

How to design a beautiful landing page

This article will share tips when designing a landing page and give you a collection of landing page examples to get inspired.

There were hundreds of articles written about the landing page. The basics of landing pages that everyone knows these are the pages that visitors come after clicking on ads or advertising links and they play an important marketing role by turning potential customers into customers. Really for a business. However, when designing a landing page yourself, you will notice that there are more complex issues than you think. That's why today, this article will share tips when designing a landing page and give you a collection of landing page examples to get inspired.

According to the scholarly classification in Wikipedia, landing pages are in two main categories: **Reference** and **Transactional** . If it is a crawl landing page, then the page must display attractive information and be relevant to the visitor (text, multimedia). Sales landing pages are pages that target sales immediately or at least capture potential customers.

As you can see, all landing pages meet the criteria: They must make choices and motivate customers to make purchases. This is also the main role of landing page pages.

What needs to be clearly grasped before putting any landing page into action, is what the visitor's behavior is, is it appropriate for your goals or not. Then, design a CTA (Call-to-Actions) with the " **Signup now to our newsletter** 'notification (Sign up now to receive **our newsletter** .) In general, the main recipe is to make your landing page possible. show clear preferences and be as attractive as possible.

Some tips when designing a landing page

1. Instructions for creating a website for beginners

Here are some helpful tips to start designing a landing page:

1. Use AIDA principles

This is a series of events that we expect to happen when potential customers access the displayed products or the advertised service. Mostly, the steps are:

1. Awareness - attracting attention from visitors
2. Interests - can be awakened by highlighting benefits for customers
3. Desire - give customers the idea that they want products or services
4. Action - customers make the purchase process

2. Don't cause too much distractions.

The idea is very simple. If the landing page has almost no navigation options, except the CTA button, visitors will try to exit the page. Don't think that if you don't provide any navigation, they won't find a way to leave the page. They will still do so, even by turning off the browser. And of course guests will not return again.

3. Make the things customers are looking for appear in the blink of an eye

Normally, the landing page must attract the visitor's attention for the first 3 seconds since the visit. If visitors can't see what they're looking for on the page right away or don't care what they're seeing, it's likely they'll leave your site.

4. Don't create unrealistic expectations

Landing page must be consistent with suggestions provided by native ads or vice versa. Visitors must find on the landing page what they are promised to see in the clicked ad.

As mentioned above, now let's see some B2B landing page (Business to Business) and B2C (Business to Customer) that are beautifully designed and effective, then analyze the strengths and weaknesses that cannot be avoid them. Notice the following in the examples given: communication indicators, branding and reliability, content effectiveness, call to action.

Some beautiful landing pages

99designs.com

This is a targeted landing page aimed at designers and students. 99Designs also has a landing page for businesses that need to design. For this, it is very effective in authenticating and actually meeting the visitors' wishes with reliable metrics and indicators (number of members, earnings). Pay attention to the bright red color of the CTA button - usually this should not be chosen, but in this particular case, it is acceptable because it matches the color of the logo.

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Display name


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By clicking "Create your free account" you are indicating that you have read and agree to the 99designs General Services Agreement and the 99designs Design Contest Services Addendum.

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 Find a contest. **1**


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What our designers say



With no real qualifications or previous clients, I had no way of gaining any income through design work previously. With 99designs, you don't need a CV, just your work!

Jonathan Frost
Member since 2010 | [View profile](#)




Over time, this community became more and more valuable, and with respect I can say that 99designs gave me the opportunity to define my future. I mean it, really!

Tomi Vinsek
Member since 2006 | [View profile](#)



My primary motivation was to learn and I never thought that I would actually win a contest. 99designs has helped me improve my skills, my relationships with clients and I've made some great friends.

Keegan Renandy
Member since 2008 | [View profile](#)



I loved it [99designs] immediately, the challenge and "game" of it all is a new element to work I already love doing. I also love the community of designers – getting inspired by those around you and their work.

Kris Taft Miller
Member since 2009 | [View profile](#)

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106 designs per project	1,566 open projects	120,450 projects to date	\$515,205 currently on offer	\$1,363,428 designer payouts last month
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Identity design Logo design Stationery design QuickBooks Form design	Web design Web page design WordPress themes Twitter backgrounds Banner ads	Print design Print & Packaging Business card design Brochure design Label design Flyer design Book cover design Invitation design	Graphic design App design Button & icon design Other design	Merchandise design T-shirt or clothing design
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123RF.com

123RF makes a clear statement of purpose in this landing page with an image slider and four columns in the middle. Visitors will understand immediately what the service is and how they can use it (Search, Register, Pay when you buy and Register to purchase). This page has a light gray background and click on the image. Perhaps the list of categories in Stock photography should improve a bit because it is currently crammed with so many things. And the CTA button is a bit hard to click.

123RF 12,402,898 ROYALTY FREE STOCK PHOTOS

PHOTOS VECTORS DOWNLOAD Search

Creative Images at Your Fingertips.
Search for Images

Follow @123rf 12K followers

So, how does it work?

