



77 Brilliant Examples of Homepages, Blogs, and Landing Pages

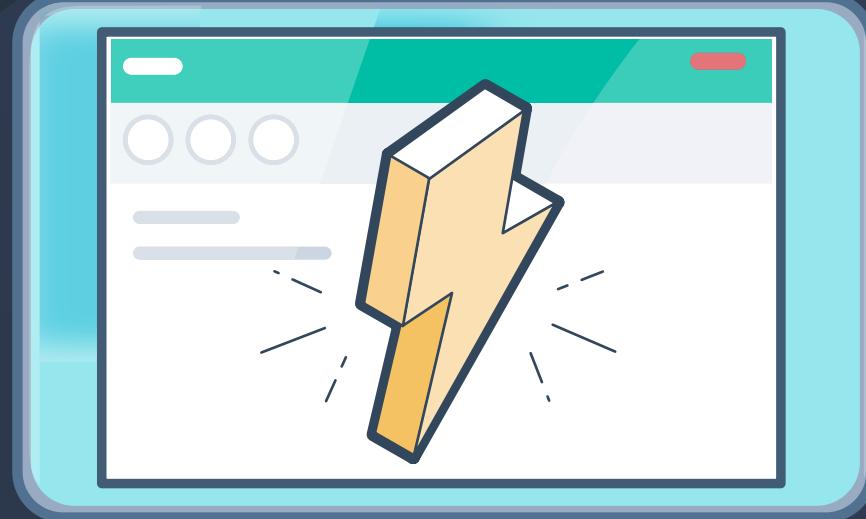


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With HubSpot's CMS, you can power your website with the tools you need to help you grow better. With HubSpot's extensive library of customizable templates and themes, you can use built-in features from SEO to design to create high-converting websites, blogs, and landing pages.

HubSpot's CMS features include:

- Adaptive testing.
- Multi-language content creation.
- Drag-and-drop editor.
- Website themes.
- Contact attribution.
- Reporting and analytics.

Along with our dedicated migrations and onboarding teams, we help marketing and sales teams of all skill levels succeed with our platform.

[Learn More About HubSpot's CMS Hub](#)

Introduction

Creating a web presence that is both a well-designed representation of your brand and a high-converting, SEO optimized masterpiece is no easy feat. The mix of art, design, marketing, and sales is a delicate balance.

To get there, the [77% of companies who report having a content marketing strategy](#) take a few parts creativity, a dash of best practice, a pinch of user experience, a tablespoon of design trends, a cup of brand identity, and a whole bunch of conversion strategy. Then they mix it up and create a website, landing page, or blog that's ready to serve to new potential customers in the hopes they are immediately drawn in, with the ultimate hope that enough has been done to secure a conversion.



But the best marketers and website creators know the secret sauce – testing and optimization. They keep on refining the recipe and using data to drive each update and each change to the strategy. [Search engine optimization drives 1,000%+ more traffic](#) than organic social media – meaning optimization brings real results.

On a website, landing page, or blog, you can regularly revamp and update, taking the great content you've already built and refining it to your competitive advantage. When you constantly iterate and optimize, you never feel like a huge website, landing page, or blog revamp is a huge, looming project. Instead, you're always making your web presence better and in turn, producing better results and providing a better customer experience.

To help inspire and challenge you, here are 77 examples of brands that have created homepages, blogs, and landing pages that deliver.

Homepages

Homepages are like a warm greeting with a firm handshake – they're instrumental for making a good first impression. That first impression is quick, since visitors will form their opinion in 0.05 seconds when they hit your website homepage, giving you a short opportunity to keep them away from closing the tab.

There are many components that make up a great homepage. When considering the time you have and goals for the homepage, place your primary call-to-action (CTA) above the fold, meaning it shows on the screen immediately, without having to scroll.

Features of a Successful Homepage

1. A catchy headline.
2. A collection of enticing primary and secondary CTAs.
3. A variety of cohesive, supporting images.
4. Benefits of your product/service/offering.
5. Testimonials, social proof, or case studies.
6. Navigation to other pages on your website.
7. Resources, guides, or ways to use your product/service.
8. Awards, badges, or organizations.



Your homepage should be designed to keep the visitor on your homepage for however long it takes to convince them to engage with your site further, and direct them to additional pages or actions. Depending on your goals, the primary CTA might be to shop, subscribe to your blog, or sign up for a free trial. Your secondary CTA might be joining a loyalty program, signing up for your newsletter, or following your brand on social media.

To optimize your homepage, try updating with links to product information, including a free trial or demo, or showing testimonials or user generated content above the fold.

Poorly designed homepages stick out like a sore thumb and the best homepages stick out like diamonds in the rough. Let's take a look at some of the most engaging homepages out there to see just what makes them so brilliant.

1



Bright, cohesive design that emphasizes CTAs by way of a timed scroll – the Figgers homepage is a great example of making the most out of your homepage.

[Take a look](#)

The Figgers Wireless homepage has a dark blue background with a network of white lines. At the top, there's a navigation bar with links: Home, Phones, Plans, Hotspot, Switch, Shop, Coverage, Support, and Pay My Bill. A large TV screen in the center displays the KweliTV interface with various video thumbnails. To the right, there's a promotional section for an HDR 4K Smart TV with a 25% discount and a KweliTV subscription, featuring a 'Buy Now' button. Below this, a section titled 'Boundless Coverage' highlights competitive plans covering 100 countries, showing four plan options: Senior Saver Plan (\$15), Economical Plan (\$40), Unlimited Plan (\$60), and Globetrotter Plan (\$165). Buttons for 'SHOP PLANS' and 'COVERAGE MAP' are at the bottom of this section. A large headline at the bottom reads '4 Lines For Just \$30 / Per Line'.

2



A quirky, unique design element paired with an immediate email-capturing CTA takes Calendly's homepage from basic to brilliant.

[Take a look](#)

The screenshot shows the Calendly homepage. At the top right is a navigation bar with links for Individuals, Teams, Enterprise, Product, Pricing, Resources, Log In, and Sign Up. The main headline reads "Easy scheduling ahead". Below it is a sub-headline: "Calendly is your hub for scheduling meetings professionally and efficiently, eliminating the hassle of back-and-forth emails so you can get back to work." To the right is a graphic of a laptop displaying a meeting booking interface with a calendar and a video call participant. A large orange button at the bottom left says "Enter your email" and "Sign Up". Below the sign-up form is the text "Create your free account. No credit card required." At the bottom of the page are several social proof logos: COMPASS, ebay, L A B O Y, Gartner, and twilio.

HOW IT WORKS
See Calendly in action



3

kiddie kredit

This homepage includes colorful imagery and screenshots of their app, along with testimonials, simple CTAs, and youthful branding and illustrations.

[Take a look](#)

The Kiddie Kredit homepage features a large, central, circular illustration of a bear family. A father bear in a blue sweater and orange pants holds two small baby bears. A mother bear in a pink dress stands behind them, holding a baby. To the right, a smaller bear cub plays with a ball. The background is white with light teal circular accents. At the top, the Kiddie Kredit logo is on the left, and a navigation bar with 'Features', 'About', 'Reviews', 'Blog', 'Contact Us', and a 'Download' button is on the right. Below the logo, the tagline 'Building a financially free future for all' is displayed. A descriptive text block below the tagline states: 'Kiddie Kredit is a mobile app designed to educate children on the credit system by completing chores.' Two download buttons for the App Store and Google Play are shown. At the bottom, there's a 'FEATURED ON' section with logos for Forbes, Entrepreneur, CNBC, and Fintech Today, along with a 'THE APP' section.

THE APP

Simple to use features, packed

4



Clean copy and a vibrant video work together seamlessly to pull visitors further into Valence's website.

[Take a look](#)A screenshot of the Valence homepage. At the top, there is a navigation bar with links for "COMMUNITY", "SPOTLIGHTS", "ORGANIZATIONS", "JOB BOARD", "EVENTS", "ABOUT", "NEWS", "BONDS", "LOG IN", and "REQUEST ACCESS". The main header features a large, semi-transparent video overlay of a woman smiling. Overlaid on the video are the words "INFLUENTIAL" in large white letters and "MENTORS" in smaller white letters below it. Below the video, the tagline "UNITE POWER. CREATE BONDS." is displayed. To the left, there is a portrait of a woman with long dark hair. To the right, there is a portrait of a woman with short dark hair, identified as "Peggy Alford SVP CORE MARKETS AT PAYPAL FACEBOOK BOARD MEMBER".

UNITE POWER. CREATE BONDS.

Our mission is to create new paths to success for Black professionals. We empower our members through community experiences, professional development, and career opportunities in a safe and supportive environment.

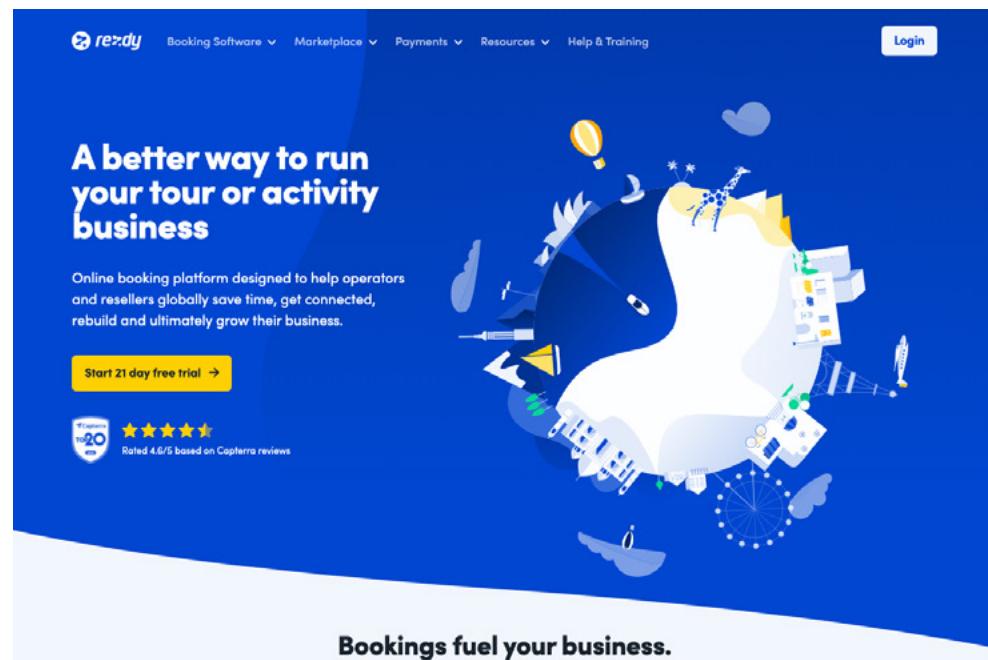
Peggy Alford
SVP CORE MARKETS AT PAYPAL
FACEBOOK BOARD MEMBER

5

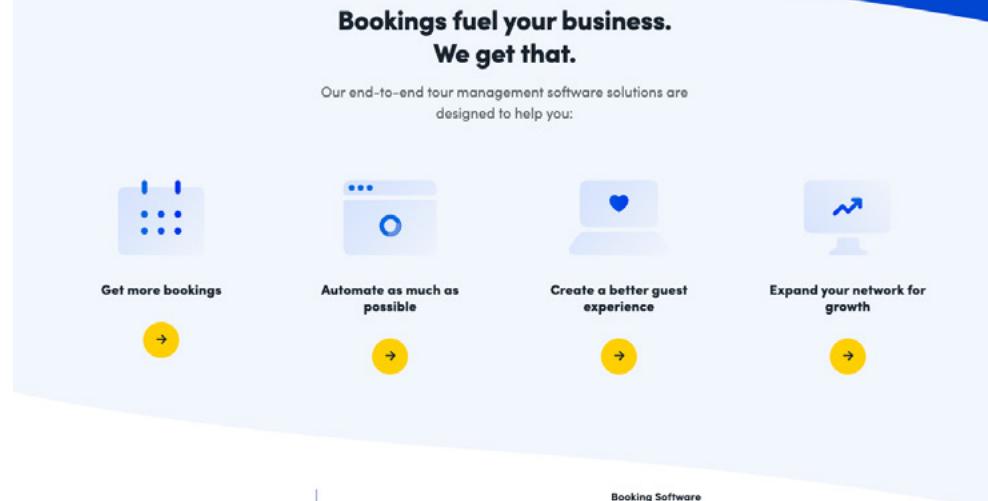


A vivid CTA and unique, spinning graphic are all it takes for Rezdy's homepage to make an impact.

Take a look



The Rezdy homepage has a blue header with the Rezdy logo and navigation links: Booking Software, Marketplace, Payments, Resources, Help & Training, and a Login button. The main title "A better way to run your tour or activity business" is displayed in white text over a background illustration of a person surrounded by travel-related icons like a map, airplane, and suitcase. Below the title is a subtitle: "Online booking platform designed to help operators and resellers globally save time, get connected, rebuild and ultimately grow their business." A yellow "Start 21 day free trial" button and a Capterra rating of "Rated 4.6/5 based on Capterra reviews" are also present.



**Bookings fuel your business.
We get that.**

Our end-to-end tour management software solutions are designed to help you:

- Get more bookings**
- Automate as much as possible**
- Create a better guest experience**
- Expand your network for growth**



Booking Software

An easier way to manage bookings

Get the tools you need to sell online and handle all your bookings centrally.

Our tour operator booking software takes the pain out of running an experience-based business. So you get time back to focus on the important stuff, like delivering a safe and enjoyable experience for your guests.

[Booking Software →](#)

6



Prezi's homepage immediately showcases how their product works and offers a demo. They also feature user integrations and use cases to immediately direct the reader on a more personalized path through their website.

[Take a look](#)

Why hide behind a slide?

Unlike screen sharing, Prezi Video lets you interact with your visuals on screen.

[Try the demo](#) [Sign up](#)
using your camera

Prezi Video already works with your favorite ways to connect

Zoom meetings
 Microsoft Teams
 Cisco Webex
 GoToMeeting
 GoToWebinar
 Google Meet

Present over video and keep the human connection when you're working or learning from home

Create inspiring, engaging visuals in minutes, then appear alongside them as you present. Record to share later or go live with your favorite videoconferencing tools.

For Business

For Educators

For Students

7



A copy-heavy homepage for a brand built on the power of words, Substack's homepage is a testament to their love of the craft.

[Take a look](#)

A place for independent writing

Start a newsletter. Build your community. Make money from subscriptions.

Publishing is free, with no limits. We only make money when you do.

[Start publishing](#)

Who writes on Substack?

Emily Oster
writes about pregnancy and parenting data on ParentData

Matt Stoller
writes about the politics of monopoly on BIG

Sam Irby
writes about what she's into on books/snacks/softcore

Sarah Bessey
writes about everyday faith in her Field Notes

Lolita Taub
writes about underestimated founders on Lolita's Newsletter

Henry Abbott
writes about basketball on TrueHoop

[Browse top writers](#)

You're in charge

Your email list is your community. When you start a Substack, you get:

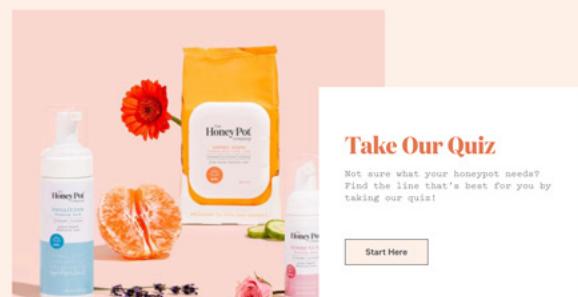
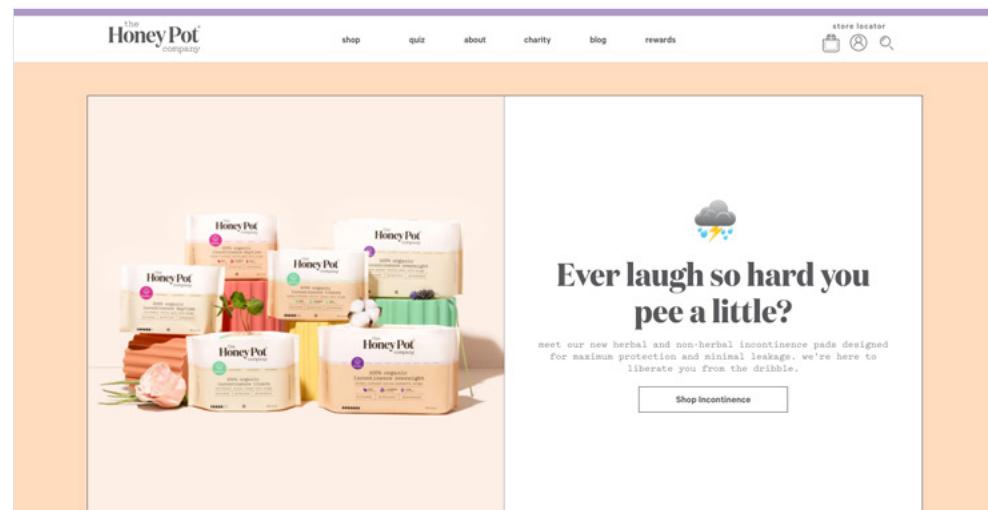
- Your own email list
- A website for all your posts
- Community features



8

the Honey Pot company

Thanks to their signature design style and branding, Honeypot's homepage sticks out from the pack without compromising their unique voice.

