

LANDING PAGE CONTENT WRITING

The very first page that opens while opening a website is called the landing page, where we (customers) land first. It can also be referred to as a Representative page that shows the website's or brand's pros in one go.

Among so many brands with marketing strategies today, selling your product is difficult unless it stands out in quality or it is presented in such a way that the user finds it useful. Thus to present everything about a service or a product in a sophisticated manner on a single page by gathering all the information about your product systematically that even uninteresting users find it fascinating is called Landing Page Content Writing and such a page is called a landing page. A well-articulated landing page content can be responsible for most conversions and purchases that take place.

Let's take the example of an app. If we want our app to be one of the most highly used apps then its features, pricing, add-ons, testimonial reviews, the technology used, services provided, reliability, and other properties are articulated on the landing page such that users don't have to click to go to any other page and find everything regarding the app here only.

The main focus of the landing page lies in the Attention Ratio. It is the ratio of the number of links that the website wants to how many options links that user can go through. An ideal landing page should have an attention ratio of 1:1 that refers to the maximum conversion and less distraction for the user.

Wordspyramid.com