

## Offer Landing Page Template

### **MEDIA TYPE:**

Select offer type from drop down menu.

### **OFFER TITLE:**

(Insert EXACT Title of Book/Offer)

### **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 that is contained in the book/offer.
- List the normal retail price (if there is one).
- Convince the reader that they really do need this book, and would be at a disadvantage without it.
- End with a call-to-action, urging the client to order the book.

### **PRACTICE AREA:**

(List the corresponding practice area from your site.)

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

## THANK YOU PAGE CONTENT:

- Short and sweet thank you to the user for ordering the book.
- Needs to start with “Dear ~firstname~,”

### Example:

Dear ~firstname~,

Thank you for requesting your complimentary copy of *Don't Crash Your Accident Case*. The information this report contains is intended to help you protect yourself after being injured in an auto accident.

Please read this short report and contact us at **239-985-4240** if you have any questions or concerns.

Sincerely,

The Harris Law Firm