Web Development and Web Design
by R.Hasko.
Draft 01.2019

Lab 4. Landing Page with Maps, Web Analytics & Socials.

1. Create new directory **Project4** inside **web_dev** at your laptop. All tasks must be synhronized with **web_dev/Project4** at your **GitHub Pages**.

2. Create **your original own Landing Page** as static **index.html** using free templates or your own design.

3. Project must have:
   simple **slideshow** with images and texts
   html **table** with "zebra" shadowing and responsive CSS
   always visible **floating element** for simulation of "call me" functionality
   flex-box container with 7-9 boxes inside
   large text block with images and "read more" option (**hide/show** mode)

4. On the bottom of this landing page:
   Part of **Google Maps** related to idea of your Landing Page
   "**Contact Us**" Form (https://www.google.com/intl/uk_ua/forms/about/)
   Links to **social** networks (Facebook, LinkedIn, Instagram)
   Google Analytics - https://analytics.google.com/analytics/web/
   Personal information about Author of landing page

5. Result must be available at **<yourlogin>.github.io/web_dev/Project4**

   Questions:
   1. **Adaptive vs Responsible Design**
   2. Landing pages: reference and transactional.
   3. Show how your ContactUs/GoogleForms works
   4. Show statistic of your landing page
   5. Show your social networks (1 or more), related to project
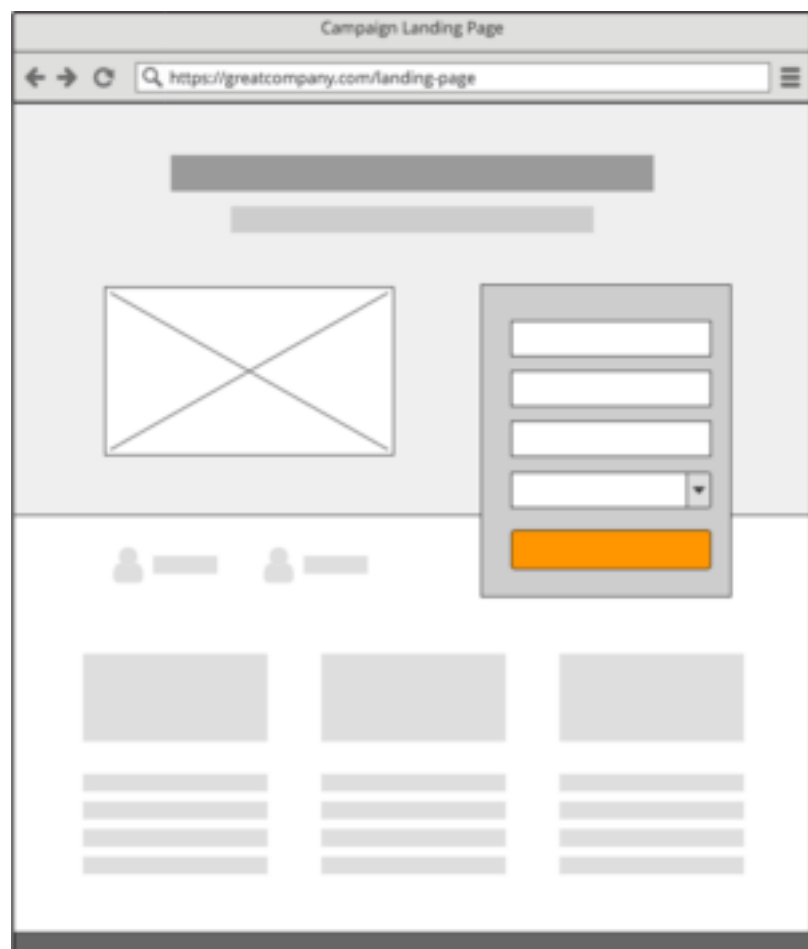
Landing Page

A **landing page**, sometimes known as a **"lead capture page"**, **"static page"**, or a **"destination page"**, is a single web page that appears in response to clicking on a search engine optimized search result, marketing promotion, marketing email, or an online advertisement. The landing page will usually display directed sales copy that is a logical extension of the advertisement, search result or link. Landing pages are used for lead generation. The actions that a visitor takes on a landing page is what determines an advertiser's conversion rate.

Landing pages are often linked to **social media**, e-mail campaigns or search engine marketing campaigns in order to enhance the effectiveness of the advertisements. The general goal of a landing page is to convert site visitors into sales or leads. If the goal is to obtain a lead, the landing page will include some method for the visitor to get into contact with the company, usually a phone number, or an inquiry form. If a sale is required, the landing page will usually have a link for the visitor to click, which will then send them to a shopping cart or a checkout area. By **analyzing activity** generated by the linked URL, marketers can use click-through rates and conversion rate to determine the success of an advertisement.

