

Что такое
landing page?

Что такое **landing page**?

С технической точки зрения



Что такое **landing page**?

С точки зрения бизнеса



BUY THIS PRODUCT

Что такое **landing page**?

С точки зрения посетителя



Наиболее частые
задачи
landing page

Наиболее частые задачи **landing page**



Зарегистрироваться
или подписаться
на рассылку



Продать продукт



Скачать или установить софт

Принципы разработки эффективной **landing page**

Компоненты и факторы

Call to action

Призыв к действию

- **выражайтесь четко**
- **не злоупотребляйте призывами к действию**
- **используйте кнопки**

 Sign me up!

 Subscribe

 Recommend

Call to action

Accept credit cards with y... X

Square Inc. [US] <https://squareup.com>

Square

Square Register

Square Wallet

Sign In

Start accepting credit cards today.

Sign up and we'll mail you a free Square Reader.

Email address

Password Confirm password

Get Free Card Reader

2.75% per swipe, no additional fees, and next day deposits

Works with iOS and Android devices.

VISA

DISCOVER

Background image: A person's hands are shown using a Square Reader attached to a blue Visa credit card. The reader is being held over a smartphone screen that displays a transaction of \$28.50. The background is a blurred outdoor scene with greenery and a building.

Заголовок

**Или как заставить посетителя
остаться на странице**

- **простота и краткость**
- **дизайн**
- **релевантные слова**

Shopify.Com

The image shows a browser window displaying the Shopify website. The browser's address bar shows "www.shopify.com". The website's navigation bar includes the Shopify logo and links for "FEATURES", "EXAMPLES", "PRICING", "BLOG", "RESOURCES", and "LOGIN". The main content area features a large background image of a woman with glasses and a patterned scarf, smiling. Overlaid on this image is the text "Use Shopify to create your online store. Everything you need to start selling online – today." and a large white play button icon. Below the text is a sign-up form with a black box that says "Start your free 14-day trial today! (you can change your store name afterwards)". The form has three input fields: "your store name", "Email address", and "Password", followed by a green "Create your store now" button. At the bottom of the form, there is a link that says "Already have an account? Log in here".

Ecommerce Software, Onli x
www.shopify.com

shopify

FEATURES EXAMPLES PRICING BLOG RESOURCES LOGIN

Use Shopify to create your online store.
Everything you need to start selling online – today.

Start your free 14-day trial today!
(you can change your store name afterwards)

