



CLASS 07

The Anatomy of a Landing Page

Professor: Angela Hicks

Inbound Certification

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1

HOW DO YOU USE A
LANDING PAGE?

The Conversion Process

Call-to-Action

Essential Guide to:



Member Engagement

Free Ebook

[Read Now](#)

Landing Page

 [Sign In](#)

Ebook: The Essential Guide to Member Engagement

Learn how to better engage your members, increase participation, and empower them to take action!



Trade associations, advocacy groups, and chambers of commerce all have one thing in common... **They need to increase member engagement!** But how?

Coming up with creative ways to engage members and increase participation is challenging... so, we have some ideas for you! Learn the best practices and creative ways to engage members with our new ebook, "The Essential Guide to Member Engagement".

In this member engagement guide you will learn:

- How member engagement works
- The Top 5 reasons why members don't engage!
- How to utilize the member advocacy tri-fecta: Educate, Engage, Empower

Download the FREE ebook today!

Get Your Copy Now!

First Name *

Last Name *

Email (we will keep your email completely private) *

Type of Organization: *

-Choose One-

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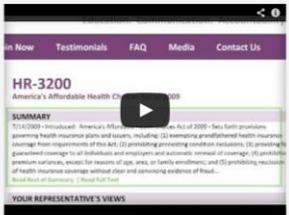
Thank You Page

 [Sign In](#)

Thank you! Grab your ebook below.

[Click Here >>> to Download Your EBook!](#)

Thank you for downloading Votility's ebook, "The Complete Guide to Member Engagement". Watch this video to learn more about Votility.



Request A Live Demo of Votility

After you read our guide, get a live demo of the Votility's Enterprise Software. Our member engagement experts will provide you with advice on increasing engagement and tracking your results.

First Name *

Last Name *

Email (we will keep your email completely private) *

Phone *

Type of Organization: *

-Choose One-

When are you available for a demonstration? *

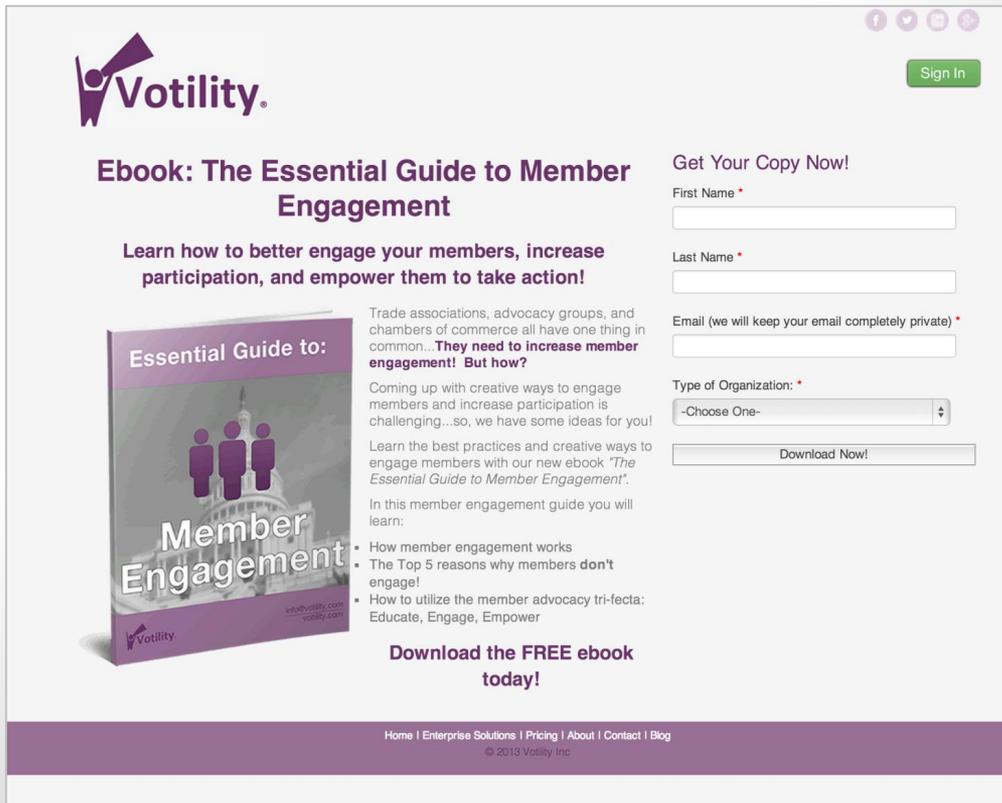
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Landing pages are your digital **sales reps.**

All landing pages
use a form to
gather information.



