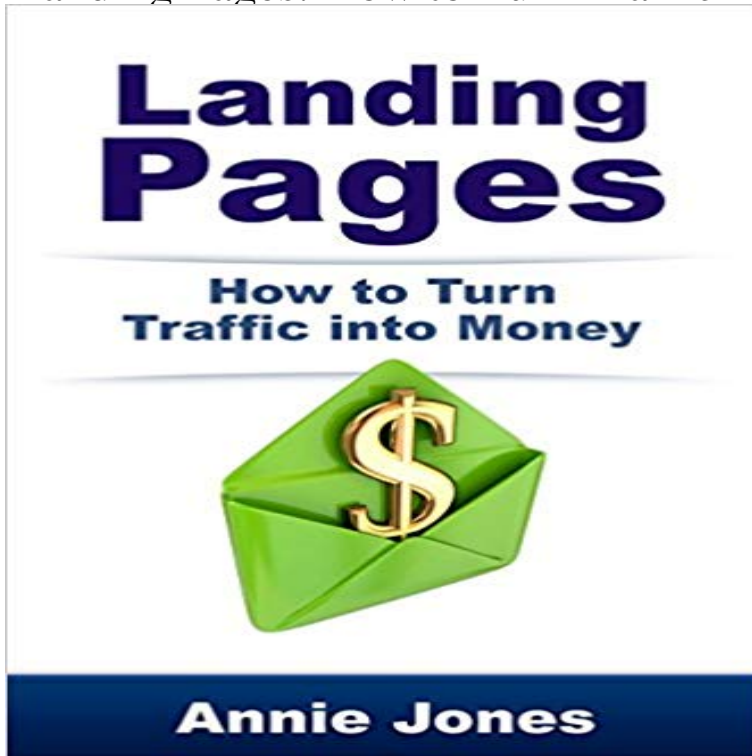


Landing Pages: How to Turn Traffic Into Money



Landing Pages: How to Turn Traffic Into Money Successful marketers know that its ridiculous to create a product or email newsletter, and then spoil the launch by promoting it through their home page. They know that the home page is a hot mess of choices that will distract potential customers. Thus, the popularity of the highly-focused landing page. See, landing pages convert dramatically better than a home page, increasing your membership site sign-ups, eBook downloads, or product sales But what makes landing pages so powerful? The secret is its ability to segment your audience into subsets of consumers aligning the right message with the right audience at the right time using landing pages. You can grow your email subscriber list faster sell more digital products in less time squeeze more students into your membership program But what is a landing page? And how do you segment your audience into subsets of consumers? Those questions and more will be answered in this eBook. As you read youll discover: 3 essential metrics you need to know to improve successful landing pages How crappy landing pages kill email campaigns 7 steps to an email-opt in landing page that works What makes an effective landing page like a direct mail letter The best piece of advice for improving landing page conversions If you are killing your landing page conversion rates by breaking one of these 10 laws Once youre finished with this eBook youll know that the key to creating landing pages boils down to simplicity in fact, youll learn that creating the ultimate landing page is not as hard as you think. So whether you are a seasoned landing page creator with years of experience under your belt or a greenhorn who furrows your brow at the mention of landing pagesthis guide will teach and remind you of the essential steps to creating the ultimate landing page, and the critical mistakes to

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