

LANDING PAGE 101

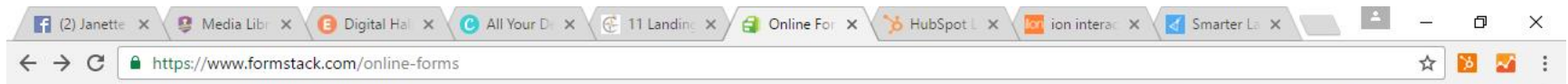
Categories of Landing Pages

- Stand-alone landing pages
- Microsites
- Internal website landing pages

7 types of landing pages

- Click through landing pages
- Lead capture landing pages
- Infomercial landing pages
- Viral landing pages
- Microsites
- Product detail landing pages
- Homepage as a landing page

Formstack



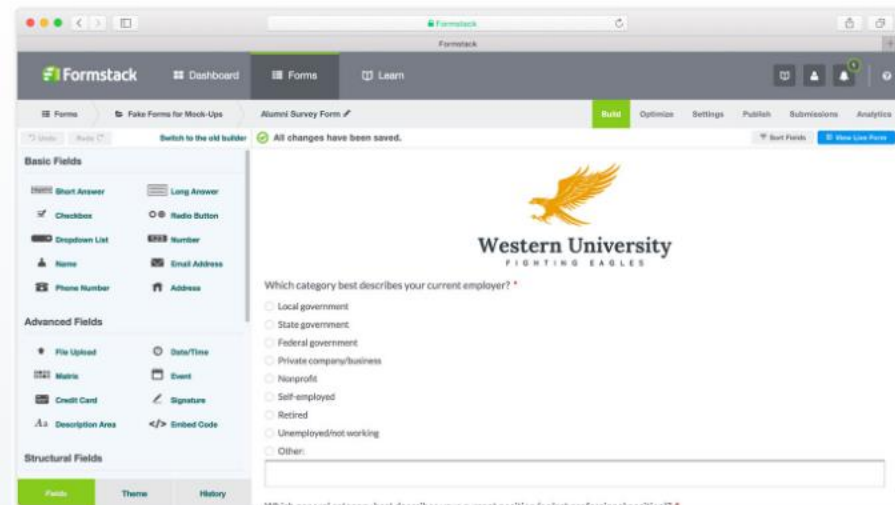
PRODUCT ▾ SOLUTIONS ▾ TEMPLATES CLIENTS PRICING

[BUILD A FORM NOW](#)

Smart online forms for every need.

Save time and hassle with Formstack's intuitive online form builder and advanced features.

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Building online forms shouldn't have to be difficult. Why waste hours waiting for your developer to code

Hubspot

www.hubspot.com/products/landing-pages

HubSpot

SOFTWARE ▾ ABOUT ▾ AGENCIES PRICING BLOGS ▾

LANDING PAGES

Create and test beautiful landing pages that generate leads and look great on any device – no designers or IT help required.

Marketing ▾ Dashboard Contacts ▾ Content ▾ Social ▾ Reports ▾ Productivity ▾ Search

Back to landing pages Content Settings Publish or Schedule ✓ Saved Save Update

Add modules ×

Search modules

BUILT-IN

+

Build Beautiful, Personalized Landing Pages All by Yourself

Ion Interactive

The screenshot shows the Ion Interactive website homepage. The browser's address bar displays <https://www.ioninteractive.com>. The website has a blue header with the Ion Interactive logo on the left and navigation links for 'About ion', 'Careers', and 'Contact Us' on the right. A secondary navigation bar includes 'PLATFORM', 'SERVICES', 'PRICING', 'EXAMPLES', 'SOLUTIONS', 'RESOURCES', and a 'DEMO' button. The main content area features the headline 'THE Marketing that People Love PLATFORM' with 'Marketing' and 'Love' in orange. A vertical sidebar on the left contains social media icons for LinkedIn, Twitter, Google+, Facebook, Email, and another Email icon. The footer is a dark blue section with three columns: 'Research Report' (featuring the Content Marketing Institute logo and text about 75% of content marketers), 'Launch in an Hour' (featuring a 60-minute timer icon and text about no-code content creation), and 'Interactive Video' (featuring logos for HTML5 Video, Vimeo, Ooyala, and Brightcove, with text about adding interactivity to videos).

ion INTERACTIVE

About ion Careers Contact Us

PLATFORM SERVICES PRICING EXAMPLES SOLUTIONS RESOURCES DEMO

in

THE
Marketing that People Love
PLATFORM

CONTENT MARKETING INSTITUTE

Research Report

CMI research says 75% of content marketers are increasing their use of interactive content.

