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# **Use A Custom Landing Page For a Successful PPC Chicago Campaign**

One of today's most effective advertising strategy is Pay Per Click (PPC) Advertising. With PPC Chicago campaign, you spend marketing dollars for your ad to appear when someone searches the Internet using your keywords. The PPC ad appears in the paid search results, and once it's clicked, you have to pay.

When you want to get successful PPC results, you may optimize your website (SEO). This strategy is meant for your website to be included in the top results for unpaid or organic searches. But when the PPC Chicago ad gets clicked on, what happens next? Will they be directed to your site's home page or contact page?

Every so often, your leads may find themselves lost after clicking through your ad. This should alert you to consider the quality of your landing page. The purpose of a landing page is to compel your leads to become customers. Customize your landing page to convert site traffic into profits; here are 5 functional tips to do it:

1. An Exceptional Headline - A headline is the perfect place to inform your leads of what your business offers, because it's the first thing a visitor sees in a landing page. It's important to use an attention-grabbing headline to introduce your business.

Useful Tip: Include keywords they will likely use when searching for your business.

2. Attract Them With A Deal - Provide incentives for visitors to try your product or service. A great deal such as free consultation, purchase discount, free shipping, money back guarantee or any other offer can be the best tactic to capture your lead's attention.

3. Photos That Sell - One way to make your custom landing page relevant is to use photos. A picture is a great medium to highlight what's special about your product or service.

Effective Tip: Write captions for the photos, people find them as interesting as a well-written headline.

4. Intro Copy - Getting searchers reach your copy is a great success. So don't bore them as this will be the worst thing you can do. Be sure to present your relevant information upfront.

Useful Tip: Content for landing page should be brief and to the point.

5. Present The Complete Package - Create a landing page that presents a professional image and efficient design. A poorly conceptualized landing page can turn off a potential customer.

Useful Tip: Include official company logos, clean copy and simple layout.

Want to find out how you can run a successful [PPC Chicago](#) campaign? Start by learning how to make a [custom landing page](#).