

CONVERT LIKE A PRO

The secret to create high converting landing pages



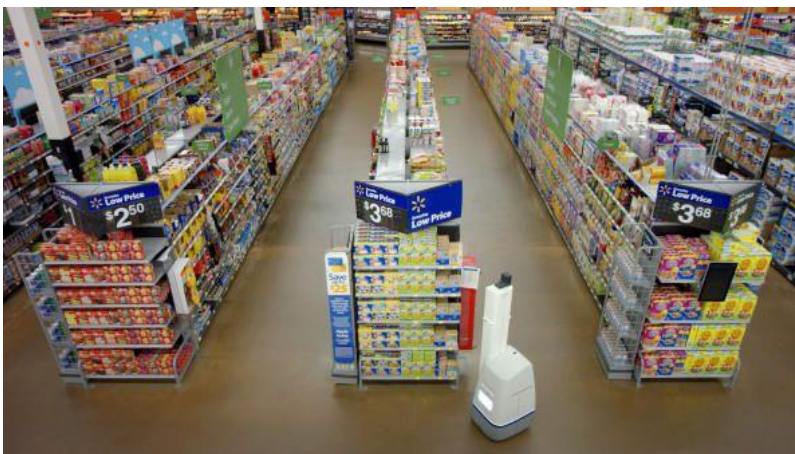
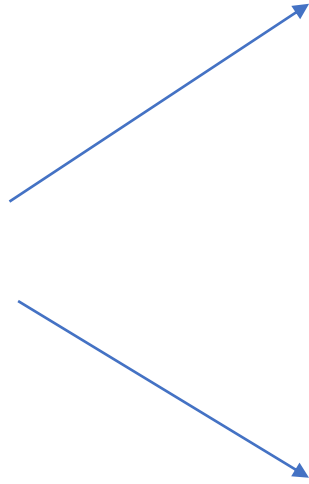
Today's Discussion

- What is landing page?
- The biggest learning
- The HABITS
- How to create your own landing page in LeadSquared



What is a landing page?





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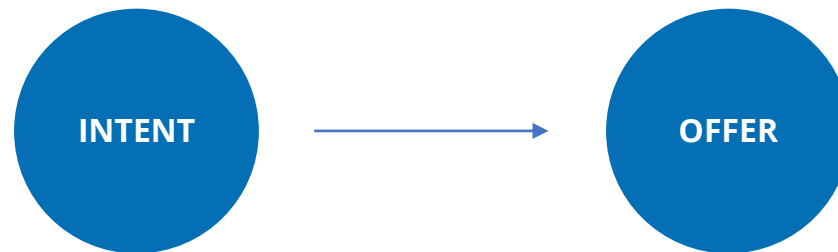


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What is a landing page?

A landing page is a webpage on which your visitors should land (be redirected to) after clicking your offer, which is generally an ad.



Every ad deserves a landing page

The biggest learning

What looks better may not convert better

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The HABITS




The HABITS

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Unlock the secret to create high converting landing pages **HEADLINE**

Loaded with examples and tests

IMAGE → 

What is in the book?

All my learnings in the last three years working in and out with landing pages every day, having spent countless dollars and hours on online ads. It eventually came down to one secret. **BENEFITS**


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*This book has changed the way I look at landing pages.** **TRUST**

 Venkat Hari, Nalisha Technologies

About the Author



Rajat Arora
Conversion Expert at LeadSquared

Rajat is a designer and marketer at LeadSquared. He has 10+ years of experience in Design, Advertising, Art collection and Marketing. If you have any questions about landing pages and website conversion, you can write to him directly at rajat@leadsquared.com **TRUST**

Questions?

