

# Meet the LiveBall Ready-Made Widgets

Add Code-Free  
Interactive Content  
to your LiveBall  
Landing Pages



**BlueCross BlueShield of Georgia**

Our health connects us.

**Get Started on a Quote**  
Please enter your company's zip code to get a small business quote.

**Health. Join In. - Anthem on Facebook**  
Like

22,338 people like Health. Join In. - Anthem.

**Looking for affordable coverage?**  
**Get Started on a Quote**  
Please enter your company's zip code to get a small business quote.

\*Zip  **Next**

**Helpful Definitions**

- Annual Deductible
- Coinsurance
- Copay
- Two-Family-Member Maximum
- Family Aggregate
- In-Network
- HMO
- PPO
- HSA



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# Introduction

With LiveBall's Ready-Made Widgets, you can add rich, interactive motion content to your landing pages in just a few clicks. Ready-Made Widgets are code-free page elements that can be used to display interactive content in a number of uniquely creative ways. With so many different varieties and dimensions to choose from, you'll find exactly what you need to add meaningful content to your landing page while still maintaining a clean and sophisticated layout.

Though Ready-Made Widgets are a great way to enrich your landing page with beautiful, interactive content, they're also a flexible, fully-customizable vehicle through which you can highlight your products, services, brands, and value statements. Instead of listing your feature highlights with bullets or images, for example, you can use an interactive content rotator or a tabbed content widget, allowing your visitors to self-select the content that is most appealing to them. In this way, Ready-Made Widgets are the perfect way to deliver a personalized value proposition to each unique visitor on your landing page.

Adding a Ready-Made Widget to your LiveBall landing page takes just seconds, and because each widget comes built right in to the LiveBall console, you can easily add as many widgets to your page as you see fit—without the need to install extensions or copy code. Standard Ready-Made Widgets include:

- Accordions
- Tabs
- Social Widgets
- Content Rotators / Sliders
- Lightboxes
- iFrames

In addition, if you ever require widgets with custom functionalities, sizes, or appearances, you can commission ion's award-winning services team to create them for you.

Now, take this opportunity to check out all of the Ready-Made Widgets that are available to you inside LiveBall. While you're exploring these widgets, we recommend that you consider all of the creative ways in which you can leverage them to create a personalized, memorable experience for your visitors.

## The Accordion

Because Accordion content can be easily expanded & contracted, Accordions are a great way to deliver a large amount of detailed content without consuming valuable page real estate. Accordions can be populated with just about any content imaginable—from images to text and even links, they are particularly useful for communicating value to multiple segments or about several products, services, or features.

