

# Landing page + Form



Get up to 25 points closer to 46 inches of plasma power

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## The Landing Page

Take a look at the sample landing page by clicking this link [View](#)



### How do you make it? It's easy!

Use these links to get the training you need to build a great landing page:

- Create a landing page [Go -->](#)
- Create a form for a landing page [Go -->](#)

Like our sample page? Copy the code below, paste it into the tool and edit it to include your company logo, colors, and information!

**\*\*\*Don't forget to delete the sample form and create your own\*\*\***

Copy the following code:

```
<table style="width: 100%;" border="0" cellpadding="0" cellspacing="0">
<tbody> <tr> <td align="center"> <style type="text/css"><!-- body {
background-color:#f9fbf4; margin: 0px; } /*- Text -*/ p {
font-family:Arial, Helvetica, sans-serif; font-size:12px;
line-height:20px; color:#444; padding-bottom:15px; } b,
strong { color:black; } ol, ul { font-family:Arial, Helvetica,
sans-serif; font-size:12px; line-height:20px; color:#666;
margin-left:5px; margin-right:10px; margin-bottom:25px; }
li { font-family:Arial, Helvetica, sans-serif; font-size:12px;
line-height:20px; color:#666; margin-left:5px; margin-
right:10px; } .footer { color:white; } /*- Links -*/ a, a:link,
a:active, a:visited { font-family:Arial, Helvetica, sans-serif; font-
size:12px; line-height:20px; color:#3088C6; text-decoration:none; }
a:hover { color:#D0D248; text-decoration:none; } a.nav, a.nav:link,
a.nav:active, a.nav:visited { font-family:"Rockwell", Arial, Helvetica,
serif; font-size:18px; color:#222; text-decoration:none; border-
right: 1px dotted gray; padding:0px 10px; } a.nav:hover {
color:#D0D248; text-decoration:none; } a img { border:0px; }
*:focus { outline:none; } /*- Intro Text -*/ .intro { font-family:
Georgia, "Times New Roman", Times, serif; font-style:italic; font-
size:13px; line-height:21px; color:gray; padding:10px 0px; } /*-
Intro Buttons -*/ a.intro, a.intro:link, a.intro:active, a.intro:visited {
font-family: Georgia, "Times New Roman", Times, serif; font-
```

