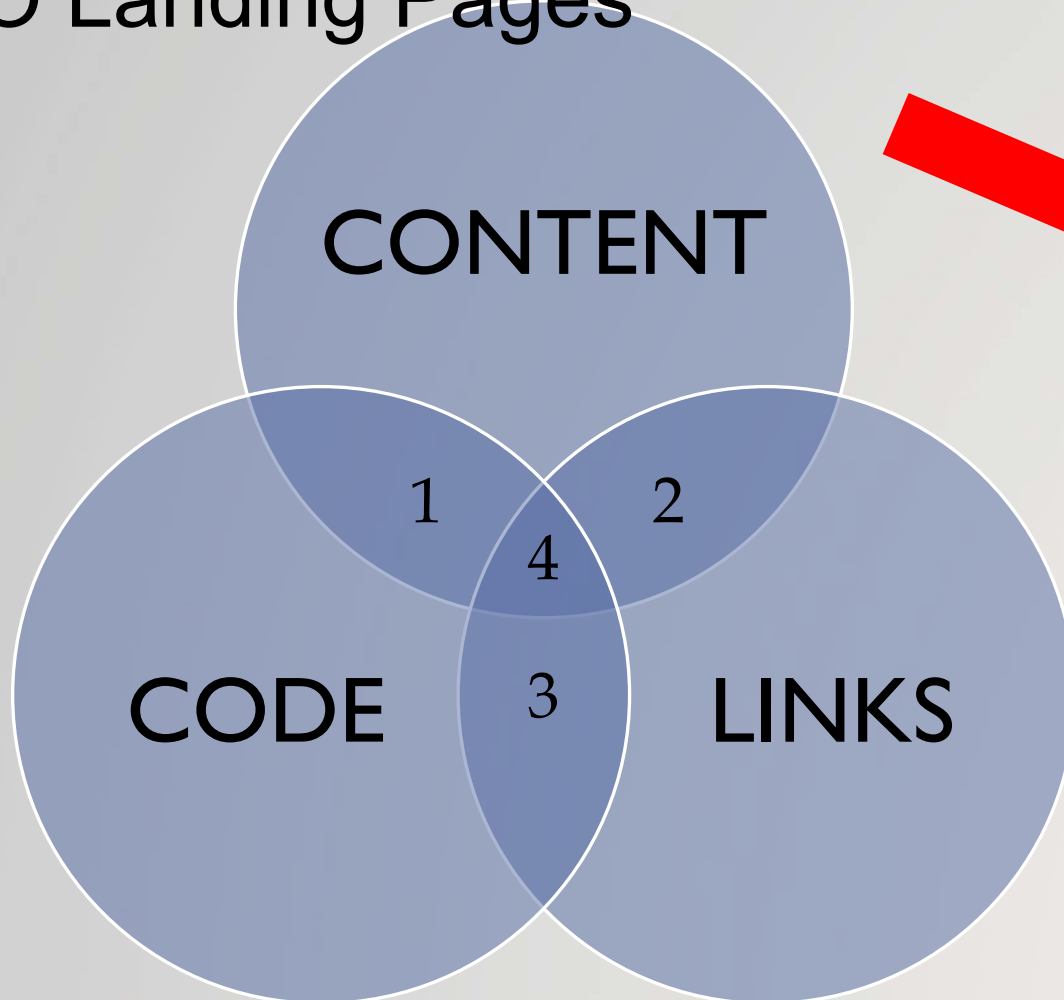


>300 words
CTA up front



STEP 2 - 3 PARTS

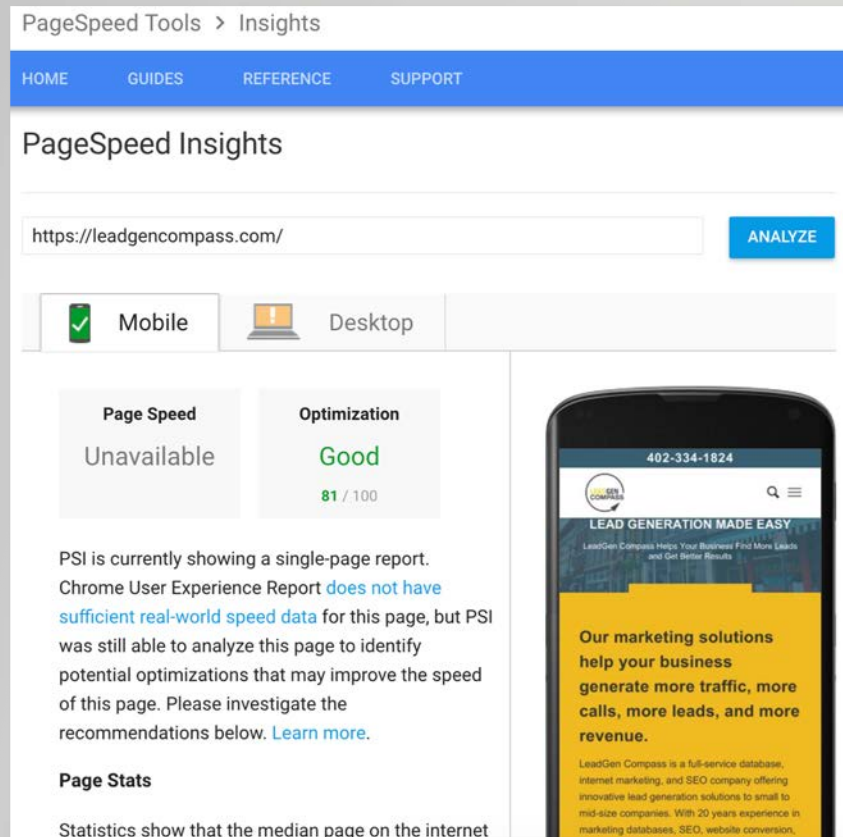
SEO Landing Pages



1. Good for Long Tail Terms
2. Misses Opps
3. Misses Conversions
4. Best for Competitive High-Traffic Terms

STEP 3 – SPEED RACER

PPC Landing Pages



Search “Google Page Speed”

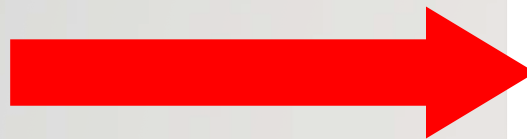