The screenshot shows a landing page for an ebook. At the top left is the Votility logo, which consists of a stylized purple figure holding a megaphone next to the word 'Votility'. In the top right corner, there are social media icons for Facebook, Twitter, LinkedIn, and YouTube, and a green 'Sign In' button. The main heading is 'Ebook: The Essential Guide to Member Engagement' in a bold, purple font. Below this is a sub-heading: 'Learn how to better engage your members, increase participation, and empower them to take action!'. To the left of the text is a 3D rendering of the ebook cover, which features the title 'Essential Guide to: Member Engagement' and an image of three stylized purple figures in front of a building. To the right of the cover is a list of bullet points: 'Trade associations, advocacy groups, and chambers of commerce all have one thing in common... **They need to increase member engagement! But how?**', 'Coming up with creative ways to engage members and increase participation is challenging...so, we have some ideas for you!', 'Learn the best practices and creative ways to engage members with our new ebook *'The Essential Guide to Member Engagement'*.' and 'In this member engagement guide you will learn:'. Below the list are three bullet points: 'How member engagement works', 'The Top 5 reasons why members **don't** engage!', and 'How to utilize the member advocacy tri-fecta: Educate, Engage, Empower'. To the right of the text is a form titled 'Get Your Copy Now!' with fields for 'First Name', 'Last Name', and 'Email (we will keep your email completely private)'. There is also a dropdown menu for 'Type of Organization' with '-Choose One-' selected. A 'Download Now!' button is at the bottom of the form. At the very bottom of the page is a purple footer bar with the text 'Home | Enterprise Solutions | Pricing | About | Contact | Blog' and '© 2013 Votility Inc.'.

Votility.

Ebook: The Essential Guide to Member Engagement

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Essential Guide to:
Member Engagement

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Email (we will keep your email completely private) *

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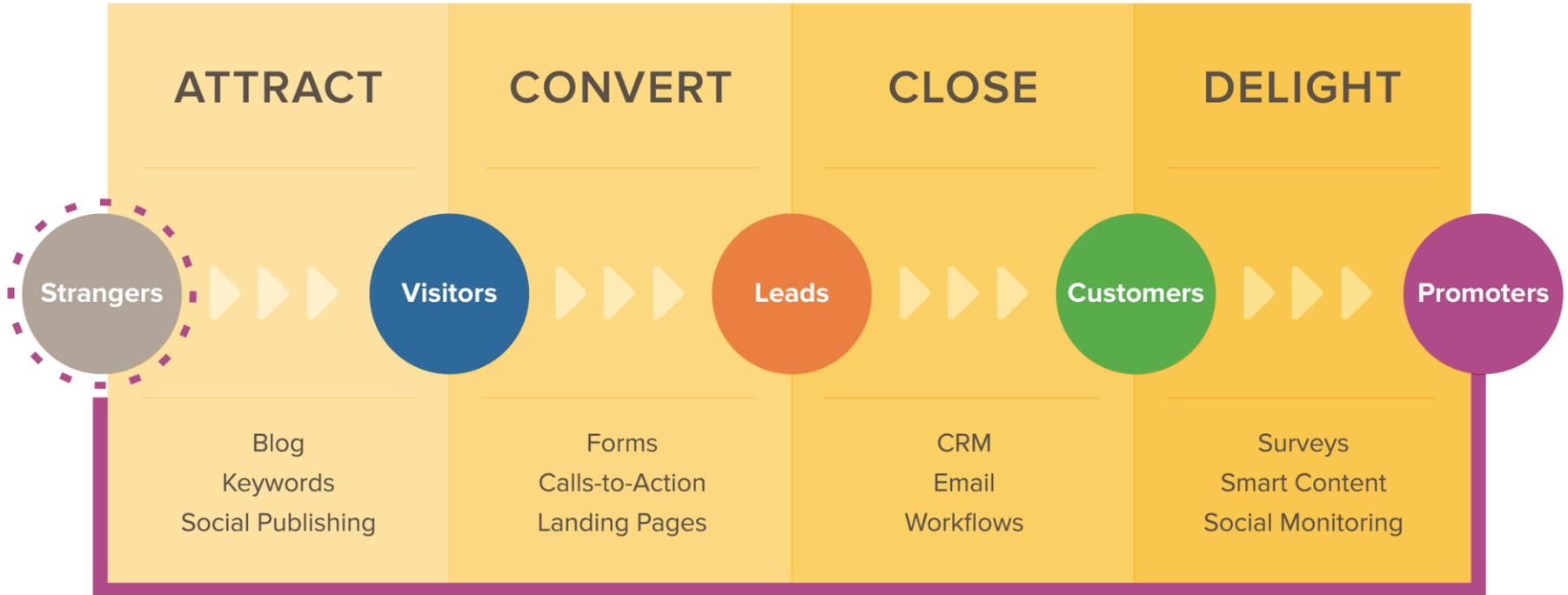
-Choose One-

