How to create landing pages that convert

If you’re looking to gather leads for your business, you need to have a landing-page strategy. Like every other marketing tactic, this can be done well or it can be done poorly. To see the greatest return on their investment, businesses need to build effective landing pages, then test and optimize them to maximize conversion rates.

This guide from SharpSpring is written for any marketer looking to initiate or improve their landing-page strategy. It

will guide you through the entire process of creating and optimizing landing pages, highlighting key points along the way.

Visit Digital Marketing Depot to download “Creating Landing Pages That Convert.”

About The Author

Digital Marketing Depot is a resource center for digital marketing strategies and tactics. We feature hosted white papers and E-Books, original research, and webcasts on digital marketing topics – from advertising to analytics, SEO and PPC campaign management tools to social media management software, e-commerce to e-mail marketing, and much more about internet marketing. Digital Marketing Depot is a division of Third Door Media, publisher of Search Engine Land and Marketing Land, and producer of the conference series Search Marketing Expo and MarTech. Visit us at http://digitalmarketingdepot.com.
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