Template – Landing page

Version 24-10-2022

An example: VELUX Commercial CPD

Graphical user interface, text, application

Description automatically generatedGraphical user interface

Description automatically generatedJumping page Landing page

Graphical user interface, website

Description automatically generatedThank 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. Image WeShare 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. |  |