Template – Landing page

Version 24-10-2022

An example: VELUX Commercial CPD

Jumping page Landing page

Thank you page

Content for jumping page

Jumping pages help users on our websites navigate to a specific part of our websites (landing pages). Thereby, help users get an overview of what can be found in a particular section of our websites.

|  |  |
| --- | --- |
| **1.Headline:**Describe what can be found in this section of the website |  |
| **2.Subheading:**Describe a little more detailed what this section is about |  |
| **3.Body text:**Overall information about what can be found in the different landing pages. |  |
| **4.Headline for landing page:**Describe in short what can be found in the landing page  |  |
| **5.ImageWeShare number:**Please provide WeShare number for the image.**Alt-text:**Please provide alt text for the image. |  |
| **6. Call to action text:**Short text (a sentence or two) describing what can be found in the landing page |  |
| **7. CTA button text:**Text for the button |  |
| **Title tag:** An ideal length is between 50-65 characters.See also:<https://commercial.velux.com/digital-guide/titel-tag-and-meta-description> |  |
| **Meta description:** An ideal length is between 140-160 characters. If longer, search engines will cut off the extra characters. |  |

Content for landing page

A landing page is where users “land” after clicking a link. It is typically designed with a specific focus or goal by containing a call to action at the end.

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| --- | --- |
| **1.Headline:** Describe what can be found in the landing page (same as nr. 4 in jumping page) |  |
| **2.Subheading:** More details about what can be found in the landing page |  |
| **3.Body text:** No limitation of characters. |  |
| **4.Images:** At least one image, but it would be nice to have more if possible. The images should describe / show what the landing page is about. It is ok to include the image from the jumping page in the landing page as well. **WeShare number:** Please provide WeShare number for all images.**Alt-text / image text:** Please provide alt-text and image text for all images.**Video:**If you include a video, please provide a description of what is shown in the video and a link to the video on WeShare. |  |
| **5.Call to action:** There must be at least one call-to-action. No pages should be a dead end for the users. |  |
| **Title tag:** An ideal length is between 50-65 characters.See also:<https://commercial.velux.com/digital-guide/titel-tag-and-meta-description> |  |
| **Meta description:** An ideal length is between 140-160 characters. If longer, search engines will cut off the extra characters. |  |

Content for thank you page

|  |  |
| --- | --- |
| **1.Headline:**Short ‘thank you’ sentence. |  |
| **2. Subheading:**Sentence describing what the customer can expect now. |  |