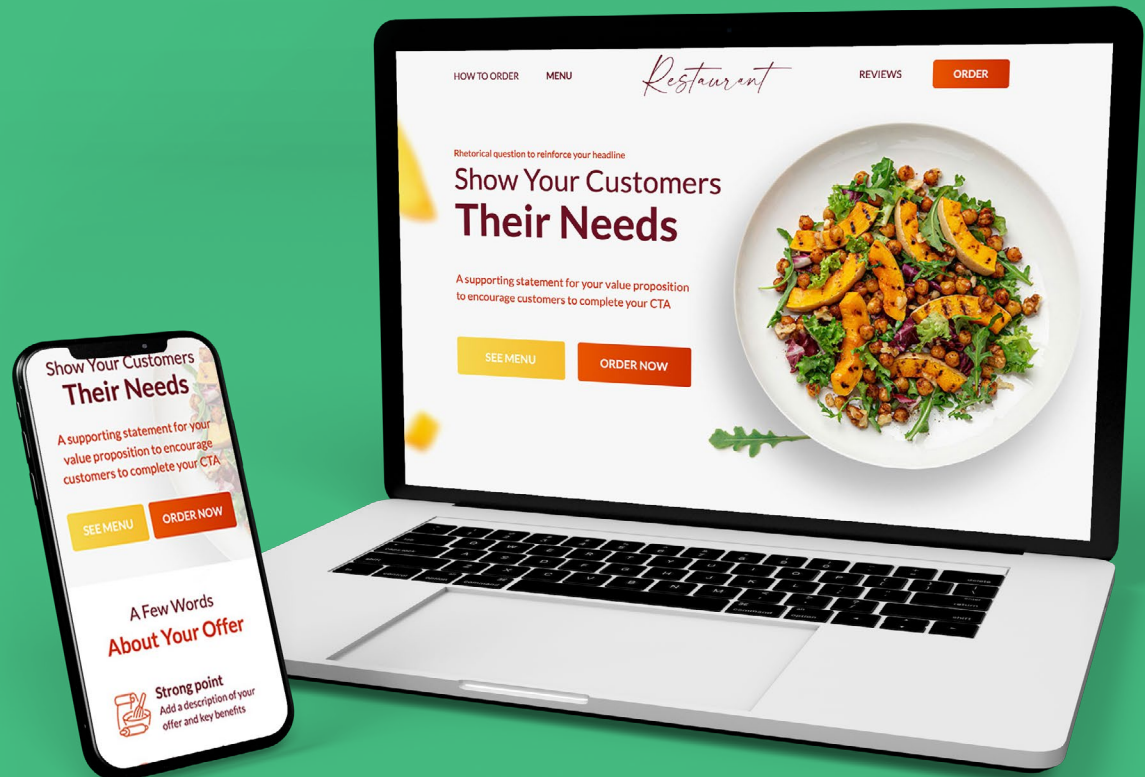




# 111 Landing Page Examples – The Ultimate Guide

## Part 2: Industries

Author: Jerzy Żurawiecki

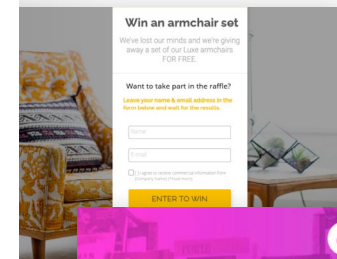
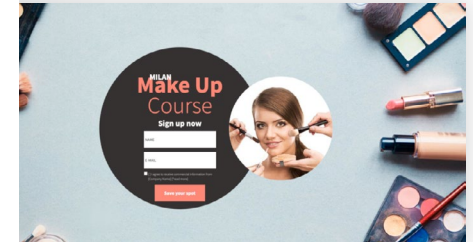




After a thorough deep-dive into use cases, it's time for part two – **the industries**. It's a broader spectrum, which is why the number of examples is much larger. Whether it's eCommerce, real estate, insurance, or any other type of business, they require a slightly different approach. Of course, some of the solutions may overlap, but their style of execution is going to vary. This ebook focuses on 19 industries that use landing pages most frequently.

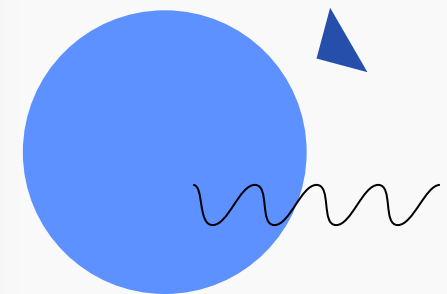
Once you finish reading the ebook, you will be primed and ready to make an effective landing page of your own. After all, you will know all the ingredients that are invaluable in the process of conversion for each industry.

So, buckle up and let's get into the specifics.



# Industries

Ecommerce	4	Games and Entertainment	28
Education	7	Publishing	30
Software & Technology	10	Architecture & Design	32
Consulting & Coaching	12	Home & Garden	34
Advertising	14	Hotel & Restaurant	36
Insurance	16	Automotive	38
Finance	18	Events	40
Real Estate	20	Travel	41
Sport	22		
Health & Beauty	24		
Pharmacy	26		
		<b>Industries – Summary</b>	<b>43</b>



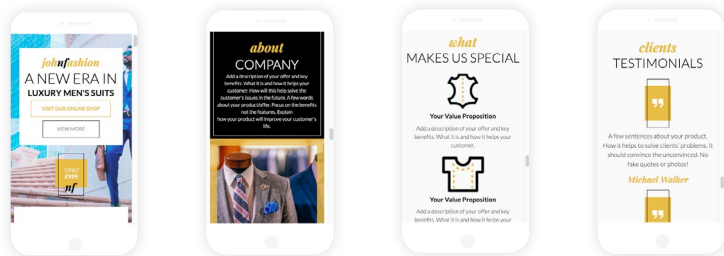


# Ecommerce

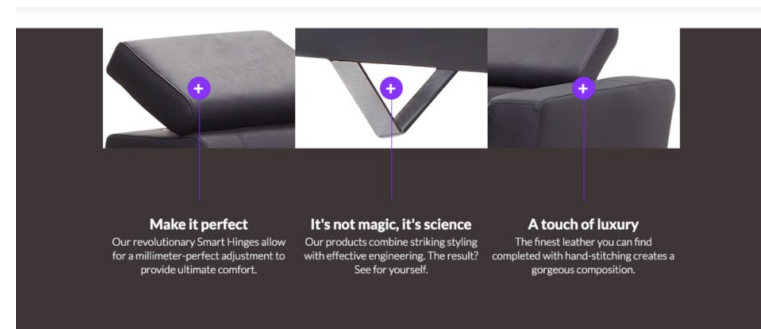


One would surmise that each ecommerce branch has its own needs. That is true to some extent, but there are also certain elements or solutions that help convert in every type of ecommerce landing page.

The first thing to take care of is visibility across all devices. Online shopping and advertising on smartphones is growing in popularity, so take advantage of it with a mobile landing page.



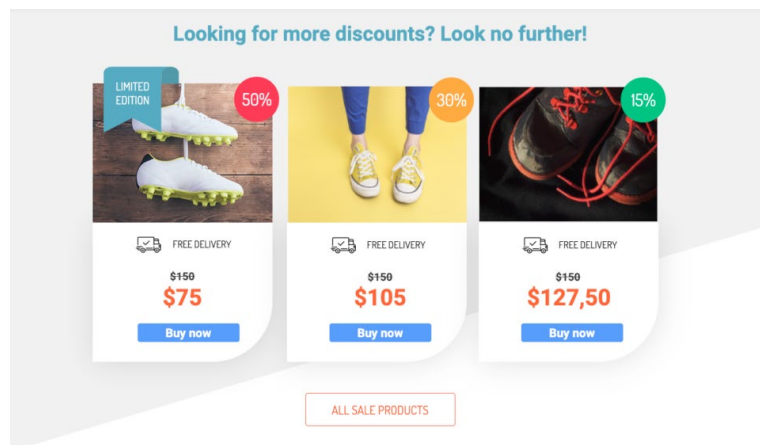
Marketers have noticed long ago that it's the visuals that make the most impact in terms of sales figures. As a result, most ads rely heavily on visuals. Landing pages should be no different. Don't rely on copy to do all the work. Pictures and text must coexist, just like in this example:



Speaking of effective marketing methods of temptation, one that is tough to resist is a discount. Take advantage of that

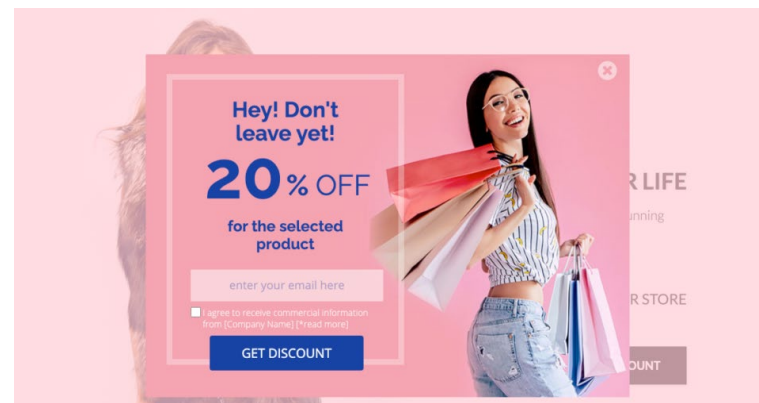


by including it on your landing page. It can be a special coupon that is sent to the lead after the page's goal is completed or a link to the sale section of your store.



