



## The Job

What you want them to do.  
Why you want them to do it.

STEP  
01



## Components

Headline  
Brief Description  
Supporting Image or Video  
Testimonials, Customer logos  
A form or CTA button

STEP  
02



## Navigation

Remove extra navigation, or put  
it in the footer

STEP  
03



# Steps for a Great Landing Page

WWW.GULFCOASTWEBNET.COM



## Match your message

Make sure the message on your  
page matches the previous source

STEP  
04



## Reduce Friction

Excess distracting animation,  
Too much information

STEP  
05

STEP  
06



## Offer Something

Offer a whitepaper or fact sheet.  
Only ask for what you need.  
Add share buttons.