Landing Page vs. Homepage

Category: Websites Blog
January 16, 2025





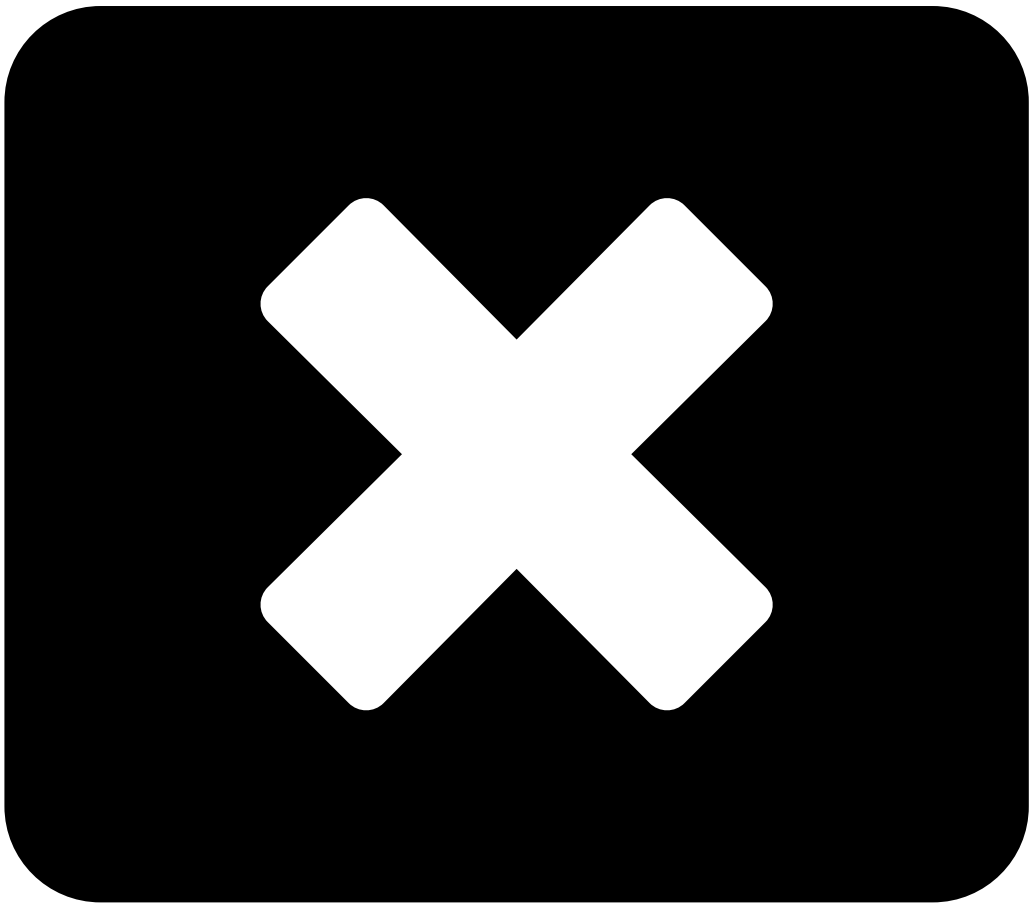
Hamburger Toggle Menu

[redacted]

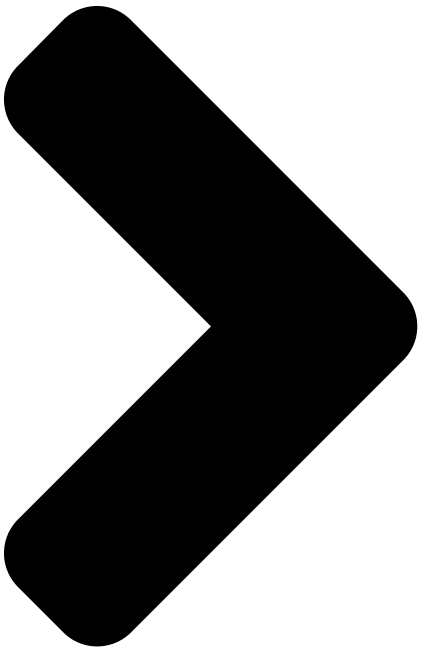
[redacted]

[redacted]