Landing pages and popups go hand in hand, so if all else

fails, there is still one more weapon in your marketing arsenal. I'm talking about an exit intent popup. Here is what this popup looks like:

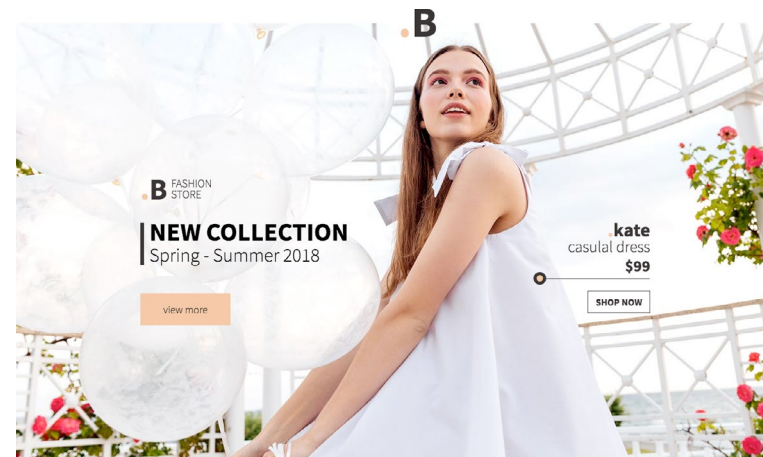
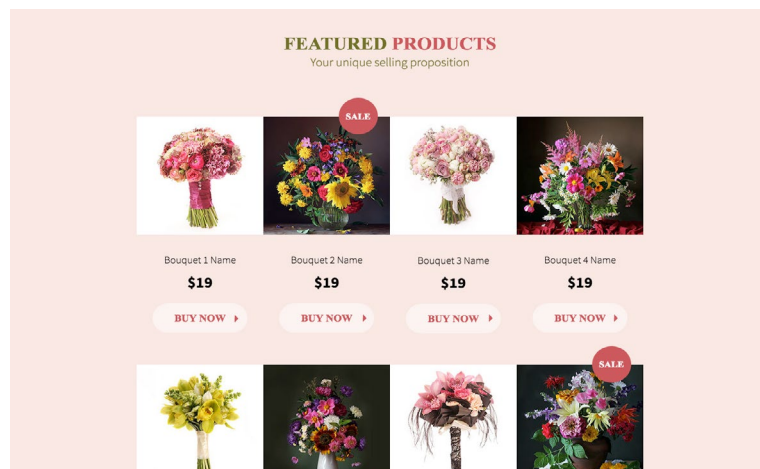


The key to its success is the right offer. It needs to eclipse everything the visitor has seen on your landing page by



a mile. Otherwise, it's just an annoying thingy that appears when they are about to leave the page.

In other words, ecommerce landing pages should follow these rules: **make it look good, make it compelling, and make it easy to experience for everyone.**





## Education

Schools, non-profit organizations and training companies rely on landing pages to gather new members or clients. However, the customer journey is not a quick stroll from A to B – it takes time. That's why the best approach is to start small.

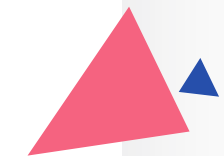
Education landing pages get the ball rolling with a few elements. The first one is the description. The aim here is to paint a picture of your offer. What is it about? Being precise and unique are two important qualities to consider here. Take a look:



Next up, the benefits. Everyone knows that university graduates and trainees get a degree or a certificate and ... what else? You need to show what the participants are actually going to learn. The section should look something like this:



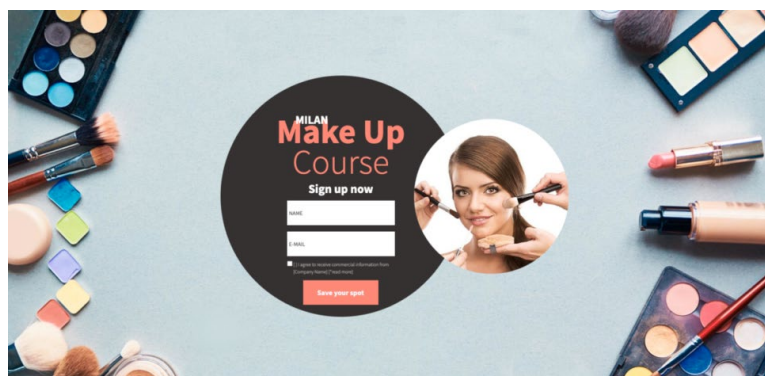
With all that talk of mission and benefits, don't forget what



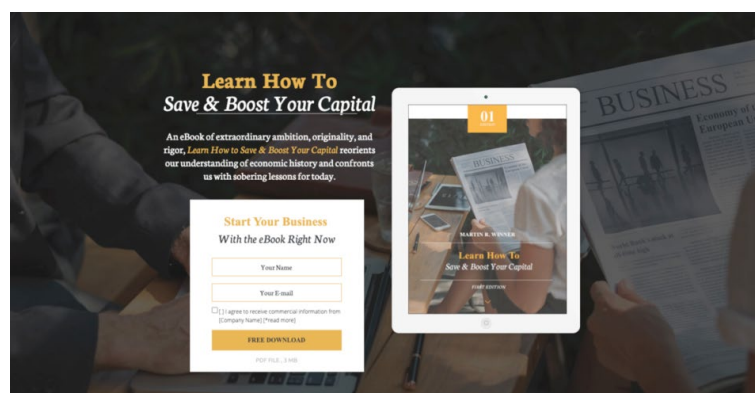


the ultimate goal is: to get people signed up for your service. The landing page serves as a launching point in the journey, but it's an important one if done right.

Those who see the value of your offer will want to either get to know more or sign up straight away. One way or another, the landing page has to contain a means of communication to take the journey further. It can be a contact form, such as this one:



Companies that want to increase their newsletter base should definitely give something themselves first. An ebook or a whitepaper is the classic choice. The key here is to use a quid-pro-quo tactic. Look at this form:





See? All the visitor has to do to get the ebook is enter a name and an email address. This is a win-win situation. You get a new lead and the visitor gets a piece of content they find interesting without paying for it. Of course, the book itself must provide value to the visitor. No one is willing to leave their email address for a bad piece of content.

**YOUR FIRST FREE LESSON**

NAME

E-MAIL

LANGUAGE

LEVEL

☐ I agree to receive commercial information from [Company Name] (read more)

**GET YOUR COUPON**

**LANGUAGE MASTERS**

**Convincing Slogan**

Encourage customer to complete your CTA

**LEARN MORE**

Our offer

YourLogo About Our Classes Benefits Teachers School **JOIN US**

**CONVINCING SLOGAN**

A supporting statement for your value proposition to encourage customers to complete your CTA.

- 8 full online classes
- 2 weeks of learning
- 1/6/2020 - 14/6/2020 (10 AM - 2 PM)

**JOIN US** **READ MORE**

**ABOUT OUR CLASSES**

A few sentences about you. Show how you can help to solve clients' problems. It should convince the unconvinced. No fake quotes or photos!

A few sentences about you. Show how you can help to solve clients' problems. It should convince the unconvinced. No fake quotes or photos!

**SIGN UP NOW**

**BENEFITS**

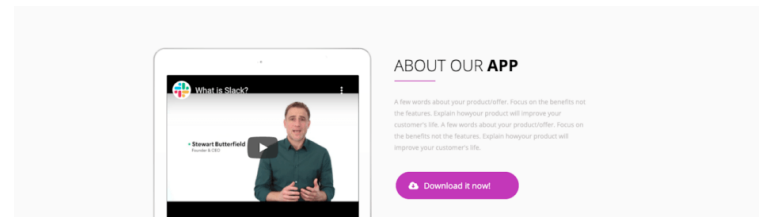
01 Add a description of your offer and key benefits. What it is and how it helps your customer.



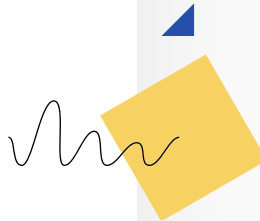
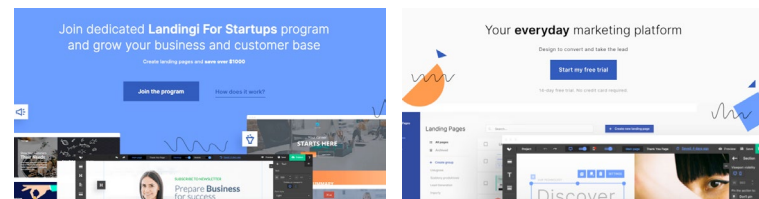
## Software & Technology

Tech products and digital marketing are a match made in heaven. This industry loves using landing pages to promote products and services. Why? Because it's a tool that helps generate attention in a focused way. A large portion of tech landing pages is directed towards early adopters, as it's the most coveted group of the industry. Here are some of the most popular solutions with a short explanation of why they work.

While most industries use galleries to present products and services they offer, the tech world usually takes it up a notch in terms of the visuals. What's better than pictures? Video. It captures attention better and for a longer period of time. The combination of aural and visual channels allows the visitor to digest more information.

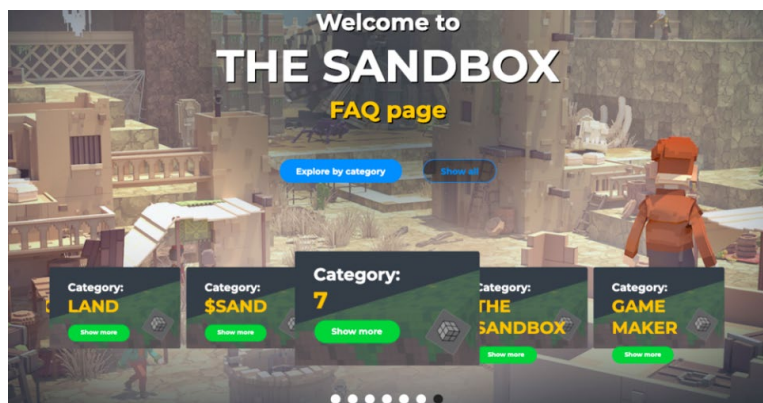


Most tech companies design landing pages to be cohesive with the look of their website. It does take a bit more than just adding your logo here and there, but it does pay off, as it gives the viewers the feeling of familiarity and security.





In terms of features, the technology sector goes above and beyond the standard practices. It does require an out-of-the-box thinking, but it **allows the page to stand out** from everyone else's. This approach requires the right environment, though. A platform that not only allows you to embed your own code, but to make it simple. Like this:

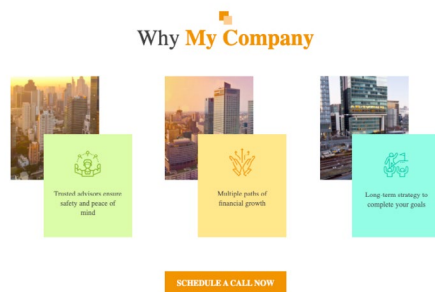




## Consulting & Coaching

This is a branch of the industry that benefits from landing pages quite substantially. Part of the success is the fact that the entry point from the viewer's perspective is very low. Either leave an email address for a newsletter or, and this is the more popular option, get in touch to become the client.

In any case, what a landing page needs here is the Unique Selling Point. What is it about your service that gets the job done? How are you different or better from your competitors? All these questions deserve to be answered in a compact way. You know, short attention span and all.



Aside from the heading and CTA, the absolute must in the context of this industry is the “about” section. Whether you’re a coach or a consultant, the visitors of your landing pages should be aware of who you are, what it is that you do and what you have accomplished throughout your career. All this information is crucial in building the initial trust. Devoting an entire section for a brief description might seem counterintuitive, but it’s going to clear things for the visitors who have heard of you or your services.





