The Elements of a Lead-Gen Landing Page

http://thelandingpagecourse.com/landing-page-elements/

1A Headline that matches what was clicked

1B A supporting subheader to provide extra information

2 Hero Shot: Photo or Video

The Form Header

A short explanatory paragraph to clarify the purpose of the form and what you're giving in exchange for the personal data.

Name

Email Address   Privacy policy

What are you interested in?

Please Choose...

Call-to-Action   **5**

We will never share your email. Promise.

You can add a customer testimonial for social proof.

☺ Joe Bloggs, GreatCompany.com   **4**

This is introductory content that explains your offering in more detail. It should follow on from your headline and explain the benefits of your product or service.

① Your first feature written in the form of a benefit statement.

3A ② Your second feature written in the form of a benefit statement.

③ Your third feature written in the form of a benefit statement.

You can add a customer testimonial for social proof.

☺ Joe Bloggs, GreatCompany.com   **4**

1C A reinforcement statement to maintain interest

Image for benefit 1

Image for benefit 2

Image for benefit 3

Benefit 1 title

This is content describing the first benefit of your product or service. It should act as a supporting description of the benefit statements you wrote above.

Benefit 2 title

This is content describing the second benefit of your product or service. It should act as a supporting description of the benefit statements you wrote above.

Benefit 3 title

This is content describing the third benefit of your product or service. It should act as a supporting description of the benefit statements you wrote above.

3B

Image for feature 1

Image for feature 2

Image for feature 3

Feature 1 title

This is content describing the second feature of your product or service. It should act as a supporting description of the benefit statements you wrote above.

Feature 2 title

This is content describing the second feature of your product or service. It should act as a supporting description of the benefit statements you wrote above.

Feature 3 title

This is content describing the third feature of your product or service. It should act as a supporting description of the benefit statements you wrote above.

1D The closing argument statement

The Elements of a Click-Through Landing Page