Download Now!

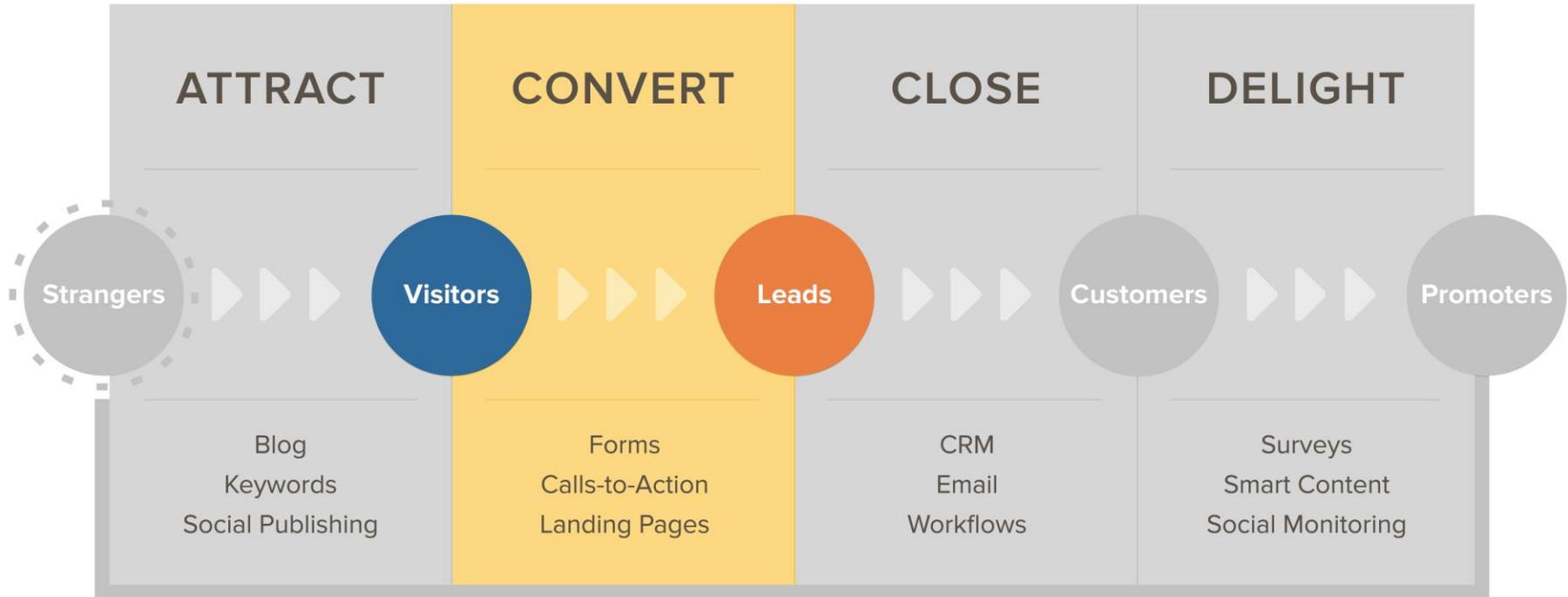
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