

Homepage vs. Landing Page

Learning objective: You'll learn to distinguish between a homepage and a landing page strategically, quantify the economic difference with a simple euro calculation, and make data-driven decisions about when a dedicated landing page delivers a better ROI.

Key Takeaways

- For every campaign, check whether your offer is immediately recognizable on the landing page.
- Cut distractions on your landing page to an absolute minimum.
- Test homepage against landing page whenever the budget allows.
- The homepage is for navigation; the landing page is for conversion.
- Attention ratio, message match, and intent match drive conversion.
- Every channel has its own temperature, and your page needs to reflect it.

Framework steps

1. **Define your goal**
2. **Choose your page type**
3. **Check the match**
4. **Measure conversions**
5. **Ad copy**
6. **Check the headline**
7. **Align the image**

Key points at a glance

RELEVANCE

What This Means for Your Ad Budget

Every paid visitor costs money. If the page doesn't match the offer, they'll bounce.

CONCEPT

The Homepage Is an Entrance, Not a Salesperson

A homepage has to serve many goals at once: navigation, brand image, product range, careers, support.

A landing page is built for a single campaign or offer.

Results

Attention ratio describes the relationship between the number of possible actions and the one desired goal.

CONCEPT

Message Match: Delivering on the Promise

The landing page headline, image, and CTA must match the ad copy.

CONCEPT

Conversion Scent: the red thread from ad to button

Conversion scent means color, wording, offer, and visual language stay consistent throughout the entire journey.

Decision matrix

If...	Then...
Paid traffic with a specific offer	almost always a landing page.
Brand or re-engagement campaigns	a homepage can be enough.

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.