

Page Creative Tips

Tips to help you optimize for success on Zygella.

1 Use multiple pages.

Give customers the opportunity to engage with your business both on Zygella and on your website. Creating multiple pages will drive more traffic to your external website.

2 Be direct.

Speak to your customers using direct and concise language. Don't use marketing jargon if you don't have to, and be authentic. Avoid superlatives or exaggerated claims.

3 Keep your pages up-to-date.

If your audience sees the same ad over and over again, they will be less inclined to interact with your ad. Revise your pages creatively every few weeks by swapping old images for new ones or changing other page elements. Incentivize the users to click.

4 Use labels.

Use labels to emphasize your message in the ads. Using labels is a great way to visually attract a customer to your product or service. Make sure that you always choose the best destination URL or landing page.

5 Include a call to action.

Use a clear call to action to give users a reason to click on your ad. Encourage them to click, buy or try whatever you are offering.

6 Use images and use them wisely.

Use images which are specific to whatever is described in your ad. Try to depict people in your image to portray real life utility, as opposed to a logo.

7 Use keywords, additional products or services.

Use keywords and include words in your ad that best describe the product or service you are offering. This creates a more relevant and consistent experience for the viewer.

8 Link to your page.

Link your website to SEO success and maximize your web presence by linking to your Zygella page.



9 Think outside the box.

Keywords and additional products and services are also searchable on Zygella. Those are real interests and activities your customers like to do. Put yourself in your audience's shoes and find different ways to reach them. Don't always go for the obvious.

10 Invest some time in success.

Update your pages regularly to keep customers updated with your latest products or services. Updated company details gives the impression that you are serious and honest about your business.