

LANDINGPAGE CANVAS

COMPANY/UNIT

URL



A simple statement of what you and your product are making in the world!

A memorable one-sentence explanation of what you do for your customers!

Call 2 Action!

Grab the user's attention and entice them to click!

PAIN (+GAIN)

What problem are you solving for your customer? What opportunities do you provide for customers to be faster, happier, more efficient, safer, etc.

What's Unique

Technology/reasoning/partnerships. How are you different? How do you get results differently to your competition or alternatives?

Product / Service

As short as possible, how does it work in 3 steps?

Traction / Endorsement

Success so far (not customers). Customer reference quote!

End statement

Powerful and engaging!

Call 2 Action!

Grab the user's attention and entice them to click!

> Logo /Name <

Think of an image that supports your content

Pick a color!

1 2 3

Pick a color!

The 6 Big Rules of Landing Page Design

- #1 Keep an Eye on Design Trends
- #2 Leave Some Wiggle Room
- #3 Use Design Elements to Organize Information
- #4 When it Comes to Colors, Less Is More
- #5 Use Images That Support Your Content
- #6 Design for All Screen Sizes

Checklist

- Did you leave enough of a break between page sections so that each section stands out?
- Is your page free of unnecessary textures, shadows, and 3D effects?
- Does every single element on your page either add important new info or enhance your primary call to action?
- Is your page physically easy to read?
- Are there any areas where you can break up your information into bullet points or subsections to make it more readable?
- Are there any areas where you can use icons to point people to the information they need?
- Does the color of your call-to-action button stand out from the rest of the page?
- Do all of the colors serve to prioritize the most important points on your page and deemphasize less important information?
- Do all of the images on your page relate to your offer and your brand image?
- If your images contain strong directional elements, do they point toward your headline or call to action?
- Do the colors of the image match the overall color scheme of the page?
- Did you make sure your image files aren't any larger than they need to be?
- Did you check to see how your page will look on mobile devices?
- Does your first call-to-action button appear near the top of the page?