



# PRACTICAL LANDING PAGE DESIGN



advice for non-designers



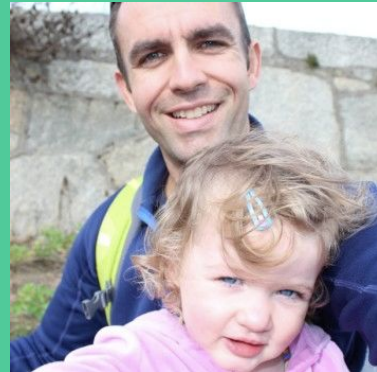
# Lauralee Flores

Web Designer



# Josh Ledgard

Co-Founder





# DESIGN GUIDELINES

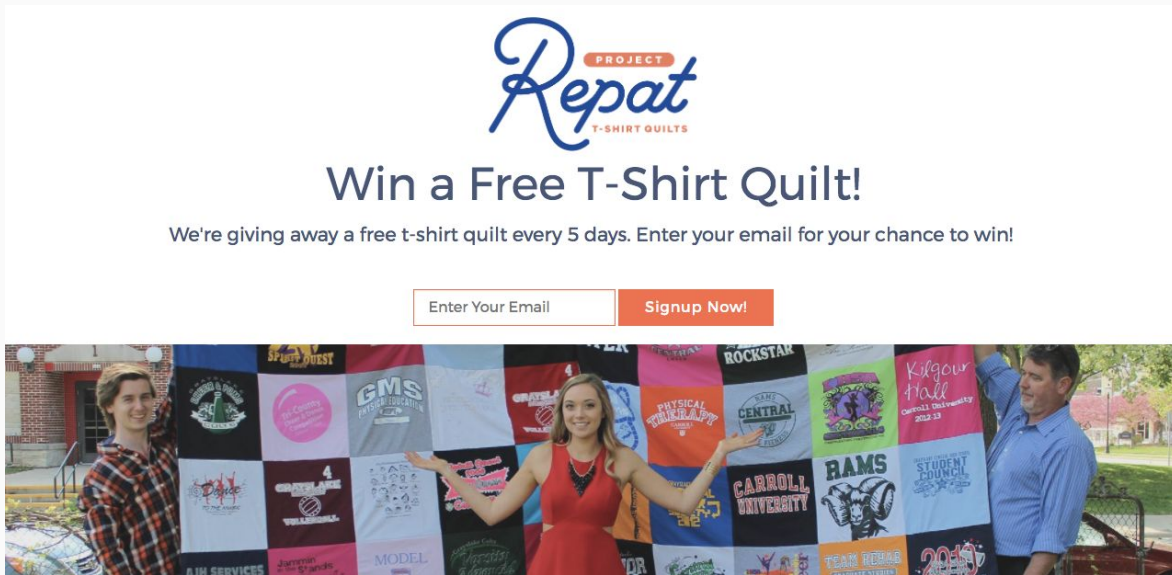
# Make it readable. Answer what, why, & how.

Not readable



Learn IASTM with the M2T-Block

Easy to read with a good what, why, & how!



PROJECT *Repat* T-SHIRT QUILTS


## Win a Free T-Shirt Quilt!

We're giving away a free t-shirt quilt every 5 days. Enter your email for your chance to win!

Enter Your Email [Signup Now!](#)


# Keep it simple without a designer.

- One font style
- Minimize font size changes
- As little copy as required.
- Collect only data required
- Limit colors
- No animations
- Easy to find call to action



Life at Ebenezer International School Bangalore

Joan Deepak  
National Level – Champion Swimmer



Please fill out the form below so we may respond to your interest.

Parent's Name \*

Grade Interested In

Parent's Email \*

Parent's Mobile \*

Submit Enquiry

We hate spam! Contacts will be kept private.