[Take a look](#)

9

megababe

Being on-brand involves more than just slapping your logo on your homepage. Megababe knows that truly great homepages incorporate a vibrant balance of colorful imagery and boldly designed copy.

[Take a look](#)


10



Gorgeous imagery and no-nonsense copy work together to make Black Girl Sunscreen's homepage one that we won't soon forget.

[Take a look](#)

SHOP OUR STORY RECYCLE

PROTECT YOUR MELANIN

Sunscreen is always in season.

GET IT NOW

Save 20% on your first order.
Sign up for the BGS Newsletter to receive first dibs on promotions, sales and events.

Enter your email

SUBSCRIBE

Black People Need Sunscreen, too.



Black Girl Sunscreen SPF 30

We have created a sunscreen for every day use, filled with natural ingredients, that will protect your skin from the sun and doubles as a moisturizing lotion.

[SHOP NOW](#)

Black don't crack...or does it?

SPF 101

1 Skin is skin. Black people can get sunburned too.

2 Although melanin protects against a % of UV rays, Black people are still susceptible to sun damage such as sunburn, melanoma, hyperpigmentation, fine lines and premature aging.

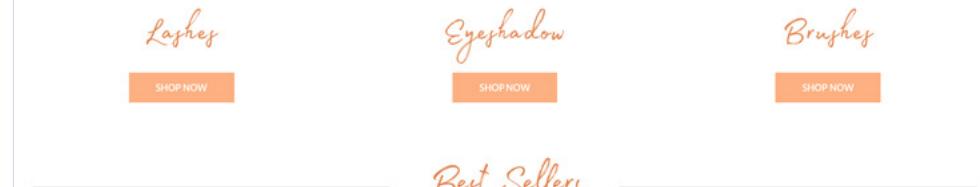
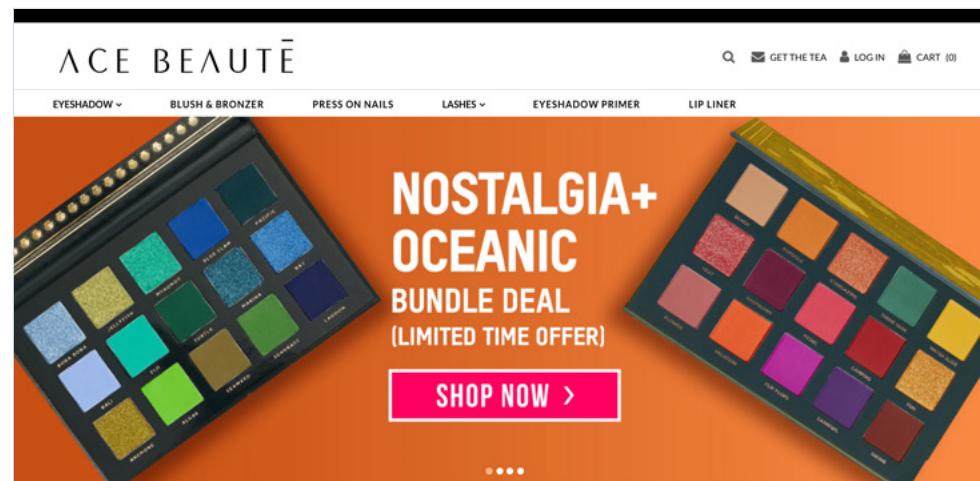
3 The most effective sunscreens have a SPF of 30.

11

ACE BEAUTÉ

Cosmetic brand Ace Beaute embraces their classically colorful imagery by flooding their homepage with vibrant CTAs.

Take a look

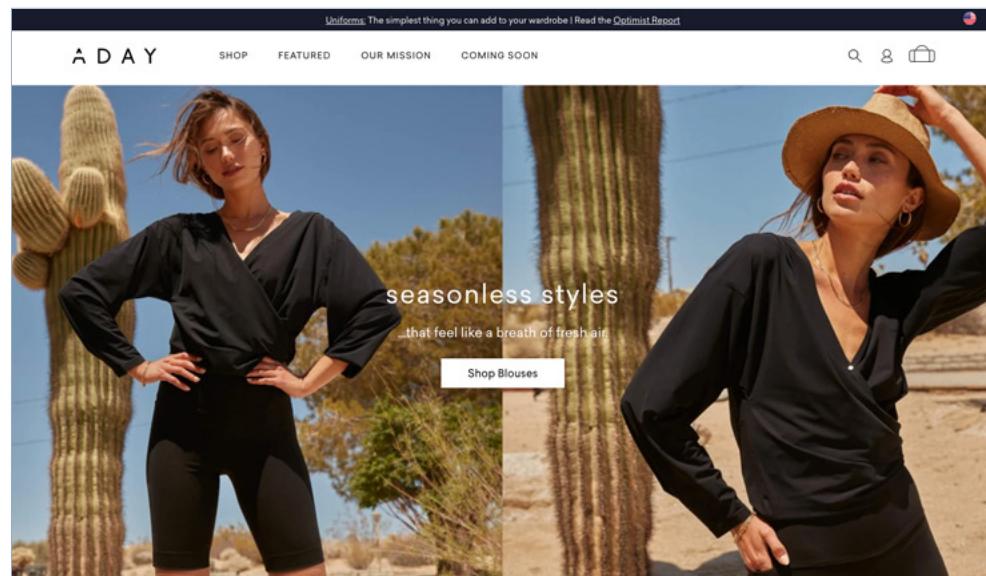


12

A DAY

Clean image pairing, minimalist design, and a simple CTA is all it takes for A DAY to execute this welcoming homepage.

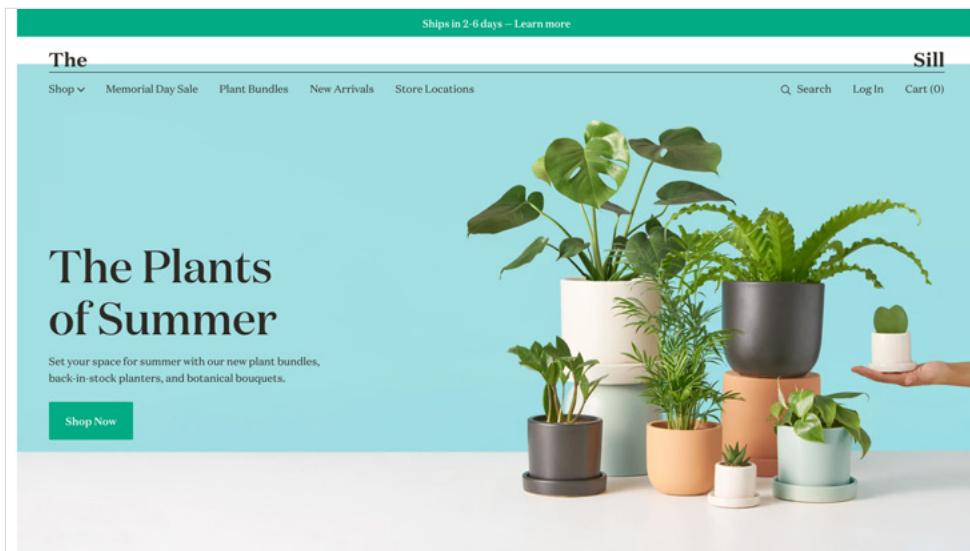
Take a look



13

The Sill

Nothing shouts “Come on in!” quite like The Sill’s luscious homepage, that lets their products speak for themselves.

[Take a look](#)[New Arrivals →](#)[Flowers & Botanicals →](#)[Live Plants →](#)

Easy Care Indoor Plants



ZZ in Grant, Limited Edition



Succulent Assortment



Peperomia Obtusifolia



The Easy Care Bundle

14

JASON MARKK®

Jason Markk features their premium products right on the homepage, along with instructions on how to use, a video, and their eco-friendly mission – all without being too crowded or overwhelming.

Take a look

The screenshot shows the Jason Markk homepage. At the top, there's a navigation bar with links for 'SHOP', 'SNEAKER CARE 101', 'UNLOCK', 'JASON MARKK', 'LOS ANGELES FLAGSHIP', and search/filter icons. Below the navigation, a large banner features the text 'THE WORLD'S MOST TRUSTED PREMIUM SHOE CARE BRAND'. The main headline reads 'New & Improved Quick Wipe' in large, bold, black letters. Below the headline, a subtext says 'The Quick Wipe you know and love just got bigger and better.' A 'SHOP NOW' button is visible. To the right of the text, there's an image of a 30-pack of Jason Markk Quick Wipes, which are white with a black label. The label has 'JASON MARKK.', '30 PACK PREMIUM DUAL-TEXTURED WIPES', and 'Quick Wipes' repeated twice. Below this section, there's a heading 'The Essentials' followed by five product images: 'Quick Wipes - 30 Pack', 'Essential Kit', 'Premium Shoe Cleaning Brush', 'Repel Spray', and 'RTU Foam'. At the bottom of the page, there's a video thumbnail showing a person cleaning a Jordan 1 Shattered Backboards sneaker with a brush.

THE WORLD'S MOST TRUSTED PREMIUM SHOE CARE BRAND

SHOP SNEAKER CARE 101 UNLOCK JASON MARKK LOS ANGELES FLAGSHIP

New & Improved Quick Wipe

The Quick Wipe you know and love just got bigger and better.

SHOP NOW

30
Quick Wipes

Quick Wipes - 30 Pack Essential Kit Premium Shoe Cleaning Brush Repel Spray RTU Foam

Jordan 1 Shattered Backboards

Sneaker Care 101: How To

15

NOTTE

NOTTE's homepage is a diamond for sure, thanks to their skillful application of colorful imagery and bold headlines, along with creative CTAs to individual shopping categories.

[Take a look](#)

The NOTTE homepage features a large, bold pink title 'NOTTE' at the top right. Below it is a navigation bar with 'SHOP', 'CONTACT', and 'ABOUT' links, and a 'CART (0)' button. The main visual is a photograph of a woman with curly hair wearing a lime green sleeveless jumpsuit, sitting on a white surface in a room with colorful artwork and plants. Overlaid on the image is the text 'SPRING ARRIVALS'. To the right of the main image are two smaller sections: one showing a collection of gold-colored hoop earrings with floral and daisy charms, labeled 'NEW FAVORITES'; and another showing a variety of colorful beaded jewelry, including necklaces and bracelets, labeled 'EARRINGS' and 'NECKLACES'. At the bottom right is a section labeled '+ MORE' featuring some colorful plates. A footer at the bottom of the page includes links for 'SHIPPING + RETURNS / TERMS + CONDITIONS'.

16



BonBon Whims is a great example of a brand that sticks to a clear nostalgia-inspired design pattern, really taking their homepage as an opportunity to connect with their target audience.

[Take a look](#)

The screenshot of the BonBon Whims ecommerce homepage shows a pink-themed layout. At the top, there's a red header bar with the text "home to the @bonbonwhimsclub Current processing time is 2.5 weeks :)" and a search bar. The main header features the "BON BON Whims" logo with hearts. Below the header, there are navigation links for "HOME", "SHOP", and "CONTACT US". A central text block quotes Cosmopolitan as saying, "Get in on those Y2K vibes with this jewelry brand that serves up all the nostalgia...remind you of the items you had in your middle school jewelry box—but way more elevated." - Cosmo. A "SHOP" button is below this quote. To the right, there's a large image of various colorful and whimsical jewelry pieces like necklaces, rings, and bracelets. Below this, there are sections for "CURRENT DROPS" featuring images of necklaces, rings, and bracelets, each with a "SHOP" button. At the bottom, there are sections for "EARRINGS", "BAGS", and "PHONE ACCESSORIES", each with an image and a "SHOP" button.

17

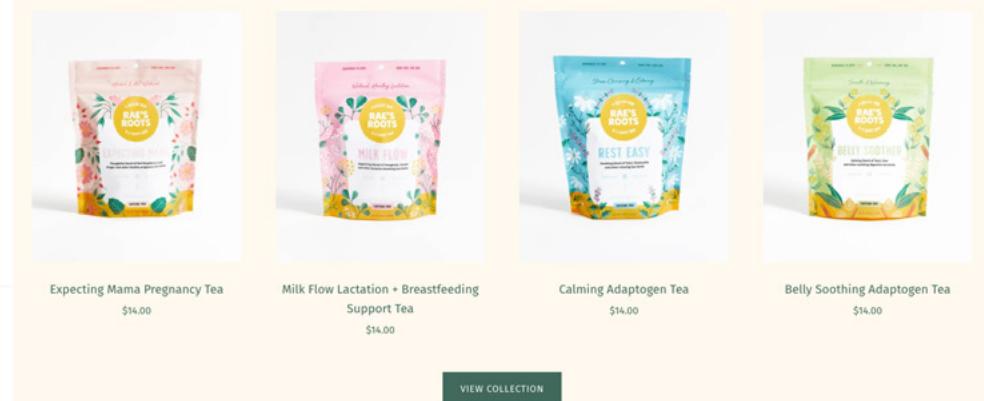
RAE'S ROOTS

Using a winning combination of eccentric copy and relaxed design, the homepage of Rae's Roots is an appropriately calming representative of the tea brand.

[Take a look](#)


*Teas with Benefits
& purpose.*

Our teas adapt to your body's needs to help improve mood, focus & energy

[OUR STORY](#)


18



A warm welcome to their site, Penfold's homepage is a design masterpiece focused on uplifting their brand personality.

Take a look

The homepage of the Penfolds website. It features a prominent red header with the Penfolds logo and navigation links for 'OUR WINES', 'OUR STORY', 'OUR EXPERIENCES', and 'CONTACT'. A search bar and user account links ('SHIP TO', 'LOCATION', 'SIGN IN') are also present. The main visual is a red background showing three bottles of Penfolds wine (BIN 600, BIN 149, and BIN 704) and a close-up of a Penfolds wine bottle label. Below this, there are two columns: one on the left with a 'MEET THE CALIFORNIA COLLECTION' section and a 'QUANTUM' wine bottle image, and another on the right with a 'NEWS' section about a 100-point rating for Quantum Bin 98 Cabernet Sauvignon. At the bottom, there's a 'OUR STORY' section with historical text and a photograph of an old ledger and glasses.

19



This brand quickly shares their mission – creating revolutionary African foods. Their bold homepage features a unique scroll CTA that shows their main products, directing the viewer to explore the shop.

[Take a look](#)A screenshot of the Yolélé website homepage. At the top right, there is a "MENU" button, a "CART (00)" button with a red circular arrow icon, and a "Min. Order: \$18 - Free Shipping over \$32 | wholesale Fonio Chips at wholesale.yolele.com" message. The main header features the "YOLÉLÉ" logo with the tagline "REVOLUTIONARY AFRICAN FOODS". Below the header, three bags of "YOLÉLÉ FONIO CHIPS" are displayed: "YASSA! CHILI, ONION + LIME" (yellow bag), "AFRO-FUNK DAWADAWA + GINGER" (purple bag), and "SEA SALT" (blue bag). Each bag has a map of Africa on it with various cities and regions labeled. A small cookie consent banner at the bottom says "This website employs cookies to improve the browsing experience. [Accept](#)".

20

ZACH&ZOË

SWEET BEE FARM

A family-owned business, this ecommerce brand showcases their roots on the homepage, as well as their featured products, a testimonial from Oprah's Favorite Things, and shopping links.

[Take a look](#)


The homepage features a large banner at the top with two images: one of two jars of honey (one red, one orange) in the foreground and another of two people in beekeeping suits examining a honeycomb frame in the background. Below the banner is a horizontal navigation bar with links: HOME, OUR STORY, SHOP, BLOG, PRESS, WHOLESALE, FAQ, and CONTACT. A search bar and login/join links are also present. In the center, there's a section titled "Zach & Zoe Sweet Bee Farm Honey" with a "View all (12)" button. Six honey jars are displayed in a row, each with a different label and price range. Below each jar is its name, price, and a star rating. At the bottom, there's a section for "Oprah's Favorite Things" featuring a gift box with a red ribbon and a banner that reads "OPRAH'S FAVORITE THINGS".

