Landing Pages Module

Table of Contents

1. [Landing Pages List 2](#_Toc377554097)
2. [Select Landing Page Template 3](#_Toc377554098)
3. [Customize Landing Page Template 4](#_Toc377554099)

# Landing Pages List

**Functional Description**

This view displays one or more Landing Pages in tabular form.

**Fields**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Landing Page Name | Link | If Landing Page status = Active, then link to Campaign Analytics page  Otherwise, link to most recent step in the Landing Page builder |  |
| Status | Text | Options include:   1. Active 2. Inactive |  |
| Views | Text | Display as number |  |
| Conversion Rate | Text | Display as percentage and number of unique views  Example: 50% | 1,200  Percentage = Submissions / Views |  |

**Actions or Controls**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Showing | Dropdown | Filters list of Landing Pages depending upon selection  Options include:   1. Active Landing Pages 2. Inactive Landing Pages |  |
| Edit | Icon | Associated with a record |  |
| Copy | Icon | Associated with a record |  |
| Delete | Icon | Associated with a record | Alert: “You’re about to delete 1 landing page. Are you sure you want to delete 1 landing page?”  Buttons: “Delete Landing Page” and “Cancel” |

**Navigation Options**

|  |  |  |
| --- | --- | --- |
| Name | Type | Additional Information |
| Add Campaign | Link |  |
| Edit Campaign | Link | If a Campaign is selected, and if the Campaign’s status is Draft |
| View Campaign | Link | If a Campaign is selected, and if the Campaign’s status is Sent |
| Save Campaign As… | Link | If a Campaign is selected  Prompts User for new campaign name and creates a new campaign by copying the existing campaign.  Applies if the ‘Select Layout’ step has been completed |

**Exceptions**

None

**Notes and Issues**

None

# Select Landing Page Template

**Functional Description**

This view allows the User to select a landing page template.

**Fields**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Template Name | Text |  |  |
| Template Thumbnail | Image |  |  |

**Actions or Controls**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Select Template | Link | When selected, change state of thumbnail | If a Template has been selected and customized, then alert the user that customization and content will be lost.  Alert Message: “This landing page includes customization and content that will be lost by changing the template.”  Buttons: ‘Change Template & Lose Content’ or ‘Cancel’ |
| Preview Template | Link | When selected, popup a preview of the template |  |

**Navigation Options**

|  |  |  |
| --- | --- | --- |
| Name | Type | Additional Information |
| Save Campaign | Link |  |
| Save Campaign As | Link | Prompts User for new campaign name and creates a new campaign by copying the existing campaign.  Applies if the ‘Select Layout’ step has been completed |
| Send Campaign | Link | Applies if all steps have been completed |

**Exceptions**

None

**Notes and Issues**

None

# Customize Landing Page Template

**Functional Description**

This view allows the User to customize the selected template by adding or modifying content blocks.

**Fields**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name | Type | | Additional Information | Validation |
| Landing Page Name\* | Text | | Default value to “Untitled Landing Page ([date])”  Example: Untitled Landing Page (1/1/2014)  May be modified inline |  |
| Status | Text | Options include:   1. Active 2. Inactive | |  |
| Tag(s) | Textbox | | Display existing tags within a textbox and allow new tags to be added within textbox  Use live search pattern to return matches as the user types |  |
| Landing Page Content | WYSIWYG | | Container with Landing Page layout |  |
| **Settings** | | | | |
| Page Title | Textbox | |  |  |
| Meta Description | Text area | |  |  |
| Facebook Share Title | Textbox | |  |  |
| Facebook Share Description | Text area | |  |  |
| Facebook Share Image | Textbox or Image Container | |  |  |
| Show [section name] | Checkbox | | The number of sections depends upon the template  All sections are checked by default  Deselecting a checkbox hides the section and updates the WYSIWYG view |  |
| **Landing Page Code** | | | | |
| Link to hosted page | Link | |  |  |
| Copy & paste code (HTML) | Tab | |  |  |
| HTML Code | Text area | |  |  |
| **Content Tab** | | | | |
| Title | Icon | | Titles are similar to Text, but their default state is larger, bold, and centered. |  |
| Text | Icon | |  |  |
| Image | Icon | | Allow linking from image  Allow |  |
| Image Over Text | Icon | | Image above text |  |
| Text & Image | Icon | | Text on the left and image on the right |  |
| Image & Image | Icon | | Image on the left and text on the right |  |
| Button | Icon | |  |  |
| Divider | Icon | |  |  |
| Form | Icon | |  |  |
| Social | Icon | | Options to insert social media icons and links |  |
| **Design Tab** | | | | |
| *Theme Accordion* | | | | |
| Theme Name | Link | | Selecting link applies the theme |  |
| Theme Color #1 | Thumbnail Link | | Selecting link applies the theme  Outer Background color |  |
| Theme Color #2 | Thumbnail Link | | Selecting link applies the theme  Border color |  |
| Theme Color #3 | Thumbnail Link | | Selecting link applies the theme  Inner Background color |  |
| Theme Color #4 | Thumbnail Link | | Selecting link applies the theme  Font color |  |
| *Backgrounds Accordion* | | | | |
| Header Background | Color-picker | |  |  |
| Body Background | Color-picker | |  |  |
| Content Background | Color-picker | |  |  |
| *Text Accordion* | | | | |
| Title Size | Dropdown | | Default font size for title |  |
| Title Color | Color-picker | | Default font color for title |  |
| Headline Size | Dropdown | | Default font size for headline |  |
| Headline Color | Color-picker | | Default font color for headline |  |
| Body Size | Dropdown | | Default font size for body |  |
| Body Color | Color-picker | | Default font color for body |  |
| Footer Size | Dropdown | | Default font size for footer |  |
| Footer Color | Color-picker | | Default font color for footer |  |
| *Design Tab Footer* | | | | |
| Theme Name\* | Textbox | |  |  |
| **Images Tab** | | | | |
| Image Thumbnail | Thumbnail | | Draggable thumbnail that may be dropped on an Image container |  |
| Image Name | Text | |  |  |

