Article published on December 24th 2011 | Seo

How important is your Landing Page to your online business? Very much. Brick Marketing, a respected online marketing solutions company with above 10 years of experience in the field of Search Engine Optimization, is pleased to declare a new, exciting category that is being added to their informative Search Engine Optimization Journal and the Brick Marketing blog network. This new category is all about Landing Page Optimization and how it can drive even more sales and visitors to your website.

Good landing pages can increase the conversion rates of any online business. Hence, it is important to know how it works. The Landing Page Optimization category is a huge addition to the Brick Marketing blog network. This will inform readers about the marketing tool aspects of landing pages, and how landing pages can work for them. One of the key things that the Landing Page Optimization category of the Search Engine Optimization Journal will cover is the makings of a good landing page. It will cover different topics about what makes a good landing page, such as:

â€¢ Keeping content simple but sufficiently sophisticated

â€¢ Working from a style sheet

â€¢ Including purchase buttons

â€¢ Image optimization

â€¢ Using sales-oriented material

However, the Landing Page Optimization category will not just discuss what makes a good landing page. It will also discuss other topics that can take your good landing page and make it into a spectacular one that draws in more clients and sells more products. Some of the topics that will also be discussed in the Landing Page Optimization category of the Search Engine Optimization Journal comprise:

â€¢ Photo optimization

â€¢ Using specific keyword phrases

â€¢ Making your landing page stand out

â€¢ Local search marketing

â€¢ Image optimization

Article Source:
http://www.articleside.com/seo-articles/how-critical-is-landing-page-optimization-for-your-website-seo.htm - Article Side

Katherine Jones - About Author:
Katherine Jones has been working in many search engine optimization companies for several years. He has built a talented team with decades of experience in SEO industry.His passion and high standards echoed across the entire a Search Engine Optimization.He believes that to become the a SEO Company, you need to have a good rapport with your client along with timely delivery of services.

Article Keywords:
Search Engine Optimization, SEO Company

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!