60

Launch in an Hour

Now anyone can create and launch data-driven interactive content in an hour. No code.

HTML5 VIDEO

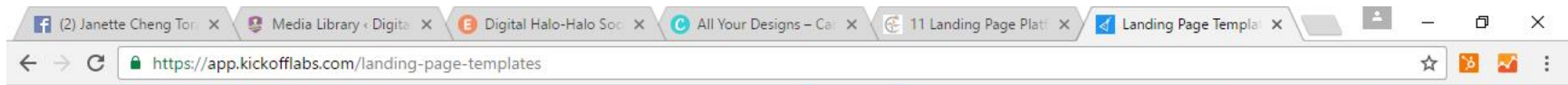
OOYALA vimeo brightcove

Interactive Video

Add data-driven interactivity to your Vimeo, Ooyala, Brightcove and HTML5 videos.

ion is the CMS for everything your CMS can't do

Kickoff Labs



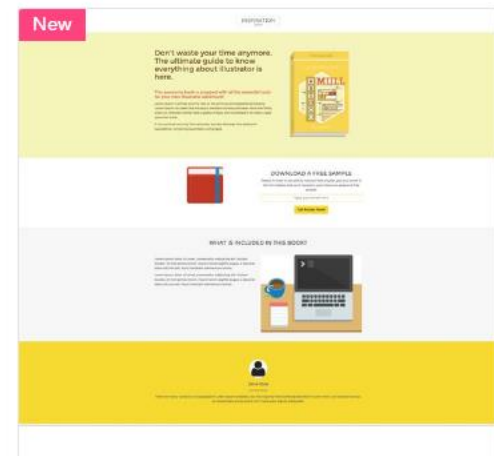
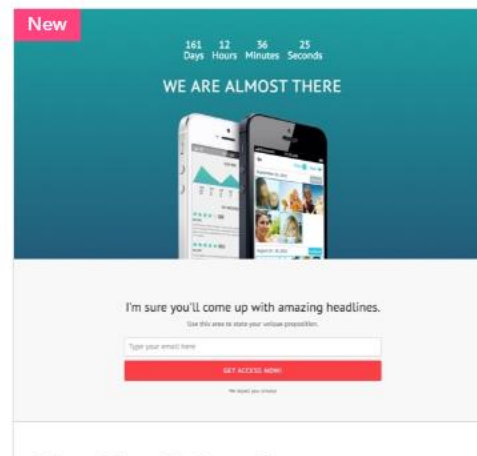
KickoffLabs Landing Page Templates

With our landing page builder you can choose from over 60 conversion optimized landing page templates. From our page editor you'll be able to make them your own with custom images, fonts, videos, and more.

Looking to capture leads on an existing website or custom landing pages?

Get Started Free with KickoffLabs!

Check out our email opt-in forms!



Instapage

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Instapage

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The Most Powerful Landing Page Platform

1 Million Pages With an Average Conversion Rate Above 25%

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Landerapp

https://landerapp.com

Lañder

Features Templates Integrations Resources Pricing Blog

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Create your own

FREE LANDING PAGES

Build, publish, and convert

TRY LANDER FOR FREE CHECK OUT FEATURES

14 Day Free Trial! No credit card required.

SITE of the DAY

← →

Chat bubble icon

Leadpages

www.leadpages.net/pricing

Page Grader Guide Tutorial Demo Blog Resources Certification Podcast Community Sales: (855) 835-3877 Login

Leadpages

PRICING FEATURES INTEGRATIONS TEMPLATES WEBINAR

GET LEADPAGES

Elevate Course Page - 1

Headline Text

Button Countdown

Image Video

Line Space

HTML Form

Social Share Comments

Social Like Image + Text

Calendar + Text Progress Bar

ELEVATE

Reach New Heights

Join us in the mountains to get a new perspective on your success. Elevate your business at the Elevate Marketing Workshop in Aspen, Colorado, crafted specifically to help you grow your business.

RESERVE MY SPOT!

The #1 Landing Page Builder

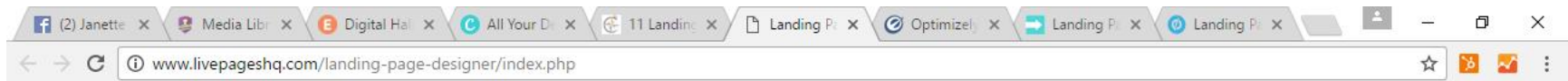
Leadpages generates leads and sales for your business on the web, in emails, via text messaging, and on social media. Meet the powerful tools that make it possible.