Now let's discuss a different side of the landing page – what happens after the CTA button goes click. Now let's discuss a different side of the landing page – what happens after the CTA button goes click. To make scheduling appointments easier, integrate your form with software such as HubSpot or Calendly. The end result should look like this:

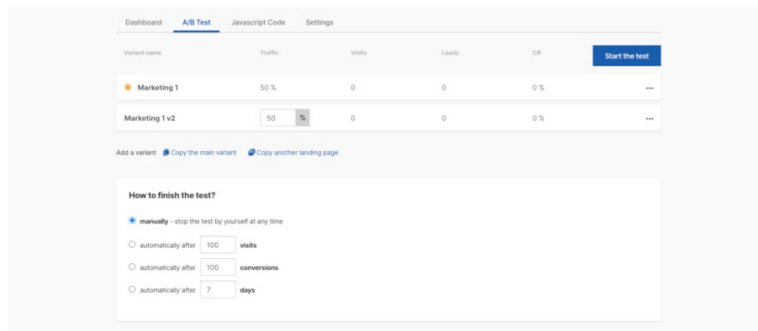
The screenshot shows a scheduling interface. On the left, a blue calendar for October has the 21st highlighted. On the right, there are two sections: 'How long do you need?' with buttons for '1 hour', '40 mins', and '20 mins' (the last is selected); and 'What time works best?' with a dropdown menu showing 'UTC +02:00 (Europe) Central European Time' and a list of time slots: 10:30 am, 10:45 am, 11:00 am, 11:15 am, 11:30 am, and 11:45 am.



# Advertising

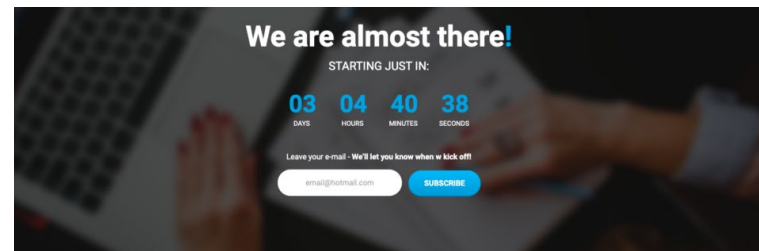
Marketers use a variety of tricks and gimmicks to attract customers to the companies they work with. Some of those tricks are based on our subconscious preferences.

There is a design element of your landing page that you need to take a close look at: the colors. Using the wrong color for the product might set off an unwanted reaction without the viewers even realizing it. Before you publish your landing page, research the meaning of colors.



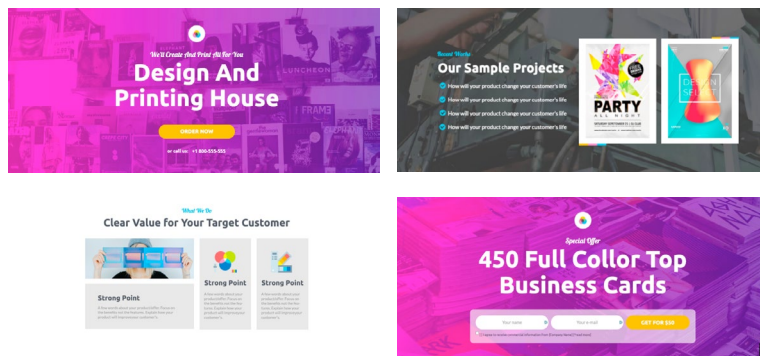
Make sure to test different visual combinations. To do that, use A/B testing. It involves comparing two landing pages with a single change. It can be something simple, like changing the colour of your form, or something bigger, but the point is to test one difference in each session.

Another effective trick featured on landing pages is a countdown timer. Whether it tells you how much time you have until an event starts or a discount expires, it triggers the user to perform an action. Just like with a deadline at work, it's an effective motivator.



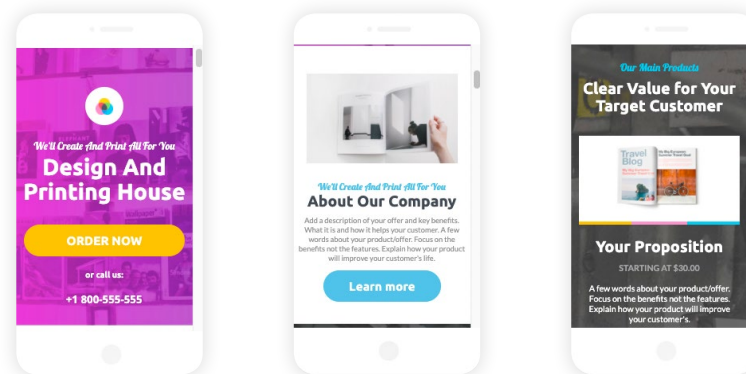


Marketers are more and more eager to target mobile devices in their advertising actions. Mobile landing pages convert very well, so it's only natural that it's an avenue that is worth exploring. Here, you can see two product landing page examples: one is a desktop version, the other one is adjusted for mobile:



You've seen the desktop version. Without optimizing it for mobile devices, the page wouldn't look right on a smartphone

or a tablet. Fortunately, thanks to a quick rebuild for mobile browsers, the end result is fully adjusted to the smaller environment:



In the Landingi platform, landing pages are created in desktop and mobile versions. Also, if you feel like the mobile version needs fewer elements than the desktop one, you have the option to manage each version separately.



# Insurance

One of the biggest challenges that marketers face when creating a landing page for insurance is to make the copy understandable. It's the root of the success of your offer. Once you figure that part out, focus on the proper placement of your copy. Take a look at this example:

**GET A QUICK LOAN TODAY**  
**0%** The first loan up to \$5 000 FOR FREE!

**Do you need a quick loan?**  
 Send a request online

Name and Surname  
 Email address  
 Phone number

**SEND NOW!**

**Why take a loan here?**

- Easy**  
 It is easy to take out the loan. Without formalities and documents. The flexibility of repayment.
- Quick**  
 Quick and easy application. Instant decision lending. Instant cash when you need it.
- Fair**  
 No hidden charges. 24/7 customer service.

All the key information is presented in the first two sections of the page. There's a neat benefits section that conveys

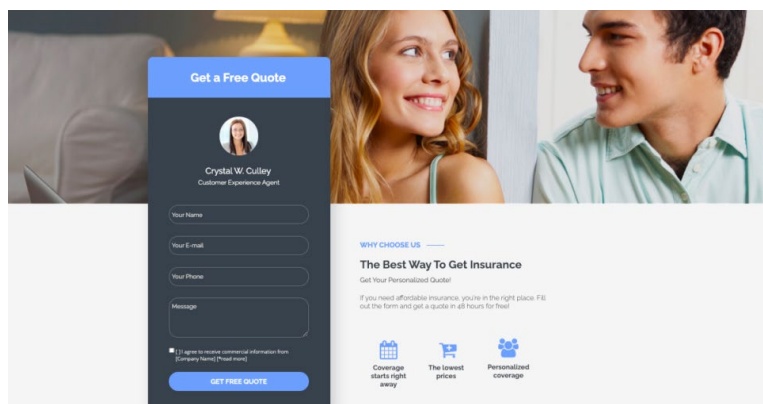
the important stuff without taking up too much space and time to read.

Continuing with the theme of well-spaced information, I want you to think about the way you present multiple offers. How much space do you use? Are the offers side-by-side or on top of one another? There is no perfect solution, but check out this template and consider the layout possibilities:

	First offer	Second offer	Third offer
Benefit No. 1	✓	✓	✓
Benefit No. 2	✗	✓	✓
Benefit No. 3	✗	✗	✓
Benefit No. 4	✗	✗	✓
<b>TOTAL</b>	<b>100\$</b>	<b>450\$</b>	<b>970\$</b>
	<b>BUY IT</b>	<b>BUY IT</b>	<b>BUY IT</b>

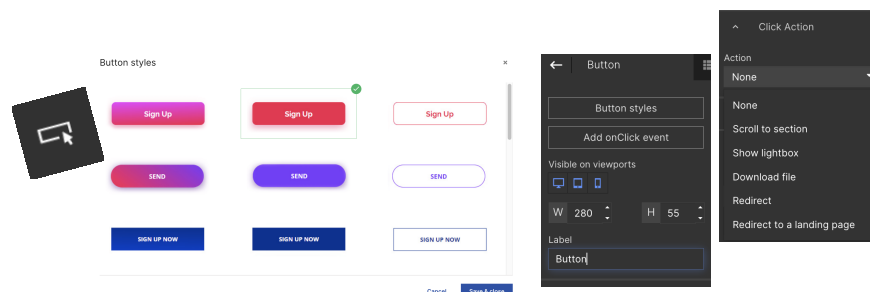
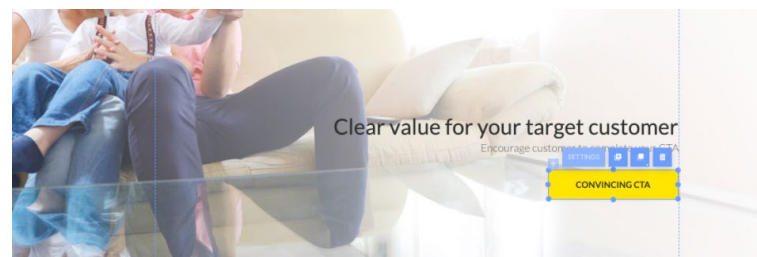


Let's talk about the form for a second. Is it necessary? Absolutely. Do you need more than one? Not at all. However, you do need to make sure that there are multiple CTA buttons on the page and that each one takes you to the form. Just like in this example:



There is only one form at the very top of the page, but all the CTA buttons placed lower take you to the form by scrolling up

the page. Linking CTA buttons to the form is very useful and easy to do:



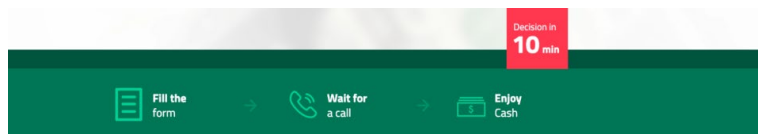


# Finance

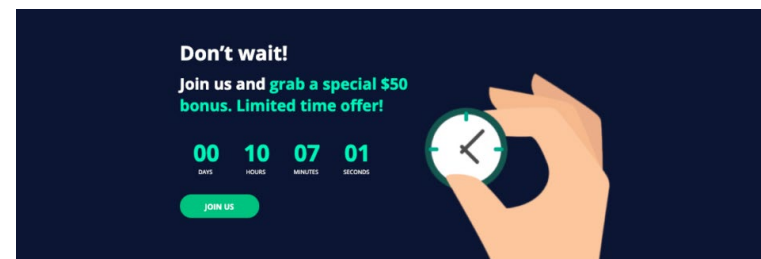
The range of financial services is quite extensive, so in this section, I thought I would divide it into three categories and list some of the solutions that require the most attention.

