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Landing pages: what goes on one, and why it is not your home page

Website Content & Design

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Landing pages: what goes on one, and why it is not your home page

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A **landing page** is the page a person arrives at after clicking an ad, an e-mail or a post, and it has **a single purpose**: for them to do one thing. Ask for a quote, sign up, call, buy. The home page has to serve everyone; this one serves one idea.

What a good page contains

Piece	What it is for
A headline that repeats the promise of whoever clicked	If the ad says “Free painting quote”, the page opens with that. Changing the subject makes the person leave.
A sentence that explains the benefit	What they gain, in simple language, not a list of features.
A single action to ask for	One button, one form or one phone number. Two or three options split attention.
Proof	Two real reviews, a customer logo, a photo of the work. See **reviews and reputation**.
A short form	Name and contact are enough to start. Every extra field drives people away.
Little navigation	Without the site’s full menu, so the person does not wander off.

Building one, step by step

1. **Pick one offer and one audience.** One page for “who wants to paint their home” and another for “who wants to paint their company”. Two ideas on one page make a weak page.

2 **Write the headline with the person's words.** See **how to find the words they type**.

3 **Build it on your own site,** as a normal WordPress page, without the menu. See **creating and editing pages in WordPress**. In a visual builder like Elementor, there are page templates of this kind.

4 **Test on a phone.** It is where most arrive. The button must be visible without scrolling, and the form fillable with a thumb. See **what Google checks on the phone**.

5 **Make a thank-you page** for after sending, with its own address. That is where you measure, in Analytics, how many requests resulted.

6 **Measure and improve one thing at a time.** Visits, button clicks, forms sent. Change the headline, wait, compare.

A landing page is for a campaign, not for Google.

If it is for a paid ad, it often makes sense to take it out of normal results (see **removing a page from Google results**) so it does not compete with your real pages. And never promise on the page what the ad does not deliver.

Fast beats pretty.

A page that is slow to open loses someone who arrived from a paid click. Avoid heavy videos and enormous images. See **image optimisation and WebP**.

NEED A HAND?

Does your landing page open slowly or show an error when many people arrive? Tell us the address and the day of the campaign.

Open a support ticket →

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