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# Landing pages: what goes on one, and why it is not your home page

SEO & Marketing

| CODE | VERSION | COUNTRY · LANGUAGE |
| --- | --- | --- |
| RLX-MZ-KB-1216 | v2026.10.10 | Mozambique · English |

**Interweb Mozambique**
RLX Holdings, S.A. · Group RLX Holdings
Tax ID (NUIT) 401 191 607 · Legal entity no. (NUEL) 105 045 974 · Economic activity code (CAE) 62022

https://www.meu.interweb.co.mz/knowledgebase/1216

# Landing pages: what goes on one, and why it is not your home page

SEO & Marketing Created on **October 10, 2026** 2 min read



A **landing page** is the page a person arrives at after clicking an ad, an e-mail or a post, and it has **a single purpose**: for them to do one thing. Ask for a quote, sign up, call, buy. The home page has to serve everyone; this one serves one idea.

## What a good page contains

| Piece | What it is for |
|---|---|
| **A headline that repeats the promise of whoever clicked** | If the ad says “Free painting quote”, the page opens with that. Changing the subject makes the person leave. |
| **A sentence that explains the benefit** | What they gain, in simple language, not a list of features. |
| **A single action to ask for** | One button, one form or one phone number. Two or three options split attention. |
| **Proof** | Two real reviews, a customer logo, a photo of the work. See **reviews and reputation**. |
| **A short form** | Name and contact are enough to start. Every extra field drives people away. |
| **Little navigation** | Without the site’s full menu, so the person does not wander off. |

## Building one, step by step

1. **Pick one offer and one audience.** One page for “who wants to paint their home” and another for “who wants to paint their company”. Two ideas on one page make a weak page.

2 **Write the headline with the person's words.** See **how to find the words they type**.

3 **Build it on your own site,** as a normal WordPress page, without the menu. See **creating and editing pages in WordPress**. In a visual builder like Elementor, there are page templates of this kind.

4 **Test on a phone.** It is where most arrive. The button must be visible without scrolling, and the form fillable with a thumb. See **what Google checks on the phone**.

5 **Make a thank-you page** for after sending, with its own address. That is where you measure, in Analytics, how many requests resulted.

6 **Measure and improve one thing at a time.** Visits, button clicks, forms sent. Change the headline, wait, compare.

**A landing page is for a campaign, not for Google.**
If it is for a paid ad, it often makes sense to take it out of normal results (see **removing a page from Google results**) so it does not compete with your real pages. And never promise on the page what the ad does not deliver.

**Fast beats pretty.**
A page that is slow to open loses someone who arrived from a paid click. Avoid heavy videos and enormous images. See **image optimisation and WebP**.

NEED A HAND?

Does your landing page open slowly or show an error when many people arrive? Tell us the address and the day of the campaign.

Open a support ticket →

SEE ALSO

- **Creating and editing pages in WordPress** →
- **UTM links** →

**Online ads explained**

**WordPress hosting**

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