What is a Landing Page?

In digital marketing, a landing page is a standalone web page, created specifically for the purposes of a marketing or advertising campaign. It's where a visitor *"lands"* when they have clicked on a Google AdWords ad or similar.

Landing pages are designed with a single focused objective – known as a Call to Action (CTA). This simplicity is what makes landing pages the best option for increasing the conversion rates of your Google AdWords campaigns and lowering your cost of acquiring a lead or sale. To fully understand the difference between a landing page, and the other pages on your website, such as your homepage, it's important to consider the differences between organic search traffic and paid search traffic.

Landing Pages and Organic vs. Paid Search Traffic

When asking the question, "What is a landing page?" you need to understand that they are designed for paid traffic like Google Adwords.

Google search results page (SERP)

The image opposite shows a typical Google search results page (SERP) that you might see after entering a search query.

There are four main areas:

1. Paid Search Results: Google AdWords

2. Paid Search Results: Google Shopping Ads

3. Google Featured Snippet

4. Organic Search Results

The organic search results (#4) at the bottom are the links to your website that Google has chosen to show in response to the search query. This is why you have a website – to be found through organic search.

The paid search results (#1 & #2) are different. For paid advertising, you get to *choose* where the link takes your visitors. You could choose to send them to your website's homepage, or to the preferred option – a standalone landing page created specifically for that ad campaign.

The Difference Between a Homepage and a Landing Page

Consider the following diagram, which shows a homepage and a landing page. The orange areas on each diagram represent links on the page. As you can see, the Homepage (on the left) has 43 links, and the landing page (on the right) has only 1.
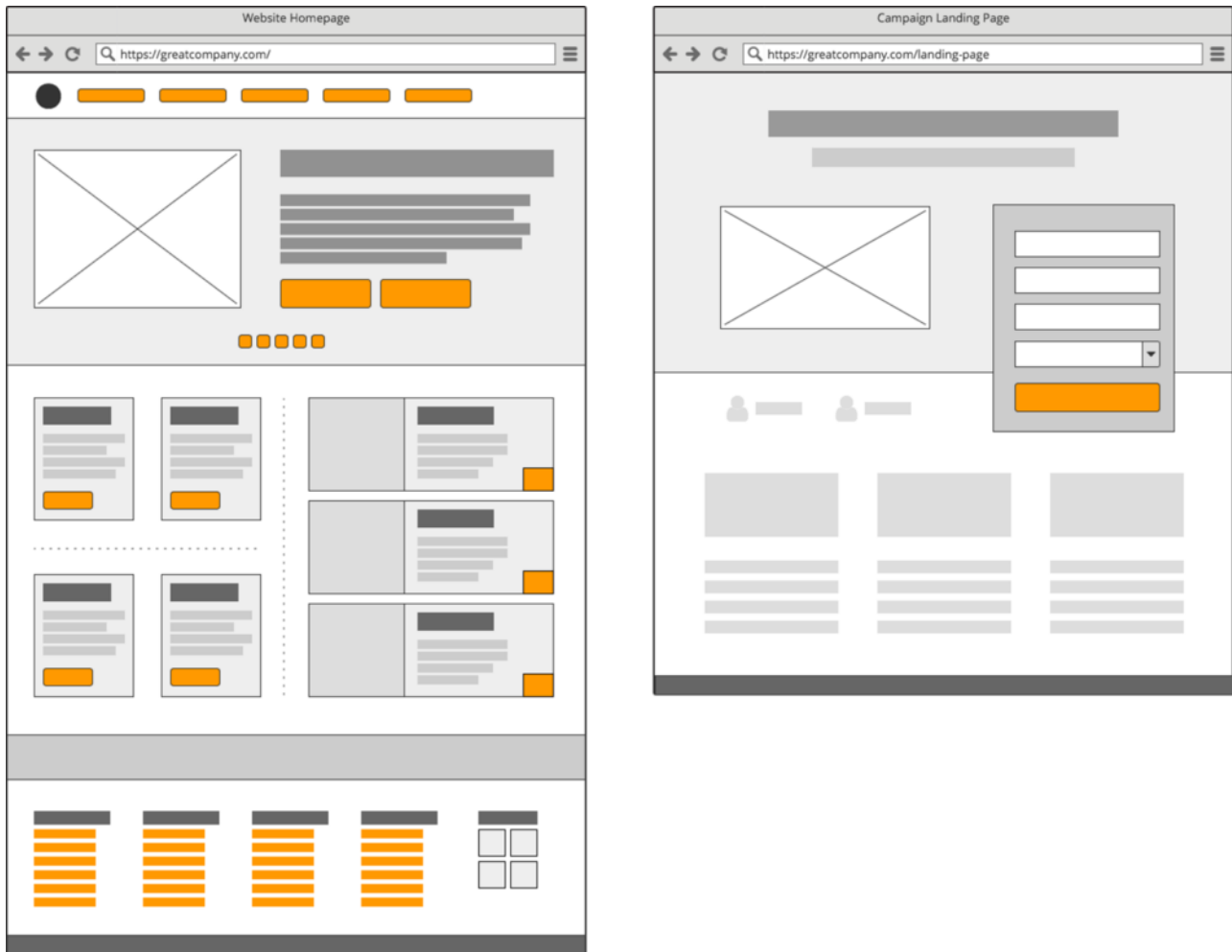
Homepage (left) vs. Landing Page (right)

