



77 Brilliant Examples of Homepages, Blogs, and Landing Pages



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With HubSpot's CMS, you can power your website with the tools you need to help you grow better. With HubSpot's extensive library of customizable templates and themes, you can use built-in features from SEO to design to create high-converting websites, blogs, and landing pages.

HubSpot's CMS features include:

- Adaptive testing.
- Multi-language content creation.
- Drag-and-drop editor.
- Website themes.
- Contact attribution.
- Reporting and analytics.

Along with our dedicated migrations and onboarding teams, we help marketing and sales teams of all skill levels succeed with our platform.

[Learn More About HubSpot's CMS Hub](#)

Introduction

Creating a web presence that is both a well-designed representation of your brand and a high-converting, SEO optimized masterpiece is no easy feat. The mix of art, design, marketing, and sales is a delicate balance.

To get there, the 77% of companies who report having a content marketing strategy take a few parts creativity, a dash of best practice, a pinch of user experience, a tablespoon of design trends, a cup of brand identity, and a whole bunch of conversion strategy. Then they mix it up and create a website, landing page, or blog that's ready to serve to new potential customers in the hopes they are immediately drawn in, with the ultimate hope that enough has been done to secure a conversion.



But the best marketers and website creators know the secret sauce – testing and optimization. They keep on refining the recipe and using data to drive each update and each change to the strategy. Search engine optimization drives 1,000%+ more traffic than organic social media – meaning optimization brings real results.

On a website, landing page, or blog, you can regularly revamp and update, taking the great content you've already built and refining it to your competitive advantage. When you constantly iterate and optimize, you never feel like a huge website, landing page, or blog revamp is a huge, looming project. Instead, you're always making your web presence better and in turn, producing better results and providing a better customer experience.

To help inspire and challenge you, here are 77 examples of brands that have created homepages, blogs, and landing pages that deliver.

Homepages

Homepages are like a warm greeting with a firm handshake – they're instrumental for making a good first impression. That first impression is quick, since visitors will form their opinion in 0.05 seconds when they hit your website homepage, giving you a short opportunity to keep them away from closing the tab.

There are many components that make up a great homepage. When considering the time you have and goals for the homepage, place your primary call-to-action (CTA) above the fold, meaning it shows on the screen immediately, without having to scroll.

Features of a Successful Homepage

1. A catchy headline.
2. A collection of enticing primary and secondary CTAs.
3. A variety of cohesive, supporting images.
4. Benefits of your product/service/offering.
5. Testimonials, social proof, or case studies.
6. Navigation to other pages on your website.
7. Resources, guides, or ways to use your product/service.
8. Awards, badges, or organizations.



Your homepage should be designed to keep the visitor on your homepage for however long it takes to convince them to engage with your site further, and direct them to additional pages or actions. Depending on your goals, the primary CTA might be to shop, subscribe to your blog, or sign up for a free trial. Your secondary CTA might be joining a loyalty program, signing up for your newsletter, or following your brand on social media.

To optimize your homepage, try updating with links to product information, including a free trial or demo, or showing testimonials or user generated content above the fold.

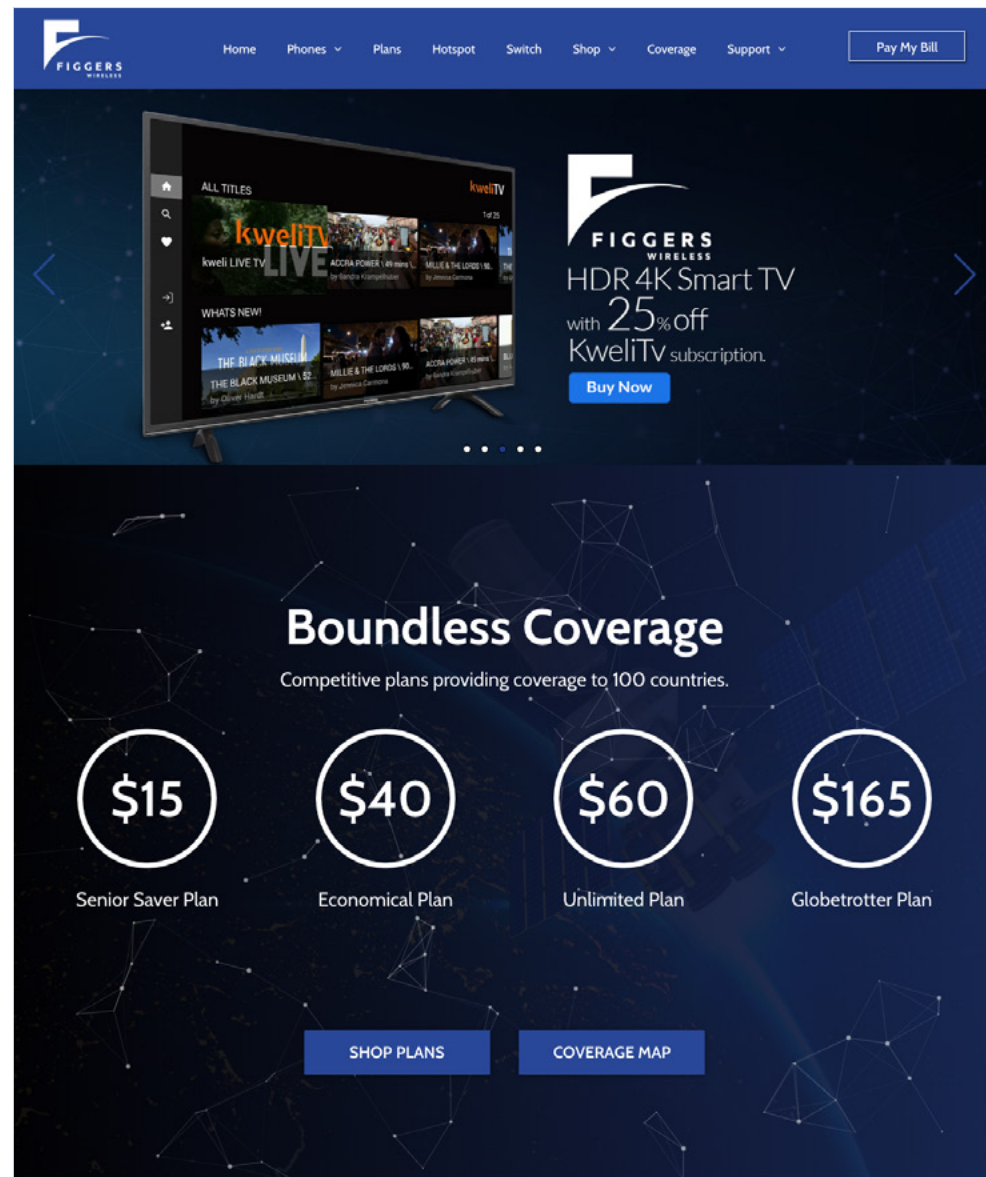
Poorly designed homepages stick out like a sore thumb and the best homepages stick out like diamonds in the rough. Let's take a look at some of the most engaging homepages out there to see just what makes them so brilliant.

1



Bright, cohesive design that emphasizes CTAs by way of a timed scroll – the Figgers homepage is a great example of making the most out of your homepage.

Take a look



4 Lines For Just \$30 / Per Line

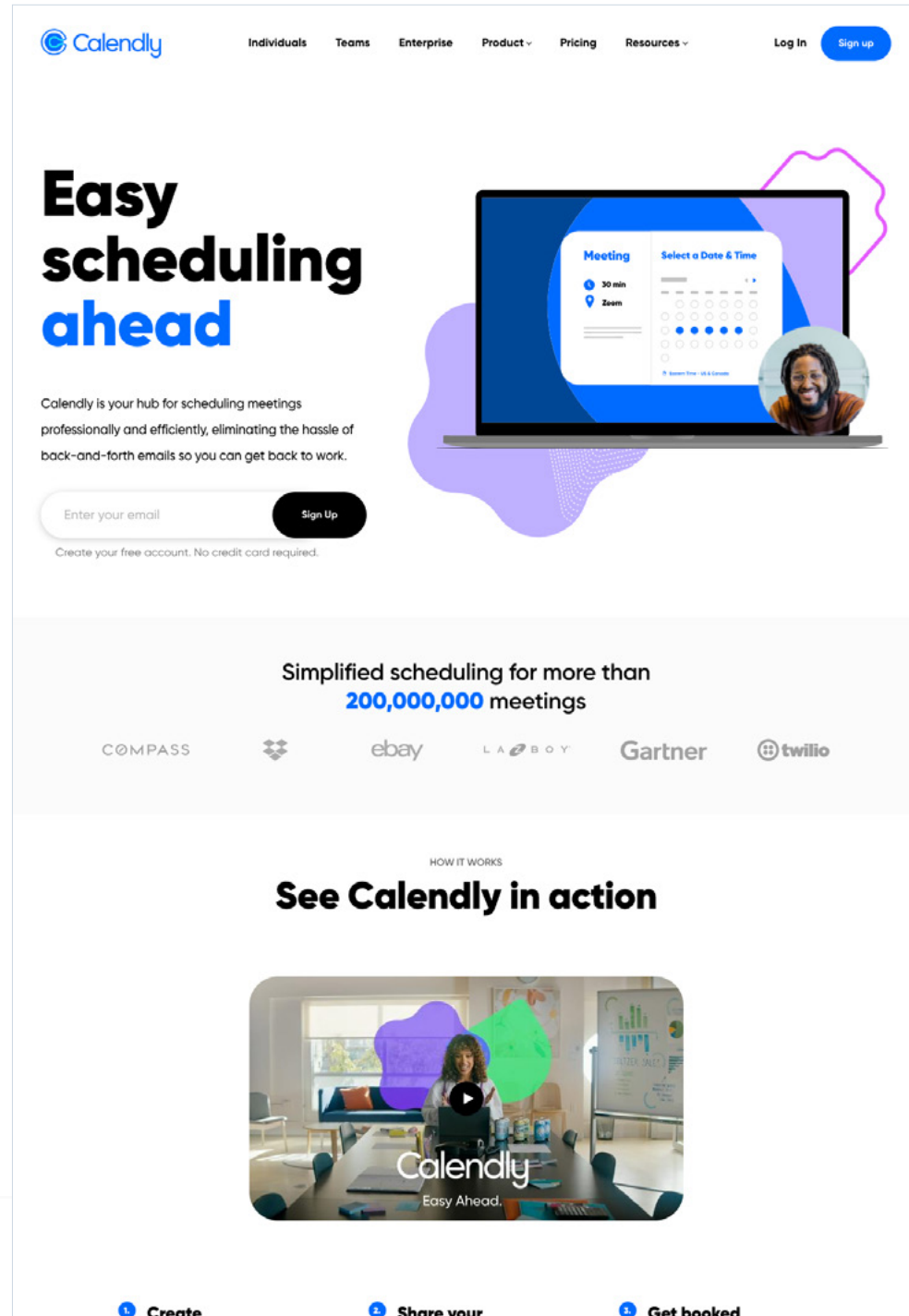
Stay connected with the family for \$120 month period. No extra fees.

2



A quirky, unique design element paired with an immediate email-capturing CTA takes Calendly's homepage from basic to brilliant.

Take a look

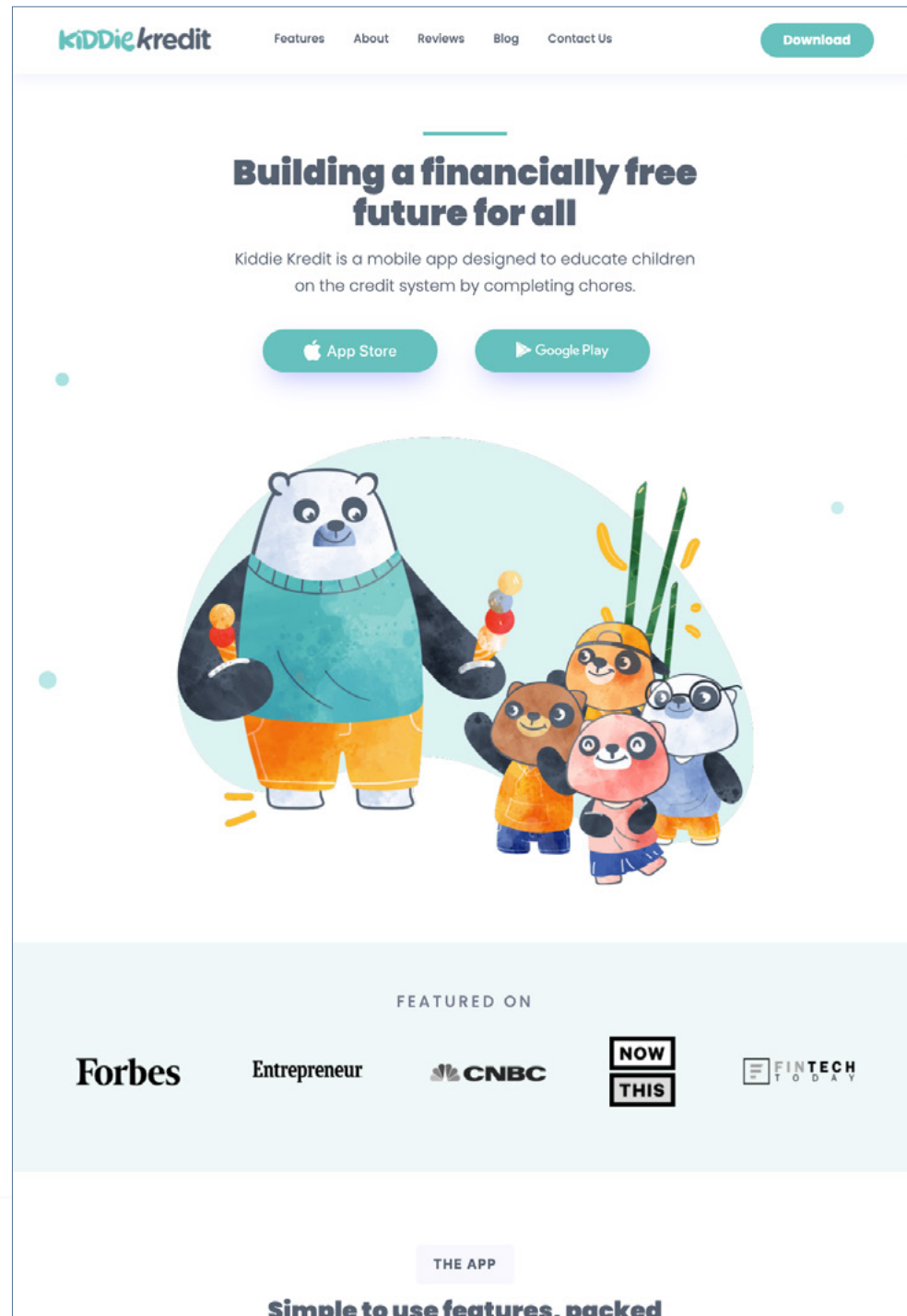


3

KIDDIEkredit

This homepage includes colorful imagery and screenshots of their app, along with testimonials, simple CTAs, and youthful branding and illustrations.

Take a look

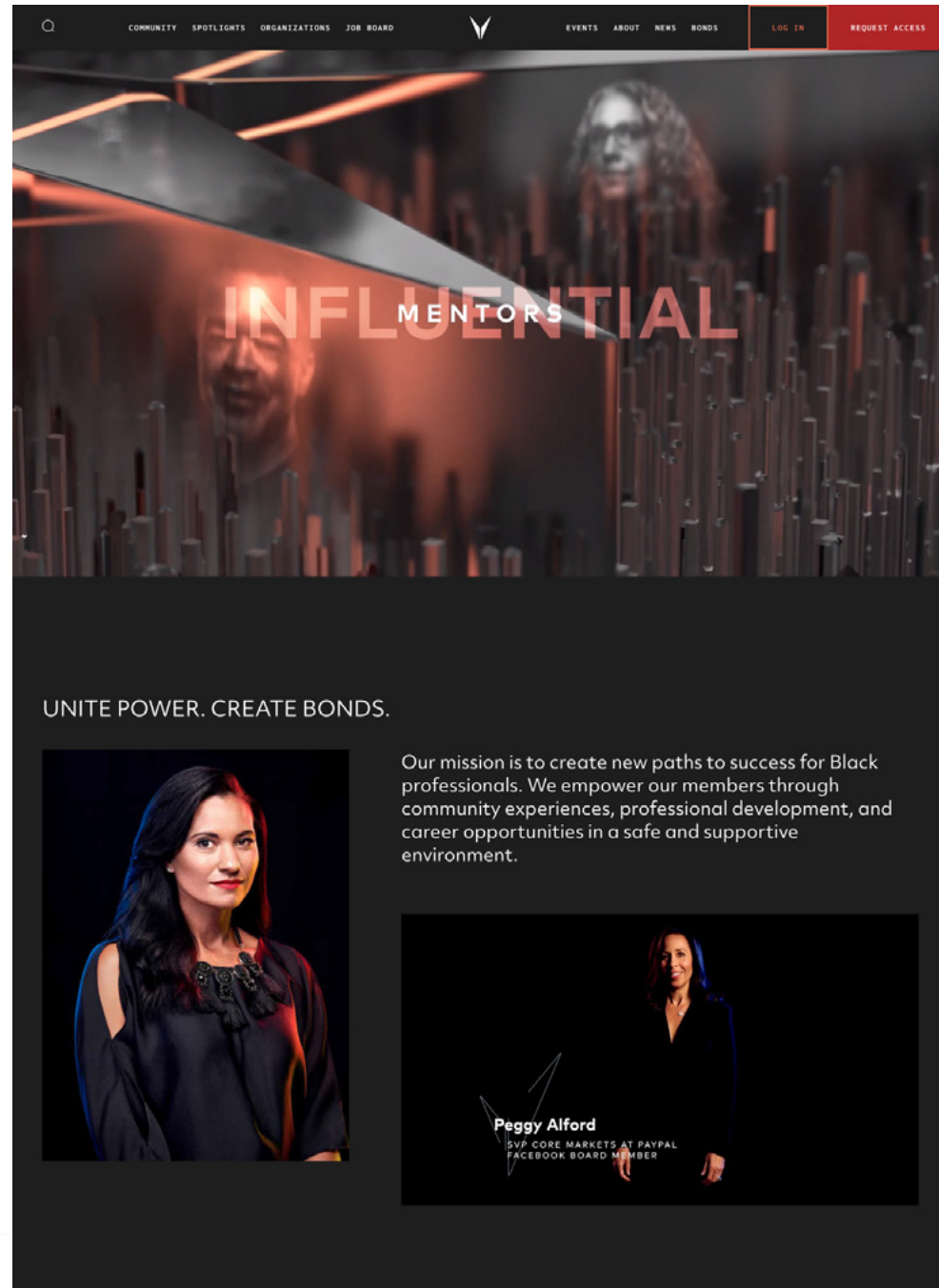


4



Clean copy and a vibrant video work together seamlessly to pull visitors further into Valence's website.

Take a look

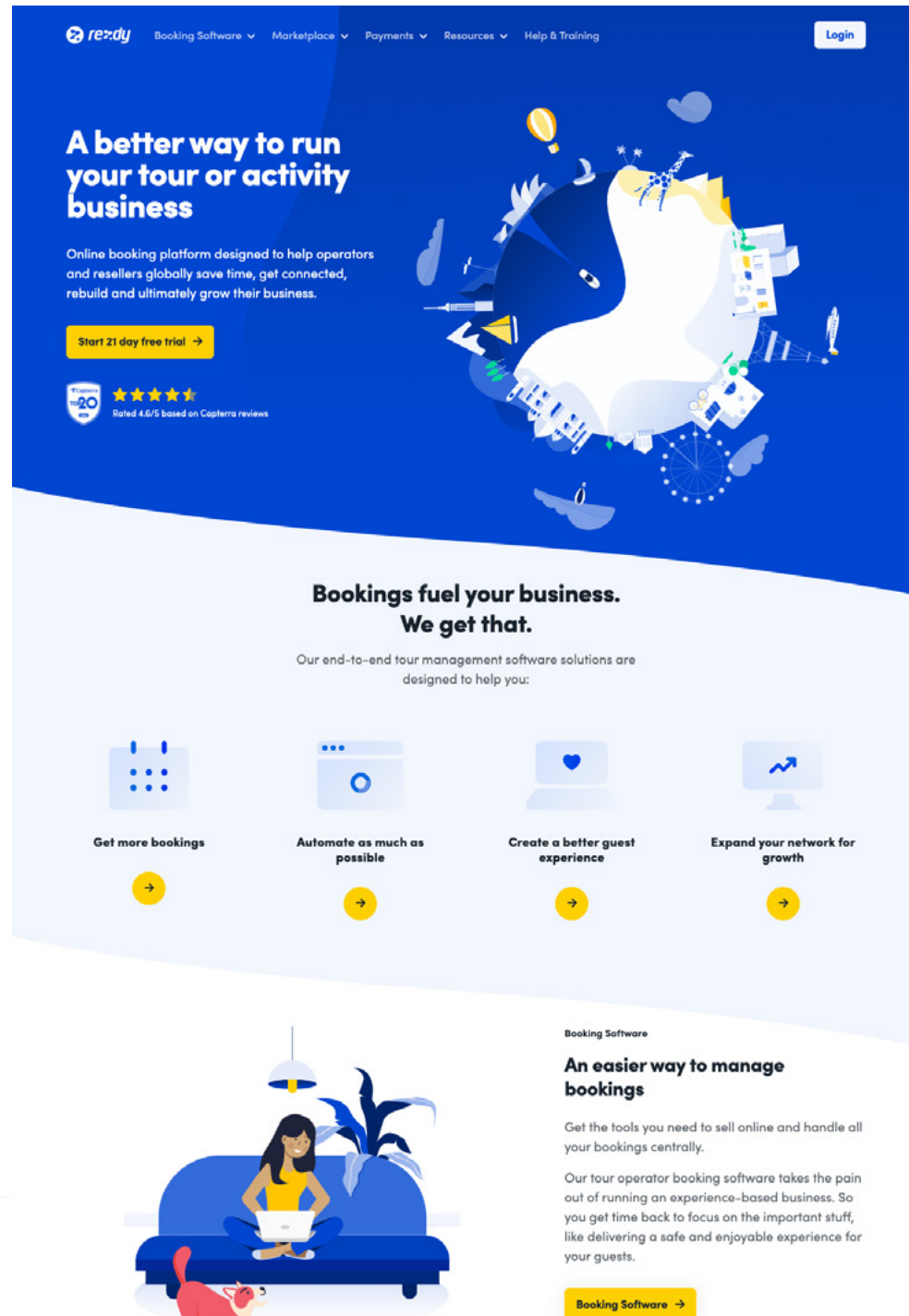


5



A vivid CTA and unique, spinning graphic are all it takes for Rezdy's homepage to make an impact.

Take a look

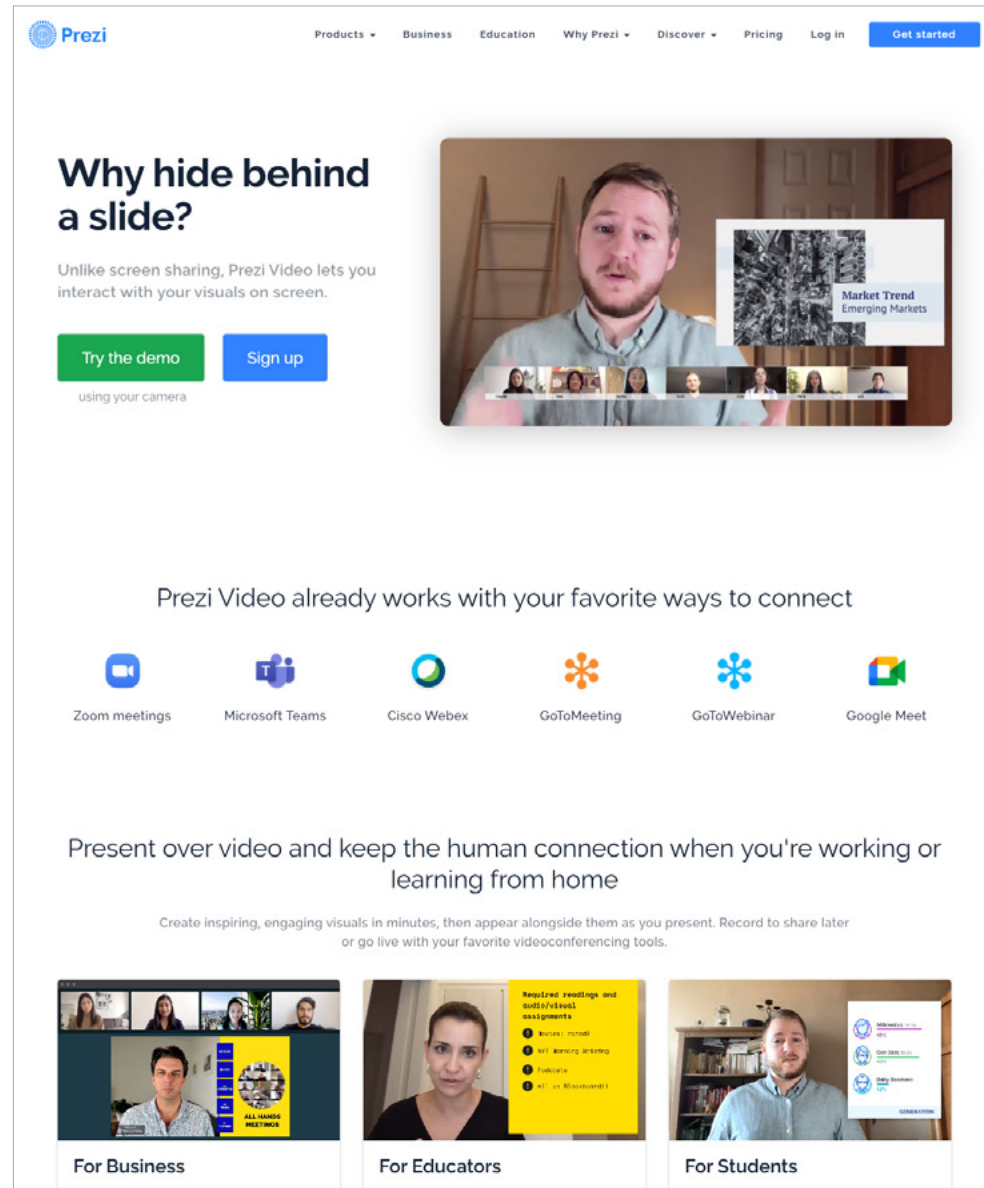


6



Prezi's homepage immediately showcases how their product works and offers a demo. They also feature user integrations and use cases to immediately direct the reader on a more personalized path through their website.

Take a look

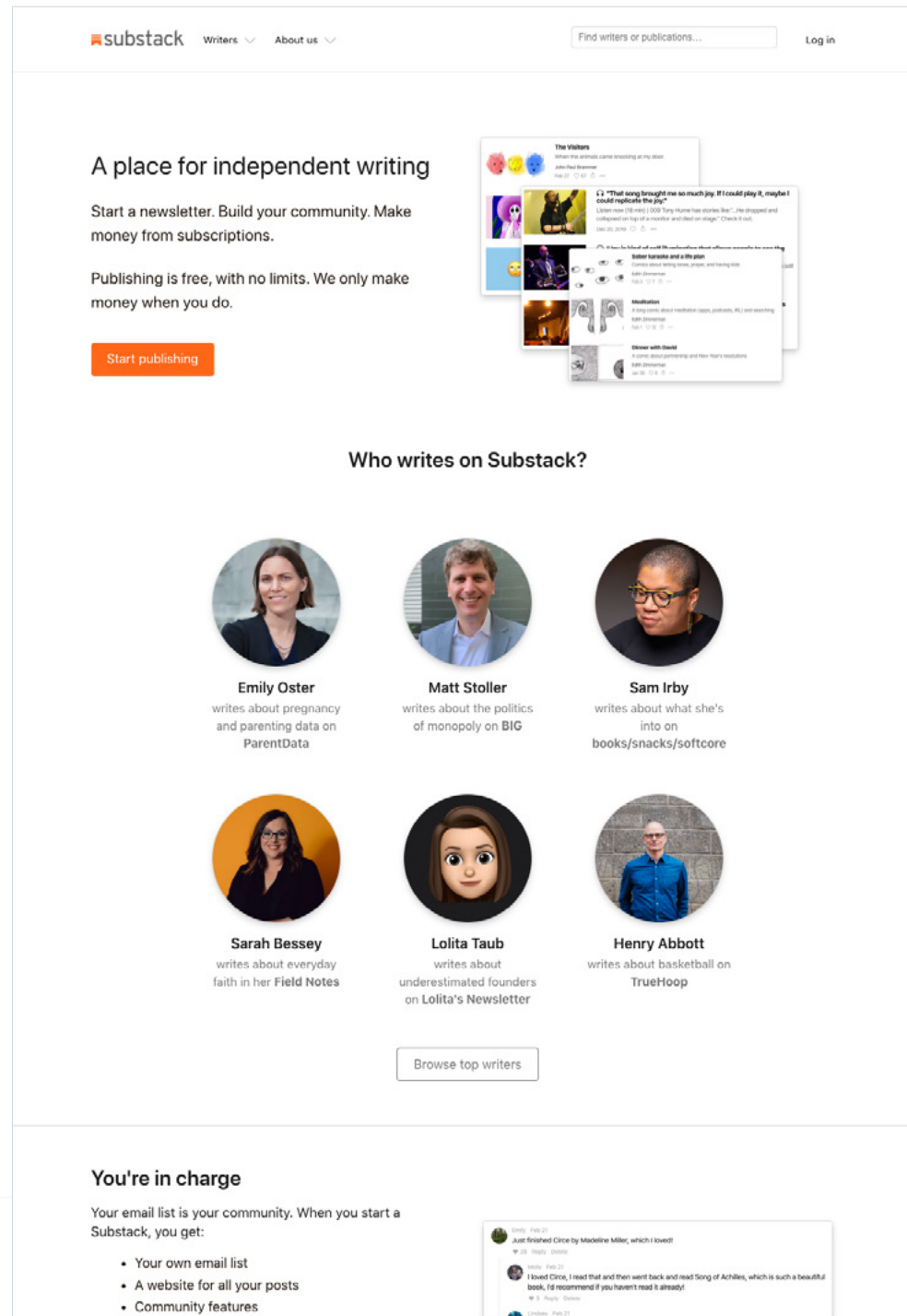


7



A copy-heavy homepage for a brand built on the power of words, Substack's homepage is a testament to their love of the craft.