21



This candy company might as well be a fashion brand with their creative, artistic homepage. Their interactive, engaging homepage is bright, features testimonials and reviews, and important to their brand identity – fun.

[Take a look](#)

LOW-SUGAR
CANDY THAT'S
GOOD, SO YOU
DON'T HAVE TO BE.

SHOP GUMMIES



ONLY

1G SUGAR

80 CALORIES

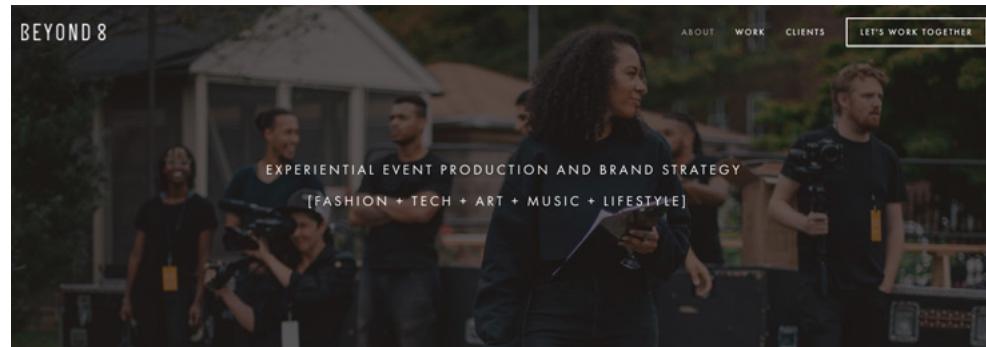
4G NET CARBS



22

BEYOND 8

Bold brands require creative, innovative, boldly designed home pages, a truth reinforced by Beyond 8's eye catching video-only homepage.

[Take a look](#)


BEYOND 8 IS AN INTERNATIONAL EXPERIENTIAL PRODUCTION AND BRAND STRATEGY AGENCY FOUNDED BY BRITTNEY ESCOVEDO.



BEYOND 8 CHALLENGES CREATIVE BOUNDARIES TO EXECUTE AUTHENTIC, DIVERSE AND INTERACTIVE VIRTUAL + IN PERSON EXPERIENCES ACROSS FASHION, TECH, ART, MUSIC AND LIFESTYLE INDUSTRIES. OUR MISSION IS TO CULTIVATE MEANINGFUL PARTNERSHIPS, DEVELOP INNOVATIVE STRATEGIES AND EXECUTE HIGH LEVEL EVENTS WHILE PROMOTING MULTICULTURAL AWARENESS AND INCLUSIVITY.

[LET'S WORK TOGETHER](#)

TESTIMONIALS

//

Beyond 8 felt like family almost immediately after meeting with them. They exude so much warmth, positivity, care, passion and resourcefulness. You can tell that they are fully invested in every project they embark on. They understand and know how to communicate so effectively with artists, creatives and I felt 100% comfortable allowing them to have open conversations with the creatives integrated into the project. Beyond 8 100% brought our vision and the creatives vision to life. They are extremely connected to amazing local vendors and fabricators. They truly support the community.

— Daniella Sanchez | National Creator Community Specialist - Artists & Culture, Red Bull

//

I felt everyone at Beyond 8 was very cool, calm, collected during the buildup as well as the event. The team was great! Creating a show/event can be very stressful but the team was easy to work with, responsive, and accommodating. Everything we wanted from the show, we got! The overall

23



Usman Group digital strategy firm walks new website visitors through their process right on the homepage, incorporating visuals and illustrations.

Take a look

HI THERE

Usman Group is the connective thread between you & your objectives.

Our Chicago + Denver based [digital strategy firm](#) helps corporate & nonprofit organizations develop successful websites, mobile apps and integrated digital marketing programs that are elegant, cost-effective & easy to implement.

01

Strategy.

Strategy is a series of choices. Choosing which activities to do, not do, or do very differently, is the key to success. Often, recognizing such activities isn't so clear. We are that outside voice that you need, brought in at the right time, to help bring clarity, focus and direction.

PROVE IT

02

Research.

We cut through assumptions and biases with objective research, thoughtful analysis and productive collaborations. We come to really know your organization, your customers, their [jobs_to_be_done](#) and then map out an informed path forward.

PROVE IT

24



This agency uses video and a bold headline to communicate their mission and offerings. They include a video from their CEO to further build trust with their audience.

Take a look

A screenshot of the The Kaleidoscope Group's homepage. The header features the company logo and navigation links for Strategic Approach, Solutions, Executive Commitment, Education & Development, Measurement & Sustainability, Practice Areas, Global Practice, and About. A 'GET STARTED' button is also present. The main headline reads "REAL PEOPLE. REAL CONVERSATIONS. REAL ISSUES. REAL CHANGE." with the tagline "TO FREE THE HUMAN POTENTIAL". Below the main section are three teal-colored call-to-action boxes: one about a COVID-19 vaccine discussion, another about an education series, and a third about a latest article from the CEO. At the bottom, there is a quote and a copyright notice.

STRATEGIC APPROACH | SOLUTIONS | EXECUTIVE COMMITMENT | EDUCATION & DEVELOPMENT | MEASUREMENT & SUSTAINABILITY | PRACTICE AREAS | GLOBAL PRACTICE | ABOUT | GET STARTED

REAL PEOPLE. REAL CONVERSATIONS.
REAL ISSUES. REAL CHANGE.

TO FREE THE HUMAN POTENTIAL

► TOMORROW! MAY 25 AT 3:00 PM CST OUR PARTNERS AT THE CENTER FOR HEALTHCARE INNOVATION (CHI) WILL BE DISCUSSING THE IMPORTANCE OF GETTING COVID-19 VACCINES OUT TO ALL COMMUNITIES AND SOME OF THE COMMON QUESTIONS ASKED ABOUT THE VACCINE.
[CLICK HERE TO REGISTER!](#)

► JOIN OUR PARTNERS AT THE CENTER FOR HEALTHCARE INNOVATION (CHI) FOR THEIR 4-PART EDUCATION SERIES STARTING MAY 4TH EXPLORING CULTURALLY-COMPETENT STRATEGIES TO ADDRESS VACCINE HESITANCY IN COMMUNITIES OF COLOR.
[CLICK HERE TO REGISTER!](#)

► [CLICK HERE TO READ THE LATEST ARTICLE, FROM OUR CEO, DOUG HARRIS, "UNITY: THE FOUNDATION FOR BUSINESS GROWTH, IMPACT, AND TRANSFORMATION", PUBLISHED IN THE CHARLOTTE BUSINESS JOURNAL.](#)

"The Kaleidoscope Group takes a truly holistic approach to addressing diversity in a corporate environment. They immersed themselves in our industry and the uniqueness of our firm to create a truly customized

25



With an animated illustration and a CTA to their work above the fold, this agency's homepage has conversion and design in mind.

[Take a look](#)

Passionate, growth-minded creatives

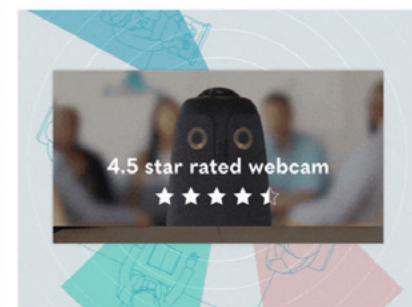
CXD Studio is a proudly women-owned marketing agency and creative studio. We partner with clients to find creative digital solutions to business problems and deliver lasting results.

[ABOUT US](#)

HubSpot **OWL LABS** **toast** **athenahealth**



Transforming meetings for hybrid teams

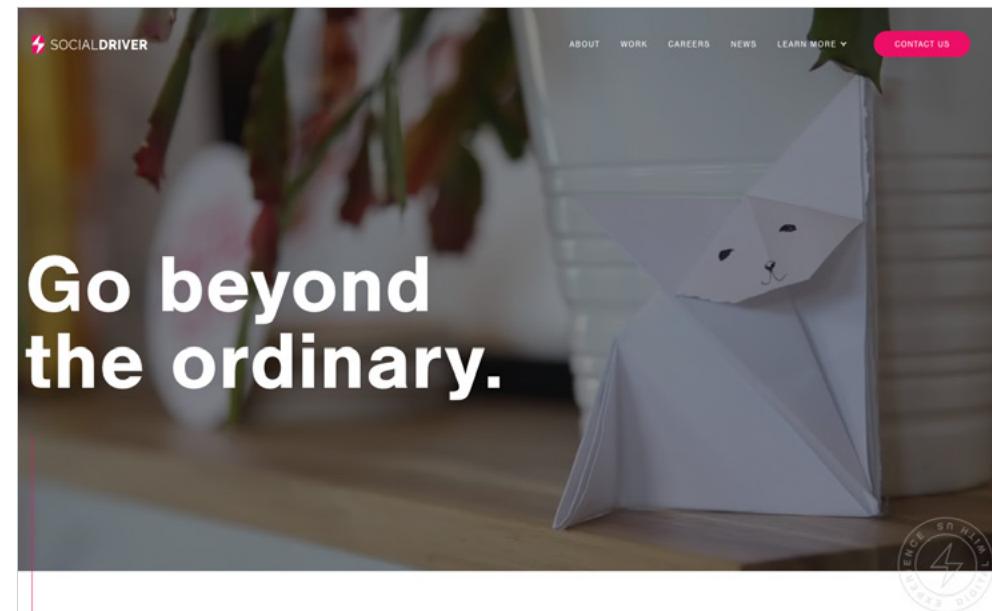


Animated product advertisements

26

SOCIALDRIVER

This digital strategy agency showcases their work using video and static images and implements clean design, CTAs, and interactive elements on their homepage.

[Take a look](#)

**Align your brand.
Grow engagement.
Drive results.**

Social Driver is the agency with the strategies, ideas, creative, and technology to connect with people today, across websites, social media, branding, marketing, advocacy, and more.

[CONTACT US](#)[FEATURED WORK](#)

27



Making your homepage interactive like Jay Z's Life + Times is sure to entice visitors to engage with your site.

Take a look

The screenshot shows a dark-themed website. At the top, there is a large, semi-transparent black grid overlaying a portrait of Jay Z wearing glasses. Below the grid, a navigation bar features categories: ALL, STYLE, LEISURE, ART & DESIGN, TECHNOLOGY, MUSIC, SPORTS, ROUNDTABLE, DECODED, JAY'S I, SEARCH, and arrows for navigation. The main title "LIFE + TIMES" is displayed in its signature logo at the bottom left. To the right of the title is the date "05.24.2021". At the very bottom, there is a footer with links for Audio, Video, Galleries, Store, Tour, RSS, Facebook, Twitter, E-mail sign up, About, © 2021 Life + Times, All rights reserved, Terms of Use, and Privacy Policy. A small note on the right says "Site by AREA 17".

28



A multi-functional community-focused organization, The Loveland Foundation immediately directs website viewers to learn more about them, their Therapy Fund, and ways to give – the top converting actions for new visitors to take.

[Take a look](#)

MEDIA

Please click on the brand logos below to view our media links.



LOVELAND NEWSLETTER

[SUBSCRIBE](#)
[DONATE](#)

29



A unique online social and wellness club created for people of color, Ethel's club's homepage is designed for their community and speaks to their youthful audience from copy to design to development and everything in between.

[Take a look](#)

ethel's club

CULTURE ABOUT SHOP SIGN UP

This is Made for You

An online social and wellness club designed for you to thrive.

Try one week free

YOUR SPACE TO TAKE UP

Ethel's Club is a dynamic community made to center, ground and inspire

WE'VE BEEN WAITING FOR YOU

Welcome In

TAKE CARE OF EACH OTHER

BUILD YOUR OWN TABLES

YES!

YOUR HOMIES

You're here because you believe that centering community is power. You believe in the power of people of color. You are looking for a community of inclusive and inspired people to grow, heal and learn with. You are seeking a community devoted to intentional empowerment through holistic wellness.

Let your shoulders drop. Take a deep breath. Welcome to your second home, a space for you to ground yourself, build new rituals, meet new people and to thrive.

TAP INTO YOUR DIGITAL SPACE

Blog Designs

Your blog posts can be chock full of the most compelling, SEO-packed content out there, but without eye-catching design your blog visitors will bounce from the page, not staying long enough to enjoy the helpful posts you've written.

The best blogs do a combination of informing, educating, and converting readers into potential customers. In 2018, [the Huffington Post blog earned \\$14 million](#). Per month. Overall, [companies who prioritize blogging see 13x the ROI](#) of companies that don't.

Quick Blog Stats

- [Blog content that includes images](#) receives 94% more views.
- Many business bloggers find that [listicles \(list-based articles\) perform the best](#).
- 40% of blog writers say that original [visuals like infographics](#) are the most effective for engagement in posts.
- For SEO, [blogs should be between 2,100 - 2,400 words](#).



Blog Design Tips

When [designing your blog and choosing your blog layout](#), keep these best practices in mind.

- Choose a blog theme that is inviting and matches your brand identity.
- Think of your blog as a learning experience and include a resource section.
- Add short descriptions of blog posts from the main page.
- Use high-quality featured images that represent your post and use images throughout posts, optimizing with alt tags and captions.
- Incorporate social sharing.
- Enable Google AMP or a mobile version of your posts.
- Categorize posts for easy searching.
- Include CTAs on your posts and your main blog pages.
- Use headers and clean hierarchy along with bulleted lists in your posts for easy readability.

To take your blog design to the next level, check out these brilliant blogs for inspiration.

30



By offering readers multiple ways to search and navigate their blog, LISNR has designed their blog pages to optimize the user experience.

[Take a look](#)

LISNR

Products Solutions Company Technology Resources Contact Developers

Blog

April 29, 2021, posted by #TeamLisnr

Rideshare Safety & Efficiency Are Key To 2021 Post Pandemic Boom

March 29, 2021, posted by #TeamLisnr

Mobile Boarding & Beyond: What Bus Companies Need to Focus on in 2021

Tags: Contactless, Data over audio, Mobility

January 26, 2021, posted by #TeamLisnr

Why Ultrasonic Is Emerging As The Go-To Solution For Mobility

Tags: Contactless, Mobility

Search Blog

All 2018 2017 2016 2015 2014 2013 2012

View posts by tag: — Choose One —

12/09/20

Mobile Payments: Changing the Contactless Game in Africa

Posted by #TeamLisnr

Tags: Mobile Payments

10/08/20

Exploring Contactless Technology: Mobile-to-Mobile

Posted by #TeamLisnr

Tags: Contactless, Data over audio, Data over sound, Mobile Payments, Ultrasonic, Data Transmission

Dallas, San Jose, & Seattle, California, Florida, and WILDCARD

31



An exercise in conservative and concise design, Wonderment's blog uses snappy headlines to successfully attract readers.

[Take a look](#)

Wonderment Product Pricing FAQ / Support Podcast Blog Get a demo



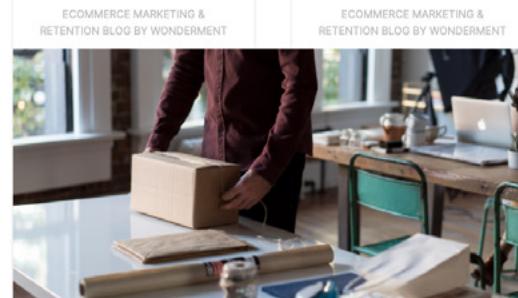
A Whole Bunch of Shipping Delay Email Templates (To Help You Figure Out Just What To Say)

Here's the scenario - you hold a massive sale. The year end blowout event. Success! An influx of purchases from your amazing marketing and promotional efforts has you filling orders faster than the fry cook at your ...

[Continue reading →](#)


Shipping Carrier Delivery Performance

Get an inside look into the on-time delivery averages from the four largest carriers.
Updates every night.
Want weekly updates on transit times?



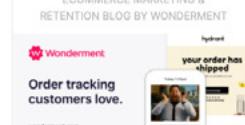
Shipping Delay Email Templates (To Help You Figure Out Just What To Say)

Here's the scenario - you hold a massive sale. The year end blowout event. Success! An influx of purchases from your amazing marketing and promotional efforts has you filling orders faster than the fry cook at your ...

[Continue reading →](#)


Shipping Carrier Delivery Performance

Get an inside look into the on-time delivery averages from the four largest carriers.
Updates every night.
Want weekly updates on transit times?



ECommerce Marketing & Retention Blog by Wonderment



ECommerce Marketing & Retention Blog by Wonderment



32



The Slack blog is a rich resource, as well as a well-designed and visually stimulating library of information.