SEE A DEMO

START BUILDING PAGES

FEATURED BY...

Livepages



Take a Tour

Benefits

Pricing

Support

Blog

About

Login

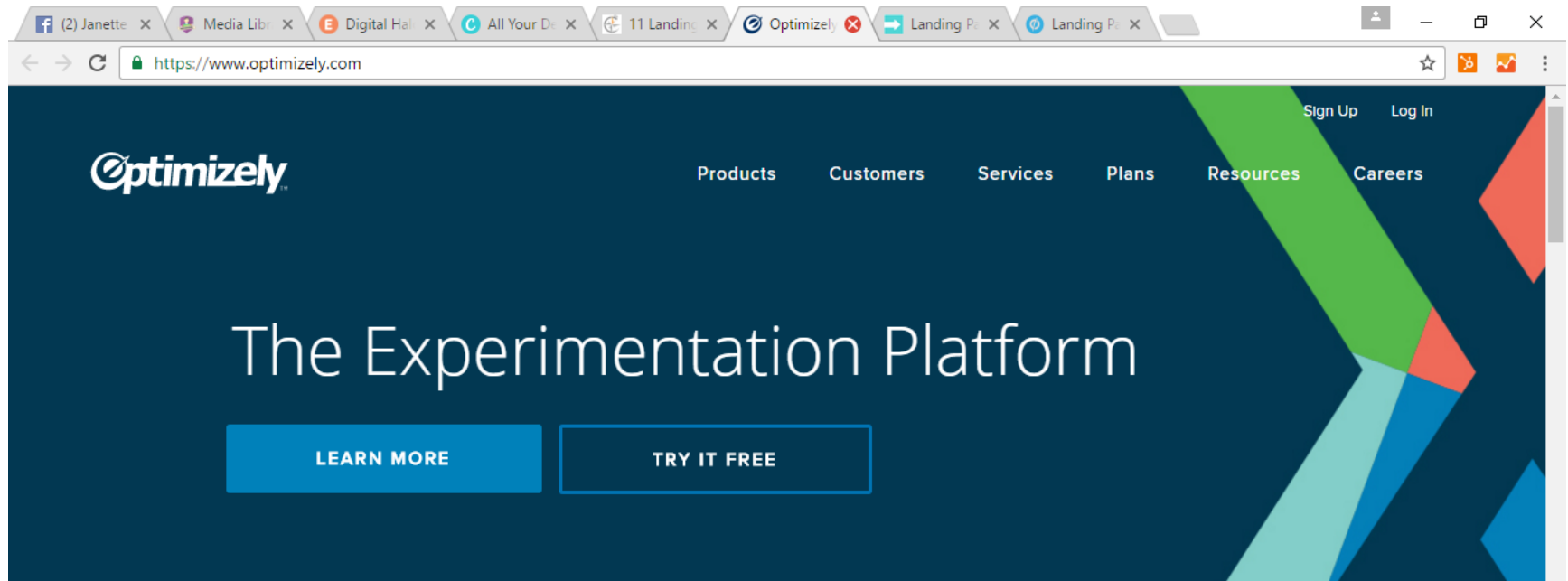
Introducing the smartest landing page design tool ever!



Every Marketer's Ultimate Companion

Landing pages are by far one of the most essential elements of a successful online marketing campaign. LivePages is a web based landing page design tool that does not need any specialist HTML programming skills to produce amazing landing pages.

Optimizely



Keep pace with your customers' constantly changing behaviors.



PageWhiz

The image shows a browser window displaying the PageWhiz website. The browser's address bar shows the URL www.pagewiz.com. The website's navigation bar includes the PageWhiz logo, a menu with links for FEATURES, TEMPLATES, PRICING, BLOG, and CONTACT, and buttons for SIGN UP FREE and LOGIN. The main content area features a dark blue background with the headline "CREATING HIGH CONVERTING LANDING PAGES WAS NEVER EASIER" in large, bold, cyan letters. Below the headline is a graphic with the text "Let's Optimize!" in a yellow, cursive font, overlaid on a circular gauge and a purple line graph with an upward-pointing arrow. In the bottom right corner, there is a teal button labeled "Leave a message" with a speech bubble icon.

Generate & Optimize Landing Pages On Your Own!

