

Published based on [How A Good Landing Page Can Increase Your Earnings.](#)

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In this article we will disclose some [online money making ideas](#) that will increase your online income. Most of the online marketers are using the landing page where the surfer is landed once he clicked on the ads. It is a great strategy to refer the customer to the specific landing page where he can join the company instead of referring him to the homepage. The reason is very simple. If the potential customer is landing on the homepage of the company's site, a lot of information is available for him and he might be lost among the pages of your site and will forget why he is there at all. The tests let us know that the conversion rate of the traffic that is transferred on a specific landing page is much bigger than the home page or any other page of the site.

Though the secret of the success is not only creating the landing page, but also having a good landing page. If you need a specific action from the user so it must be understandable in the landing page that you use. For example most of the landing pages have the goal to make the user register, providing some details as name, email address, etc. This must be visually clear on the landing page. Let it sound unreal for you but a good landing page must be boring. We don't afraid to characterize a successful landing page as boring, because according to the tests this is exactly what you need in order to [make money on the net](#).

There are many designers who put much time and efforts to make a great landing page. As a result we have many landing pages that are stuffy, wild colored and distractive. You have only few seconds of the users' attention since he has landed on your landing page, and for that reason we advise you to make the goal of it as clear as possible. First of all you need to remove all the wild colors and unnecessary information from the landing page. If the action that you need from the user is to register so you can add a short registration form in the central part of the landing page with at big button to join so that it would take the most attention of the user when he lands on the landing page. Use similar colors so that they would match the outline of the landing page and look normal.

It is very important to add some titles and few lines of text that will convey a message to the visitor what he is doing on that landing page, how it will help him and what happens when he clicks the button. This information will let the user feel safe on your landing page and he will be willing to join. Using a good the landing page is one of the great [ways to earn extra money](#) as it will dramatically increase your sales.

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