Free Quote

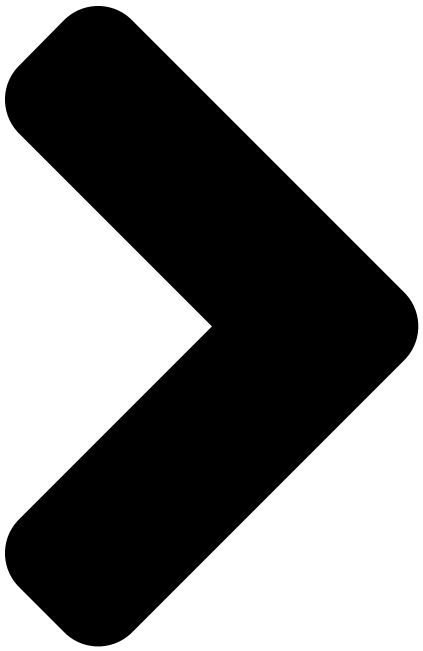


•

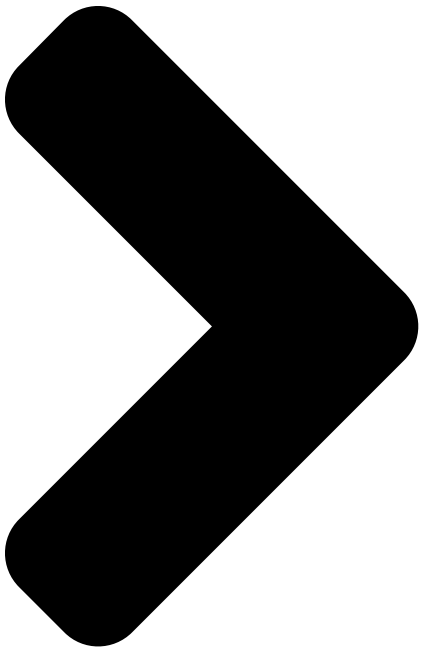


About us

-



Request for detailed website quote



Courses University TSI

-

Login Team TSI Digital Solution

OUR PARTNERS

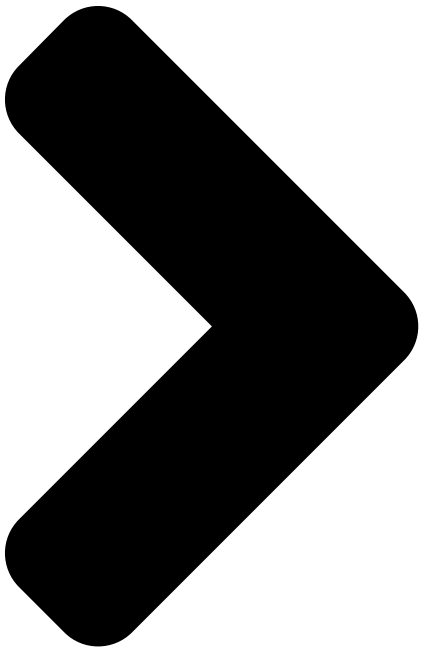
PREMIUM
SOLUTIONS

Trending Topic

Publicity

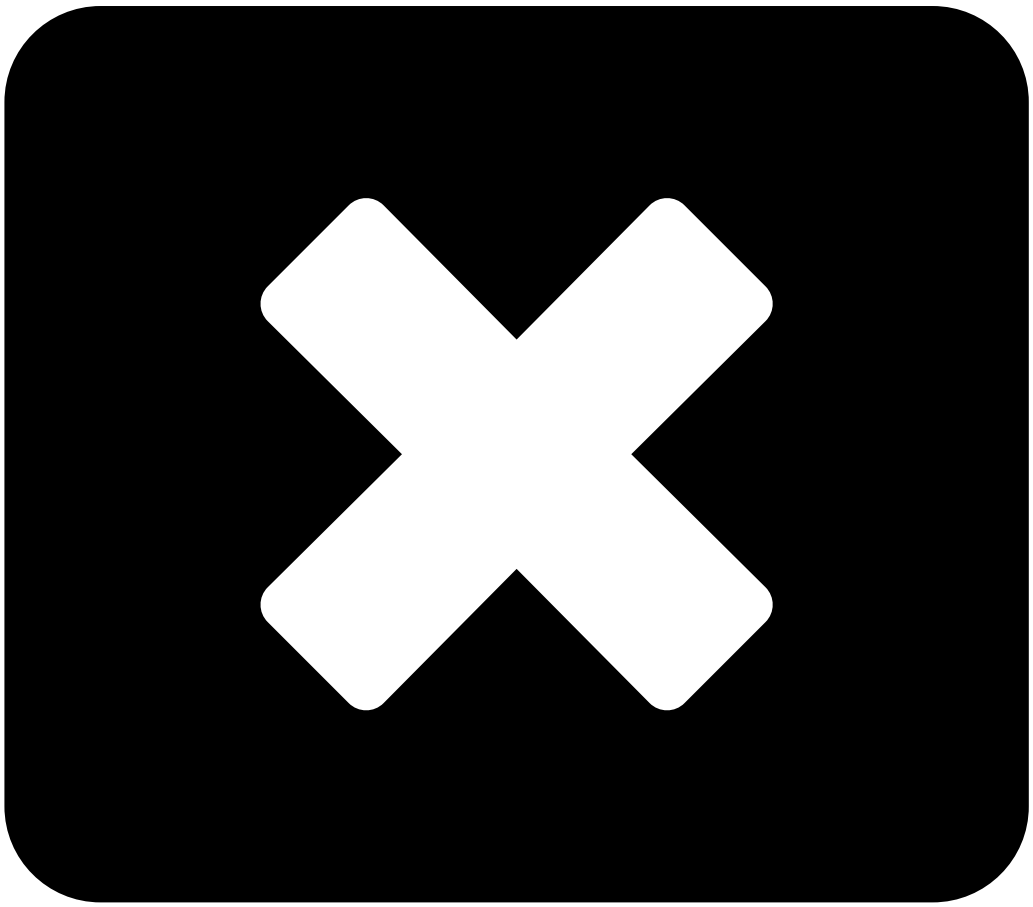
Reach out



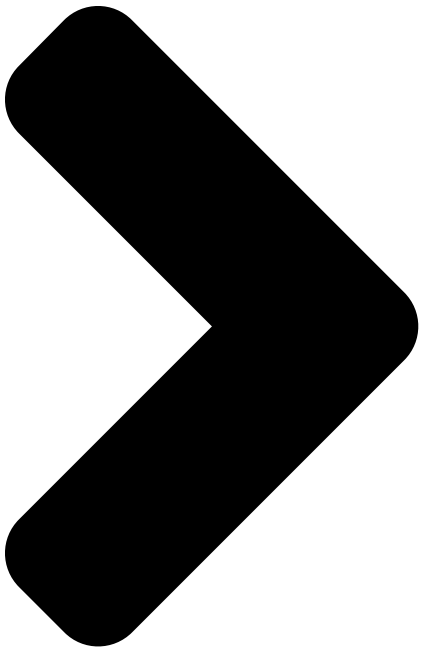


Some projects

Edit Template

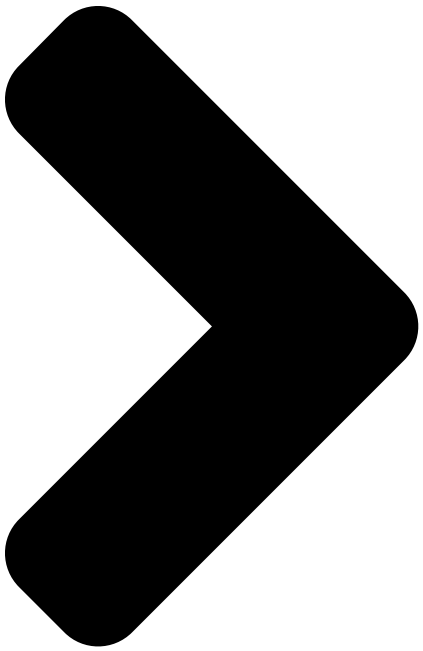


•

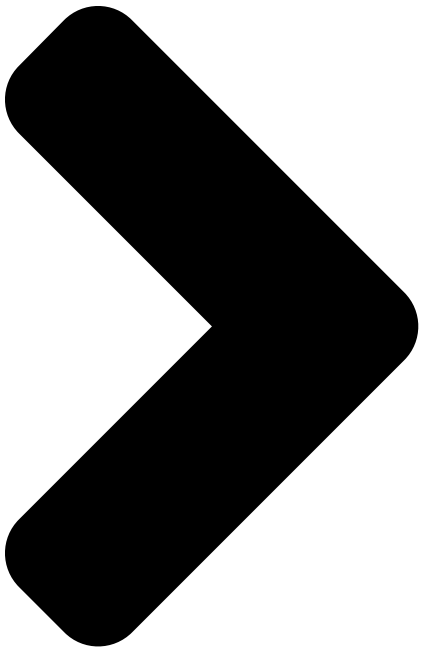


Services

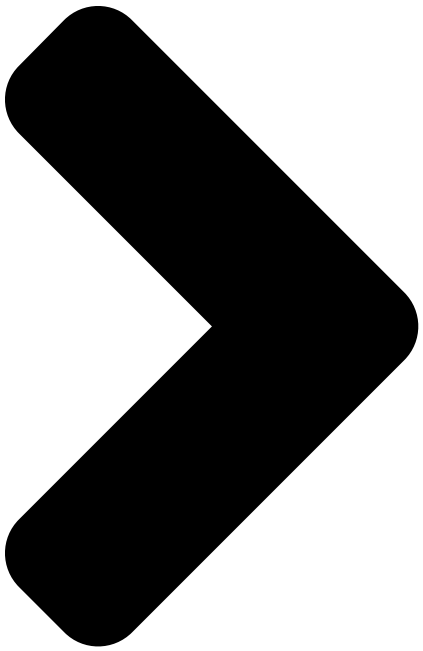
-



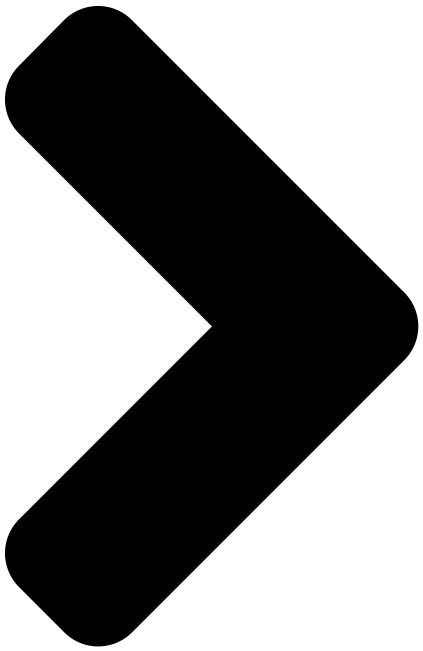
Web Design & Development



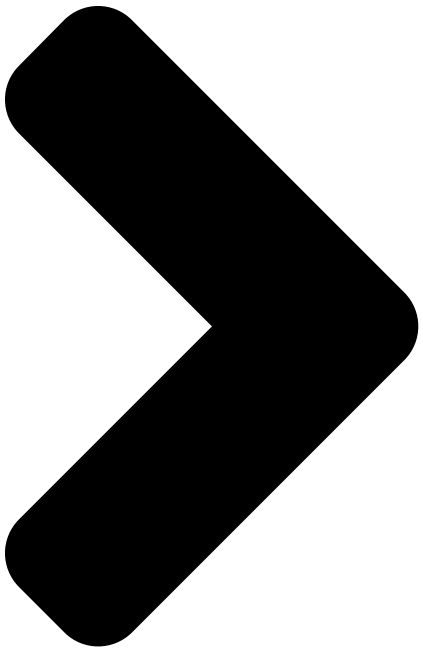
- Hosting
-



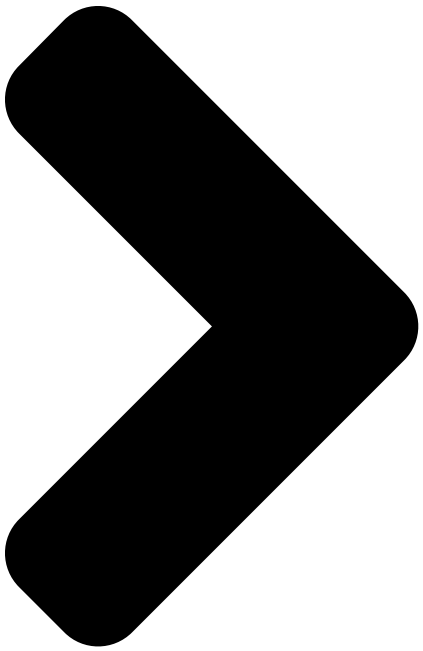