PAGEWIZ FEATURES TEMPLATES PRICING BLOG CONTACT **SIGN UP FREE** LOGIN

CREATING HIGH CONVERTING LANDING PAGES WAS NEVER EASIER

Let's Optimize!

Leave a message

Unbounce

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unbounce.com

unbounce CONTACT US 1.888.515.9161 LOG IN SIGN UP

FEATURES TEMPLATES PARTNERS RESOURCES PRICING BLOG UNBOUNCE FOR AGENCIES

Build Landing Pages Fast & Get More Conversions

Quickly build custom landing pages for any campaign, and use overlays to increase conversions on all your web pages.

EXPLORE THE UNBOUNCE PLATFORM

IN BETA! Introducing Convertables! You can now use Unbounce to increase conversions on any web page. LEARN MORE >

WordPress for Landing Page Creation

- Enable your WordPress to publish landing pages through plugins.

Thriving Themes

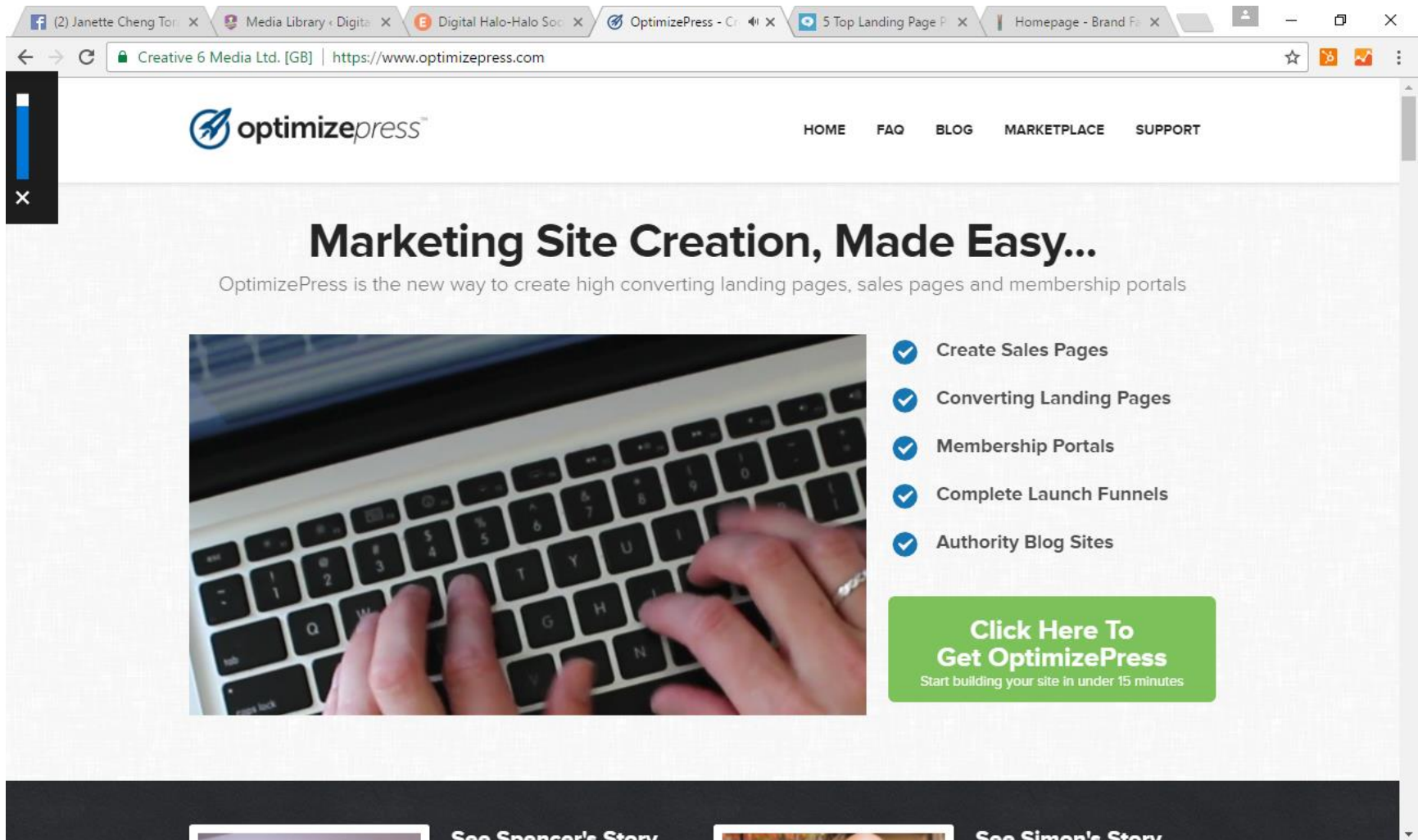
The screenshot shows a web browser with several tabs open. The active tab is the Thrive Themes landing page. The page features a navigation bar with the Thrive Themes logo and links for 'BLOG', 'MEMBER LOGIN', and 'BACK'. The main heading is 'Discover Our Products'. Below this, there are four product cards arranged in a 2x2 grid. Each card has a colored background, an icon, a product name, and a brief description.

