

The Elements of a Lead-Gen Landing Page

The 5 Elements of an Effective 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...

5 **Call-to-Action**
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**

Benefit 1 title
Image for benefit 1
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
Image for benefit 2
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
Image for benefit 3
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

Feature 1 title
Image for feature 1
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
Image for feature 2
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
Image for feature 3
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

The Anatomy of A Landing Page

http://thelandingpagecourse.com/anatomy/

1A **Headline that matches what was clicked**

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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.

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

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

3A

5 **Call-to-Action**

4 You can add a customer testimonial for social proof.

Joe Bloggs, GreatCompany.com

You can add a customer testimonial for social proof.

Joe Bloggs, GreatCompany.com

3B

Image for benefit 1

Image for benefit 2

Image for benefit 3

Benefit 1 title

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

1C **A reinforcement statement to maintain interest**

3B

Image for feature 1

Image for feature 2

Image for feature 3

Feature 1 title

This is content describing the first 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**

Repeated Call-to-Action