Tech et Cie.

# PRESENTATION LANDING PAGE

summary:

I. What Is a Landing Page?

A landing page is a standalone web page that potential customers can "land" on when they click through from an email, ad, or other digital location. A landing page aims to capture information from contacts in exchange for something of value, such as a retail offer code or business-to-business (B2B) insights in the form of a white paper.

II. Difference Between a Homepage and a Landin Page:

Below we've got a homepage and a landing page laid out side by side. See how the homepage has tons of links and the landing page has only one? That's pretty typical.
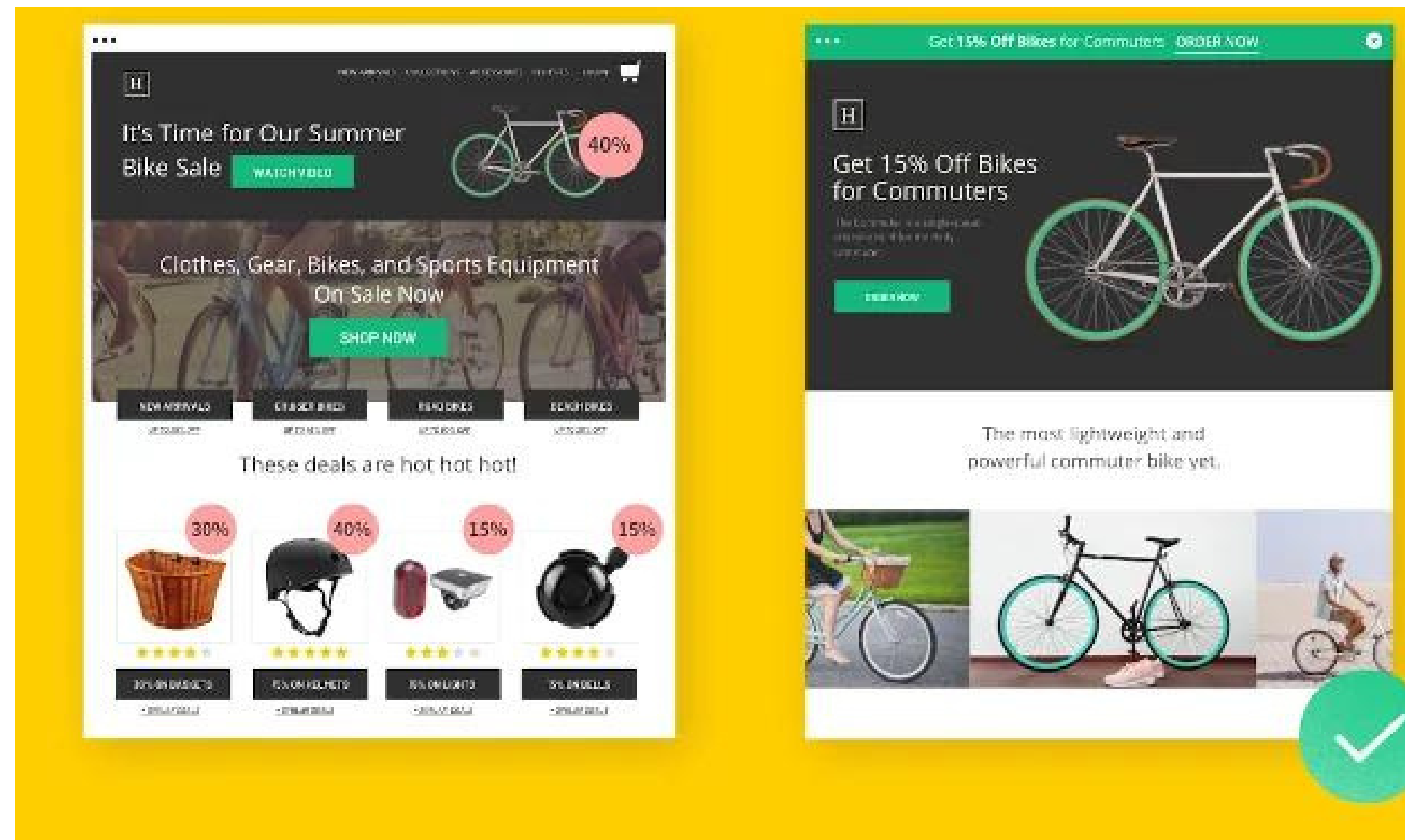
III. Components of a Landing Page

there are five core elements that every high-converting landing page must have:

- A unique selling proposition (USP)
- A hero image or video
- The benefits of your offering
- Some form of social proof
- A single conversion goal (or your call to action)

thanks for your attention