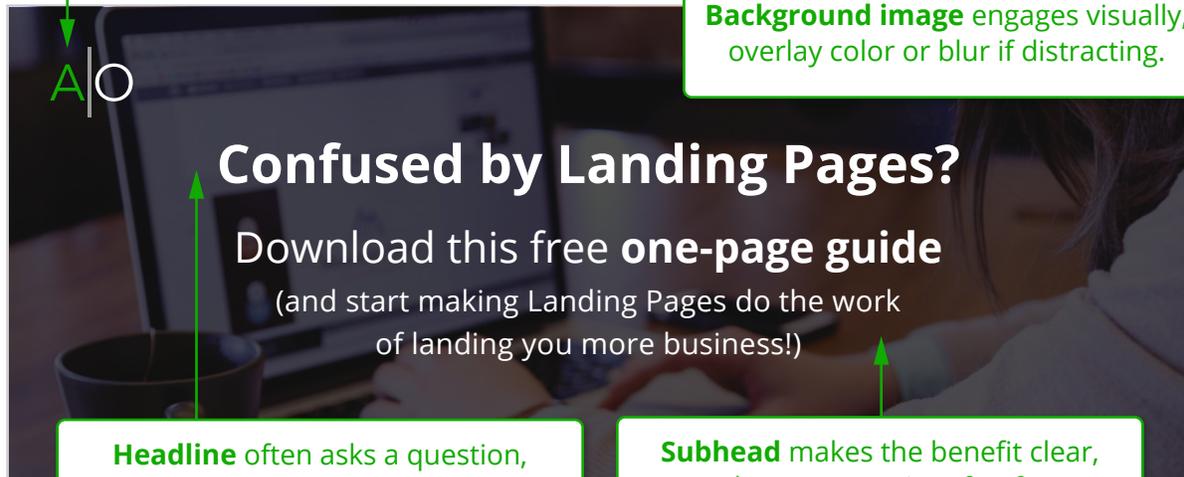


# A|O Aligned Online's **Anatomy of a Landing Page**

Don't forget **branding**.

**Background image** engages visually, overlay color or blur if distracting.



**Headline** often asks a question, calling out the target market and a pain they're experiencing.

**Subhead** makes the benefit clear, and prompts action (fun fact: people tend to read parentheses!).

**Landing pages are the quickest way to get going online.** Stop pulling your hair and start pulling in prospects.

**Download Aligned Online's free guide, "Anatomy of a Landing Page" to learn:**

- ✓ Home Page vs Landing Page vs Squeeze Page, etc.
- ✓ The power of dead simple Lead Magnets
- ✓ What makes an effective Call to Action
- ✓ How to use Thank You pages to do more
- ✓ How bullet points keep benefits simple

**Yes, Send Me My Free Landing Page Guide**

**Big Call to Action** button (plus additional links).

**Limited time offer!**  
**Free instant download**  
(includes a surprise bonus)

**Copy** should be clear and to the point — less is more. Highlight pains and gains. **Bold** helps quick scanning.

• **Bullet Points** help simplify benefits  
✓ Non-standard bullets stand out.  
**FOMO** and **FAB\*** help prompt action.

\* FOMO = Fear of Missing Out, FAB = Fast Action Bonus. More on other side...

Aligned Online

**Leap into Leadpages**  
Landing Page Jump Start

**LIMITED TIME OFFER:** Aligned Online recommends Leadpages for easily creating landing pages, opt-ins and more – and our **Leap into Leadpages** package can help you get going quickly! Visit our site and use promo code "ANATOMY" to save \$25!

  
**Leadpages**

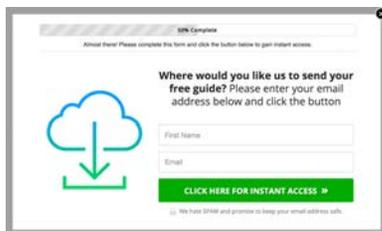
# Aligned Online's **Anatomy of a Landing Page**



More info on other side

**Yes, send me my free guide**

Call to Action Button



Opt-in Form. The less you ask for the more they'll click



**Thanks!**  
*Farhan*

Your **Home Page** is what visitors see when they enter your URL.

A **Landing Page** is where you've directed a certain target to "land," to narrow their focus or prompt a decision. (It could be your Home Page, or a "/subdirectory" or a different URL entirely.)

Landing pages often present a one-time **opportunity** for users: to register for a webinar or take advantage of a sale or download a free resource (sometimes called a **Lead Magnet**). The idea is to minimize distractions (like your website menu or Facebook page) and encourage users to make the decision to press the big button.

That's your **Call to Action** (CTA): "Yes, Claim My Spot Now." When you can, word this from their point of view – what's in it for them.

The easier you can make this decision, the better. A brain-dead offer of something simple is better than the 12-part free video series that will require their time and attention to even evaluate.

You can help this decision by seeding the **Fear of Missing Out** (FOMO). You might have a time limit, a limited quantity, etc. On the carrot side, you could offer a **Fast Action Bonus** (FAB), something extra they can get if they act now.

An **Opt-In form** collects the info you need to make good on your offer. The less you ask for the more likely they'll follow through. First name and email is enough to start. If they're clicking to buy, you'll need an **Order Form**. Restate the benefit here if possible.

A **Squeeze Page** is a type of landing page that asks for an opt-in before presenting more content. It squeezes info out of the user.

A **Sales Page** is a type of landing page where the Call to Action is to purchase, or schedule a time to discuss what you're offering. These are often longer, with bullet-pointed benefits and a breakdown of the value being offered, added bonuses, testimonials, etc.

A **Thank You Page** is where you send users after they've purchased or opted in. You might present another opportunity here or upsell them. You could also ask them to share, ideally with an incentive.