your store name

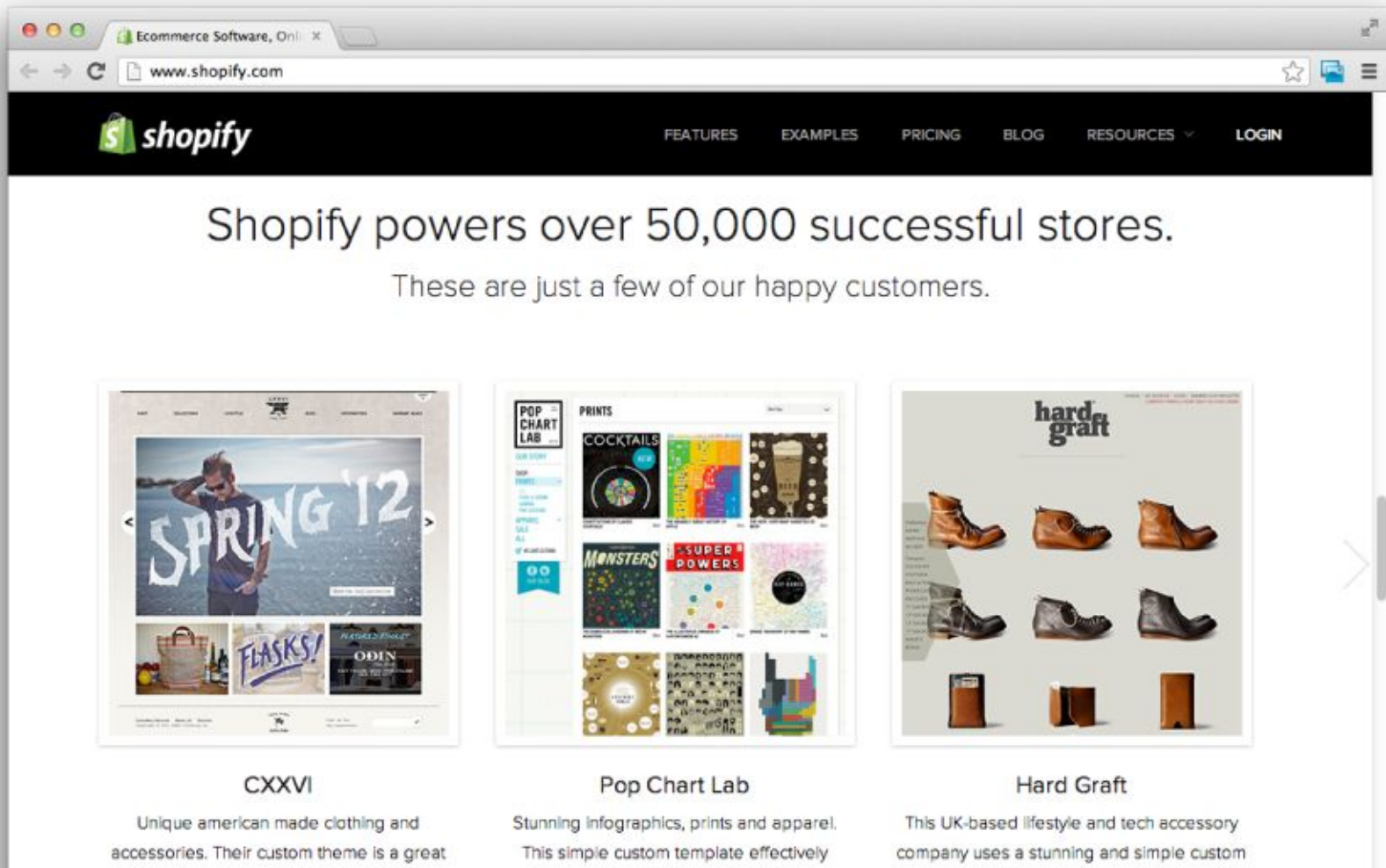
Email address

Password

Create your store now

Already have an account? Log in here

Shopify.Com



The screenshot shows the Shopify website homepage. At the top, there is a navigation bar with the Shopify logo and links for FEATURES, EXAMPLES, PRICING, BLOG, RESOURCES, and LOGIN. The main heading reads "Shopify powers over 50,000 successful stores. These are just a few of our happy customers." Below this, three customer examples are displayed in a carousel format, each with a thumbnail image and a brief description.

CXXVI
Unique american made clothing and accessories. Their custom theme is a great

Pop Chart Lab
Stunning infographics, prints and apparel. This simple custom template effectively

Hard Graft
This UK-based lifestyle and tech accessory company uses a stunning and simple custom

Простота

- **элементы подталкивают совершить действие**
- **один главный call to action**
- **больше свободного пространства**

Clean my mac

The image shows a browser window displaying the CleanMyMac website. The browser's address bar shows the URL `macpaw.com/winter11?campaign=dribbble1`. The website features the MacPaw logo in the top left, the product name "CleanMyMac" in a large font, and the tagline "Keep it clean. Keep it happy." below it. In the center is a white iMac with a pink screen and a cleaning brush on it. Below the iMac is a blue "Download Now" button. The page is decorated with several hand-drawn icons: a stack of boxes, a recycling symbol, a globe, a brick, a cassette tape, a yin-yang symbol, and a pencil sharpener. A circular callout on the right side highlights the "App Uninstaller" feature, stating "Uninstall applications and all traces correctly".

