PRACTICAL LANDING PAGE DESIGN

advice for non-designers
DESIGN GUIDELINES
Make it readable. Answer what, why, & how.

Not readable

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

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!
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
Colors: Choose 1-2 with each having a role
Call to action: Find from 10’ without distractions that take people away

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.
Whitespace: Let the content breath!
IMAGE GUIDELINES

Complementary to text.

Only as big as needed.

No text or logos included.

Stock photos that make sense.

Fit your message.
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