Want to talk? Please call us  
+91 9663305705 / 06  
+91 080 67612222

Ebenezer International School (estd 2007) is an IBO+IGCSE+ICSE co-educational, day and residential school in Electronics City, Bangalore that offers:

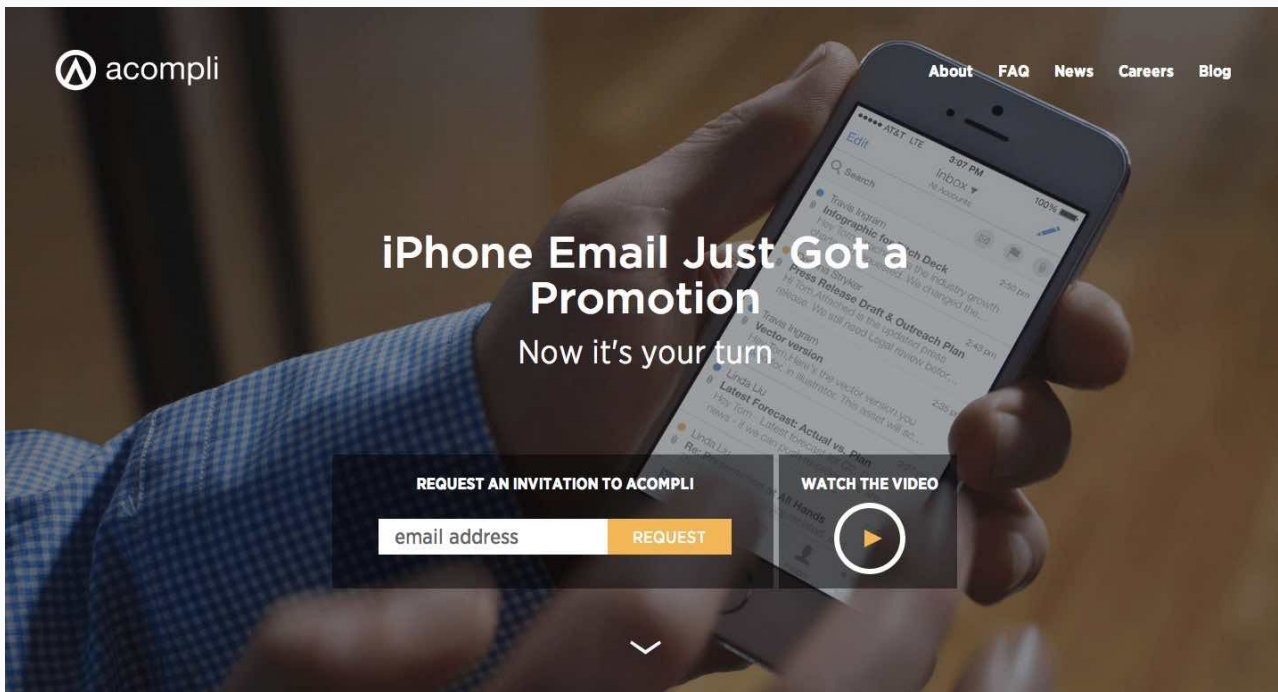
- Focus on **all-round development**
- Massive **world-class campus**
- **Technology integration** in curriculum
- Massive **world class campus**
- Track record of producing **brilliant students** through individual attention
- **State-of-the-art sporting facilities**
- Inspirational leadership of **award-winning educators**
- Reliable **secure boarding facilities** from Grade 1 onwards

Ranked #2 in Bangalore & Karnataka and #8 in India by Education World School rankings

## THE EBENEZER DIFFERENCE

- **True all-round development:** Learning at Ebenezer is fun; It is about spirited laughter, genuine smiles and curious minds. Thanks to our dynamic curriculum, a rich co-curricular programme and resilience-building student care programme – learning at Ebenezer extends well beyond the classroom. At Ebenezer, no two days are ever same – nor are two learners' experiences exactly identical.
- **World-Class Infrastructure:** Ebenezer offers a huge, post-modern, robust, green and safe environment for your child. Comfortable spacious classrooms, secure boarding facilities, wide staircases & corridors, hygienic eating facilities, an e-library burgeoning with books, well-equipped modern science labs and world-class sporting facilities make our school a true temple of learning.
- **Integrated Technology:** At Ebenezer, we value technology and its role in education, not as a substitute for the irreplaceable human guidance of teachers or experiential learning of children, but for its speed, immediacy, spread, revisits, quick testing and feedback features. Technology is not a class at Ebenezer – it is a way of life. It technology permeates the curriculum and enables and empowers our children.
- **Individualised Learning:** Small class sizes & a teacher:student ratio of 1:15 ensure every learner gets much personal attention from their teachers. Specialist experts work with