## Banking services – the big ones

This one is quite similar to the insurance landing pages, but you should add one more section here. Show the whole contact process so that the potential customer knows what happens after they click the CTA button. Here's an example:



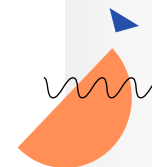
Online investment companies use bonuses to convince visitors to sign up for the service. When you add a timer to the section and create a special offer out of it, your chances of conversion increase.



## Advisory services – the small ones


Here, your focus should go towards two sections: the Unique Selling Proposition and the contact form. In other words, show why you are the best option and use the magic of technology to contact you or set up a consultation date that takes very little time. You didn't think I'd leave you without some examples, did you?





## Always look out for number one

What makes us the leaders in our field?




**EXPERTISE**

**WE'VE GOT THE KNOW-HOW**

We are on top of the latest financial trends and because of that, we can see where the market is going.

[LEARN MORE](#)




**FLEXIBILITY**

**GROW ON YOUR PACE**

Our service includes three investment plans: safe, medium and aggressive. You're in control every step of the way.

[LEARN MORE](#)



**COOPERATION**

**YOUR SUCCESS IS OUR SUCCESS**

The better your returns are, the more successful we are. It motivates us to be even better every single day.

[LEARN MORE](#)



Your Support Agent

Enter Your Name

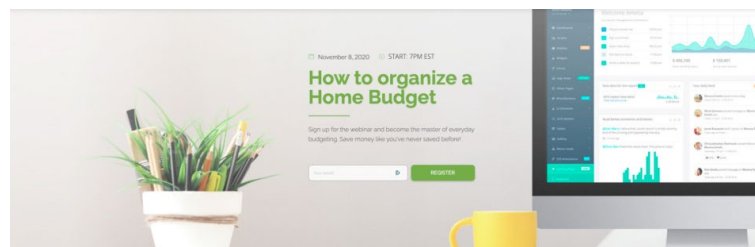
Enter Your E-mail

☐ I agree to receive commercial information from [Company Name] [\[Read more\]](#)

[GET A QUOTE](#)

## Financial education: events, webinars, etc.

When in doubt, follow the previously mentioned rule of the Three W's: the what, the when, and the who. The next piece of the puzzle is the registration form. You only need one, but sprinkle the landing page with CTA boxes that lead right to it. And now, for the example you've been waiting for:



November 8, 2020 | START: 7PM EST

### How to organize a Home Budget

Sign up for the webinar and become the master of everyday budgeting. Save money like you've never saved before!

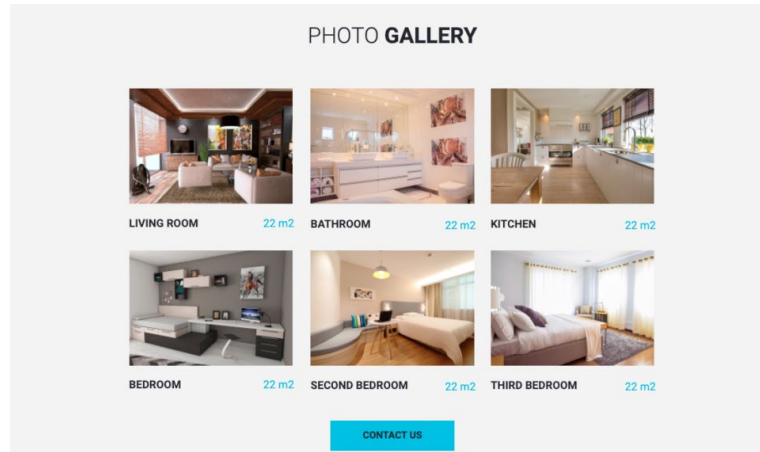
[REGISTER](#)



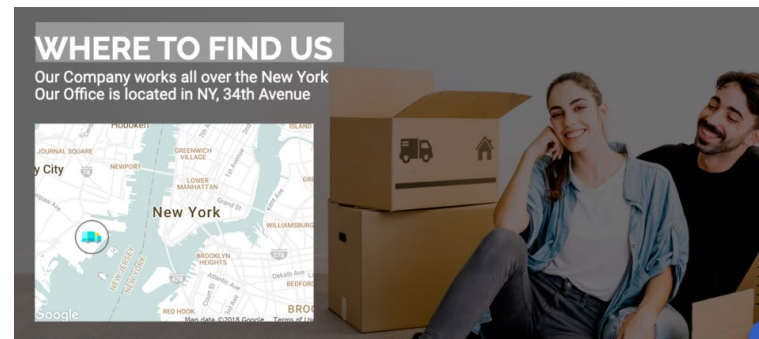
## Real Estate

What do real estate landing pages need to succeed?

**First, take care of the images.** Their quantity and quality might be the thing that makes or breaks the future deals. Make sure to include at least one photo of each room. Just like in this example:



Landing pages are supposed to provide visitors with all the crucial information in a digestible package. Let's say you organize an open house and you want to advertise it using a landing page and get signups. Is the address going to be enough? You could say that it is, everyone knows how to use Google Maps. But making it just a tiny bit easier by embedding a map yourself can go a long way. This is what the section should look like:





Last but not least, the form. Buying a house would require filling out hundreds of fields, but a landing page does not sell a house. It's just a place where visitors get to know the offer and have the option to proceed further without being distracted. As such, the form should be as short as possible.

**Have a question?  
CONTACT US**

Would you like to know more about this or any of our other offers? Don't hesitate to reach out. Leave your name and email address and we'll get back to you as soon as possible.

Your Name

Your Email

**CONTACT US**

#### Get A Discount For Land

- ☒ Your Strong Point
- ☒ Your Strong Point
- ☒ Your Strong Point

Enter Your Name

Enter Your Phone

☐ I agree to receive commercial information from [Company Name] [\*read more]

**GET IT NOW**

## Find Your New Home Today

- Access to the Database of Real Estate Offers
- Informative Every Weekly Update
- Sign In And Get Your Personal Agent

**Get More Than 20 Offers Now**

Your Name

Your Email

☐ I agree to receive commercial information from [Company Name] [\*read more]

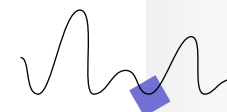
**Submit It Now**

## FIND YOUR NEW HOME WITH COMPANY NAME HERE

YOUR UNIQUE SELLING PROPOSITION

**SUBSCRIBE TO OUR NEWSLETTER / GET OUR LATEST OFFERS**

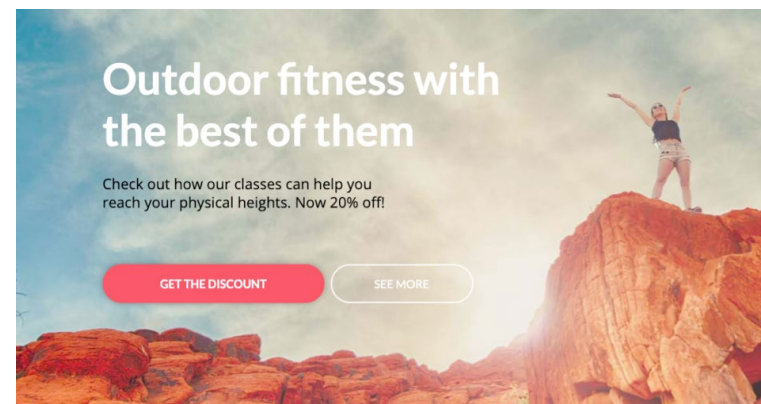
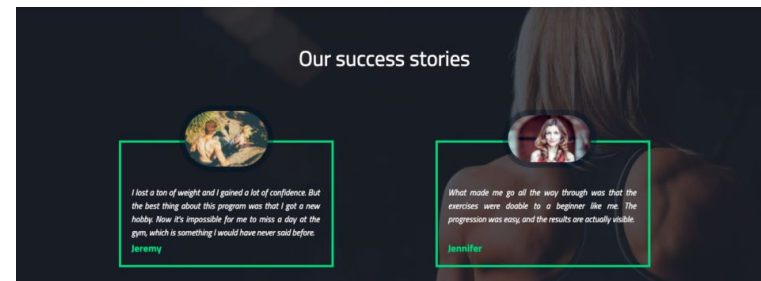
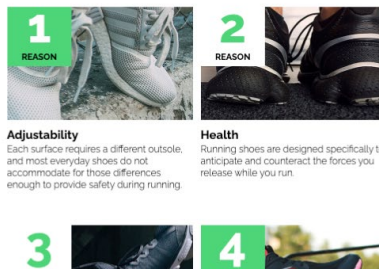
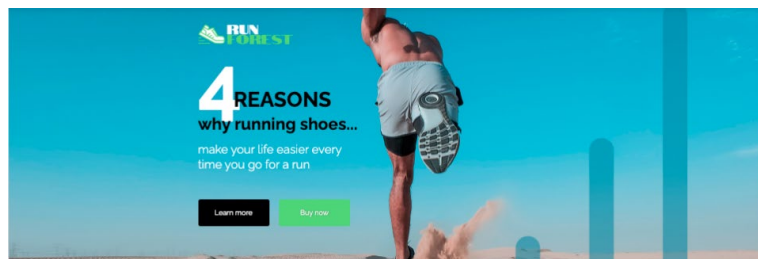
NAME  EMAIL  **SIGN UP TODAY**





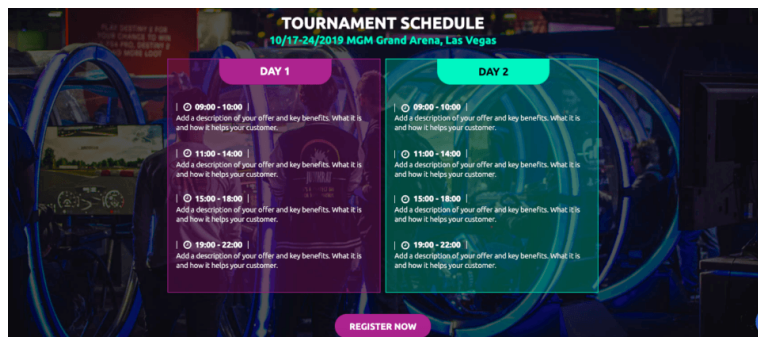
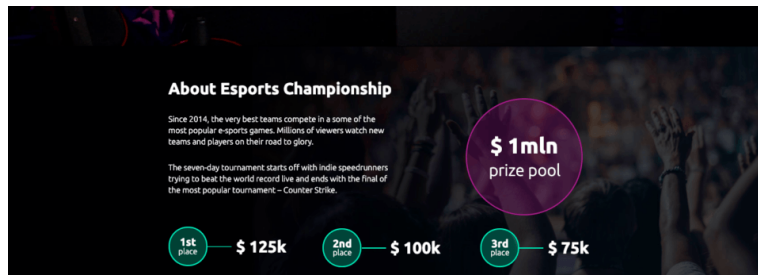
# Sport

Firstly, let's draw the line between sports products/services and events. The former category needs three sections to be effective: the information section, the testimonials, and a discount.





