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Landing page is very important thing of the website. You have to keep in mind that the user is very busy people and in case you fail to capture his attention he will not spend any time on reading the page. When the user lands on you page he is always looking for something can be appropriate for him. In that case you are advised to pay his attention to what is immediately visible before he will continue to browse the page. The most important information is the one you put above since it means what appears on the screen in the browser. The following information is going to be very helpful for those who are going to create landing page.

On the entry page it is recommended to have a box that will capture visitor's email contact. It is very important to make such box because according to the statistics the users will visit your site approximately seven times before he or she purchases something. In that case you are aimed at gathering contact information. After that you can remind him or her to visit your site again. This opt-in box has to be visible. For example, you can choose a background colour for the subscription box. It is very important to draw the attention of the visitor. The placement of the subscription box has to be perfectly above the fold. This proved to be really effective. You are recommended to offer freebie. This freebie also has to be spelled near the subscription box.

A headline has to be killer. Visitor is always looking for some profit and that is why that benefit has to be promised by the headline. Special words such as amazing instantly make your headline stand out. Special attention has to be paid to the top few lines that follow the headline. In that case you also can use an image that can help. In case you are branding yourself as an expert in a particular niche then you are advised to include your photo. It is not recommended to use excessively large image files because the majority of the users will not wait much time till the files will be downloaded.

Even though you have created a landing page, you should never stop testing and improving it. You can change some elements, such as headlines and background colour of the opt-in box. You can also change the banner image that you have put at the top. To track the responses the landing page has to be changed once in a while. Even though it might seem very hard and time consuming to create a great landing page, you have to remember that your success depends on it. The more customers you attract the better.

Looking for a place where you can get some [freebies](#)? Then make sure to visit this free stuff, [freebies](#) and free samples site.

And a final piece of advice - today the online technologies give you a really unique chance to choose exactly what you want at the best terms which are available on the market. Funny, but most of the people don't use this chance. In real practice it means that you must use all the tools of today to get the information that you need.

Search Google or other search engines. Visit social networks and have a look on the accounts that are relevant to your topic. Go to the niche forums and participate in the online discussion. All this will help you to create a true vision of this market. Thus, giving you a real chance to make a smart and nicely balanced decision.

And also sign up to the RSS on this blog, because we will everything possible to keep updating this blog with new publications about [freebies](#) and how to get the best of them.

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