Take a look

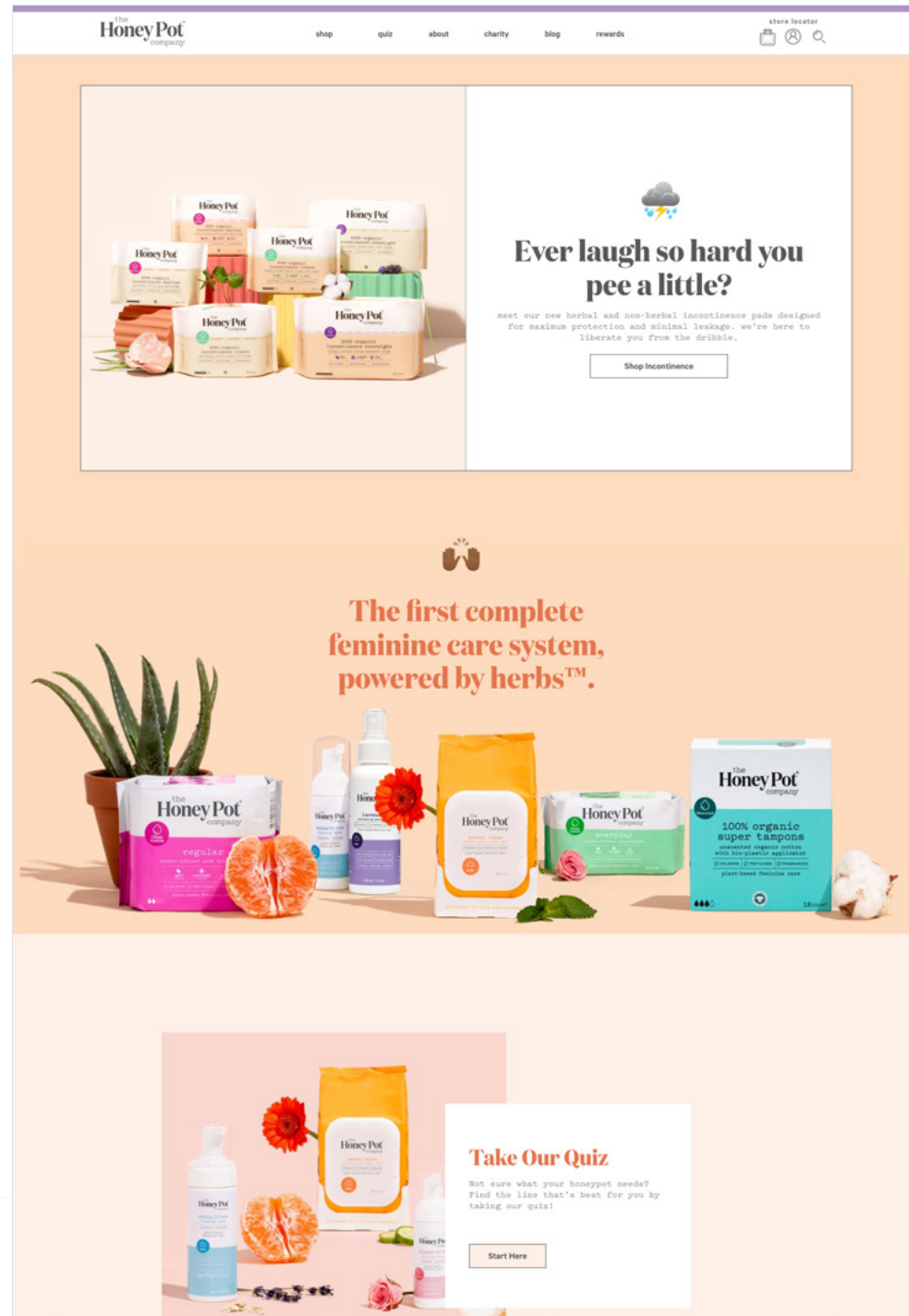


8

the Honey Pot company

Thanks to their signature design style and branding, HoneyPot's homepage sticks out from the pack without compromising their unique voice.

Take a look

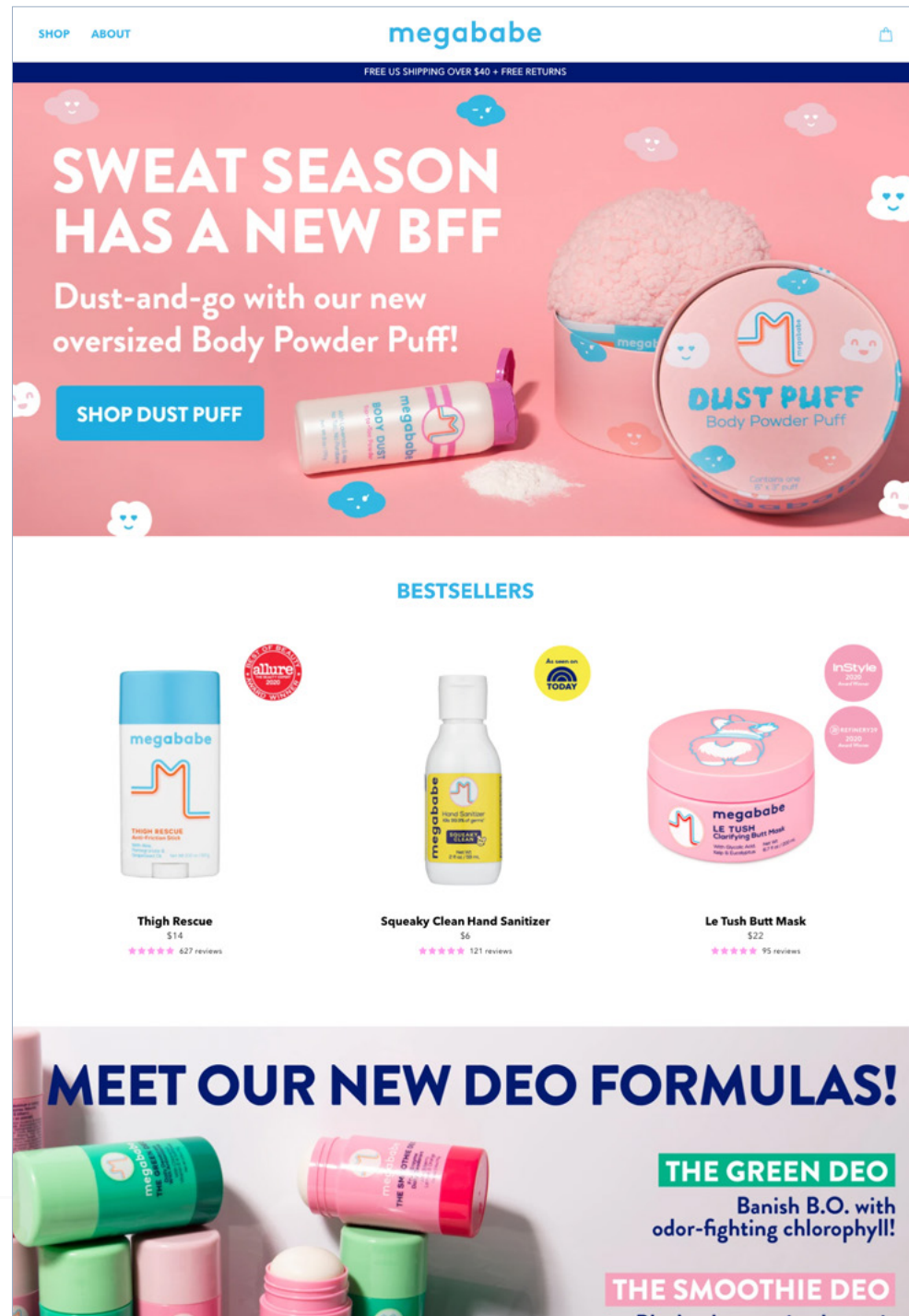


9

megababe

Being on-brand involves more than just slapping your logo on your homepage. Megababe knows that truly great homepages incorporate a vibrant balance of colorful imagery and boldly designed copy.

Take a look



10



Gorgeous imagery and no-nonsense copy work together to make Black Girl Sunscreen's homepage one that we won't soon forget.

Take a look

[SHOP](#)
[OUR STORY](#)
[RECYCLE](#)

[MY ACCOUNT](#)

PROTECT YOUR MELANIN

Sunscreen is always in season.

[GET IT NOW](#)

Save 20% on your first order.

Sign up for the BGS Newsletter to receive first dibs on promotions, sales and events.

[SUBSCRIBE](#)

Black People Need Sunscreen, too.

Black Girl Sunscreen SPF 30

We have created a sunscreen for every day use, filled with natural ingredients, that will protect your skin from the sun and doubles as a moisturizing lotion.

[SHOP NOW](#)

Black don't crack...or does it?

SPF 101

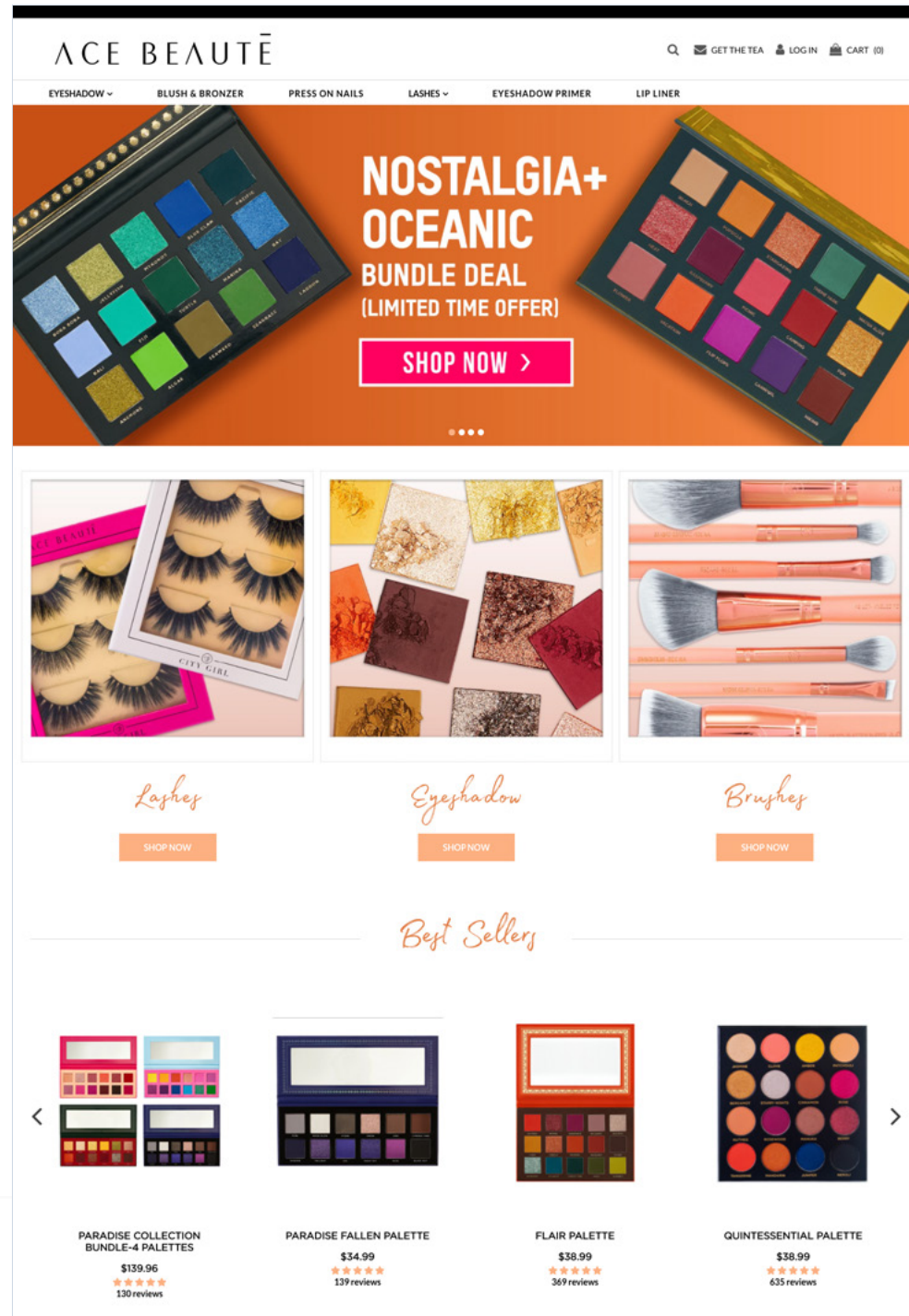
- 1 Skin is skin. Black people can get sunburned too.
- 2 Although melanin protects against a % of UV rays, Black people are still susceptible to sun damage such as sunburn, melanoma, hyperpigmentation, fine lines and premature aging.
- 3 The most effective sunscreens have a SPF of 30.

11

ACE BEAUTÉ

Cosmetic brand Ace Beaute embraces their classically colorful imagery by flooding their homepage with vibrant CTAs.

Take a look

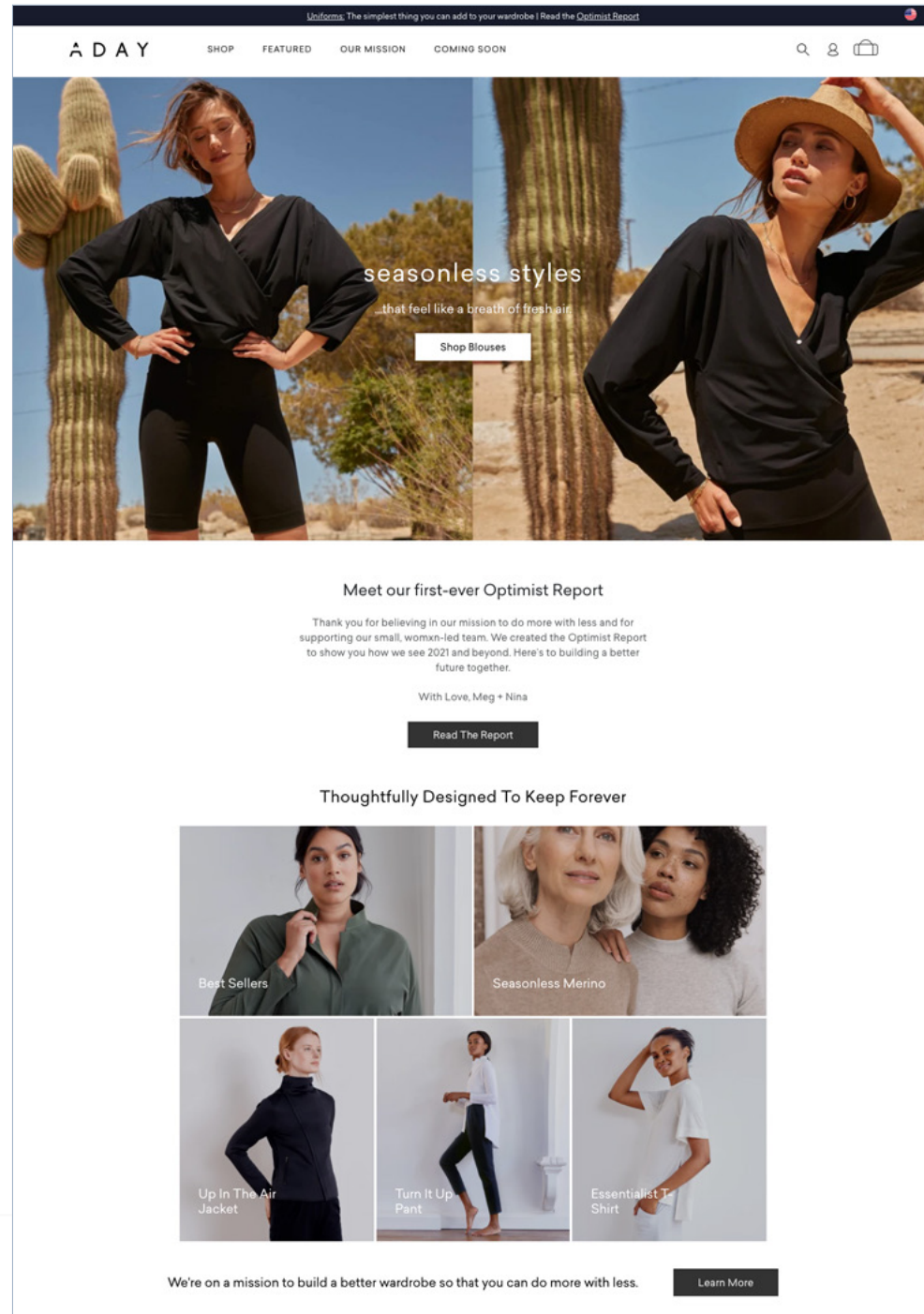


12

ADAY

Clean image pairing, minimalist design, and a simple CTA is all it takes for ADAY to execute this welcoming homepage.

Take a look

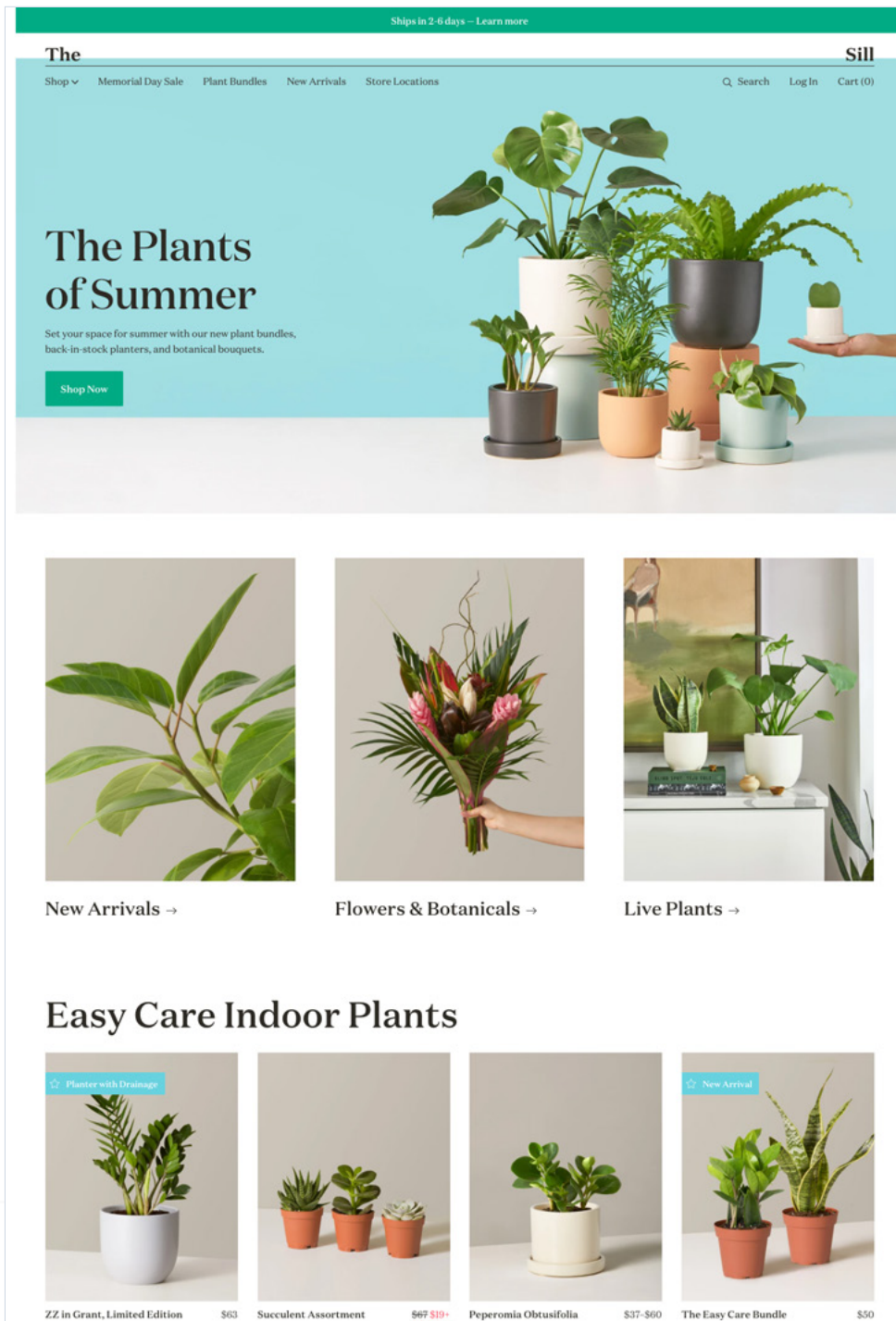


13

The Sill

Nothing shouts “Come on in!” quite like The Sill’s luscious homepage, that lets their products speak for themselves.

Take a look

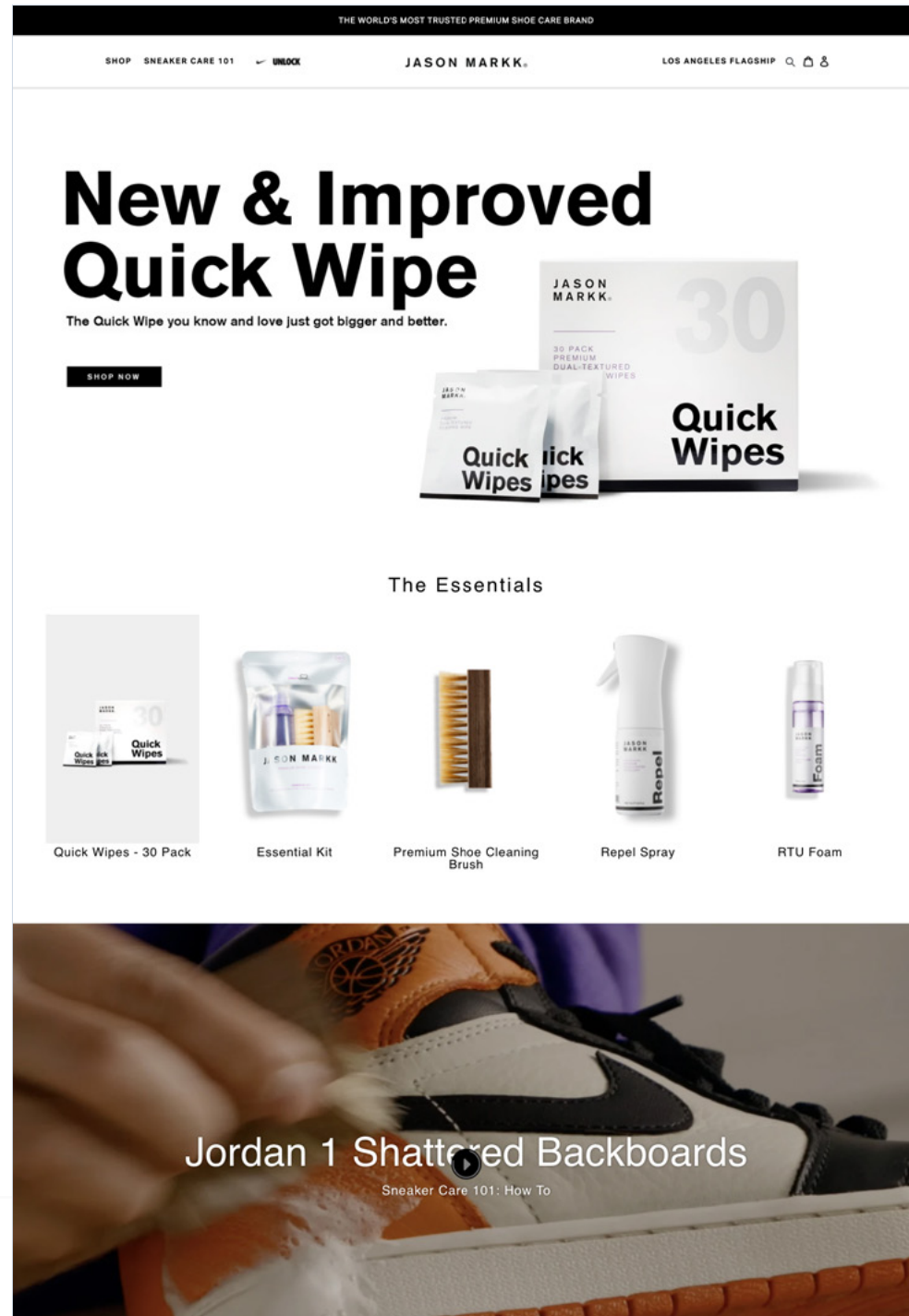


14

JASON MARKK®

Jason Markk features their premium products right on the homepage, along with instructions on how to use, a video, and their eco-friendly mission – all without being too crowded or overwhelming.

Take a look

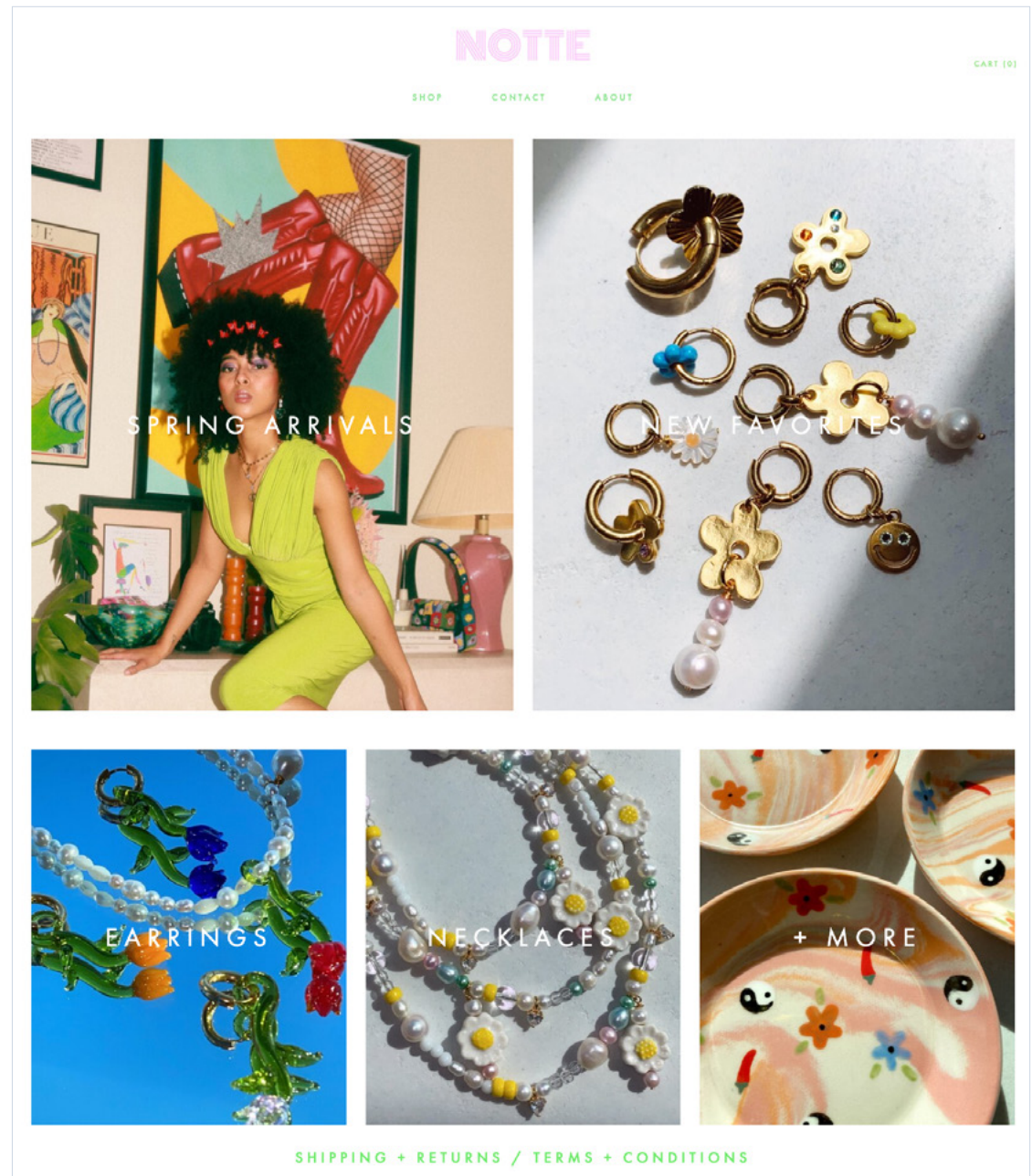


15

NOTTE

NOTTE's homepage is a diamond for sure, thanks to their skillful application of colorful imagery and bold headlines, along with creative CTAs to individual shopping categories.

Take a look

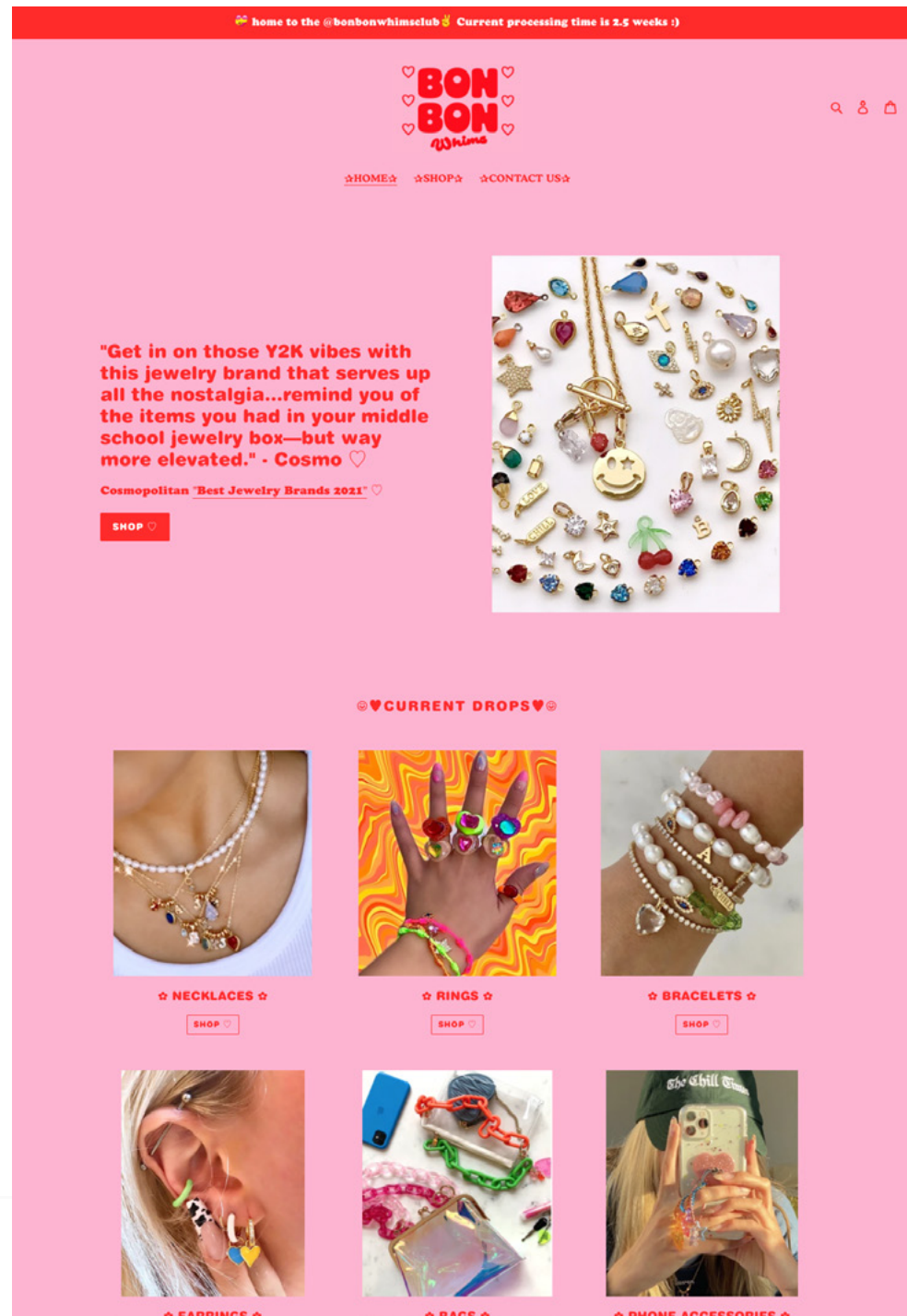


16



BonBon Whims is a great example of a brand that sticks to a clear nostalgia-inspired design pattern, really taking their homepage as an opportunity to connect with their target audience.

Take a look



17

RAE'S ROOTS

Using a winning combination of eccentric copy and relaxed design, the homepage of Rae's Roots is an appropriately calming representative of the tea brand.

