

# 'SEO EXTENT' Offers Effective Landing Page Optimization Services to Boost Business

*SEO Extent Offers Highly Effective Landing Page Optimization Services at Affordable Rates.*

LOS ANGELES, CALIFORNIA, USA, January 29, 2016 /EINPresswire.com/ -- "SEO Extent" Offers highly effective results-centric Landing Page Optimization services to boost businesses all across the globe. Landing pages are created with the sole intention of driving more traffic to the website and convert them to sales. However, not all landing pages bring results, only the ones that exhibit foolproof design and top-notch performance bring serve the purpose.

Let's know how to design a perfect landing page that actually drives more leads and sales.

## Nature and Components of a Perfect Landing Page

A landing page, in the simplest terms, is any page on your website, on which visitors land or arrive. However, from the marketing-focused perspective, a landing page is created with the specific purpose of attracting visitors and compelling them to act. It's usually created outside the navigation of the website. Either it acts as a 'sales' page directly or takes the users to another page that sells. So, engaging visitors and persuading them to buy or sign up for something on the site is the prime focus of the landing page.

Every business website today creates specific landing pages that are meant to drive more business to them, but it has to be a PERFECT one because only a perfect landing page earns. The design of the landing page must be foolproof and the performance has to be top-notch. Let's delve deeper now and learn more about a perfect landing page.

## What's a PERFECT Landing Page?

Simply put, a Perfect landing page is what converts. For any landing page to be perfect its content has to be perfect because it's the content that actually drives leads and conversions. If the content is appealing and serves the searcher's purpose, the searcher gets engaged naturally, and the page is proved to be fruitful to the business.

So, now let's narrow it down to the content of the landing page.

The content must be a good mix of words and images. If you feel only images will do the trick for your brand, put images; otherwise put powerful words across the body of the content. Oftentimes, words do. Plus include effective call-to-action phrases or buttons suitably across the content. So, these are the foundational blocks of a perfect landing page – Powerful words, Captivating images and Effective call-to-action phrases and/or buttons.

Besides this, [mobile responsiveness](#) is another critical component of a perfect landing page. Today there are more mobile users compared to desktop users, so your landing page needs to be mobile-friendly.

Now that you know what the important components of a perfect landing page are, don't forget to optimize your landing page because having a landing page that is not optimized for its users is just the job half done no matter how appealing it looks.

Now, it's your turn. Here's how you can create an effective landing page that would generate conversions for you:

1. Put a Catchy headline.
2. Include one attractive picture or two at most.
3. Write short and punchy sentences to explain what the particular landing page is all about.
4. Add clear and effective call-to-action.
5. Take care of Branding.
6. Make the page clean and mobile responsive.
7. Optimize the page.
8. Keep it simple, clear and easy-to-understand.

You may have one more point or two, but usually these 8 steps will create an excellent landing page for you.

Wish you all the best for your business!

SEO Extent is an LA-based search agency that offers quality and results-centric Web Design and [SEO services](#) at affordable prices. To explore more about the company, you may visit their official website: [seoextent.com](http://seoextent.com). To have a talk, call on: +1 323 455 4555 or write to them at: [sales@seoextent.com](mailto:sales@seoextent.com).

Press release courtesy of Online PR Media.

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