# Colors: Choose 1-2 with each having a role



The screenshot shows the acompli website with a dark background. At the top left is the acompli logo. At the top right are navigation links: About, FAQ, News, Careers, and Blog. The main content area features a hand holding an iPhone displaying an email inbox. The text "iPhone Email Just Got a Promotion" is overlaid on the phone screen, with "Now it's your turn" below it. At the bottom, there are two buttons: "REQUEST AN INVITATION TO ACOMPLI" and "WATCH THE VIDEO". Below the first button is a form with a text input field containing "email address" and an orange "REQUEST" button. Below the second button is a play button icon.

**acompli**

About FAQ News Careers Blog

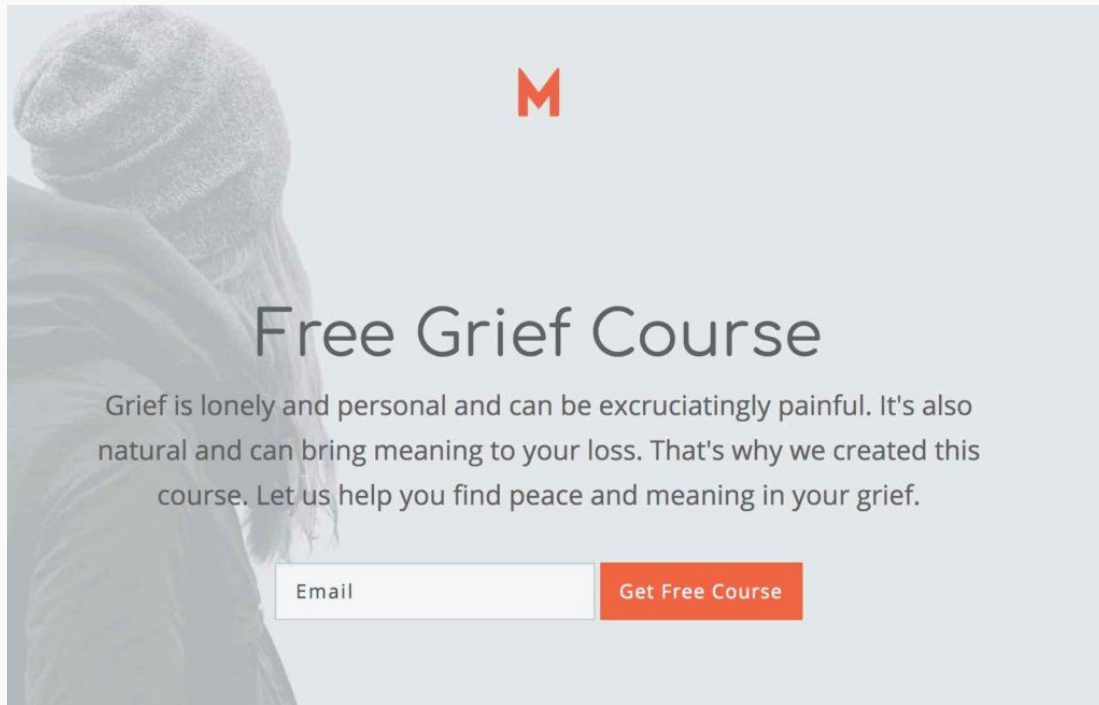
iPhone Email Just Got a Promotion  
Now it's your turn

REQUEST AN INVITATION TO ACOMPLI

WATCH THE VIDEO

email address **REQUEST**

# Call to action: Find from 10' without distractions that take people away



The advertisement features a background image of a person wearing a grey knit beanie and a dark jacket, looking down. The text is overlaid on this image. At the top center is a red letter 'M'. Below it is the title 'Free Grief Course' in a large, dark font. A paragraph of text follows, explaining the nature of grief and the purpose of the course. At the bottom, there is a white input field for an email address and a red button labeled 'Get Free Course'.

