

# What is landing page in SEO?

Landing page is a target page, a website address or a page containing any content, any service products that users will navigate through search engines.

Landing page is considered the most effective tool to advertise and introduce products on the Internet, bringing products closer to the public. Landing page will promote product consumption, increase sales of certain companies or establishments. Landing page is presented professionally, directing users to the type of products and services that they want to convey.

## 1) What is Landing Page?

Landing page is a goal page that SEOs want customers to target, is a page introducing a product or service on the Internet.



You can understand that the website introducing your product is a big supermarket with lots of kinds of items. There will be a single main door, the home page. Besides, there will be many other entrances to welcome many groups such as the entrance to buy television, the door to buy washing machines . This is the Landing page, the different entrance of the supermarket. Each entry of each category, each product on that website is Landing Page.

There are **three** popular **Landing Page** types :

1. Is a subpage inside a website.
2. Pop-up ads. It is usually the window that opens when accessing the website home page.
3. Microsite - the website only has 1 page with its own domain name or subdomain (subdomain).

**Thủ thuật và hướng dẫn**

**Tìm hiểu về tiến hóa Pokemon trong Pokémon GO**

"Tiến hóa" là quá trình mà bất kỳ Pokemon nào cũng phải trải qua nếu muốn trở nên mạnh mẽ hơn, nhưng tiến hóa Pokemon trong Pokemon Go thế nào? Bạn có hiểu và biết cách không?



**Ứng dụng liên quan và thay thế**

	<b>Star Wars Rebels: Recon Missions</b> Game cuộc chiến giữa các vì sao	<b>1.667</b> lượt tải
	<b>Can You Escape</b> Game thoát khỏi căn phòng bí ẩn	<b>1.211</b> lượt tải
	<b>Sonic Dash</b> Game chú nhím siêu tốc	<b>3.934</b> lượt tải
	<b>Mafia II</b> Game nhân vai trùm xã hội đen	<b>27.818</b> lượt tải

## 2) Criteria for developing landing page:


The landing page created only focuses on one type of content (product or service), so the construction is quite simple. You should only choose 1 main keyword for each page. The mistake of marketers is advertising (Banner, Email, SEO, Google Adwords, .) and leading customers to the website home page, which will be less effective for customers and search engines.

**10 mẹo cực hay chùi rửa tủ lạnh sạch bong**




**Cách chọn mua tủ lạnh không đóng tuyết và phân biệt với tủ lạnh đóng tuyết**

**Công nghệ làm lạnh thông minh trên tủ lạnh hiện nay**

**Cách sử dụng điện hợp lý để tiết kiệm trong mùa hè**



**Sản phẩm liên quan**

		
<b>Tủ lạnh Panasonic NR-BJ176SSVN 152 lít</b> 4.250.000 đ <del>4.800.000 đ</del> <b>-11%</b>	<b>Tủ lạnh side by side 510 lít Electrolux ESE5687SB-TH</b> 29.000.000 đ <del>36.000.000 đ</del> <b>-19%</b>	<b>Tủ lạnh side by side 588 lít Panasonic NR-F610GT-X2</b> 57.500.000 đ <del>67.600.000 đ</del> <b>-15%</b>

Instead, you should focus on promoting your website through building and developing landing pages. This is a wise way to go because promoting a landing page is more effective than aggregate pages.

However, to design a good landing page with SEO optimized content is not easy. Here are some basic steps when designing sales pages to help you get high sales efficiency:

1. Set **specific goals** for sales sites
2. Understand the needs and wants of customers
3. Create **compelling headlines** to entice traffic
4. Optimize **content suitable** for target customers
5. Offer the best price policy, clear contact, strong warranty, .
6. Check regularly and always improve results

### **Refer to the following articles:**

1. The terms need to know in SEO
1. 10 Google search tricks anyone needs to know
1. Structure of a standard SEO Google website

### **Hope the above article is useful to you!**

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