Take a look

slack Product Enterprise Resources Pricing Sign in TALK TO SALES TRY FOR FREE FILTER CONTENT

Resources Library

Browse resources tailored to your team, your needs and all the ways you can get more out of Slack.



Visit the Help Center
Walkthroughs, tips and videos for how to get connected, stay organized, and do whatever you need to do in Slack.



Register for a webinar
Watch and learn more about Slack in our live and on-demand webinars.



Become Slack Certified
Our programs help you expand your skills, your opportunities, and your organization's use of Slack.



Guide
20 Slack tips to build a better workplace
Bring more inclusivity, flexibility and connection to your team—no matter where or when you're working
[Read more →](#)

e-book **Drive growth and customer loyalty with Slack Connect**
Move communication out of inboxes to help your company close deals faster, retain customers and deliver best-in-class support

Guide **Top 5 tips for getting started in Slack**
Jump into Slack with confidence using these quick tips for communicating and working in Slack channels

<
>

01/05 Collection **Slack for team collaboration**
How Slack helps improve team collaboration through channels, integrations and more
[Learn more →](#)



02/05 Collection **Slack Success Hub**
Best practices and guidance to help you make Slack successful at your organization
[Get started →](#)



03/05 Collection **Slack Connect: a better way to work with external partners**
Learn how to securely and effectively work with external partners and customers in Slack
[Get started →](#)



04/05 Collection **Slack for business**
Slack makes it easy to connect with manage daily tasks and keep operations no matter what kind of work you do
[Learn more →](#)



Browse all resources



Re-imagining work: Building an inclusive, flexible, and connected workplace

Watch this webinar for insights on the business advantages of flexibility, connection, and inclusion in the workplace



Kick-start team selling with Slack

In this webinar we'll explain how sales reps and cross-functional partners can work together to close deals faster in Slack



Slack for the public sector

The secure collaboration platform for your team, your tools and your mission



Securely direct message your trusted partners

Enable real-time communication by inviting an external partner to direct message in Slack

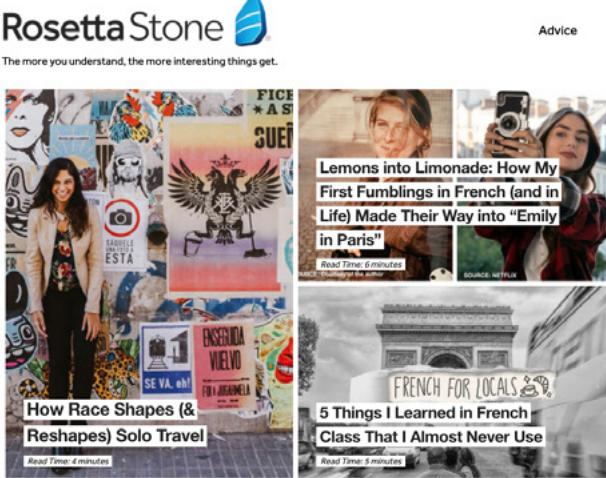
33

Rosetta Stone



Rosetta Stone's blog looks like a magazine and reads like a casual conversation, two successful elements to aim for.

Take a look



The more you understand, the more interesting things get.

Advice Culture Series > Languages >

Latest Articles



The Many Meaning of the Word Prego in Italian

Who didn't have an old aunt or a grandmother who used to carry around one of those big bags filled with everything the world could contain? Or at least so...

by Caterina Villa — May 6, 2021 Read Time: 4 minutes



What Is Arabizi? Here's a Quick Guide to Help You Understand the Arabic Chat Alphabet

If you have any Arab friends on social media, you may have noticed that when writing in Arabic they often mix numbers in the middle of their words.

by Daniela Cantillo — April 21, 2021 Read Time: 4 minutes



Learn The Meanings of Wallah, Yallah, and Other Super Addictive Arabic Words

If you hang out with Arabic-speakers, you've definitely heard the word Wallah before. It's very common, and once you know it you'll find plenty of ways to use it! So...

by Daniela Cantillo — April 14, 2021 Read Time: 4 minutes

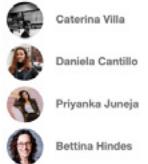


The Meaning of Khalas and 7 More Must-Know Arabic Slang Words

If you've traveled to an Arabic speaking country, I'm sure you've heard the word khalas at least a few times. Same goes for aked. Most learners rush to tackle the...

by Daniela Cantillo — April 8, 2021 Read Time: 3 minutes

RECENT CONTRIBUTORS



Caterina Villa
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LANGUAGE

- French
- Spanish
- Italian
- German
- English
- Arabic

34

recode

Vox's Recode tech blog includes podcasts, events, newsletters, and open sourced content and even includes podcast audio clips right on the blog homepage.

[Take a look](#)

recode

Uncovering and explaining how our digital world is changing – and changing us.

PODCASTS EVENTS NEWSLETTERS OPEN SOURCED

SUBSCRIBE NOW
Should We Break Up Google?

Google is now facing antitrust scrutiny at a level it's never experienced before, from both sides of the political aisle. Which means we're in an unprecedented moment that could define the company, our economy, and our daily lives for years to come. In our season finale, we explore the arguments for and against breaking up or regulating Google. And we explain why it's virtually impossible to go online now without dropping a coin into Google's pocket.

Land of the Giants

PODCAST

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LAND OF THE GIANTS THE GOOGLE EMPIRE

Land of the Giants 00:46:59

35



With a clean design, graphic imagery, and helpful categories, they distinguish between content that's helpful for anyone versus what's meant for their product users.

Take a look

The Calendly Blog

ALL WHAT'S NEW SALES RECRUITING PRODUCTIVITY CUSTOMER STORIES CREATING CALENDLY

WHAT'S NEW

Announcing Calendly for Enterprise: modern scheduling for high-performing teams

Learn more about our most secure, flexible plan purpose-built for large teams and organizations.

[View more](#)

Most popular

WHAT'S NEW

Our Video Conference Integrations Are Now Free—Forever

Integrate for free with Zoom, Microsoft Teams, and GoToMeeting to stay connected in 2020 and beyond.

[View more](#)

CREATING CALENDLY

What working from home is really like during a pandemic

Nothing is "normal," but work and life can find balance if your company supports you.

[View more](#)

SALES

Convert 60% more PPC leads into bookings using Black Propeller's secret weapon

John Thornton of PPC agency Black Propeller explains how Calendly transforms his clients' campaigns.

[View more](#)

CREATING CALENDLY

Julia Betts is "Starting With Human" as Calendly's new Head of Engagement and Communications

Julia and her team will formalize Calendly's engagement, communications, and DEI strategy.

[View more](#)

SALES

Deploying virtual appointments on your retail website

Learn what to consider when deploying virtual appointments on your retail website.

[View more](#)

CUSTOMER STORIES

Accelerated sales cycle picks up new B2B partners for Lyft

Lyft is onboarding twice the customers they did before trying Calendly.

[View more](#)

CREATING CALENDLY

Motherly advice from Calendly employees

CUSTOMER STORIES

Streamlined customer experience translates into more clients for Ancestry.com

WHAT'S NEW

Announcing Calendly for Enterprise: modern scheduling for high-performing teams

36



A clean design just makes sense for sustainable brand Zume's blog page, while content tags increase the site's search feature.

[Take a look](#)

zume

Brands Technology Products Blog About Us

[FILTER BY](#) [All topics ▾](#)

What Kinds of Eco-Friendly Packaging Options Are There?
by Vaibhav Goel

For a long time, the restaurant industry seemed to settle on one method of packaging take-out food orders: paper! Those classic containers that Chinese food comes in and cardboard pizza boxes, while not exactly compostable or sustainably produced, were the dominant forms of to-go food packaging with maybe the occasional metal tray for pasta.
[READ MORE](#)

What's the Difference between Molded Fiber and Molded Pulp?
by Vaibhav Goel

It's not all that long ago that polystyrene was the takeout container of choice for most restaurants. Often mislabeled as styrofoam, polystyrene wa...
[READ MORE](#)

The Importance of Sustainability
by Alex Garden

By reducing our own use of disposable items, we will send a powerful signal to the makers of those disposable products. While one person changing their habits might just be a drop in the ocean, you can eventually get enough drops to make some waves. If we all decide to use less, companies will make less. This is the one step that we can all work towards to make a difference.
[environmentally friendly](#) [reduce carbon footprint](#) [sustainable](#) [to-go containers](#) [use less plastic](#) [Zume](#) [Zume molded fiber](#)
[READ MORE](#)

What is the Most Dangerous Single-Use Plastic Product?
by Vaibhav Goel

It's been estimated that between 4.8 and 12.7 million tons of plastic go into the ocean on a yearly basis, according to a [scientific publication](#) from 2015, and most of that is single-use plastic products. Not only does all that garbage go in, it stays in for hundreds of years. Whole oceanic ecosystems are destroyed by it, sealife is killed by it, and we continue to pile it in, year after year.
[alternatives to plastic](#) [eliminate plastic](#) [environmentally friendly](#) [food containers](#) [food packaging](#) [plastic alternatives](#) [reduce carbon footprint](#) [sustainable](#) [takeaway food](#) [to-go containers](#) [Zume](#) [Zume molded fiber](#)
[READ MORE](#)

How Your Business Can Save The Planet With Food Containers
by Chad Brown

As these new ways of ordering food and having it delivered to the customer have evolved and advanced, so, too, have the methods we've developed to package it. Awareness of climate change has increased along with everything else, and people are no longer satisfied with the old way of doing things.
[alternatives to plastic](#) [eliminate plastic](#) [environmentally friendly](#) [food containers](#) [food packaging](#) [plastic alternatives](#) [reduce carbon footprint](#) [sustainable](#) [takeaway food](#) [to-go containers](#) [Zume](#) [Zume molded fiber](#)
[READ MORE](#)

The Problem with Plastic
by Alex Garden

Plastic waste is found on every continent on earth, even Antarctica, and remote places like Mount Everest. Wherever people go, they carry their plastic trash with them. In some cases, trash accumulates where humans haven't been, like in the [Great Pacific Garbage Patch](#), and the [Mariana Trench](#). Plastic is our legacy, whether we like it or not. Research has predicted that plastic will remain in the soil long after humans were there to leave it behind.
[alternatives to plastic](#) [environmentally friendly](#) [food containers](#) [food packaging](#) [molded fiber](#) [plastic alternatives](#) [sustainable](#)
[READ MORE](#)

37

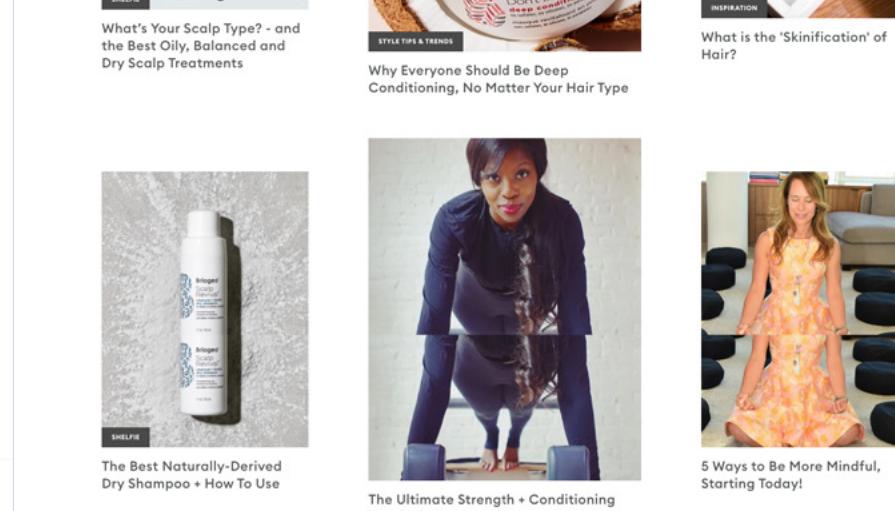
Briogeo

The incorporation of trendy visuals and a unique post categorization feature makes Briogeo's blog design one for the ages.

[Take a look](#)

The screenshot shows the Briogeo blog homepage with a header featuring a "GET 10% OFF TODAY" button, a search bar, and navigation links for HAIR QUIZ, SHOP, OUR STORY, CONSULTATIONS, and a main menu with links to REAL RESULTS, BLOG, and EARN REWARDS. Below the header is a section titled "b.spoke" with a search bar. A grid of six blog posts is displayed, each with a small image, a title, and a category tag. The posts are:

- What's Your Scalp Type? - and the Best Oily, Balanced and Dry Scalp Treatments** (Category: SHELFI)
- Why Everyone Should Be Deep Conditioning, No Matter Your Hair Type** (Category: STYLE TIPS & TRENDS)
- What is the 'Skinification' of Hair?** (Category: INSPIRATION)
- The Best Naturally-Derived Dry Shampoo + How To Use** (Category: SHELFI)
- The Ultimate Strength + Conditioning Routine!** (Category: INSPIRATION)
- 5 Ways to Be More Mindful, Starting Today!** (Category: LIFESTYLE)



38



Aini Organix understands that half of the power of a blog's design lies in its ability to retain brand voice.

[Take a look](#)

The screenshot shows the Aini Organix blog homepage. At the top right, there's a navigation bar with a menu icon, the Aini Organix logo, and a shopping cart icon. Below the header, the tagline "All things Skin" is displayed. Two blog posts are featured prominently:

- Detox Skincare Routine (in gifs!)** (May 17, 2020)

I've grown to realize that many of you are visual learners and if you are anything like myself, your attention span is limited to about 30 seconds per topic. With that being said, I have decided to deliver and updated detox routine to you via gifs (I'm clearly bored in the house and I'm in the house bored so I had time). This is for those long days after heavy makeup when your skin needs some extra love. Stay safe guys 😊

[READ MORE](#)
- Skin Positivity** (April 19, 2020)

Here's to the clear skin, the pimples, the dark marks, the dark circles, the freckles, the redness, the chocolate, the olive, the fair, the fresh faces, the beat faces and everything in between. There's nothing more beautiful than that glorious skin you live in.

[READ MORE](#)

At the bottom of the screenshot, there are two smaller thumbnail images of other blog posts:

- LETS TALK ABOUT ACIDS** (November 7, 2019)
- 5 SCARY SKINCARE TRICKS YOU SHOULD NEVER TRY** (October 31, 2019)

39

buttah.

BY DORION RENAUD

Buttah Skincare knows that all it takes to launch a powerful blog design is vibrant images and clean copy.

[Take a look](#)

FREE SHIPPING ON DOMESTIC ORDERS \$75+

buttah.
BY DORION RENAUD

HOME SHOP ▾ ABOUT CLINICAL STUDY REVIEWS PRESS BLOG BE FEATURED GET 20% OFF! 

News

EVERYTHING DRY SKIN WINTER SKINCARE TIPS



Best Summer Skincare Tips For Darker Skin
MARCH 22 2021
It's the season we've all been waiting for. Brighter days, humid temps, and outdoor activities ar...
[READ MORE](#)



5 Spring Skincare Tips For Darker Skin
MARCH 22 2021
Let's face it, your skin may have survived one of the more brutal winters we've had in years, b...
[READ MORE](#)



Winter Skincare Tips For Dry, African American Skin
JANUARY 5 2021
Winter's frigid temperatures can bring out dry, cracked, and dull (AKA Ashy) African American sk...
[READ MORE](#)



5 Fall Skincare Tips For African American Skin
OCTOBER 2 2020
As the temperatures start to drop, you may notice a difference in your skin. Here are 5 tips to ensure your melanin maintains its glow this Fall.
[READ MORE](#)



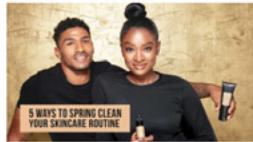
Best Skin Care Tips For Aging Black Skin
JUNE 12 2020
We've all heard the phrase "Black Don't Crack." While we generally agree with this, it's more app...
[READ MORE](#)



Top 3 Skin Care Tips For Black Men
JUNE 12 2020
The skincare needs of Black Men are unique because of our hair texture and melanin rich complexio...
[READ MORE](#)



The Best Face Wash For African American Skin
APRIL 16 2020
With so many shades and skin types ranging from sandy caramel to deep velvety chocolate, Afric...
[READ MORE](#)

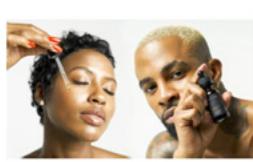


5 Ways to Spring Clean your Skincare Routine
MARCH 16 2020
Need to spring clean your skin routine? No worries, look no further we are here to help you out...
[READ MORE](#)



The Top 5 Reasons You Need to Be Using Shea Butter for African American Skin
MARCH 10 2020
Everyone loves good, radiant skin. African American skin contains more melanin compared to other...
[READ MORE](#)



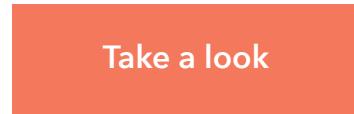


40

caraa

The secret to perfectly designed blogs is a cohesive relationship between images and copy, a factor true to Cara's blog design.

