

Creating a Landing Page

If you are looking for a complete custom built Landing Page, you might consider using a package such as WordPress with a number of its associated plugins, one such example is Beaver Builder. Beaver Builder enables you to create a Landing Page, however to use it you also need a knowledge of WordPress to begin. If you are interested in finding out more, please see this YouTube video for a brief introduction to using the Beaver Builder plugin with WordPress, <https://youtu.be/zIrE7OawN7o>

There are many such similar plugins. However it must be noted that associated with WordPress and its plugins is a steep learning curve along, i.e. time investment, as well as some financial investment.

If you are creating a very simple Landing Page for the first time, you can avail of many more cost efficient and quite easily used software packages. These, often free, packages obviously have their limitations too and detailed customisation might be limited.

Reviews of Landing Page Software

The following website, <https://www.capterra.com/landing-page-software/>, reviews different landing page application software. It provides you with an overview of the particular landing page software, along with the pros and cons of each application based on users reviews.

The screenshot shows the Capterra website interface for reviewing landing page software. At the top, there's a navigation bar with links for 'Software Categories', 'Search', and 'Sign In'. Below the header, the title 'Landing Page Software' is displayed, followed by a sub-instruction 'Find the best Landing Page Software for your business. Compare product reviews and features to build your list.' A 'Learn Why Capterra is Free' link is also present. The main content area features a search/filter section with dropdowns for 'Sort by' (Sponsored), 'Filter software products' (40 products found), and various filtering options like 'Product Rating', 'Users', 'Deployment', and 'Features'. Below this, two software products are listed: 'Leadpages' and 'Wishpond'. Each listing includes the company logo, name, rating (4 stars), number of reviews (18 or 19), a brief description, and a 'Visit Website' button. To the right of the products, there's a 'Related Categories' sidebar with links to 'Email Marketing Software', 'Lead Management Software', 'Marketing Automation Software', 'Sales Enablement Software', and 'SMS Marketing Software'.

Figure 1: <https://www.capterra.com/landing-page-software/>

Using Ucraft as a Landing Page Generator

See <https://www.ucraft.com/free-landing-page-creator>.

What is Ucraft?

Ucraft is a very simple, easy to use, free landing page generator. It is a good package to start off with, when creating landing pages, it is more or less self-directing in its use with many support mechanisms in place should you need them. Ucraft provides free templates which you can customise to your specific needs.

Getting Started with Ucraft for Free!

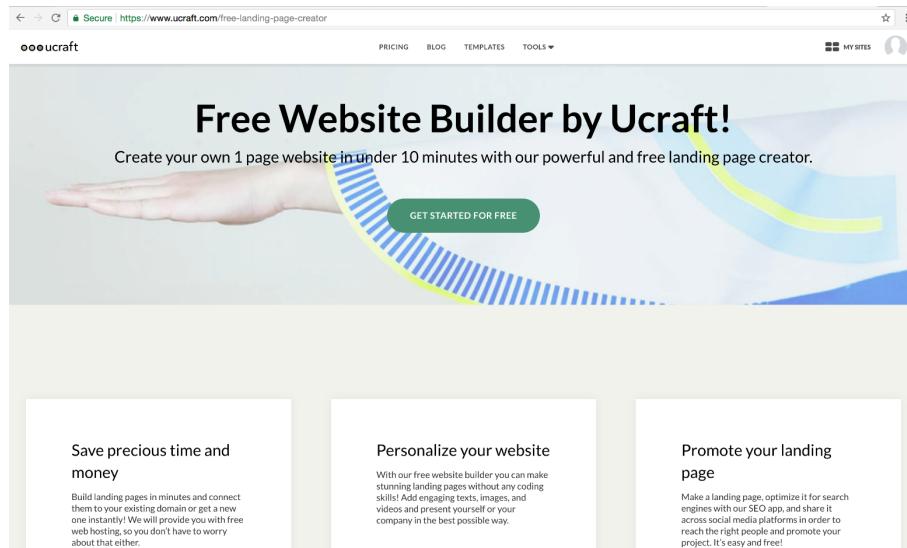


Figure 2: Getting Started with Ucraft to Create a Free Landing Page

Once you click GET STARTED FOR FREE, you are prompted to select a free template for your one page website landing page. When selecting look at the different templates, review the styles, the colours, the fonts used, ask yourself if it suits your needs. Before you choose a template, you can review it to make sure it is what you want. Using the Free Landing Page Creator option, you can select a total of 5 templates to create 5 different landing pages. All of the Ucraft templates can be customised.

If you would rather not use one of Ucraft's templates, and instead start with a blank page, you will need to pay for this privilege. It is not expensive, however you are tied to a one year monthly subscription. You can however use the 14 day free trial to see if you like the package enough to subscribe to it. This might be a consideration for your project.

