

Landing Page Activity

Instructions

Complete the questions below to craft your landing page copy, call to action, benefits, and form.

What is the landing page's goal?

- | | |
|--|---|
| <input type="checkbox"/> Generate leads | <input type="checkbox"/> Join a social media page, e.g., Facebook |
| <input type="checkbox"/> Bring traffic to your website | <input type="checkbox"/> Access a free trial |
| <input type="checkbox"/> Increase email list | <input type="checkbox"/> Download content |
| <input type="checkbox"/> Sell a product/service | <input type="checkbox"/> Complete a survey |
| <input type="checkbox"/> Download a coupon | <input type="checkbox"/> Other _____ |

Headline:

Subhead (optional):

3 Benefits:

- 1) _____
- 2) _____
- 3) _____

Form Fields

- Name (or 2 separate field for first name, last name)
- Email address
- Phone
- Company
- Address
- Other _____

Call to Action

- Get your free _____ now
- Start my free trial
- Send me my free _____
- Get your coupon!
- Subscribe
- Other _____

Image

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