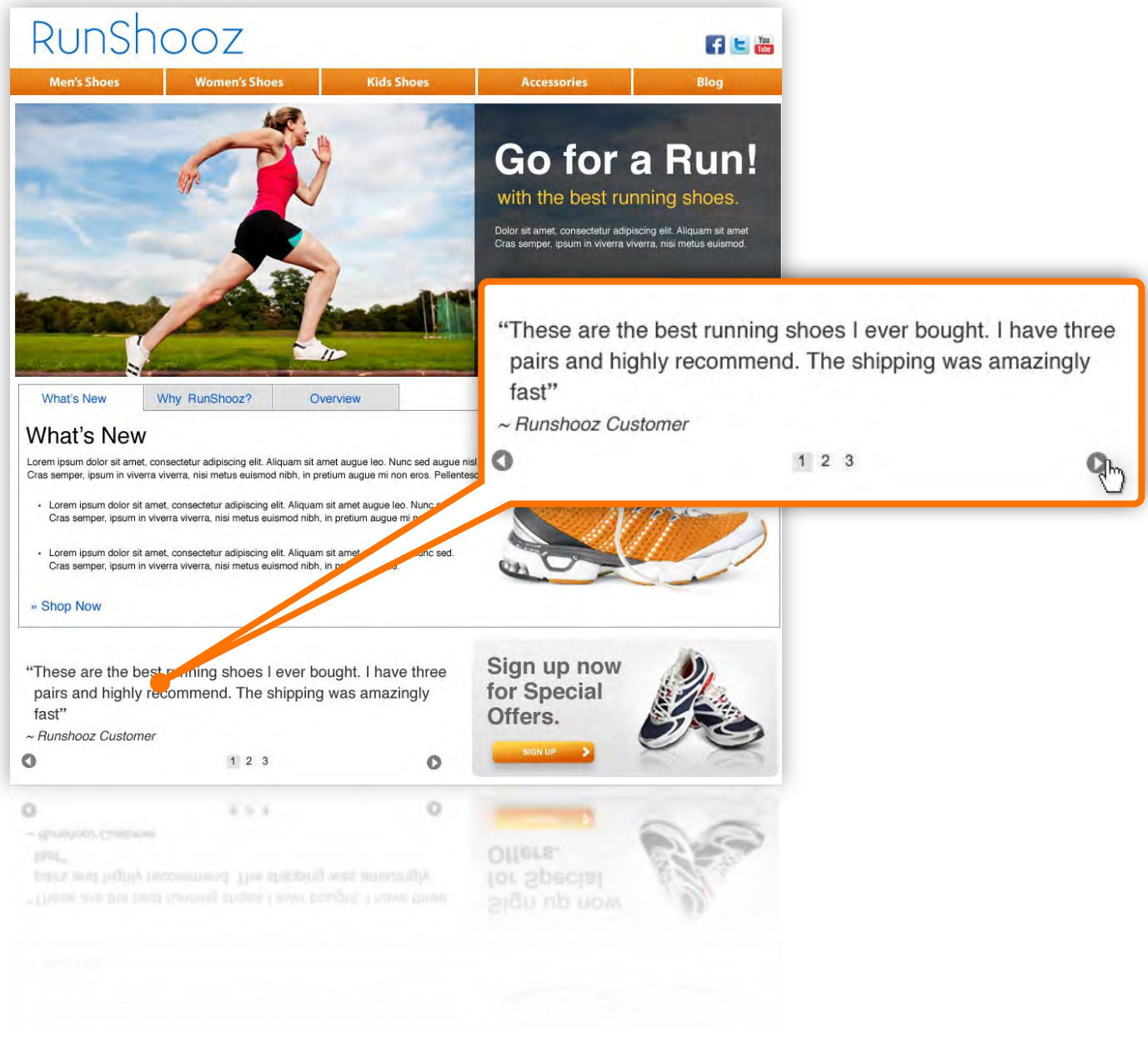


The screenshot displays the RunShooz website interface. At the top, the logo "RunShooz" is on the left, and the phone number "1-800-RUN-SHOOZ" with a location pin icon is on the right. Below the logo is a large banner with the text "Go for a Run!" and "a new brand of running shoes." accompanied by an image of a runner. To the right of the banner is a "Love a Sale?" section with a sign-up for an email newsletter and an image of a shoe. Below the banner is a "Watch the video!" section with placeholder text and a video player. A navigation menu is located below the video, featuring an accordion with categories: "Men's Shoes", "Women's Shoes", "Kids Shoes", "Accessories", and "Blog". An orange box highlights the "Men's Shoes" section, which is expanded to show a detailed description of the shoes, a "Explore Mens Shoes" link, and an image of a green and white sneaker. Below the navigation menu is a social media section showing a Facebook-like interface with a "Like" button and a row of user avatars. At the bottom, there is a "Find the perfect pair! Shop now" button with a right-pointing arrow, and a "Shop now" button with a right-pointing arrow. The footer contains the copyright notice "© i-on interactive, inc. All rights reserved." and the website URL "www.ioninteractive.com" next to a page number "4" inside a circle.



## Content Rotators

Content Rotators add lightweight slideshows to your landing page, and are a great way to deliver testimonials or feature highlights. Left alone, these slideshows will cycle automatically, and intuitive controls allow your visitors to revisit the content that matters most to them.



