

Procedure for updating landing pages

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Tasks

Report

Template

1 Determine what you actually need to do

What is the update? SEO, content, brand refresh, A/B testing, general maintenance? Do you need help from anyone?



2 Don't lose sight of the customer journey

What does the customer need from your site and is the information easily accessible? Remember landing pages are single pages.



3 It needs to look good

How does it look? Is it easy to navigate? Is the CTA obvious? Always use vertical scrolling.



4 It has to function properly

Can the user do what they need to do? i.e. sign up, get help, make a purchase. Have you tested its usability? Is there an improvement plan?



5 What other tools can support your landing page efforts?

Are you using Google Analytics, marketing automation, third party plugins? Have you included a customer testimonial?



6 Create a content plan

What content do you need on your landing page to maximise conversions? How



can you boost organic SEO?



7 Don't forget the call to action (CTA)

Our main call to action is for prospective clients to sign up for a free trial. Other may include contacting us or signing up to a newsletter. Ensure pages have always a call to action.



8 Schedule regular updates

This isn't a one-off activity. Plan regular updates and boost your content over your selected social media channels.



9 Consider the long term

Marry the long term business strategy with your website development plans.



End