

Mistakes In PPC Landing Pages To Be Avoided For Better Conversion-II

In the first part of this article we have discussed some of the common mistakes that you have to avoid in PPC landing page for better conversion. The previous part has covered some important points such as, avoid cluttering in the landing page, avoid multiple calls to action, avoid irrelevant text, avoid irrelevant popups and banners and as such. In continuation of that there are some other common mistakes that you should avoid in the landing page.

Mistakes In PPC Landing Pages To Be Avoided

Landing page is the page where visitors are drawn by clicking an Internet advertisement. Many people makes some common mistakes in their landing pages, which has to be avoided for obtaining better conversion rate. The following are some of them:

- **Lengthy buying procedure** - You shouldn't make the buying process difficult for the visitors by making them to go through many steps to purchase the item. It makes your visitors irritated and may result in abandoning their purchase.
- **Too wide page layout**— Some visitors may find it difficult to read when the content is broader than their eye span. You have to make it easy for the visitors in reading the content within less time.
- **Typos in the content**— Avoid spelling mistakes in the content of your landing page. Typos in the content may reduce the credibility of your website. They may associate with low quality and it conveys incompetence to your website.
- **Loading landing pages**- While creating a landing page for your PPC campaign, always attempt to do it in such a way that it would be loaded quickly even on low speed Internet connection. A slow loading page irritates the prospective customers and could likely lead the client to abandon the website.
- **Unclear conversion path**— Your visitors may not read or buy if the navigation options of your landing page are too distracting. Actively focus on eliminating distractions, i.e. pages that are not on the conversion path. Keep the conversion path simple and easy to follow.

The above information outlines some of the common mistakes in creating landing pages. Ensure that you have thought through these points in order to reach your conversion goal targets.

About the Author

Marvist is an Professionally managed Internet advertising agency providing Affordable SEO, [ppc management](#) and web analytic services to help companies to increase online sales and improve their profitability. Marvist was founded in 2005 and since then is providing clients seo and [ppc services](#).

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