

Landing Page Improvement

It is a dream for every webmaster to see their website at the top of the search engine result pages (SERPs). However, it is easier imagined than achieved. Webmasters spend lots of time and follow different techniques to get a good rank in search engines. Among all the SEO techniques PPC (Pay-Per-Click) is considered as one of effective ways of getting targeted and potential traffic to your website. Pay per Click advertising involves paying to search engines only when a user clicks on their advertisement and visits their website.

There are certain factors that have great impact on your PPC ad campaign listings in Google's PPC search result page. In PPC advertisement when a user clicks on your link, he will land on one particular page of your website which is known as the "landing page". It plays a major role in your Google Ad rankings.

Why do you need to improve your landing page?

Landing page is very important because here the user gets his required information about your products and services. So your landing page has great effect on your rankings. From search engines' point of view, if a visitor stays for a long-time at your landing page, then search engine considers that your landing page is very much relevant to the theme of your ad and you will be able to get a good position in Google's sponsored listings. You could be losing money if you are not testing the landing pages where you send traffic from your ads. The efficiency or quality of the landing page can be measured by the conversion rate of visitors into action.

SEO Submission provides a structured test environment that makes it simple to increase your overall effectiveness. Our PPC management team use different techniques for the development of the landing page of our client's website such as:

- Using ultimate tool for improving landing page conversion rates;
- Trying several things when adjusting and testing landing pages;
- Making it easy to evaluate which landing pages are creating the most conversions and sales and
- Sending more traffic to the best performing pages and more

Apart from PPC ad management service, we have other exclusive SEO Plans to develop your SE rankings.