- Search**
Find that perfect stock photo with our vast content of 12,402,898 images!
- Sign Up**
Register now to download thousands of free images and other great benefits.
- Pay-As-You-Go**
From as low as \$0.68 per credit
- Buy Subscription**
From as low as \$0.21 per image

Stock Photography

Latest Images

- Animals & Pets
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- Babies & Kids
- Background & Graphics
- Beauty
- Business - Concept
- Business - Man
- Business - People
- Business - Woman
- Celebrations & Holidays
- Concepts & Stills
- Couples & Families
- Dating & Romance
- Education
- Feelings & Emotions
- Fitness & Wellness

Free Stock Images

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- Health & Medical
- Home Improvement
- Illustrations
- Landscapes & Travel
- Mobile & Telecommunications
- Nature
- Objects & Ornament
- People - Lifestyle
- Pregnancy & Maternity
- Science & Technology
- Seniors
- Sports & Leisure
- Teenagers
- Transportation & Industry
- Weddings & Matrimony

Testimonial

I absolutely love 123RF.com and send my whole network to it for fabulous photos. I use them to zing up my 12+ websites that are designed to transform the world. These pictures pop, zing and wow every one of my readers.

Soiree Green
The Visionary Network, UK

Hear It!

So, in need of inspiration? We've got it covered. Take a look at our Top Images for January 2012. Please Like, ReTweet and/or Share with friends to show support!

dunsencolja & k.a. Doman-Cujic

123RF Stock Photos

- About
- Business Opportunity
- Career
- FAQ
- EVO FAQ
- Editorial FAQ

Features

- Hear It!
- Blog
- Tutorials

Stock Photo Services

- Corporate Stockphoto
- Intranet (CS1)
- 123RF Partners Program

Buy Stock Photos

- Subscribe
- Buy Credits
- Lightboxes
- Download History
- Rewards
- More

For Photographers

- Sell Images
- Upload
- History
- Earnings
- Referral
- More

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- facebook BECOME OUR FAN
- YouTube

TRUSTe VERIFIED

Now accepting PayPal

VISA MasterCard

BiznessApps.com

Strong call-to-action, emphasis slogans and impressive validation lists - these are suitable combinations for a landing page and BusinessApps has all of these elements. In addition, it includes a minimum amount of text and uses introductory videos because of the fact that people prefer to watch short videos rather than reading words. Form is a factor that this page should improve. Normally, you should provide guests with some information before giving them something. For example, you should exchange information with previous visitors, then the "Send message" button may come with "Get your free stuff now!"

BusinessAPPS
MOBILE APPS FOR BUSINESSES MADE EASY

Home How It Works Features Pricing White Label

Restaurant Mobile Apps

The fast & easy way for small businesses to create mobile apps

- iPhone, Android, HTML5, & iPad apps
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- Risk free - 100% satisfaction guaranteed
- No set up fee! Starting at just \$39 a month!

PREV NEXT

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White Label Resale Program

Create apps for your clients. Fill out this form to learn more about our full white label reseller program.

Name

First Last

Phone Number

Email

Send Message

Brusheezy.com

This landing page looks very neat with a prominent icon and title. Pay attention to the two action calls, at the top and bottom - this is a simple method to make the message to customers uninterrupted. Highlighting customer benefits instead of product features is another plus of this landing page.

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 <p>Credits Roll Over Had a slow month and didn't get to all your credits? No worries! Your unused credits roll over and never expire until you use them all up!</p>	 <p>New Files Everyday We may be new, but don't let that fool you! We're adding lots of new files to our collection every day so you'll always have new and original graphics.</p>	 <p>Huge Discounts We always get hooked up with crazy discounts from some of the best brands in the design community. Click here to view current discounts.</p>
 <p>Requests & Support Can't find what you need? Premium members can submit requests for specific types of resources and we'll do our best to send it your way. Need extra help? Sure, just let us know!</p>	 <p>You're Always First Access the newest Eezy features and offers before everyone else! Eezy Premium members are always first to get the VIP treatment for exclusive offers and discounts.</p>	 <p>Eezy Premium Badge We already think you're awesome. Now let everyone else know! With your Premium membership you get an awesome badge to show off next to your user name!</p>



[Join Eezy Premium!](#)

PageLines.com

Minimalization is an important concept here. This page does not tell you everything immediately, but wants you to explore for yourself. However, the auto-video feature can be a minus point for this page because many people don't like it and want to avoid it. In addition, no immediate CTA is also a limitation for this site.

PageLines

Tour Pricing Showcase Store Blog

A Drag & Drop Design Platform for WordPress
Build professional websites faster, easier and better than ever before

Quanimang

Andrew Powers
Founder & Designer

See Plans & Pricing or Learn More

Developer Careers Blog Forum Docs Affiliates About Contact

Like 10k YouTube 119 Follow 21.6k followers


PageLines.com is proudly created with PageLines & WordPress

Shoboxed.com

The description lines for each part are an example of using language to describe. You understand the message in just a second, because normally you'll notice the first line immediately and go to the CTA button too. If you are still hesitant, have a strong testimonial attached confirmation, help you trust your choices are correct.


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"Turn a pile of disorganized paper into an expense report or contact database without ever touching a keyboard."

AMERICAN BUSINESS OPEN


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SquareSpace.com

This is a professional search landing page with a bold slogan, CTA buttons that prevent visitors from clicking and confirming. This is an extremely successful combination. A big plus is that the context used is placed in the middle of the page, with a screenshot of the page layout and instructions illustrated. The three-part structure of this page is also a notable strength.

See more:

1. 5 simple steps to creating a professional landing page without knowing the code
2. How to design a website in Photoshop (Part 2): Create a Landing page for travel websites
3. Website design tutorial in Photoshop (Part 3): Create professional website layout

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