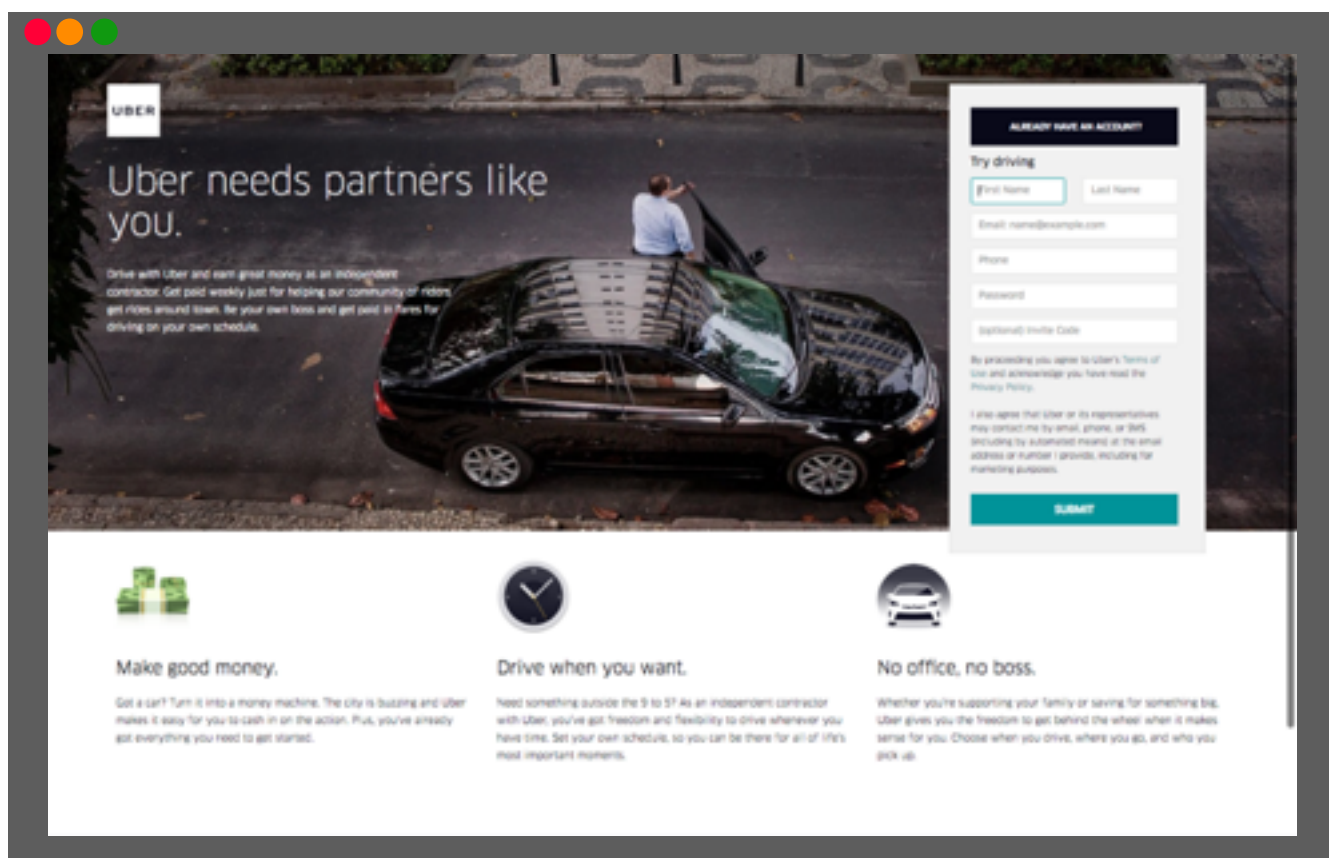


LANDING PAGE

Let's take a look at some landing pages and see what they're doing right.