[Take a look](#)



FREE MASK SHIPPING IN CONTINENTAL US

SHOP ▾ MASKS ▾ TEES ▾ BLOG ▾ ABOUT ▾ REWARDS cara ACCESSIBILITY HELP ▾ LOGIN BAG (0)

FORM + FUNCTION

CARAA PODCAST CLUB

Podcasts have been a mainstay of our team's last year, and we picked our favorites to share with you. Discover what our team is listening to right now, plus the Cara styles we're pairing them with while listening on-the-go.

[READ MORE](#)



ONLY LOVE

Introducing the limited-edition Only Love Tees. As two Asian American business owners, we believe it is our responsibility to do our part to combat the increasing hate against Asian American Pacific Islander communities. We are proud to spread the message that unity must prevail and to donate 100% of proceeds from our limited-edition Only Love Tees to Stop API Hate. You can find more about them at stopapihate.org. We designed our Only Love Tee with intention. The two hands are in a Buddhist Mudra position meaning compassion, symbolizing our community banding together to fight injustice and racism. We encourage you to join us in solidarity in any way you can, whether it's ordering an Only Love Tee, donating, educating yourself, supporting a local business, or checking in on your AAPI friends, family, relatives, and neighbors. Take an exclusive look behind the scenes of our photoshoot below and shop our Only Love Tees [HERE](#).

[READ MORE](#)



41

PAPER PROJECT

The key to Paper Project's blog is clear: readability, readability, readability.

Take a look

FREE GROUND SHIPPING ON ORDERS OVER \$50

PAPER PROJECT Socks Apparel Accessories Bundles Sale Project Our Story

Home > Journal

Journal



Tie Dye Collection by Mitsuru Lowe

on May 01, 2021



Deco Boko Market at Now Here

on February 09, 2021



About Manila Hemp

on April 22, 2021



On Exhibit in Denmark's Museum for Papirkunst

on February 04, 2021



Hate Is A Virus

Hate Is A Virus

on March 25, 2021

Handmade Pressed Flowers by Eriko Nagata

on November 18, 2020

Topics

Blank Paper Project / Fabrics / Materials / News / product

42

MOUNT LAI

A unique spin to a classic blog, Mount Lai's Guidebook uses gorgeous images to lure their viewers deeper into their site.

[Take a look](#)

MOUNT LAI

FREE SHIPPING - US ORDERS OVER \$50

SHOP GUIDEBOOK ABOUT CONTACT

MOUNT LAI GUIDEBOOK

ALL GUIDEBOOK PRODUCT 101 SKIN EDUCATION VIDEO TUTORIALS YOUR EVERYDAY RITUAL

A NEW Facial Oil To Support The Skin Barrier - Meet Plant Root Remedy!

Treat Your Skin Concerns With Facial Tools - From Acne To Facial Tension

guidebook · skin education

Our Ultimate Guide To Tool Pairing

guidebook · product 101

Q: What Skincare Product Do You Use With Facial Tools?

guidebook · product 101

The Gua Sha Tool Vs. The Facial Roller - What Is The Difference?

guidebook · product 101 · video tutorials

Lymphatic Drainage 101

guidebook · skin education

Tools Vs. Hands - Why Tools Are Worth It

The Tool Care Guide - How To Clean & Store Your Tools

Celebrate Lunar New Year With Us!

43

s u n d a y s

sundays' blog is a standout example of sticking with a brand personality that works, from headlines to image design.

Take a look

Free Ground Shipping on Orders \$65+

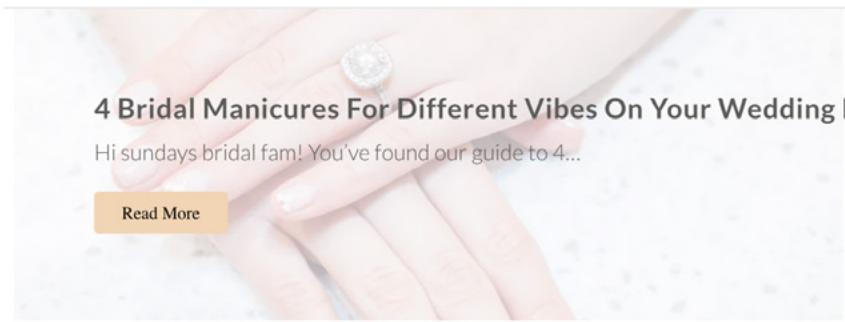
Shop Our Story sundays Salon and Events Community Sign In

4 Bridal Manicures For Different Vibes On Your Wedding Day

Hi sundays bridal fam! You've found our guide to 4...

[Read More](#)

Nail Care Tips Nail Art Men's Care Self Care Motherhood Interview




8 Simple Steps to Achieve Chic Negative Space Nail Art
April 30, 2021
We are so happy to see people showing off their healthy and natural nails in their beautiful and creative negative ...
[READ MORE →](#)


Self-Care Memories with Mom
April 23, 2021
Every year, it's a bit challenging to find a thoughtful gift that will even begin to show your appreciation for ...
[READ MORE →](#)


11 Unique Mother's Day Gift Ideas for Friends in 2021
April 9, 2021
Hi fam! You've found our guide to 11 Unique Mother's Day Gift Ideas for Friends in 2021! Can you ...
[READ MORE →](#)


The Secret Ingredient For The Perfect Mani
March 19, 2021
Spring is finally here! And for the first time in a long time, there is undeniable hope across the globe ...
[READ MORE →](#)

Most Popular Chat with us Type your message here >


4 Bridal Differ Your V
[Read More](#)


8 Simple Steps to Achieve Chic Negative Space Nail Art
[Read More](#)


Self-Care Memories with Mom
[Read More](#)

Keep in touch

44

chunks

It doesn't get any better or brighter than the CHUNKS blog, a true masterclass in the power of vivid imagery.

[Take a look](#)

The screenshot shows the Chunks homepage with a vibrant, playful design. At the top, there's a green banner with shipping information and links for "PROUDLY MADE IN CHINA" and "SUPPORT RESPONSIBLE MANUFACTURING". Below the banner, the word "chunks" is written in a large, orange, bubbly font. A navigation bar includes "SHOP", "ABOUT", and "NEWSLETTER" with dropdown menus, and links for "All", "Behind the scenes", "Causes", "Collaborations", "From Tiffany", "Interview", and "Our Process". To the right is a circular "contact us" button with a flower icon. The main content area features a grid of six blog post cards:

- MEET the TEAM**: A teal card with white text and three blue hand-drawn-style circles.
- Chunks TEAM MEETING BE LIKE**: A purple card showing a video conference call with five people.
- From Artist To Maker To Manufacturer**: An orange card featuring a woman smiling outdoors with plants in the background.
- Why I'm Starting A Blog**: An orange card with a colorful, abstract illustration of a person's head.
- WHAT IS ACETATE?**: A yellow card with a green tray containing various small items.
- CHUNKS GENTLE THRILLS**: An orange card with a colorful illustration of a person's head.
- Gray Mag + South China Morning Post**: A yellow card featuring a woman with colorful hair and glasses.

45



For a blog with a distinct design and voice, look no further than Okina's journal.

[Take a look](#)

Free domestic shipping on orders over \$40 | Free delivery to Oahu zip codes on orders over \$30

about ingredients shop journal contact

'Okina

Account Search Cart (0)

Journal

Carrot Currant Masala Cake + "Cream Cheese" Frosting

This gluten-free and vegan carrot cake, made with our carrot currant masala baking mix, won't last long! Kids and adults alike will love our light...

[Read more](#)

Turtle Cupcakes

These delicately sweetened, vegan and gluten-free cupcakes were created by Michal Sierens @michalsie in celebration of our collaboration with Ra...

[Read more](#)

Classic Coffee Cake + Cacao Nib Streusel

Ingredients One bag of 'Okina Classic Base mix 1 cup of applesauce 1/3 cup milk of choice 1/3 cup almond flour 1/3 cup maple sugar (or coconut sug...

[Read more](#)

PB+J Banana Muffins

Here we add bananas to our Classic Base mix, and swirl in creamy peanut butter and homemade strawberry chia jam, but any jam you have on hand will ...

[Read more](#)

Zucchini Double Chocolate + Tahini Swirl Muffins

You may have used tahini to whip up your favorite hummus or salad dressing, but did you know that you can bake with it too?

[Read more](#)

Chocolate Chip Peanut Butter Cookie Dough Brownie Brick

This gluten-free, vegan, and naturally-sweetened masterpiece is made with our Classic Base mix, and is sure to please.

[Read more](#)

Gingerbread Muffins + Gingerbread Latte

Tastes like a gingerbread cookie... but in muffin form!

[Read more](#)

Layered Pumpkin Cake

Looking for a gluten-free, vegan dessert for your holiday table? Our Pumpkin Spice Muffin Mix can be used to make a festive layered cake.

[Read more](#)

Recipe: Homemade Pumpkin Puree

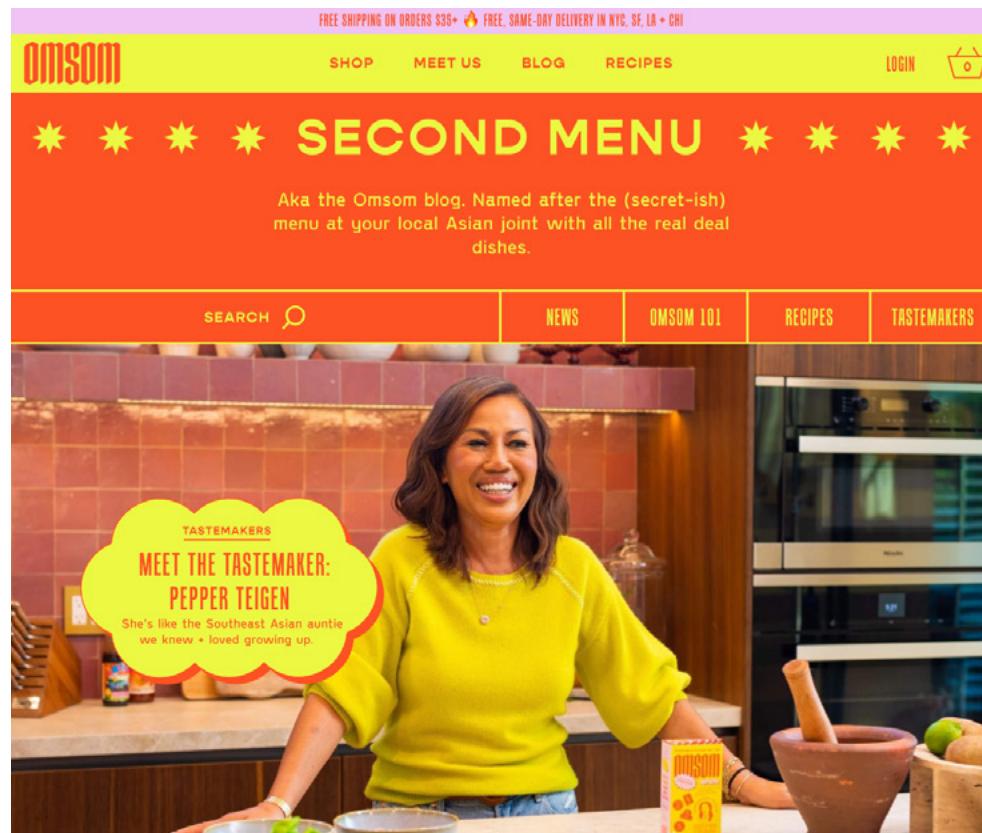
Have a few extra moments to get creative in the kitchen? Snag a fresh pumpkin from your local market to use in our Pumpkin Spice Muffin Mix.

[Read more](#)

46

Omsom

Omsom's "second menu" blog is a crash course in letting your images speak for themselves, and the clean headlines don't hurt either.

[Take a look](#)

47

NGUYEN COFFEE SUPPLY

As far as well designed “How To” blogs go, few are as comprehensive and engaging as Nguyen Coffee Supply’s.

[Take a look](#)

The screenshot shows the Nguyen Coffee Supply blog homepage. At the top, there's a navigation bar with links for Coffee, Phin Filters, Bundles, Merch, Subscriptions, About, and How-To. A search bar and a shopping cart icon are also present. Below the navigation, there's a section titled "BREW STYLES" featuring five categories: PHIN BREWING OVER ICE, ICE BATH, CHEMEX, and VIETNAMESE ICED COFFEE. Each category has a thumbnail image, a title, and a "Read more" link. There's also a "Shop now" button and a "SEARCH BLOG" input field. The main content area features a grid of brewing methods: COLD BREW, ESPRESSO, PHIN, POUR OVER, FRENCH PRESS, and DRIP, each with its own thumbnail, title, and "Read more" link. At the bottom, there are links for Direct Trade, Woman-Owned, and Sustainable Coffee, followed by a footer with links for Shop, About Us, Fun Content, Join the journey, Policies, and various legal links.

48



Lake Champlain Chocolate's "I <3 Chocolate" blog features graphic and photos as sweet as their copy.

[Take a look](#)

I ❤ Chocolate Visit Us Business Gifting Contact Us Sign In

Seasonal Occasion Gifts Truffles Chocolate

I ❤ Chocolate

The Lake Champlain Chocolates blog, where you'll discover the latest news from the factory, tutorials, and all things chocolate!

Almonds and Peanuts and Hazelnuts, Oh My! | A Nut Butter Comparison

MAY 20, 2021

We've gone nutty with excitement over the launch of our two exhilarating new organic nut butter bars. Not all nuts and nut butters, are created equal. We're here to help you navigate the world of nut butters and learn how to compare the various options.

[Read more](#)

Posted in [Chocolate Facts](#) and [News](#)

Making Fun & Easy Easter Egg Nests

MARCH 19, 2021

77 Brilliant Examples of Homepages, Blogs, and Landing Pages

53

49



A sleek design and concise copy combination is enough to take CLE's blog design to the next level.

Take a look

The screenshot shows the CLE blog homepage. At the top, there is a navigation bar with links for SHOP, INGREDIENTS, AM PM RITUAL, BLOG, and ABOUT. The CLE logo is in the top right corner. Below the navigation, there is a "FEATURED POST" section with the title "RECYCLE WITH CLE". The post includes a small image of a white tube and a clear glass bottle. To the right of the post is a large image of several CLE skincare products, including a white tube and a clear glass bottle, arranged on a light-colored surface.

The screenshot shows a grid of blog post thumbnails on the CLE blog homepage. The grid is organized into three columns. The first column contains three thumbnails: "AT-HOME BEAUTY RECIPES" (a woman applying cream), "CLE INSPIRED DISHES BY IMOGEN KWOK" (two small bowls of food), and "STAFF PICKS | HOLIDAY 2020" (a close-up of a product). The second column contains three thumbnails: "RECYCLE WITH CLE" (products on a surface), "INTRODUCING LIP CARE TRIO: 3 HYDRATING LIP TREATMENTS" (three lip treatments in tubes), and "INTRODUCING SERUMIDE: A CERAMIDE SERUM FOR THE SKIN" (a close-up of a product). The third column contains three thumbnails: "THE DIFFERENCE BETWEEN CLE PUFFS" (two puffs), "CLE SKINCARE MENU" (products), and "A QUICK LOOK AT PARABEN FREE MAKEUP" (makeup products).

50



The Usman Group blog includes brightly colored blog headline CTAs, illustrations, and categories for searchability. Their blog design is minimalist, creative, and inviting.

Take a look

Ug Usman Group

FEATURED ARTICLE

Planning for Digital - Post-Pandemic

Navigating through these uncertain times requires an understanding of the deeper trends.

[READ IT](#)

ALL ARTICLES CASE STUDIES ESSAYS

ARTICLES

On-Demand Staffing Platforms

On-demand staffing platforms are on the rise. Here's a good primer to get you started.

→

ESSAYS

Planning for Digital - Post-Pandemic

Navigating through these uncertain times requires an understanding of the deeper trends.

→

ARTICLES

How To Create A Website Project Plan

Getting to the heart of what a new website will be (and do) is key to a successful project.

→

ESSAYS

Dissecting Digital Strategy

Presenting a well-rounded definition to digital strategy - without the marketing jargon.

→

LOAD MORE

51



As a creative agency, we'd expect nothing less than the bold, minimalist, clean design of the Digitas blog. With filters based on point of view, author, or topic, users can easily navigate this blog.

