

The initial web page that visitors see after clicking a link in your promotional email is critical to the success of all your marketing efforts. This is the landing page, the revolving doorway to the rest of your website.

But just because you may have a great click-through rate and generate a lot of online traffic to your store does not automatically ensure the success of your marketing campaign. The vital impact of the doorway page either makes or breaks your prospects of further engagement with your audience. Visitors immediately make up their mind about your site, simply on the basis of that first page - all that in under a half a second. Great attention needs to be paid by a professional eye to the creation, maintenance, and optimization of your landing page.

## Examples of Quality Landing Pages

Content, images, and easy navigation are all essential for the landing page. Every issue your visitor may encounter should be rectified in the developmental process, and this is where Kaizen comes in. We make things easier by:

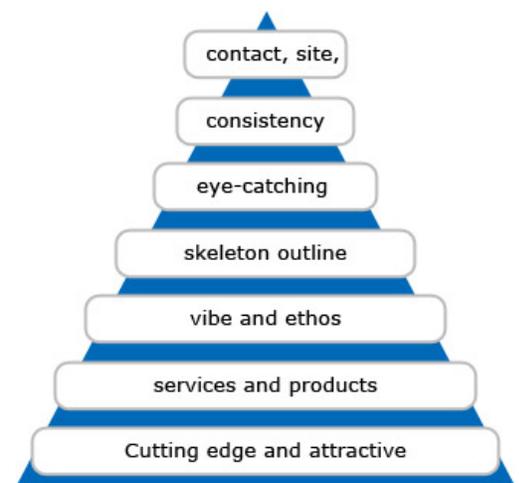
- Creating a call-to-action button which is prominent and easily accessible.
- Providing different ways for a visitor to sign up.
- Maintaining the message of the entire page that is clearly communicable.
- Making sure your content writer and designer are fully aware of the targeted audience.
- Offering you free trials and other attractions to steer our clients to the logical conclusion that our services are necessary and affordable.
- Letting your landing page and other pages provide a personalized experience for your visitors.

The screenshot shows a landing page for 'e-Smart eCommerce Suite'. At the top left, there is a 'Request a Free Proposal' button. Below it, a list of 'Exclusive Benefits of e-Smart eCommerce Suite' includes features like custom-built solutions, SEO-friendliness, user-friendly admin panels, and advanced inventory management. To the right, there are three promotional boxes: 'Multi-Store eCommerce Solution', 'e-Smart eCommerce SUITE', and a 'Schedule a Demo' button with the text 'Know More About e-Smart eCommerce Suite'. At the bottom, there is a detailed paragraph about the developer's experience and a note about merchant requirements.

With due regard for the importance of landing pages, Kaizen infuses its full creative potential into developing landing page content. All of the industry's best practices are keenly followed and your visitors' satisfaction is of utmost priority. We will be glad to provide a series of examples from our previous portfolios.

## Your Landing Page should:

- Be cutting edge and attractive.
- Summarize your services and products.
- Embody the vibe and ethos of your business.
- Provide all a skeleton outline of the entire webpage (depending upon design).
- Easy to understand, eye-catching, and alluring.
- Maintain consistency with the rest of the site.
- Provide contact, site, and product information.



The hallmark of Kaizen's continued success is comprised of experience, creativity, and persistence. We maintain a firm belief in the importance of landing pages and their cutting edge aesthetics. If you share our views, contact us to find out how Kaizen can make the perfect landing page for your site.

## Our Landing Page design process always strives to balance the following key elements:

- Professional & Elegant Design
- Consistent Branding
- Clear Presentation of Information
- Easy-to-use Site Navigation

What does your landing page design say about your company? Is it catchy? Is it memorable? Your landing page should represent the ethos of your company - its true essence - and be able to tell a story within the blink of an eye. Kaizen specializes in creating these graphical representations of your company's vision and mission through stylish, SEO-friendly designs and conceptions. We can help you convey your business goals by using innovative, creative, and eye-catching website design.

Your company's logo and portal web design should spark instant, ardent curiosity in the mind of your audience and make them want to know more. A picture is worth a thousand words and in this case, could equate to thousands of dollars in sales. We acutely focus on creating these images and landing pages to win over your audience and have them connect to your site on a personal level. We do this through a thoughtful concentration on color, shape, font, and substance to create an impressive and poignant impression.



Contact us today for more information on how we can transform your e-Commerce website.

## Why work with us?

- Experience of development of 500+ e-Commerce solutions
- Expert analysis of your project requirements
- Better understanding of your business goals
- Unique and easily understandable methodology
- Efficient development process and process-oriented work
- Quality assurance with PDCA Model (i.e., Plan, Do, Check, and Act)
- Dedicated project manager for your project
- 24 x 7 x 365 emergency support
- Prioritized future support to existing clients
- Excellent customer service

## Contact

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