

**Management: Landing Pages**

Student's Name

Institutional Affiliation

Course

Professor's Name

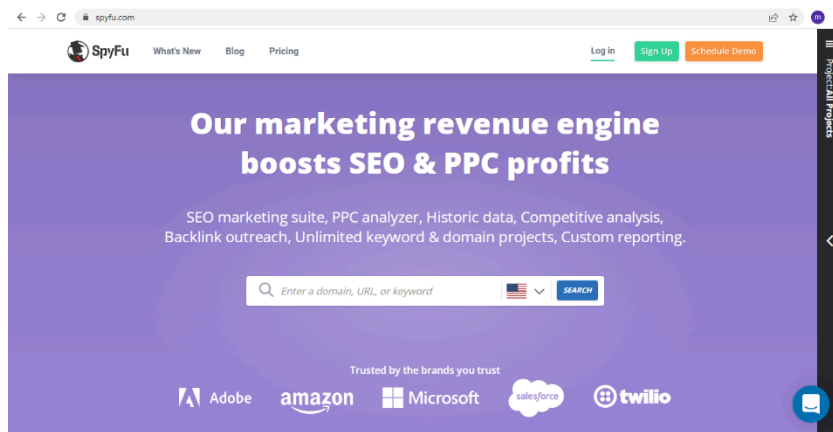
Date

## Management: Landing Pages

**Website:** spyful.com

**Strengths:** Allows visitors/potential customers to test their domain names and has testimonials at the bottom. These features supports the page's value and increases the sales.

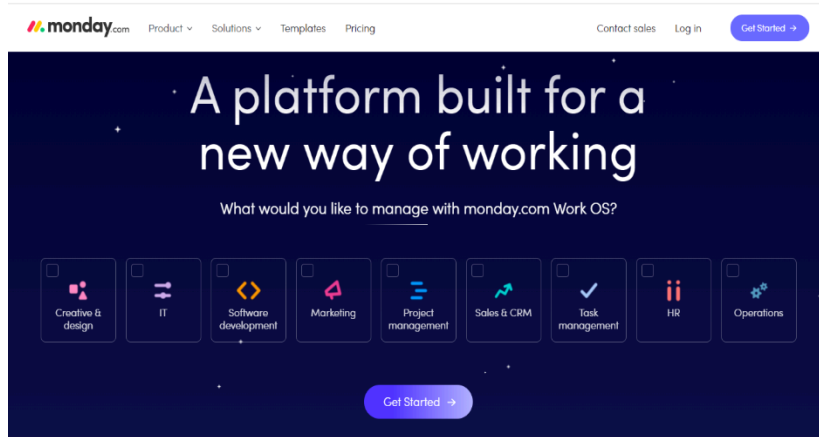
**Weaknesses:** It is a heavy content page, and may disinterest visitors.



2. **Website:** Monday.com

**Strengths:** Visitors spot the important content easily and can 'Get Started' if interested using the button.

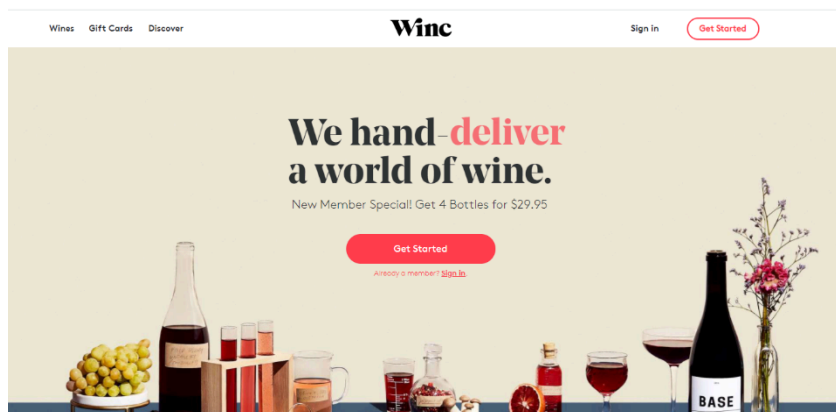
**Weaknesses:** Overused visuals including stock images, icons, and GIFs.



**Website:** winc.com

**Strengths:** Uses “less is more” approach. It uses three alternating words on the headline strategically communicating the business goals and CTA button with bright colors to increase conversion rate.

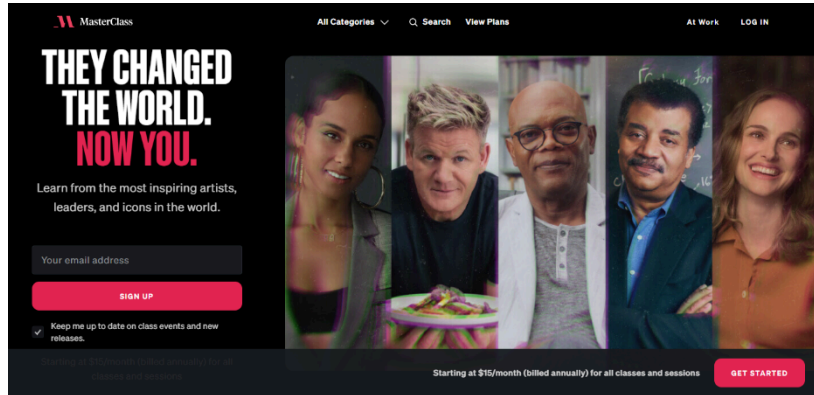
**Weaknesses:** Plays hard to get. Do not display contact details, address, and hours of operation.



