

# *Website vs. Landing Page What Works Best And Why*



# Welcome!

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## About me ...

- Regulatory Affairs Staffer for SDG&E
- Trainer for HUD
- Content Creator for Pepsi, Hormel and The Gates Foundation
- Virtual Business Owner
- Creator of over 900 custom Marketing and Business Automation Funnels ...



**... and super awesome stay at home mom!**

# Business Vision

**Setting aside any limiting beliefs or factors,  
what do you want for your business and  
yourself...**

- How many loans would you like to close monthly?
- If you were spending less time chasing leads what would you be doing more of instead?
- How important is it for you right now to support your business growth and/or career?

# You're In the Right Place If...

- You have questions about when to use a landing page or if you need a website
- You want to get more out of your Funnels
- You want to double your leads AND have more time to enjoy your life
- You're tired of doing things the same way and want to take control of your earnings potential!

# What We'll Cover...

- The difference between a traditional website and a landing page
- How integrating your Funnels into your website or landing page is easier than you might think
- How to choose what to use and when to use it

# Some Interesting Facts ...

- 67% stated company does NOT provide you a website
- 72% have created and manage your own website
- 56% use some form of landing page tool
- 60% Don't know how much traffic site gets



**Only 17% feel like it's working for you!**

# So What is the Difference?



Understanding the difference between a website and landing page is significant to your inbound marketing game.

# So What is the Difference?

	<b>Homepage</b>	<b>Landing Page</b>
<b>Content</b>	Broad Overview	Drive a targeted action
<b>Navigation</b>	Full	NONE
<b>Desired Action</b>	Drive visitor deeper into site	Drive a single click to act
<b>Your Objective</b>	Send visitor to internal pages	Deliver specific content
<b>Visitor intent</b>	Various	Specific
<b>Traffic Source</b>	Organic	Specific Campaign



# Website

The “front door” to your online home.

You have 10 seconds to win, or lose, visitors  
.. And go!



The **MAIN** job of the home page is to drive visitors to ***another page*** – one that satisfies their information need.

# Website

## A good homepage ...

- Provides a comprehensive overview of what you do
- Links to **every** important permanent page of your site
- Tells visitors how to connect with you in other ways
  - Social media links
  - Phone numbers
  - Skype
  - Online Schedulers
  - Networking

# Landing Page

Simple, Clean, Efficient



The **ONLY** job of any landing page is to convert visitors into leads - it satisfies their information need.

# Landing Page

A good landing page...

- Is used for a specific marketing goal (opt in, apply, etc)
- Can receive traffic from one or many sources
  - Email campaign
  - FB ad
  - Blog posts
- Has a single topic – one well-defined action
- Has little – or preferably – no navigation

# Landing Page

## When to use a landing page

- When you want to offer a resource – grow your email list
  - eBooks, Videos, webinars, etc.
- When you want to showcase a tool – optin
  - Rate calculator, search tool, credit repair application
- When you want to promote a campaign - **Funnel**

# Tips For Creating Great Landing Pages

- **When running ads, make sure landing page content is closely aligned.**
  - Using the keyword prominently in both your ad and your landing page. This creates clear relevance – aka ad scent – and Google will reward you for it.
- **Make the message persuasive.**
  - Remember you're trying to instigate an action. Make sure you're content is enticing, clear and compelling. When it comes to landing pages be obvious in your intent!

# Tips For Creating Great Landing Pages

- **Test Test Test**
  - Landing pages are ideal for testing look, feel, content. Change the color of your button. Change the wording of your CTA. You'll be amazed at how a small change can have an enormous impact.
  - Change the verbs
  - Size and color of the button
  - Placement of the button
  - Location of the form (left, right)
- **NOTE:** make sure to only test one element at a time so you'll know what change made the difference!

# Let's Review

- **Objective: Listing Basic Business Information**  
**Best Choice: Home page** - Your address, phone, hours, staff, etc don't require an action.
- **Objective: You're filling in the "website" field on social media profiles or public directories**  
**Best Choice: Landing page** – Give your "followers" an adrenaline boost by showing them a deal, ebook, etc. made for each channel. (also works with with business cards, flyers, print materials too!)
- **Objective: Facebook ads**  
**Best Choice: Landing page** – Single focus, no distractions, easily integrated with your Funnels.  
Track ad success by using unique landing pages
- **Objective: Paid Search / PPC**  
**Best Choice: Same as above.**
- **Objective: Retargeting**  
**Best Choice: Depends** on how well you know your audience and where they originated from. If they showed interest in a particular campaign or tool, then sending them to a specific related page works. If you don't have enough info then sending them to your most successful offer is a better alternative.

When you can pinpoint **exactly** the action you want your audience to take  
show them a landing page!



# Tools To Create Pages



Simple Options that you can implement today to decrease your workload.