Take a look

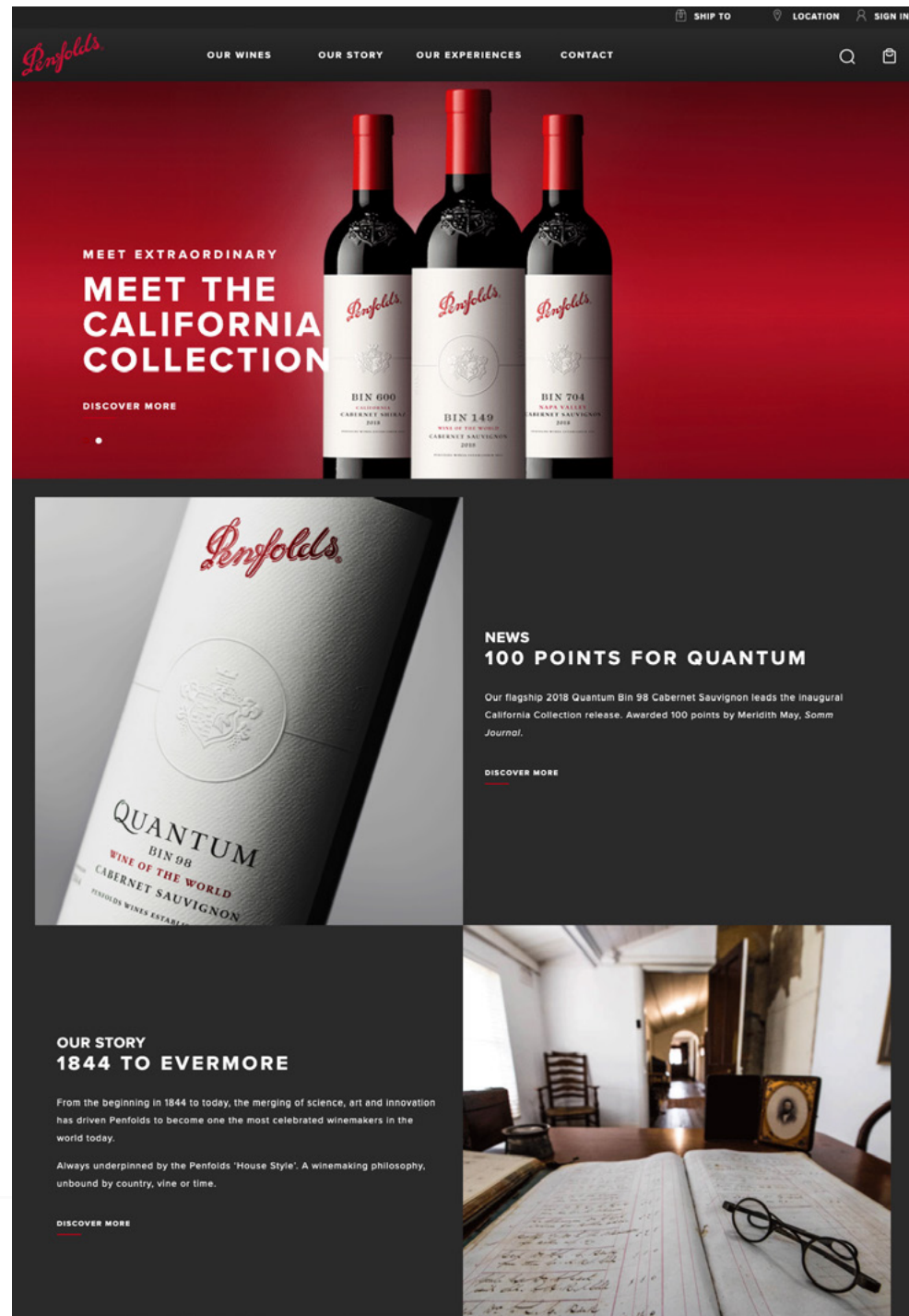


18

Penfolds®

A warm welcome to their site, Penfold's homepage is a design masterpiece focused on uplifting their brand personality.

Take a look



19



This brand quickly shares their mission – creating revolutionary African foods. Their bold homepage features a unique scroll CTA that shows their main products, directing the viewer to explore the shop.

Take a look



20

ZACH&ZOË

SWEET BEE FARM


A family-owned business, this ecommerce brand showcases their roots on the homepage, as well as their featured products, a testimonial from Oprah's Favorite Things, and shopping links.

Take a look

LOGIN / JOIN / Q. SEARCH





ZACH&ZOË
SWEET BEE FARM

HOME OUR STORY SHOP BLOG PRESS WHOLESALE FAQ CONTACT



Zach & Zoe Sweet Bee Farm Honey


View all (12)

| | | | | | |
|---|--|--|--|--|--|
|  |  |  |  |  |  |
| Wildflower Honey From \$20.00 ★★★★★ 41 reviews | Wildflower - Beetroot From \$20.00 ★★★★★ 22 reviews | Wildflower - Matcha From \$20.00 ★★★★★ 15 reviews | Wildflower - Lavender From \$20.00 ★★★★★ 37 reviews | Wildflower Honey with Ginger Root From \$20.00 ★★★★★ 66 reviews | Creamed Wildflower Honey From \$20.00 ★★★★★ 29 reviews |

Oprah's Favorite Things

Zach & Zoe Sweet Bee Farm has been listed as one of Oprah's Favorite Things this holiday! Both Wildflower and Ginger honey are now available in a beautifully wrapped gift box for a limited-time only. Perfect for wellness-driven coworkers, friends or family. Grab yours now while supplies last!

Get The Gift Box Here!

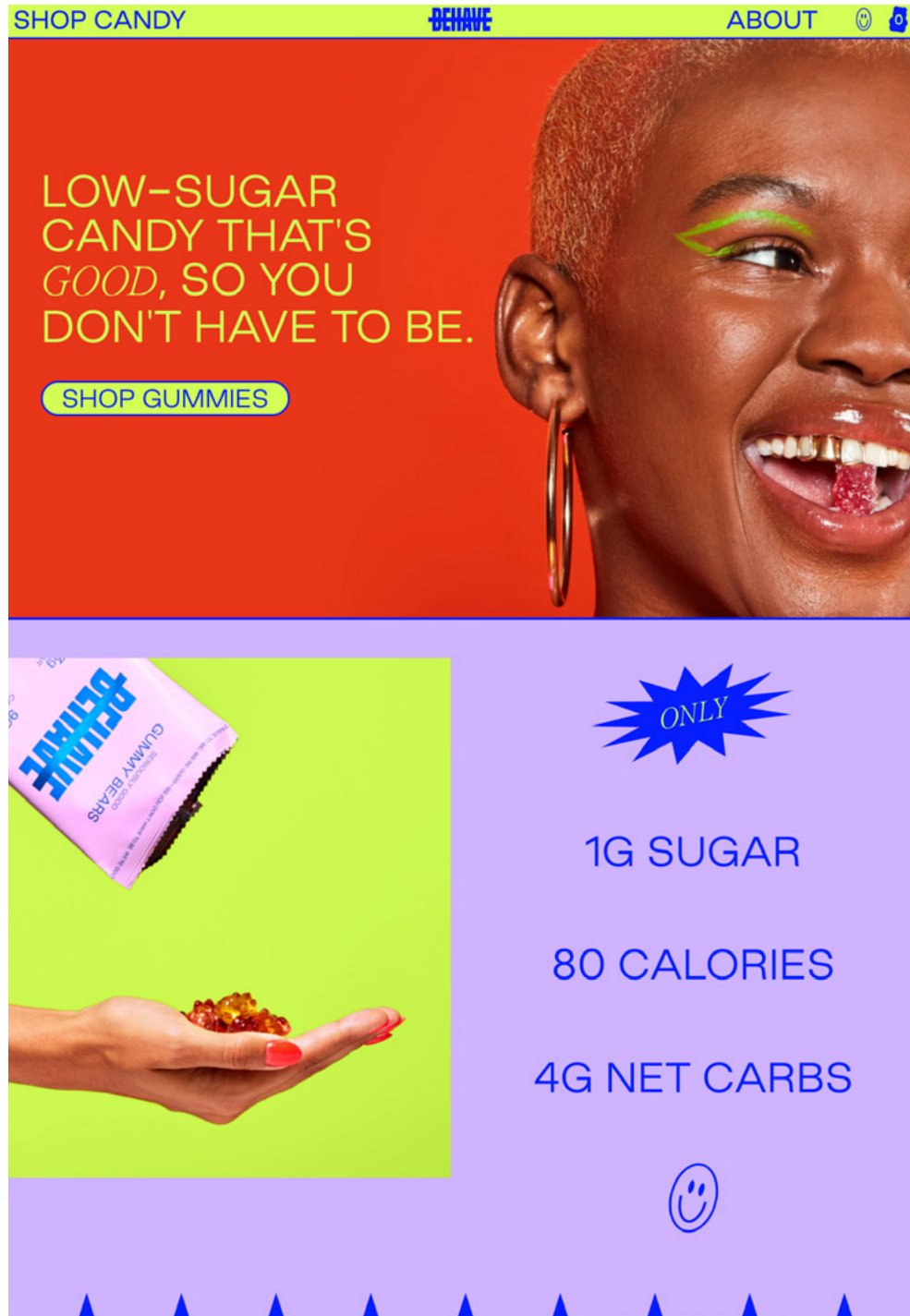


21

The Behave logo is displayed in a bold, blue, stylized font. The word "BEHAVE" is written twice, with the second word slightly offset and overlapping the first, creating a layered effect.

This candy company might as well be a fashion brand with their creative, artistic homepage. Their interactive, engaging homepage is bright, features testimonials and reviews, and important to their brand identity – fun.

Take a look

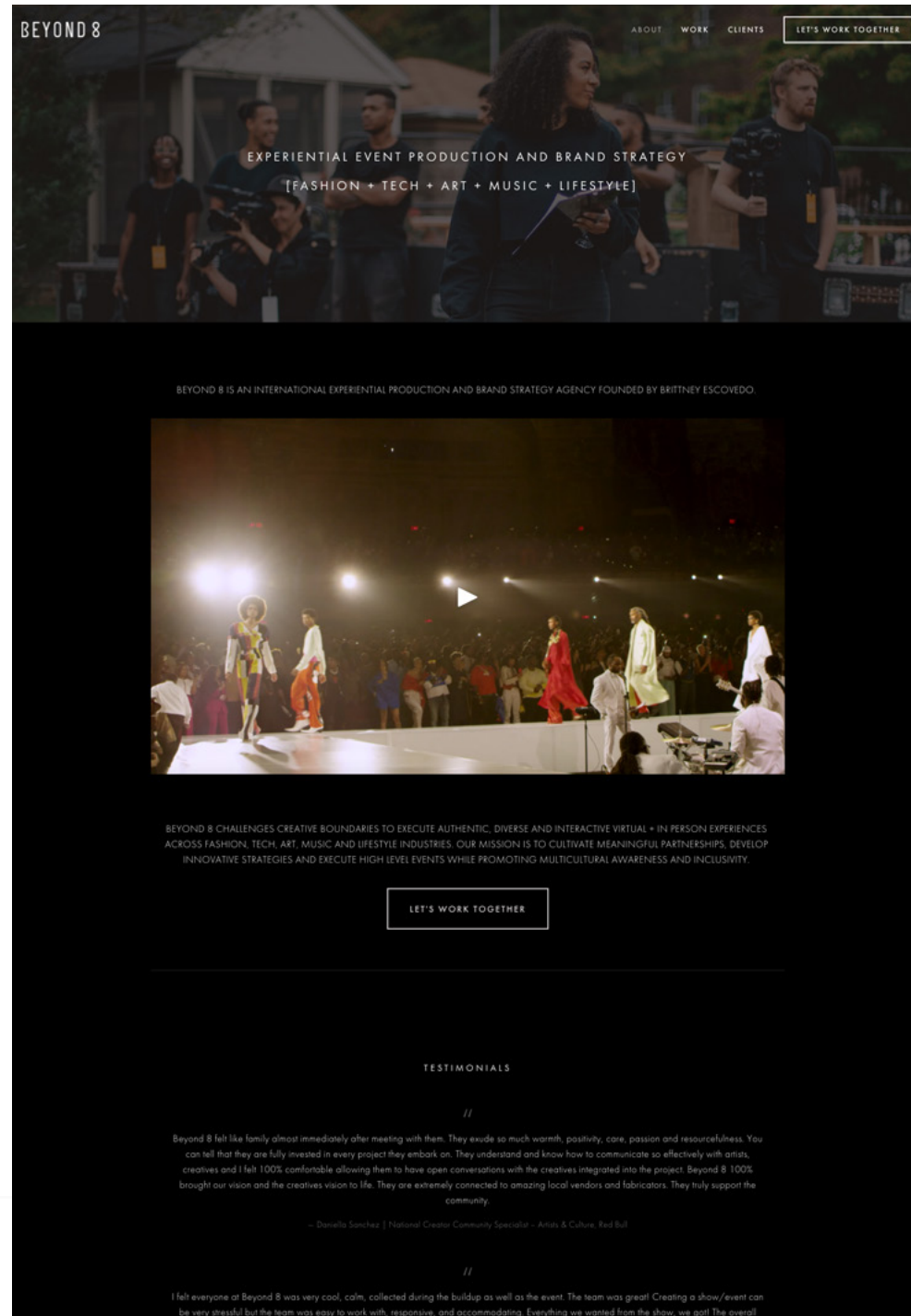
The image shows a screenshot of the Behave website homepage. The top navigation bar is green and contains the links "SHOP CANDY", "BEHAVE", and "ABOUT", along with social media icons. The main hero section has a red background on the left with the text "LOW-SUGAR CANDY THAT'S GOOD, SO YOU DON'T HAVE TO BE." and a "SHOP GUMMIES" button. On the right is a close-up of a smiling woman with short red hair and green eye makeup, wearing a large hoop earring and having a gummy candy in her mouth. Below the hero section, there's a purple area. On the left, a pink packet of "BEHAVE GUMMY BEARS" is shown pouring colorful gummies into a hand. On the right, a starburst graphic says "ONLY", followed by the text "1G SUGAR", "80 CALORIES", and "4G NET CARBS". At the bottom right is a smiley face icon. The footer of the website features a row of blue triangles.

22

BEYOND 8

Bold brands require creative, innovative, boldly designed home pages, a truth reinforced by Beyond 8's eye catching video-only homepage.

Take a look

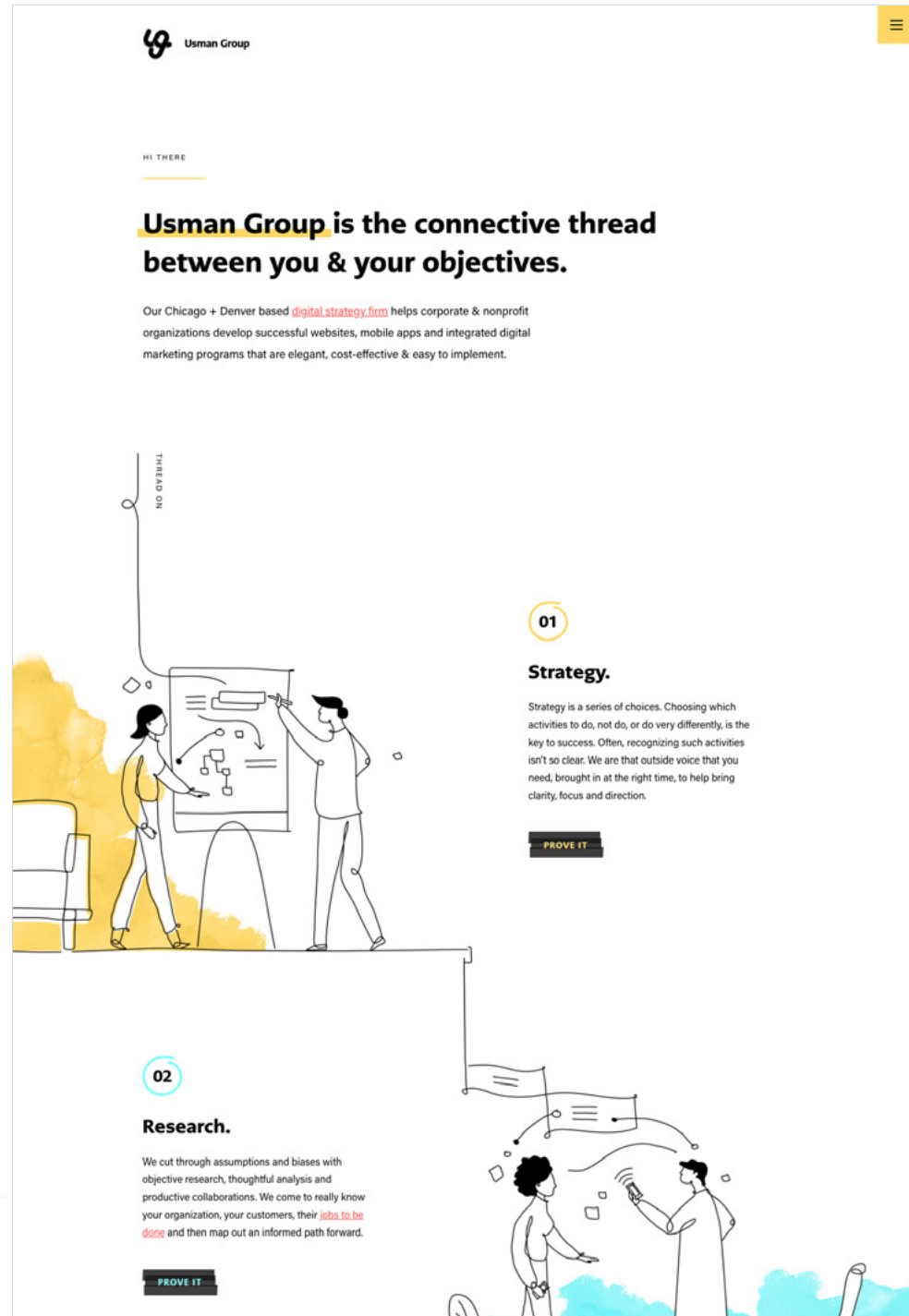


23



Usman Group digital strategy firm walks new website visitors through their process right on the homepage, incorporating visuals and illustrations.

Take a look



24



This agency uses video and a bold headline to communicate their mission and offerings. They include a video from their CEO to further build trust with their audience.

Take a look

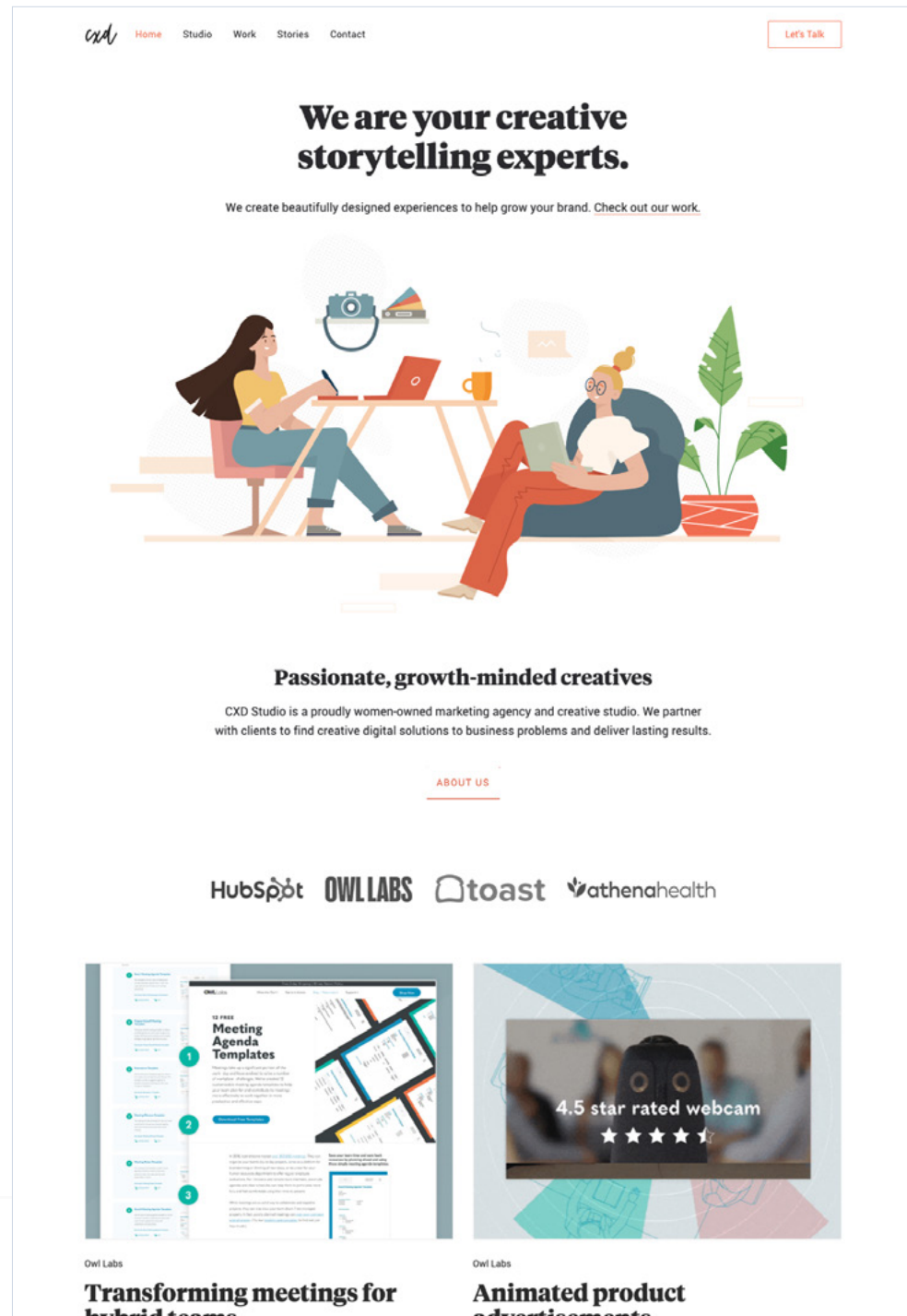


25



With an animated illustration and a CTA to their work above the fold, this agency's homepage has conversion and design in mind.

Take a look

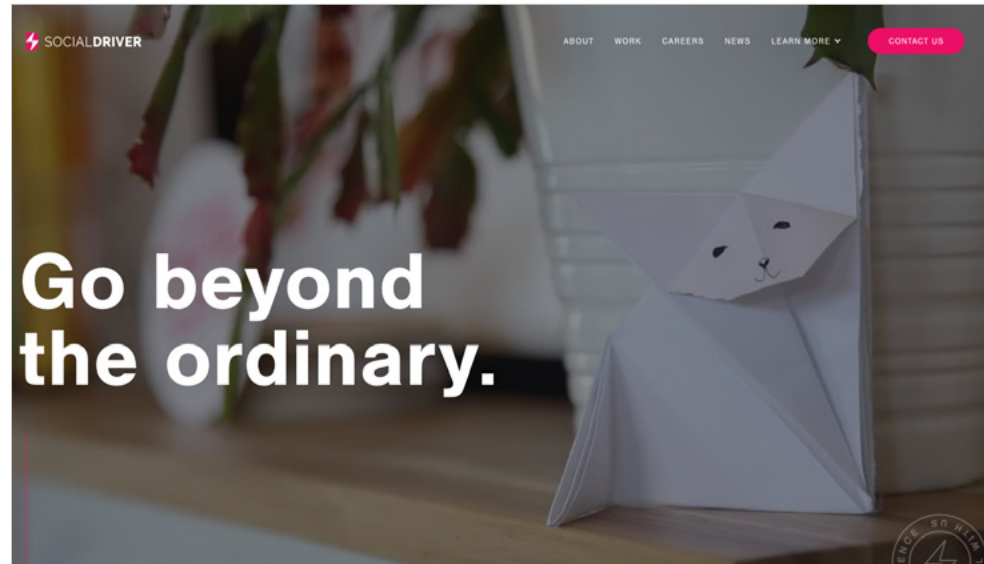


26

SOCIALDRIVER

This digital strategy agency showcases their work using video and static images and implements clean design, CTAs, and interactive elements on their homepage.

Take a look



**Align your brand.
Grow engagement.
Drive results.**

Social Driver is the agency with the strategies, ideas, creative, and technology to connect with people today, across websites, social media, branding, marketing, advocacy, and more.

[CONTACT US](#) →

FEATURED WORK



27



Making your homepage interactive like Jay S's Life + Times is sure to entice visitors to engage with your site.

Take a look

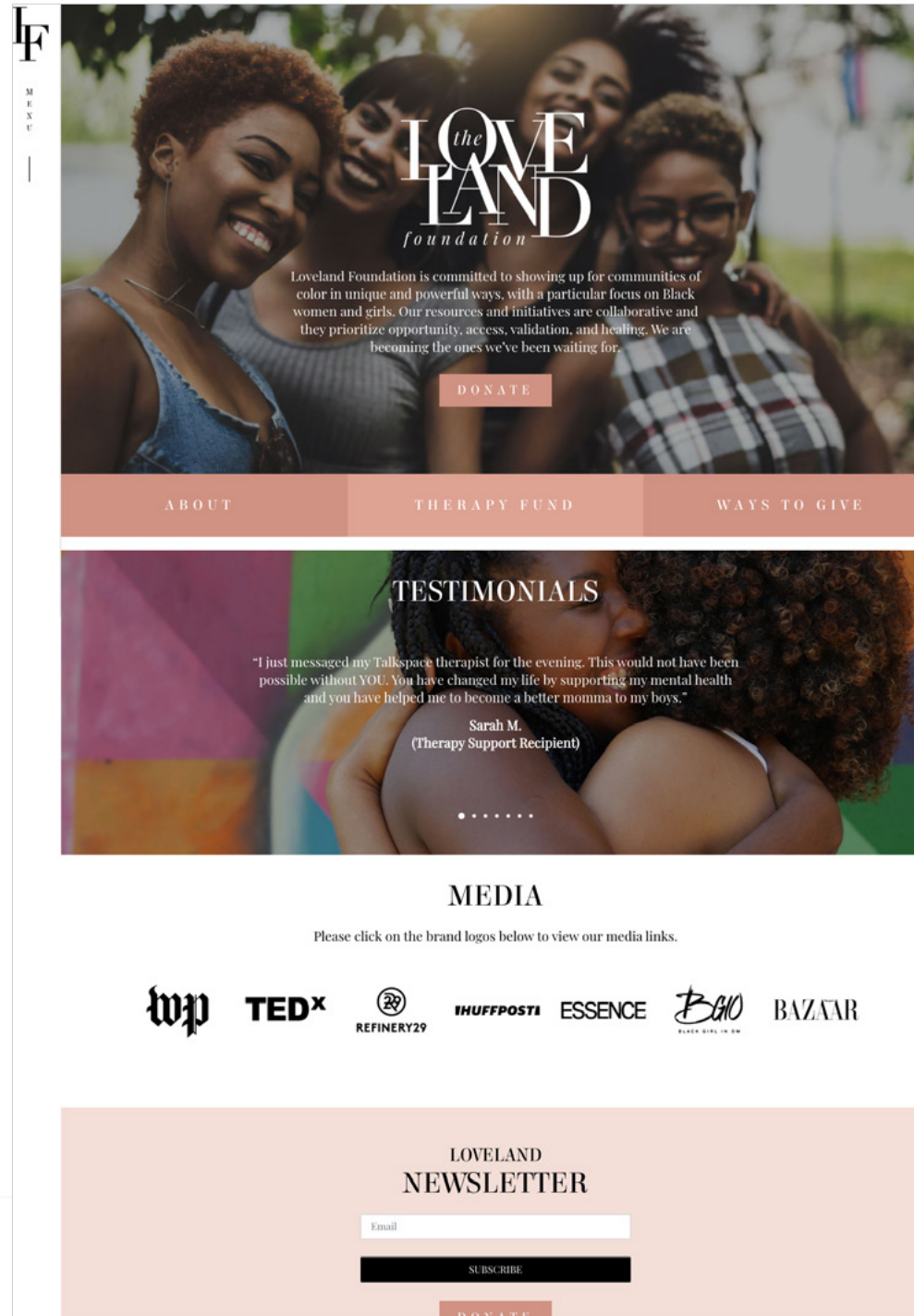


28

the LOVE LAND foundation

A multi-functional community-focused organization, The Loveland Foundation immediately directs website viewers to learn more about them, their Therapy Fund, and ways to give – the top converting actions for new visitors to take.

Take a look

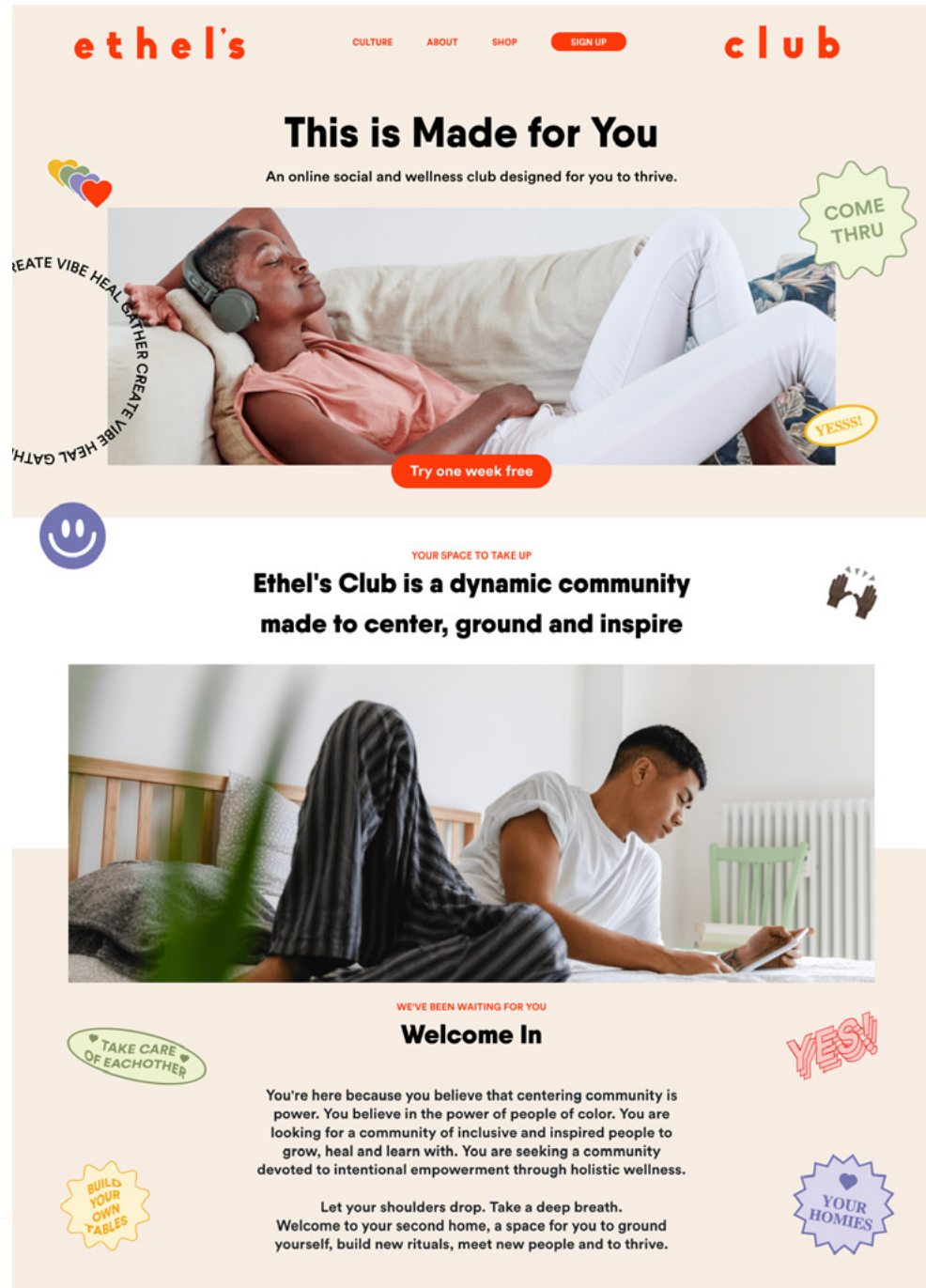


29



A unique online social and wellness club created for people of color, Ethel's club's homepage is designed for their community and speaks to their youthful audience from copy to design to development and everything in between.

Take a look



Blog Designs

Your blog posts can be chock full of the most compelling, SEO-packed content out there, but without eye-catching design your blog visitors will bounce from the page, not staying long enough to enjoy the helpful posts you've written.

The best blogs do a combination of informing, educating, and converting readers into potential customers. In 2018, [the Huffington Post blog earned \\$14 million](#). Per month. Overall, [companies who prioritize blogging see 13x the ROI](#) of companies that don't.

Quick Blog Stats

- [Blog content that includes images](#) receives 94% more views.
- Many business bloggers find that [listicles \(list-based articles\) perform the best](#).
- 40% of blog writers say that original [visuals like infographics](#) are the most effective for engagement in posts.
- For SEO, [blogs should be between 2,100 - 2,400 words](#).



Blog Design Tips

When [designing your blog and choosing your blog layout](#), keep these best practices in mind.

