



Make a statement with a .xyz landing page

What is a landing page?

A landing page can be for a product, email opt-in, video, or in its simplest form, a specific page with content that serves as an extension of your online advertisement or marketing campaign. Below are solutions to five of the most common mistakes when creating landing pages and how to avoid making them with a .xyz domain.

1

Engage your audience with a compelling headline

Landing pages flourish or fail by the caliber of their caption. It's your millisecond chance to overcome our culture of short attention span social media consumers.

A more desirable tag will increase the value of your landing page, and will even overcome some of the other mistakes listed below.

2

Be consistent with your branding

There are many tools at your disposal when it comes to design and branding. WordPress, for example, is a popular content manager that allows for straightforward, implementable, and attractive designs.

Trim the fat and design the most streamlined page possible to increase click-throughs.

3

Offer a clear choice

People often believe that more choices create a better perceived experience, but by offering multiple alternatives, the statistical decision ends up being not to choose at all.

A proper landing page asks for one specific action. For example, the clear call to action on www.gen.xyz is for visitors to search for a .xyz domain name.

4

Amplify the experience

We've all seen over-the-top websites littered with terrible fonts, wacky colors, bad highlighting, and cheap clip art. These design elements diminish credibility.

Distinguished landing pages use elegant fonts, colors, and other visuals that are designed specifically for the target market, thereby amplifying the experience and increasing conversions.

5

Prioritize your content

Over 80% of your visitor's time will be spent above the fold. This should signal to you not to take the real estate on your landing page for granted.

Don't be lazy about getting your viewer's attention and you certainly should not be idle about trying to hold it. It is always important to analyze your landing page from a third-person perspective to make sure it is as effective as you want it to be.

Take-away points



Well-designed landing pages will enhance your campaign and improve conversion rates.

A vs B

Simplicity is key, but this does not equate to exerting less effort. Carefully craft and test your tags and headlines.



Have a focused and clear call-to-action. Eliminate excessive information and concisely exhibit the benefits of your product or service.

Awesome.xyz

Choose short, memorable, and relevant domain names to get found.

.xyz is the go-to ending for your domain

Join the largest and fastest growing new domain extension with .xyz. Retailing for \$9.99 or less with most registrars, it is the perfect opportunity for anyone to register the domain name they have always wanted.

Reach your audience anywhere in the world using an international domain on a global platform. .xyz domains can be registered in over 200 languages, including Arabic, Chinese, and Russian.

.xyz can be used for more than just landing pages

Upgrade your long domain name to a short and memorable .xyz.



Register keywords related to your business.

[DesignLA.xyz]

[GraphicDesign.xyz]

[Typography.xyz]

Set it up for personal email addresses for the whole family!

[John@Smith.xyz]

[Jane@Smith.xyz]

[Jim@Smith.xyz]

Don't be left in the dark

Let .xyz enhance your visibility online. Find your personalized domain name and more by visiting www.gen.xyz

www.gen.xyz