SEO/Ads/GMB/Speedup/Technical



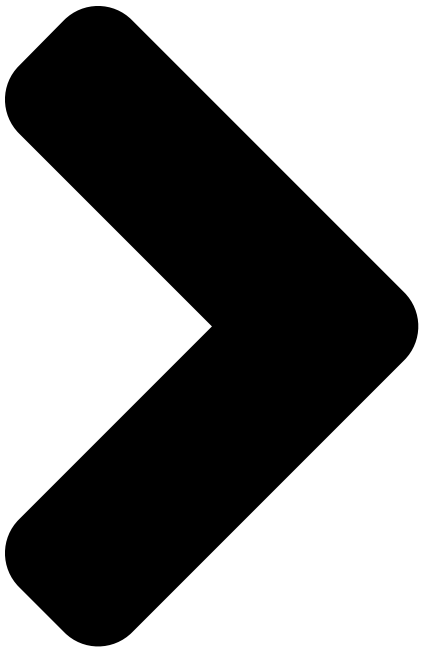
App Design & Development



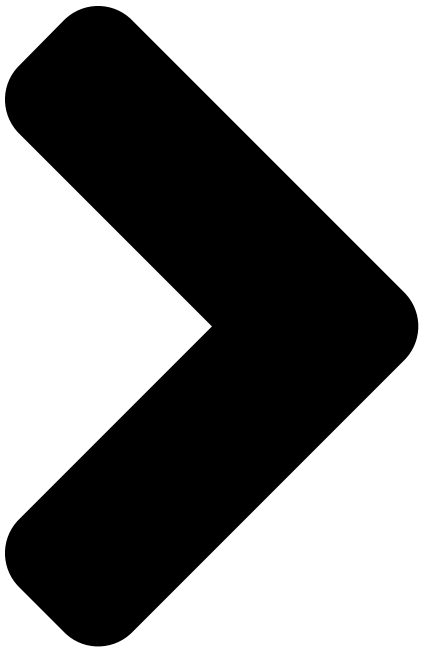
AI Agents



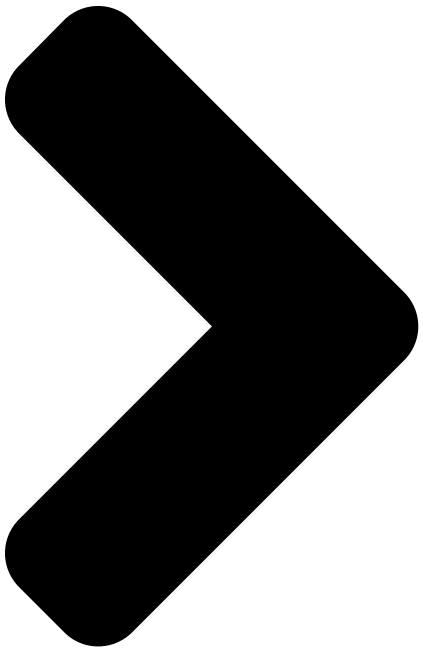
- e-Commerce
-



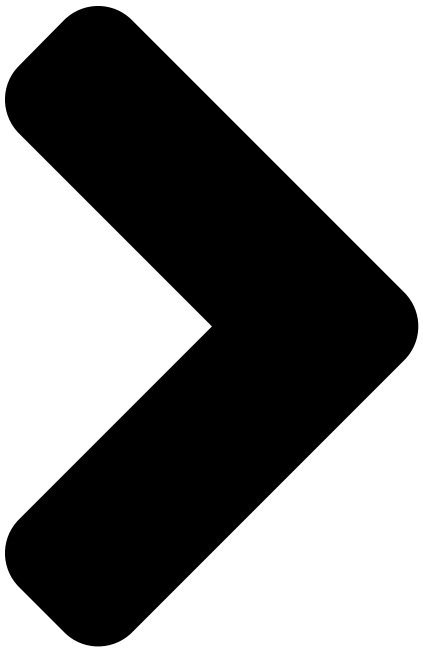
- Branding



- Social Media & Content Creation



- Graphic Design



- Copywriting & Translations

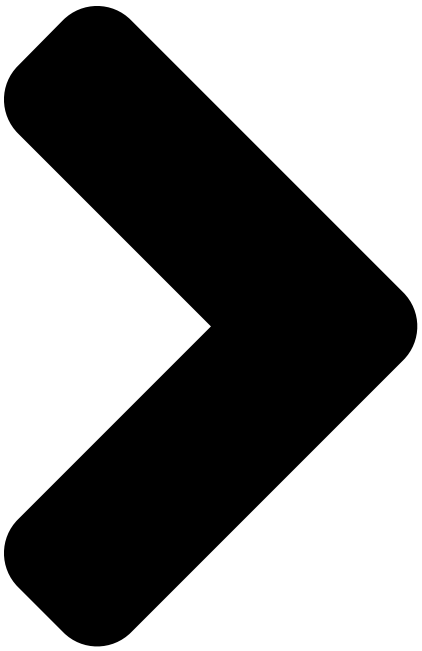


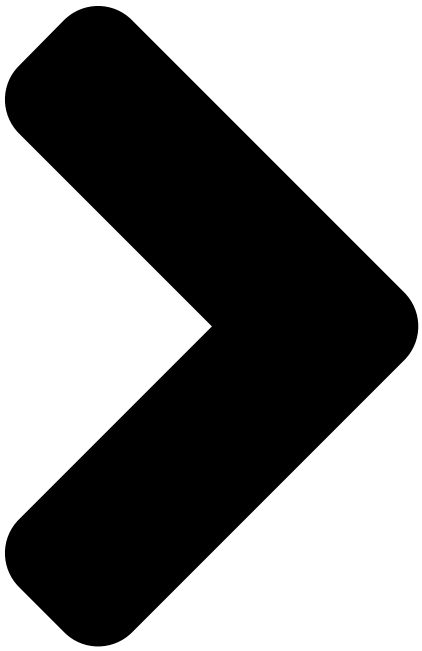
Photo- & Videography

Trending Topic

Publicity

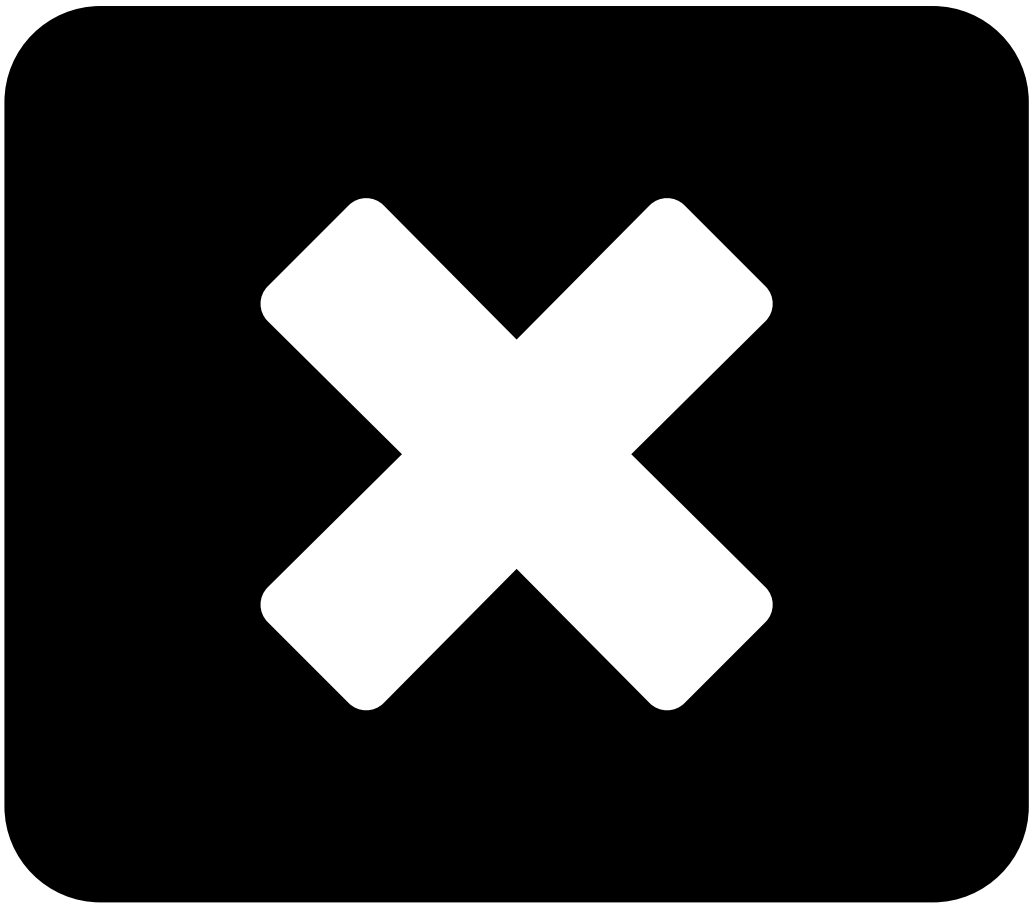
Calculate a quote
online yourself


Digital Solution

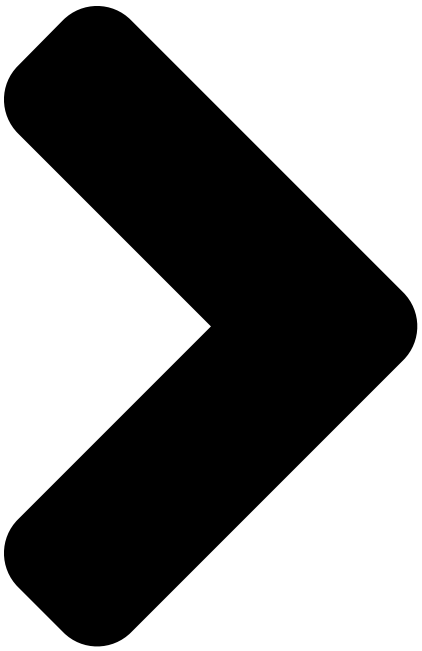


The way we work

Edit Template



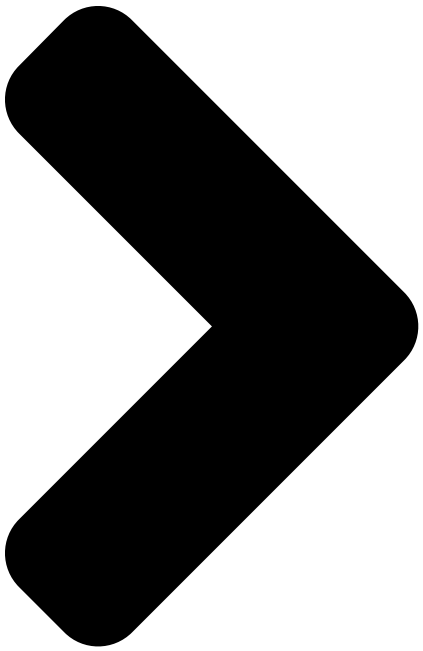
•



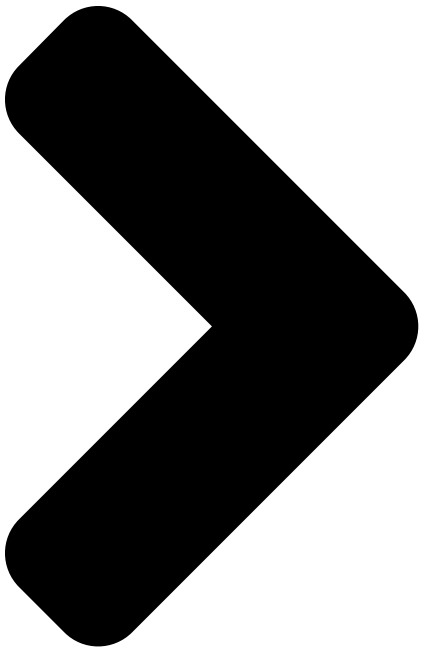
Realized projects