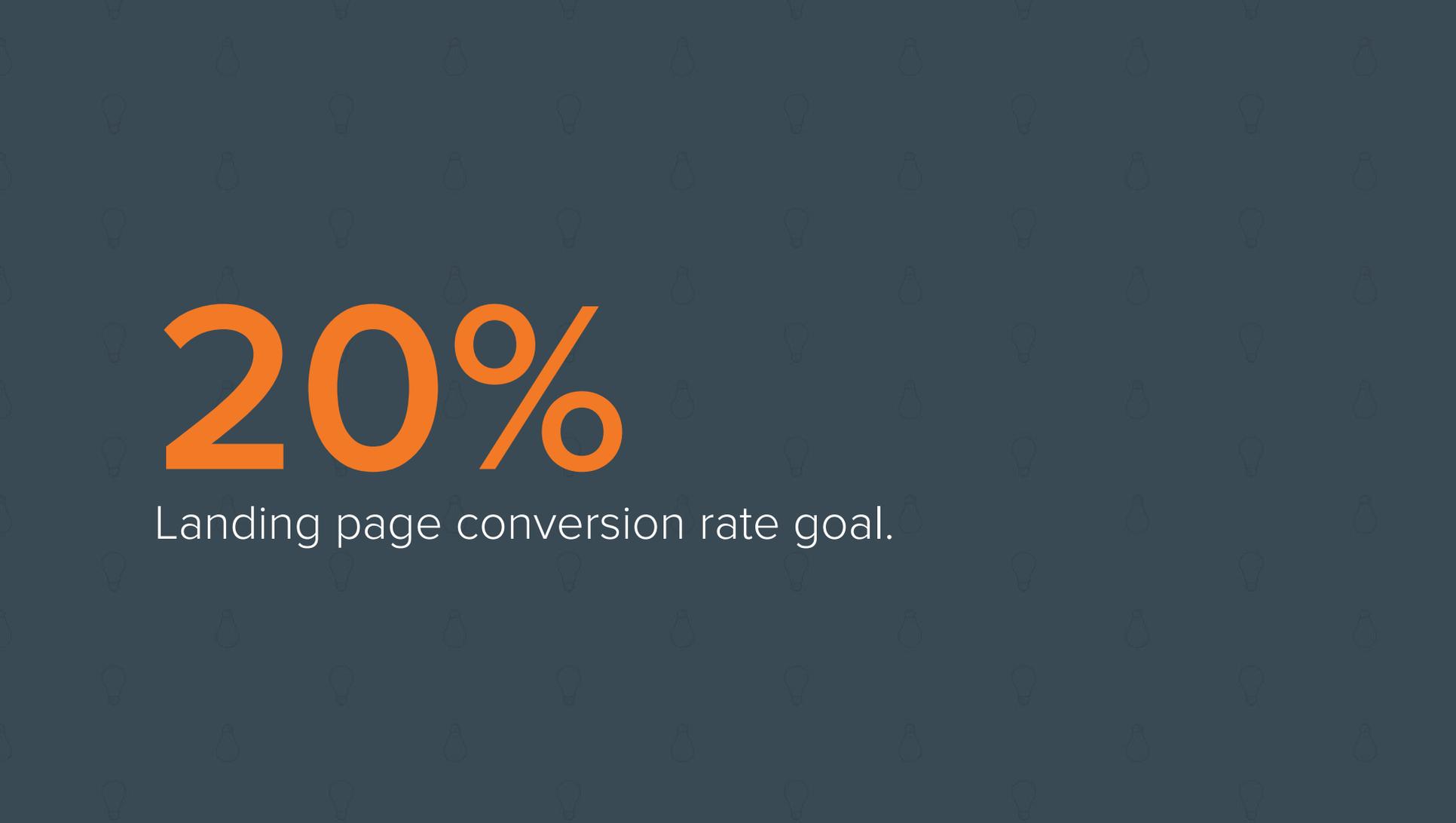
Inbound Methodology