As for the events, the three W's and a signup form get you through the door of conversion.



Looking at these landing page examples 2019, is there something that catches your eye? I can't hear you answering because that's not how this works, so I'll tell you what I mean.

I'm talking about the images and the fact that they have been shown in the context of their use. Whether it's the product or the event, you see it in a real-life setting. This subliminal messaging is applied here because it has been known to work.

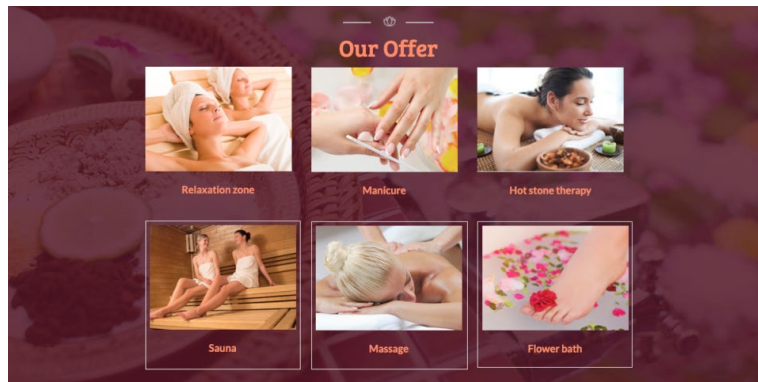




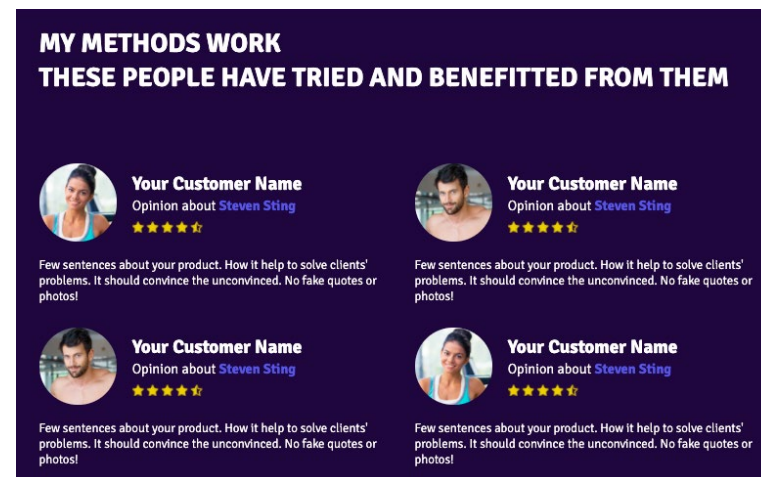
## Health & Beauty

How to advertise health and beauty products using landing pages effectively? You just need to appeal to three different sides of the customer.

The first one is the need to satisfy curiosity. You've piqued their interest with a gorgeous banner ad and now they want more. Oblige them with a section that shows the range of your products.

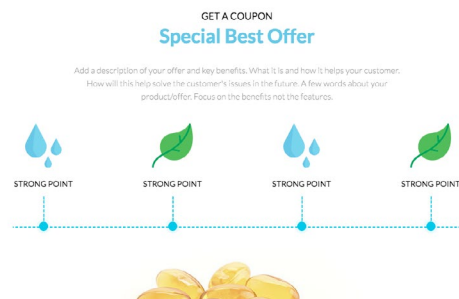
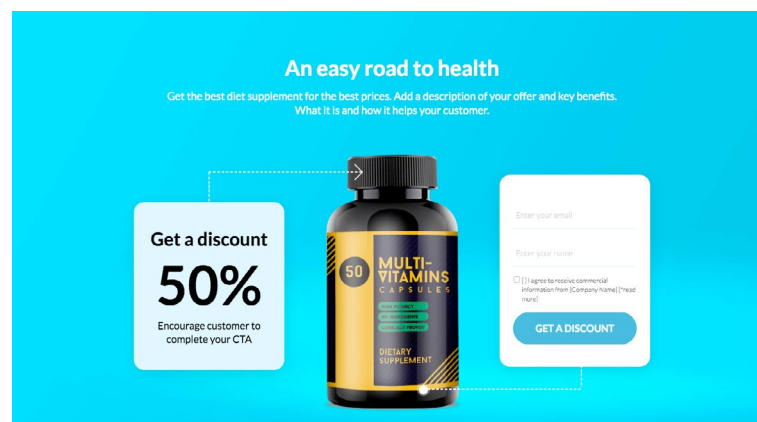


Then, reinforce your value by incorporating the reviews made by your previous customers. It is similar to word of mouth, albeit done by strangers, which diminishes its power. Don't underestimate this section, though. You never know what gets your viewer to convert. Here is an example of the design of this section:





As a final push, speak to the viewer's resourcefulness. They've made it to the landing page, so they should feel like being rewarded. A sale or a coupon is going to do the trick here. Take a look at this example and decide for yourself whether it's a sound idea or not:

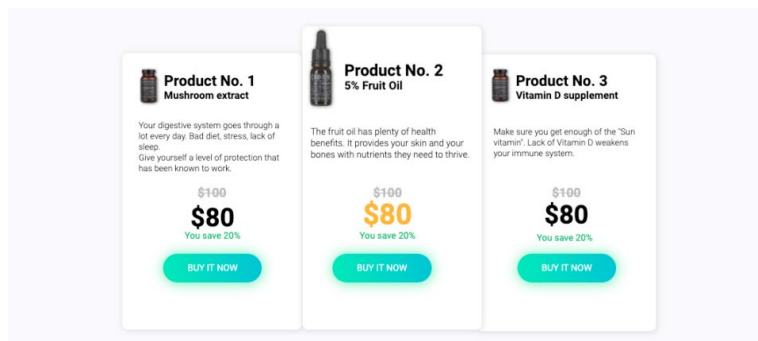




## Pharmacy

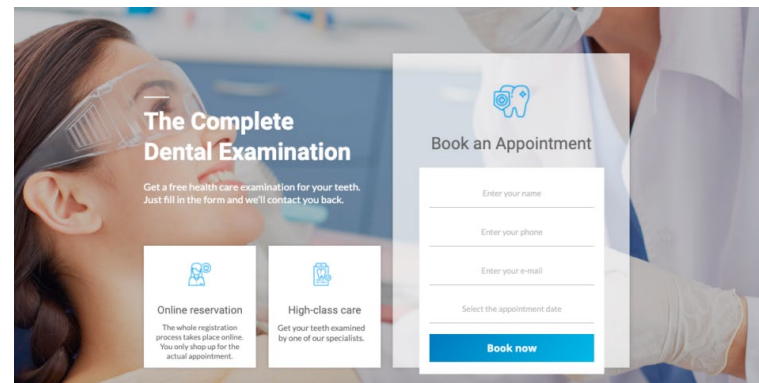
In terms of the promotion of pharmaceutical products, landing pages are a solid starting point. A website with all the listed products and other distractors has a lot going on, and it doesn't bode well for conversions.

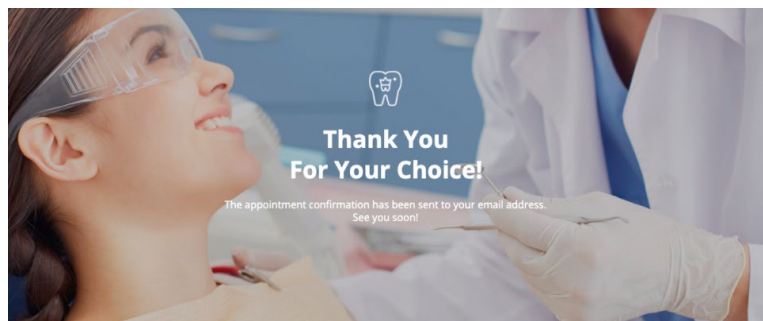
Landing pages are effective from the viewer's perspective, too. For example, people looking for painkillers aren't interested in everything a pharmacy has to offer. To make sure you respond to their needs, set up specific landing pages for various product categories to diversify your marketing actions.



The CTA button should lead to the part of your website where this particular product group is sold, not the main page.

With landing pages that are supposed to take visitors to your main page, it's very important to keep both pages cohesive in terms of design. It eliminates the sense of confusion and creates a smooth funnel.

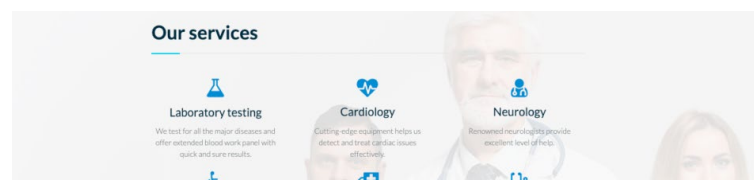




The form can be adjusted to the goals you wish to achieve with a landing page. For pharmacies and medical professionals, one of the key features is definitely an autoresponder. Trying to increase the number of leads? Offer a discount for an email address in the form. Looking for new patients? Send an automated message with dynamic content to confirm the appointment after the registration.

Medical clinics often fail to describe the services they offer on the landing page. Instead, they count on the viewer to find that info on their main page. That's not the right approach.

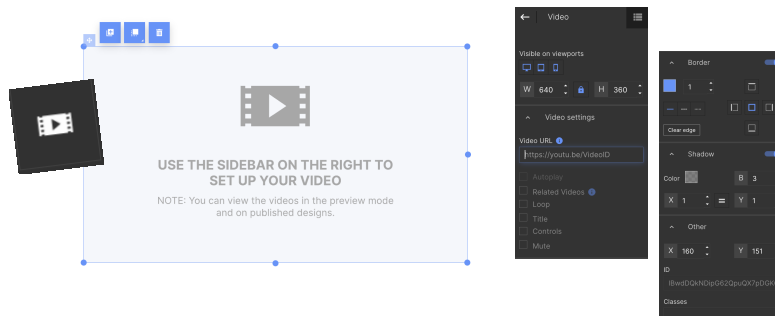
The visitor should have a comprehensive idea of what kind of help they can get at your clinic, and with the landing page often being the first point of contact, it's great to provide a wide range of information about your medical services.