Calculators for your project costs

-

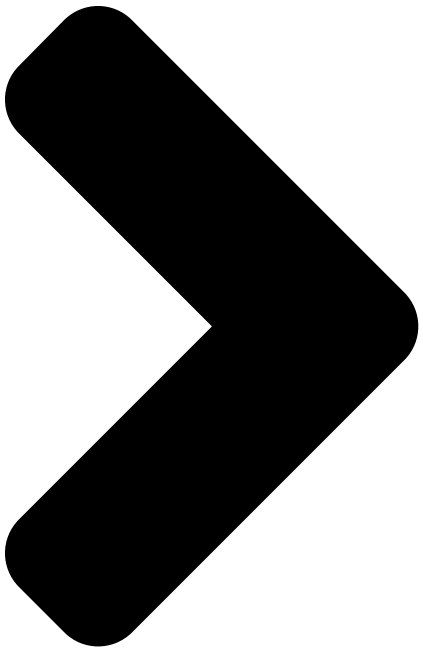


Request for detailed website quote

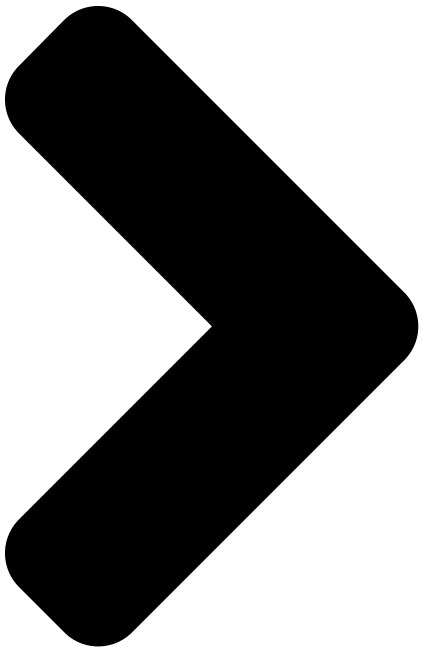


Overview cost calculators

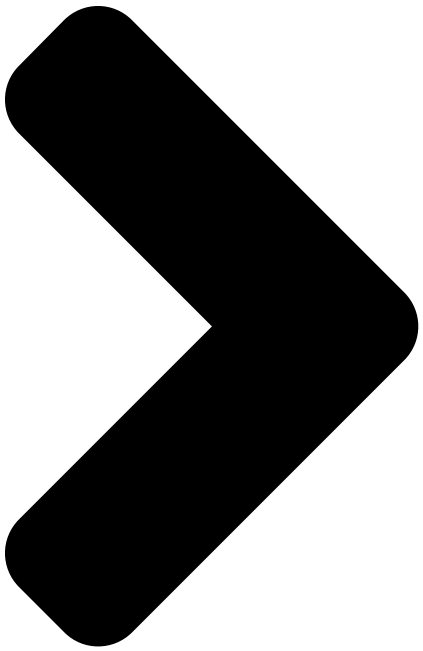
-



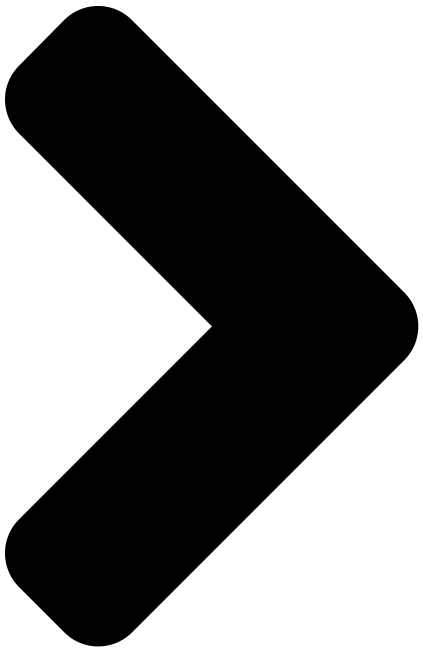
- Cost calculator for website



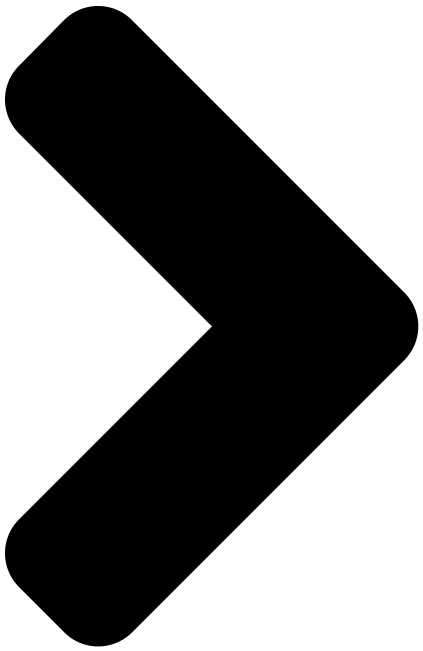
- Cost calculator AI Agent



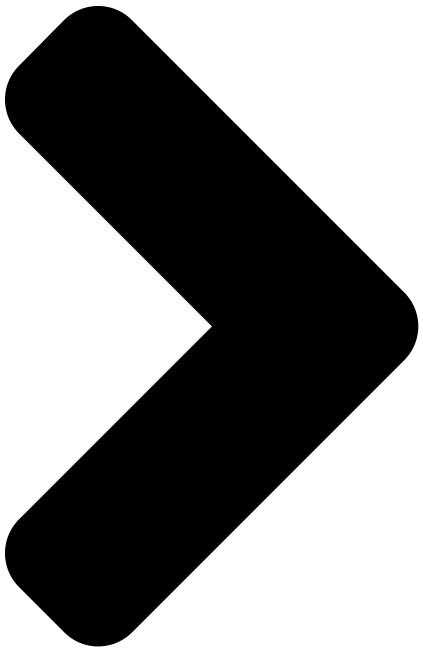
- Cost calculator App Development



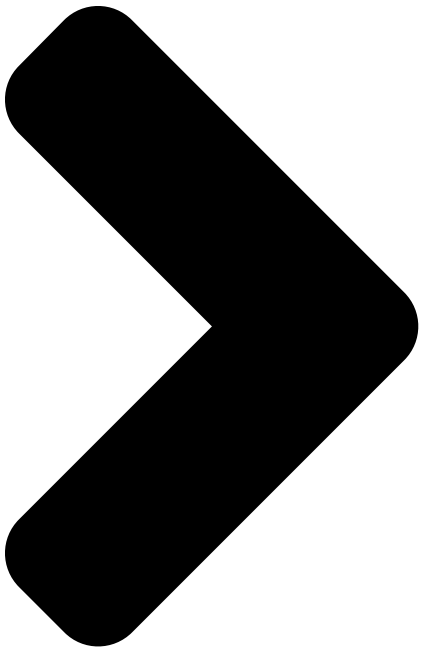
- Cost calculator : SEO/Ads/GMB/Speedup/Technical



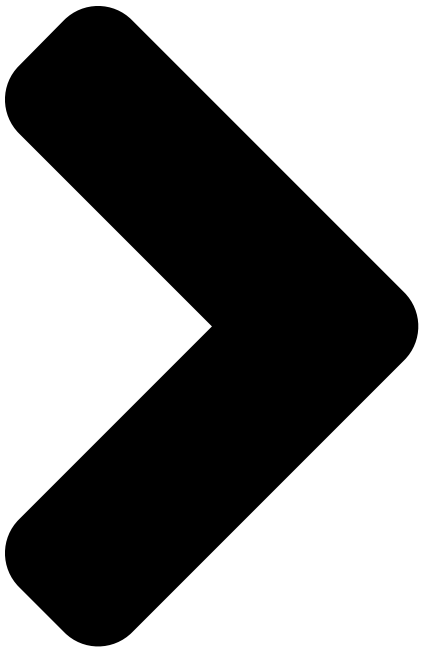
- Cost calculator e-commerce shop



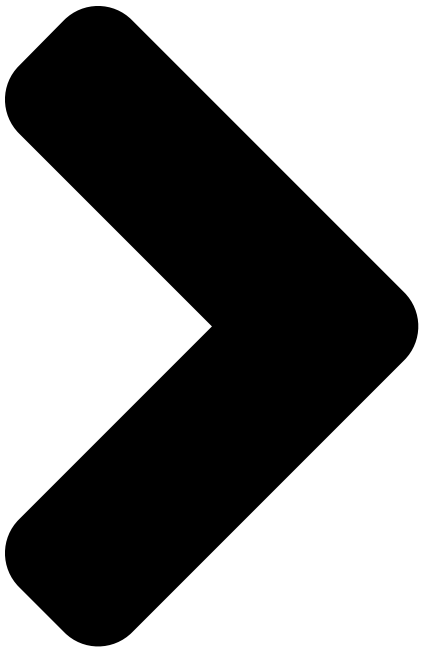
Contact us for branding



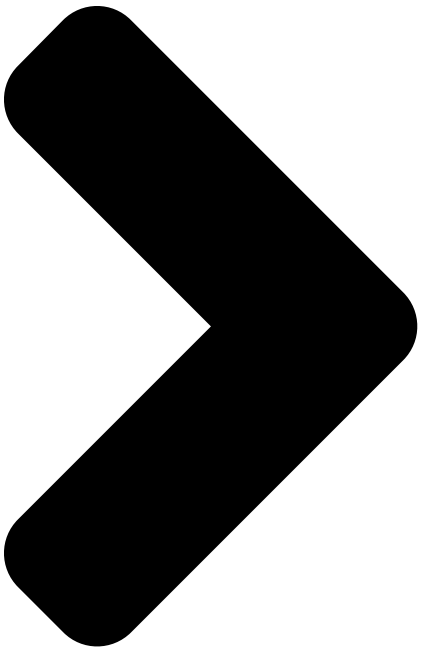
- Cost calculator Social Media Management



