

## Newsletter Landing Page Template

### **TITLE:**

(This appears in Google. *No more than 60 characters, including spaces.*)

### **META DESCRIPTION:**

(This appears in Google and is a brief, interesting description of the article. *No more than 160 characters, including spaces.*)

### **HEADLINE:**

(The headline appears on the top of the article's page. This **MUST** be different than the title. Make it interesting.)

### **CONTENT:**

- Be sure to start the content by appealing to the reader's emotions. Keep in mind the types of questions the reader has and any concerns going through his or her mind.
- Use bulleted lists and subheadings.
- List some examples of information contained in newsletter.
- Convince the reader that they really do need your newsletter, and would be at a disadvantage without it.
- End with a call-to-action, urging the client to sign up for your newsletter.

### **PRACTICE AREA:**

General

### **THANK YOU PAGE CONTENT:**

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- Short and sweet thank you to the user for signing up for your newsletter.
- Needs to start with "Dear ~firstname~,"

**Example:**

Dear ~firstname~,

Thank you for requesting our monthly newsletter. Our monthly newsletters will keep you to date on important events in our community and on important things that you need to know to help protect your family.

Please subscribe today to receive our free monthly newsletter and contact us at **239-985-4240** if you have any questions or concerns

Sincerely,

The Harris Law Firm