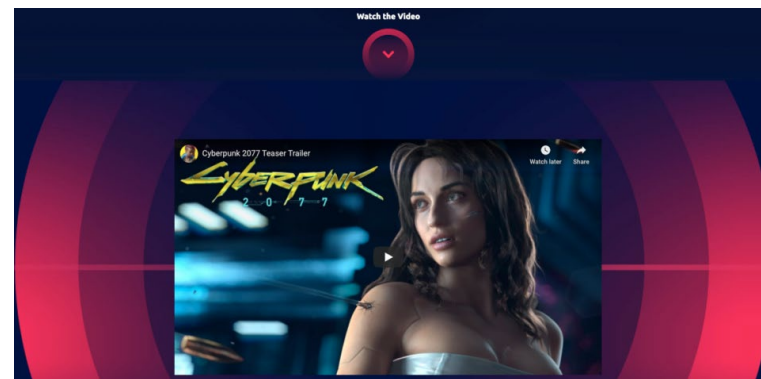


## Games and Entertainment

In the context of entertainment landing pages, video is the go-to move. It's much easier to play a short clip than read a couple of paragraphs of text, even though videos usually contain a lot of written text, too. But instead of pointing this inaccuracy to your viewers, why not take advantage of it? Add a YouTube or Vimeo video to your landing page:



The end result is going to look like this:



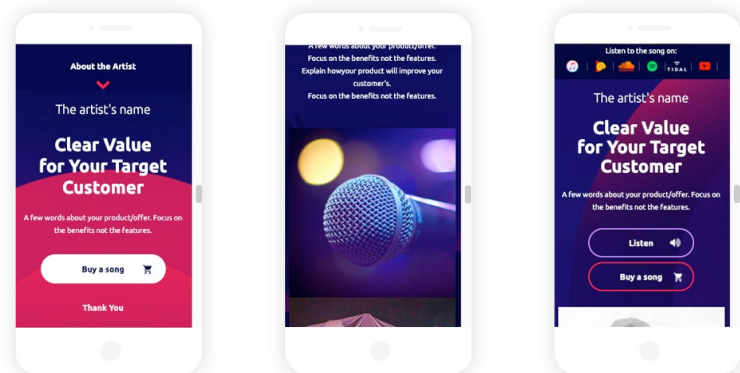
Tech-oriented landing pages tend to show off in terms of features. It is done through a clever use of custom code. It can be anything from scrolling animations, all the way to something much, much more complex. Whatever it is, your landing page builder must accommodate additional code if you want to showcase your out-of-the-box approach. [Here is how adding custom code works in Landingi.](#)





With mobile ads becoming a digital marketing staple, it's no surprise that landing pages get viewed on smartphones more and more frequently. The entertainment industry has embraced mobile devices early on, so if you want to make certain that you promote your products or services to the full extent, don't forget about mobile landing pages. Just take a quick peek at an example of one:

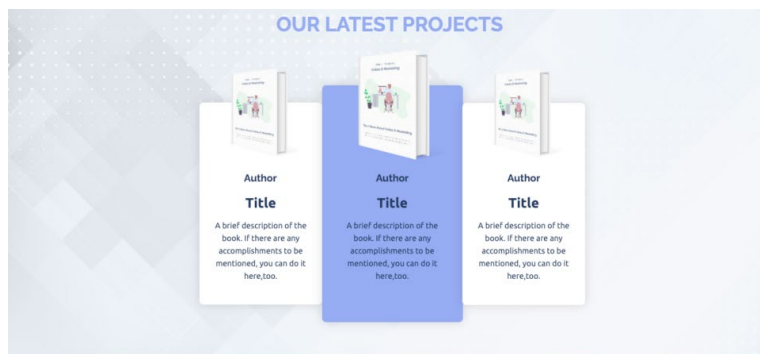
Both desktop and mobile landing pages need to be improved and verified in terms of conversion. How to make sure your conversion rate goes up instead of down? [Use A/B testing](#). It might take a while to get enough views for credible results, but it's certainly worth it.





# Publishing

Advertising a publishing house on a landing page is best supported with some examples of the most popular or acclaimed titles that your publishing house has been a part of. A couple of book covers with a short description for each one to drive the point home. I've created a mockup as a source of inspiration:



As a publisher looking for new talent, you would like to

receive quality submissions from prospective clients, that's pretty obvious. However, have you ever thought about the way these texts are sent? To make this process easier, add the option to attach documents in the form of your landing page.

Join the bestseller's list

Our publishing house has featured prize-winning authors for over a century now

**We're always looking for talent**

Contact us and include a chapter to give us a glimpse

Name

Email

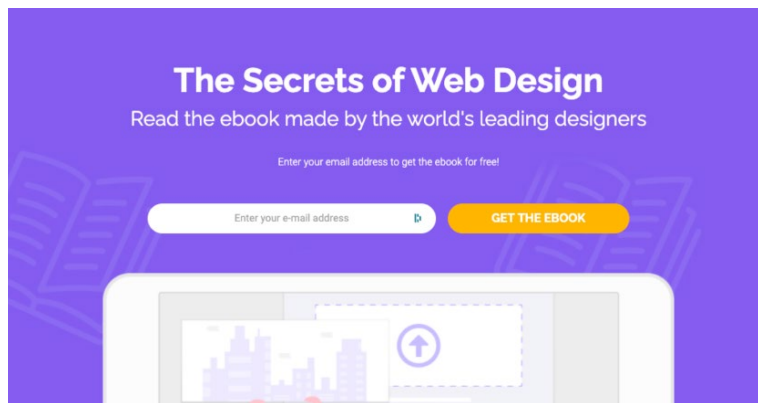
Send us a chapter

☐ I agree to receive commercial information from [Company Name] [\(\\*read more\)](#)

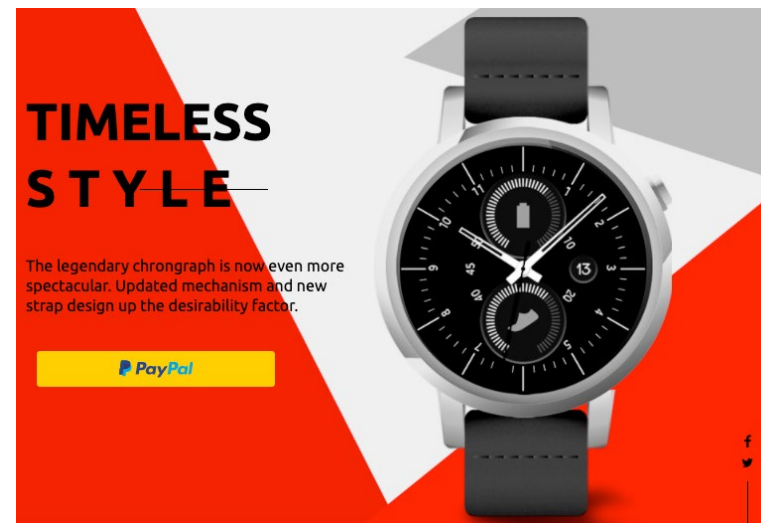
Now, let's consider a different perspective. Let's say that you are promoting your own book or ebook and your goal is to get more readers. What are some effective methods of advertising on a landing page?



The first one is to offer a tangible incentive. In the case of a book, you might want to share the first chapter, or just the first few pages to get the readers interested and convince them to buy your book based on the merit of your work. For lead generation purposes, the free pages could be unlocked by leaving an email address in the form. Or, you could go all out and offer the whole ebook in exchange for a lead:



To piggyback on the idea of a free first chapter. Why not make this a start of a sales funnel that ends with a payment page? The final landing page should contain a PayPal button. The PayPal integration makes this very easy.



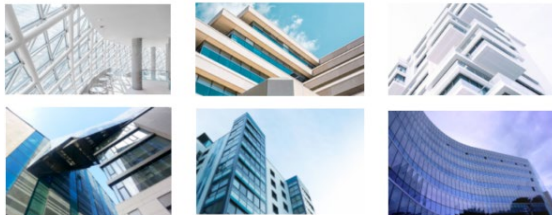


# Architecture & Design

Both architects and designers have a lot to gain from using landing pages to advertise their work. One of the perks is increased exposure. By making a company presentation landing page, you give your visitors the chance to get to know your business. Show some of your previous work in a neat gallery.

## Portfolio

The City of the Future, Singapore



## Our latest project

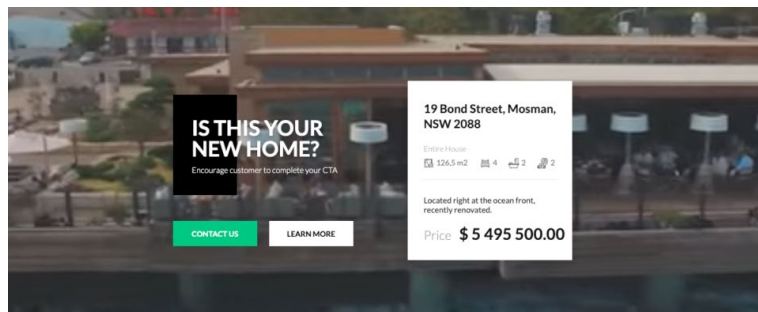
We've set out to design the perfect apartment.

Our mission was simple: to cater to all the needs of a single person. What is it that they are looking for in an apartment? How to utilize space to ensure that every inch of the house has a practical application? What solutions to use to set a new standard for ergonomic living? After months of hard work, this is what our endeavour has resulted in:

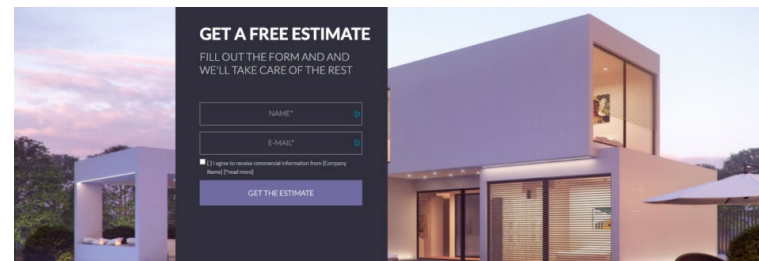




Of course, you can take it to the next level in terms of your presentation quality and engagement. While image galleries might be enough for some, a video background gives off a completely different feeling. Take a look and decide for yourself:



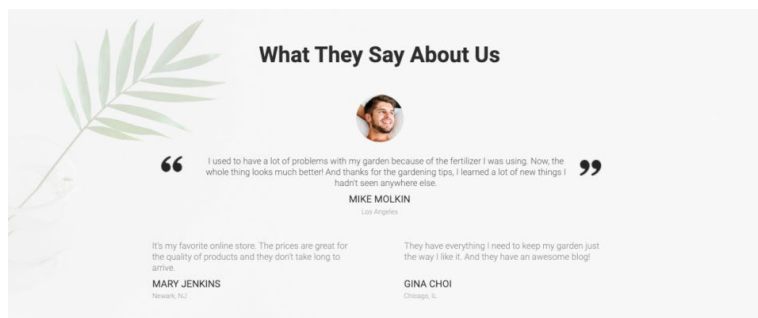
Gated content is a fruitful avenue in getting new leads. Offer a free ebook or project estimate in exchange for an email address. That way, you have a potential customer who has shown interest in your services, and your newsletter list has gained a new member.





