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It should be relevant and immediately attract the visitors by speaking directly to them about what ' s important. You can optimize it by coming up with a short and catchy headline. Try to display it right in the center of the page as well. Body – This is the part of the landing page that will help you generate interest and desire in your visitors. Your content should thus be well-optimized here.

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SEO serves as a funnel to bring a stream of targeted leads to your website, making your website one of the best lead generation tools you have. To make the most of the opportunity, you need to create and optimize quality content so that search engines and searchers see the value in what you offer, and want to sign up or buy.

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