Inbound Methodology



2 HOW DO YOU CREATE SUCCESSFUL LANDING PAGES?



20%

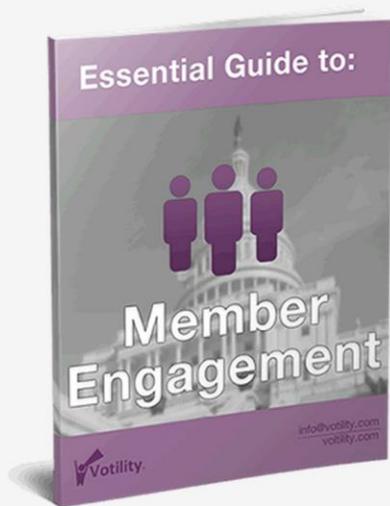
Landing page conversion rate goal.

The background of the image is a dark blue-grey color with a repeating pattern of small, light-colored lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others, creating a subtle texture.

**GET READY FOR A
BLINK TEST.**

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[Download Now!](#)

**WHAT WAS THE
LANDING PAGE ABOUT?**

LANDING PAGE BEST PRACTICES

- Write a clear, concise action-oriented headline.
- Explain the offer clearly and place visual emphasis on the value.
- Remove the navigation menu and links.
- The form length mirrors the value of the offer.
- Include a relevant image, animation or short video.
- Add social sharing icons.

LANDING PAGE BEST PRACTICES

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- ✔ Include a relevant image, animation or short video.
- ✔ Add social sharing icons.

Write a clear, action-oriented **headline.**

Tell your visitors what they're getting and how they are going to access it.

 **Fifth Season**

DOWNLOAD OUR FREE GUIDE:
How to Empower Your Employees Through Off-Site Travel

A Guide to Team Building

Having a solid team is incredibly important for any business. If team members trust each other and work together well, magic can happen.

Off-site travel is the best way to create a team-building experience for your business, empowering your employees to connect and work together while having a blast!

This guide to team-building will share all of the benefits of off-site travel for team-building.

A Publication of Fifth Season

HOW TO EMPOWER YOUR EMPLOYEES

THROUGH OFF-SITE TRAVEL

A GUIDE TO TEAM BUILDING



Team-Building Offer

First Name *

Last Name *

Email *

What is your team's biggest challenge?

Communication ▾

[Download the Guide DUDE!!!!](#)

Fifth Season is a fictional business using real inbound strategies. It is managed by HubSpot's Academy team to depict a cohesive approach to doing Inbound. It is not a real company.



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- ✔ Add social sharing icons.

Explain the
offer and its value,
and keep it short.

In 1-3 sentences, explain what the offer is. Write another 1-3 sentences that details how someone would benefit from the offer.

The image shows a screenshot of an email newsletter from Fifth Season. At the top left is the Fifth Season logo, which consists of a stylized tree inside a circle. To the right of the logo is the text "Fifth Season". Below the logo and name, the text "DOWNLOAD OUR FREE GUIDE:" is displayed in all caps. Underneath that, the title "How to Empower Your Employees Through C" is partially visible. The main content area is enclosed in a rounded orange border and contains the following text: "A Guide to Team Building", "Having a solid team is incredibly important for any business. If team members trust each other and work together well, magic can happen.", "Off-site travel is the best way to create a team-building experience for your business, empowering your employees to connect and work together while having a blast!", and "This guide to team-building will share all of the benefits of off-site travel for team-building." At the bottom of this section are social media icons for Facebook, LinkedIn, Twitter, Google+, and Pinterest. To the right of the main content is a preview of the guide's cover. The cover has a teal header with the text "A Publication of Fifth Season". Below that, the title "HOW TO EMPOWER YOUR EMPLOYEES THROUGH OFF-SITE TRAVEL" is written in large, bold, black letters. Underneath the title is a teal bar with the text "A GUIDE TO TEAM BUILDING" and the Fifth Season logo at the bottom.