- Choose a blog theme that is inviting and matches your brand identity.
- Think of your blog as a learning experience and include a resource section.
- Add short descriptions of blog posts from the main page.
- Use high-quality featured images that represent your post and use images throughout posts, optimizing with alt tags and captions.
- Incorporate social sharing.
- Enable Google AMP or a mobile version of your posts.
- Categorize posts for easy searching.
- Include CTAs on your posts and your main blog pages.
- Use headers and clean hierarchy along with bulleted lists in your posts for easy readability.

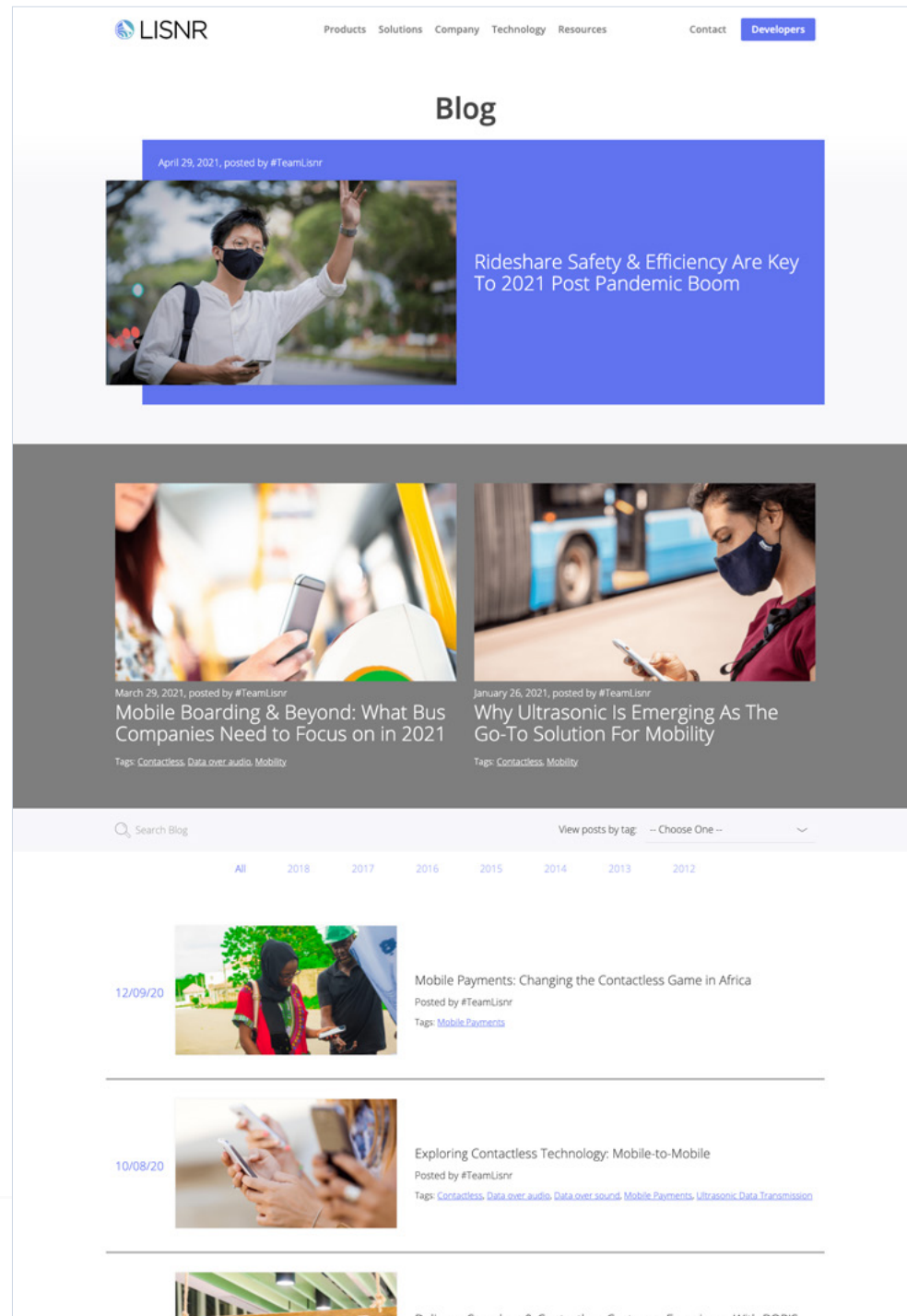
To take your blog design to the next level, check out these brilliant blogs for inspiration.

30



By offering readers multiple ways to search and navigate their blog, LISNR has designed their blog pages to optimize the user experience.

Take a look

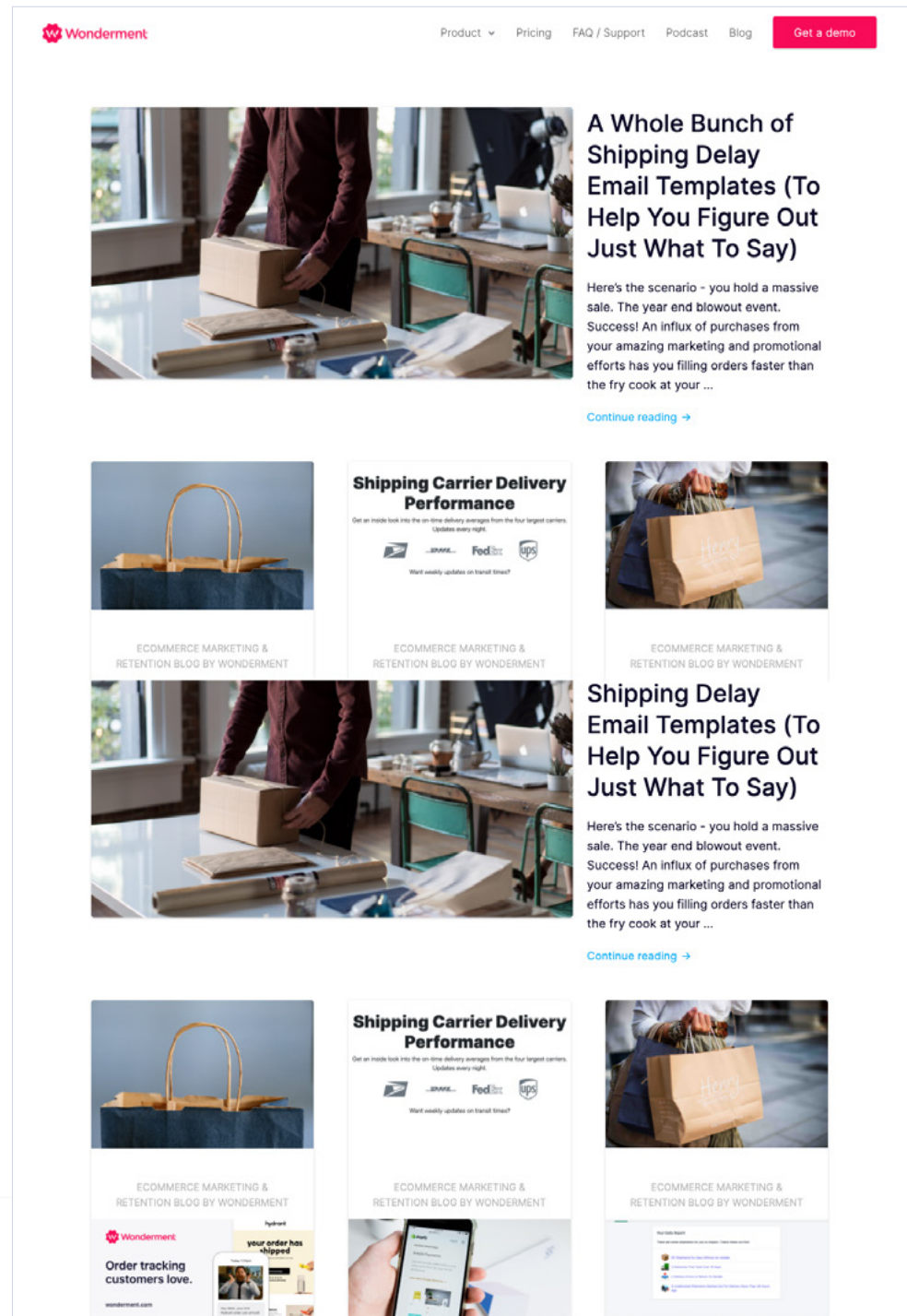


31



An exercise in conservative and concise design, Wonderment's blog uses snappy headlines to successfully attract readers.

Take a look

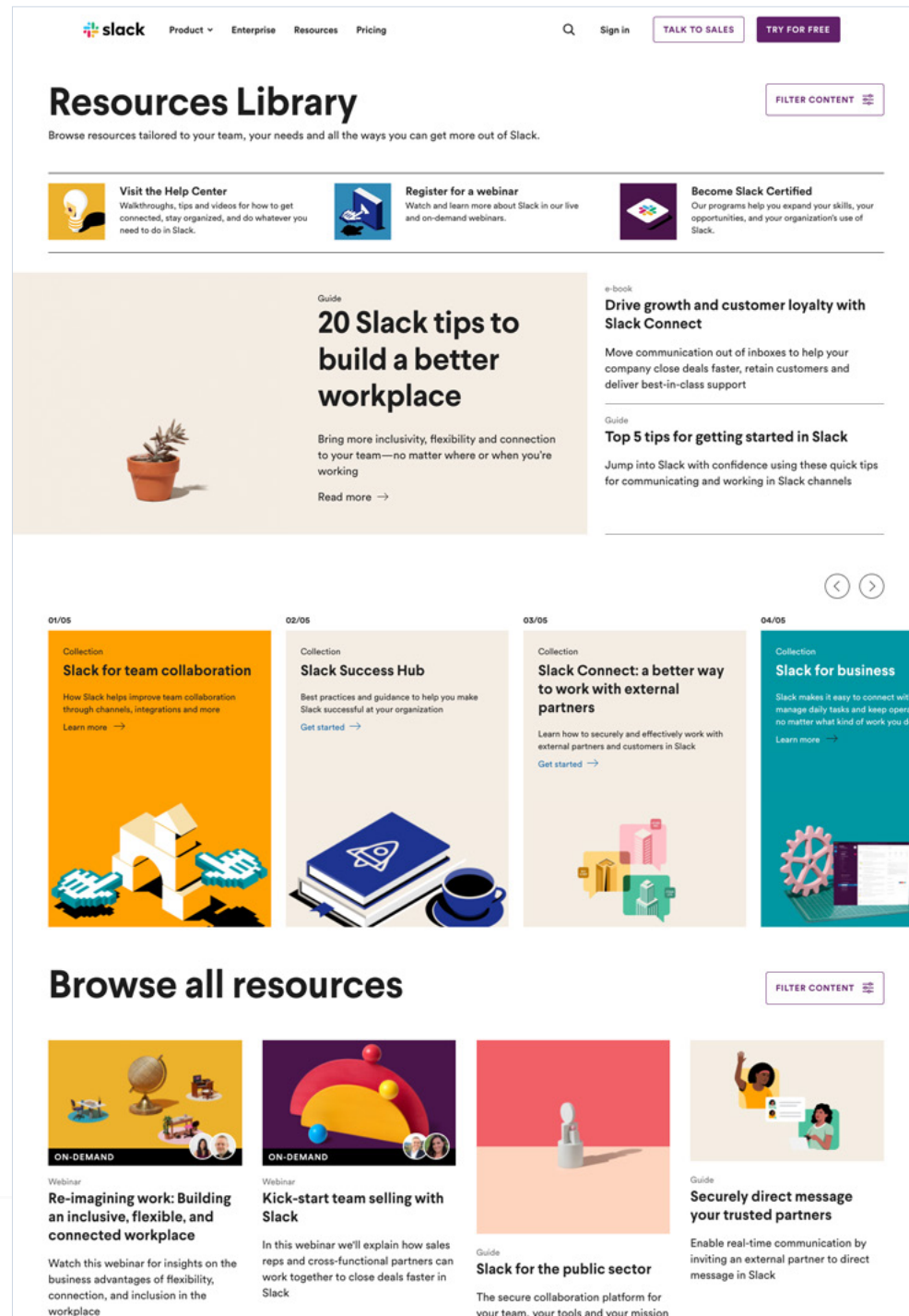


32



The Slack blog is a rich resource, as well as a well-designed and visually stimulating library of information.

Take a look



33

Rosetta Stone

Rosetta Stone's blog looks like a magazine and reads like a casual conversation, two successful elements to aim for.

Take a look

Rosetta Stone

The more you understand, the more interesting things get.

Advice Culture Series Languages >

How Race Shapes (& Reshapes) Solo Travel
Read Time: 4 minutes

Lemons into Limonade: How My First Fumbblings in French (and in Life) Made Their Way into "Emily" in Paris
Read Time: 6 minutes

How to Swear in Spanish: Curse Like a Mexican
Read Time: 3 minutes

5 Things I Learned in French Class That I Almost Never Use
Read Time: 5 minutes

Learner Q&A: Growing Up and Raising Children with French in Louisiana with Ryan Verret
Read Time: 4 minutes

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LANGUAGE

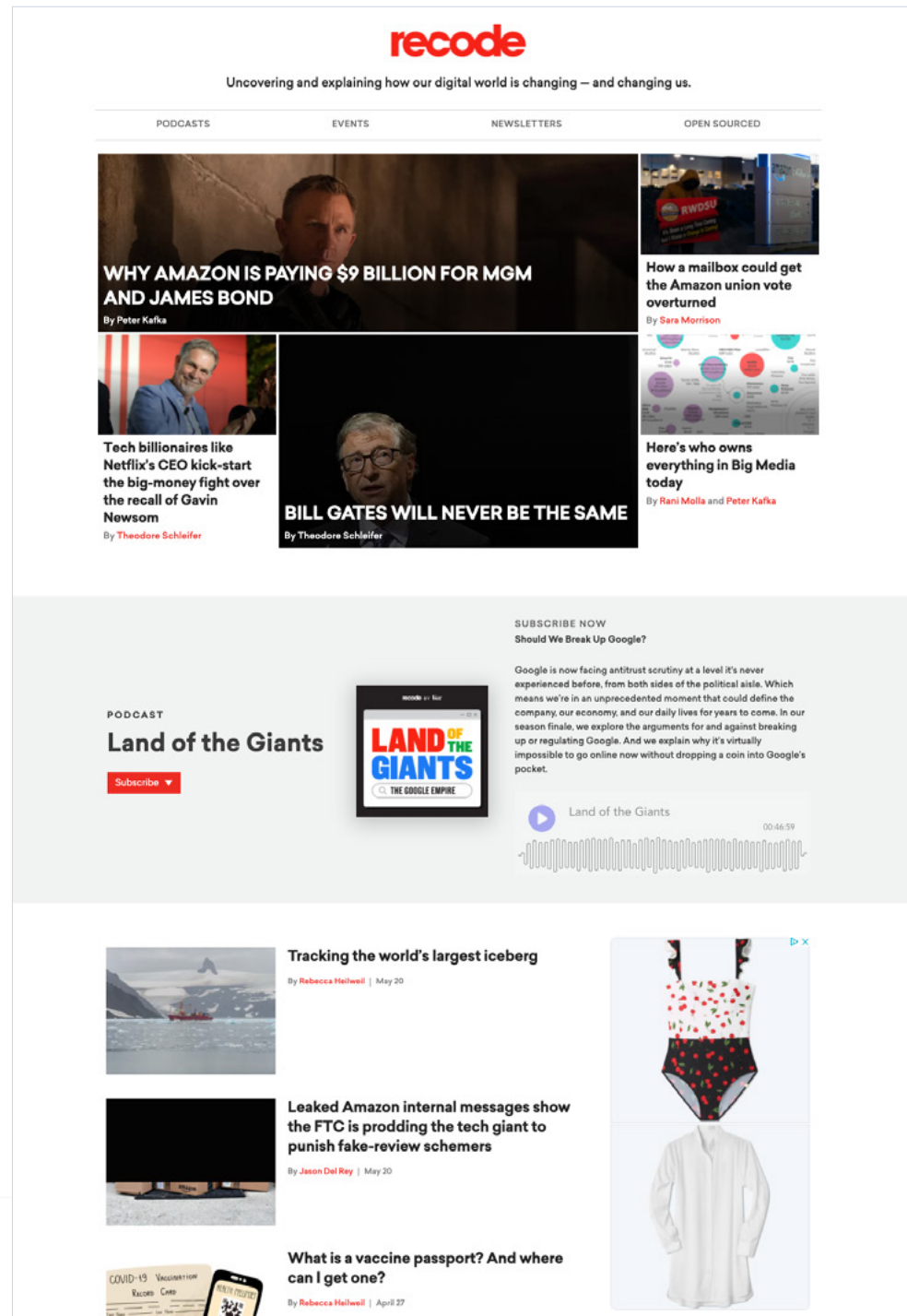
- French
- Spanish
- Italian
- German
- English
- Arabic

34

recode

Vox's Recode tech blog includes podcasts, events, newsletters, and open sourced content and even includes podcast audio clips right on the blog homepage.

Take a look

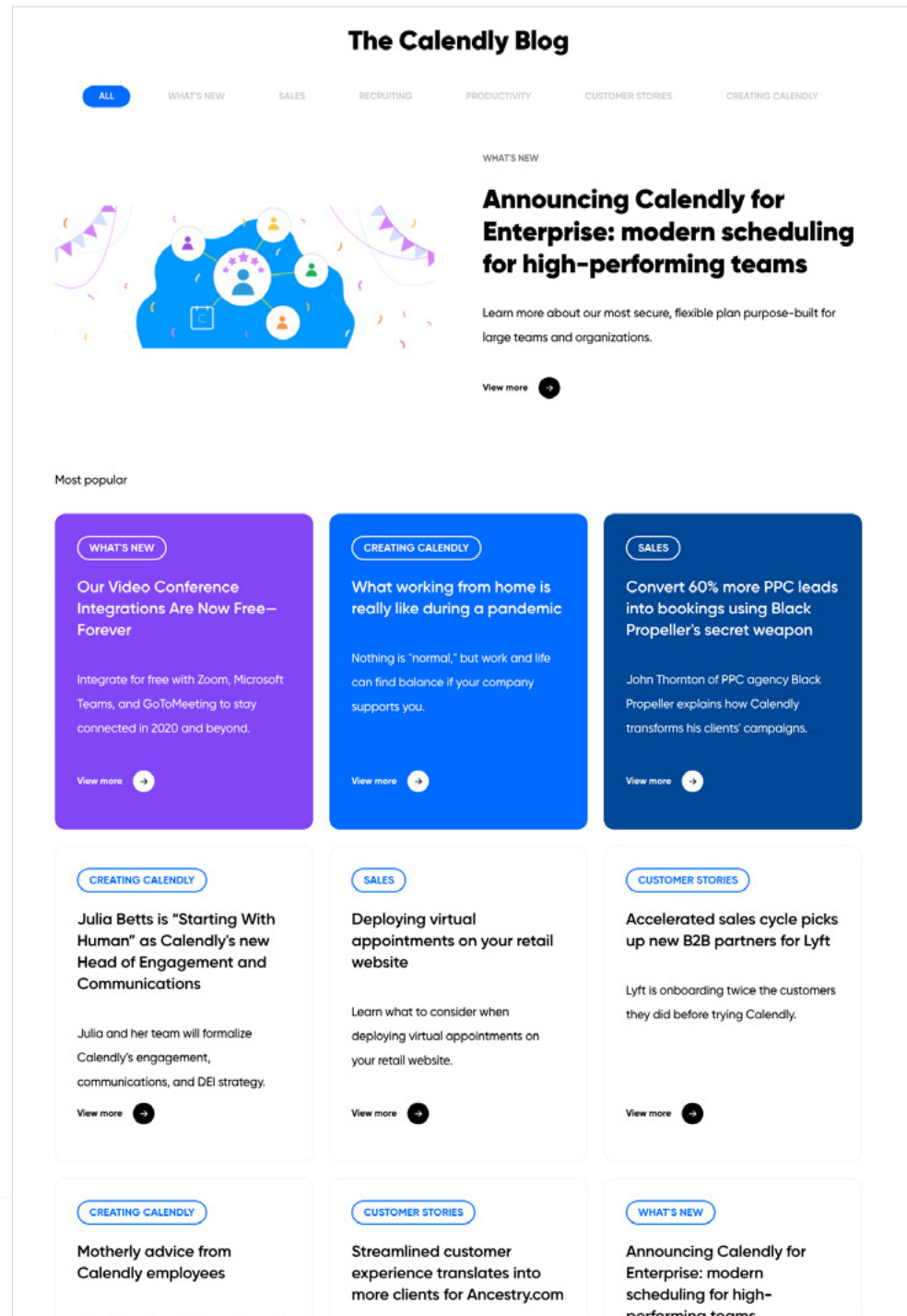


35



With a clean design, graphic imagery, and helpful categories, they distinguish between content that's helpful for anyone versus what's meant for their product users.

Take a look

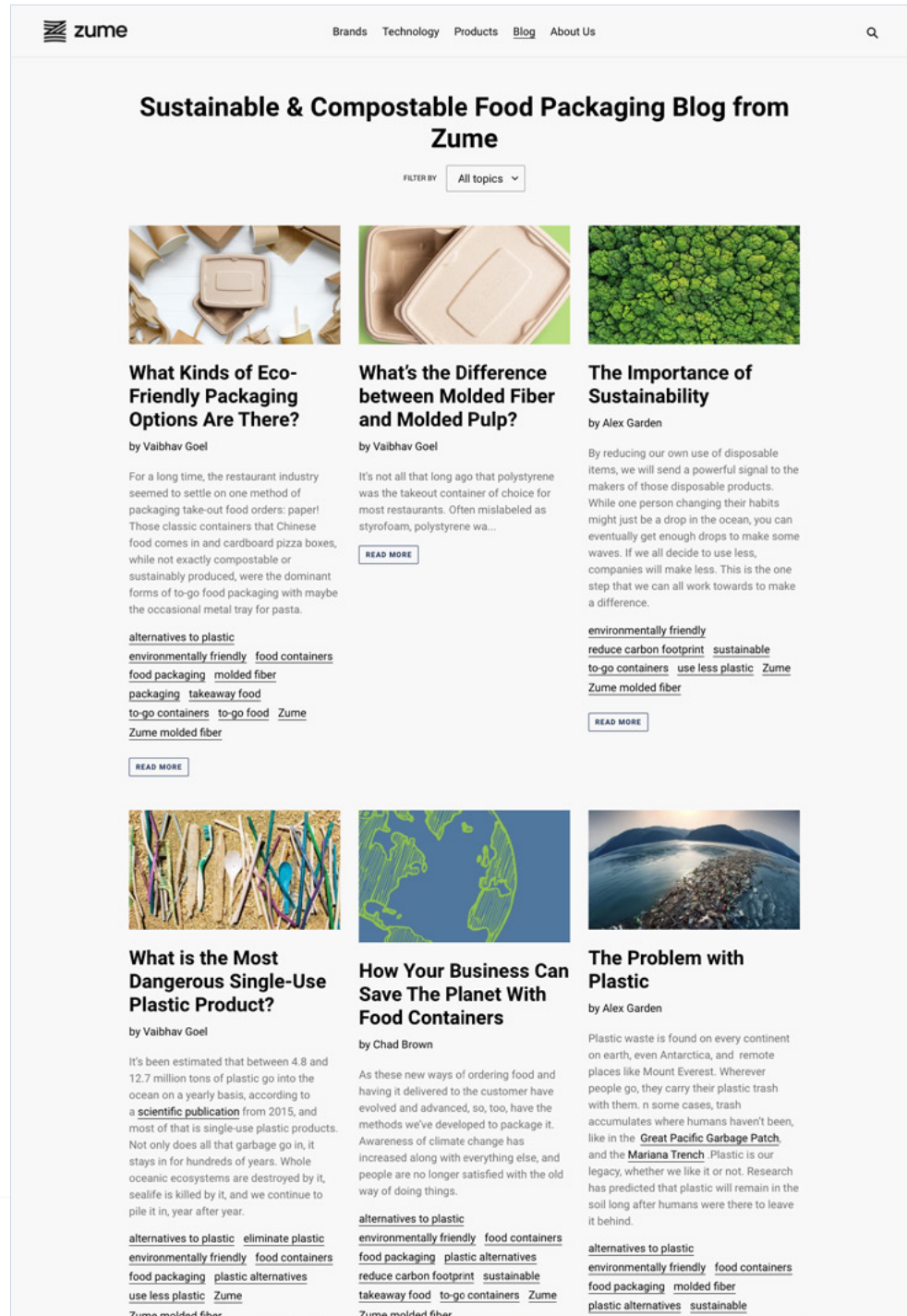


36



A clean design just makes sense for sustainable brand Zume's blog page, while content tags increase the site's search feature.

Take a look

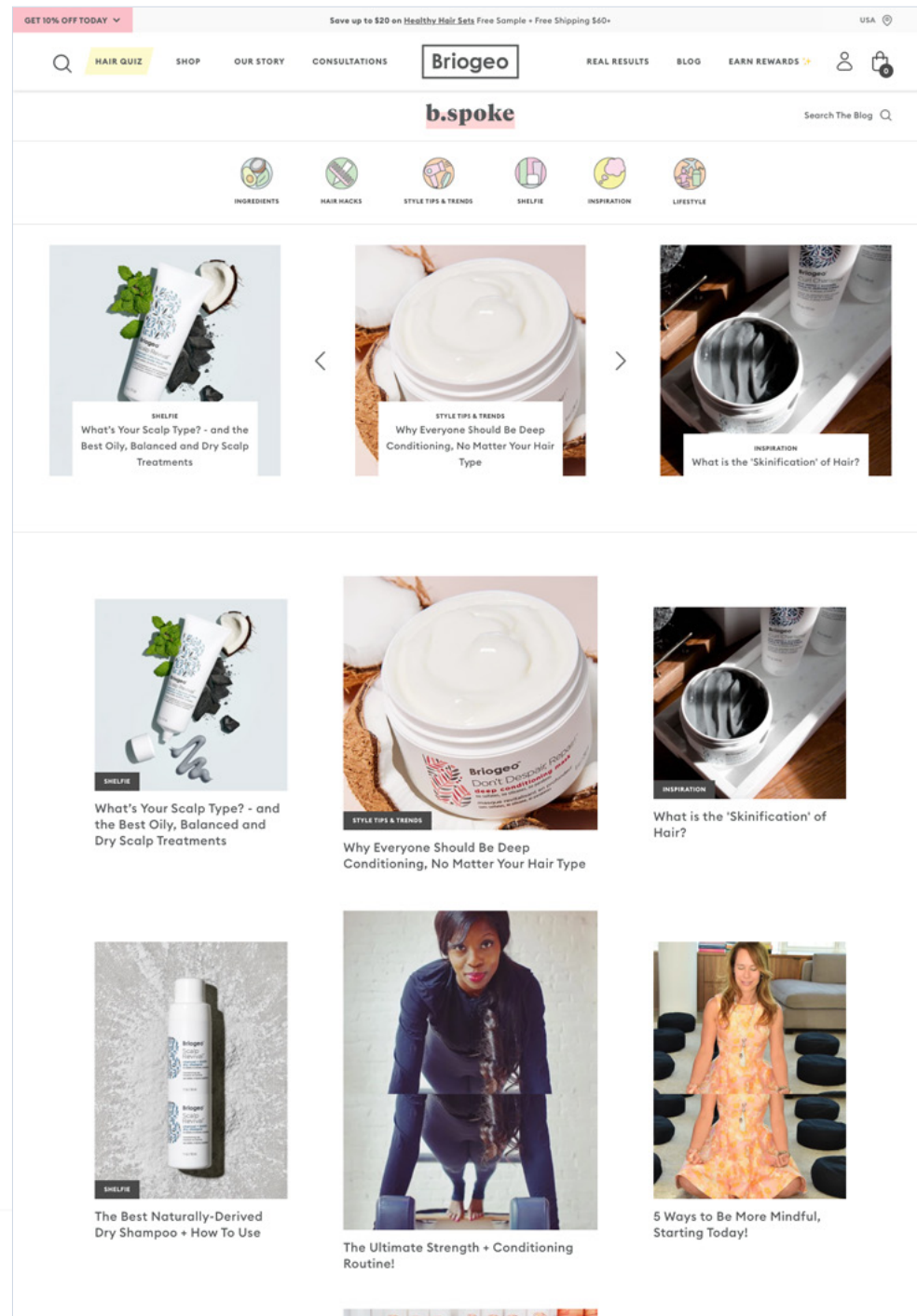


37

Briogeo

The incorporation of trendy visuals and a unique post categorization feature makes Briogeo's blog design one for the ages.

Take a look

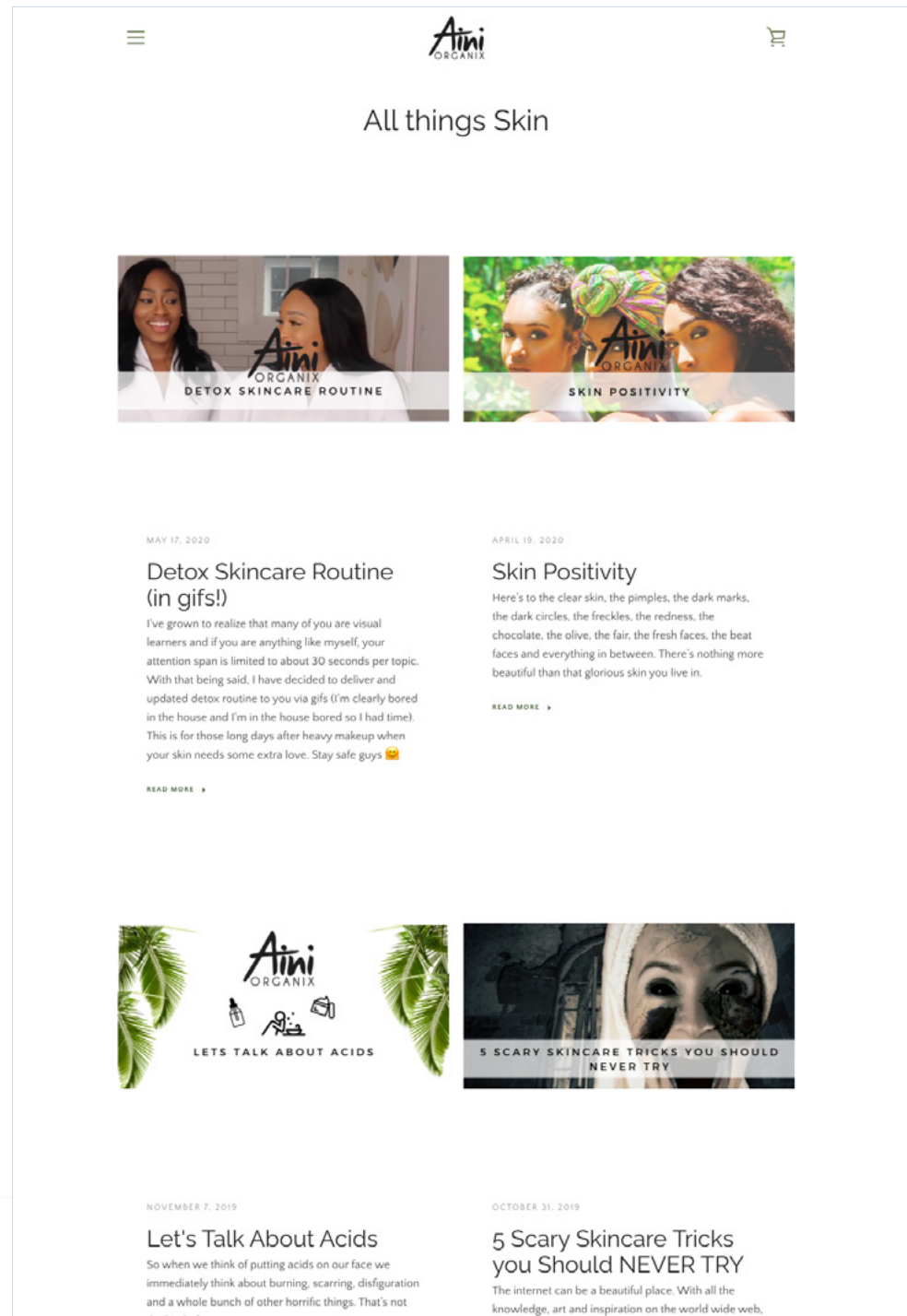


38



Aini Organix understands that half of the power of a blog's design lies in its ability to retain brand voice.

