How Your Landing Page Can Help You Seal the Deal

The average person visiting your website will take less than a minute to decide whether to stay there or browse the web for other offers or information. The more closely your landing page relates to what the person is looking for, the more likely they are to take an action and become a customer.

Suppose you own an online flower delivery service. You sell potted plants, flower bouquets, and more. Your ad for flower bouquets might look like this one.

Lovely flower bouquets
www.everyseasonflowers.com
Flower bouquets for all occasions
Next day delivery. Order now!

How do you ensure that your website speaks to a potential customer after clicking on your ad? Ask yourself the following three questions to determine the landing page that can help you close the deal.

- Does the page feature what you promised in the ad?
- Can people easily find what they are looking for on your site?
- What do you want them to do next?

1 Does the page feature what you promised in the ad?

To keep potential customers engaged it is important that your ad's landing page showcases what you promoted in your ad.
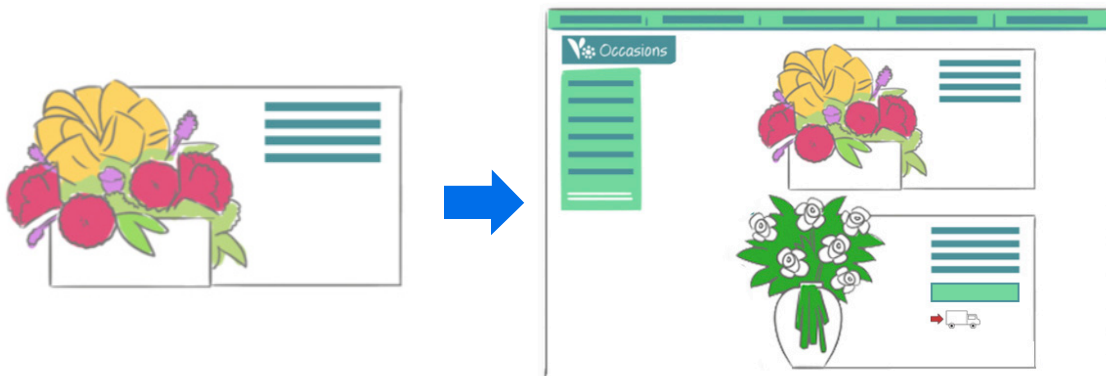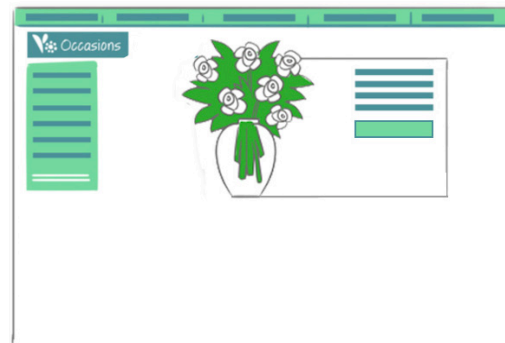
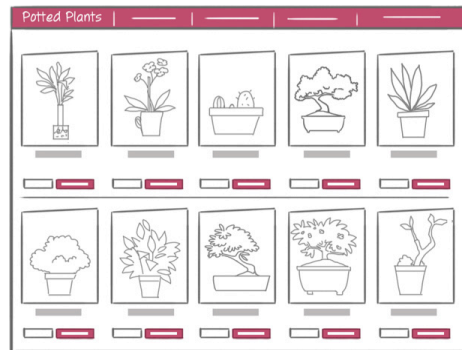### ② Can people easily find what they are looking for on your site?

Browse your website to determine which page provides the best information on the product/service from your ads. Pages to consider include:

Homepage

Product overview page

Flower bouquet page

③ What do you want them to do next?

Landing pages have the same rule of thumb as ads: Include a call to action. In other words, tell potential customers what you want them to do next. Do you want them to order flowers in your online store, sign up to receive promotional offers, or contact you for more information?

Your turn!
Now, evaluate the landing pages for your ads:

1. Sign in to your AdWords account.

2. Go to the **Campaigns** tab and select one of the ads.

3. Review your ad and the destination URL for that ad.

4. Answer the landing page questions from above and compare your findings with our everyseasonflowers.com's example.

5. Edit your ads and landing pages, if appropriate.