Fifth Season

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A Publication of Fifth Season

HOW TO EMPOWER YOUR EMPLOYEES
THROUGH OFF-SITE TRAVEL

A GUIDE TO TEAM BUILDING

f in t g+ p

Use **numbers, bullets**
and bolding.

Help your visitor focus on what's important
with visual emphasis.

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**HOW TO
EMPOWER YOUR
EMPLOYEES**
THROUGH OFF-SITE TRAVEL

A GUIDE TO TEAM BUILDING





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- Include a relevant image, animation or short video.
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Remove the **navigation menu and links.**

The primary goal of your landing page is to generate leads, so get rid of any distractions.

**Fifth Season**

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AD OUR FREE GUIDE:

Employees Through Off-Site Travel

Publication of Fifth Season

HOW TO
POWER YOUR
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A GUIDE TO TEAM-BUILDING



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First Name *

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What is your team's biggest challenge?

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The form on the landing page should **mirror the value of the offer.**

THE CONVERSION PROCESS CAN OCCUR DURING WHICH OF THE FOLLOWING BUYER'S JOURNEY STAGES?

- A. Awareness Stage
- B. Consideration Stage
- C. Decision Stage
- D. All of the above.

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First Name *

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Email *

What is your team's biggest challenge?

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Include a relevant
**image, animation or
short video.**

A visual representation can communicate the offer much quicker than a visitor can read about the offer.

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- ✓ The form length mirrors the value of the offer.
- ✓ Include a relevant image, animation or short video.
- ✓ Add social sharing icons.

Add **social sharing icons** to allow your visitor to spread the word with others in *their networks*.

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3

WHAT DOES AN
EFFECTIVE LANDING
PAGE LOOK LIKE?

BLINK TEST



Are You Ready for Online Learning?

A Free 10-Step Guide to Download Now

Where do you begin? What are the things you should be thinking about as you explore online programs?

Saint Leo University's free e-book, *Are You Ready for Online Learning*, outlines 10 simple steps that can help prepare you for success in an online degree program.

Take the first step toward earning your college degree!

Fill out the form to download this valuable resource now >>



Request Information

First Name

Email

Program of Interest

AA in Business Administration ▼

Submit

**CAN YOU LIST THE BEST PRACTICES
THAT ARE BEING IMPLEMENTED ON
THE LANDING PAGE?**

CAN YOU LIST THE BEST PRACTICES THAT ARE BEING IMPLEMENTED ON THE LANDING PAGE?

A. Clear, concise, action-oriented headline.

CAN YOU LIST THE BEST PRACTICES THAT ARE BEING IMPLEMENTED ON THE LANDING PAGE?

- A. Clear, concise, action-oriented headline.
- B. Explains the offer clearly.

CAN YOU LIST THE BEST PRACTICES THAT ARE BEING IMPLEMENTED ON THE LANDING PAGE?

- A. Clear, concise, action-oriented headline.
- B. Explains the offer clearly.
- C. Includes a relevant image.

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- A. Clear, concise, action-oriented headline.
- B. Explains the offer clearly.
- C. Includes a relevant image.
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CAN YOU LIST THE BEST PRACTICES THAT ARE BEING IMPLEMENTED ON THE LANDING PAGE?

- A. Clear, concise, action-oriented headline.
- B. Explains the offer clearly.
- C. Includes a relevant image.
- D. The form length mirrors the value of the offer.
- E. No menu navigation or links.

Consider how your persona is
interpreting the offer.

Make changes **one at a time.**



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Where do you begin? What are the things you should be thinking about as you explore online programs?

Saint Leo University's free e-book, *Are You Ready for Online Learning*, outlines 10 simple steps that can help prepare you for success in an online degree program.

Take the first step toward earning your college degree!

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Request Information

First Name

Email

Program of Interest

AA in Business Administration ▼

Submit

THANK YOU.

