

Hidden Landing Pages Process

- ✓ **Make sure that you have an analytics program installed**
- ✓ **Identify your target market**
- ✓ **Create the ad that will direct them to the Landing Page**
 - **Church ads**
 - **Yellowpages**
 - **Billboard**
 - **AdWords**
- ✓ **Create tracking code - Google's URL Builder Tool**
- ✓ **Create your landing page**
- ✓ **Have a CTA on that page - phone, reg form,**
- ✓ **Track your results**