

Make sure your landing pages are constructed to be fully optimized for search. Stop and think about what your customer is expecting to see.

DON'T MAKE IT HARD FOR THEM

1. Design or get designed for you a clean, inviting template that is easy to navigate for your landing page designs.

Pro tip: It needs an easy to use FORM

2. Ensure your page title includes your targeted key phrase and location, if applicable. No more than 70 characters

3. Optimize your meta-descriptions for the best CTR (Click through Rate) Your meta-descriptions between 50 and 150 characters.

Pro tip: Include your phone number for click-to-call.

4. Use a search engine-friendly URL that is short, yet includes your targeted key phrase and location.

5. Introduce a headline that is pertinent to the intended search.

Pro tip: Avoid making your page title and H1 exactly the same.

6. Generate original content using keywords that explain who, what and why as it relates to the intended search.

7. Add eye-catching images and/or video that complement your content.

8. Include a straightforward call to action with company contact information.

9. Whenever you are looking to rank for a particular location, add a Google map representing the local area. If you have a brick-and-mortar location, embed your Google My Business map with the pin marker on the map.

10. Include seals, certifications, memberships and logos for credibility and to earn trust.

11. Place testimonials from happy clients and links to your top review sites (if relevant)

12. Make social sharing buttons available and visible.

The 12 commandments to better optimise your landing pages

