PearDesign | www.perdesign.ie
design@peardesign.ie
0353 87 277 257

Landing page

<u>Steps to follow</u>

If possible - please print this form and file by hand. It might feel strange, but the connection between your thoughts and writing hand is proven to increase your focus and creativity.

1.   Set up your goal, remember to narrow it to single action for 1 group of your customers

Example:

To build a landing page with the booking system in place so people will be able to book and pay within.

_____
_____
_____
_____

2.   Come up with a title - empathise with your client and his/her needs

Example
This Christmas give her a gift of wellbeing

_____
_____
_____
_____

PearDesign | www.perdesign.ie
design@peardesign.ie
0353 87 277 257

3. Call to action

Example:
Get your voucher here; Click here to order; Leave your email here; Enter your details; Register to win; Go shopping

_____
_____

4. Short and sweet value proposition

Example:
One-to-one meditation course. Buy today - use anytime you want.

_____
_____
_____
_____

5. Choose a photo which best represents the topic

Example:
Pick your targeted age group, remember to choose happy faces.

_____
_____
_____
_____

6. Use social proof

Example
Testimonial, the number of satisfied customers, state what group you already helped

_____
_____
_____
_____

PearDesign | www.perdesign.ie
design@peardesign.ie
0353 87 277 257

Structure example

Heading:
- Photo
- Call to action
- Value proposition
- Social Proof
- Countdown timer

Below the fold - what we have after starting scrolling
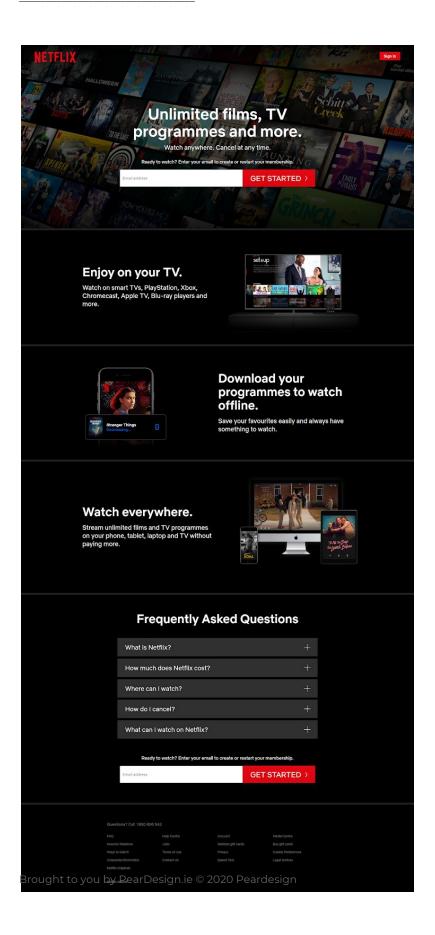- More information
- Social proof
- Call to action

No menu
No other actions
No extra information

Free resources

https://www.freepik.com/ - free graphics
https://pixabay.com/ - free graphics
https://mobirise.com/ - free website builder

Check the landing page construction by Netflix placed below

PearDesign | www.perdesign.ie
design@peardesign.ie
0353 87 277 257

pear
design

NETFLIX   Sign In

Unlimited films, TV programmes and more.

Watch anywhere. Cancel at any time.

Ready to watch? Enter your email to create or restart your membership.

| Email address | GET STARTED ›

Enjoy on your TV.

Watch on smart TVs, PlayStation, Xbox, Chromecast, Apple TV, Blu-ray players and more.

Download your programmes to watch offline.

Save your favourites easily and always have something to watch.

Stranger Things
Downloading...

Watch everywhere.

Stream unlimited films and TV programmes on your phone, tablet, laptop and TV without paying more.

Frequently Asked Questions

What is Netflix?	+
How much does Netflix cost?	+
Where can I watch?	+
How do I cancel?	+
What can I watch on Netflix?	+

Ready to watch? Enter your email to create or restart your membership.

| Email address | GET STARTED ›

Questions? Call 1800 806 942

FAQ   Help Centre   Account   Media Centre
Investor Relations   Jobs   Redeem gift cards   Buy gift cards
Ways to Watch   Terms of Use   Privacy   Cookie Preferences
Corporate Information Contact Us   Speed Test   Legal Notices
Netflix Originals

PearDesign | www.perdesign.ie
design@peardesign.ie
0353 87 277 257

5 steps to get it done

Option DIY

1. Decide on the goal
2. Do 1-hour research on max 3 competitors
3. Prepare text copy + Graphics
4. Use a template or copy an existing subpage of yours
5. Implement text

Option with assistance

1. Decide on the goal
2. Do 1-hour research on max 3 competitors
3. Prepare text copy + Graphics
4. Find your server login details/WordPress admin login details
5. Send all to your designer
6. Check your landing page :)

Let us know if you need help

You can book a consultation on our website www.peardesign.ie/booking