

Creating Remarkable Ads and Landing Pages

Using Paid Advertisement Campaigns costs more every minute and still we can't bet for a solid conversion rate.

Two major factors that decide the future of an Ad Campaign are:

- Ads created by you
- Landing pages

For sponsored ads, you have only a fraction of a second to convince visitor to click on your ad, so the title and URL in the Ad should be very focused and relevant. Role of Ad ends up as soon as visitor clicks on your ad and here starts the war to convince visitor that he is on the right website and he is the getting the best deal here.

- **First** and foremost thing that should be avoided is using multipurpose landing pages or home page as landing page. The landing page and ad creative should match. When visitors land on the home page, they stay longer and visit more pages but more like a researcher rather than a buyer and left without converting if he doesn't find the item in relevance to his search term soon. So, create custom landing page for every product.
- **Second**, after briefly describing about your product in 2-3 lines make your "Offer and Calls to action" prominent to visitor so that they can click and get to know themselves what they are getting. If you want your visitors to buy an item, don't hesitate to add "Buy Now" or "Add to Cart" Buttons on landing page. Avoid using generic terms like "Submit", "Go", "Do it!" or so on...
- **Third**, the landing page should not look foreign to the website. It should like a part of the website.
- **Fourth**, Use minimal navigation. If your design elements are not focused enough and/or distract the visitor, expect high page abandonment. Specially, avoid links for Download, Videos, flash animations which not only takes time to download/play but also distract visitor from buying.
- **Fifth**, Length of Page also plays a vital role in converting clicks into conversion. Try to make landing page as short as possible by reducing text to read as visitors hate to read and if you have folds then make it sure that your "form" and other key elements are above that fold.
- **Last**, After you have finished desinging your landing page, don't forget to test that key elements like Forms, Validations, Calls to action, gift Coupons , Product Images are working fine

Case Study : A “Diamond Ring

Here're a two real Google AdWords ad for the search term “Diamond Ring” (URLs are deliberately removed) :

Diamonds International

Only the Finest jewelry for Mother!
Free Shipping On Orders Over \$100

Diamond Rings Under \$2000

Fine Quality 1ct+ **Diamond** Rings
At Very Affordable Prices

- **Title** : Search Term was “diamond ring” but we if we look at the title of two creatives , first one seems to be very generic and the copy in second ad is very focused and decent: "Diamond Rings under \$2000".
- **Description** : I never added “Diamond Ring for Girl Friend “ or “Diamond Ring for Mother” but the copy in First Ad is saying “ Only the Finest Jewelry for mother” which doesn’t seem to be so relevant as per search term. Added “For mother” made me not to click on first Ad ...though the rings are same for mothers and other women.
- **Landing Page** : I clicked on second, more meaningful ad and I was expecting a page with iamges of certain diamond rings with call to action buttons like “See details” or “Buy” Instead, I'was taken to what looks like a general product page with pictures unrelated to the original advertisement and few images not even downloading.



- **Leading Manufacturers of Fancy-Cut Gems**

- **Over 50 Shapes Available**

- **Over 10,000 Size/Shape/Gem Combinations**

- **Over 5 Million Carats IN STOCK**

Though the ideal page should have looked like following page with Page content matching to Creative i.e. “Images of Diamond Rings” , Prominent Call to Action links such as “See Details” , Above the Fold i.e. on first look so that I didn’t even need to scroll and I made my mind that “I’m on right site”!

**18k Yellow Gold & Silver
1/4 Ctw Diamond Ring**



Retail Price: ~~\$735.00~~
Our price: \$279.99
You Save: 62%
[See details](#)

**14k White Gold,
Amethyst & Diamond
Ring - Signature
Collection**



Retail Price: ~~\$1,610.00~~
Our price: \$489.99
You Save: 70%
[See details](#)

**14K 1/2 Carat Round Cut
Solitaire Diamond Ring**



Retail Price: ~~\$3,275.00~~
Our price: \$1,775.00
You Save: 46%
[See details](#)

This was a very simple example....just to share "how an ideal landing page should look"