

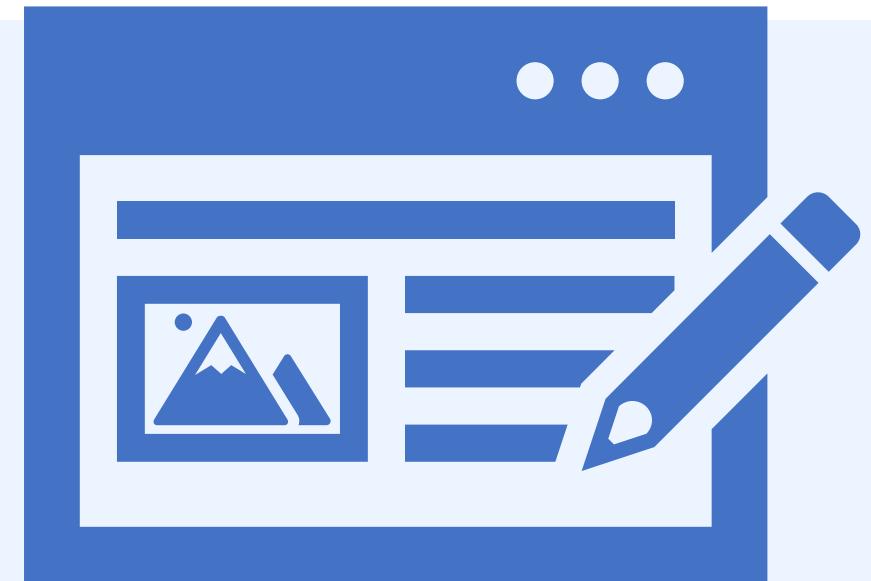
CURSO ONLINE

Content Marketing

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Anatomia de uma Landing Page

The diagram illustrates the anatomy of a landing page using a HubSpot landing page as an example. The page features a header with the HubSpot logo and a title 'Free Ebook: An Introductory Guide to Building Landing Pages'. Below the title is a sub-headline 'Learn how to use landing pages to convert more of your website visitors into leads!' and a descriptive paragraph about the importance of landing pages. A callout '2' points to the header. A callout '3' points to a link to an 'Introductory Guide to Building Landing Pages'. A callout '4' points to a list of 10 things you will learn from the guide. A callout '5' points to a preview image of the eBook. A callout '6' points to a 'Download Your Free Copy!' button. The form fields for 'FirstName', 'LastName', 'Email (privacy policy)', 'Phone', and 'Company' are numbered 6, 7, 8, 9, and 10 respectively. A callout '10' also points to the 'Email (privacy policy)' field. At the bottom, there are social sharing links for Twitter, Facebook, and LinkedIn, and a 'Download Now!' button.

Anatomy of an Effective Landing Page

1. Título
2. Navegação oculta na parte superior/lateral
3. Contexto
4. Valor
5. Imagem
6. Formulário de captura de leads
7. Link da política de privacidade
8. Botão "Enviar"
9. Botões / Links de Compartilhamento Social
10. Um único apelo à ação

Faça o “blink test”