**Website:** masterclass.com

**Strength:** Use FOMO strategy to convert visitors to clients through the images of celebrities, successful people, and tagline on the left to demonstrate value of their products.

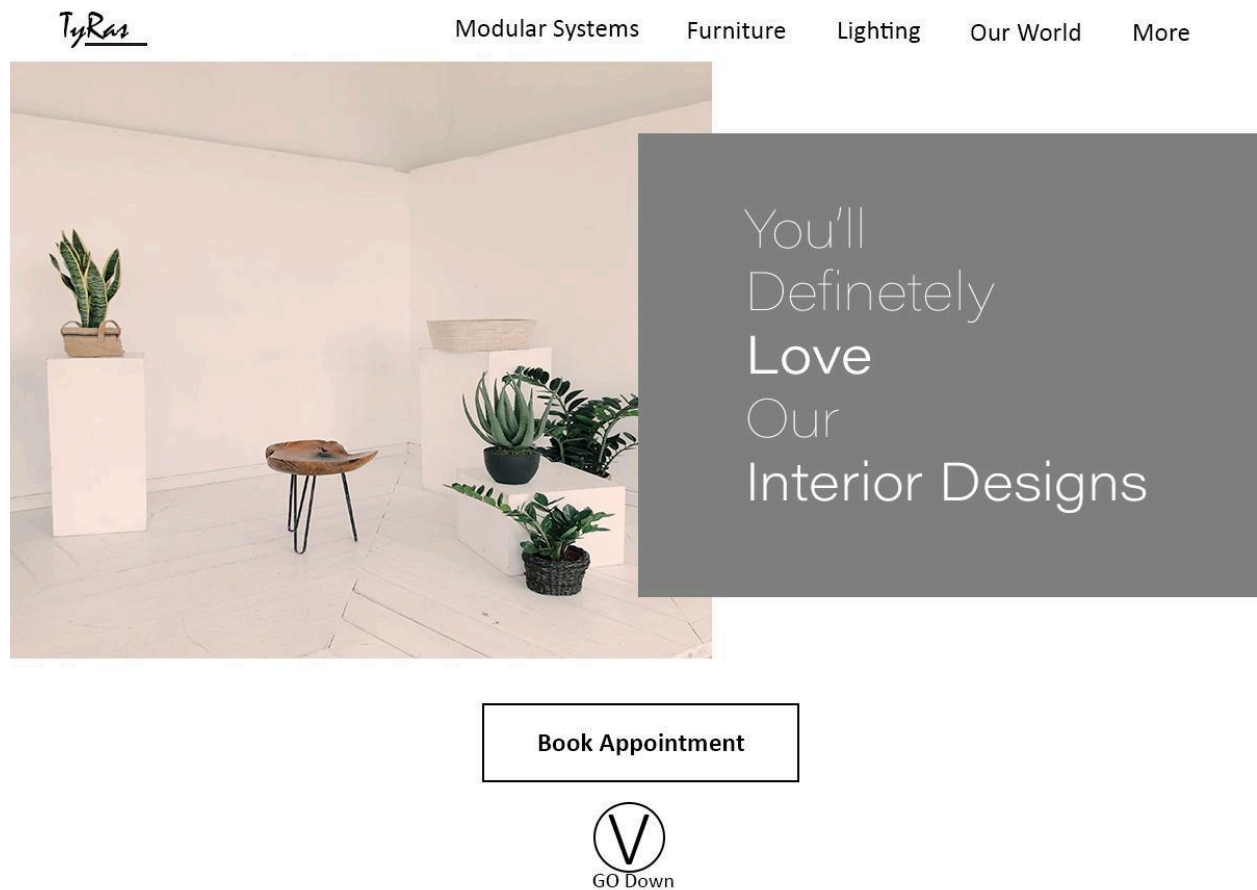
**Weaknesses:** Overusing celebrity advertising on entire page, creating mistrust on the value of the products offered.



## Best Practices

The commonalities on the landing pages include they grab attention and are creating the first impressions of how the businesses looks like through compelling elements including videos, images, and graphics. The landing pages have compelling CTAs to ensure faster conversion of visitors to potential customers. The landing pages strategically support the business goals, by using targeting tactics and promoting content that pertains to a niche market. They build a sense of credibility through putting up reviews, testimonials, and partnerships.

## My Design



Explanation: The landing page being an interior design website, it focus more visuals like images and minimal texts. The landing page include all the services offered by the company including modular systems, lighting, and furniture. Additionally, the landing page has the “our world” tab where one will view the company’s portfolio and learn more about the company. The tagline “You’ll definitely love our interior designs” serves the purpose of telling the visitors the business goals of the company and demonstrates that they will get value by using the services. The CTAs button for booking appointment helps to convert visitors to potential clients, where after booking they visit the showrooms to view the designs.