1. Be Consistent (TAHCO)
2. Focus on Outcomes
3. Strong CTA
4. "At a Glance" Rule
5. Test, test, test

but if the page isn't fast,



STEP 4 – UPCYCLE THE OLD STUFF

1. Test term with PPC
2. Blog about it
3. Surround it
4. Watch Analytics
5. Old posts with no traffic?
Upcycle them.
6. Write a book.



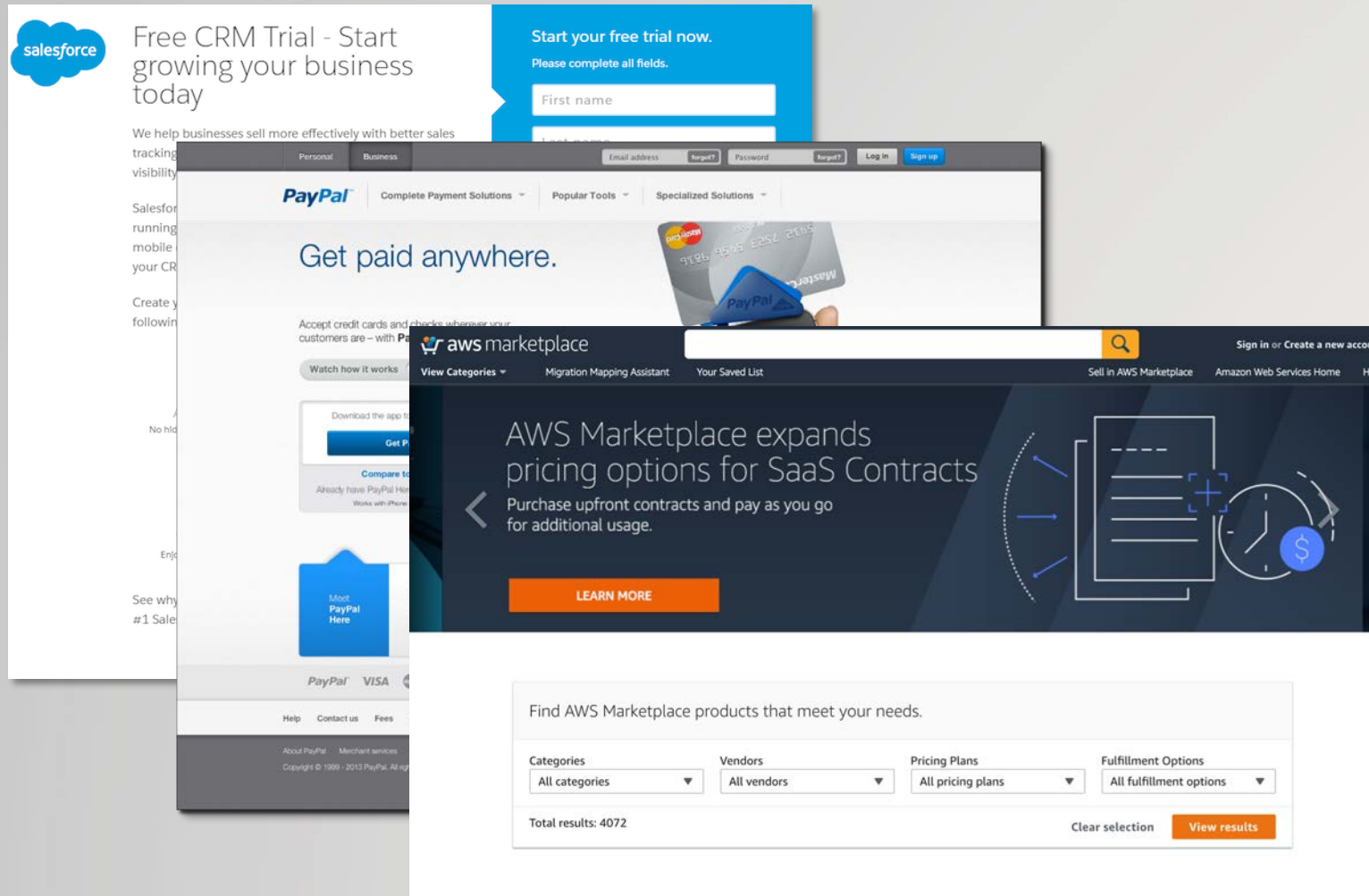
STEP 5 - SHOULD WE?