Take a look

A screenshot of the Digitas blog homepage. At the top, there's a navigation bar with links for Work, Services, News, People, Careers, and Offices, along with a "LET'S CONNECT" button and a search icon. Below the navigation, there are five article cards, each with a different background color (light blue, white, light blue, dark blue, purple) and a title, author, and date. The titles are: "We belong in the C-suite" (by Michelle Tang, March 19, 2021), "Power ML / AI driven experiences with Adobe Experience Platform" (by Praveen Mathur & Tim Donovan, May 10, 2021), "The Cure for the Common Email Question" (by Ray Colameta, April 29, 2021), "Brands Should Ask Hard Questions in Response to Apple's Privacy Moves" (by Sam Costello, April 28, 2021), and "Google RSAs: The New Default Ad Type" (by Tate Boucher, Karen Cinpinski, & Justin Colbert, April 20, 2021).

BACK TO NEWS

We belong in the C-suite

MICHELLE TANG • MARCH 19, 2021
ORIGINALLY FEATURED IN CAMPAIGN

YOU ARE VIEWING ALL POVS

PRAVEEN MATHUR & TIM DONOVAN • MAY 10, 2021

Power ML / AI driven experiences with Adobe Experience Platform

RAY COLAMETA • APRIL 29, 2021

The Cure for the Common Email Question

SAM COSTELLO • APRIL 28, 2021

Brands Should Ask Hard Questions in Response to Apple's Privacy Moves

TATE BOUCHER, KAREN CINPKINSKI, & JUSTIN COLBERT • APRIL 20, 2021

Google RSAs: The New Default Ad Type

BRADLEY SURNATT • APRIL 14, 2021

Top 12 Adobe Summit Sessions - Staff Picks

52

groove jones

This experiential marketing agency includes their Sandbox blog and case study blog posts on the same homepage. With a rotating gallery of the latest posts, they bring readers in to explore the site.

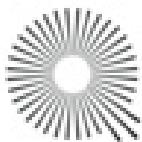
[Take a look](#)

The Groove Jones homepage features a prominent banner at the top showing a video game interface with a character holding a gun. Below the banner, there's a sidebar titled "SANDBOX BLOG" with three cards: one about creating photorealistic wallpapers, one about unboxing the Oculus Go, and one about an AR portal in a grocery store aisle. The main content area is titled "Sandbox Work" and contains a grid of eight blog post cards, each with a thumbnail, title, and date. The posts cover topics like Apple AR, VR resolution comparison, Zappar's 2020 guide to WebAR, adding AR to online presentations, COVID-19 safety tech, VR training for remote workforces, live streaming interactive content, and social app AR 101.

Thumbnail	Title	Date
	Apple AR – Will Apple Rewrite What We Expect from AR Glasses	January 15, 2021
	Oculus Quest 1 Compared to Oculus Quest 2 Resolution Comparison Graphic	September 22, 2020
	Zappar's 2020 Guide to WebAR – Features Groove Jones	August 19, 2020
	How to Add AR Content to Your Online Presentations and Video Conferences	July 28, 2020
	COVID-19 SafeTech – 'No-Touch' and 'Low-Touch' Experiences for Events and Conferences	June 10, 2020
	VR Training with a Remote Workforce	April 14, 2020
	Live Stream Interactive Content to Your Stay at Home Audience	April 2, 2020
	Social App AR 101 – An Insider's Guide to Augmented Reality Using Social Apps	March 31, 2020

53

The Qi



By incorporating both a recipe and wellness section of their online journal, The Qi ensures that their blog has everything you could be looking for.

[Take a look](#)

\$5.90 FLAT RATE SHIPPING | FREE US SHIPPING \$60+

USD ▾

The Qi 

ACCOUNT SEARCH CART (0)

SHOP LEARN MISSION

JOURNAL

ALL FLOWER PERSON RECIPES WELLNESS



ROSE SALT & ROSE SUGAR

Rose salt or Rose sugar is a staple that is so versatile that truly makes a wonderful pantry item. Use it for any beverages around the rim of the glass...

[Read more](#)



ROSE LATTE RECIPE

Ingredients: 1/2 cup simple rose syrup 1 The Qi shangri-la Rose 1/2 cup of milk/nut milk of your choice 1/4 cup of butter milk How: - Mix 1/4 cup...

[Read more](#)



FLOWER ICE SPARKLING ROSE LEMONADE

Summer is near and we made this refreshingly stunning sparkling rose lemonade for all your warmer weather festivities. Ingredients: 1 x The Qi sh...

[Read more](#)



EDIBLE FLOWER JELLY

Ingredients: 6 eggs 2 x The Qi whole flowers (we recommend removing the petals from the whole flower for easier application) 150g hot water 40g ...

[Read more](#)



SIMPLE ROSE SYRUP RECIPE

A lovely and simple rose syrup recipe that you can use as a base for many fancy beverages and sweets. Ingredients: 1 x The Qi Shangri-la Rose 2...

[Read more](#)



THE WELLTH DRINK

This drink is an adaption of Jim Meehan's Get Well Soon drink in the book Good Drinks by Julio Bainbridge. Depending on the size of your vessel/...

[Read more](#)



MATCHA SHORTBREAD COOKIES WITH EDIBLE PETALS



FLOWER LATTE

Ingredients 1 Blue Lotus 1 Shangri-la Rose 1 oz of hot water 2 teaspoons of honey to taste 1/4 cup hot milk (or nut milk of your choice) Instruct...

[Read more](#)



ROSE PISTACHIO DARK CHOCOLATE BARK

Enjoy this simple 3 ingredient only recipe any time you need a mood boost. So good for you, so yummy!

54

POCIT

PEOPLE OF COLOR IN TECH

This community includes featured jobs in a column on the blog to help readers multitask and achieve their tech career goals.

[Take a look](#)

POCIT
PEOPLE OF COLOR IN TECH

INTERVIEWS ▾ ARTICLES ▾ JOBS ▾ COMPANIES ▾ NEWSLETTER ▾ PODCAST ▾ GET HIRED ▾ Q

Posts in Category
ARTICLES

The Black Founders Tackling Mental Health



Now, more than ever, mental health is making national headlines. Yet when it comes to treatment for mental illness, Black people are at a severe disadvantage. This past year alone, the pandemic, Black Lives Matter and fighting a system of oppression and racism has taken a significant toll on our mental health. However, due to the stigma in the community of seeking help, we aren't supported in our struggles. When we seek help, it isn't easy to find providers who truly understand us, trust us, and relate to our

[Continue Reading](#)

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[SHARE THIS ARTICLE](#)

I Quit My Corporate Job And Took An Adult Gap Year



No, I didn't join an ashram in India. When I was 17, the thought of postponing college for a gap year never crossed my mind. While it may have sounded nice to spend a year traveling, volunteering, and doing other activities to further "personal growth" — for

Ripplematch Product Manager
New York, NY, USA

Continuum Full-Stack Tech Lead
Remote

Cardless Lead Product Engineer, Web
San Francisco, CA, USA

Crutchfield Corporation Visual Designer
Charlottesville, VA, USA

Dealpath Engineering Manager
San Francisco, CA, USA

Orbit Media Studios Web Designer
Remote

Cardless Product Engineer (Web and/or Mobile)
San Francisco, CA, USA

Shopify Senior Lead/Staff Software Engineer, Shop - Back End, Mobile, or Front End Development (Remote, Americas)
United States

HipCamp Senior Software Engineer
Remote

Hotjar Product Design Manager
Remote

Shopify Senior Software Engineer - Infrastructure, Back End, Mobile or Front End - Remote Americas
United States

The Huntington Digital Product Manager
Los Angeles, CA, USA

Sketchy Senior Software Engineer
Remote

Table XI Lead Software Developer
Remote

Founders Intelligence Analyst
London, UK

Square Senior Product Designer
Remote

Prezzeo Marketing Specialist - Creative and Growth
1411 Broadway, New York, NY, USA

Peanut Senior Product Designer

55

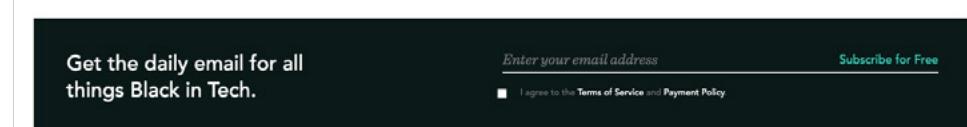
AFROTECH

AfroTech's blog has ten different categories, a video page, conferences, their podcast, and resources – serving as a hub for people of color in the tech industry.

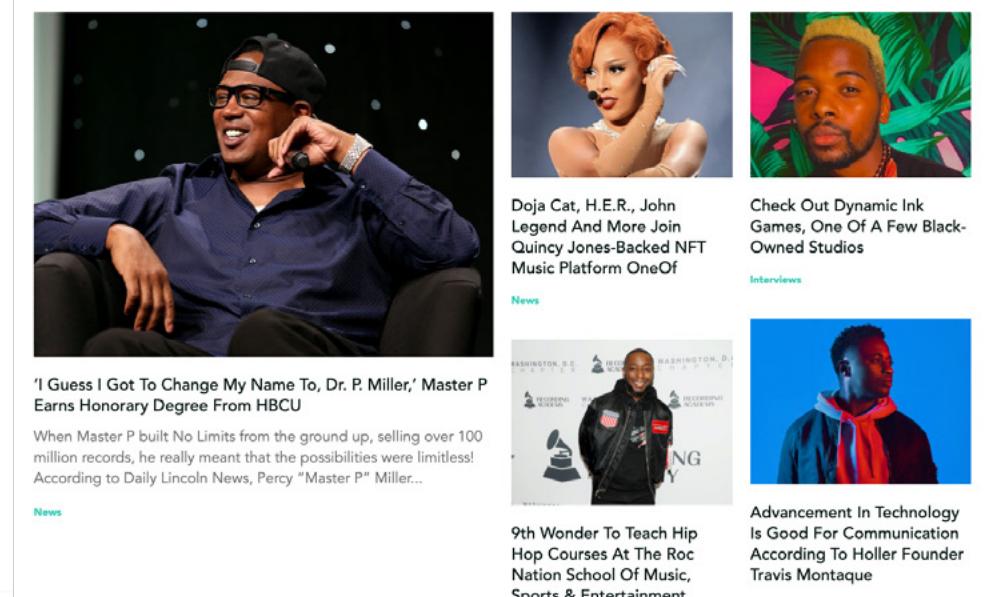
[Take a look](#)



The screenshot shows the AfroTech homepage. At the top, there's a navigation bar with links for AFROTECH, Topics, Watch, Conference, Podcast, Resources, and Submit Story. A "Don't Miss Out" button with the text "Get the daily email!" is also present. Below the navigation is a main menu with News, Education, Enterprise, Startups, Venture Capital, Business, Founders, Interviews, BTGM, AfroTech x Amazon, AfroTech x Memphis, and Shop. The main content area features a large image of a Black woman in a professional suit sitting at a desk with books in the background. To the right of the image, a prominent headline reads "Wells Fargo Invests \$50M In 13 Black-Owned Banks, Fulfills...". Below the headline is a news snippet: "Last year, Wells Fargo announced that it was committing \$50 million to Black-owned banks. Today, they've announced that they've completed that...".



This image shows a dark-themed sign-up form for the "daily email for all things Black in Tech". It includes fields for entering an email address and a "Subscribe for Free" button. There's also a checkbox for agreeing to Terms of Service and Payment Policy.



The grid displays several news items and interviews:

- 'I Guess I Got To Change My Name To, Dr. P. Miller,' Master P Earns Honorary Degree From HBCU** (News) - An image of Master P speaking into a microphone.
- Doja Cat, H.E.R., John Legend And More Join Quincy Jones-Backed NFT Music Platform OneOf** (News) - An image of Doja Cat.
- Check Out Dynamic Ink Games, One Of A Few Black-Owned Studios** (Interviews) - An image of a man with yellow hair.
- 9th Wonder To Teach Hip Hop Courses At The Roc Nation School Of Music, Sports & Entertainment** (News) - An image of 9th Wonder.
- Advancement In Technology Is Good For Communication According To Holler Founder Travis Montaque** (BTGM) - An image of Travis Montaque.

Landing Pages

Landing pages are the unsung heroes of all high-functioning company websites. Poor landing pages can tank your conversion rates from campaigns, cost ad dollars, and contribute to a high customer acquisition cost (CAC). Successful landing pages, though, convert site visitors all day long without breaking a sweat or breaking the marketing budget bank.

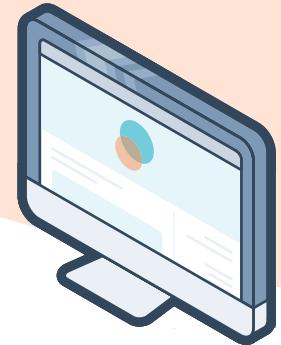
While landing pages have one primary function (conversion), they often differ drastically in design and copy elements. Well-optimized landing pages make exceptional use of their heading and subheading and all the above-the-fold space, are cleanly designed to draw attention to CTAs, and are tailored for individual audiences.

High Converting Landing Page Best Practices

- Lead with a benefit-focused headline.
- Highlight the value provided in the offer.
- Use compelling, concise copy.
- Include a clear call to action.
- Choose a high-quality image that showcases the offering.
- Streamline the conversion process and only include a primary CTA at each step.
- Make sure your page is responsive and works on all browsers and devices.
- Optimize for search using SEO.

When designing the layout for your landing pages, use the space above the fold for your main CTA, leverage white space to highlight action steps, and use your brand identity and colors to create a holistic brand experience.

Check out these stellar landing pages to see how they get the job done.



56

OWL LABS

This clean design with large modules shows the reader what to expect, outlines the value of the offer, and includes a short, simple form.

[Take a look](#)

The screenshot displays the Owl Labs landing page. At the top, there's a navigation bar with links for 'Shop', 'Industry', 'Resources', 'Login', 'Schedule a demo', and a lock icon. The main title 'HOW TO SPEND NEW FEDERAL FUNDING FOR K-12 SCHOOLS' is prominently displayed in large, bold, black capital letters. Below the title, a subtitle reads: 'A guide for educators and administrators to utilize the \$170 billion in relief funding allocated for K-12 schools.' A small thumbnail image shows a teacher in a classroom. A 'Download Now' button is located below the title. The page then branches into three main sections: 'Acronyms + Acts to Know', 'Deadlines + Resources', and 'Hybrid + Distance Learning'. Each section has an icon, a title, and a brief description. At the bottom, a large blue call-to-action button says 'DOWNLOAD YOUR GUIDE' in white, with a sub-section below it for downloading the Covid Stimulus Spending Guide for K-12 Schools, which includes fields for first name, last name, email, and title, along with a 'Download Now' button.

57



With a great CTA above the fold and a rich description of what this guide has to offer as well as outlines of each chapter, Vimeo's landing page is optimized for conversion.

[Take a look](#)

This should have been a video.
HOW VIDEO IS CHANGING WORKPLACE COMMUNICATIONS FOR GOOD.

[Get the full report](#)

vimeo globalwebindex

Get full report	Chapter 1 Information is getting lost	Chapter 2 Business as unusual	Chapter 3 How video moves your metrics.	Chapter 4 Rethinking executive presence	Chapter 5 Adapt, or get left behind.
---------------------------------	--	----------------------------------	--	--	---

Workplace communications need work.

1 out of 8 business professionals say their companies never communicate strategy updates.

By registering, you confirm that you agree to the storing and processing of your personal data by Vimeo as described in the [Privacy Statement](#).

[Download full report](#)

Poor workplace communication is associated with daily challenges in collaboration and productivity, to more serious threats like noncompliance and even safety hazards.

These implications are even more profound as a global pandemic jolts us into a future of work that most companies aren't prepared to meet. Through the course of our research with GlobalWebIndex, one unsettling truth emerged: lots of businesses need to change how they share critical company-wide messages, and fast.

Solving this system will mean embracing a more frequent, more humanized, and better form of corporate communication: video.*

*Duh, right? Read on for the report that proves how most of us already feel.

58



litmus

Litmus has added an extra conversion opportunity to their page – with social media buttons they can turn conversions into more conversions using organic word of mouth.

[Take a look](#)

2020 State of Email Report, Fall Edition

What's happening in the world of email since COVID-19?

With 2020 being one for the history books, we've released a second report for the year—The 2020 State of Email, Fall Edition. More than 2,000 marketers chimed in on what's been happening in the email trenches since COVID-19 became our new reality. That's right: This is a NEW report, not an update to our report released earlier this year. It's been that big of a year, as you know.

