

What should the landing page be?

1. Should convey that we are a big group of people who meet every month to talk all things python and software
2. Should showcase our video content in a way that makes people experience past events online
 - a. This will allow them to get a “taste” of it before attending
3. Should include the next event agenda in a clear and accessible location
4. Member’s content should be accessible and featured somewhere below the fold
5. All of our important links should be easily found without taking away from the main message
 - a. The links should not distract people or grab their attention away
6. Should read like a short and very informative brochure

Outline Structure:

1. Trailer Video
2. Alternating Photo and Text (testimonials, features)
 - a. Sense of community
 - b. Career opportunities
 - c. Recent or popular blog post (link to more posts)
3. Call to action: Join our event, newsletter
4. Here’s how: calendar of events.
5. Map to Manuell’s!
6. Links to more info
 - a. Previous events
 - b. Code of conduct
 - c. Full calendar
 - d. Social media

Next step is defined the written (text) content in each of these items

Inspiration <https://www.toonhoundstudios.com/pvp/>

Testimonials Heading:

“Checkout what pyATL members are saying”

“Here’s what people say about pyATL”

“Community Testimonials”

Mailing List CTA:

“Join our newsletter and never miss a beat!”

“Join our newsletter to stay up to date”

Next Event CTA:

“Join us at the next event”