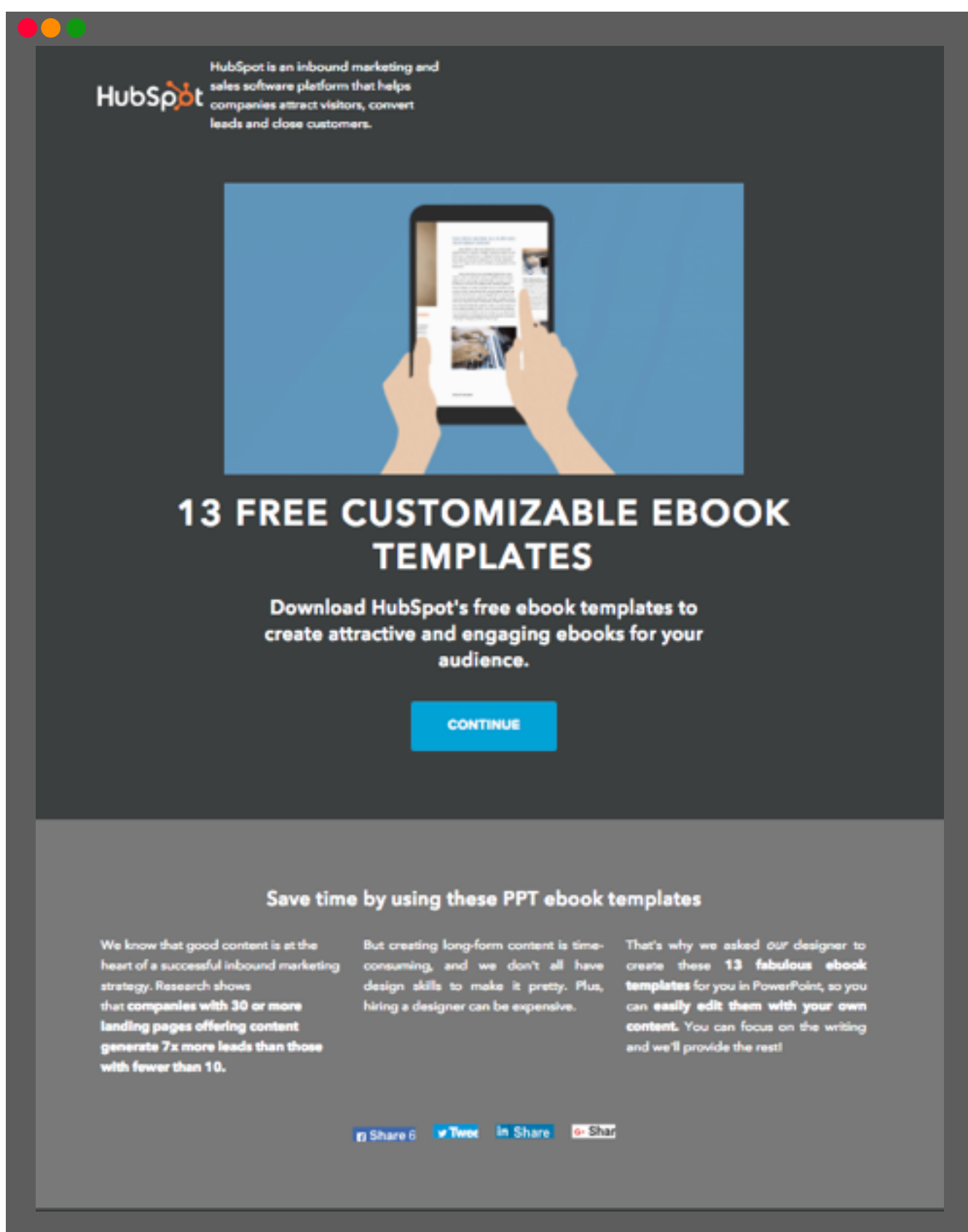
Uber has a great landing page to attract drivers.

[Uber needs partners like you] This is a strong headline that gets the essential point of the page across quickly and concisely. There's no confusion to be had. Uber says they need you, then tells you the benefits of working for them.

[Drive with Uber and make great money as an independent contractor] Here's what's in it for you. Keeping it short, they give us three great reasons to join them. Note the use of the imperative, which you'll often see in landing pages, as companies try to compel you to do something.

[Make good money] Again, Uber is highlighting the benefits of working for them. Note how the text is well-spaced and the paragraphs are short and easy to read.

[Try driving] Here's the call to action. They tell us to try driving, and give us a place to enter our personal details and begin the process. The box pops out on the page, and it's clear what we need to do to continue.