Cost calculator Graphic Design



- Cost calculator Copywriting & Translations



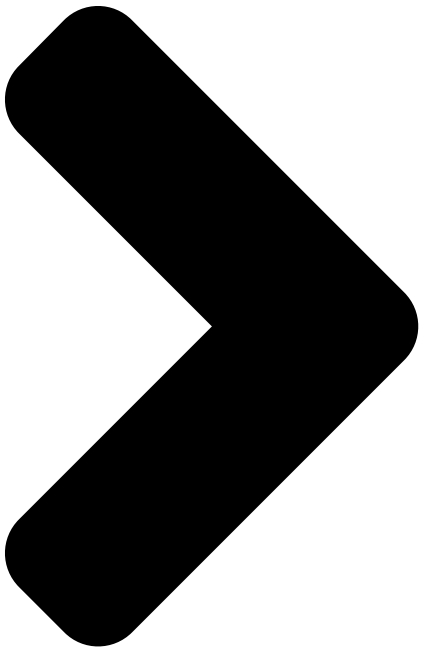
Cost calculator Photo- & Videography

Trending Topic

Publicity

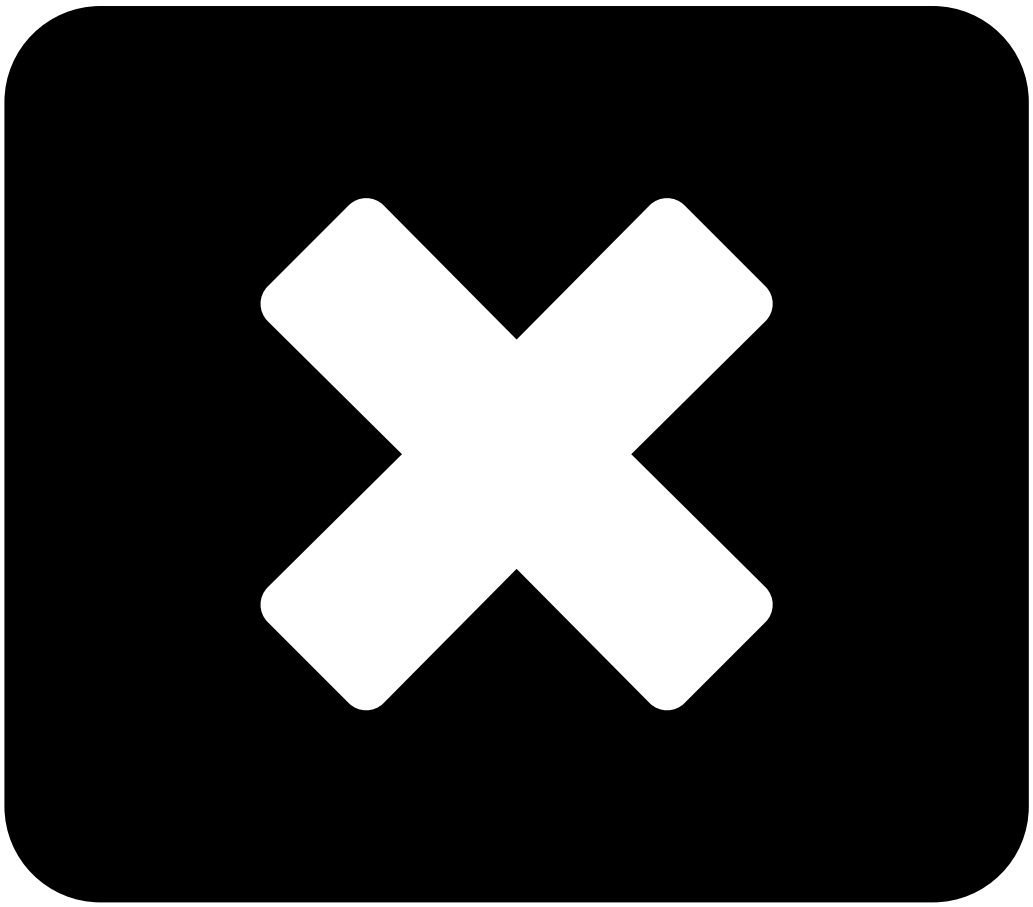
Interesting stuff to read


Digital Solution

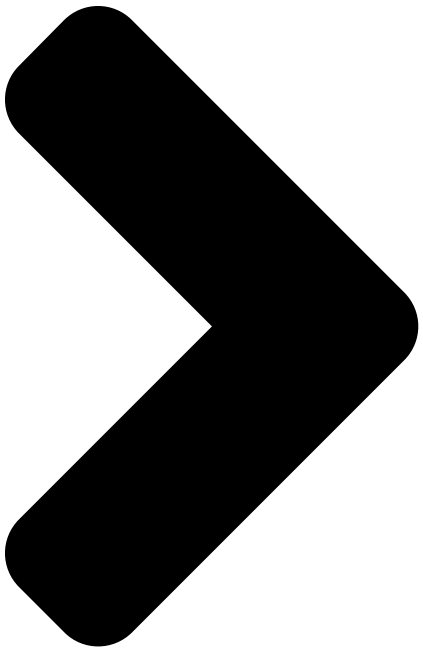


See More

Edit Template

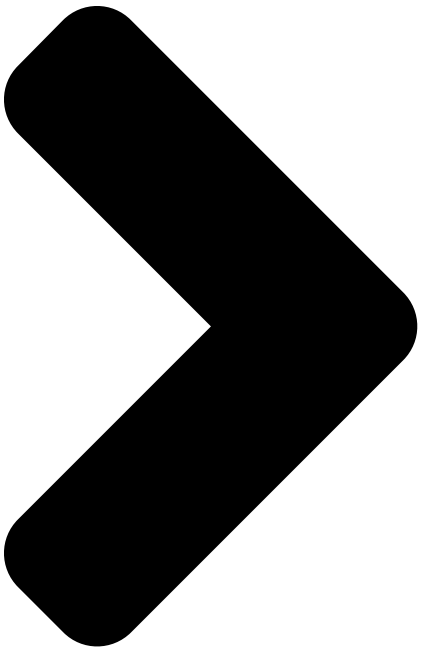


•



Blogs

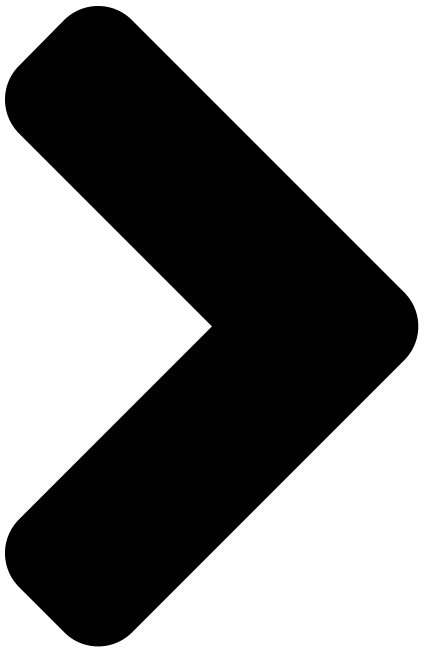
-



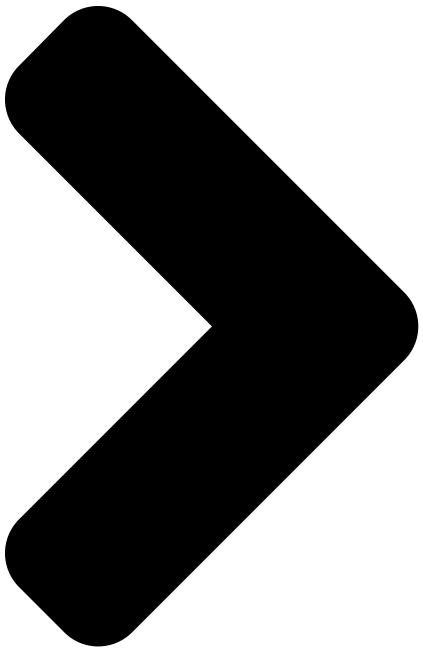
Request for detailed website quote

Some weekly posted topics

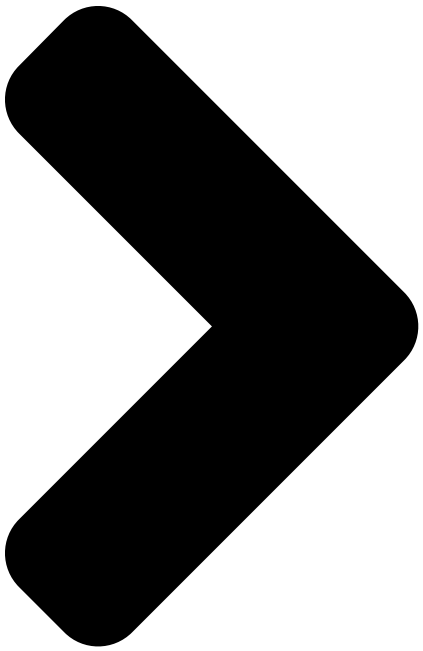
-



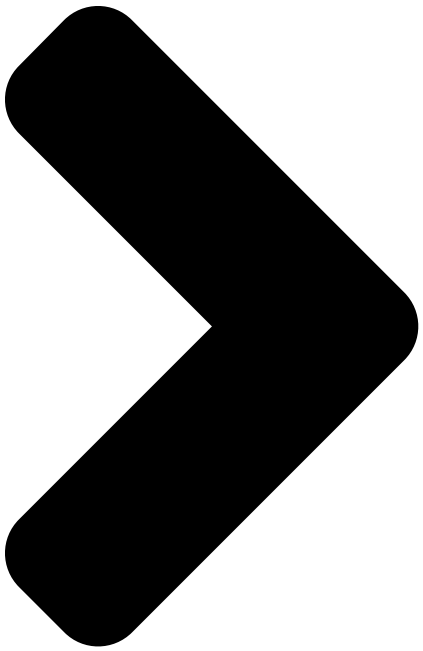
- Cheap Website vs. High Performance



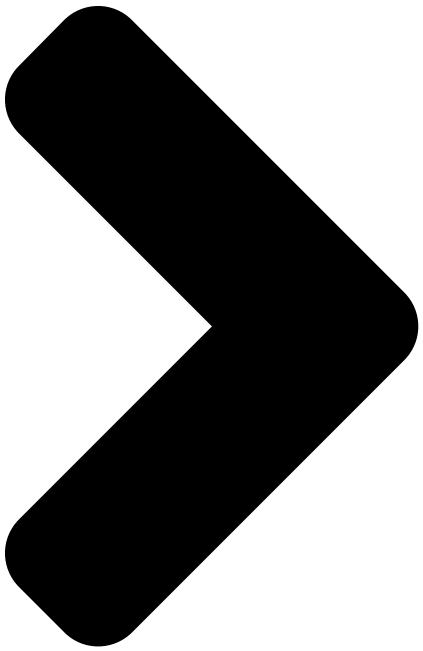
- What Is an AI Agent?



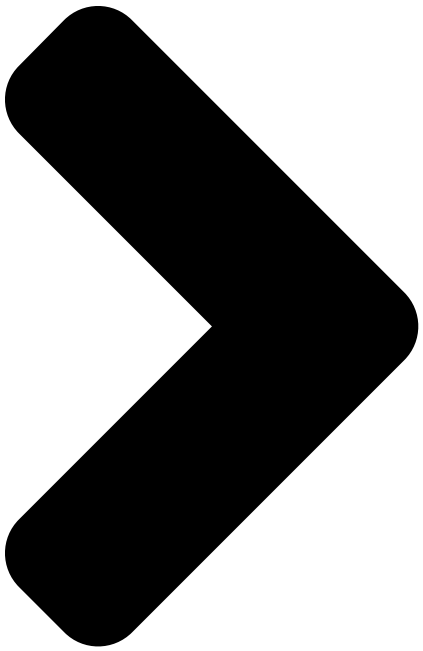
Client Communication in Digital Marketing



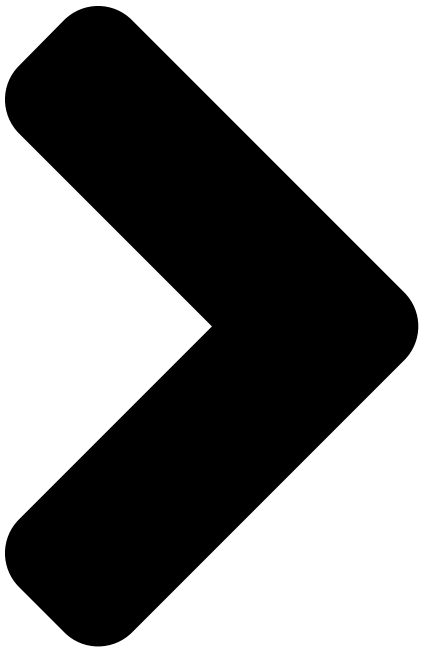
- Human Made Websites vs AI Websites



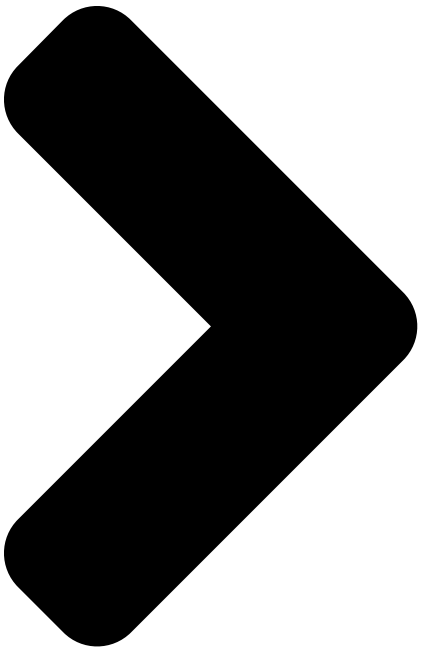
Your Digital Marketing Ecosystem Explained



- Mastering Answer Engine Optimization (AEO)