MacPaw

CleanMyMac

Keep it clean. Keep it happy.

[Download Now](#)

App Uninstaller
Uninstall applications and all traces correctly

Релевантность

- соответствие рекламному предложению
- отдельные посадочные страницы для каждой маркетинговой кампании

Не подвергайте посетителя риску

- предлагайте убедительную гарантию
- предвидьте сомнения
- по возможности предлагайте попробовать услугу или товар бесплатно

Squarespace.com

Build a Website — Squarespace

www.squarespace.com/tour/

SQUARESPACE

LOGIN MENU

EVERYTHING YOU NEED TO CREATE AN EXCEPTIONAL WEBSITE

Free 14-day trial with 24/7 customer support. No credit card required.

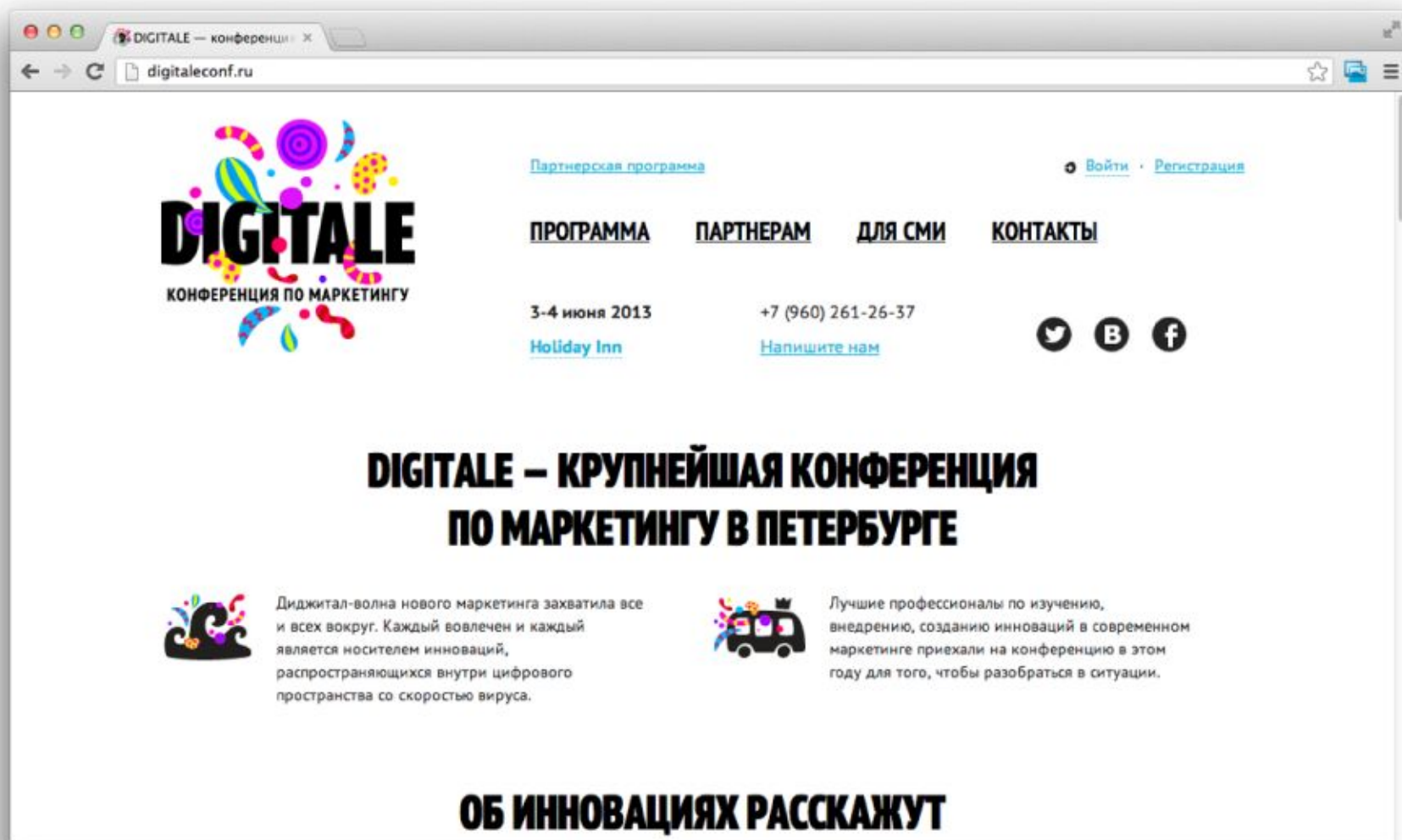
GET STARTED WATCH DEMO

SQUARESPACE COMMERCE. *Easily add a store to any Squarespace website and start selling.*

Дефицит

- размещайте на странице текст, который передает ощущение срочности
- динамически обновляйте информацию, сообщающую о дефиците

Digitaleconf.ru



The screenshot shows a web browser window with the URL digitaleconf.ru. The page features a colorful logo for DIGITALE CONFERENCE ON MARKETING, navigation links for 'Партнерская программа', 'Войти', and 'Регистрация', and a main headline: 'DIGITALE – КРУПНЕЙШАЯ КОНФЕРЕНЦИЯ ПО МАРКЕТИНГУ В ПЕТЕРБУРГЕ'. Below the headline are two columns of text with icons: one about digital marketing innovation and another about professionals attending the conference. The footer text reads 'ОБ ИННОВАЦИЯХ РАССКАЖУТ'.

DIGITALE
КОНФЕРЕНЦИЯ ПО МАРКЕТИНГУ


[Партнерская программа](#) [Войти](#) · [Регистрация](#)