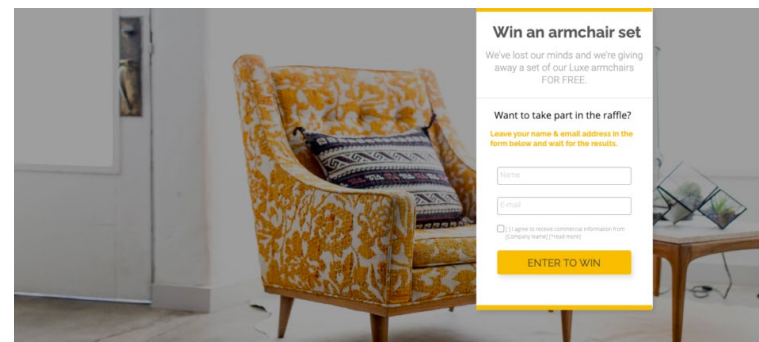
## Home & Garden

There are certain industries where testimonials are particularly useful, and this is definitely one of them. Sometimes, it might be hard to find the right review, but it is worth it. It shows that the products you offer are used in the real world. Here is a suggestion of what the testimonial section should look like:

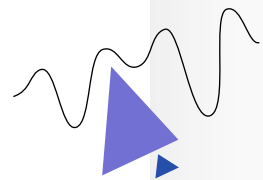


Don't forget about social media. By creating a special landing page for your social platforms, you diversify your advertising

channels and you can measure effectiveness in more detail. Hardly anything works as well as contests. Set up a raffle with signups generated on the social media landing page. The page is going to be short, with a clear outline of the rules and rewards. No testimonials needed here.



One more piece of advice regarding your landing pages. No matter how many leads you're getting, there is always room

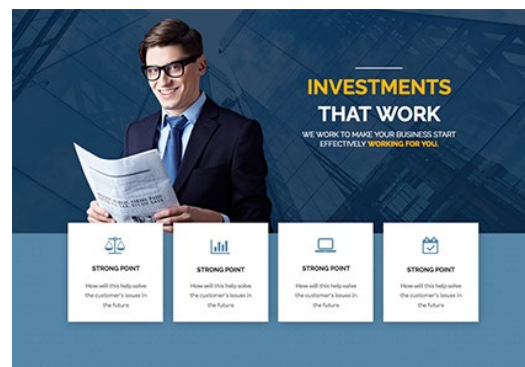




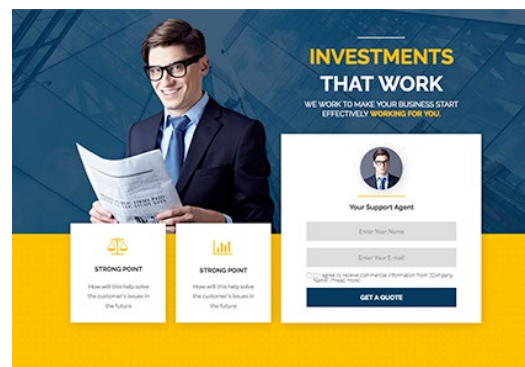
for improvement. But in order to find the untapped potential, you need to test different versions of your landing pages. A/B testing is the prime solution in this context.

Variant A:

Variant B:



Variant A



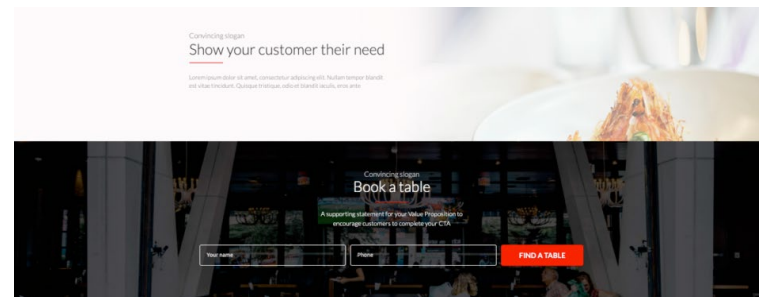
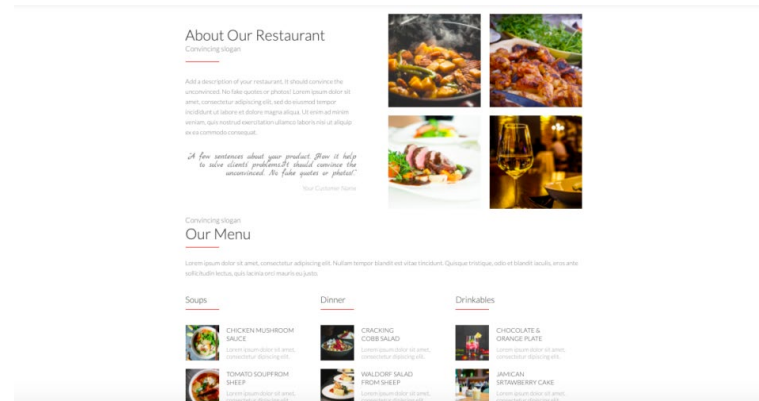
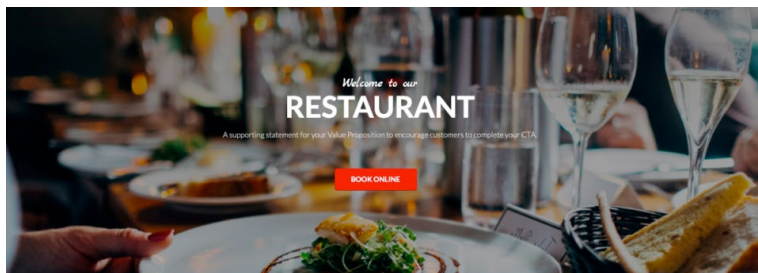
Variant B



# Hotel & Restaurant

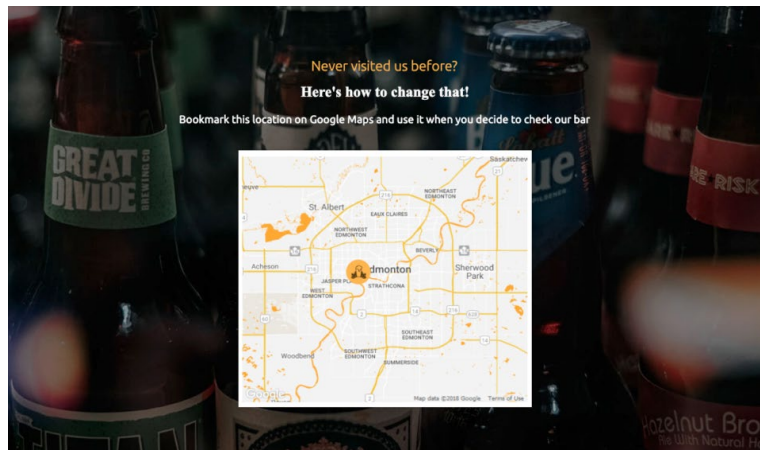
What do hotels and restaurants have in common in terms of landing pages? They rely on visuals very heavily. This feature plays into the landing page's hand very well.

For you, it's an opportunity to present your place or food from the very best perspective. Having a gallery is simply a must-have in this respect, so be sure to include it and have it featured in a prominent place. The optimal space is right below the fold, as the section above that should be reserved for the CTA box and, if applicable, the form. Feature your own images in the hero section, too.

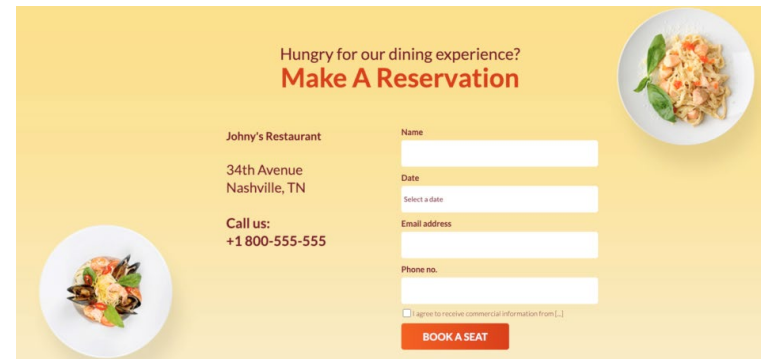




Showing your visitors the location in an accessible way might help you score some points, too. This widget isn't necessarily a conversion whisperer, but it does offer incredibly useful information. Adding a Google Maps location using custom HTML code should give you a result that looks a lot like this:



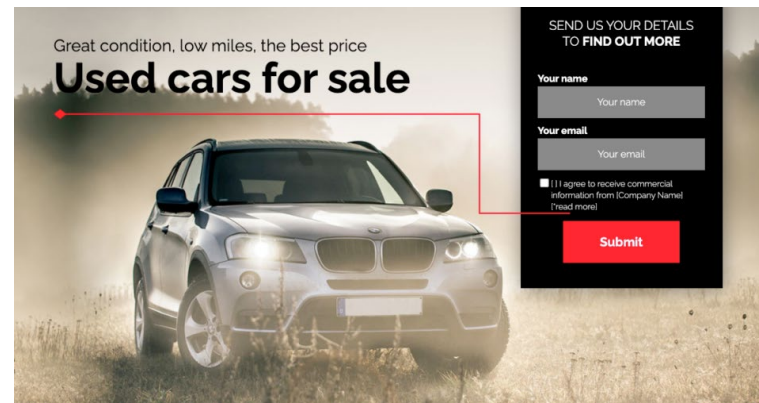
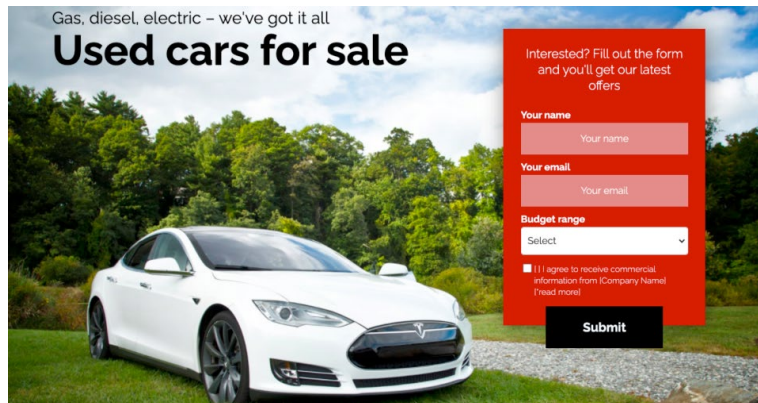
Now that you've shown your assets and you've made it easy to locate your place on a map, you need to make sure that your visitors can start the reservation process on a landing page. It's a vital part of the page, and it's still being overlooked by many. Here's one of the options on the landing page:





## Automotive

Car companies and retailers often create landing pages based on templates to reduce creation time and maintain visual consistency. Of course, that doesn't mean all their landing pages are the same. With countless means of customization, each one has its own flavor.

