

The right landing page ensures your survival

Did you know that about 70% of all your users most likely choose to leave your website already within 4 seconds because you have no landing pages?

What's a landing page?

A landing page is an alternative front page with specific communication, where visitors from your online marketing channels have their first interaction with your website.

When a potential customer finds your website on the search engines they expect to get to a web page that matches their search criteria.

If they don't find what they seek they will leave the website within a few seconds and your marketing investment is lost.

We can identify how many and what landing pages you need. Often it is a landing page for each product or service you provide. Then, we match your business key words with the communication on your landing pages.

What elements are crucial to your landing page?

- Prioritize the content of the page, the structure and the design to fit the customers' purchasing behaviour
- Encourage the users to do value creating actions
- Communicate specifically towards your target groups
- Communicate shortly and clearly
- Emphasize what makes your company and your products unique
- List customer benefits in bullet points
- Create trust with testimonials
- Break down the customers' barriers towards buying

[Contact Inflow](#) and find out more about creating more value with the right landing pages.