Take a look



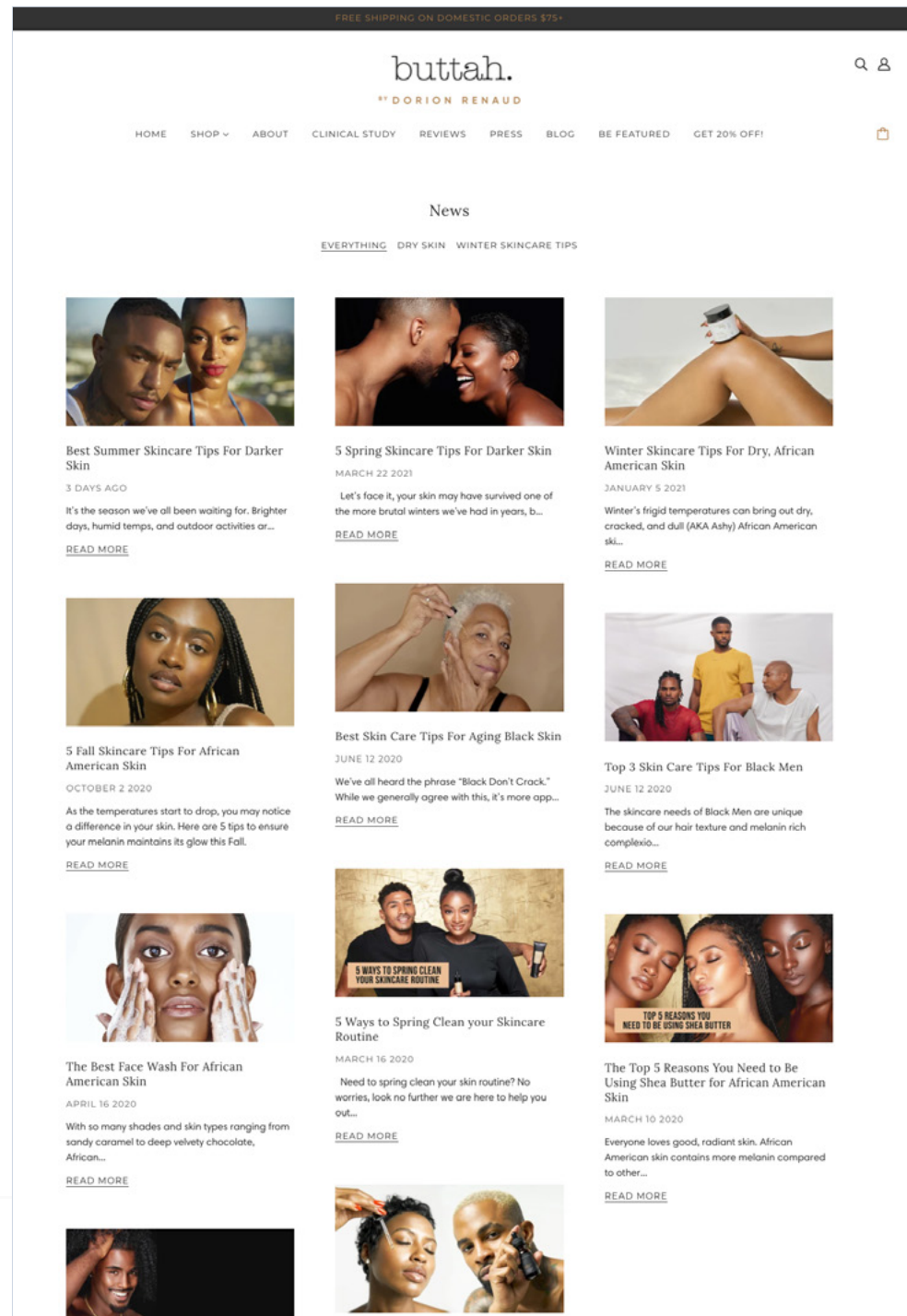
39

buttah.

BY DORION RENAUD

Buttah Skincare knows that all it takes to launch a powerful blog design is vibrant images and clean copy.

Take a look

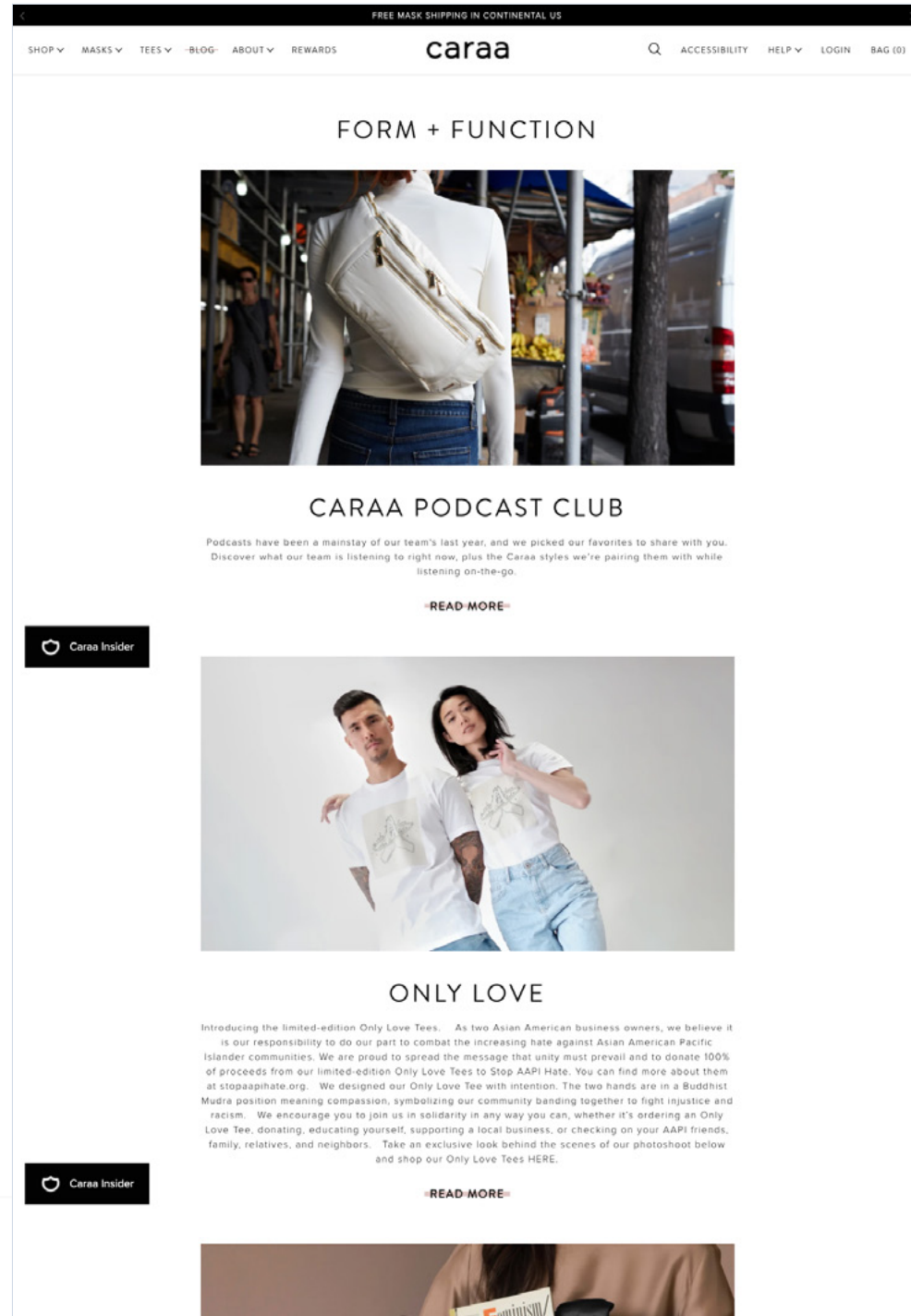


40

caraa

The secret to perfectly designed blogs is a cohesive relationship between images and copy, a factor true to Caraa's blog design.

Take a look

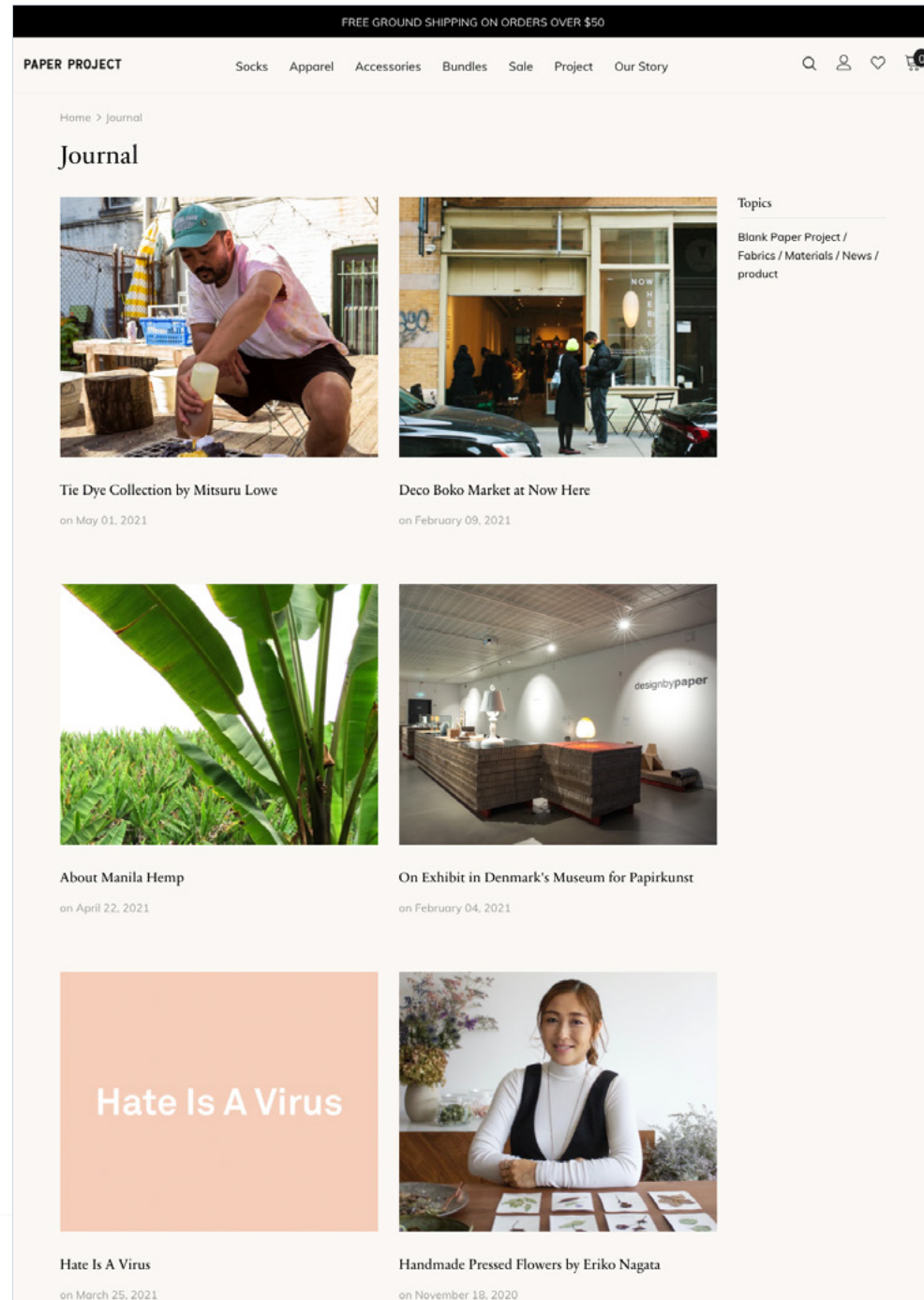


41

PAPER PROJECT

The key to Paper Project's blog is clear: readability, readability, readability.

Take a look

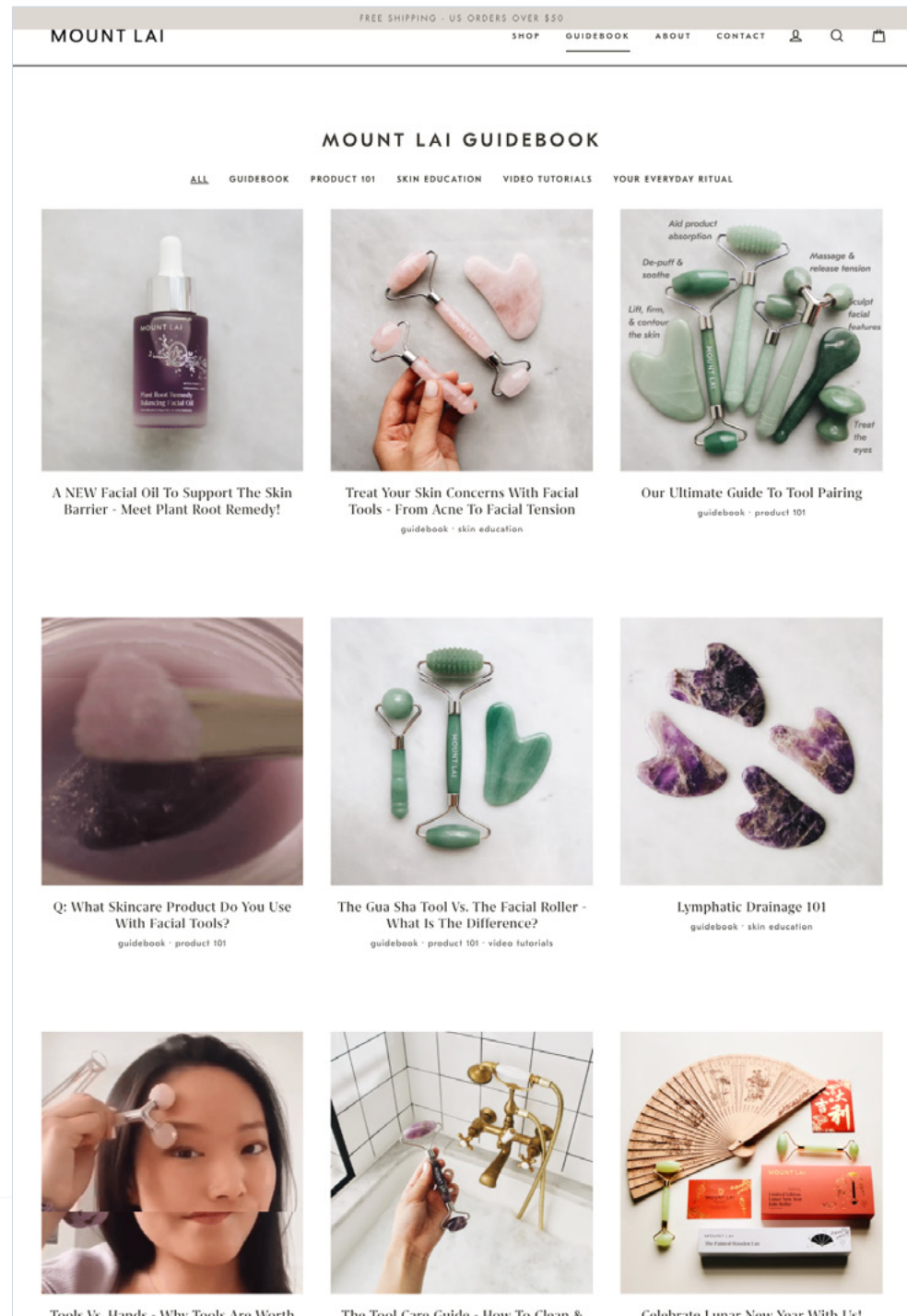


42

MOUNT LAI

A unique spin to a classic blog, Mount Lai's Guidebook uses gorgeous images to lure their viewers deeper into their site.

Take a look

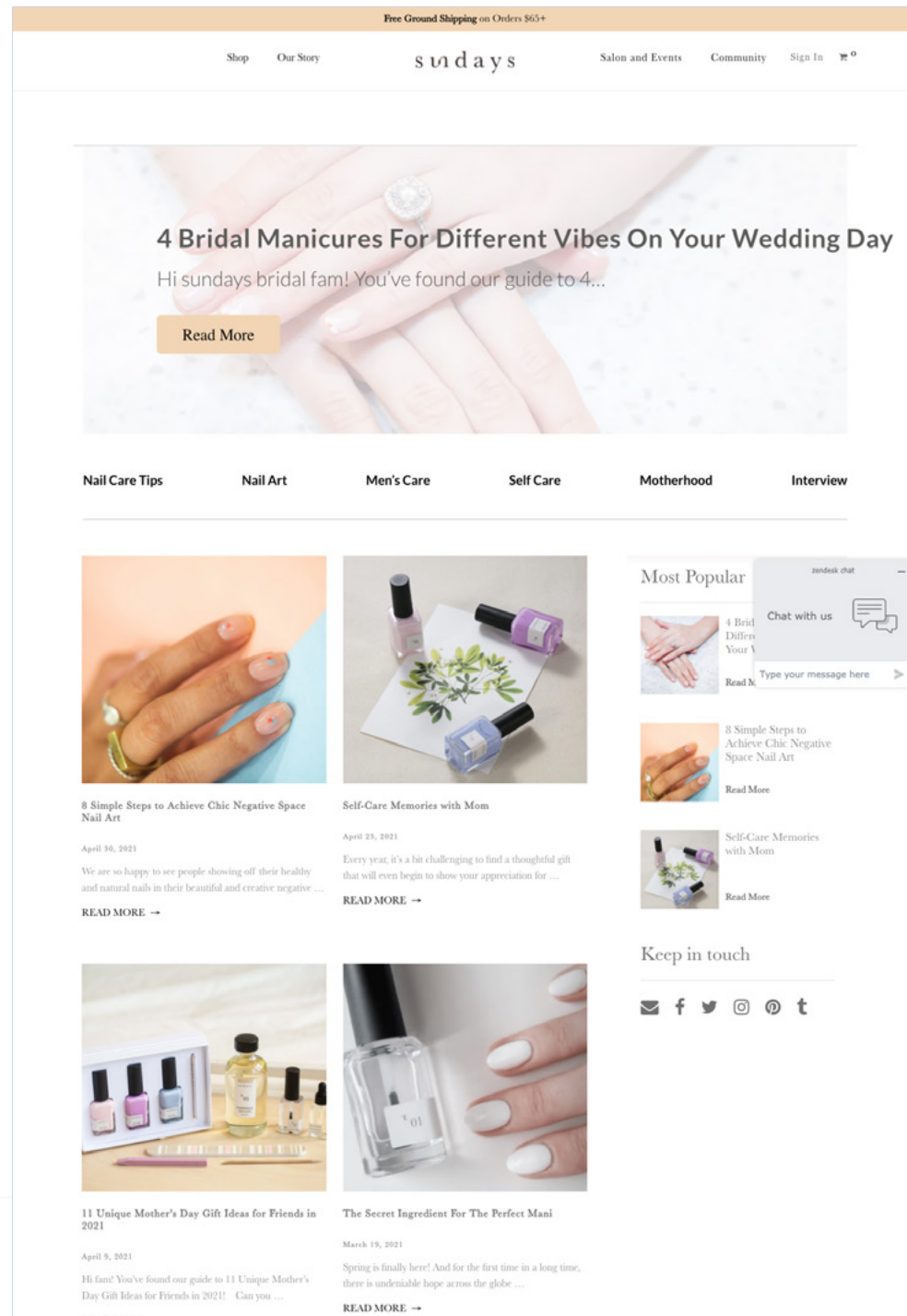


43

sundays

sundays' blog is a standout example of sticking with a brand personality that works, from headlines to image design.

Take a look

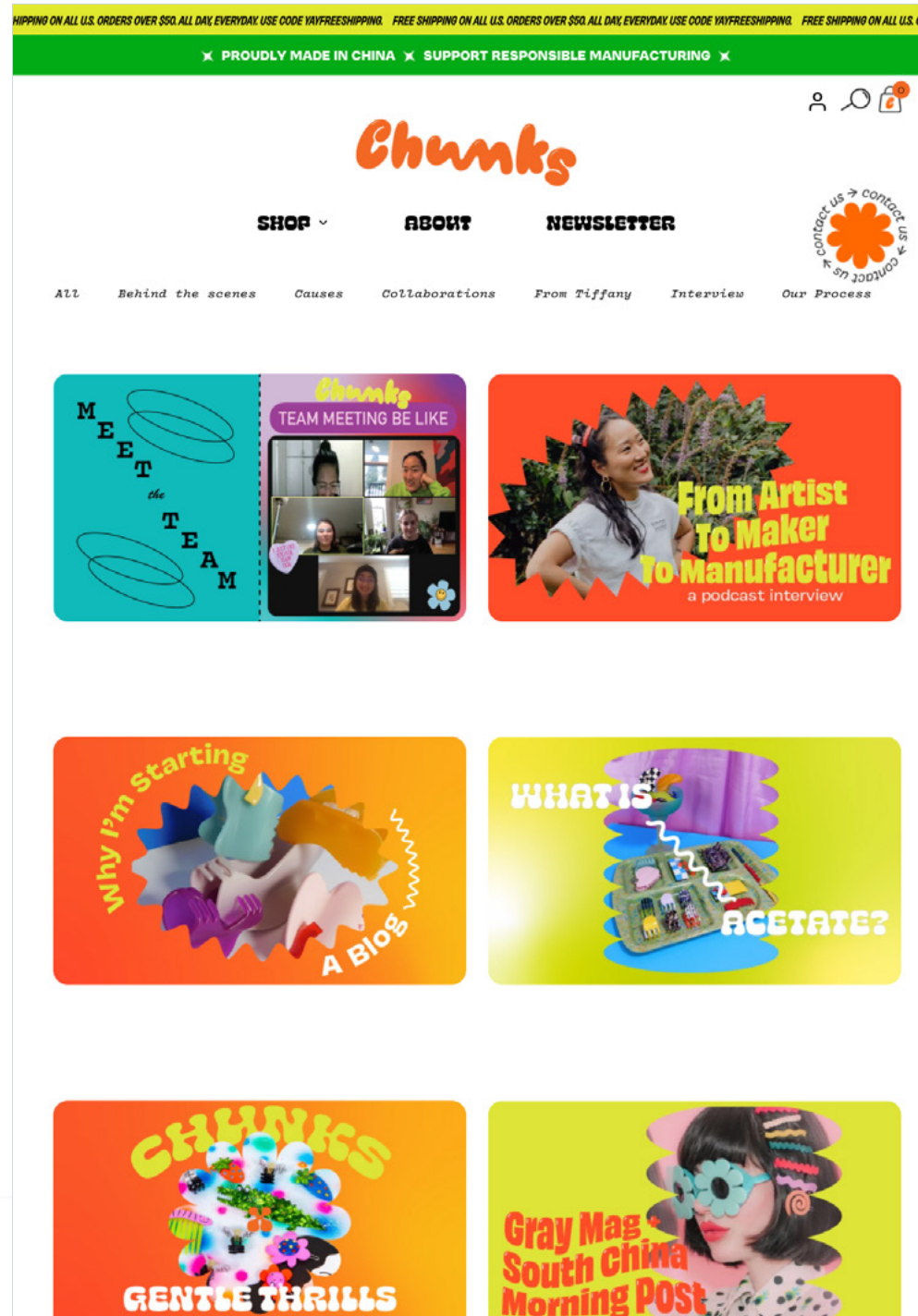


44

Chunks

It doesn't get any better or brighter than the CHUNKS blog, a true masterclass in the power of vivid imagery.

Take a look

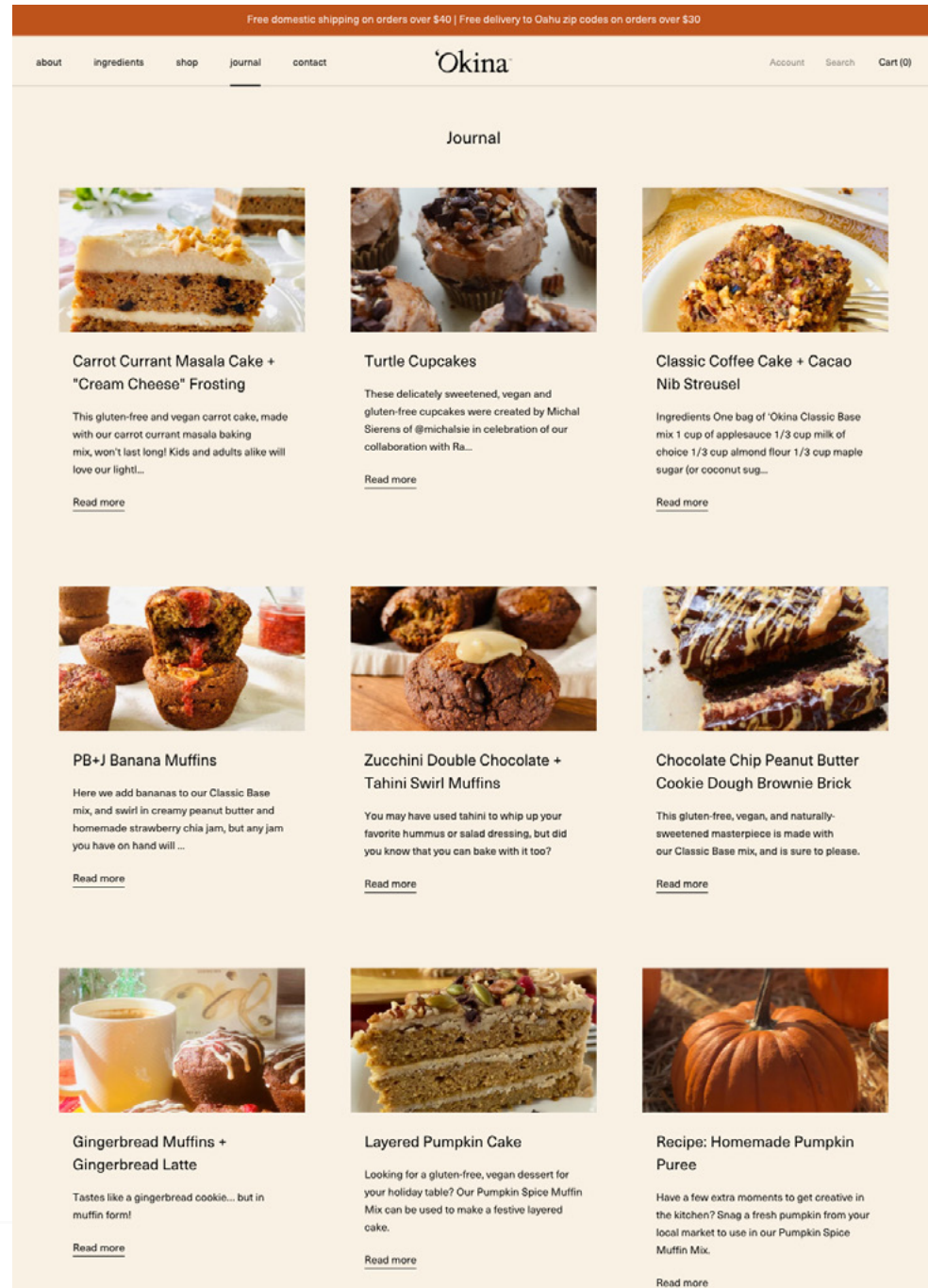


45

'Okina

For a blog with a distinct design and voice, look no further than Okina's journal.

Take a look

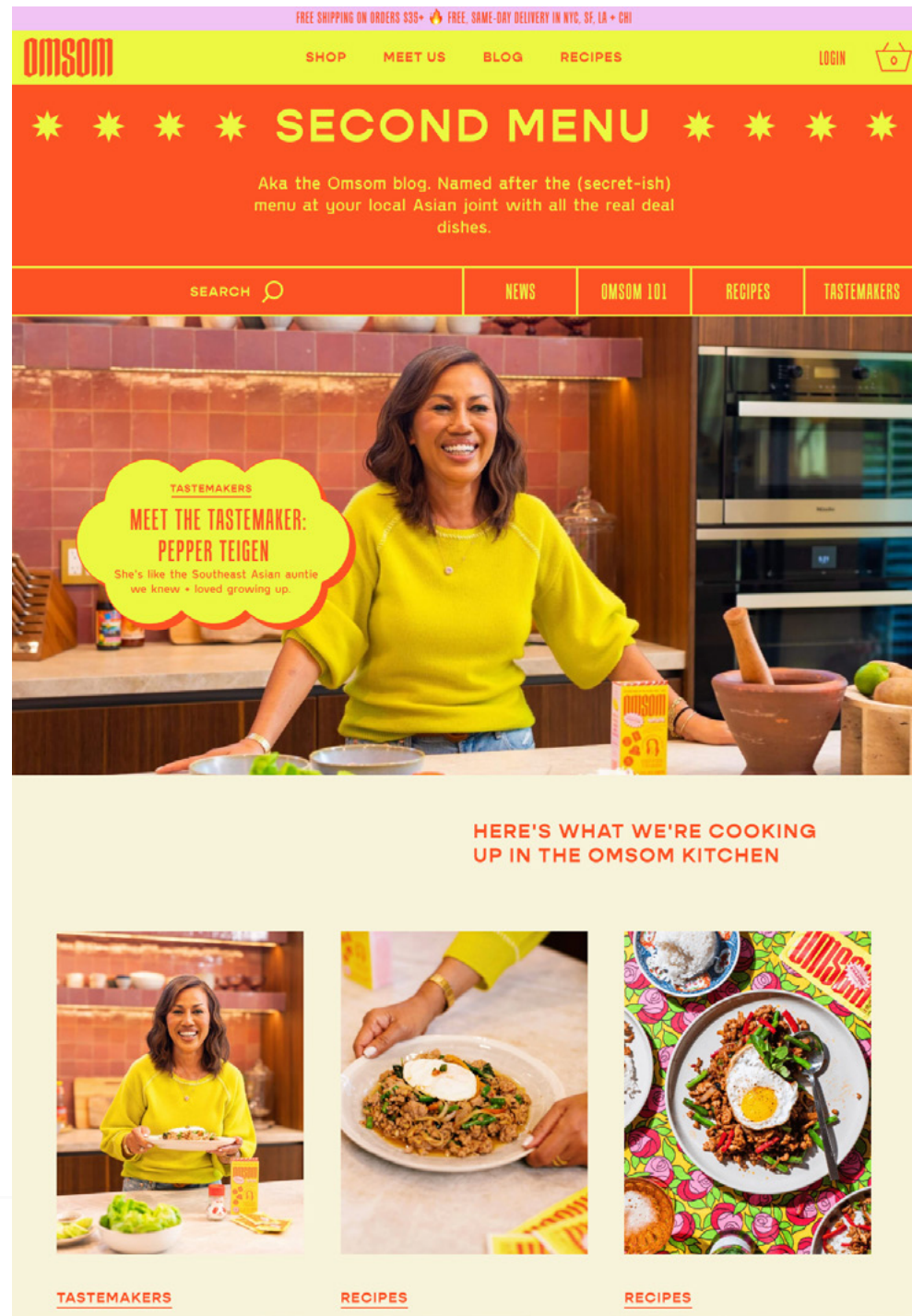


46

omsom

Omsom's "second menu" blog is a crash course in letting your images speak for themselves, and the clean headlines don't hurt either.