# DFY Website

## Save Time, Money and your Sanity

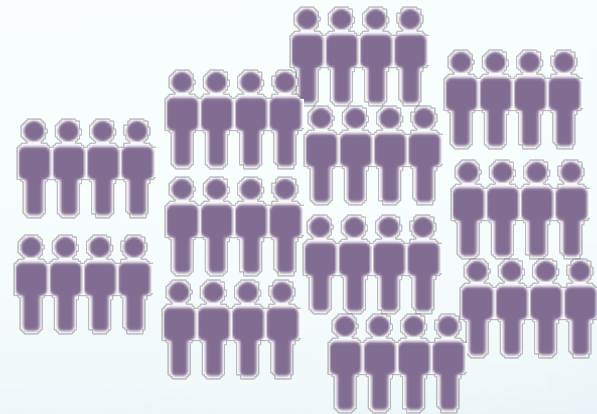
- Fully Optimized
- Integrated with Funnels
- Can Integrate with your CRM or Email Fire
- Low Cost
- **Fast Turnaround**



<http://southbend-mortgage.com/>

# Interesting Landing Page Fact

Companies with 40 or more landing pages get ***TWELVE TIMES*** more leads than ones with 5 or less.



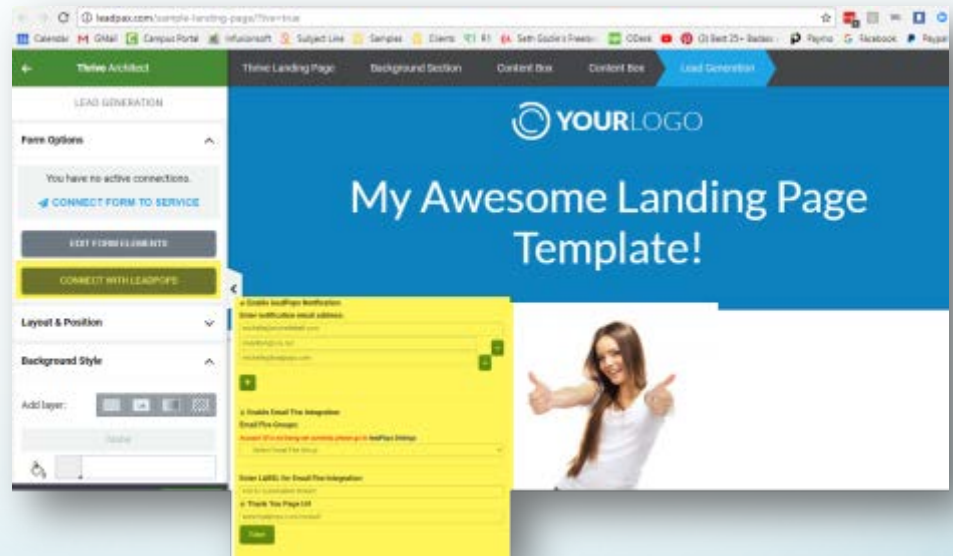
Which side will you be on?

# The Good News

With over 30 ready made Funnels you're almost there ...

Create Landing Pages with PagePops

- Onboard Integration with Funnels and Email Fire
- Done For You setup / Installation
- Just \$10 per month (with active Funnels membership)
- FREE Live Support

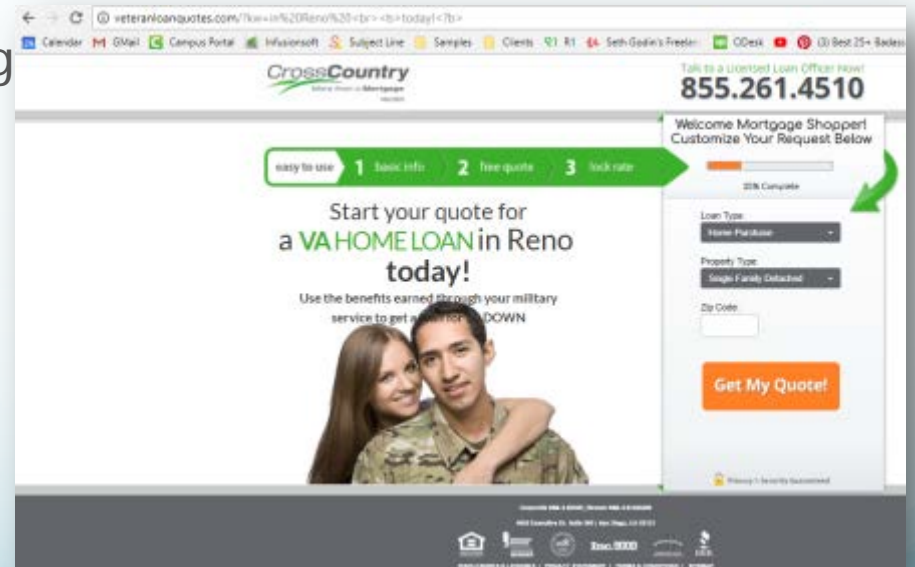


<http://leadpax.com/sample-landing-page/?tve=true>

# Kick It Up To TEN

## Responsive Enterprise Landing Pages

- Great for rate table advertising
- Highly customizable and responsive
- Easy to create dozens of ads using a single page with dynamic text
- Done For You Customizations
- Editable Questions!



<http://veteranloanquotes.com/?kw=in%20Reno%20%3Cbr%3E%3Cb%3Etoday!%3C?b%3E>

# Upscale Your Online Presence Today!

Special PagePops Webinar Offer:

**\$97 One Time Setup** ... Regularly \$297!

Plus Free One hour 1x1 Tutorial

<https://le234.infusionsoft.com/app/orderForms/PagePops-Bundle>

# Have Questions or Need Help?

Schedule a FREE Marketing Mentoring Session:

<https://meetme.so/market-mentor>