Help with Ucraft

1. The following online help video is really useful when you wish to Get Started with Ucraft, see <https://help.ucraft.com/getting-started/getting-started>
2. Helpdesk Articles are available here, <https://help.ucraft.com/>
3. Ucraft operate a Live Chat on its website with a member of Ucraft replying typically in a few minutes, this service is available 24/7. This is a really useful and reliable support whether you are paying or not to use their software.

Some Specific Questions you might have

Ucraft Dashboard

Dashboard which you will find on the left hand side of the online application, opens up a range of different options for further customisation.

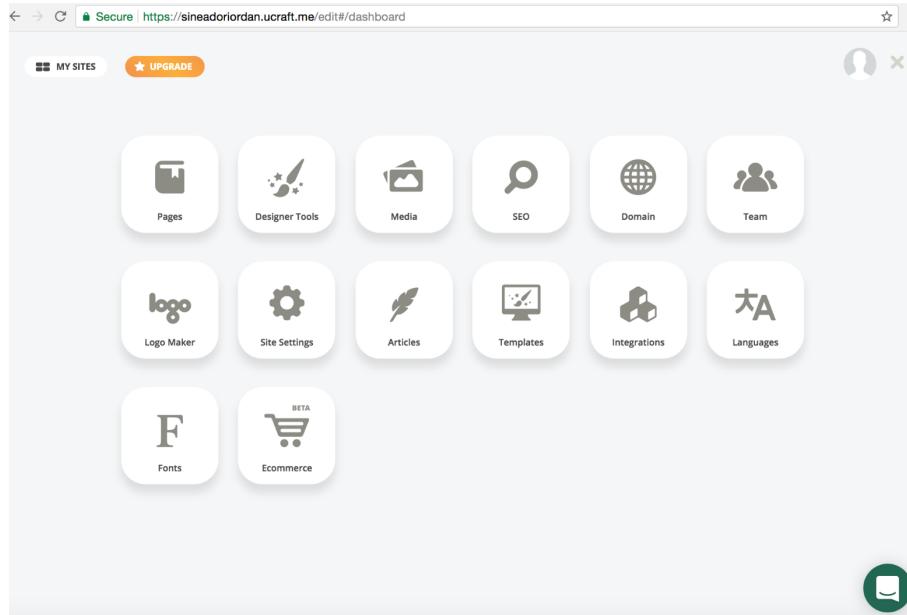


Figure 3: Dashboard

Ucraft Web Address

Ucraft will provide you with a url for your page which is the web address of the page. By default this is embedded within its own address, such as <https://sineadoriordan.ucraft.me/>. However you can provide your own url, if you have it already registered, as outlined below. To access this, click on Dashboard → Domain

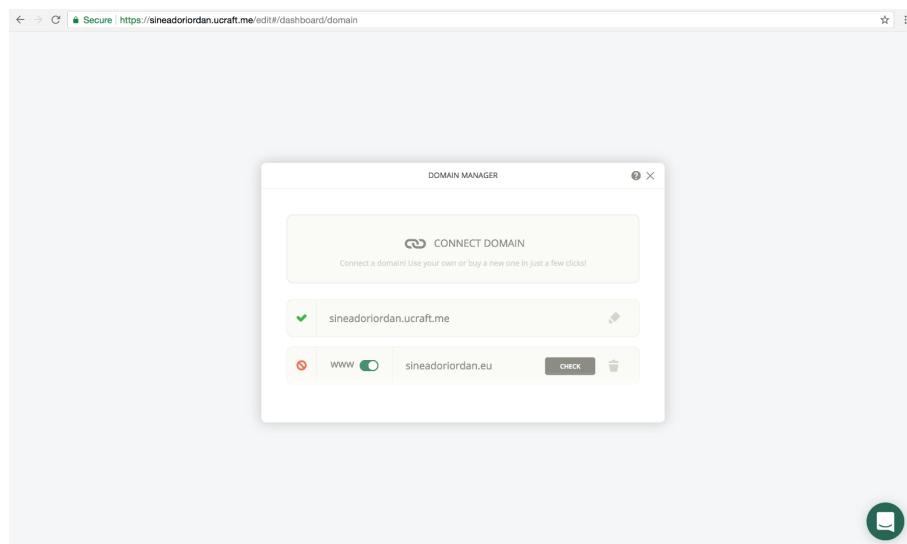


Figure 4: Customising with your Web Address

How to Ensure your Landing Page Visitors get in Touch with you.

You can very easily customize the selected template to ensure that your visitors get in contact with you via email. The tutorial, see <https://help.ucraft.com/elements/form>, gives very detailed instructions on how to do this.

Setting up Event Tracking Codes on your Ucraft landing page.

If you wish to receive information like the analysis of sales, clicks, page views and or other analytical data, you should consider making use of the Google Analytics Integration. The following tutorial will help with this, see <https://help.ucraft.com/instructions/how-to-set-up-event-tracking-codes-on-your-ucraft-website>

Connecting your Domain Address to your Ucraft Landing Page.