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style:italic; font-size:13px; line-height:21px; color:#D0D248;
padding:5px; text-decoration:none; } a.intro:hover {
color:white; background-color:#D0D248; padding:5px; text-
decoration:none; } /*- Home Page Buckets -*/ .bucket { padding:0px 5px;
} /*- Header -*/ h1 { font-family:"Rockwell", Helvetica, Times,
serif; font-size:30px; line-height:10px; letter-spacing:-1px;
color:white; padding-top:10px; padding-bottom:0px; } h2, h3,
h4 { font-family:"Rockwell", Helvetica, Times, serif; font-size:24px;
size:12px; line-height:20px; color:#444; } --></style> <table
style="width: 960px;" align="center" bgcolor="#ffffff" border="0"
cellpadding="10" cellspacing="0"> <tbody> <tr> <td align="left" height="130"
valign="bottom"><a href="index.html"></a></td> </tr> <tr> <td bgcolor="#222222"> <table style="width: 960px;"
border="0" cellpadding="10" cellspacing="0"> <tbody> <tr> <td align="left"
valign="center" width="960">
<h1>A Brief History of the Landing Page.</h1> <p
class="intro">How they became integral to lead-generation success (plus a few
best practices)</p> </td> </tr> </tbody> </table> </td> <tr> <td
bgcolor="#d0d248">&nbsp;&nbsp;&nbsp;</td> </tr> <tr> <td bgcolor="#ffffff"> <table
style="width: 960px;" border="0" cellpadding="0" cellspacing="0">
<tbody> <tr> <td align="left" bgcolor="#ffffff" valign="top" width="600">
<p>IT TOOK A WHILE for landing pages to become an online marketing
<strong>best practice</strong>. In the early days of the web, email marketers
and search engine advertisers would use their campaigns to drive prospects to
home pages. It made a certain kind of sense...</p> <p>But the problem was
soon obvious: Prospects bailed once they got to the home page. Then it dawned
on these pioneering marketers: <em>Why put a lot of effort into creating a
tailor-made email or ad campaign only to dump prospects on a generic home
page without a clue of what to do?</em> For prospects, it was akin to
arriving at a foreign city without a <strong>tour guide</strong>. Lacking a
warm welcome or guidance, they would quickly click away.</p> <p>Online
marketers realized that if they drove email and ad traffic to <strong>landing
pages</strong> that complemented their email or ad, their conversion rate
increased dramatically. Further, they realized that if they designed their
landing pages with a funnel shape, with few things distracting prospects from
the <strong>call to action</strong>, their conversion rate increased
still.</p>
<p>Thus landing pages became an integral part of online marketing. When
prospects clicked a link in an email or paid search advertisement, instead of
arriving at a foreign city without a tour guide, they were now being greeted
at the arrival gate and ushered into a plush town car.</p> <h3>Landing page
best practices</h3> <p><strong>Make sure it answers the ad or offer.</strong>
Your landing page should build upon the promise in your email and guide the
prospect toward a conversion (whatever that conversion may be).</p>
<p><strong>Use language that's similar to your ad.</strong> Using similar
words and phrases comforts prospects and tells them they're in the right
place. (Web users need more handholding than you might think.)</p>
<p><strong>Give them a good reason to give you their contact info.</strong>
Include a promotion, free download, monthly newsletter, coupon&mdash;anything
that prospects will see as a worthy trade for their contact info.</p>
<p><strong>Don't distract from the conversion point.</strong> Clear away
anything that may distract them from the conversion point&mdash;outbound
links, excess imagery, irrelevant text, etc. </p> </td> <td align="left"
bgcolor="#ffffff" valign="top" width="360"> <h2>This is where you issue<br>

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your call to action!</h2> <table style="width: 80%;" cellspacing="5"> <tbody>
<tr> <td width="10%"><label id="Name" name="Name">Name</label></td>
<td width="100%"> <div id="NameDIVHTML"><input name="text" size="20"
id="text" type="text" /></div> </td> </tr> <tr> <td width="10%"><label
id="Address" name="Address">Address</label></td> <td width="100%"> <div
id="AddressDIVHTML"><input name="text" size="20" id="text" type="text"
/></div> </td> </tr> <tr> <td width="10%"><label id="City"
name="City">City</label></td> <td width="100%"> <div id="CityDIVHTML"><input
name="city" size="20" id="city" type="text" /></div> </td>
</tr> <tr> <td width="10%"><label id="State" name="State">State</label></td>
<td width="100%"> <div id="StateDIVHTML"><input name="StateName" size="20"
id="StateName" type="text" /></div> </td> </tr> <tr> <td width="10%"><label
id="ZipCode" name="ZipCode">ZIP</label></td> <td width="100%"> <div
id="ZipCodeDIVHTML"><input name="ZipCodeName" size="20" id="ZipCodeName"
type="text" /></div> </td> </tr> <tr> <td width="10%"><label id="Email"
name="Email">Email</label></td>
<td width="100%"> <div id="EmailDIVHTML"><input name="email_for_lead"
class="required_email" size="20" id="email_for_lead" type="text" /></div>
</td> </tr> <tr>
<td colspan="2" style="text-align:center; background-color:#222222"><h1>Buy Now!</h2></td> </tr> </tbody> </table> </tr> <tr> <td align="left" bgcolor="#333333"
valign="middle"> <p class="footer">2009 My Company. All Rights Reserved.</p>
</td> </tr> </tbody> </table> </td> </tr> </tbody> </table>

```

There's your code, now build that landing page!

## Want 15 more points? Link to the landing page in emails

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You just made that great landing page, it's time to show it off.



### Best Practice Alert!

Link your conversion points in your email to the landing page. So whether your email had an offer, promoted a product, or was informational, it should be linking back to the landing page.

Remember to have content on the landing page that's specific to the landing page.