[ПРОГРАММА](#) [ПАРТНЕРАМ](#) [ДЛЯ СМИ](#) [КОНТАКТЫ](#)

3-4 июня 2013 [Holiday Inn](#) +7 (960) 261-26-37 [Напишите нам](#)

[Twitter](#) [VK](#) [Facebook](#)

DIGITALE – КРУПНЕЙШАЯ КОНФЕРЕНЦИЯ ПО МАРКЕТИНГУ В ПЕТЕРБУРГЕ

 Диджитал-волна нового маркетинга захватила все и всех вокруг. Каждый вовлечен и каждый является носителем инноваций, распространяющихся внутри цифрового пространства со скоростью вируса.

 Лучшие профессионалы по изучению, внедрению, созданию инноваций в современном маркетинге приехали на конференцию в этом году для того, чтобы разобраться в ситуации.

ОБ ИННОВАЦИЯХ РАССКАЖУТ

Digitaleconf.ru

The screenshot shows a web browser window with the URL digitaleconf.ru. The page features a header with the text "ПРОГРАММА КОНФЕРЕНЦИИ" (Conference Program) in a black banner with colorful confetti. Below this is a large section titled "УЧАСТИЕ" (Participation) which is outlined with a black border. This section is divided into three columns representing different time periods: "ДО 22 АПРЕЛЯ" (Before April 22), "ДО 20 МАЯ" (Before May 20), and "ПОСЛЕ 20 МАЯ" (After May 20). Each column lists "Посещение конференции" (Conference attendance) and a price in rubles (2 000 p., 3 000 p., and 4 000 p. respectively). A blue button labeled "ОПЛАТИТЬ УЧАСТИЕ" (Pay for participation) is centered below the pricing table. At the bottom of the page, a section titled "КАК ЭТО БЫЛО В ОКТЯБРЕ 2012?" (How it was in October 2012?) displays five statistics: 2 days, 1 000 participants, 300 online, 21 speakers, and 22 stands. A handwritten signature is visible on the right side of the page.