M

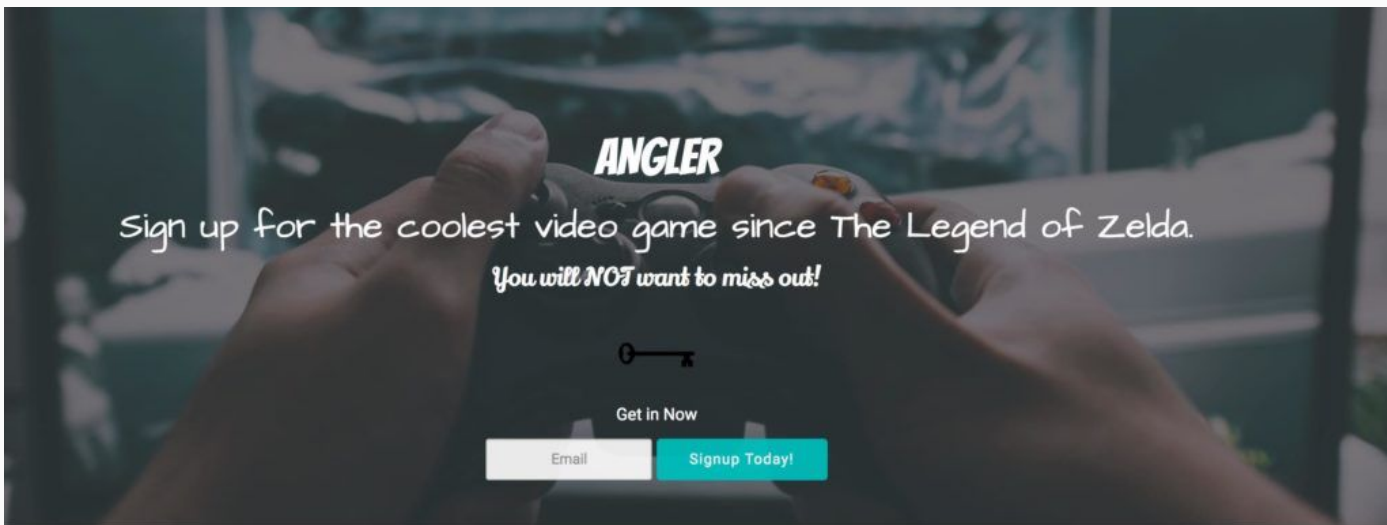
## Free Grief Course

Grief is lonely and personal and can be excruciatingly painful. It's also natural and can bring meaning to your loss. That's why we created this course. Let us help you find peace and meaning in your grief.

Email

[Get Free Course](#)

Fonts: Pick one and limit variations in size, color, and emphasis.

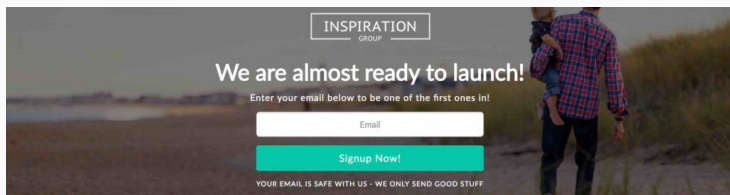


MORE INFO COMING SUMMER 2017

[Privacy Policy](#)



# Whitespace: Let the content breath!



Equipped with all of the features you want and expect.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



*Sass* **{less}** **B** Bootstrap

Your customers love you! Use this space to share your best testimonial to help build trust and connect with other potential customers.

YOUR CUSTOMER

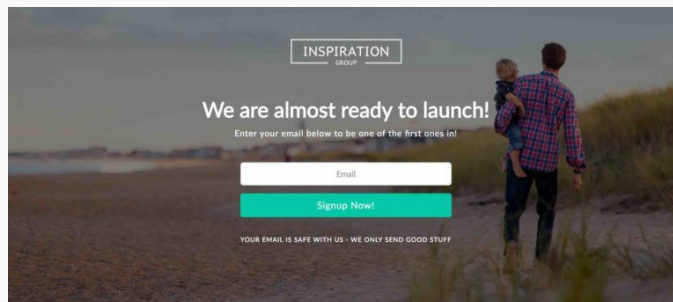
You Can Contact Us Anytime!

Please follow us so we can stay in touch!



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Equipped with all of the features you want and expect.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



Having a hard time with your current tools?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

Signup Now!

# IMAGE GUIDELINES

Complementary to text.