The collage consists of four overlapping screenshots from different websites:

- Top Left:** A Salesforce Sales Cloud overview demo page. It features the Salesforce logo, navigation links (Products, Solutions, Services, Support, Events, Customers, About Us), and a video player showing a dashboard with various charts and graphs. The text reads: "SALESFORCE SALES CLOUD OVERVIEW DEMO" and "What if selling were smarter, and faster? Sales Cloud lets you focus on what matters most: your customer."
- Top Right:** A Bloomingdale's website snippet showing a "NEXT STEPS" section with a blue button that says "See all your options, and get a free trial." and another button labeled "Editions & pricing".
- Middle Right:** A promotional email or landing page for Bloomingdale's. It asks "Can we send your inbox some love?" and offers a "10% OFF YOUR NEXT ORDER" for signing up for emails. It also mentions "Plus, get the 411 on the latest arrivals, biggest trends of the season, exclusive offers and so much more."
- Bottom Center:** A Taft shoe advertisement. It features a pair of brown leather shoes and a red-bordered box containing the text "Want to save 10% on your first purchase?". Below this text are three buttons: "YES", "GET 10% CODE", and "NO THANKS, I PREFER FULL-PRICE".

Start with "A"

STEP 6 – SPY ON THE SMART RICH KID



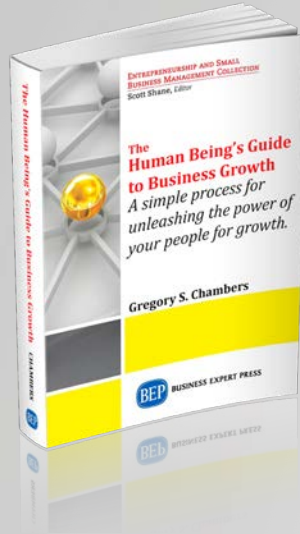
It's a shortcut
It's not perfect
Most of the time
it's helpful



STEPS

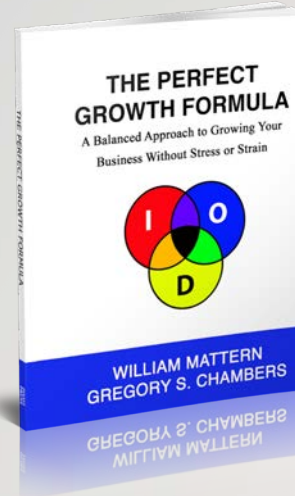
- CHOOSE, BUT CHOOSE WISELY - SEO, PPC, OR HYBRID
- 3 PARTS – CONTENT, TECH, LINK
- SPEED RACER – LOAD IT FAST
- UPCYCLE THE OLD STUFF
- SHOULD WE? – VIDEO, EMAIL COLLECTORS, EXIT PROMPTS
- SPY ON THE SMART RICH KID – BORROW LIBERALLY

PARTING GIFTS



The Human Being's Guide to Business Growth

A simple process for unleashing the
power of your people for growth



The Perfect Growth Formula

A Balanced Approach to
Growing Your Business Without
Stress or Strain



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