



Landing pages

Concept

Landing page is a simple web page with a few contents made to perform a specific purpose and they are usually accessible through an advertisement.

Differences between a homepage and a landing page.

	Homepage	Landing page
Access	Everywhere	Through an advert
Goal	Research	Specific purpose
Information	Many	Few
Others	-	More simple to create statistics and <i>A/B testing</i>
Example		

Types

Divided into 2 types:

- **“Ekklientaj”** (lead generation): they usually give something against your data to consider you as a potential customer and to send messages to you.
- **“Puŝaj”** (click-through): they are a bit bigger in content with the aim to make them more straight and direct you towards an action, such as buying goods.

Donations

We can think about what we can donate, e.g. report, newsletter, bitbook, webinar, etc.

It can also be a social payment (for example via paywithatweet.com), and afterwards a proposal to join a newsletter or do another action.

Elements of a landing page

- Title
- Subtitle
- Graphics
- Benefits
- “Argument-closing”
- Social proof
- Call-to-Action

Logi Analytics

TOP 10 EMERGING DASHBOARD DESIGN TRENDS

4. COLORBLOCKING IS SO IN

5. THE DARK OF FLAT IS

Dashboards serve the important purpose of transforming dull and sometimes opaque data into visually stunning insights that resonate with a wide range of users.

Download this eBook to learn:

- ▶ 4 Components of Impactful Design
- ▶ Key Trends in Dashboard Design
- ▶ Examples of Effective Dashboards

HOW TO CREATE IMPACTFUL DASHBOARDS

First Name *

Last Name *

Business Email *

Job Title *

Company Size *

--Please Select--

Is your company a software or SaaS provider? *

--Please Select--

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Design of source and page

There must be compatibility between the advertisement and the landing page so that when people click on it, they will see the connection between the two.

Design of Call-to-Action

The button must catch the attention, and the text has to indicate the proposal: "I want to get X".

Use different tools for that, e.g. Framing (1), Color contrast (2), Arrow (3)

(1) Framing

(no) Encapsulation



Encapsulation

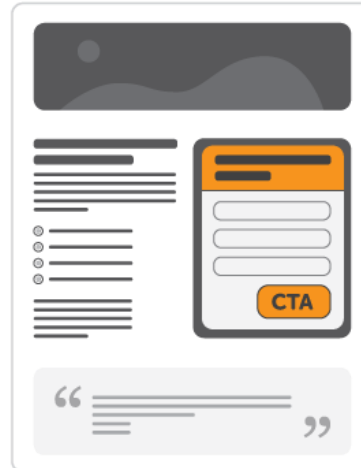


(2) Color contrast

(no) Colour Contrast



Colour Contrast



(3) Arrow



Encouragement

- Urgency: limited time
- Limitation: limited amount

Data

There must be a balance between your proposal and the data you request. If you ask for a lot of information and they will be not used for the submission of the offer, they will not believe to receive anything.

The minimum is always the name and the e-mail address.

Creation

It is easy to create landing pages using templates that can be found on the Internet ("landing page templates") or creators (such as <https://app.unbounce.com/>).

Test

To know if the landing page is good or needs changes, use the five-second test: show the page to a person for five seconds, then close it and ask what the page was about and what the purpose of it was.

Statistics

Use Google Analytics, for example. A good measure is to use the confirmation page to calculate the conversion percentage. That way we can find out if a landing page is effective and used.