ПРОГРАММА КОНФЕРЕНЦИИ

УЧАСТИЕ

ДО 22 АПРЕЛЯ	ДО 20 МАЯ	ПОСЛЕ 20 МАЯ
Посещение конференции	Посещение конференции	Посещение конференции
• 2 000 р.	• 3 000 р.	• 4 000 р.

ОПЛАТИТЬ УЧАСТИЕ

КАК ЭТО БЫЛО В ОКТЯБРЕ 2012?

2	1 000	300	21	22
дня	участников	в онлайне	спикер	стенда

Элементы доверия

- **размещайте социальные данные из авторитетных источников**
- **используйте элементы доверия связанные с call to action и размещайте их рядом**
- **будьте честными**

Freshbooks.com

The image shows a screenshot of the FreshBooks website homepage. At the top, the browser address bar shows "www.freshbooks.com/?ref=468". The FreshBooks logo is on the left, with the tagline "cloud accounting". To the right, there is a toll-free number "1.866.303.6061" and the text "#1 Cloud Accounting Specialist for Small Business Owners." A green button says "Try it Free for 30 Days" and a grey button says "Login". Below this is a blue navigation bar with links: Home, Tour, Signup, Mobile, About, Accountants, Add-ons, API, Blog, Support. The main content area has a blue background with the headline "Say Hello to Cloud Accounting" and the text "Join over 5 million people using FreshBooks to make billing painless." Below this is another "Try it Free for 30 Days" button and a link "or Take a Quick Tour". To the right, there is a graphic showing a desktop monitor, a tablet, and a smartphone, all displaying the FreshBooks software interface. The desktop screen shows a dashboard with a bar chart for "Invoices & Expenses" and a table for "January" with columns for Invoices, Expenses, and Balance. The bottom of the page features a blue bar with the text "Featured in:" followed by logos for The New York Times, CNN, CNBC, Forbes, and CPA Practice Advisor.

FreshBooks - Online Invoice X
www.freshbooks.com/?ref=468

Contact | We're Hiring!

FRESHBOOKS
cloud accounting

Call toll free 1.866.303.6061
#1 Cloud Accounting Specialist for Small Business Owners.

Try it Free for 30 Days

Login

Home Tour Signup Mobile About Accountants Add-ons API Blog Support

Say Hello to Cloud Accounting

Join over 5 million people using FreshBooks to make billing painless.

Try it Free for 30 Days or [Take a Quick Tour](#)

Featured in: The New York Times CNN CNBC Forbes CPA Practice Advisor

Freshbooks.com

The screenshot shows a browser window with the address bar displaying www.freshbooks.com/?ref=468. The page features a blue navigation bar with a green button for "Try it Free for 30 Days" and a link for "Take the Tour". A blue notification bar at the top right states "25 seconds ago, someone in British Columbia, Canada tracked their time." Below this are three video thumbnails: "Use FreshBooks on the go.", a central image of a laptop, tablet, and smartphone, and "See how Tyler saves time." The main content area includes a testimonial from Arnold Evanson, a CPA Practice Advisor, with the quote "I've tried many programs and they are all so complicated, except for FreshBooks." and "Businesses need nothing more". The footer contains award logos for Interaction Awards and 2013 Gold Stevie Winner, a call to action "Take a minute to learn how we're in your corner.", social media icons for Twitter, Facebook, and Pinterest, and a final green button for "Try it Free for 30 Days". A small logo at the bottom left shows a wolf silhouette with the text "Every year FRESHBOOKS helps invoice enough money to buy a Wolf T-Shirt for every man, woman & child in Brazil."

Еще раз

- **Call to action**
- **Заголовок**
- **Простота**
- **Релевантность**
- **Риски**
- **Дефицит**
- **Элементы доверия**

**Признаком успешного дизайна
является то, что в ретроспективе
он кажется очевидным.**

**Но обычно именно такие решения
сложнее всего найти.**

Спасибо за внимание!