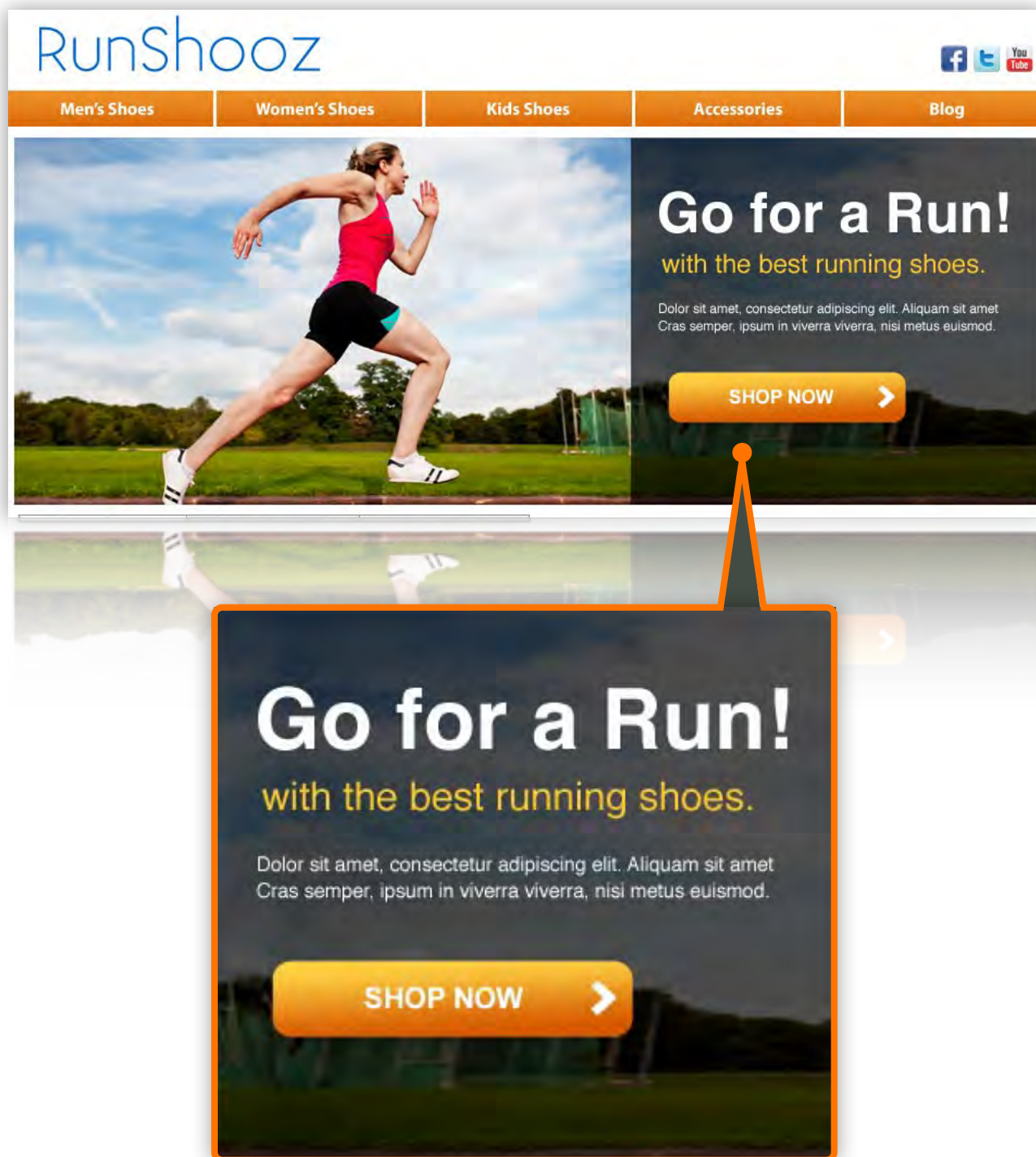
## Image Rotators

Similar to Content Rotators, Image Rotators are an easy way to add eye-catching motion content to your landing pages. Simply pop in your images, headlines, and buttons to create a highly-interactive, memorable experience for your visitors.