Take a look



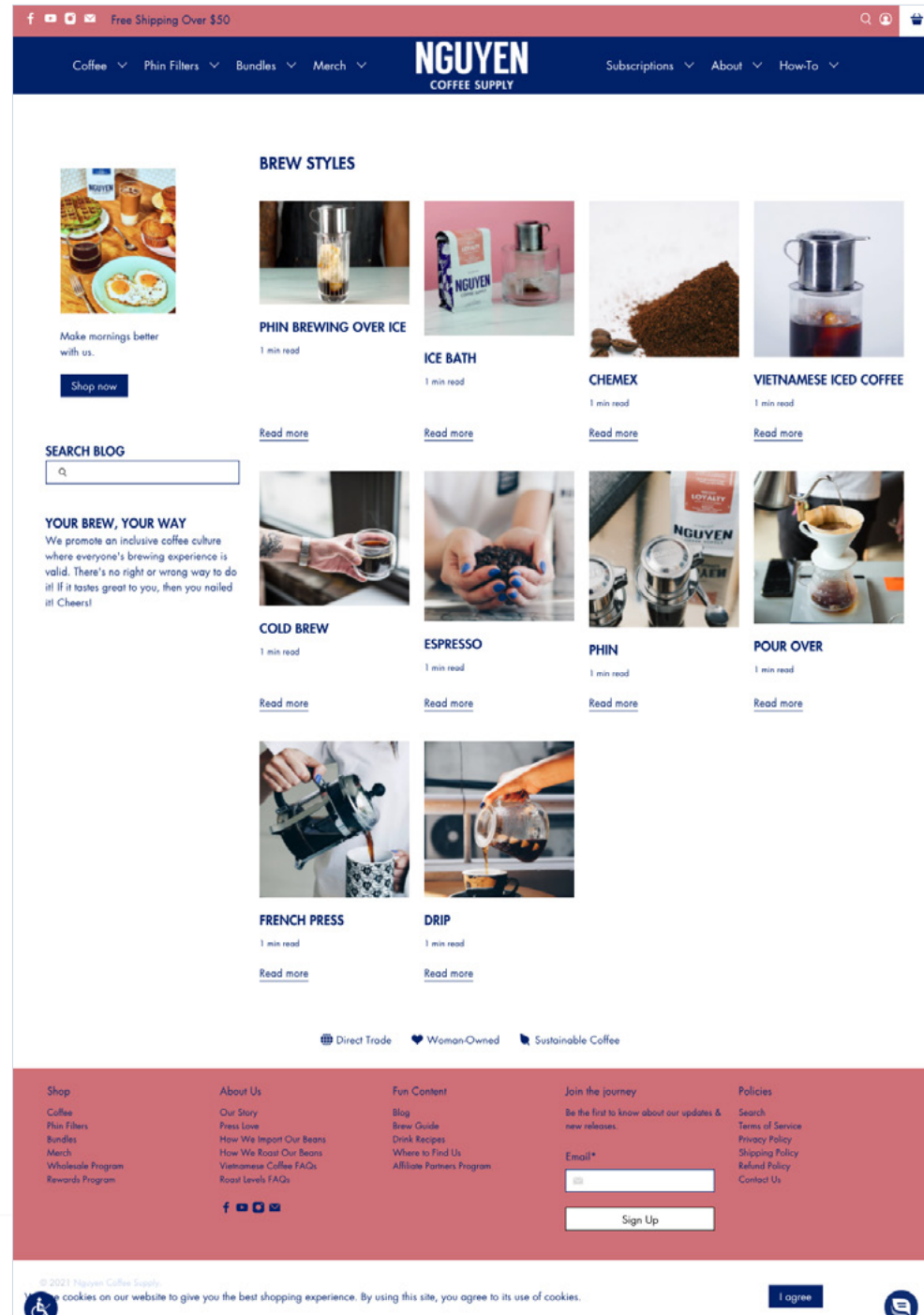
47

NGUYEN

COFFEE SUPPLY

As far as well designed “How To” blogs go, few are as comprehensive and engaging as Nguyen Coffee Supply’s.

Take a look



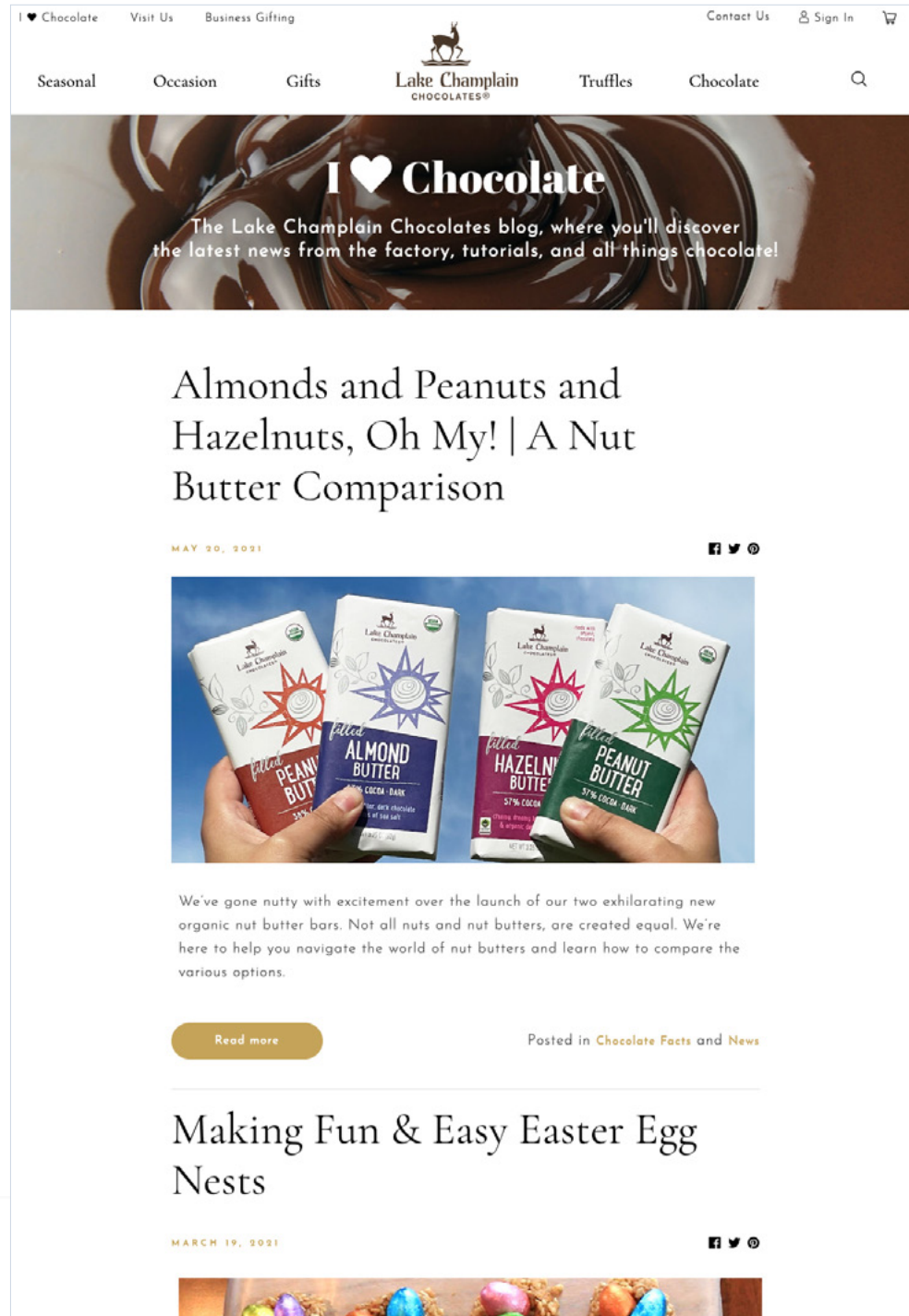
48



Lake Champlain
CHOCOLATES®

Lake Champlain Chocolate's "I <3 Chocolate" blog features graphic and photos as sweet as their copy.

Take a look

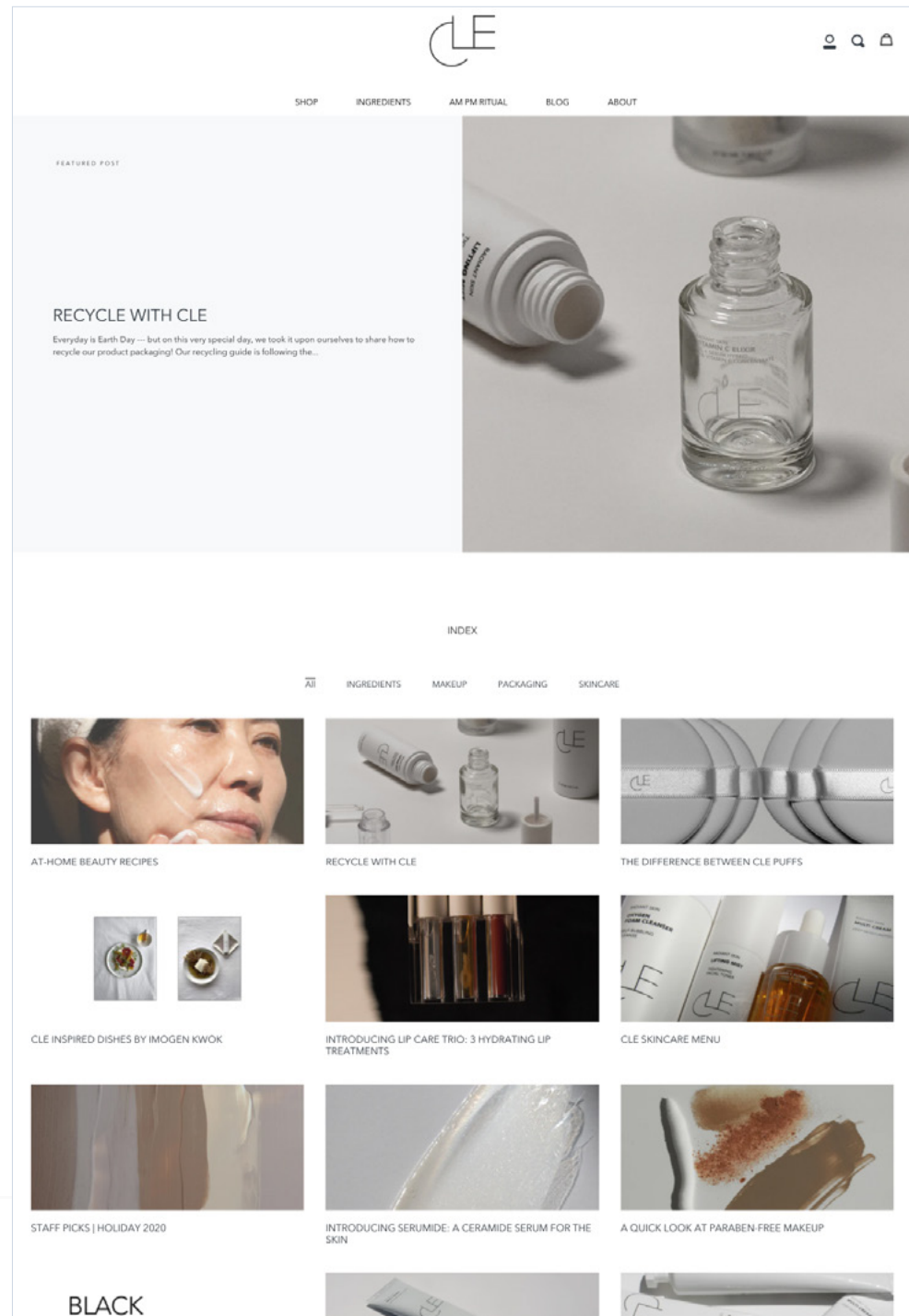


49



A sleek design and concise copy combination is enough to take CLE's blog design to the next level.

Take a look

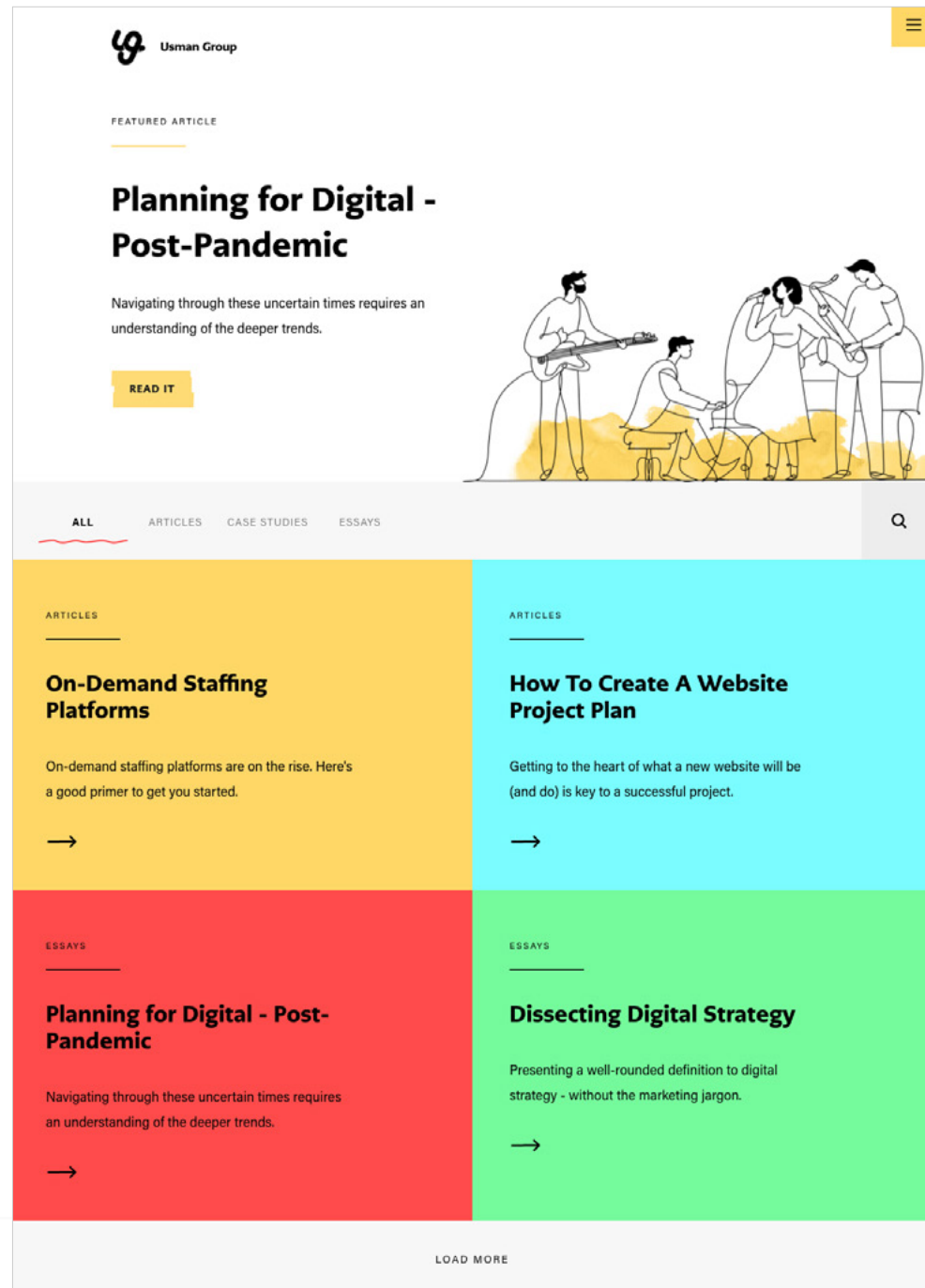


50



The Usman Group blog includes brightly colored blog headline CTAs, illustrations, and categories for searchability. Their blog design is minimalist, creative, and inviting.

Take a look

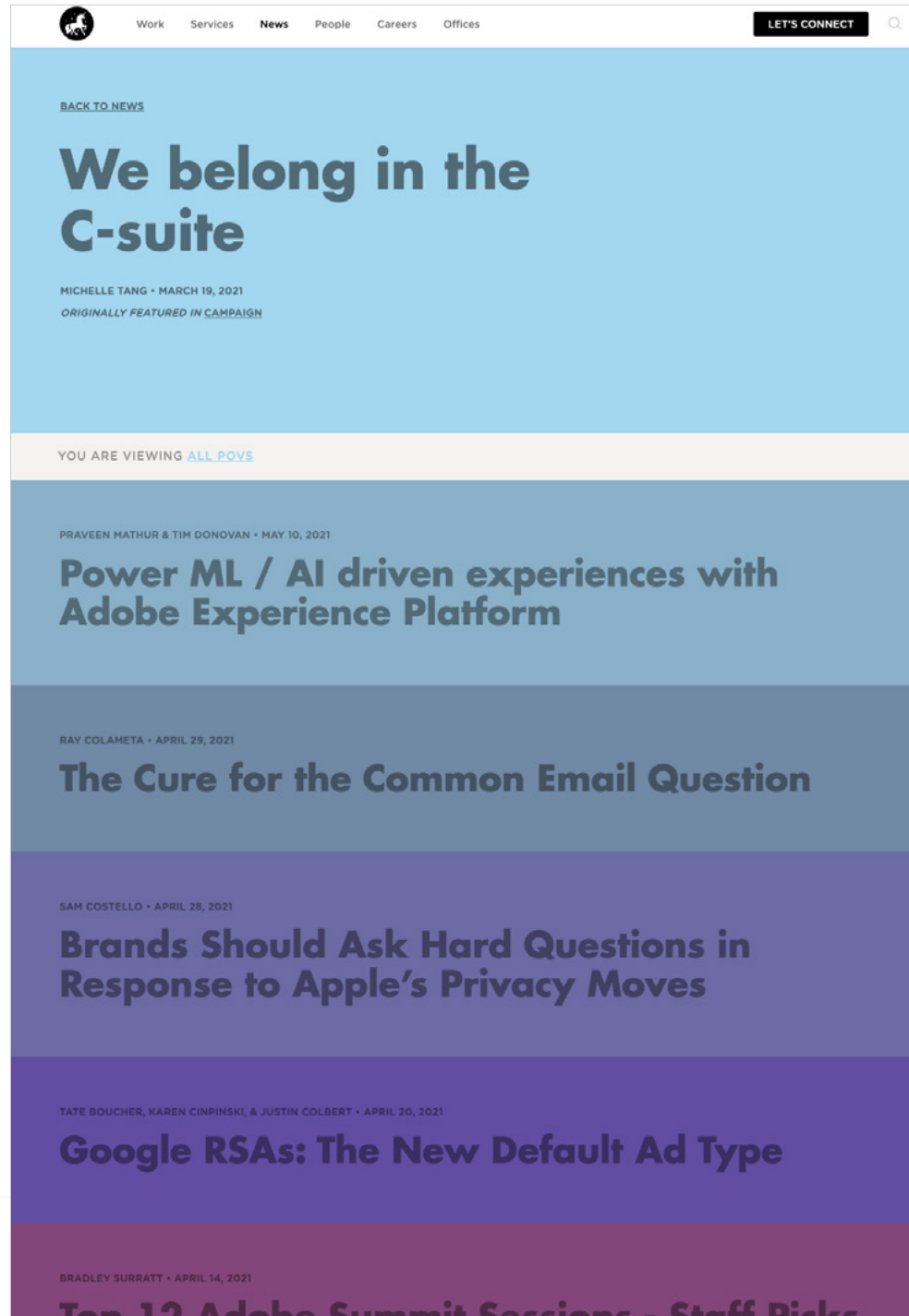


51



As a creative agency, we'd expect nothing less than the bold, minimalist, clean design of the Digitas blog. With filters based on point of view, author, or topic, users can easily navigate this blog.

Take a look

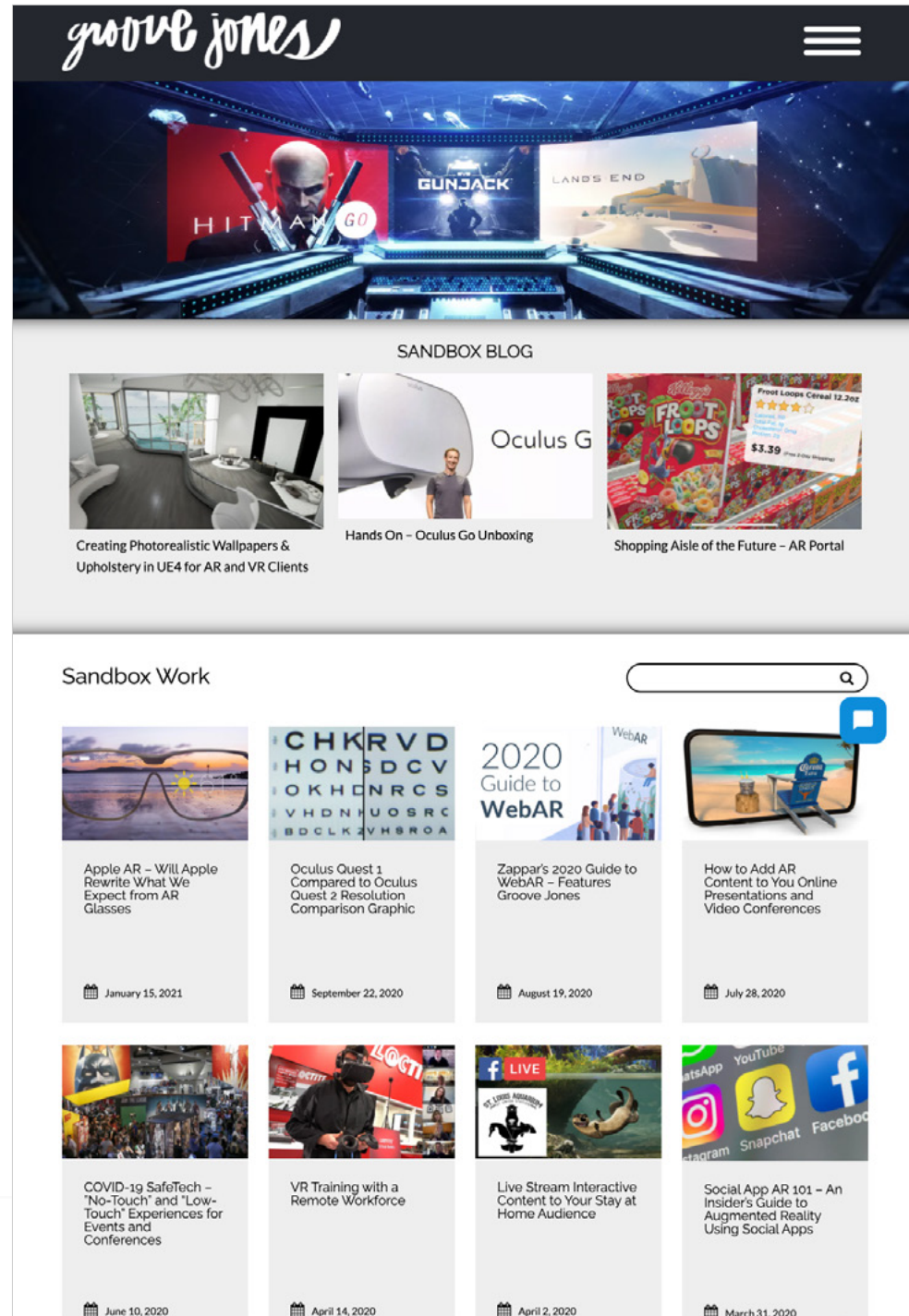


52

groove jones

This experiential marketing agency includes their Sandbox blog and case study blog posts on the same homepage. With a rotating gallery of the latest posts, they bring readers in to explore the site.

Take a look



53


The Qi

By incorporating both a recipe and wellness section of their online journal, The Qi ensures that their blog has everything you could be looking for.

Take a look

\$5.90 FLAT RATE SHIPPING | FREE US SHIPPING \$60+

USD ▾


The Qi 

ACCOUNT SEARCH CART (0)

SHOP LEARN MISSION

JOURNAL


ALL FLOWER PERSON RECIPES WELLNESS



ROSE SALT & ROSE SUGAR

Rose salt or Rose sugar is a staple that is so versatile that truly makes a wonderful pantry item. Use it for any beverages around the rim of the glass...


[Read more](#)



ROSE LATTE RECIPE

Ingredients: 1/2 cup simple rose syrup 1 The Qi shangri-la Rose 1/2 cup of milk/nut milk of your choice 1/4 cup of butter milk How: - Mix 1/4 cup...


[Read more](#)



FLOWER ICE SPARKLING ROSE LEMONADE

Summer is near and we made this refreshingly stunning sparkling rose lemonade for all your warmer weather festivities. Ingredients: 1 x The Qi sh...


[Read more](#)



EDIBLE FLOWER JELLY

Ingredients: 6 eggs 2 x The Qi whole flowers (we recommend removing the petals from the whole flower for easier application) 150g hot water 40g ...


[Read more](#)



SIMPLE ROSE SYRUP RECIPE

A lovely and simple rose syrup recipe that you can use as a base for many fancy beverages and sweets. Ingredients: 1 x The Qi Shangri-la Rose 2...

[Read more](#)

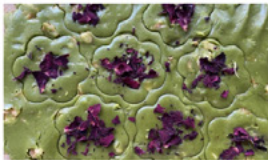


THE WELLTH DRINK

This drink is an adaptation of Jim Meehan's Get Well Soon drink in the book Good Drinks by Julia Bainbridge. Depending on the size of your vessel/...


[Read more](#)

Get \$5



MATCHA SHORTBREAD COOKIES WITH EDIBLE PETALS


[Read more](#)



FLOWER LATTE

Ingredients 1 Blue Lotus 1 Shangri-la Rose 1 oz of hot water 2 teaspoons of honey to taste 1/4 cup hot milk (or nut milk of your choice) Instructi...

[Read more](#)



ROSE PISTACHIO DARK CHOCOLATE BARK

Enjoy this simple 3 ingredient only recipe any time you need a mood boost. So good for you, so yummy.

[Read more](#)

Get \$5

54

POCIT

PEOPLE OF COLOR IN TECH

This community includes featured jobs in a column on the blog to help readers multitask and achieve their tech career goals.


Take a look

POCIT
PEOPLE OF COLOR IN TECH

INTERVIEWS ▾ARTICLES ▾JOBS ▾COMPANIES ▾NEWSLETTER ▾PODCASTGET HIREDQ

Posts in Category
ARTICLES

The Black Founders Tackling Mental Health



Now, more than ever, mental health is making national headlines. Yet when it comes to treatment for mental illness, Black people are at a severe disadvantage. This past year alone, the pandemic, Black Lives Matter and fighting a system of oppression and racism has taken a significant toll on our mental health. However, due to the stigma in the community of seeking help, we aren't supported in our struggles. When we seek help, it isn't easy to find providers that understand us, trust us, and relate to our

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SHARE THIS ARTICLE

I Quit My Corporate Job And Took An Adult Gap Year



No, I didn't join an ashram in India. When I was 17, the thought of postponing college for a gap year never crossed my mind. While it may have sounded nice to spend a year traveling, volunteering, and doing other activities to further "personal growth" – for

JOB

RipplematchProduct Manager
New York, NY, USA

ContinuumFull-Stack Tech Lead
Remote

CardlessLead Product Engineer, Web
San Francisco, CA, USA

Crutchfield CorporationVisual Designer
Charlottesville, VA, USA

DealpathEngineering Manager
San Francisco, CA, USA

Orbit Media StudiosWeb Designer
Remote

CardlessProduct Engineer (Web and/or Mobile)
San Francisco, CA, USA

ShopifySenior Lead/Staff Software Engineer, Shop - Back End, Mobile, or Front End Development (Remote, Americas)
United States

HipCampSenior Software Engineer
Remote

HotjarProduct Design Manager
Remote

ShopifySenior Software Engineer - Infrastructure, Back End, Mobile or Front End - Remote Americas
United States

The HuntingtonDigital Product Manager
Los Angeles, CA, USA

SketchySenior Software Engineer
Remote

Table XILead Software Developer
Remote

Founders IntelligenceAnalyst
London, UK

SquareSenior Product Designer
Remote

PrezzeeMarketing Specialist - Creative and Growth
1411 Broadway, New York, NY, USA

PeanutSenior Product Designer

59

55

AFROTECH

AfroTech's blog has ten different categories, a video page, conferences, their podcast, and resources – serving as a hub for people of color in the tech industry.

Take a look

AFROTECH Topics Watch Conference Podcast Resources Submit Story [Don't Miss Out Get the daily email](#)

News Education Enterprise Startups Venture Capital Business Founders Interviews BTGM AfroTech x Amazon AfroTech x Memphis Shop

Wells Fargo Invests \$50M In 13 Black-Owned Banks, Fulfills...

News

Last year, Wells Fargo announced that it was committing \$50 million to Black-owned banks. Today, they've announced that they've completed that...

Get the daily email for all things Black in Tech. [Subscribe for Free](#)

☐ I agree to the [Terms of Service](#) and [Payment Policy](#)

'I Guess I Got To Change My Name To, Dr. P. Miller,' Master P Earns Honorary Degree From HBCU

When Master P built No Limits from the ground up, selling over 100 million records, he really meant that the possibilities were limitless! According to Daily Lincoln News, Percy "Master P" Miller...

News

Doja Cat, H.E.R., John Legend And More Join Quincy Jones-Backed NFT Music Platform OneOf

News

Check Out Dynamic Ink Games, One Of A Few Black-Owned Studios

Interviews

9th Wonder To Teach Hip Hop Courses At The Roc Nation School Of Music, Sports & Entertainment

News

Advancement In Technology Is Good For Communication According To Holler Founder Travis Montaque

BTGM

[Load More News](#)



Landing Pages

Landing pages are the unsung heroes of all high-functioning company websites. Poor landing pages can tank your conversion rates from campaigns, cost ad dollars, and contribute to a high customer acquisition cost (CAC). Successful landing pages, though, convert site visitors all day long without breaking a sweat or breaking the marketing budget bank.

While landing pages have one primary function (conversion), they often differ drastically in design and copy elements. [Well-optimized landing pages](#) make exceptional use of their heading and subheading and all the above-the-fold space, are cleanly designed to draw attention to CTAs, and are tailored for individual audiences.

High Converting Landing Page Best Practices

- Lead with a benefit-focused headline.
- Highlight the value provided in the offer.
- Use compelling, concise copy.
- Include a clear call to action.
- Choose a high-quality image that showcases the offering.
- Streamline the conversion process and only include a primary CTA at each step.
- Make sure your page is responsive and works on all browsers and devices.
- Optimize for search using SEO.

When designing the layout for your landing pages, use the space above the fold for your main CTA, leverage white space to highlight action steps, and use your brand identity and colors to create a holistic brand experience.

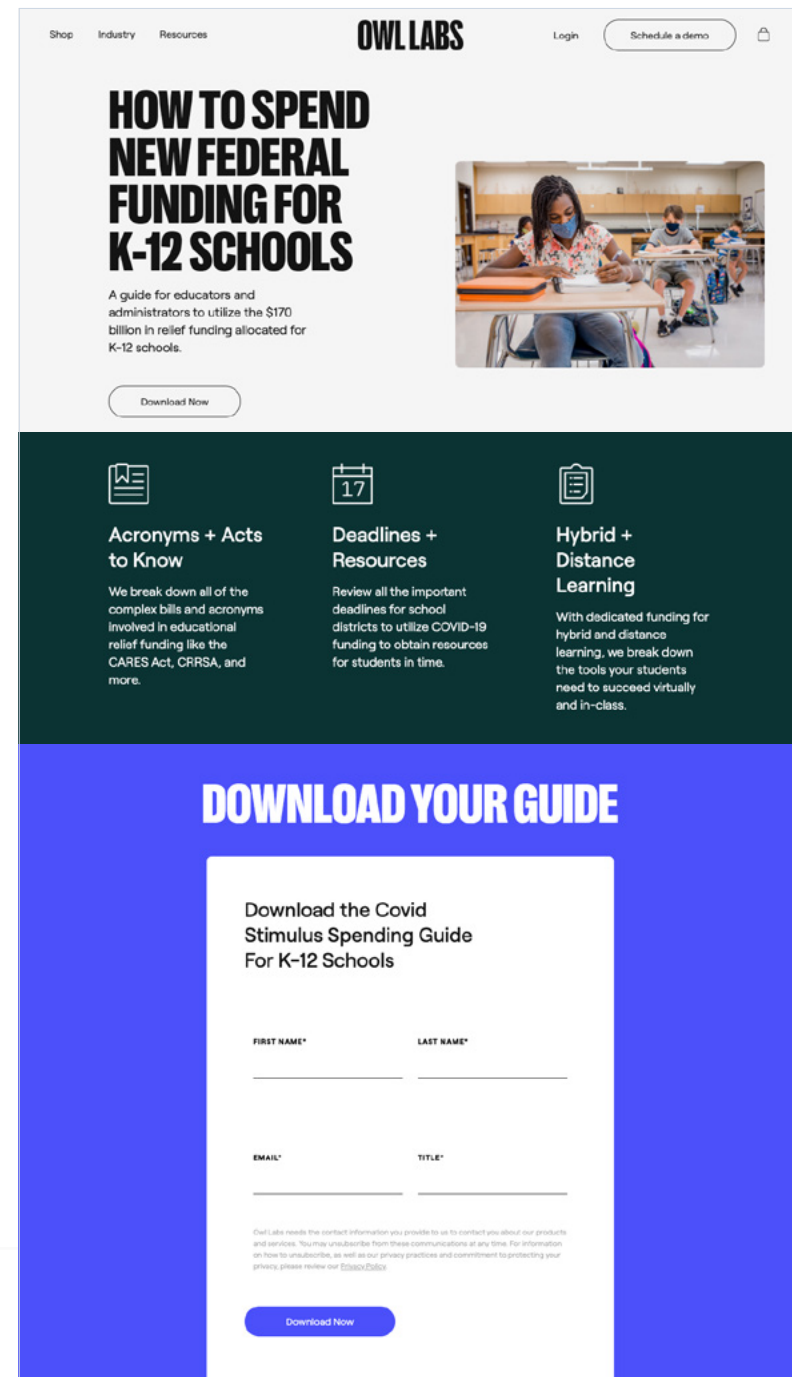
Check out these stellar landing pages to see how they get the job done.