- Beware the Template Trap

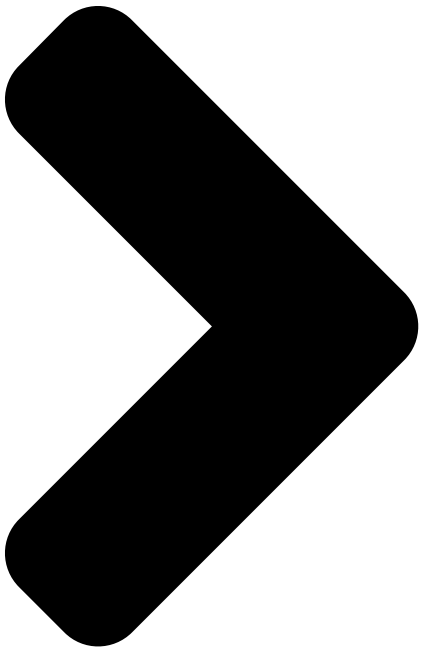


NWOW: Results Matter, Not Presence

Trending Topic

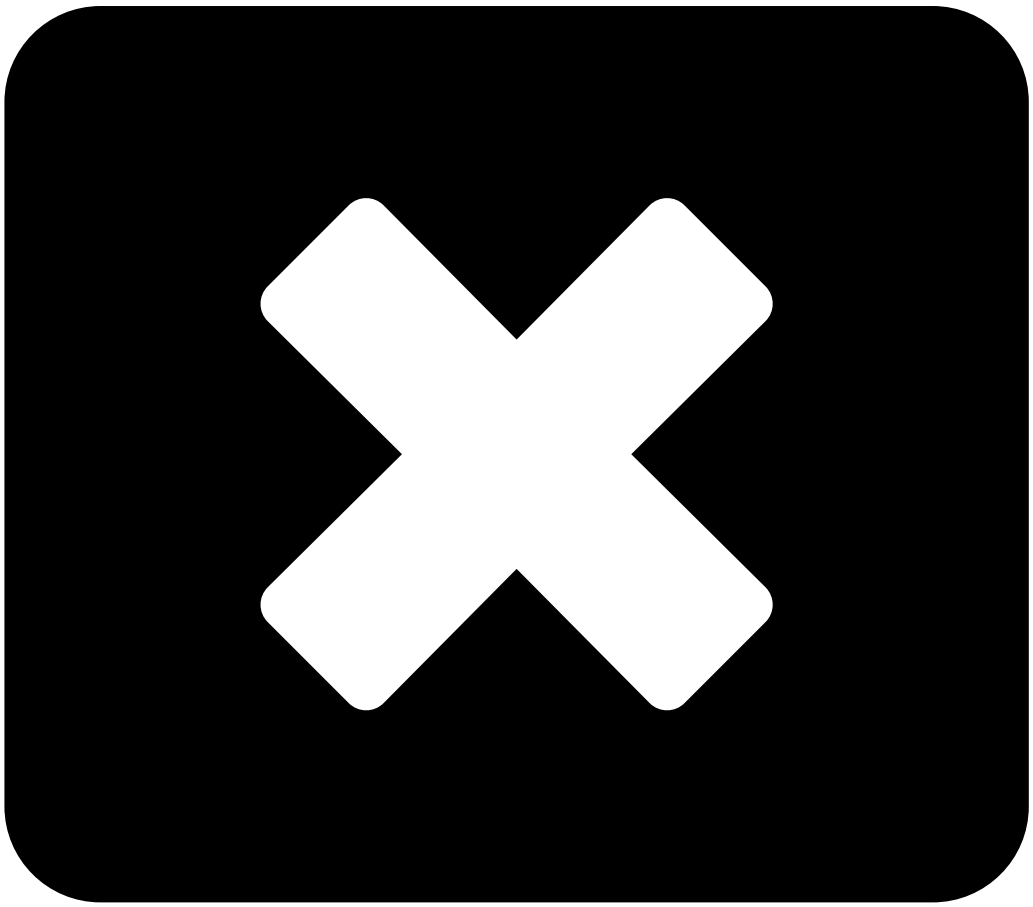
Publicity


Digital Solution

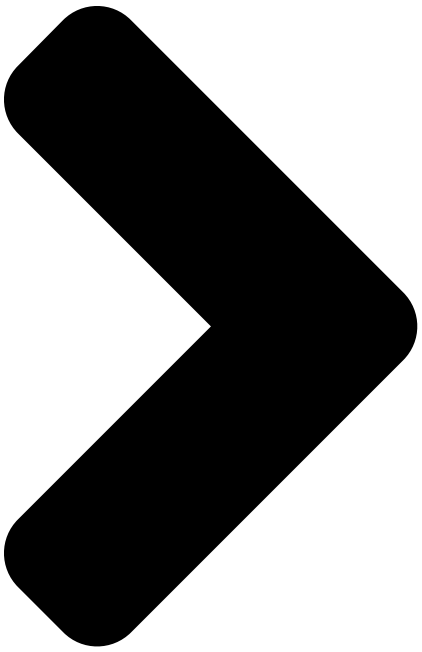


Who we are

Edit Template

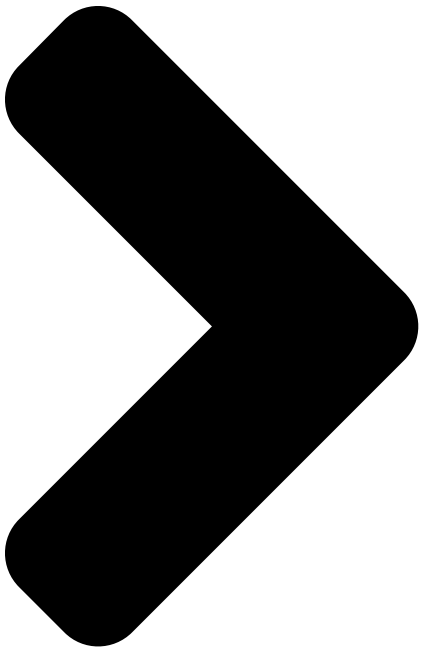


•

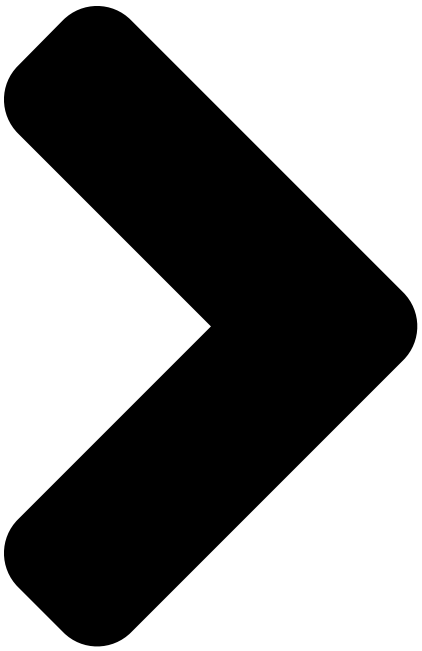


Contact us

-



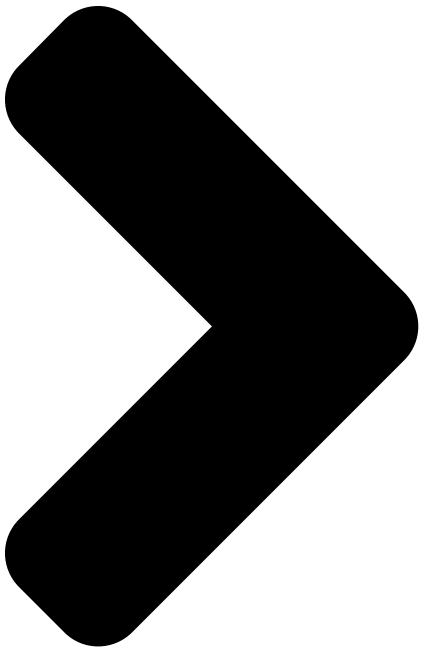
Request for detailed website quote



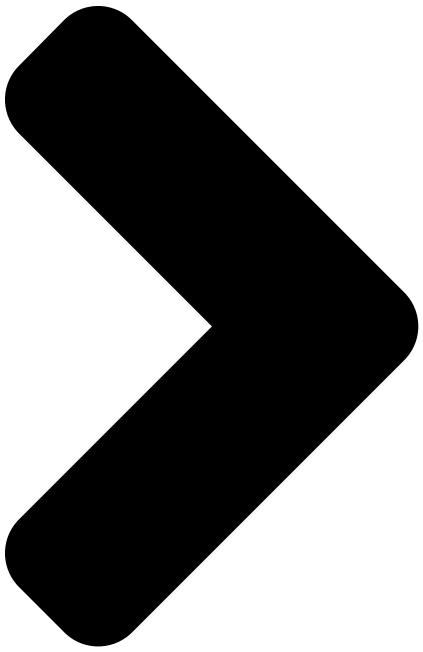
Affiliate program

Download for free

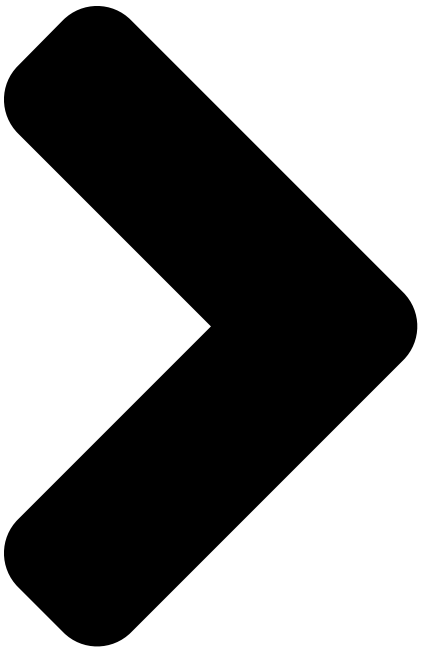
-



TSI Free Tools



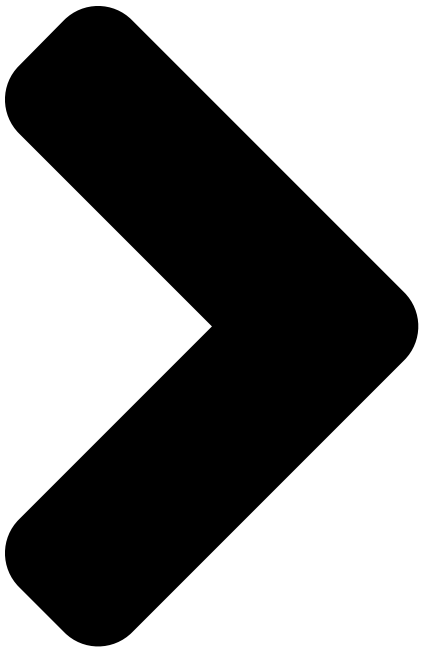
TSI Spam Blocker



TSI Downloadable Webp Converter

GSAP

-

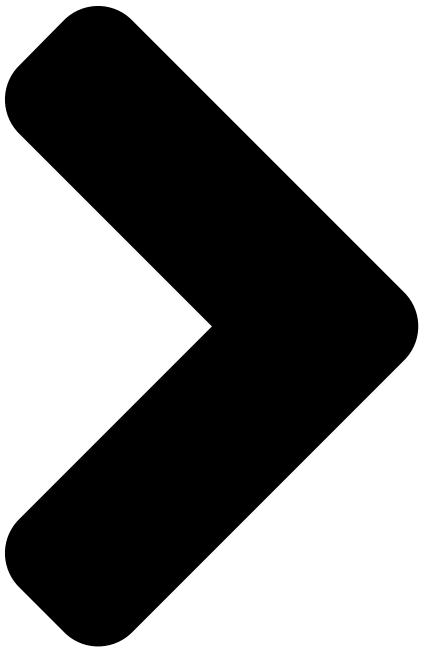


Demo site GSAP animation

Trending Topic

Publicity


Digital Solution



See More

Edit Template

Edit Template

Landing Page vs. Homepage

Get An Online Quote

Landing Page vs. Homepage

Understanding the Key Differences for Maximum Conversions

Your landing page isn’t just a page, it’s your frontline warrior. For businesses like those managed by TSI Digital Solutions, having a killer

landing page can mean the difference between a curious click and a conversion that boosts revenue. If you've ever wondered how a landing page is different from your homepage or how to create a high-performing one, this blog has all the answers. Let's dive in!

Landing Page vs. Homepage: What's the Difference?

At first glance, a landing page and a homepage might look similar, they're both pages on your website, after all. But **their purposes and structures are as different as night and day**.

For clients of TSI Digital Solution, we're here to clear the air and show you how to turn these pages into powerful marketing tools.

Purpose

- **Homepage:** Think of it as your digital lobby. Its job is to welcome visitors and introduce them to your brand. It covers multiple areas, your products, services, blog, contact info, and more.
- **Landing Page:** This is a laser-focused sales tool. Its sole purpose? To drive visitors to take a specific action, be it signing up for a newsletter, purchasing a product, or downloading an ebook.

Target Audience

- **Homepage:** Caters to a broad audience. It's the entry point for all types of visitors, from curious browsers to loyal customers.
- **Landing Page:** Designed for a specific audience segment, typically aligned with a marketing campaign. It speaks directly to their pain points and offers a solution.

Content and Design

- **Homepage:** Packed with navigation links, multiple calls to action (CTAs), and a variety of information. It's built for exploration.
- **Landing Page:** Clean and minimalistic. There's one clear CTA, and everything on the page like text, images, buttons, points to that action.

Conversion Rate

- **Homepage:** Lower conversion rates because of its general nature.
- **Landing Page:** Higher conversion rates because it's hyper-focused on a single goal.

Why Your Business Needs Both

Each page plays a critical role in your website's success.

- Use the **homepage** to introduce your business, build credibility, and guide visitors to explore your offerings.

