



Kiwi Website Design

& Digital Marketing



Importance of Specific Landing Pages in Google AdWords Campaigns



Introduction

A landing page is the first page a visitor sees after clicking on your Google AdWords ad. You can set this to any page on your website, but all AdWords and PPC experts will tell you that you should create a specific landing page for each AdWords campaign. In fact you may even need multiple specific landing pages created – one for each of your Google AdWords ads.



This eBook looks at why landing pages are so important. After all, there is more expense involved in setting up a Google AdWords campaign if you also have to design new landing pages. Why should you bother when you have a perfectly good website? You probably spent a lot of time getting the content on your existing website pages right, so why not just use those pages?

In the following sections we'll look at how your AdWords campaigns can benefit from the creation of specific landing pages, and we'll identify the key elements of a good landing page.



Part 1

Campaign-Specific Landing Pages Are So Important

There really is only one way of measuring anything to do with an AdWords campaign - results. All successful PPC marketing professionals focus unwaveringly on the numbers. You should do the same to make your campaigns as profitable as possible. When you create specific landing pages, you will get better results from your AdWords campaigns.

That applies regardless of how good your website is. To understand this you only have to look at the world's major websites and leading brands – they all use specific landing pages for their campaigns. Small businesses that do the same can get the edge on the competition, many of which might not even know what a landing page is.

What Is The Goal of a Specific Landing Page?

Businesses have lots of objectives when running AdWords campaigns, but for most the objective is getting sales. Specific landing pages help you get more sales by improving the conversion rate of your ads.

The method of conversion will depend on your business. It could be something simple, like directly getting the visitor to buy something on your website. It might involve filling out an enquiry form or requesting a quote, both of which you can follow up on to close the sale. A conversion could also be getting the visitor to phone your business, or signing up to a free trial. Or it might involve getting them to sign up to your newsletter so you can send them targeted marketing messages and move them closer to a buying decision.

A specific landing page will improve the conversion rate of your Google AdWords campaigns, which will ultimately lead to more sales for your business.



Conversion Rate Versus Click Through Rate

Conversion rates and click through rates are very different things. Click through rate is the percentage of people who actually click on your ad after seeing it. It is an important measurement, but it tells you nothing about how many of those people did something that resulted (or could result) in a sale. That is measured by conversion rate.

Click through rate % = number people who saw your ad / the number of clicks

Conversion rate % = the number of people who saw your ad / the number of conversions (sales, lead captures, free trials, telephone calls, etc)

As you can see, conversion rate is the most important measurement as it is the only way to measure if a campaign is profitable or not. You need to improve both to make your campaigns as successful as possible, but you should never lose focus on conversion rate.



Conversion Rates and Landing Pages

Your AdWords campaign has many elements. Each one of those elements influences click through rate and/or conversion rate.



Keywords

the keywords you choose will impact on conversion rate as good keyword selection ensures better targeted visitors. The main job of a keyword, though, is to improve click through rate.



Ad copy

the text of your ad has multiple elements, and it's only objective is to improve click through rate



Ad targeting

this will marginally help conversion rates as it ensures better quality traffic, but the primary role of targeting is improving click through rate



Landing page

this only impacts on conversion rate, and is the most important conversion rate factor

To understand this you should think of the process a visitor goes through to get to the landing page on your website. They have something specific they are trying to find the answer to, so they type that into Google. This could be making a decision on what product to

buy. It could also be a decision on what retail outlet to buy a product they have already chosen, or they might want to find a solution to a problem they currently face.

The keywords, ad copy, and ad targeting in your AdWords campaign will ensure that Google shows your advert to that person. The ad copy will then encourage them to click. After that the only thing that will get the visitor to convert is the landing page.

In very simple terms, a landing page should directly, quickly, and clearly give the visitor the answer they are looking for.

If you make the visitor work to find the answer by, for example, using your homepage as a landing page, you increase the chance of losing them. This could be because of:



Impatience



Distractions



Dissatisfaction

Let's look in more detail at each one

How Impatience Lowers Conversion Rates

Most visitors arriving at your website via a Google AdWords ad won't want to click through multiple links on your site to find the answer they need. You only have seconds to give them this information. An AdWords campaign with a landing page that indicates the information is available on the website, but where the visitor has work to do to find it, will not have an optimised conversion rate.

Lowers Conversion Rates

How Distractions Lower Conversion Rates

Giving people too many options increases the chance that they won't choose any of them. This applies offline as much as online. A good example was explained by psycho-economist Sheena Iyengar. She is best known for studying how people make decisions. One of the studies she did was in a supermarket where over 300 different types of jam were on sale. Sheena Iyengar set up a tasting booth near the entrance of the shop to test how choice influences decision.

In the first experiment she put 24 different types of jam at the tasting booth. About 60 percent of the people coming into the store stopped at the booth, and three percent bought jam. She then reduced the number of options to six. Now only 40 percent of the customers coming into the shop stopped at the booth, but 30 percent of them bought jam. The result from that experiment showed that people were six times more likely to make a purchase when presented with six options to choose from compared with 24 options.





How Dissatisfaction Lowers Conversion Rates

This is where a user does not understand you have a solution to the question they are asking. You might have the solution, but if it is not clear and the user doesn't know, they will leave. You are at risk of this if

What does a specific landing page look like?

A good specific landing page has a number of features:

- ✓ Persuasive content that directly answers the search query of the visitor while also being focused on getting a conversion
- ✓ A clear call to action with other links and content either removed completely or reduced to a minimum
- ✓ Attractive but simple design

That's it. In many respects a specific landing page should be the simplest page on your site in terms of navigation, level of detail, options, and design.