We cover everything from budgets and resourcing, to workflows and design trends to give you the insights you need to plan for the weeks and months ahead.

Get your copy and learn:

- How companies are using personalization to get ahead.
- The strategic thing you need to get in order to get a leg up on your competition.
- How COVID-19 impacted email (from budgets and workflows to messaging)
- ...and more

See how your email program (and team) stack up when it comes to the email trends that matter most.

Download the 2020 State of Email Report, Fall Edition to get full access to the data, resources, and hands-on advice that will keep you as a leader of email innovation.

SHARING

f t in m

DOWNLOAD THE REPORT

* Email Address:

* First Name:

* Last Name:

* Job Title:

* Company Name:

Which is the primary provider you use to send email campaigns?

Select...

Country:

Yes, send me Litmus emails so I can be first to know about email marketing trends, stats, events, and more.

Get your copy

litmus Email marketing made better

CONTACT
675 Massachusetts Ave., 10th Floor
Cambridge, MA 02139
+1 (866) 787-7030
hello@litmus.com

CAPABILITIES
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Collaboration & Reviews
Insights and Analytics
Technology Integrations

RESOURCES
Blog
Customer Success Stories
Webinars & Events
Community

COMPANY
Our Story
Careers
Leadership
News

SUPPORT
Contact Us
Help Center
System Status
Trust Center

[f](#) [t](#) [in](#) [@](#)

59



With clear information on what to expect and how best to participate, Hopin's webinar/event registration landing page includes helpful information alongside CTAs.

[Take a look](#)

The screenshot shows a detailed event landing page for Hopin. At the top, there's a header with the Hopin logo, a 'Log in' button, and a 'Sign up' button. Below the header, the event title 'How to Enhance Your Event Technology' is displayed, along with the date 'May 12, 3:00PM to May 12, 4:30PM EDT' and '31 people attended'. A large orange callout box highlights 'Total networking meetings 3,679' with a 33% increase. Below this, there's a link to the event website (<https://hopin.com/>) and a small thumbnail of the event speakers. To the right, a message says 'The event is over' and it was hosted by 'Hopin Customer Education'. The main content area has tabs for 'Description', 'Schedule', and 'Booths', with 'Schedule' currently selected. The schedule section lists three sessions: 'May 12 3:00PM-3:30PM - Stage' (Tech Tips & Tricks, How to enhance your event using technology), 'May 12 3:30PM-4:00PM - Sessions' (Live Q&A, Join some members of our Customer Success team for a LIVE Q&A to answer your questions about Hopin's tech partners and successful tech runs), and 'May 12 4:00PM-4:30PM - Networking' (Networking, Meet fellow event professionals). The 'Booths' section features four blue cards for 'Hopin Learn' booths: 'Connect Your Favorite Tools to Hopin', 'How to Moderate a Session', 'How to Add Pre-Recorded Videos to the Stage', and 'How to Use Hopin's Backstage as an Organizer'. Each booth card includes the Hopin logo and a small profile picture.

60



Airbnb's host setup landing page includes host stories, benefits of the program, and support and resources for new hosts – they take the biggest pain points from potential new clients and address them up front.

[Take a look](#)

A screenshot of the Airbnb host setup landing page. At the top, there are tabs for Overview, Setup (which is selected), Safety, and Financials. A red 'Get Started' button is located in the top right corner. Below the tabs, the word 'SETUP' is written in small capital letters. The main title is 'How to start hosting' in large, bold, black font. Below the title, a subtext reads: 'Listing a home on Airbnb has never been easier or more customizable. You're just a few steps away from earning money and reaching millions of global travelers.' A red 'Get started' button is centered below this text. Below the text is a photograph of a man and a woman standing in a modern kitchen, looking out through a glass door at a garden. The kitchen has white cabinets, a red backsplash, and a stainless steel oven.

Control how you host



Host whenever you want

There's no minimum or mandatory time you have to host, so you can block off dates when you're not available.

You can also set rules about your availability, including:

- Min/max nights a guest can stay
- How far in the future guests can book
- Advance notice needed before a booking



Set prices you feel good about

You get to choose your nightly prices, and our pricing tools can help you decide. You can also easily add custom details like:

- Cleaning fees
- Weekly discounts
- Special prices for specific times of year

[Learn about making money on Airbnb](#)



Quickly coordinate calendars

To avoid getting booked when you can't host or have an existing reservation, you can connect your Airbnb calendar with your other calendars. This allows you to keep all



Establish rules for your space

To help set expectations, you can add House Rules that guests must agree to before booking. If a guest breaks a rule after they book, you can cancel the reservation without

61



This Lyft landing page is a one-two punch of effective copy and colorful design, along with interactive, engaging steps.

Take a look

A screenshot of the Lyft driver sign-up landing page. It features a large purple header with the Lyft logo and the tagline "Planning on driving in California? → Drive toward what matters." Below this, there's a "Sign up to drive" section with a sub-copy about verifying a phone number. There are two radio buttons: one for "I have a car" (selected) and one for "I need a car". A "Mobile Phone Number" input field is present, along with a checkbox for "I agree to Lyft's Terms of Service". A "NEXT" button is at the bottom. At the very bottom, there's a link for "Already applied or already a driver? Log in".

See how much you can make
driving with Lyft

Enter your city



Don't have a car?
Get a flexible rental with Lyft Express Drive



Drive Your Way
Get a car any time—and return it
when you want after 7 days.



Cut Costs
Insurance and standard
maintenance are always included.



Unlimited Lyft Miles
Drive unlimited miles for Lyft and
get extra miles for personal use.

The more you drive, the less you pay with all inclusive rentals designed to help you
earn on your terms.
[Learn more](#)

62



This page nails the design with a short form, lack of navigation, quick explanation for the value of providing your info, and brand highlights.

[Take a look](#)

The Hub

Login ▾

Welcome to The Hub!

Powered by [Youth Marketing Connection](#)

We connect global brands with students + Gen-Z influencers.
Join The Hub to learn how to become a brand rep!

Join The Hub

[Submit](#)

[Resend Activation Email](#)

Why should you join The Hub?

YMC reps work with the world's top brands, gain valuable marketing + social media experience, and create amazing experiences for their peers — all while getting paid



Host awesome events for friends and peers



Create promotional content to share across your personal social media platforms



Expand your network by meeting reps across the country



Get rewarded for your hard work! YMC reps have access to bonus opportunities and rewards



Surprise your peers with premium product and cool branded gifts



Gain valuable mentorships with marketing pros

63



If the brand name doesn't do it alone, Screen Hits TV landing pages tell you everything you need to know about working with the company.

Take a look

screenhitsTV

SIGN UP SIGN IN

Everything you want to watch in ONE place.
Discover the best content from all of your streaming platforms all right here.

Ready to finally bring it all together?
Enter Your Email to gain access and create your own TV lineup.

Your Email

- › Integrate your existing streaming platforms for FREE.
- › Watch Live premium TV channels and 1000s of shows and films with plans starting as low as £1.99/month.
- › Bundle and save more than 25% on the leading premium OTT streaming platforms.

*App availability varies per country. Users must have a valid subscription with a streaming platform to integrate. T&Cs apply.

screenhitsTV

info@screenhits.tv | T&Cs | Privacy Policy
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64



Sama's demo request page is simple and pops. This page is efficient – it uses icons to quickly highlight their product use case and offers the entire form with info in one module.

Take a look

 A screenshot of the Sama "Request a Demo" landing page. At the top, there's a navigation bar with the Sama logo and links for Platform, Industries, Why Sama, Resources, and Company. Below the navigation is a section titled "Request a Demo" with a sub-section about training data annotation. The main form consists of several input fields: First Name, Last name*, Company email*, Company name*, Country*, and a dropdown for Please Select. There's also a text area for Describe your project needs*. Below the form are two checkboxes: "Sure, it's OK to send me emails about Sama." and "I agree to Sama's Privacy Policy.*". A reCAPTCHA field is present, followed by a "SUBMIT" button. To the right of the form, there's a sidebar with the heading "The Training Data Platform Trusted by the World's Leading AI Teams" and a list of six features with corresponding icons: API Integration, Data Selection and Filtering, Iterative Instructions, Multi-Level Quality Checks, Model Optimization, and Detailed Reports and Analytics.

 A screenshot of the Sama footer and newsletter section. The footer has a dark background with white text. It includes a "Newsletter" section encouraging users to subscribe, a "SUBMIT" button, and links for Guides (Autonomous Transportation, E-Commerce, AR/VR, Data Quality) and Company (Our Story, Our Team, Our Mission, Careers, Contact, Press). The Sama logo is at the bottom left, and social media icons for Facebook, Instagram, Twitter, LinkedIn, and YouTube are at the bottom right. The copyright notice "Copyright © 2021 Sama Inc. All rights reserved." is also present.

65

Made Trade

Made Trade's gift registry landing page serves as a hub for their sustainable shoppers, seamlessly integrating additional CTAs like items to add and a blurb about why they are making the right choice.

Take a look

 Made Trade

New Home + Furniture Clothing Shoes + Accessories Gifts People & Planet

Create your dream registry

GIFT REGISTRY

Create the ultimate ethical and sustainable registry on Made Trade

[CREATE A REGISTRY](#)

[FIND A REGISTRY](#)

[LOGIN](#)

We have partnered with MyRegistry.com so you can place all of the items that you want onto one universal gift registry. Create your master gift list and share your single manageable registry with family and friends.

Powered by [myregistry.com](#)

The ultimate ethical registry

Every new chapter deserves objects you'll keep for a lifetime. Made Trade carries only ethically made, exceptionally designed goods for the modern wardrobe and home.

All products on Made Trade are intentionally crafted, produced in small batches, and sustainably sourced with fair labor practices. Your registry on Made Trade will celebrate artisans, independent makers, local businesses and small companies that are creating amazing products with a story.



Create a sustainable home



66

DAGNE DOVER

Dagne Dover utilizes eye-catching headlines and colorful brand imagery on their VIP rewards page.

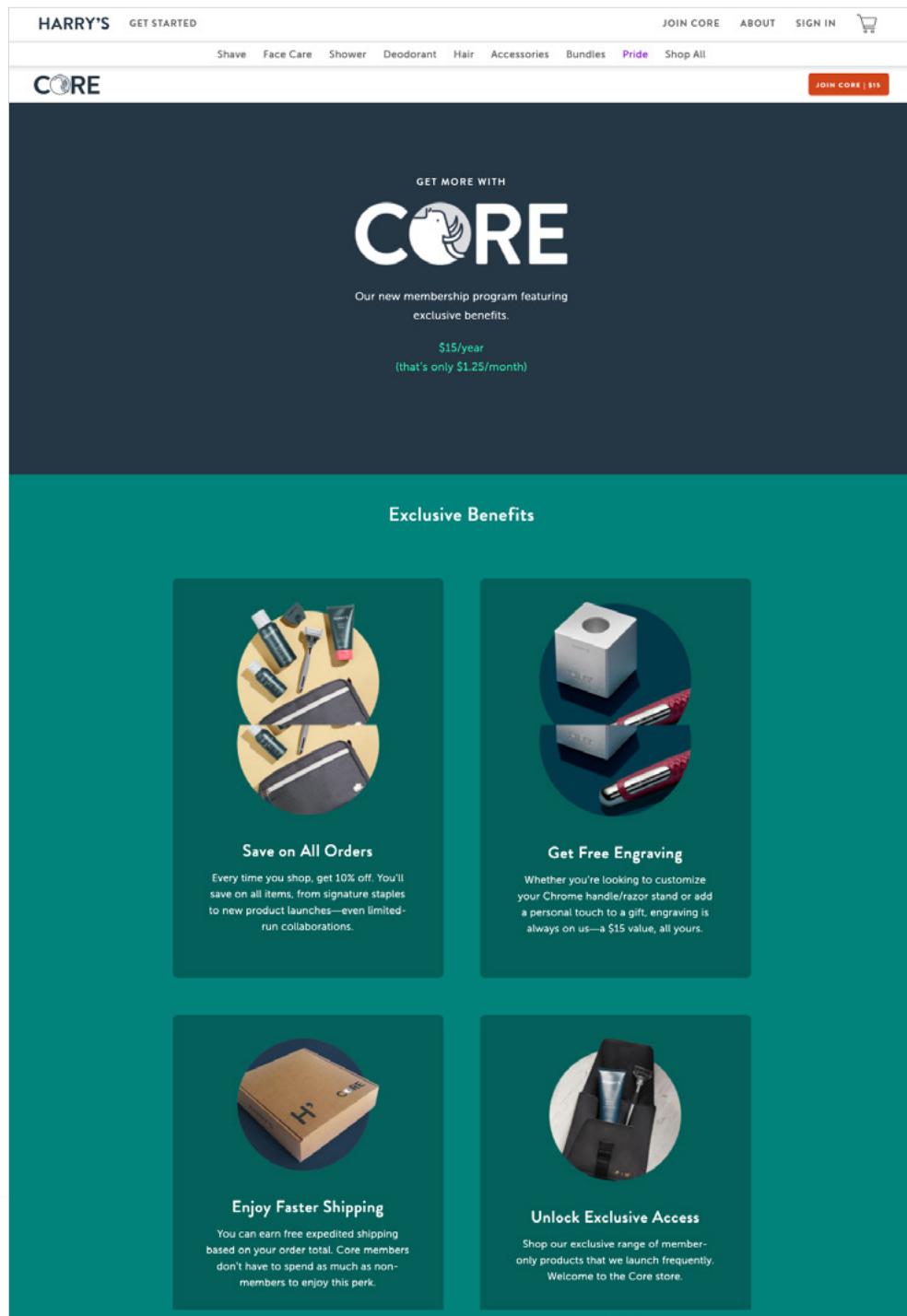
Take a look

The screenshot shows the Dagne Dover Loyalty Program landing page. At the top, there's a navigation bar with links for Shop, Best Sellers, New, Kits, Merch, Rewards, Sale, and a date (5/6/2021). To the right are icons for search, user profile, and cart. Below the navigation is a large banner featuring a woman wearing a red jacket and a black backpack with "DAGNE REWARDS" printed on it. The banner text explains the loyalty program: "With our Dagne Dover Loyalty Program, the more you spend, the more rewards you earn. Join the fam and get access to exclusive Dagne Dover discounts." It includes "SIGN UP" and "SIGN IN" buttons. Below the banner, the heading "How Dagne Dover Rewards Work" is followed by three numbered steps: 1. Join (Create an account and start earning), 2. Earn (Earn points every time you shop), and 3. Redeem (Redeem points for exclusive discounts). The next section, "Ways to earn points," lists six ways with corresponding icons and point values: 1 point per \$1 spent, 20 points for following on Facebook, 20 points for following on Instagram, 30 points for submitting UGC, 30 points for leaving a review, 50 points for creating an account, and 100 points for a specific action (not fully visible).

67

HARRY'S

With individual modules explaining the benefits of joining this program, Harry's maintains an ecommerce look on a conversion page.

[Take a look](#)

The screenshot shows the Harry's Core membership landing page. At the top, there's a navigation bar with links for 'HARRY'S' (with a dropdown menu), 'GET STARTED', 'JOIN CORE', 'ABOUT', 'SIGN IN', and a shopping cart icon. Below the navigation is a large 'CORE' logo with the tagline 'GET MORE WITH CORE'. It describes the new membership program featuring exclusive benefits for \$15/year (or \$1.25/month). The main section is titled 'Exclusive Benefits' and features four cards: 'Save on All Orders' (with a 10% discount on all items), 'Get Free Engraving' (personalizing Chrome handle/razor stand), 'Enjoy Faster Shipping' (free expedited shipping), and 'Unlock Exclusive Access' (a member-only store). Each card includes an image of the benefit and a brief description.

68



Copy as fresh and fun as the design that supports it, Zenni Optical's landing page is interactive and engaging, leading the viewer to shop once they've determined their face shape and best frame styles to look for.

Take a look

[How to Measure Your PD](#)
[How to Measure Your Frame Size](#)
[How to Adjust Your Glasses](#)
[Best Eyeglasses For Your Face Shape](#)
[Lifetime Cost of Wearing Glasses](#)
[The Hidden Costs You Pay for Glasses](#)

Finding the Best Glasses for Your Face Shape

Finding a flattering pair of glasses is easy if you know your face shape. Simply select your face shape below to see our recommendations for complementary frames.

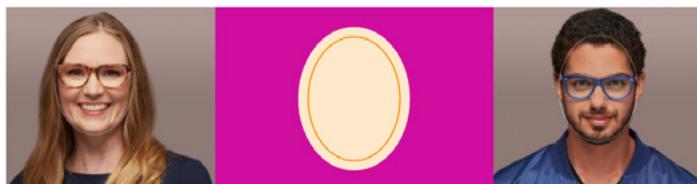


Oval Face Shape

An oval face is proportionally balanced, with a slightly curved jawline that is somewhat narrower than the forehead, allowing for the most flexibility in frame options.