- Use **landing pages** for campaigns, promotions, or specific actions, ensuring you convert traffic into measurable results.

The Purpose of a Landing Page

Why should you invest in landing pages? Because they're designed to deliver measurable results.
Here's what a great landing page does:

- **Grabs Attention:** The headline hooks visitors immediately.
- **Builds Trust:** It highlights your value proposition with clear, persuasive language.
- **Encourages Action:** A clear, compelling CTA directs users toward the goal.
- **Measures Success:** Analytics tools track conversions, helping you tweak for better results.

How to Structure a High-Converting Landing Page

A top-notch landing page isn't thrown together, it's a carefully crafted masterpiece. Here's the blueprint:

Attention-Grabbing Headline

This is your first impression. Keep it short, clear, and benefit-focused. For example:
"Boost Your Social Media Engagement Today!"

Supporting Subheadline

Add a little more context to your headline. Highlight the value you're offering in one or two lines.

High-Quality Visuals

Images or videos should complement your message. If you're offering a service, show happy customers using it.

Persuasive Copy

Speak to your audience's pain points and explain how your solution helps. Use bullet points for scannability and avoid jargon.

Trust Signals

Include testimonials, reviews, or logos of brands you've worked with. Trust is key!

A Single, Clear Call to Action (CTA)

Use action-oriented language like "Get Started," "Sign Up Now," or "Claim Your Free Trial." Make it stand out with a contrasting button color.

Mobile Responsiveness

Over half of web traffic comes from mobile devices. Ensure your page looks great on any screen size.

Fast Loading Speed

A delay of even one second can reduce conversions. Optimize your images and code to keep load times lightning-fast.

What Makes a Landing Page Stand Out?

- **Interactive Elements**
  From calculators to quizzes, interactive tools engage visitors and keep them on the page longer.

- **Personalization**
  Use dynamic content to tailor your message based on visitor demographics, behavior, or location.

- **A/B Testing**
  Never settle for “good enough.” Test different headlines, CTAs, and designs to find the best-performing version.

- **Storytelling**
  Don’t just sell, connect. Share a story that resonates with your audience, weaving emotion into your message.

Why TSI Digital Solution is Your Landing Page Partner

Creating landing pages that convert isn’t just about good design, it’s about strategy, psychology, and understanding your audience. At **TSI Digital Solution**, we specialize in crafting landing pages that don’t just attract clicks but turn those clicks into loyal customers.

Here’s how we do it:

- **Deep Dive Analysis:** We study your target audience to understand what drives them.
- **Custom Designs:** Each landing page is tailored to fit your brand and goals.
- **SEO Excellence:** Our pages are optimized to rank high on search engines and bring in organic traffic.
- **Performance Tracking:** We use analytics to measure success and refine for even better results.

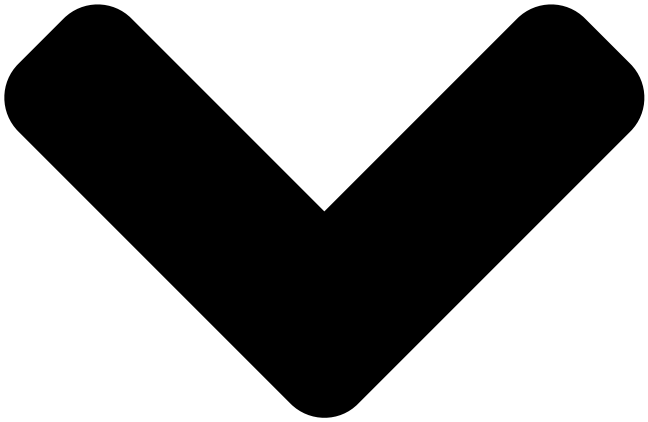
Landing Page vs. Homepage: The Verdict

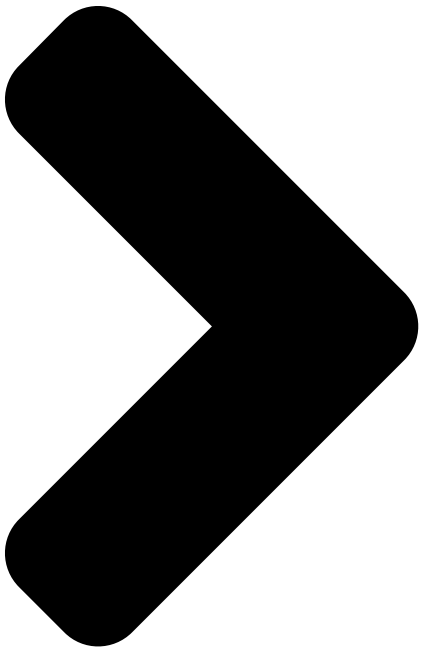
Both landing pages and homepages are essential, but they serve very different purposes. By understanding these differences, you can create a website that not only attracts visitors but also converts them into loyal customers.

A landing page isn’t just another page on your website, it’s a powerful tool that can transform your business. By understanding its purpose, structure, and differences from a homepage, you can leverage it to skyrocket your conversions.

Frequently Asked Questions (FAQ)

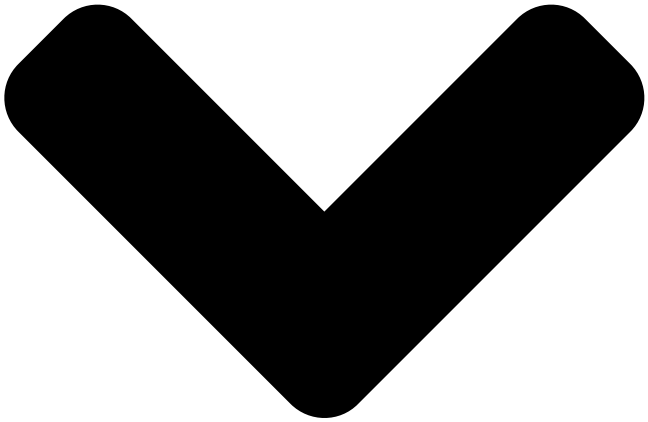
What is the main difference between a landing page and a homepage?

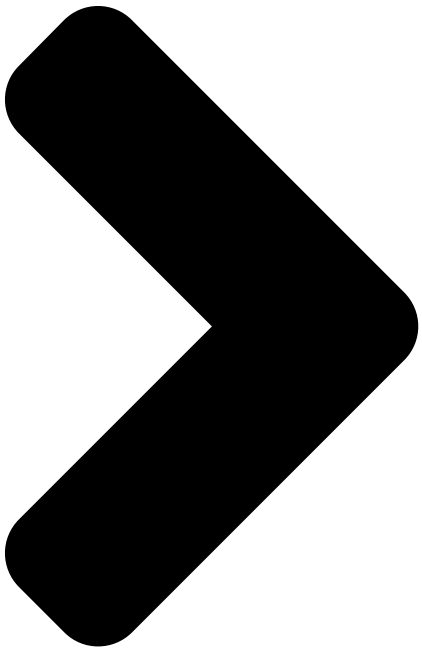




The core difference is their purpose. A homepage is a general introduction to your brand, like a digital lobby, with multiple links and information. A landing page is a laser-focused sales tool designed to make visitors take one specific action, like signing up or purchasing.

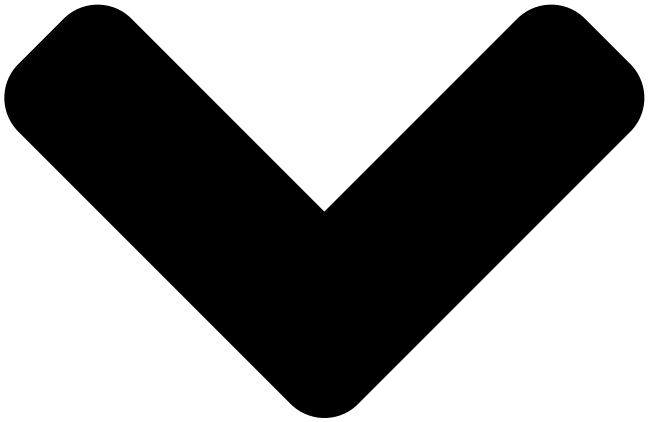
Which page typically has a higher conversion rate, a homepage or a landing page?

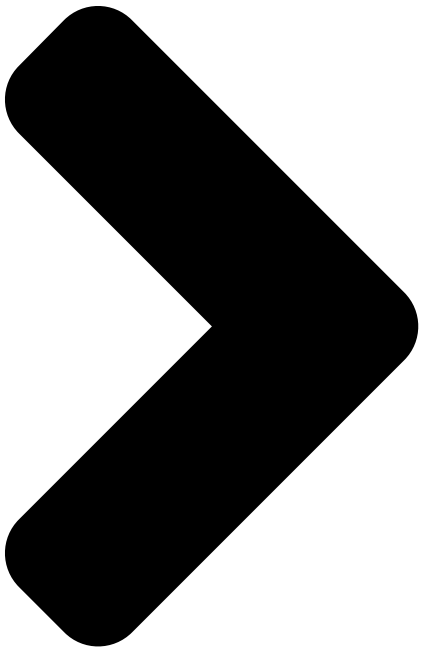




Landing pages are designed for higher conversion rates. They are hyper-focused on a single goal with one clear call to action, whereas homepages have lower conversion rates due to their general nature and multiple distractions.

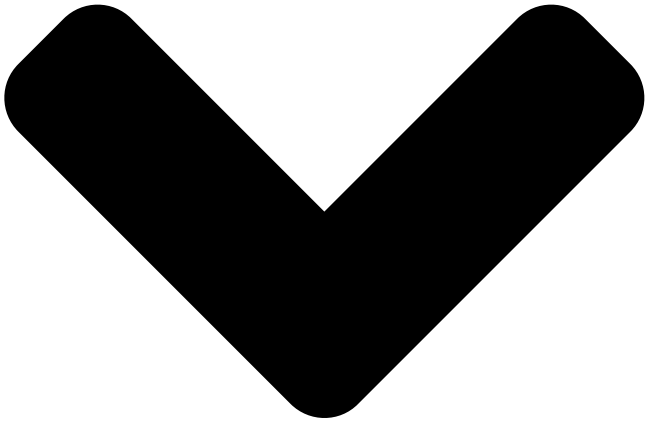
Should I use a homepage or a landing page for my marketing campaign?

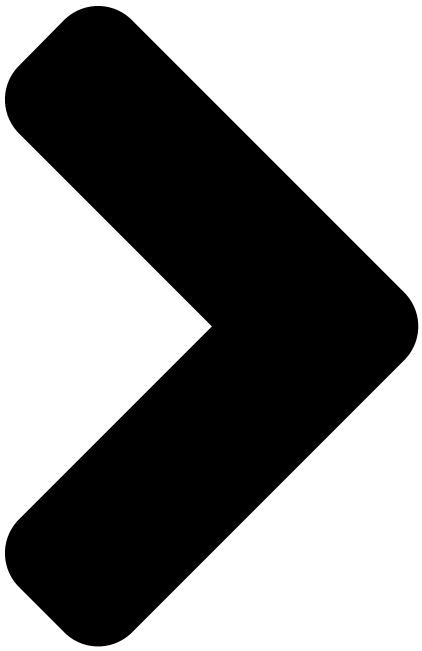




You should use a landing page for campaigns. Landing pages are built for specific audience segments and campaigns, speaking directly to visitor pain points with minimal distractions to drive a measurable action, like a download or sign-up.