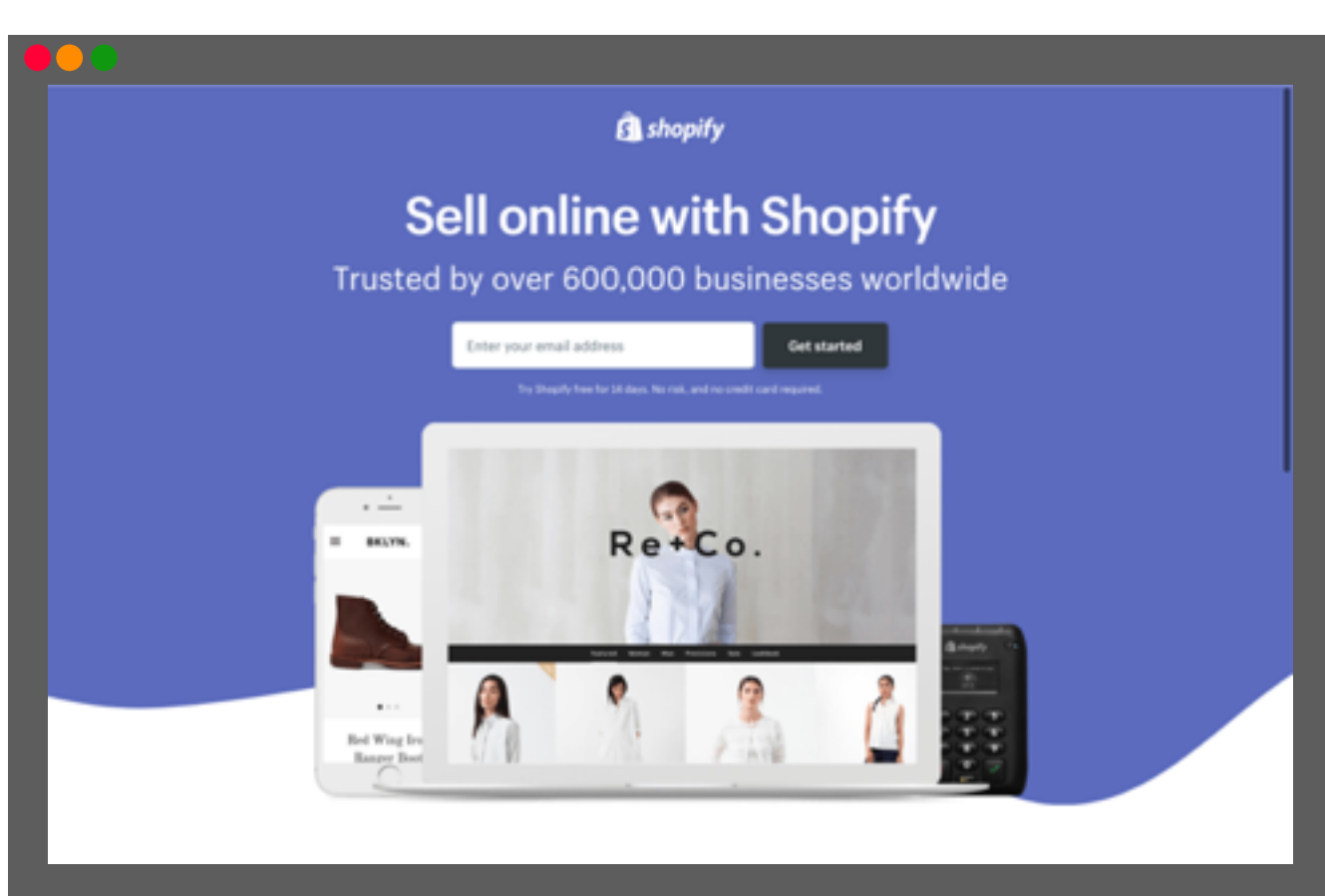
Here's a landing page that Hubspot has for their 13 customizable eBook templates. It's simpler than the Uber example, and closer in layout to the landing page created during the lecture.

[13 free...] Their headline gets right to the point. They tell us immediately what they have to offer.

[Download Hubspot's...] They're telling us exactly what we should do. The sentence is short and sweet. The headline told us what they have to offer, and here they're giving a call to action.

[Continue button] Like all great landing pages, this one has a singular focus. They want us to click the button and download their free eBook. Note how the button is just below the text calling us to action.

[social media icons below] Since the goal of the landing page is to get us to click the continue button, these social media icons may not be the best idea.



[Sell online with Shopify] Another great headline that gets right to the point. It tells us what they would like us to do, and it's the first thing our eyes go to when we look at the page.

[Enter your email address] Here's the call to action. Note again that it comes below the headline and is written in the imperative. To get started selling online with shopify we must enter our email and click the button. The purpose of the landing page is singular, and it's clear what we have to do.

[image of site] Landing pages should be clean and simple, but not boring. Shopify does a great job of keeping the background minimal and the text to the point. The image of the computer adds a bit of pizzazz while also showing the reader what their platform looks like.