56

OWL LABS

This clean design with large modules shows the reader what to expect, outlines the value of the offer, and includes a short, simple form.

Take a look

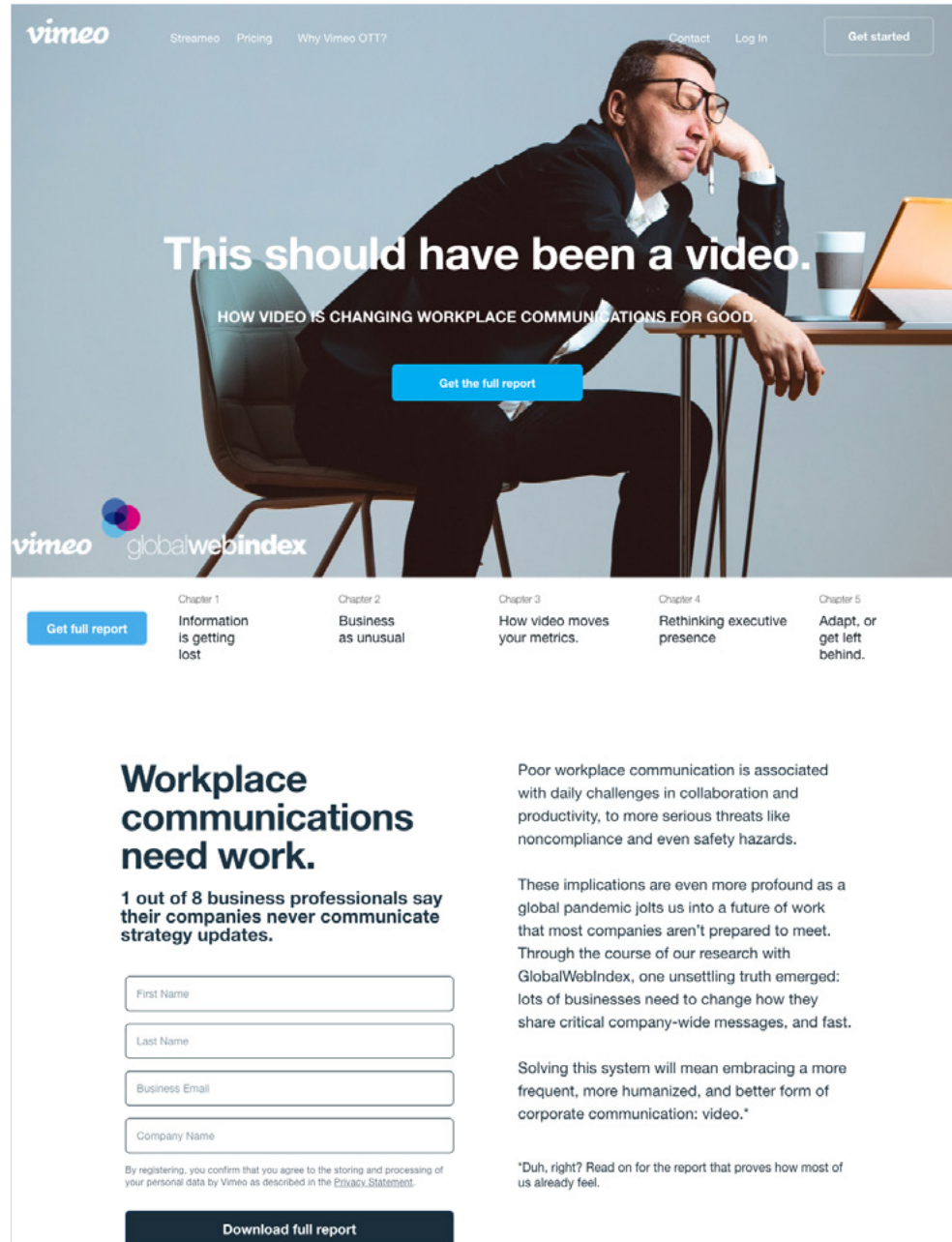


57



With a great CTA above the fold and a rich description of what this guide has to offer as well as outlines of each chapter, Vimeo's landing page is optimized for conversion.

Take a look



The screenshot shows the Vimeo landing page for a report titled "This should have been a video." The page features a large hero image of a man in a suit sitting at a desk, looking tired. The headline reads "This should have been a video." followed by the subtitle "HOW VIDEO IS CHANGING WORKPLACE COMMUNICATIONS FOR GOOD". A prominent blue button says "Get the full report". Below the hero image, there's a navigation bar with links to "Streamed", "Pricing", "Why Vimeo OTT?", "Contact", "Log In", and a "Get started" button. The main content area is divided into five chapters, each with a brief description and a "Get full report" button. The chapters are: Chapter 1: Information is getting lost; Chapter 2: Business as unusual; Chapter 3: How video moves your metrics; Chapter 4: Rethinking executive presence; Chapter 5: Adapt, or get left behind. Below the chapters, there's a section titled "Workplace communications need work." with a statistic: "1 out of 8 business professionals say their companies never communicate strategy updates." This is followed by a form with fields for "First Name", "Last Name", "Business Email", and "Company Name". A "Download full report" button is at the bottom. The footer contains a disclaimer about data storage and processing, and a note about the report's relevance.

vimeo Streamed Pricing Why Vimeo OTT? Contact Log In Get started

This should have been a video.

HOW VIDEO IS CHANGING WORKPLACE COMMUNICATIONS FOR GOOD

Get the full report

vimeo globalwebindex

Chapter 1: Information is getting lost Chapter 2: Business as unusual Chapter 3: How video moves your metrics. Chapter 4: Rethinking executive presence Chapter 5: Adapt, or get left behind.

Get full report

Workplace communications need work.

1 out of 8 business professionals say their companies never communicate strategy updates.

First Name

Last Name

Business Email

Company Name

By registering, you confirm that you agree to the storing and processing of your personal data by Vimeo as described in the [Privacy Statement](#).

Download full report

Poor workplace communication is associated with daily challenges in collaboration and productivity, to more serious threats like noncompliance and even safety hazards.

These implications are even more profound as a global pandemic jolts us into a future of work that most companies aren't prepared to meet. Through the course of our research with GlobalWebIndex, one unsettling truth emerged: lots of businesses need to change how they share critical company-wide messages, and fast.

Solving this system will mean embracing a more frequent, more humanized, and better form of corporate communication: video.*

*Duh, right? Read on for the report that proves how most of us already feel.

58



Litmus has added an extra conversion opportunity to their page – with social media buttons they can turn conversions into more conversions using organic word of mouth.

Take a look

litmus CAPABILITIES SOLUTIONS PRICING RESOURCES COMPANY LOGIN TRY FOR FREE

2020 State of Email Report, Fall Edition

What's happening in the world of email since COVID-19?

With 2020 being one for the history books, we've released a second report for the year—The 2020 State of Email, Fall Edition. More than 2,000 marketers chimed in on what's been happening in the email trenches since COVID-19 became our new reality. That's right: This is a NEW report, not an update to our report released earlier this year. It's been that big of a year, as you know.

We cover everything from budgets and resourcing, to workflows and design trends to give you the insights you need to plan for the weeks and months ahead.

Get your copy and learn:

- How companies are using personalization to get ahead.
- The strategic thing you need to get in order to get a leg up on your competition.
- How COVID-19 impacted email (from budgets and workflows to messaging)
- ...and more

See how your email program (and team) stack up when it comes to the email trends that matter most.

Download the 2020 State of Email Report, Fall Edition to get full access to the data, resources, and hands-on advice that will keep you as a leader of email innovation.

SHARING

f t in

DOWNLOAD THE REPORT

* Email Address:

* First Name:

* Last Name:

* Job Title:

* Company Name:

Which is the primary provider you use to send email campaigns?

Select...

Country:

☐ Yes, send me Litmus emails so I can be first to know about email marketing trends, stats, events, and more.

Get your copy

litmus Email marketing made better

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hello@litmus.com

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Trust Center

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59



With clear information on what to expect and how best to participate, Hopin's webinar/event registration landing page includes helpful information alongside CTAs.

Take a look

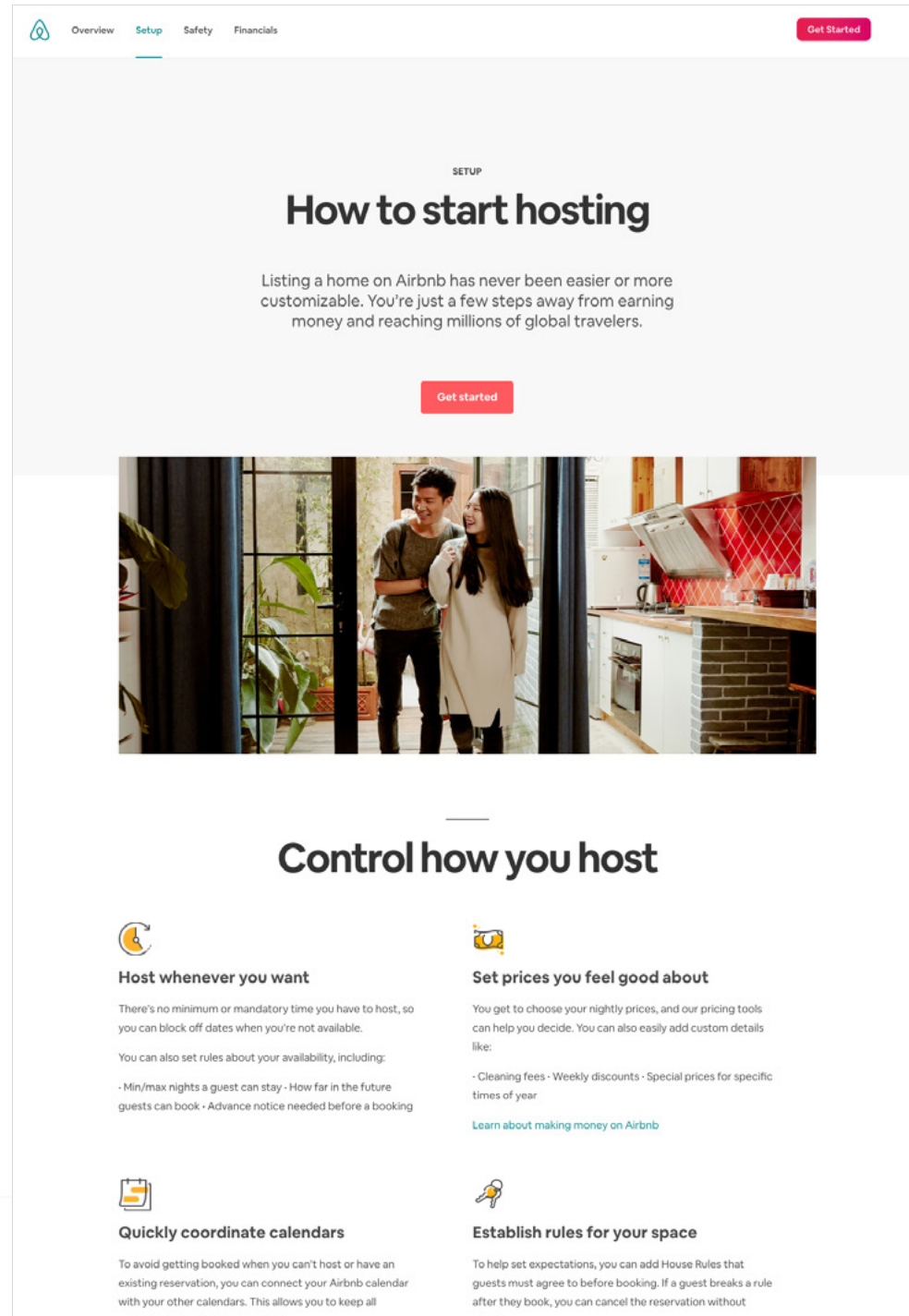
The screenshot shows the Hopin event registration page for "How to Enhance Your Event Technology". The page includes a header with the Hopin logo and navigation links for "Log in" and "Sign up". The main content area features a large orange banner with a progress bar showing "Total networking meetings 3,679" and a "1.33%" increase. Below the banner, there are tabs for "Description", "Schedule", and "Booths". The "Description" tab is active, showing details about the event, including a live Q&A session and networking opportunities. The "Schedule" tab shows a list of sessions: "Tech Tips & Tricks" (May 12 3:00PM-3:30PM), "Live Q&A" (May 12 3:30PM-4:00PM), "Networking" (May 12 4:00PM-4:30PM), and "Review Guides & Video Tutorials" (May 12 4:00PM-4:30PM). The "Booths" tab displays a grid of event cards, each featuring the Hopin logo and a title like "Hopin Learn" and "Connect Your Favorite Tools to Hopin".

60



Airbnb's host setup landing page includes host stories, benefits of the program, and support and resources for new hosts – they take the biggest pain points from potential new clients and address them up front.

Take a look

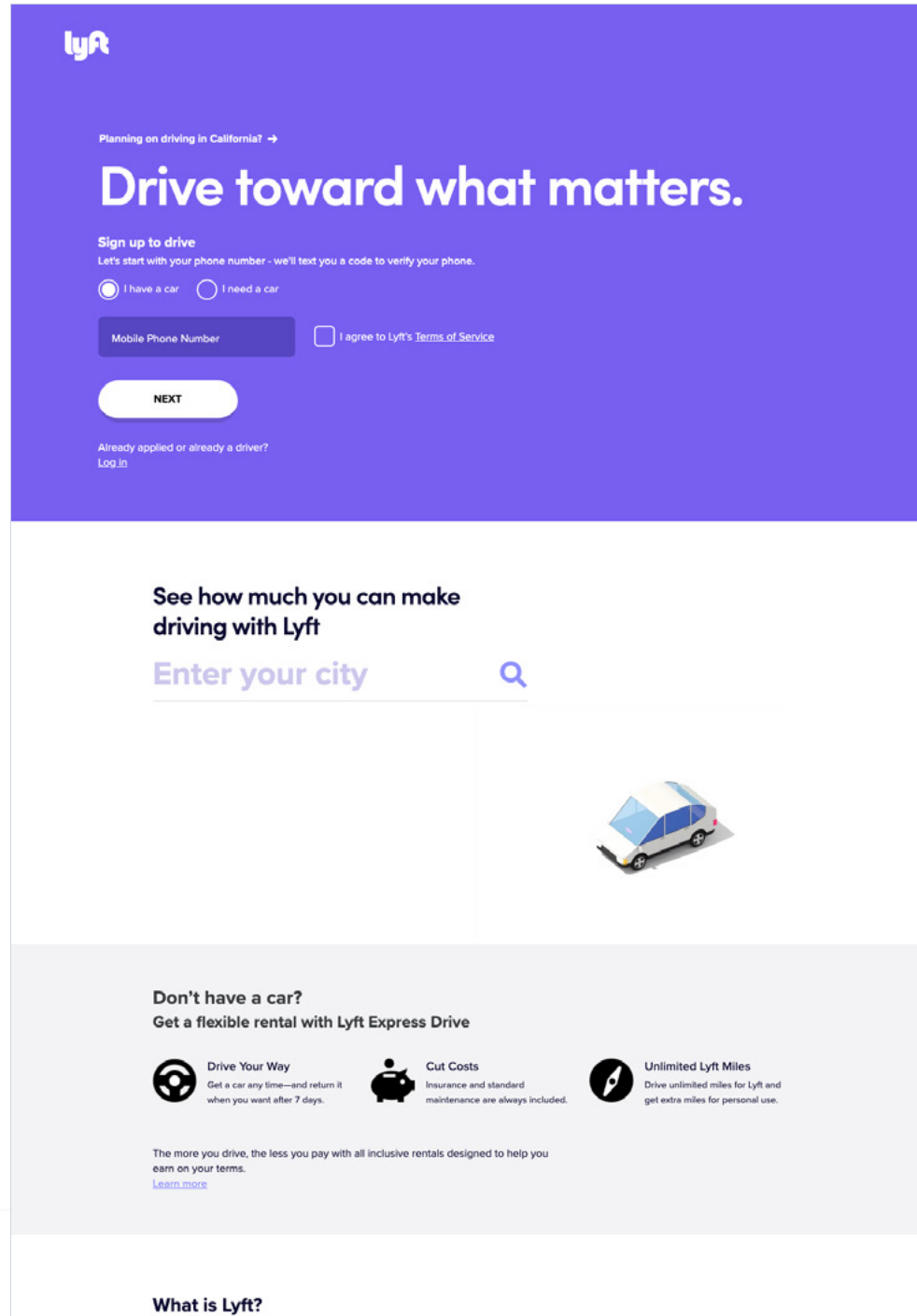


61



This Lyft landing page is a one-two punch of effective copy and colorful design, along with interactive, engaging steps.

Take a look



The screenshot shows the Lyft landing page with a purple header. The Lyft logo is in the top left. Below it, a link says "Planning on driving in California? →". The main headline is "Drive toward what matters." followed by "Sign up to drive" and "Let's start with your phone number - we'll text you a code to verify your phone." There are two radio buttons: "I have a car" (selected) and "I need a car". Below these is a "Mobile Phone Number" input field and a checkbox for "I agree to Lyft's Terms of Service". A "NEXT" button is below the input field. At the bottom of the purple section, it says "Already applied or already a driver? Log in".

The white section below has the headline "See how much you can make driving with Lyft" and a search bar with the placeholder "Enter your city" and a magnifying glass icon. To the right of the search bar is an illustration of a Lyft car.

The light gray section at the bottom is titled "Don't have a car? Get a flexible rental with Lyft Express Drive". It features three icons and their descriptions: a steering wheel icon for "Drive Your Way" (Get a car any time—and return it when you want after 7 days.), a piggy bank icon for "Cut Costs" (Insurance and standard maintenance are always included.), and a location pin icon for "Unlimited Lyft Miles" (Drive unlimited miles for Lyft and get extra miles for personal use.). Below these is the text "The more you drive, the less you pay with all inclusive rentals designed to help you earn on your terms." and a "Learn more" link.

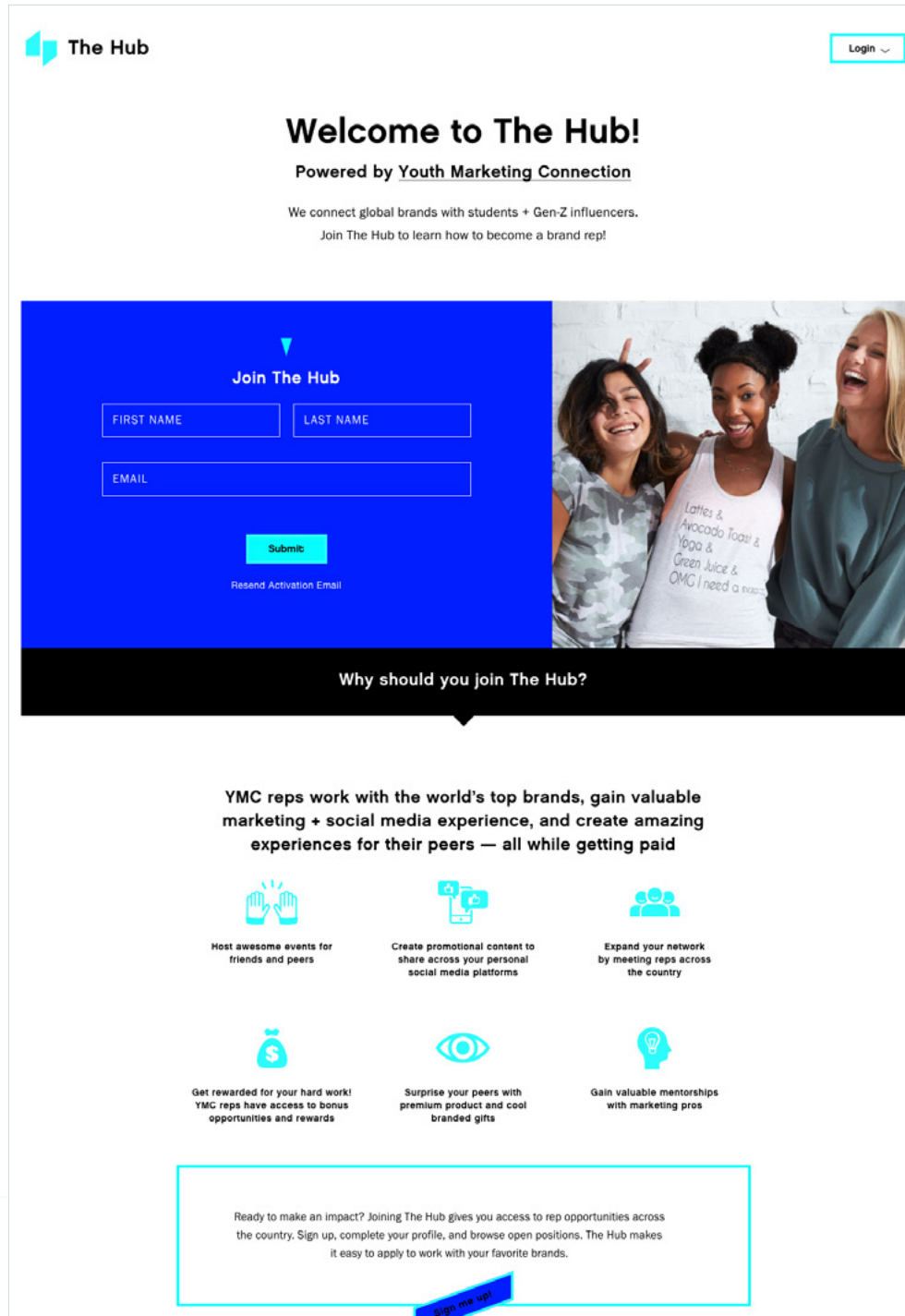
The footer of the page has the text "What is Lyft?"

62

The Hub

This page nails the design with a short form, lack of navigation, quick explanation for the value of providing your info, and brand highlights.

Take a look



The Hub

Login

Welcome to The Hub!

Powered by Youth Marketing Connection

We connect global brands with students + Gen-Z influencers.
Join The Hub to learn how to become a brand rep!

Join The Hub

FIRST NAME LAST NAME

EMAIL

Submit

Resend Activation Email

Why should you join The Hub?

YMC reps work with the world's top brands, gain valuable marketing + social media experience, and create amazing experiences for their peers — all while getting paid

- Host awesome events for friends and peers
- Create promotional content to share across your personal social media platforms
- Expand your network by meeting reps across the country
- Get rewarded for your hard work! YMC reps have access to bonus opportunities and rewards
- Surprise your peers with premium product and cool branded gifts
- Gain valuable mentorships with marketing pros

Ready to make an impact? Joining The Hub gives you access to rep opportunities across the country. Sign up, complete your profile, and browse open positions. The Hub makes it easy to apply to work with your favorite brands.

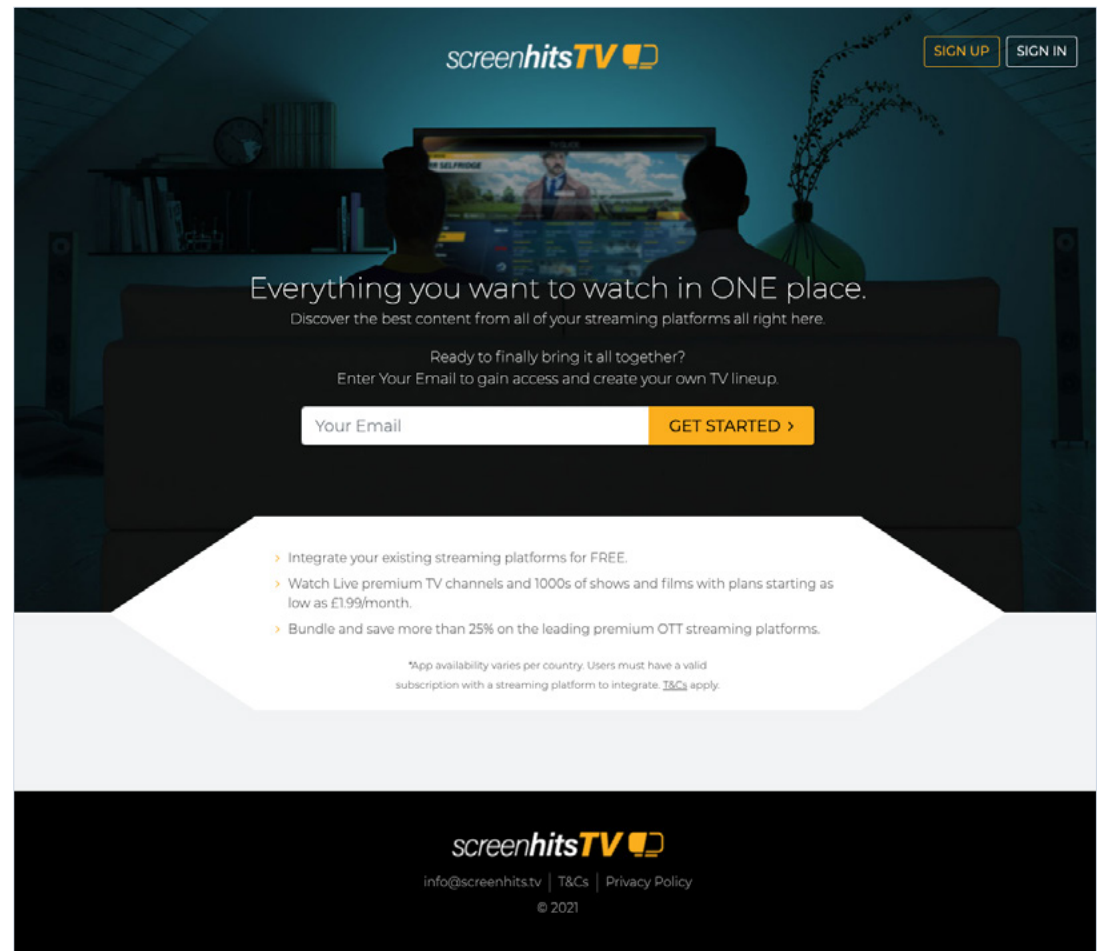
Sign me up!

63



If the brand name doesn't do it alone, Screen Hits TV landing pages tell you everything you need to know about working with the company.

Take a look



64



Sama's demo request page is simple and pops. This page is efficient – it uses icons to quickly highlight their product use case and offers the entire form with info in one module.

Take a look

Request a Demo

Our trusted training data annotation platform combined with our human-in-the-loop experts make it easy to manage your training data pipeline and bring your machine learning models to market faster.

The Training Data Platform Trusted by the World's Leading AI Teams

We're experts in image, video, and sensor data annotation for machine learning teams and known for providing the highest quality training data in the industry.

- API Integration
- Data Selection and Filtering
- Iterative Instructions
- Multi-Level Quality Checks
- Model Optimization
- Detailed Reports and Analytics

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E-Commerce
AR/VR
Data Quality

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Our Team
Our Mission
Careers
Contact
Press

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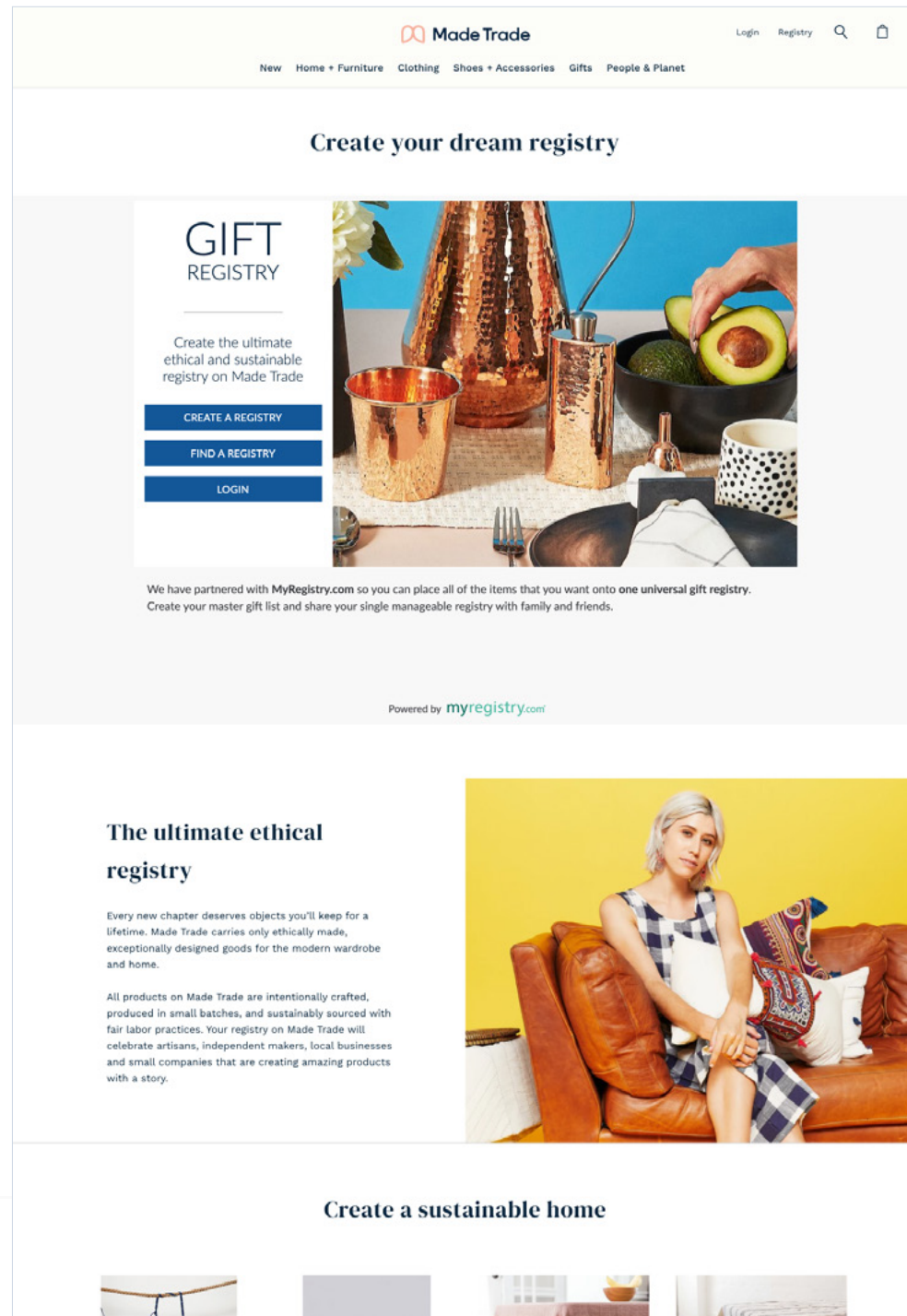
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65

Made Trade

Made Trade's gift registry landing page serves as a hub for their sustainable shoppers, seamlessly integrating additional CTAs like items to add and a blurb about why they are making the right choice.