CELEBRITIES WITH OVAL FACES

- Jessica Biel
- Lucy Liu
- Adam Levine
- Ben Affleck



MOST FLATTERING FRAMES

While most styles look good on oval faces, these frames will add structure to the softer oval shape.

Women



Men



FRAMES TO AVOID

Women



Men



SHOP WOMEN

SHOP MEN

Round Face Shape

A round face is typically as wide as it is long and lacking prominent cheekbones.

CELEBRITIES WITH ROUND FACES

- Chrissy Teigen
- Mandy Moore
- Justin Timberlake
- Aaron Paul

69



Blue Apron's landing page starts out with their bread and butter...their bread and butter (and other delicious meals). By connecting with the reader and showing them what to expect from a subscription, then offering free meals to choose, it's hard to turn away.

[Take a look](#)

The screenshot shows the Blue Apron homepage with the following layout:

- Header:** Blue Apron logo, navigation menu (ON THE MENU, PRICING, WINE, GIFTS, MARKET), and user options (LOG IN, SIGN UP).
- Main Section:** "Choose your menu" heading with the sub-instruction "Don't worry, you can change your menu every week."
- Meal Kit Options:**
 - Signature:** Choose from an ever-changing mix of meat, fish, Beyond Meat™, WW Approved, Diabetes Friendly recipes and health-conscious offerings. Includes 2, 3, or 4 recipes per week (each serves 2). \$9.99 per serving. FREE shipping. [SELECT](#)
 - Signature for 4:** Recipes for families or get-togethers, with a variety of options that change weekly, including meat, fish, Beyond Meat™ and health-conscious offerings. Includes 2, 3, or 4 recipes per week (each serves 4). \$8.99 per serving. FREE shipping. [SELECT](#)
 - Vegetarian for 2:** Meat-free dishes that celebrate the best of seasonal produce. Includes 2, 3, or 4 recipes per week (each serves 2). \$9.99 per serving. FREE shipping. [SELECT](#)
 - Wellness for 2:** Balanced, nutritionist-approved recipes designed for your holistic health, including carb-conscious and WW™ Approved options. Includes 2, 3, or 4 recipes per week (each serves 2). \$9.99 per serving. FREE shipping. [SELECT](#)
- Footer:** "WHY CHOOSE A Blue Apron Meal Kit?" section with three bullet points: "Well-balanced meals", "Chef-approved recipes", and "Your plan, your way".

70

PIPCORN[®]

heirloom snacks

Enthusiastic copy and clean design a brilliant landing page make. Pipcorn's wholesale page includes a helpful resource on heirloom products along with the form.

[Take a look](#)

FREE SHIPPING OVER \$30

SHOP ▾ ABOUT ▾ BLOG STORE LOCATOR

WHOLESALE

Got questions, concerns or compliments? Just want to say hi? Send us an email!

FIRST NAME EMAIL

LAST NAME PHONE NUMBER

SUBJECT

MESSAGE

SEND

Reasons for Contact

PRODUCT INFO/ORDERS
ORDERS@PIPSNACKS.COM

MARKETING/PRESS/EVENTS
COMMUNICATIONS@PIPSNACKS.COM

WHOLESALE
WHOLESALE@PIPSNACKS.COM

WHY HEIRLOOM?

We're heirloom obsessed, find out why you will be too...

WHY HEIRLOOM?

Get 10% off when you subscribe!

Be the first to hear about special discounts, new snacks and more!

EMAIL

ACCOUNT PRESS WHOLESALE

PIPCORN

71



Starting out with a fun pop-up featuring their organic avocados, Imperfect Foods' landing page is completely interactive, since it's dependent on location and food preferences.

[Take a look](#)

This screenshot shows the Imperfect Foods landing page. At the top right are links for "Log In" and "Sign Up". Below that is a navigation bar with "We Sell", "Our Mission", and "FAQ". A teal circular icon with the number "71" is in the top-left corner. The main content area features a large image of three avocados with cartoon eyes. A white pop-up box contains the text "Enter your zip code to see if we deliver in your area. We can't wait to meet you!" with an input field and a "Go" button. Below the pop-up is an image of a grocery delivery box filled with various fruits and vegetables. Three promotional cards are visible: one for a free sign-up, one for saving money on groceries, and one for fighting food waste with a subscription. At the bottom, there's a dark green bar with social media links for Instagram, Facebook, Twitter, and Pinterest, and a "FOLLOW US FOR RECIPES AND FOOD SAVING TIPS" message.

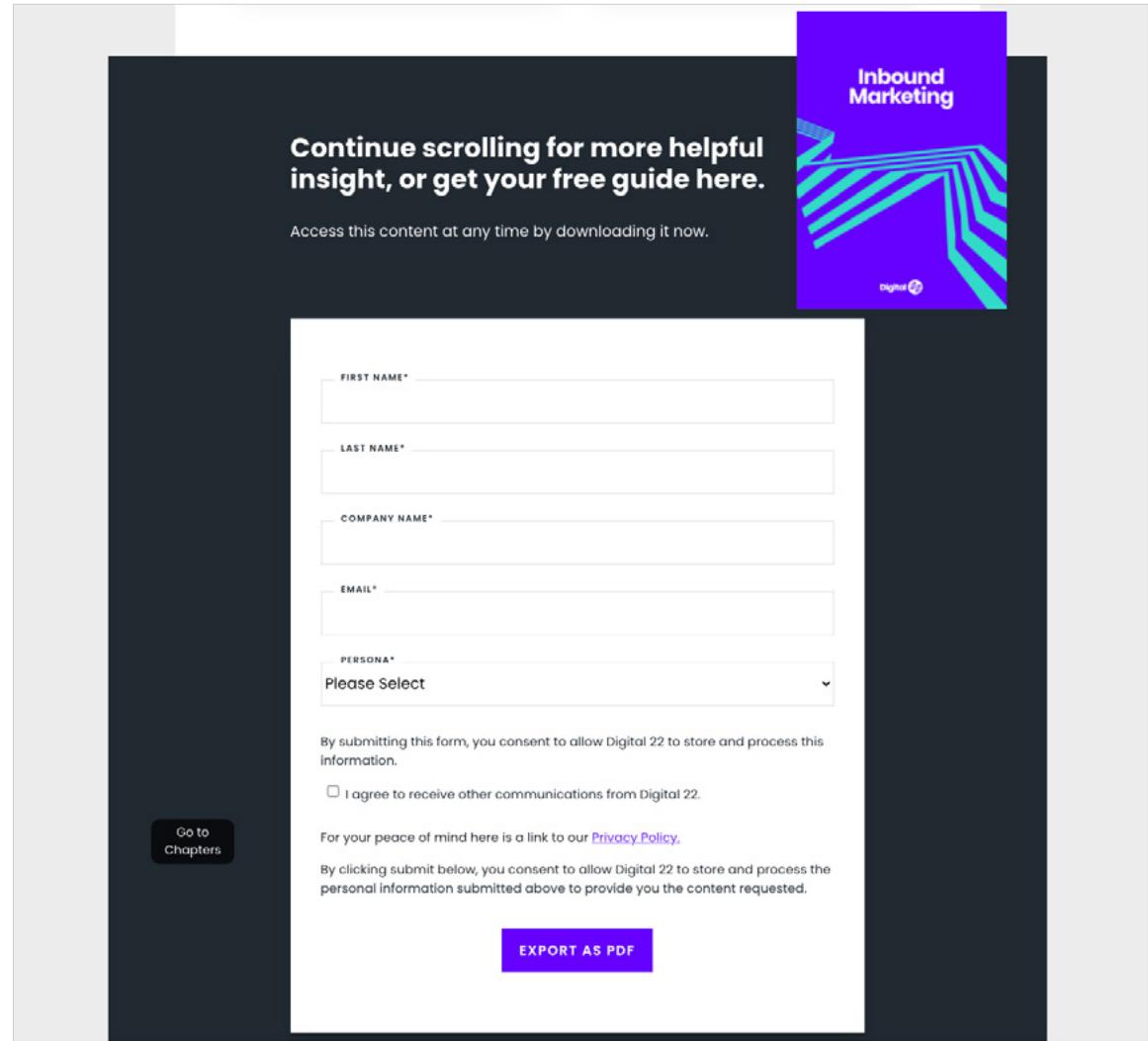
This screenshot shows the Imperfect Foods landing page after a delivery has been confirmed. The top navigation and "71" icon are present. The main content area now displays a message "Hooray! We deliver to 02135 on Thursday afternoon/evening." with a "Change zip code" link. Below this is a call-to-action button "Now let's find the best grocery subscription for you." and a "Let's go!" button. An image of a grocery delivery box is shown. The same three promotional cards from the first screenshot are present at the bottom. A "Support" button is located in the bottom right corner.

72



This agency built a creative landing page within a page, incorporating the form within their content.

Take a look



The screenshot shows a landing page for "Inbound Marketing". At the top right, there's a purple sidebar with the title "Inbound Marketing" and a graphic of three green arrows pointing right. Below the sidebar, a call-to-action button says "Continue scrolling for more helpful insight, or get your free guide here." A subtext below it says "Access this content at any time by downloading it now." The main content area has a dark background and contains a form with fields for "FIRST NAME*", "LAST NAME*", "COMPANY NAME*", "EMAIL*", and "PERSONA*" (with an option for "Please Select"). There's also a checkbox for agreeing to receive communications and a link to the Privacy Policy. A note states that by submitting, you consent to store and process information. A "EXPORT AS PDF" button is at the bottom right of the form area.

Continue scrolling for more helpful insight, or get your free guide here.

Access this content at any time by downloading it now.

FIRST NAME*

LAST NAME*

COMPANY NAME*

EMAIL*

PERSONA*

Please Select

By submitting this form, you consent to allow Digital 22 to store and process this information.

I agree to receive other communications from Digital 22.

For your peace of mind here is a link to our [Privacy Policy](#).

By clicking submit below, you consent to allow Digital 22 to store and process the personal information submitted above to provide you the content requested.

EXPORT AS PDF

73



Succinct and to the point, this page incorporates branding, a simplified background and navigation, and a brief form.

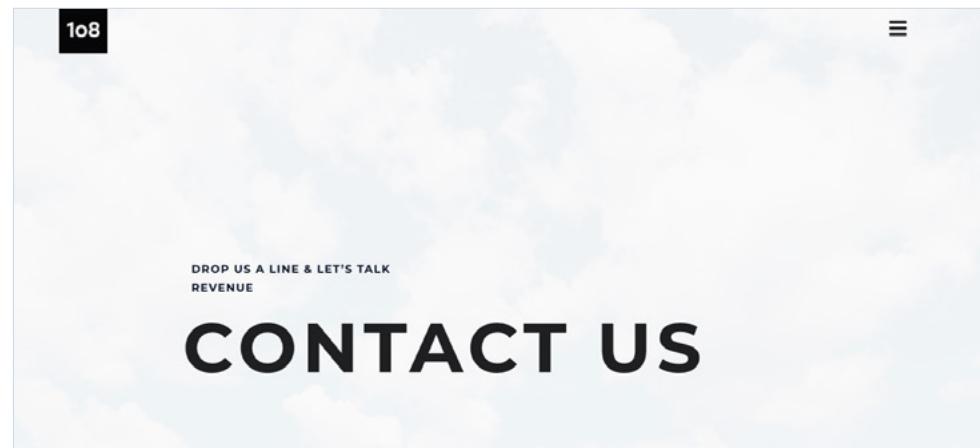
[Take a look](#)

74

108

Their contact us page is enough to constitute being a landing page, serving as a robust conversion engine.

Take a look



DROP US A LINE & LET'S TALK
REVENUE

CONTACT US

108 Reviews Powered by Clutch

THE PROJECT	THE REVIEW	THE REVIEWER
Sales Dashboard & GTM Setup for Mortgage Lending Company <small>BI & Analytics \$10,000 to \$49,999</small>	4.9 ★★★★★ 29 REVIEWS "They are the most reliable vendor I have worked with." Quality: 5.0 Schedule: 5.0 Cost: 5.0 Willing to refer: 5.0 <small>MAY 16, 2021</small>	Director of Marketing, Mortgage Lending Company  Financial Services 51-200 Employees Austin, Texas Online Review Verified

Feedback summary:
The 108 team took over the project from another vendor and successfully completed it within weeks. The company has come to rely on the team to always meet their deadlines and step in whenever unforeseen issues arise. The team's understanding of the company's industry is their most impressive trait.

[Read Full Review >](#)

What can we help you grow?



And which channels are you interested in?

75

NAACP

The NAACP alert signup landing page is simple, and to-the-point, with additional form fields to receive more personalized notifications. Their [donate landing page is also compelling](#), with detailed information on where the donation will go.

Take a look

The screenshot shows the NAACP's alert signup landing page. At the top, there's a navigation bar with links for 'NAACP', 'EMPOWERMENT PROGRAMS', 'JOIN THE NAACP', 'KNOW THE ISSUES', 'TAKE ACTION', 'FIND RESOURCES', 'DONATE', and search/filter icons. Below the navigation is a large, bold headline: 'STAY INFORMED ON THE ISSUES THAT MATTER TO YOU'. A subtext below it reads: 'NAACP fights tirelessly for the rights of Black Americans, from the streets of our communities all the way through the halls of Congress. Be the first to hear about breaking updates and how you can use your voice and your vote for change.' The main form area is titled 'CONTACT INFORMATION' and contains fields for 'First Name (Optional)', 'Last Name (Optional)', 'Postal Code', 'City (Optional)', 'State/Province (Optional)', 'Email', and 'Mobile Phone (Optional)'. There's also a note about text message consent. Below the form is a section titled 'PLEASE INDICATE YOUR AREAS OF INTEREST.' with a list of checkboxes for various issues like Events, Civic Engagement, Criminal Justice, etc. At the bottom right is a teal 'STAY INFORMED' button.

76



Providing multiple options to give, this landing page maintains brand identity while speaking to multiple personas who may be on their site.

[Take a look](#)

Watch the Loveland Foundation film and find out how we can all make a difference.

[HOME](#) [ABOUT](#) [THERAPY FUND](#)

WAYS TO GIVE

There are many ways to give to the Loveland Therapy Fund. Below are some of our suggestions.

DONATE
TO OUR CAMPAIGN

Our goal is to provide 1000 women in 2020 with financial support for 4 – 8 therapy sessions.

[SELECT](#)

START
A GIVING CIRCLE

Pool your resources together and make a commitment with 6 of your friends to donate and support Black women and girls who deserve access to healing. If each of your friends contribute \$20, it will cover 1 therapy session.

[SELECT](#)

CHAMPION
THE CAUSE

Become an advocate and help fundraise for Loveland Foundation Therapy Fund via your social platforms. Set your own fundraising goal and utilize your network of friends and family to help fundraise for Loveland Foundation Therapy Fund.

[SELECT](#)

BE A
SMALL BUSINESS
OR CORPORATE
MATCH

Small business owners and corporate partners can also make a difference by contributing to the Loveland Foundation Therapy Fund.

[SELECT](#)

77



Both the initial sponsorship page and interior landing page are full of information, feature real stories, and include badges of accreditation the organization has been awarded.

[Take a look](#)

The screenshot shows a landing page for "Sponsor a Sister". At the top, there's a navigation bar with links for "Sponsor a Sister", "Donate", "Supporter Login", "Search", and "Menu". Below the navigation is a banner featuring a group of women in a workshop setting, with the text "Help Forge Her Path to Success, Sponsor a Sister". A yellow call-to-action button below the banner says "I Want to Sponsor 1 Sister(s) Sponsor Now". The main content area includes a section titled "Your Gift Changes Women's Lives. Share in Their Successes. See Their stories." followed by detailed text about how sponsorship works and its impact.



Conclusion

When it comes to creating enticing homepages, blogs, and landing pages for your brand, the key is to create a symbiotic relationship between the copy on the page and the design that supports it.

Bookmark your favorite branding and designs when you're browsing the web (plus this inspiration gallery/guide), then come back to them when you're stuck in a creative rut on your next project.



INBOUND MARKETING COURSE

Get Certified in Inbound Marketing

Learn more about digital marketing best practices with the [HubSpot Academy Inbound Marketing Certification](#), where you can learn inbound marketing techniques, develop an understanding of core tactics of inbound marketing, and advance your skills as an inbound marketer.

Lessons in the course include:

Understanding Social Media Promotion

Aligning Your Marketing With Sales

Developing a Conversational Growth Strategy

[Start course](#)