



LANDING PAGES, AND WHY YOU NEED THEM!

Landing pages are just web pages where visitors are directed to whenever they click a result in a web search or whenever they click a web ad. For affiliate marketing, landing pages would refer to the web page where you, as a merchant, would want your potential customer to be directed after clicking your ad on your affiliate's website. Landing pages are, nothing really different from other web pages in a particular website, especially if the website is an e-commerce site. If you want to get something more from your online business, and if you want to bring in a lot of profits, you better create a special landing page for your web ads. There are a variety of affiliate marketing programs today, but most of these programs let the merchant pay the affiliate in a pay per click basis. Basically, all you have to do is sign up with the program and submit your ad. The program owner would then distribute your ad to various affiliates who would then place your ad on their websites. Whenever your ad is clicked, a visitor would be directed to your landing page and you would have to pay the affiliate for his service. As a seller, you earn in an affiliate program through conversions—that is whenever a visitor that is directed to your site actually buys a product on your site. Without these conversions, you actually earn nothing from the program. Now, you sure won't get any conversion if you have posted an ad on your affiliate's site without an actual landing page for the potential customer to be redirected into. It's just like advertising a product without actually having a store to sell your product. Your advertisement may be enticing enough to encourage people to purchase a product, but without the landing page, how will they know how to purchase the product? It is therefore important to have landing pages for your ads because it is the only way for you to earn something in an affiliate program. Many people make the mistake of making their website's homepage as the landing page for their ads. The same is true for those who make use of other pages like a "contact us" page or a product page. Homepages are often designed to serve multiple users and contains a lot of links to other pages or to other websites. If you want to be successful in an affiliate program, you don't want your landing page to cater to the needs of various people, most of which may not be really interested with your product. When choosing a landing page, you must always have the customer directed into that page in mind. Therefore, your landing page must be relevant to the keywords and the contents you placed on your ad. It is important that the landing page can encourage your visitor to take action to purchase your product or at least provide leads for possible customers. If you get into an affiliate marketing program without actually having a landing page, you'll end up paying too much without getting anything in return. So if you still don't have a landing page for your ads, you should start creating one now.

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