**Text Toolbar**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Undo | Icon | Undo one step |  |
| Redo | Icon | Redo one step |  |
| Font Size | Dropdown |  |  |
| Font Type | Dropdown |  |  |
| Font Color | Dropdown with colorpicker |  |  |
| Bold | Icon |  |  |
| Italics | Icon |  |  |
| Underline | Icon |  |  |
| Numbered List | Icon |  |  |
| Bulleted List | Icon |  |  |
| Align Left | Icon |  |  |
| Align Center | Icon |  |  |
| Align Right | Icon |  |  |
| Justify | Icon |  |  |
| Link | Icon | Reveal textbox for link  If selected text matches URL pattern, then prepopulate with URL |  |
| Unlink | Icon | Remove link from selected text |  |
| HTML | Icon |  |  |
| Merge Fields | Dropdown | List of Contact fields that may be merged with the email |  |

**Image Toolbar**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Link | Icon |  |  |
| Unlink | Icon |  |  |
| Add Alt Text |  |  |  |
| Remove Image | Remove |  |  |

**Divider Toolbar**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Divider Color | Color-picker |  |  |
| Divider Style | Dropdown | Options include:   1. None 2. Thin 3. Normal 4. Thick |  |

**Button Toolbar**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Font Size | Dropdown |  |  |
| Font Type | Dropdown |  |  |
| Font Color | Dropdown with colorpicker |  |  |
| Align Left | Icon |  |  |
| Align Center | Icon |  |  |
| Align Right | Icon |  |  |
| Link | Icon | Reveal textbox for link  If selected text matches URL pattern, then prepopulate with URL |  |
| Unlink | Icon | Remove link from selected text |  |
| Background Color | Dropdown with color picker |  |  |
| Border Radius | Dropdown |  |  |
| Padding | Dropdown |  |  |
| Button Width | Dropdown | Options include:   1. Text-width 2. Full-width |  |

**Form Toolbar**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Form Width | Textbox |  |  |

**Actions or Controls**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Back to list | Link | Returns user to Landing Pages List |  |
| Edit Landing Page Name | Icon | Replaces Landing Page Name with a textbox containing the Landing Page Name |  |
| Save Landing Page Name | Icon | Displays if ‘Edit Landing Page Name’ selected  Saves the new name and replaces textbox with the new text |  |
| Cancel Editing Landing Page Name | Icon | Displays if ‘Edit Landing Page Name’ selected  Cancels editing and replaces textbox with original text |  |
| Save Theme | Button | In Design tab footer |  |
| Computer | Button | Toggles the landing page container |  |
| Tablet | Button | Toggles the landing page container |  |
| Mobile | Button | Toggles the landing page container |  |
| Copy to clipboard | Link | Copies landing page HTML to clipboard |  |

**Navigation Options**

|  |  |  |
| --- | --- | --- |
| Name | Type | Additional Information |
| Save Landing Page | Link |  |
| Save Landing Page As | Link | Prompts User for new name and creates a new landing page by copying the landing page. |
| Preview Landing Page | Link | Applies to Add mode after the landing page has been saved  Also applies to Edit mode  Display hosted version  Allow User to submit data in test mode |
| Activate Landing Page | Link | If in Add mode and the landing page is not activate  When selected, allow web visitors to access the page |
| Inactivate Landing Page | Link | If in Edit mode and the landing page is activate  When selected, prevent web visitors from accessing the page |
| Delete Landing Page | Link | Applies to Add mode after the form has been saved  Also applies to Edit mode |

**Exceptions**

None

**Notes and Issues**

None