

## Squeeze Page Vs Landing Page - Their Roles and Differen...

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Many who are marketing on the internet still confuse the roles of a squeeze page vs. the landing page. In some circles they are regarded as one in the same but the fact is they serve two completely different roles. Both are used to attract customers online but that is where the similarities end. Whereas one functions as a tool to build a list the other is used to pre-sell a product. In either case they both play an important role for online entrepreneurs so let's discussed their primary differences and applications now.

### **Landing Page**

Landing pages also referred to as gateway pages are used extensively in the field of affiliate marketing. Their primary role is to pre-sell the site visitor on the product they will be shown on the next page.

These pages are generally not as 'focused' as squeeze pages. Landing pages in fact commonly attempt to 'touch' upon various emotions of the reader to more fully engage them in the content. These type pages also referred to as 'gateway' pages are mostly used to prepare the visitor for the more hard selling approach to be experienced on the next page. Landing pages as a rule do not try to collect the contact information of the page visitor.

### **Squeeze Page**

Squeeze pages have one objective and that is it. The focus is to 'merely' collect customer contact information for future marketing efforts. The approach is direct and much more 'focused' as opposed to the landing page.

The content of these pages is generally found to be very brief in an attempt to not confuse or distract the visitor from the sole intention of the page. In fact it is unusual to even find many if any graphics on squeeze pages due to their ability to create distractions for the visitor.

The main message of these pages is made very clearly and that is to instruct the visitor to leave their contact information and why they should do so.

The offer of a free gift in exchange for customer contact information is both common and expected on these type pages.

As you have hopefully come to understand the squeeze page differs significantly from landing pages insofar as the roles they play online. Online entrepreneurs have a need to attract customers when marketing on the internet and both these pages do just that but their similarities stop right there.

Squeeze pages are used to build a list whereas landing pages serve more as an introduction to a product that has yet to be shown to the site visitor. In either case they both play an important role for anyone looking to grow their customer base or income online!

### **Author:**

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For more tips about effectively using your [Squeeze Page](#) and to get a free instructional ebook that teaches valuable niche research techniques visit: <http://affiliatequickstart.com/>