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Six ways landing pages differ from other website pages

By MWI Animal Health

When you want your veterinary clients to learn just enough to take a specific action, you'll need a landing page.



Six ways landing pages differ from other website pages

How veterinary practices can achieve their marketing goals with web pages that drive action



Your website has the potential to drive actions that boost business and deliver on client's expectations

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Landing pages require laser focus to achieve their marketing goals

1. Less information

Unlike typical website pages that can potentially deliver a ton of information about a diagnosis or new treatment, landing pages are lean and sparse without any excess content. Strive for information that's accurate and compelling, but not overly detailed or complicated. **Recommendation: 100 to 300 words.**



2. Simple design

Landing pages should reflect your veterinary practice's branding, colors, and basic design. But don't bog them down with too many images, fonts, colors, or distractions. Choose **dark text on a light background** with a color that pops for your call to action.



3. No navigation

You do not want people wandering off to look at other pages on your website. That's why many landing pages do not have navigation menus.



4. A clear call to action

Make it almost painfully clear what you want people to do and how to do it. Typically, that means a **big, clear call-to-action button**. If that action requires filling out a small online form to help you identify the client/patient, keep the form succinct.



5. Less time on page

With a landing page, you want people on and off fast. If they linger or feel indecisive, then the landing page isn't working to its full potential.



Done well, traffic sent to the landing page from your digital marketing efforts inspires quick action — with clients only **engaging with the page for a minute or two before acting on the CTA.**

6. Post-click activity

After clients respond to your call to action, make sure that a **thank you page or pop-up window** acknowledges their efforts and confirms their action succeeded.



This is also an opportunity to provide links and encourage clients to engage with your website or social media pages.

Another nice touch is to set up an auto-reply email expressing gratitude for their action and providing additional information. Such emails can be another good place to reinforce your branding messages and practice values.