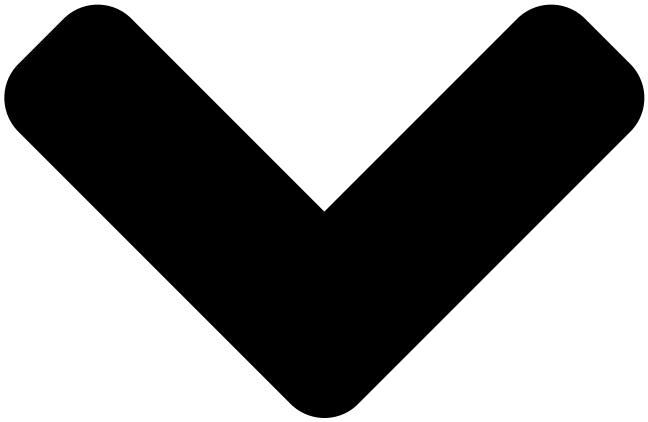
How is the design of a landing page different from a homepage?

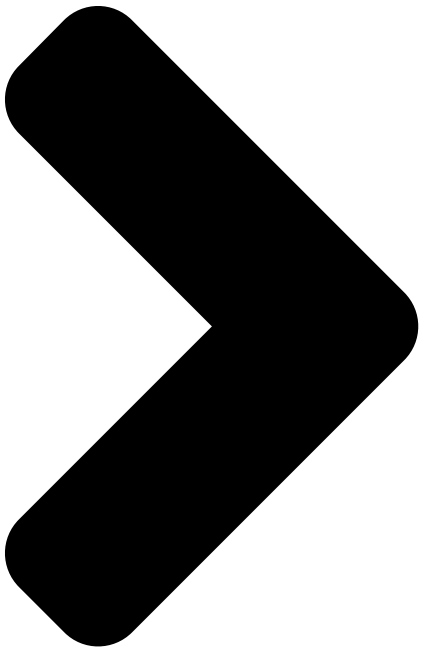




A homepage is packed with navigation and multiple calls to action for exploration. A landing page has a clean, minimalistic design with only one clear CTA. All elements—text, images, buttons—point toward that single action.

What are the key elements of a high-converting landing page?





A high-converting landing page includes an attention-grabbing headline, persuasive copy addressing pain points, high-quality visuals, trust signals like testimonials, a single clear CTA, mobile responsiveness, and fast loading speed.

The core difference is their purpose. A homepage is a general introduction to your brand, like a digital lobby, with multiple links and information. A landing page is a laser-focused sales tool designed to make visitors take one specific action, like signing up or purchasing.

Landing pages are designed for higher conversion rates. They are hyper-focused on a single goal with one clear call to action, whereas homepages have lower conversion rates due to their general nature and multiple distractions.

You should use a landing page for campaigns. Landing pages are built for specific audience segments and campaigns, speaking directly to visitor pain points with minimal distractions to drive a measurable action, like a download or sign-up.

A homepage is packed with navigation and multiple calls to action for exploration. A landing page has a clean, minimalistic design with only one clear CTA. All elements—text, images, buttons—point toward that single

action.

A high-converting landing page includes an attention-grabbing headline, persuasive copy addressing pain points, high-quality visuals, trust signals like testimonials, a single clear CTA, mobile responsiveness, and fast loading speed.

Reach Out to Us

Let’s create something extraordinary together.

At TSI Digital Solution, we don’t just build landing pages, we build bridges between you and your customers. Ready to elevate your digital presence?

Contact TSI Digital Solution today and let your landing page do the talking.

Leave a Reply

Logged in as Ralf. Edit your profile. Log out? Required fields are marked *

Message*

Post Comment

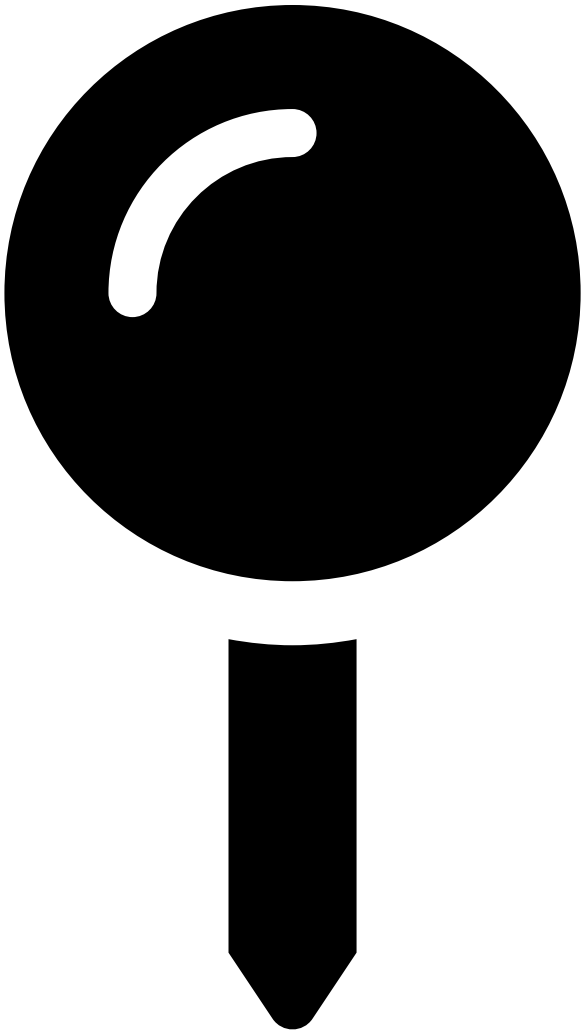
Go Back >

Get in Touch



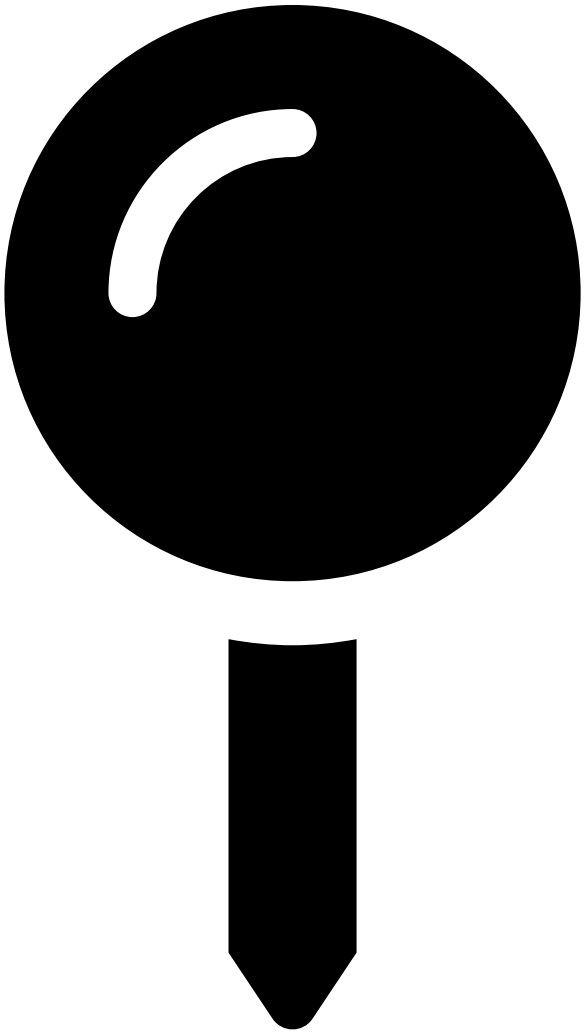
We Reflect Your Wishes

Contact



TSI Digital Solution
(Brand of PT Tripple SoRa Indonesia)

Jl. Sunset Road No.815 Seminyak, Kuta, Badung, Bali – 80361, Indonesia

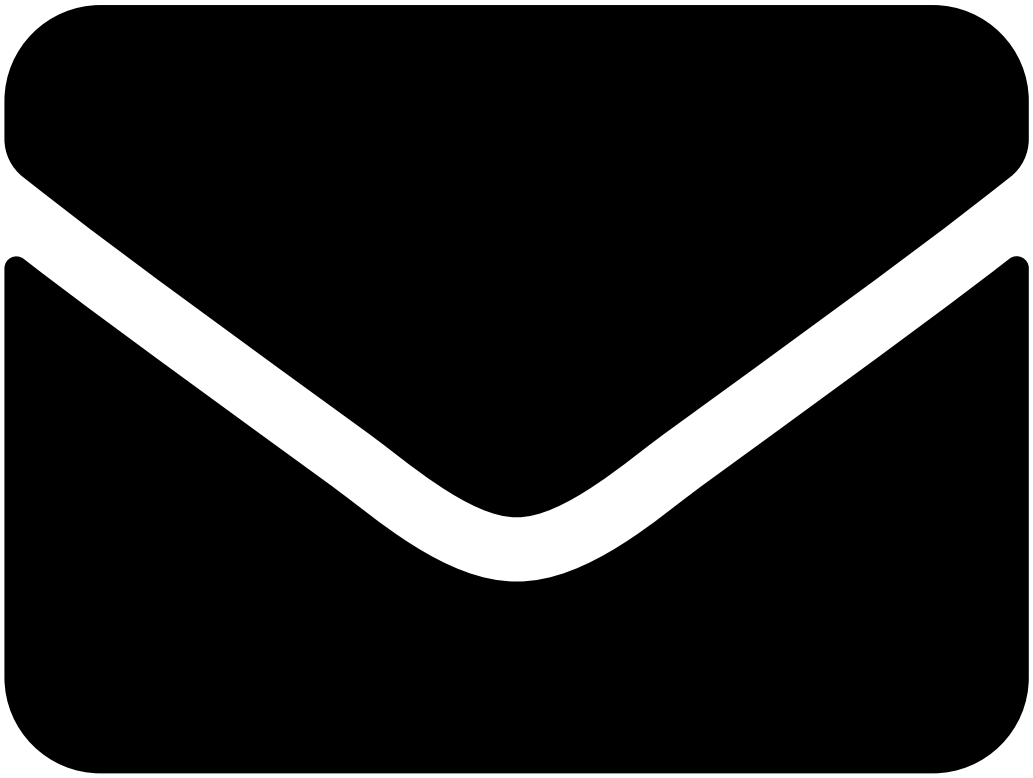


TSI Digital Solution
(Brand of PT Tripple SoRa Indonesia)

Jl. Sunset Road No.815 Seminyak, Kuta, Badung, Bali – 80361, Indonesia



+(62) 813-3936-1507



contact@tsidigitalsolution.com

Services

- Website/e-Commerce
- Apps
- AI Agents
- Technical/SEO
- Branding
- Social Media
- Graphic Design

- Copywriting
- Photo-& Videography



tsidigitalsolution.com
tsidigitalsolution.be
tsidigitalsolution.nl

Copyright © 2022 –

TSI Digital Solution | All rights reserved.

Edit Template