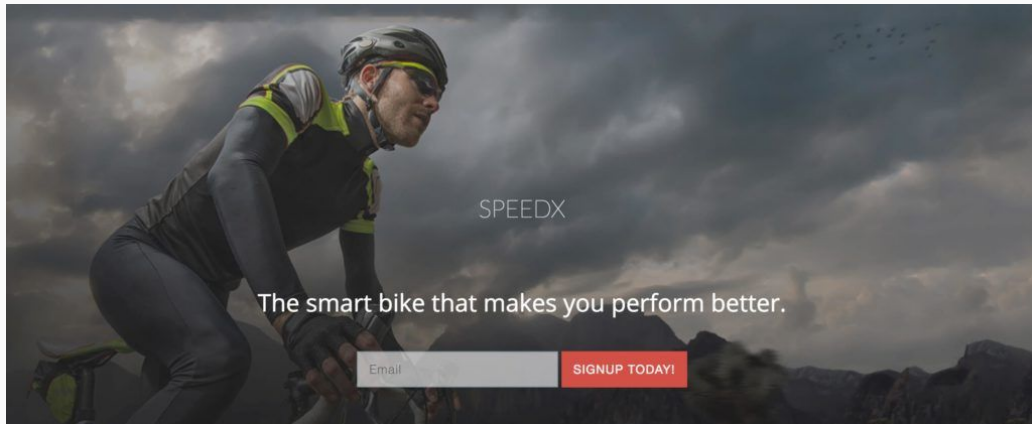
Only as big as needed.

No text or logos included.

Stock photos that make sense.

Fit your message.

Built-in device charging technology



LEARN HOW TO BODY PAINT

In two weeks you'll be a professional, certified body painter. Sign up today to get 50% off.



