

## **PV4**

### **Landing Page Conversion Ratio©**

Your landing page is the page a potential customer “lands” on after clicking on your PPC ad, banner ad, article link or other forms of advertising.

Conversion ratio is the actual number of potential customers that click through to your seller's web page after having been motivated by the pre-sell copy on your landing page.

Conversion ratio is a function of your ability to write highly motivating pre-sell copy. The more practiced you are at this skill the higher will be your landing page conversion ratio.