## Layered Content

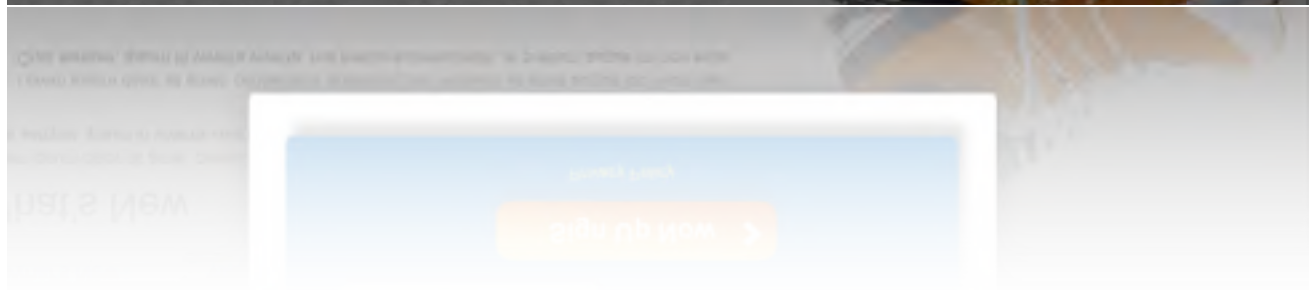
With the Layered Content widget, you can create beautiful banners with overlaid headlines, links, and calls-to-action in just a few clicks. Better still, because each element in the Layered Content widget is dynamic, you can add, remove, or swap content without ever touching the background image—allowing you to add high-end imagery to your page without a designer.





## Lightboxes

Lightboxes allow you to place external page elements front-and-center by “popping-in” forms, images, or text. Particularly useful for highlighting offers, displaying full-sized images, or delivering your terms and conditions, Lightboxes provide the same benefit of a pop-up window without taking your visitors away from the page.



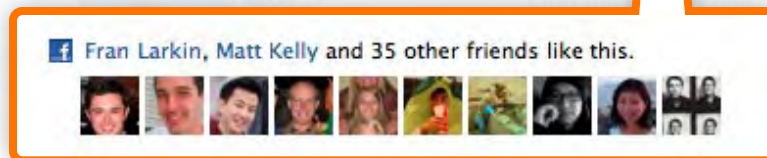


## Social

Use Social Widgets to encourage your visitors to 'Like' your page on FaceBook, interact with your brand on LinkedIn, tweet about your products, and more! LiveBall's Social Widgets are easy to configure and can lend instant social credibility to your landing page.



The screenshot shows the RunShooz landing page. At the top left is the 'RunShooz' logo, and at the top right is the phone number '1-800-RUN-SHOOS' with a location pin icon. The main heading is 'Go for a Run!' with the subtext 'a new brand of running shoes.' Below this is a large image of a runner's silhouette against a sunset. To the right is a 'Love a Sale?' section with a sign-up form for an email newsletter, including fields for first name, last name, email, and phone, and a 'Sign Up for FREE' button. Below the main heading is a 'Watch the video!' section with a video player and a 'WATCH NOW' button. A sidebar on the left lists categories: Men's Shoes, Women's Shoes, Kids Shoes, Accesories, and Blog. At the bottom of the main content area is a banner for 'Find the perfect pair! Show now' with an arrow. A social widget is located at the bottom of the page, showing a Facebook 'Like' notification for 'Fran Larkin, Matt Kelly and 35 other friends like this.' with a row of user avatars. An orange callout line points from this widget to a magnified view below.



This block is a magnified view of the Facebook social widget. It features the Facebook 'f' logo, the text 'Fran Larkin, Matt Kelly and 35 other friends like this.', and a horizontal row of 12 user profile pictures.

## Tabbed Content

Similar to Accordion Content, the Tabbed Content widget allows you to deliver an abundance of detailed content inside one compact, fully-customizable page element. The Tabbed Content widget is an interactive way to showcase multiple products, features or services. You can also use Tabbed Content to demonstrate your brand's value to a wide variety of segments.





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