

Jeremy McGilvrey - What is a Squeeze Page and How to drive traffic to your Squeeze Pages

Award Winning Digital Marketing Consultant Jeremy McGilvrey shared basic introduction about what is a squeeze pages and tips for driving traffic to your squeeze page



Texas, San Antonio, Sep 15, 2021 ([Issuewire.com](https://www.issuewire.com)) - Do you know what is a squeeze page and how to drive traffic to your squeeze page?

Today [Award-Winning Digital Marketing Consultant Jeremy McGilvrey](#) is going to share a basic introduction about Squeeze Pages and tips for driving traffic to the squeeze page.

Before you begin to build a successful list or create a powerful sales page, you will want to start with a quick introduction to list building with Squeeze Pages. List building is not a new marketing strategy. It was being used way before the internet was ever invented.

The power of list building lies in the ability you have as the marketer to contact your leads over and over again to build a relationship and present special offers to them turning them into buyers.

To build that list, one of the most powerful and simple ways is to give away a free offer in exchange for the visitor's email and name via a “squeeze page”, allowing you the ability to contact them in the future.

The common squeeze page is often just a simple web page with the sole purpose of capturing leads – or “build a list” and nothing else.

A well-performing squeeze page should give your website visitor no other options besides getting your free offer. You don't want them to leave your page. So avoid outbound links and adverts.

You only want them to do one thing and that's to give you their name and email address.

You can also read about - [The 3 Most Important Things You Must Do to Keep Your Opt-in List](#)

What is a Squeeze Page

As per Jeremy McGilvrey "A squeeze page, also known as a capture page, is a page of your website with the sole purpose of enticing people into joining your email list". That is the only function of this page, nothing else.

It should not have any ads or links. All it should have on it is the ability to opt into your email list and information on your production and freebie offer. Your visitors should only have two options, join or leave.

This may seem a little off but the truth of the matter is that 98% of your visitors will never return anyways. So you need to work to maximize your efforts and entice those few who will actually stay into joining your email list.

There are some squeeze page tutorials out there that can help you with all of this, but there are still a few basic tips to help you get started.

- 1. Have a strong headline.** Your headline is the first thing your visitors will see and it should keep them interested in your page. The three types of headlines you can use either ask a question, incite fear, or pique your visitor's interest. It should also hint towards a free gift that awaits them should they sign up.
- 2. Do not place ads.** As mentioned above, the sole purpose of your squeeze page is to get your visitors to join your email list. As such you do not want to distract them from this process. Having ads or other links will only allow them to stray from your desired path, which is not what you want.
- 3. Bullet points.** You want to make sure your squeeze page has the necessary information, but also make sure that the information is short and to the point. Your bullet points should give information about your product as well as the free gift they get when they sign up to your email list.
- 4. A video.** This is entirely optional however having a [video on your website](#) can be a great boon to your chances of getting visitors to sign up. A video should give further detail on your free gift and product, as well it should have your bullet points to put further emphasis on them.

[Here is an example of Squeeze Page](#)

Driving Traffic to Your Squeeze Page

Driving traffic to your Squeeze Page is the final ingredient to getting subscribers and making your squeeze page system profitable.

Traffic is a struggle for most marketers but with these few tips, you'll be able to start getting a flow of targeted traffic to your squeeze page.

Besides, you need to focus only on targeted traffic because quality is always better than quantity.

Do you know [How Email Marketing Can Help Your Small Business Succeed](#)

Search Engines (SEO) - One way in which you can drive traffic to your Squeeze Page is through natural search engine optimization. This can sometimes be a slow process, but it is also one of the best ways to ensure a continually increasing stream of targeted traffic over time.

The first step to good SEO for your squeeze page is by optimizing your website for a certain key phrase.

You can do this by researching what people are searching for in Google etc. and optimizing your page for that specific keyword.

SEO is a very in-depth topic but a few simple things to remember is to have that keyword in your web page's HTML title tags and also to include META tags with your keywords included.

SEO - Incoming Links

Generating natural search engine traffic generally entails getting links from other sites to your site.

While reciprocal linking was once the best strategy, experts now believe that major search engines are devaluing reciprocal links in favor of one-way links and triangular links (which search engines can't really detect).

The most common ways to get one-way links are to buy them or hire a one-way linking service to get the links back pointing to your site.

So what is important to learn in an introduction to Squeeze Pages?

First, it is important to recognize that all successful internet marketers use them. If you plan to sell a product over the Internet, you will want to use one, too. They are the most effective way to capture your leads information.

There are other ways to capture leads such as a website's sidebar opt-in form and other unfocused pages that do not convey a single point and a single call to action. But tightly a focused squeeze page rules in the list-building business.



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