# Logos: Reasonably sized & transparent

Not transparent with background



Too large = Screaming



# VALIDATE ON MOBILE

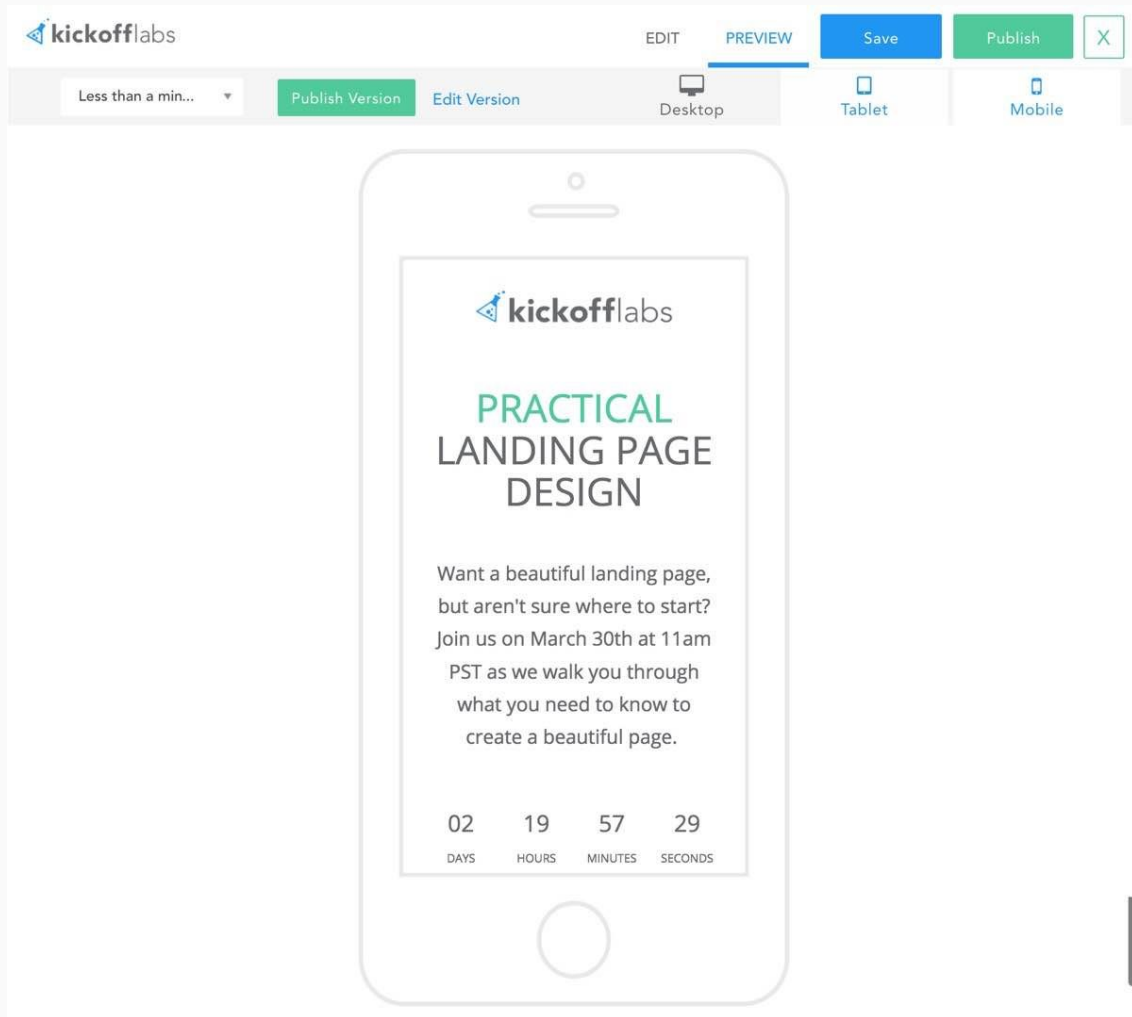
Fonts not too large

Image & videos fit

Call to action is discoverable

Content in order

Spacing well



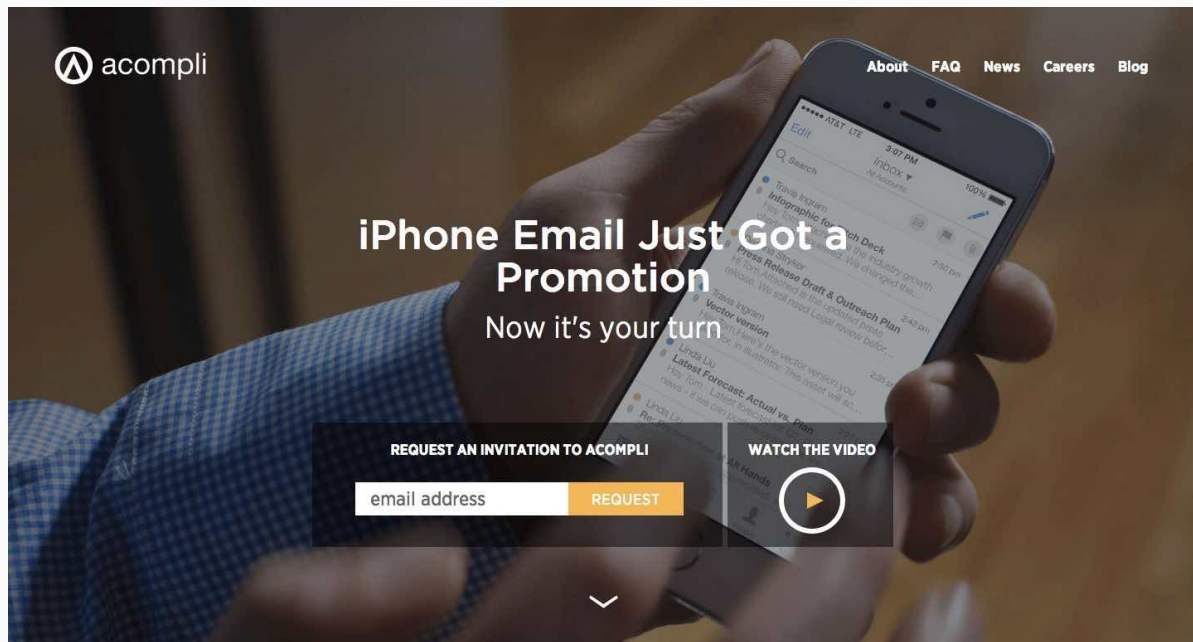
# VIDEO & ANIMATION GUIDANCE

Not distracting

Not required for explanation

Doesn't slow down reading

Secondary call to action



# BUILDING A GREAT LOOKING PAGE

# Questions? Comments?

Email [support@kickofflabs.com](mailto:support@kickofflabs.com)