Thrive Themes BLOG MEMBER LOGIN BACK

Discover Our Products

- Thrive Content Builder**
Intuitive drag & drop editor for WordPress
- Thrive Landing Pages**
Build landing pages in record time
- Thrive Leads**
Build your mailing list FASTER with Thrive Leads
- Thrive Ovation**
Gather & display testimonials for social proof

Optimizepress




The image shows a browser window displaying the OptimizePress website. The browser's address bar shows the URL <https://www.optimizepress.com>. The website's navigation menu includes links for HOME, FAQ, BLOG, MARKETPLACE, and SUPPORT. The main heading is "Marketing Site Creation, Made Easy..." followed by the subtext "OptimizePress is the new way to create high converting landing pages, sales pages and membership portals". A central image shows hands typing on a laptop keyboard. To the right of the image is a list of five features, each preceded by a blue checkmark icon. Below the list is a green button with the text "Click Here To Get OptimizePress" and "Start building your site in under 15 minutes". At the bottom of the page, there are two partial sections: "See Spencer's Story" and "See Simon's Story".

HOME FAQ BLOG MARKETPLACE SUPPORT

Marketing Site Creation, Made Easy...

OptimizePress is the new way to create high converting landing pages, sales pages and membership portals



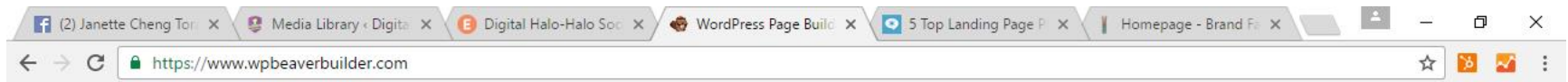
- ✓ Create Sales Pages
- ✓ Converting Landing Pages
- ✓ Membership Portals
- ✓ Complete Launch Funnels
- ✓ Authority Blog Sites

Click Here To Get OptimizePress
Start building your site in under 15 minutes

See Spencer's Story

See Simon's Story

Beaver Builder



[Templates](#) [Demo](#) [Pricing](#) [Contact](#) [Account](#)

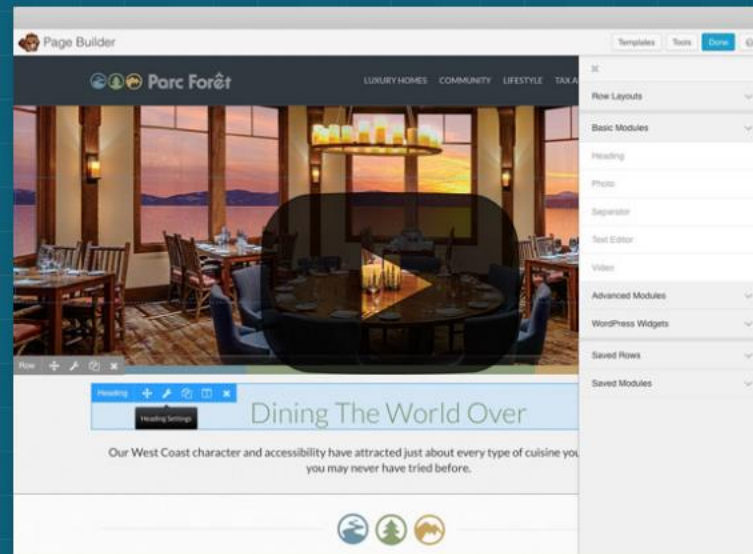
[Get It Now](#)

Easily Build Professional WordPress Websites

Save time and stop writing code. Beaver Builder is a powerful and flexible drag and drop design system. Whether you're a beginner or a seasoned professional, you're going to love taking control of your website with Beaver Builder.

 [Get Beaver Builder Now](#)

 [Try the Demo](#)



Preparation for landing page creation

- Landing Page Goals
- Product or service to be featured
- Conversion desired
- Communication keywords
- Marketing pillars