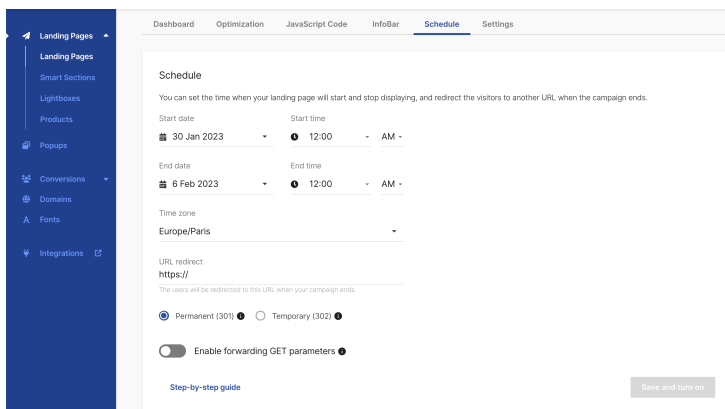


When you publish a landing page and you know exactly when it's supposed to end, why not take care of the start and finish beforehand? With a scheduler, you just set the start and end dates you've got one less thing to worry about. To make it even better, there is an option to redirect traffic to a different web address after the campaign ends.

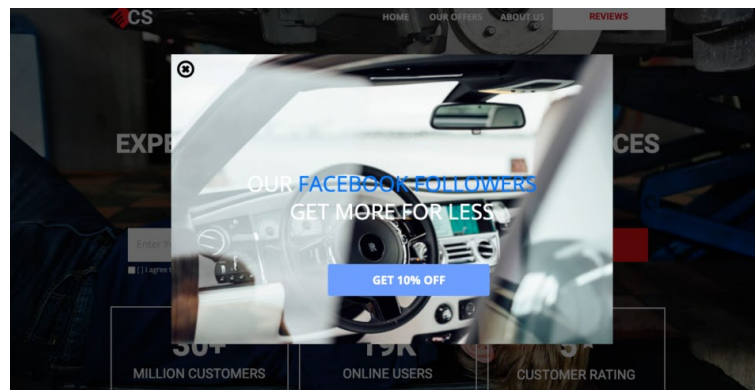




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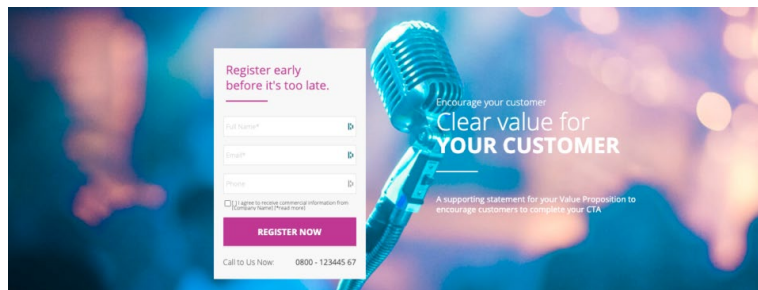
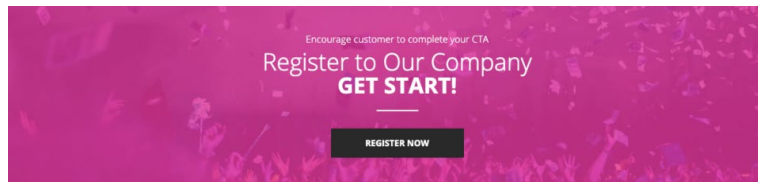
Another benefit of using landing pages is that it's a quick way of creating an additional offer for select types of customers. Repeat customers, new social media followers or newsletter subscribers – all these groups might be the recipients of an exclusive deal.





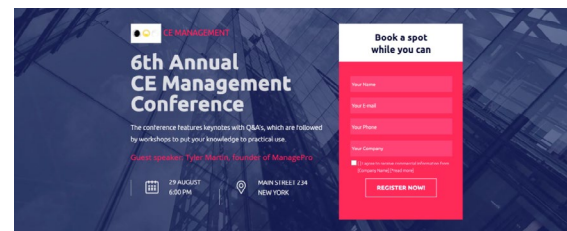
## Events

Event landing pages are mostly about one thing: registration. As such, having an appropriate form is key here, one without too many fields to fill out. Usually, there is only one form on the whole landing page, but it is supported by CTAs spread around the page. Each CTA can be linked to the form.



Once the registration is complete, your job is not finished yet. That is when an autoresponder gets to roll in to either confirm the registration or continue the lead nurturing with an inclusion of a special offer.

Of course, no event landing page is going to be successful unless you provide all the necessary details. The right approach is to treat the page as if it's the very first time the visitor comes in contact with your event. What do they absolutely need to know right away? When you put yourself in the shoes of a newcomer, it is easier to conceptualize the whole page in terms of content.





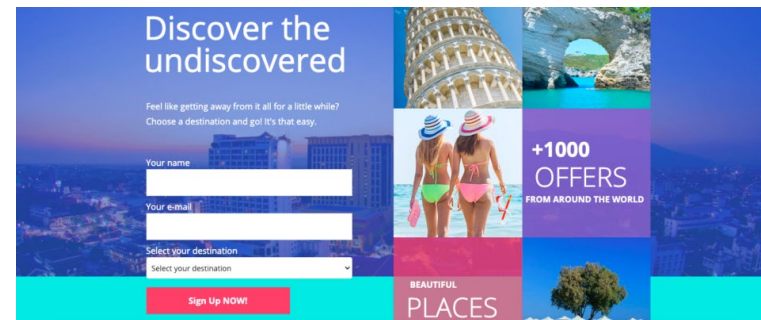
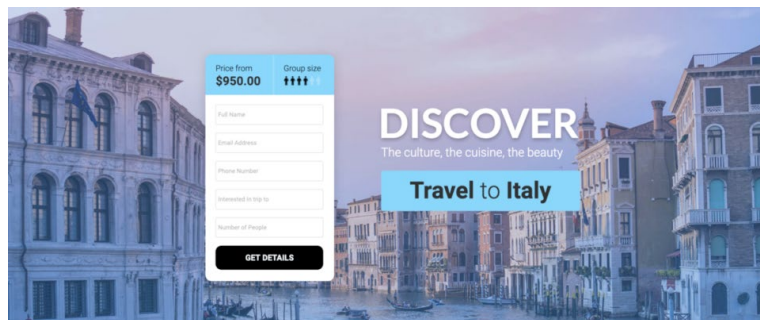
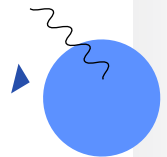
# Travel

Holiday-seekers view landing pages quite frequently, so it's a good idea to implement them in your marketing actions. Here is what you need to pay attention to in the context of travel landing pages.

First of all, the specificity of your offer. Let's say you want to advertise trips to Italy. But Italy as a country is rather diverse, so it's wise to create multiple landing pages and have them stem from one general landing page. This approach gives you a more broad scope of specific offers to present

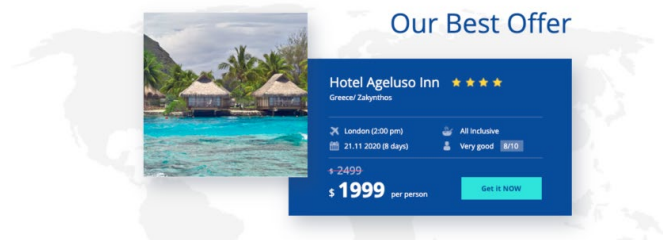
to your visitors. You can go about it in a different way, too. Launch a landing page for a given country, and ask for more information to be provided in the form.

By approaching the form in a similar way, your visitors gain a much less cluttered box to fill out. Instead of using countless fields to complete, divide it into a few sections. Start with the most important info and move to more detailed questions with each step.



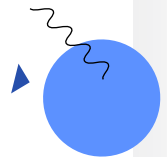


Generally speaking, the idea of a click-through landing page is used very often in the travel industry. One of the most favored tricks is using the page to take visitors to the payment page. When you capture the attention of your viewer, it is wise to keep the momentum going and finalize the transaction.



But before you start thinking about that, consider the visual aspect of the page. What does it really need to convert? High-quality photos, first and foremost. One thing to note here, use pictures that accurately capture the place, or you risk

getting your holiday goes disappointed. Nip that in the bud and use actual images for your own good.



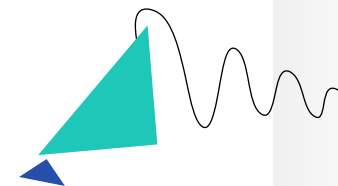
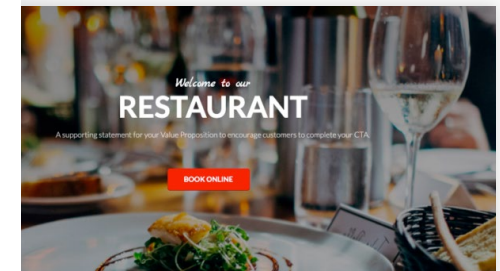
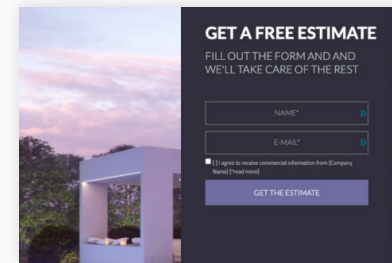


## Industries – Summary

If you've read this far, you now know a lot more about landing pages in specific instances. Also, you are more determined than most, kudos for that. What is there to take away from this ebook? Aside from the fact that every industry and use case has its own set of tricks to increase conversion, a landing page platform makes a ton of sense. Making a landing page that not only looks good but also improves the user experience would be much harder to do without the right tool. The same can be said about A/B testing.

That's the beauty of the Landingi platform. Templates make the design process much faster, sure, but if you have a knack for design, you can create a page without a template. The other technical aspects, such as integrations, funnels, or adding custom code in a neat and ordered fashion make this platform the real MVP.

**Increase conversions, get more customers**



# Start your landing page journey

[Try it out](#)