Having fewer links on your landing page has been proven to increase conversion rates when it comes to paid advertising, as there are fewer available distractions. Which is why expert marketers doing paid advertising always use a dedicated standalone landing page as the destination of their ad traffic.

Different Types of Landing Page

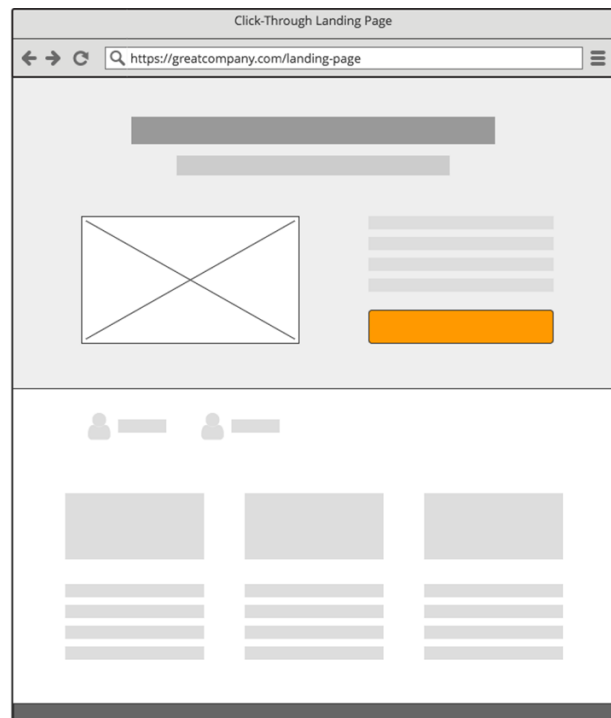There are two basic structural types of landing page:

Lead Generation landing pages (sometimes referred to as lead gen or lead capture pages) use a web form as the Call to Action, for the purpose of collecting lead data such as names and email addresses. This is the primary type of landing page used for B2B marketing.

Click-Through landing pages are typically used for e-commerce and have a simple button as the Call to Action.

The diagrams below show the difference between a lead gen landing page and a click-through landing page.
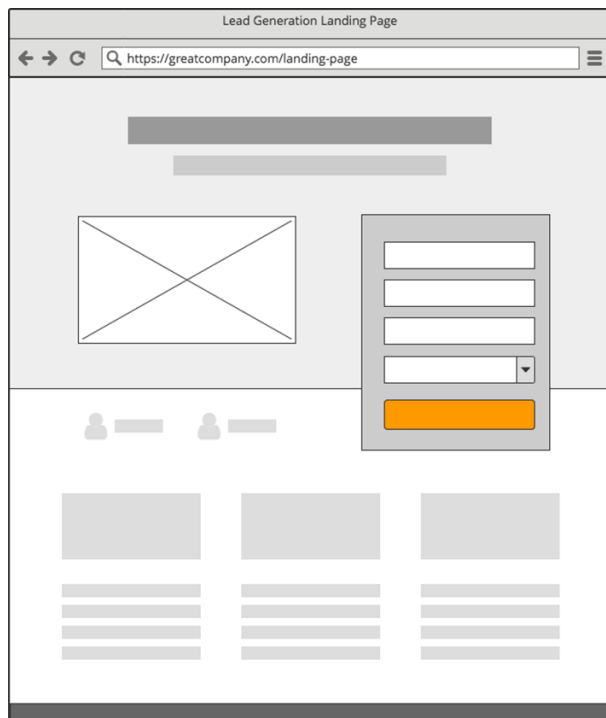
Left: Lead Gen Landing Page   Right: Click-Through Landing Page

Read **101-landing-page-optimization-tips.pdf**