Landing pages designed like this bring to your AdWords campaigns a number of key benefits:

- **Reward for the searcher**

visitors get direct, concise, and clear answers to the query they typed into Google

- **Tailored for the audience**

you can create as many different landing pages as you need, each one tailored for a specific audience, keyword, or product

- **Quality score**

Google gives every ad a quality score. This determines the price you pay for each click. If you have a good quality score you will pay less per click than someone with a poor score. Google checks all landing pages, and they are crucial to getting a good score.

- **Easy to change**

your website is likely to have a number of objectives. One of those will be conversions, but to be successful it cannot focus entirely on conversions while neglecting the other objectives (brand building, customer support, product awareness, etc). With specific landing pages you can focus entirely on conversions.

- **Limit choice**

to remove distractions and focus the user's attention on clicking on the call to action

- **Split testing**

it is much easier to split test specific landing pages as you don't have to change your main website. With split testing you can optimise everything including the content, images, and call to action.

- **Easy to change**

you can change landing pages to run special offers, target campaigns, or run seasonal promotions without affecting your main website

Real World Example

In this example we use a retailer selling a product through an ecommerce store. This is important as it is likely the retailer will already have a specific page on its website for the product being searched for. It shows that even in this situation, a specific landing page will increase conversion rates.

Of course the same applies to other types of business and conversion types, including lead capture. In fact you will probably achieve a better improvement on conversion rate if the objective of your landing page is to capture a lead rather than sell a product.

In all cases though, a specially created landing page specifically designed for a particular AdWords campaign will get the best results.

On to the example – the business is a toy shop that sells, among other things, Lego. What happens if it runs a Google AdWords campaign that includes the keyword “Lego Millennium Falcon”? The shop would have a number of options available when setting the landing page URL.

The homepage is one. It would typically feature information and links to all pages on the website. This is likely to include links to Lego but it will also include links to all the other categories of toy the business stocks, as well as special offers and more. It is unlikely the Lego Millennium Falcon will be featured on the homepage specifically, so to find it the visitor would have to search through the site. They may do this, but it is more likely they will get distracted by other information on the page before leaving (such as checking out another category of toy or a special offer), or will leave immediately.

Another option the retailer has is to send the visitor to a Lego category page. This page probably already exists on their site, so it involves no set up. Also, it is a more relevant page to the visitor's search. However, the retailer is likely to stock a lot of different Lego products. In fact the section probably has several pages, so the visitor still has work to do to find what they are specifically searching for. The visitor could also get distracted looking at other Lego products before leaving the site without making a purchase.



The retailer might also have a Star Wars section on its website, which includes the Millennium Falcon. This is even more relevant to the search as there are fewer products, and those products are limited to a specific Lego collection. Conversion rates will be better on this page than on the previous two suggestions, but there is still work for the visitor to do to find what they need, and there is still too much choice on the page. In terms of existing pages on the retailer's website, the Lego Millennium Falcon product page is undoubtedly the best one. Conversions will be better as the visitor has no work to do to find the answer to their search. However, there will still be distractions and other choices on the page – banners with current offers that may have nothing to do with Lego or the Millennium Falcon, related product links, detailed menus, category selections, and more. Some potential conversions will be lost to those links and that information.

A specific landing page for the ad with text that directly relates to the ad is the best option. Distractions would be removed as much as possible, plus there would be a strong call to action. After all, the visitor arrived at the website by doing a search for a specific product, so the pitch can be stronger than a normal product listing page on a website. It is also possible to target the content to specific audiences, plus you can test various elements to find what converts best.



Part 2

Key Components of a Good Specific Landing Page

All landing pages are different, but they should have some common features:

Branding

the design of the page will be slightly different to the rest of your website, but it should still be clear that it is part of your business. This means a logo plus similar fonts and colours.

Highly specific

the content on the page should be as specific to the visitor's search as possible. Within a few seconds of arriving at the page the visitor should know the content is relevant.

A clear and strong call to action

use persuasive language that convinces the visitor on emotional and rational levels to take further action

Not too long

the content should not be too long either, as this will reduce conversion rates in most situations. A good goal to aim for is to have content on the page that takes about one minute to digest.

Must have an objective

this is one of the most crucial aspects of all good specific landing pages. You need a single, easy to define objective. Examples include requesting a quote, installing an app, downloading an eBook, adding a product to a shopping cart, etc.

Minimise choice

the page should have as few distractions as possible. Ideally this means just two or three links, but you might need to also include a reduced menu.

Not too short

the content cannot be too short as Google needs content to analyse the page and decide its relevancy. This is how it determines quality score.

Concise

every sentence support the call to action

Key information above the fold

make the key sales pitch and call to action visible without the need to scroll

Give a secondary call to action

this is to give you a second chance of getting something from the visitor, even if they don't take the main offering. In the Lego example above it could be a link to the main product page on the main website with a promise of more information. Something similar could apply to a lead capture landing page.

Testimonials and/or social proof

to encourage the user to take action there and then. It is a good idea to include them on your specific landing page even if you have testimonials elsewhere on your website.

Loads fast

make sure the page is designed as well as the rest of your website. In particular it should load fast.





Conclusion

You shouldn't do anything in PPC marketing if you don't increase sales – specific landing pages will increase sales by increasing conversions and improving your conversion rate. You can apply the principle to other areas of digital marketing too. For example, you will get better results from your email marketing campaigns if you use specific landing pages.