



MODULE ONE

Lesson Two - What Bing Looks For In a Landing Page

When setting up a campaign with Bing Ads, the quality of your landing page will impact the success of your campaign. You want to make sure you have a landing page that clearly articulates what you are promoting and is easy to navigate. If you are not a web designer, you can sign up for a program like Optimize Press 2.0 and used Word Press to set up an easy-to-use page. There are several things your landing page must have, so make sure your page is compliant with the following checklist:

- ✓ A visible navigation menu that includes the following tabs: 'Terms of Service', 'Privacy Policy', 'Contact' and 'Home'.
- ✓ Content that clearly describes your product and/or services in a clear and concise manner.
- ✓ Keywords and metatags that match the keyword in your campaign.
- ✓ A sign-in option where visitors can put their e-mail.
- ✓ If you have a video, make sure it is **NOT** set on autoplay, otherwise your campaign will be stopped.
- ✓ Security seals that indicated that your site is secure.

Aside from these points, you also want to avoid selling something directly on the landing page. Instead, it should describe what you are about and what you do, but the offer should be on another page. Instead, you want to build your list by offering a sign-in option.