Take a look

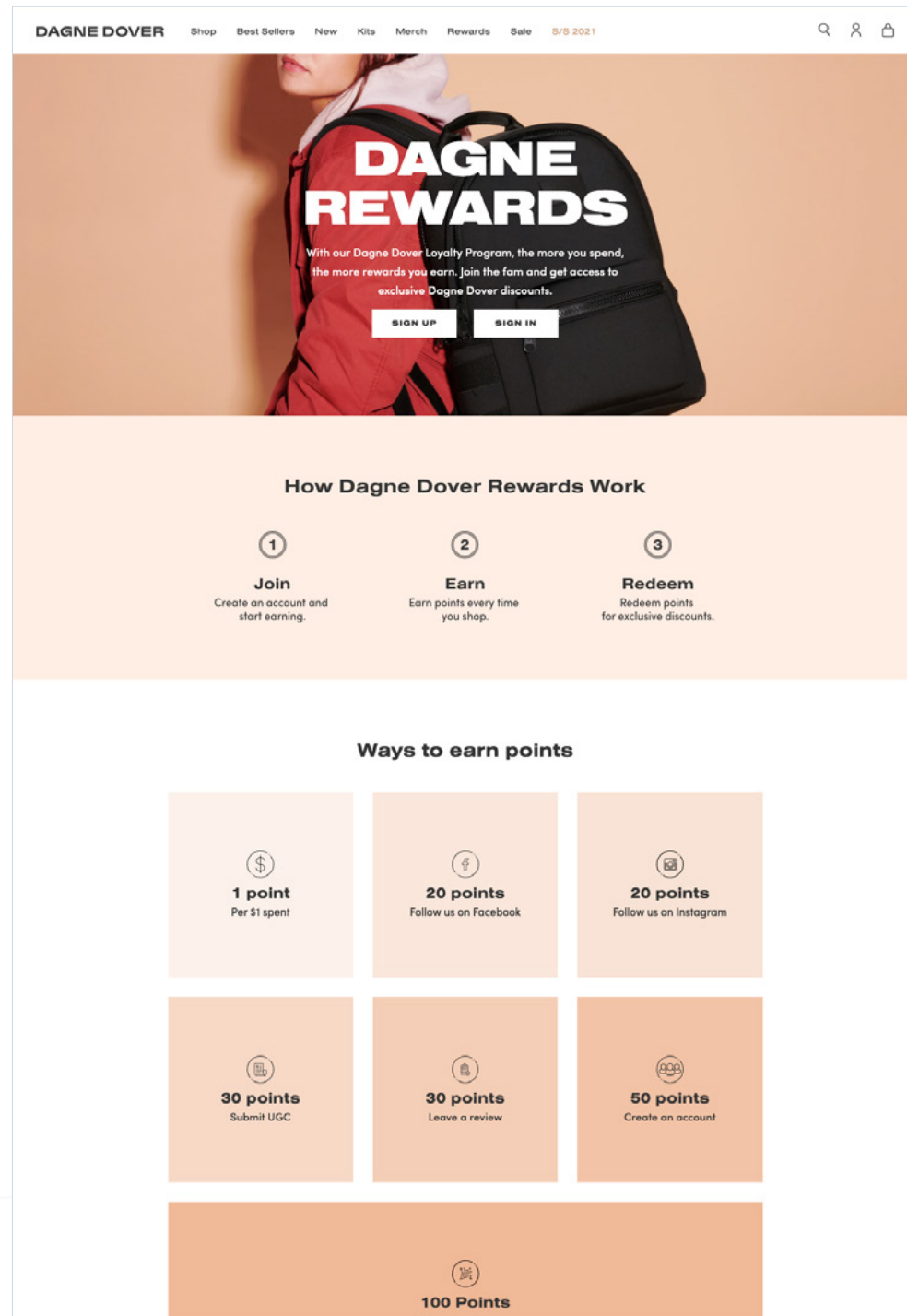


66

DAGNE DOVER

Dagne Dover utilizes eye-catching headlines and colorful brand imagery on their VIP rewards page.

Take a look

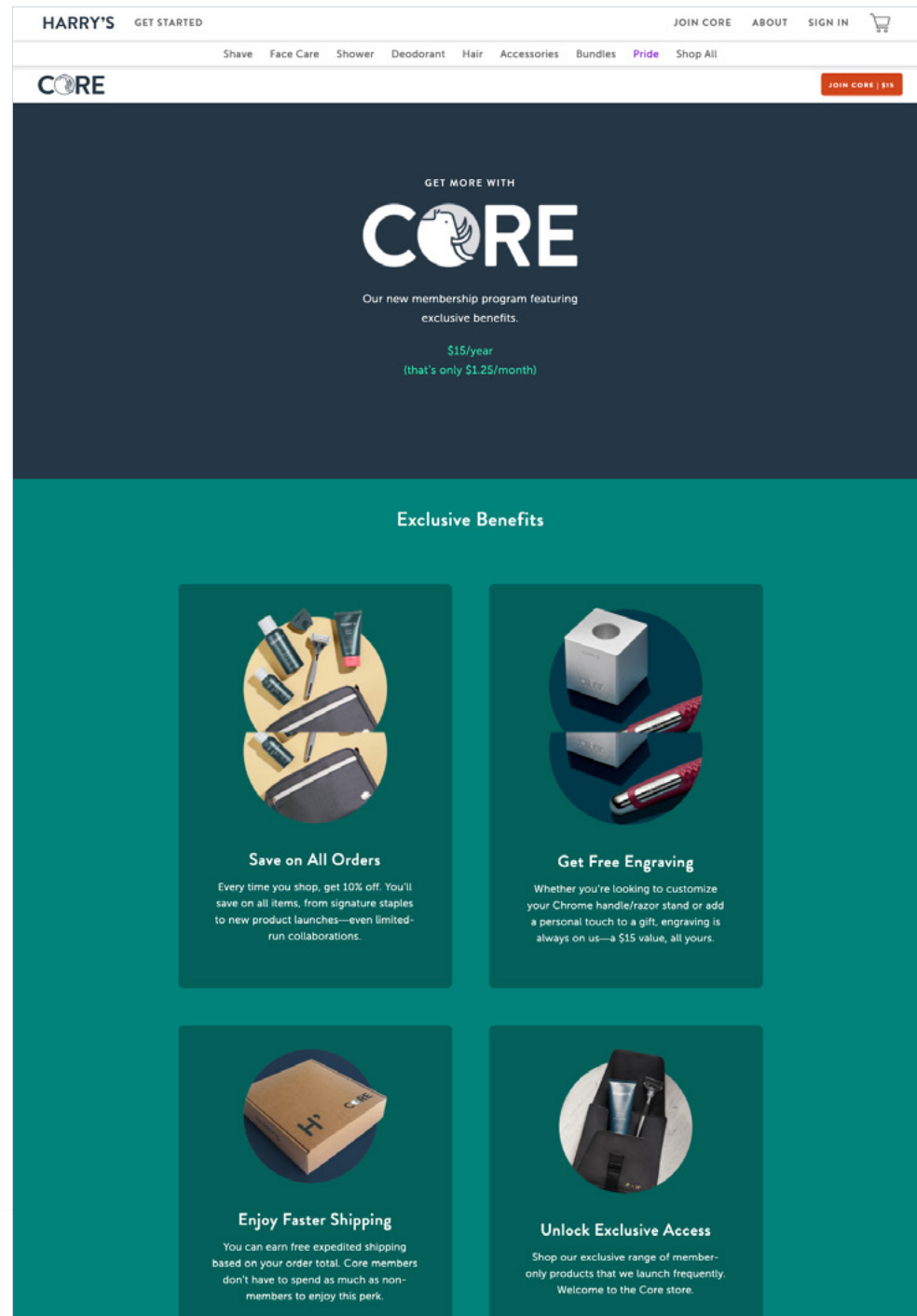


67

HARRY'S

With individual modules explaining the benefits of joining this program, Harry's maintains an ecommerce look on a conversion page.

Take a look



68

ZENNI®

Copy as fresh and fun as the design that supports it, Zenni Optical's landing page is interactive and engaging, leading the viewer to shop once they've determined their face shape and best frame styles to look for.

Take a look

The screenshot displays the Zenni Optical website's landing page, specifically the 'Finding the Best Glasses for Your Face Shape' section for Oval Face Shape. The page features a teal header with the Zenni logo and navigation links for MEN, WOMEN, KIDS, and BLOKZ. A sidebar on the left lists helpful guides like 'How to Measure Your PD' and 'How to Measure Your Frame Size'. The main content area is divided into sections for 'Oval Face Shape', 'Most Flattering Frames', and 'Frames to Avoid'. It includes images of celebrities with oval faces (Jessica Biel, Lucy Liu, Adam Levine, Ben Affleck) and recommended frame styles (Rectangle, Square, Aviator for women; Rectangle, Square, Browline for men). A 'SHOP WOMEN' and 'SHOP MEN' button is visible at the bottom of the section.

ZENNI MEN WOMEN KIDS BLOKZ™ Block Blue Light

Search Login Favorites Help Cart

Finding the Best Glasses for Your Face Shape ZENNI

Finding a flattering pair of glasses is easy if you know your face shape. Simply select your face shape below to see our recommendations for complementary frames.

Oval Round Square Diamond Pear Heart

Oval Face Shape

CELEBRITIES WITH OVAL FACES

- Jessica Biel
- Lucy Liu
- Adam Levine
- Ben Affleck

An oval face is proportionally balanced, with a slightly curved jawline that is somewhat narrower than the forehead, allowing for the most flexibility in frame options.

MOST FLATTERING FRAMES

While most styles look good on oval faces, these frames will add structure to the softer oval shape.

Women Men

Rectangle Square Aviator Rectangle Square Browline

FRAMES TO AVOID

Women Men

Oversized Oversized

SHOP WOMEN **SHOP MEN**

Round Face Shape

CELEBRITIES WITH ROUND FACES

- Chrissy Teigen
- Mandy Moore
- Justin Timberlake
- Aaron Paul

A round face is typically as wide as it is long and lacking prominent cheekbones.

69



Blue Apron's landing page starts out with their bread and butter...their bread and butter (and other delicious meals). By connecting with the reader and showing them what to expect from a subscription, then offering free meals to choose, it's hard to turn away.

Take a look

The screenshot displays the Blue Apron website's landing page. At the top, the navigation bar includes the Blue Apron logo, links for 'ON THE MENU', 'PRICING', 'WINE', 'GIFTS', and 'MARKET', along with 'LOG IN' and a 'SIGN UP' button. The main heading is 'Choose your menu', followed by the text 'Don't worry, you can change your menu every week.' Below this, four menu options are presented in a grid:

- Signature:** Choose from an ever-changing mix of meat, fish, Beyond Meat™, WW Approved, Diabetes Friendly recipes and health-conscious offerings. Options: 2 (FREE shipping), 3 (\$7.99 shipping), 4 (\$9.99 per serving). A 'SELECT' button is at the bottom.
- Signature for 4:** Recipes for families or get-togethers, with a variety of options that change weekly, including meat, fish, Beyond Meat™ and health-conscious offerings. Options: 2 (FREE shipping), 3 (\$7.99 shipping), 4 (\$8.99 per serving). A 'SELECT' button is at the bottom.
- Vegetarian for 2:** Meat-free dishes that celebrate the best of seasonal produce. Options: 2 (FREE shipping), 3 (\$7.99 shipping), 4 (\$9.99 per serving). A 'SELECT' button is at the bottom.
- Wellness for 2:** Balanced, nutritionist-approved recipes designed for your holistic health, including carb-conscious and WW™ Approved options. Options: 2 (FREE shipping), 3 (\$7.99 shipping), 4 (\$9.99 per serving). A 'SELECT' button is at the bottom.

At the bottom of the page, a dark blue section titled 'WHY CHOOSE A Blue Apron Meal Kit?' contains three columns of text:

- Well-balanced meals:** Choose from an ever-changing mix of cuisines featuring meat, poultry, fish, and vegetarian options.
- Chef-approved recipes:** Our Test Kitchen chefs are in pursuit of recipes that are not just good but great.
- Your plan, your way:** Cooking with us is always on your terms. Adjust your recipes and portions to fit your lifestyle.

70

PIPCORN[®]

heirloom snacks

Enthusiastic copy and clean design a brilliant landing page make. Pipcorn's wholesale page includes a helpful resource on heirloom products along with the form.

Take a look

FREE SHIPPING OVER \$30

PIPCORN[®]
heirloom snacks

SHOP ▾ ABOUT ▾ BLOG STORE LOCATOR

WHOLESALE

Got questions, concerns or compliments? Just want to say hi? Send us an email!

FIRST NAME

EMAIL

LAST NAME

PHONE NUMBER

SUBJECT

MESSAGE

SEND

Reasons for Contact

PRODUCT INFO/ORDERS
ORDERS@PIPSNACKS.COM

MARKETING/PRESS/EVENTS
COMMUNICATIONS@PIPSNACKS.COM

WHOLESALE
WHOLESALE@PIPSNACKS.COM

WHY HEIRLOOM?

We're heirloom obsessed, find out why you will be too...

WHY HEIRLOOM?

Get 10% off when you subscribe!

Be the first to hear about special discounts, new snacks and more!

EMAIL

PIPCORN[®]

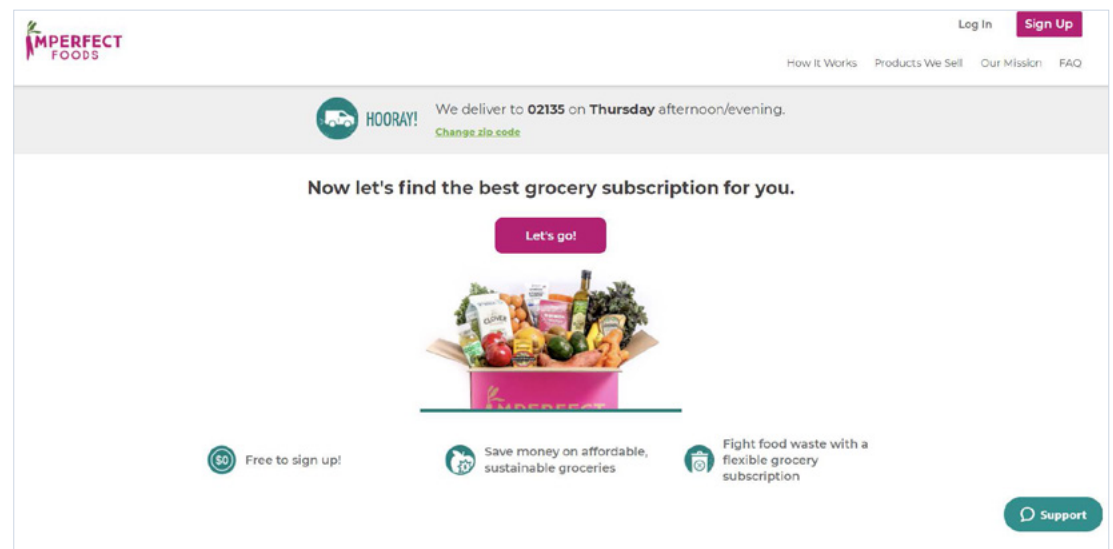
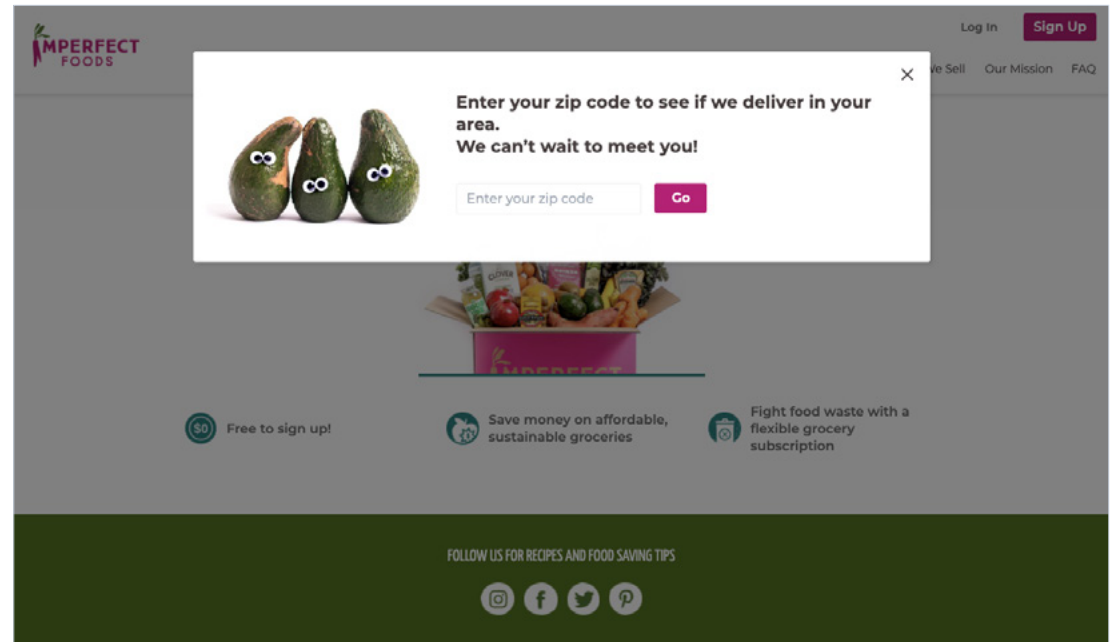
ACCOUNT
PRESS
WHOLESALE

71



Starting out with a fun pop-up featuring their organic avocados, Imperfect Foods' landing page is completely interactive, since it's dependent on location and food preferences.

Take a look



72



This agency built a creative landing page within a page, incorporating the form within their content.

Take a look

A screenshot of a creative landing page design. The page is dark-themed with a central white form area. At the top right, there's a purple banner with the text "Inbound Marketing" and a stylized graphic. The main heading in the center reads "Continue scrolling for more helpful insight, or get your free guide here." followed by a subtext "Access this content at any time by downloading it now." The form contains fields for "FIRST NAME*", "LAST NAME*", "COMPANY NAME*", "EMAIL*", and a "PERSONA*" dropdown menu with "Please Select" as the current selection. Below the form, there's a checkbox for "I agree to receive other communications from Digital 22." and a link to the "Privacy Policy". A purple button labeled "EXPORT AS PDF" is at the bottom right. A small "Go to Chapters" button is visible on the left side of the form area.

73



Succinct and to the point, this page incorporates branding, a simplified background and navigation, and a brief form.

Take a look

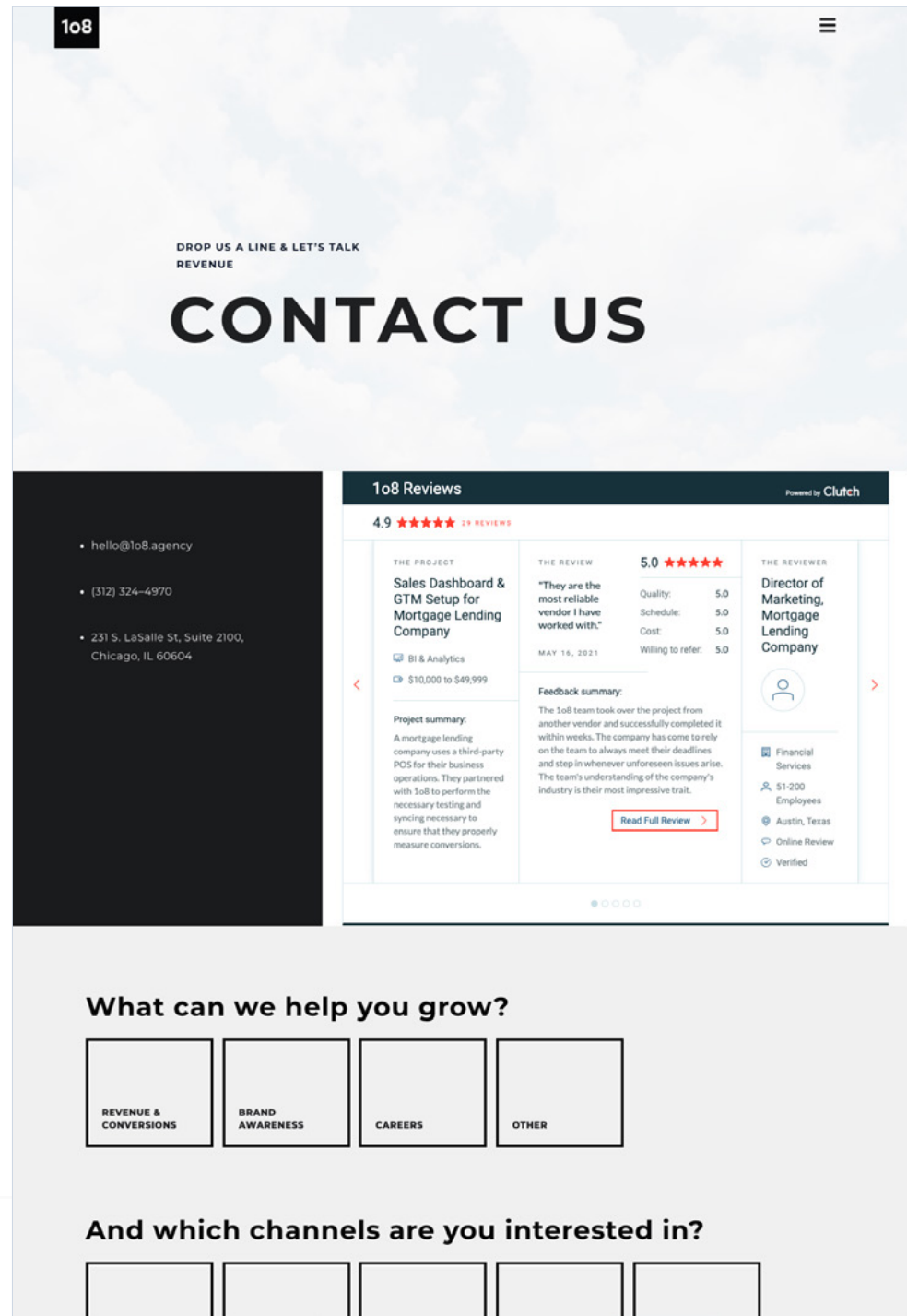
 A screenshot of the 3 Media Web landing page. The page has a blue header with the company logo and navigation links: ABOUT US, DIGITAL GROWTH, WEB SERVICES, OUR WORK, BLOG, and CONTACT. The main content area has a blue background with the headline 'Build a Digital Marketing Strategy That Gets Results'. Below the headline is a paragraph of text and a link to a whitepaper. To the right is a tablet displaying the same content. Below this is a white section with a large, faint '3 Media Web' watermark. It contains the headline 'Download our Digital Marketing Strategy Ebook that gets results', a sub-headline, and a form with fields for First Name, Last Name, Phone Number, Email, and a Message box. A red 'SUBMIT' button is at the bottom of the form. The footer is blue and contains contact information for Boston and Grand Rapids offices, a phone number, and links to 'START A PROJECT' and 'CONTACT US'.

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1o8

Their contact us page is enough to constitute being a landing page, serving as a robust conversion engine.

Take a look



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NAACP

The NAACP alert signup landing page is simple, and to-the-point, with additional form fields to receive more personalized notifications. Their [donate landing page is also compelling](#), with detailed information on where the donation will go.

Take a look

NAACP EMPOWERMENT PROGRAMS JOIN THE NAACP

NAACP KNOW THE ISSUES TAKE ACTION FIND RESOURCES DONATE

TAKE ACTION

STAY INFORMED ON THE ISSUES THAT MATTER TO YOU

NAACP fights tirelessly for the rights of Black Americans, from the streets of our communities all the way through the halls of Congress. Be the first to hear about breaking updates and how you can use your voice and your vote for change.

CONTACT INFORMATION

First Name (Optional) **Last Name** (Optional)

Postal Code **City** (Optional) **State/Province** (Optional)

Email **Mobile Phone** (Optional)

By submitting your cell phone number you are agreeing to receive periodic text messages from this organization. Message and data rates may apply. Text HELP for more information. Text STOP to stop receiving messages.

PLEASE INDICATE YOUR AREAS OF INTEREST:

- ☐ Events: Rallies, Marches, Webinars
- ☐ Civic Engagement
- ☐ Criminal Justice
- ☐ Economic Opportunity
- ☐ Education
- ☐ Environmental and Climate Justice
- ☐ Federal Advocacy
- ☐ Health
- ☐ Youth Engagement

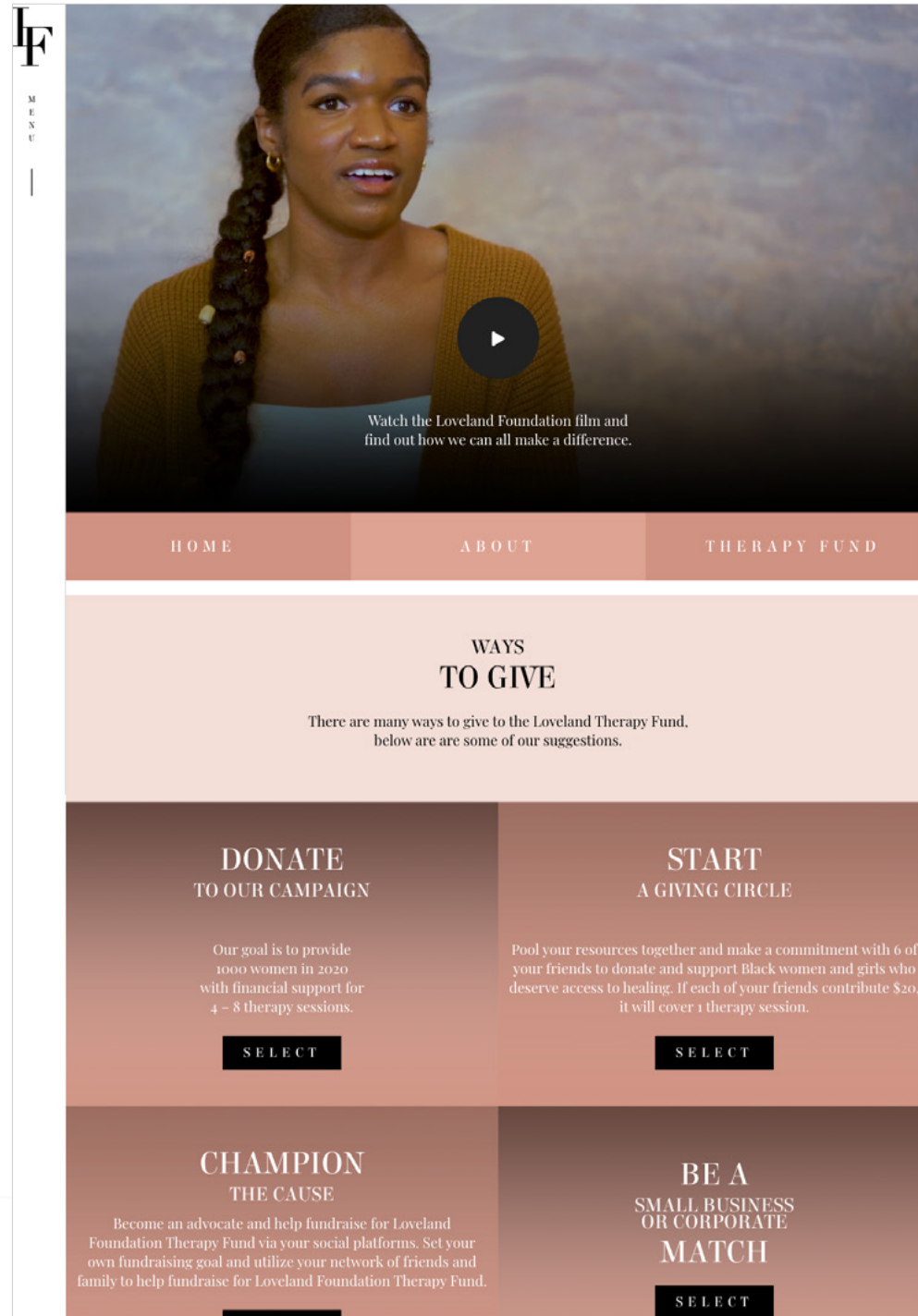
STAY INFORMED

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Providing multiple options to give, this landing page maintains brand identity while speaking to multiple personas who may be on their site.

Take a look

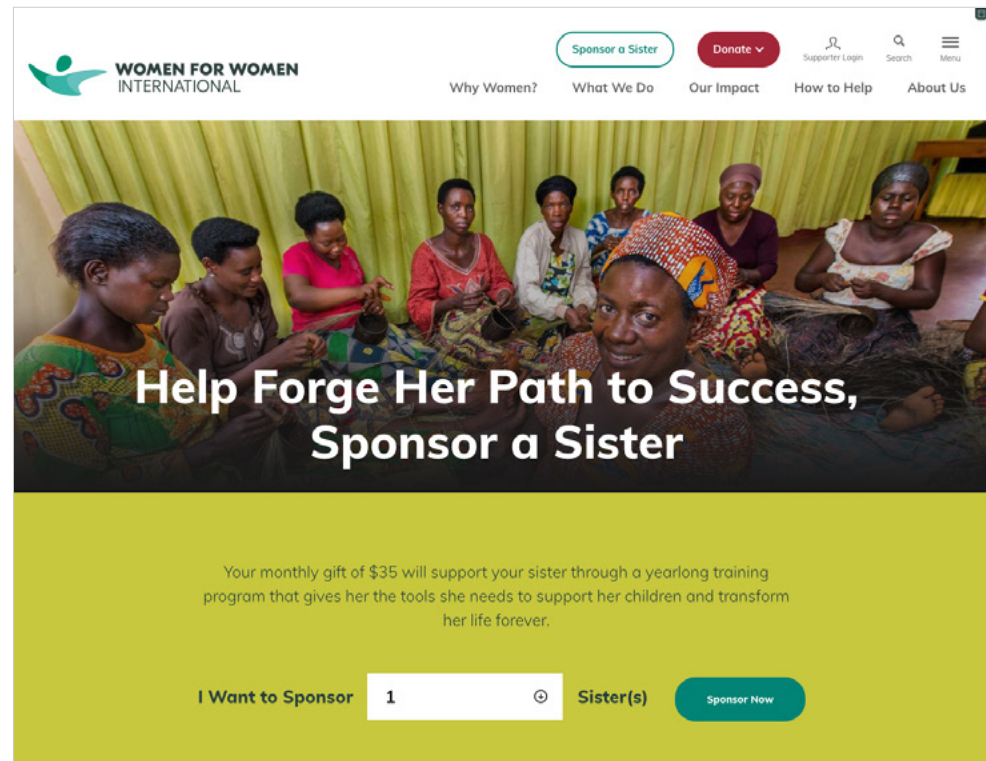


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Both the initial sponsorship page and [interior landing page](#) are full of information, feature real stories, and include badges of accreditation the organization has been awarded.

Take a look



Your Gift Changes Women's Lives. Share in Their Successes. See Their stories.

As a sponsor, you pledge to contribute a monthly fee to support one individual woman in our Stronger Women, Stronger Nations program of vocational and business skills training, rights awareness, and health education. Your support will provide the tools and resources your sister needs to rebuild her life. Your monthly contributions will also help your sister obtain basic necessities for her family, like food, clean water, and medicine; pay school-related expenses for her children; and start building family savings; or to use the funds as seed capital to start a business. Perhaps more importantly, the emotional support that your sponsorship and letters provide serves as a lifeline to a woman who may have otherwise lost everything.

How Sponsorship Works

1. Match with a Sister

A few weeks after you sign up to become a sponsor, you will be matched with a sister. (Please allow extended time due to COVID-19 delays in processing). That means your sister has officially been enrolled in her program and will begin attending classes—either virtually or in person—because of your generous support.

2. Receive Regular Updates

When you sign up to be a sponsor, we will send you a welcome pack containing information about your sister, the country she is from, and her hopes for the future. As your sister proceeds through the training program, you'll receive regular updates via email about her progress and what she has been learning.

3. Exchange Letters

Perhaps the most cherished element of sponsorship is the option to exchange letters. As a sponsor, you have access to an online Supporters Portal where you can send messages of support and

Conclusion

When it comes to creating enticing homepages, blogs, and landing pages for your brand, the key is to create a symbiotic relationship between the copy on the page and the design that supports it.

Bookmark your favorite branding and designs when you're browsing the web (plus this inspiration gallery/guide), then come back to them when you're stuck in a creative rut on your next project.



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[Aligning Your Marketing With Sales](#)

[Developing a Conversational Growth Strategy](#)

[Start course](#)