Landing Pages Module

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# 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 number of unique views and percentage  Example: 1,200 | 50%  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 Page | Link |  |
| Edit Page | Link | If a Page is selected |
| Save Page As… | Link | If a Page is selected  Prompts User for new Page Name and creates a new Page by copying the existing Page. |

**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 |
| Page Name | Text |  |  |
| Template Thumbnail | Image |  |  |

**Actions or Controls**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Template Categories | Buttons | Filters list of Pages |  |
| Preview this page | Button | When selected, load the page in the adjacent panel |  |
| Desktop | Button | Change viewport to full-width |  |
| Tablet | Button | Change viewport to Xpx wide |  |
| Phone | Button | Change viewport to Xpx wide |  |
| Show/Hide Sidebar | Link | Shows or hides the sidebar containing Page templates  Affects the viewport size, which responds accordingly |  |

**Navigation Options**

|  |  |  |
| --- | --- | --- |
| Name | Type | Additional Information |
| Use this page | Link |  |
| Done | Link | Save and return to list?  If haven’t saved, then catch and alert? |

**Exceptions**

None

**Notes and Issues**

None

# Customize Landing Page Template

**Functional Description**

This view allows the User to customize the selected template by modifying pre-determined blocks.

**Fields**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Name | | Type | Additional Information | | Validation | |
| Page Name\* | | Textbox | Default value to “Untitled Landing Page ([date])”  Example: Untitled Landing Page (1/1/2014) | |  | |
| Status | | Text | Options include:   1. Active 2. Inactive | |  | |
| Landing Page Content | | WYSIWYG | Container with Landing Page layout | |  | |
| **Options** | | | | | | |
| *Layout* | | | | | | |
| [Layout Options] | | Checkbox | Depends upon the template  Display options as:   * [checkbox] Show [Section Name]   Select all options by default  If selected, show section in template  If not selected, then hide/remove section in template | |  | |
| *Footer* | | | | | | |
| Phone Number | | Textbox |  | | Valid phone number format | |
| Street | | Textbox |  | |  | |
| City | | Textbox | Change label to ‘Municipality’ if Country is set to Canada | |  | |
| State | | Dropdown | Change label to ‘Province’ if Country is set to Canada | |  | |
| Zip Code | | Textbox | Change label to ‘Postal Code’ if Country is set to Canada | | Zip code (US) is numeric and conforms to known patterns  Postal code (Canadian) is alphanumeric and conforms to known patterns | |
| Country | | Dropdown | Default to United States | |  | |
| Privacy Policy URL | | Textbox |  | | Valid URL | |
| **Colors** | | | | | | |
| Background Color | | Color-picker | Default to value per template | |  | |
| Text Color | | Color-picker | Default to value per template | |  | |
| Link Color | | Color-picker | Default to value per template | |  | |
| Button Color | | Color-picker | Default to value per template | |  | |
| **Fonts** | | | | | | |
| Headline Font | Dropdown | | Default to value per template  Options include:   * Predefined options * Options per template | | |  |
| Copy Font | Dropdown | | Default to value per template  Options include:   * Predefined options * Options per template | | |  |
| **Form** | | | | | | |
| *Fields* | | | | | | |
| Form Fields | | Buttons | | Include these fields by default:   * Name (First Name and Last Name) * Email Address * Phone Number   Fields may be reordered and/or removed within the sidebar, which affects the order in the template |  | |
| Add Field | | Dropdown | | Dropdown with search option  Upon selecting a field, add the field as the last item in the form fields (above). |  | |
| **Settings** | | | | | | |
| Page Title | | Textbox | |  |  | |
| Meta Description | | Text area | |  |  | |
| Page Title | | Textbox | |  |  | |
| Google Analytics Code | | Textbox | |  | Follows this pattern: UA-######-# | |
| Google Site Verification Code | | Textbox | |  |  | |
| Facebook Share Title | | Textbox | |  |  | |
| Facebook Share Description | | Text area | |  |  | |
| Facebook Share Image | | Textbox or Image Container | |  |  | |

**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 |
| Desktop | Button | Change viewport to full-width |  |
| Tablet | Button | Change viewport to Xpx wide |  |
| Phone | Button | Change viewport to Xpx wide |  |
| Show/Hide Sidebar | Link | Shows or hides the sidebar containing Page templates  Affects the viewport size, which responds accordingly |  |

**Navigation Options**

|  |  |  |
| --- | --- | --- |
| Name | Type | Additional Information |
| Save Page | Dropdown Link | Options include:   * Save Page * Save Page As |
| Save Page As | Link | Prompts User for new name and creates a new landing page by copying the landing page. |
| Publish Page | Link | If the Page has been saved and the page is not active  When selected, allow web visitors to access the page |
| Un-publish Page | Link | If the Page is active  When selected, redirect web visitors to another page |
| Done | Link | If page has been saved, then return User to Landing Page List  Else, prompt the User to save |
| More | Dropdown Link | Options include:   * Change Theme * Delete Page |
| Change Theme | Link |  |
| Delete Page | Link | Alert message? |

**Exceptions**

None

**Notes and Issues**

None