As you are aware Ucraft provides you with a url for your page, such as <https://sineadoriordan.ucraft.me/>. You may wish to use your own url (e.g. www. sineadoriordan.eu) based on the domain name, sineadoriordan.eu, which you have registered with a Domain Registrar, such as Blacknight.

When you register with a Domain Registrar, your domain name will be assigned an ip address, such as 123.223.12.120 on the Domain Registrar's server. However, your landing page on the Ucraft server will be pointing to a different ip address, see Ucraft Domain Manager in figure 10 below (accessed through Ucraft Dashboard). You can see in this example, the landing page's ip address is 104.155.93.248.

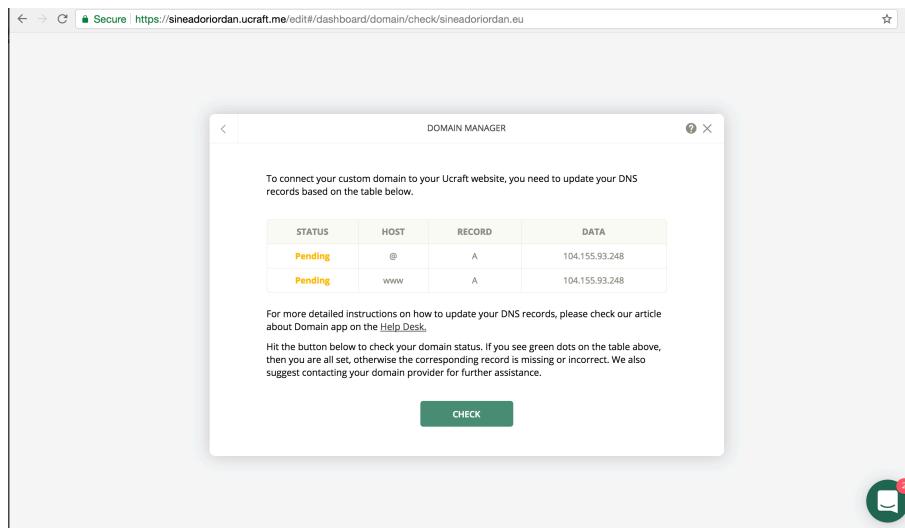


Figure 5: Domain Manager

Therefore, you must revisit your Domain Registrar to get your domain name to point to the Ucraft ip address and not the Domain Registrar's ip address.

If using Blacknight, you can access your account through the following address, <https://cp.blacknight.com>. Here you log in using your username and password. On login, you are brought to a screen where you must click on the DNS tab and then on the DNS Records to bring you to the screen below, see Figure 11.

Type	Host	Data	TTL	Kind	State	In Sync
NS	sineadoriordan.eu	ns2.blacknight.com	3600	Auto	● Active	○ No
NS	sineadoriordan.eu	ns1.blacknight.com	3600	Auto	● Active	○ No
A	www.sineadoriordan.eu	78.153.212.173	3600	System	○ Inactive	● Yes
A	sineadoriordan.eu	78.153.212.173	3600	System	○ Inactive	● Yes
NS	sineadoriordan.eu	ns3.blacknight.com	3600	Manual	○ Inactive	● Yes
NS	sineadoriordan.eu	ns4.blacknight.com	3600	Manual	○ Inactive	● Yes
A	www.sineadoriordan.eu	104.155.93.248	3600	Manual	● Active	● Yes

Figure 6: DNS Records

From here select, Add New DNS Record, which you can complete by providing the ip address provided by Ucraft, see figure below.

The screenshot shows the Blacknight Internet Solutions LTD control panel interface. At the top, there's a navigation bar with links for Home, Subscriptions & Usage, Current Deals, Help & Support, Account, and Users. The user is logged in as 'Subscriber sinead oriordan (Account ID: 1108939)' with a session ID of '2.11.11.11'. Below the navigation, the URL is https://cp.blacknight.com/workspace.html?bw_id=2657782447218515ea76ade2877768d. The main content area has a breadcrumb trail: 'Main Panel > sineadorordan.eu'. Under 'DNS', the 'DNS Records' tab is selected. A sub-menu shows 'Summary', 'DNS', and 'Web'. The 'DNS Record Type' dropdown is set to 'A'. The 'DNS Record Properties' section asks to 'Specify new A record properties'. The 'Domain' field contains '.sineadorordan.eu'. A note says 'Enter '*' or '*.{prefix}' to create A record for all subdomains'. The 'IP address *' field is empty. The 'TTL' field is set to 'Custom' with a value of '3600'. A note says 'Enter custom value'. There's a radio button for 'Default TTL'. At the bottom, there are 'Finish' and 'Cancel' buttons. A small note at the bottom left says '© 2017 Ingram Micro Inc. All rights reserved.' and a Parallels logo is in the bottom right.

Figure 7: Add New DNS Record

Once you have added the details and clicked on the Finish button, you return to the screen on Figure 11. Here you can change the state of the ip address provided by the Domain Registrar to de-active it and activate the ip address provided by Ucraft, such that your domain name, now points to the correct ip address.