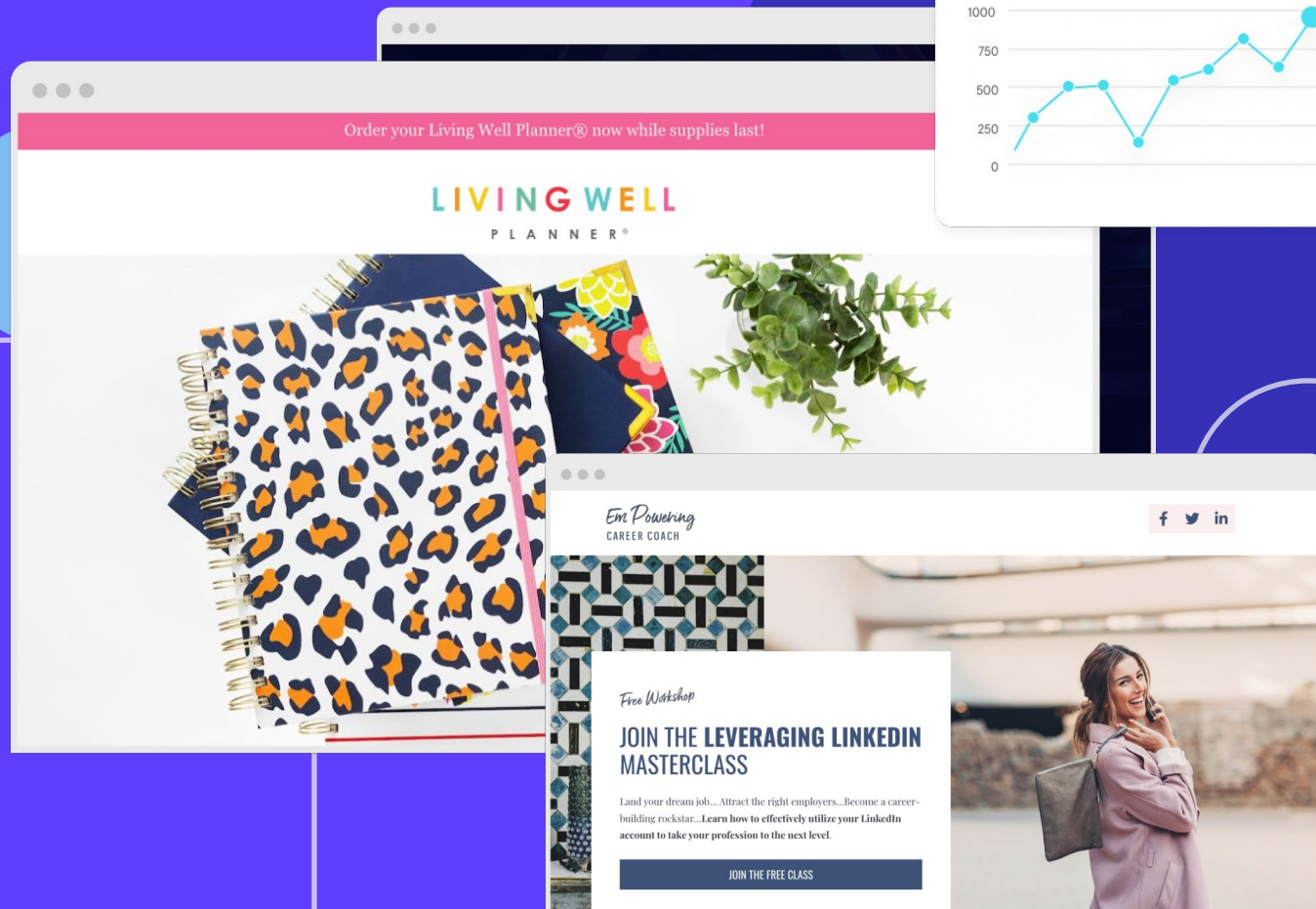


# Landing Page Lookbook

30+ Examples Created with Leadpages



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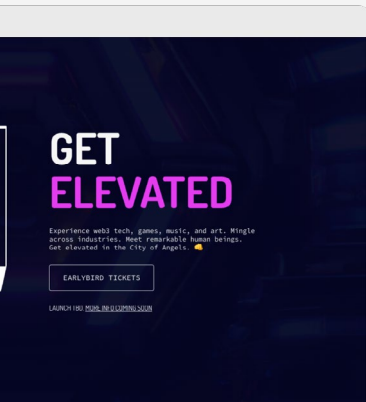
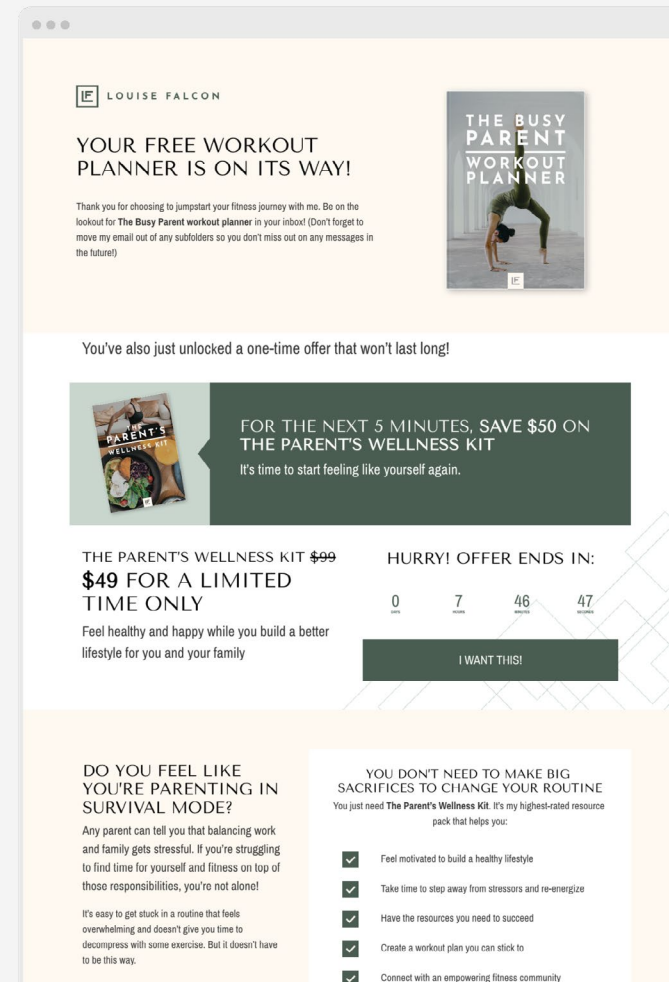
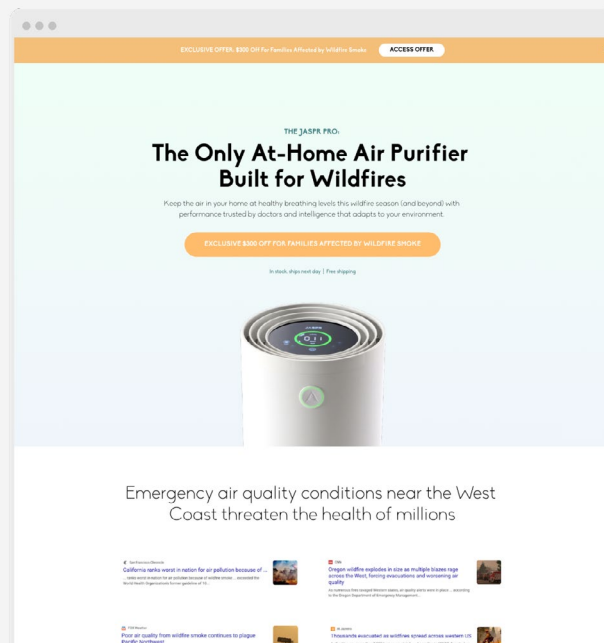
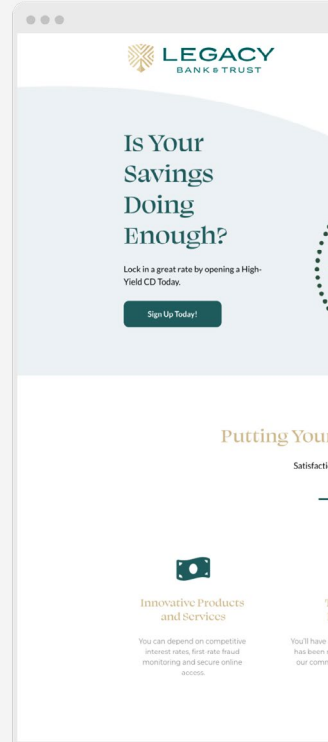
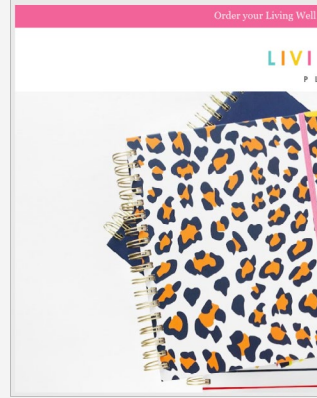
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# Introduction

High-converting landing pages are a key component of any successful online business. The right page will help you collect leads, grow your email list, and ensure you generate a steady stream of new customers.

With this in mind, we created our Landing Page Lookbook so you can learn from some of the top-performing pages on the internet. Not only do we include screenshots, but we also provide our thoughts about what we like and why the page converts so well so you can apply these insights to your own landing pages.

**But before we jump in, let's go over a few landing page basics so you're completely up to speed.**



# Landing Page Basics

## **What is a landing page?**

A landing page is a single page used to promote a specific product, service, or event. The goal of this page is to persuade visitors to take an action, such as submitting an email address or making a purchase.

## **What are the benefits of landing pages?**

Landing pages remove any distractions that might prevent users from performing your desired action. Links and navigation bars are removed to keep visitors on the page, and all the copy is focused on guiding visitors toward a conversion.

## **What's the difference between a landing page and a website?**

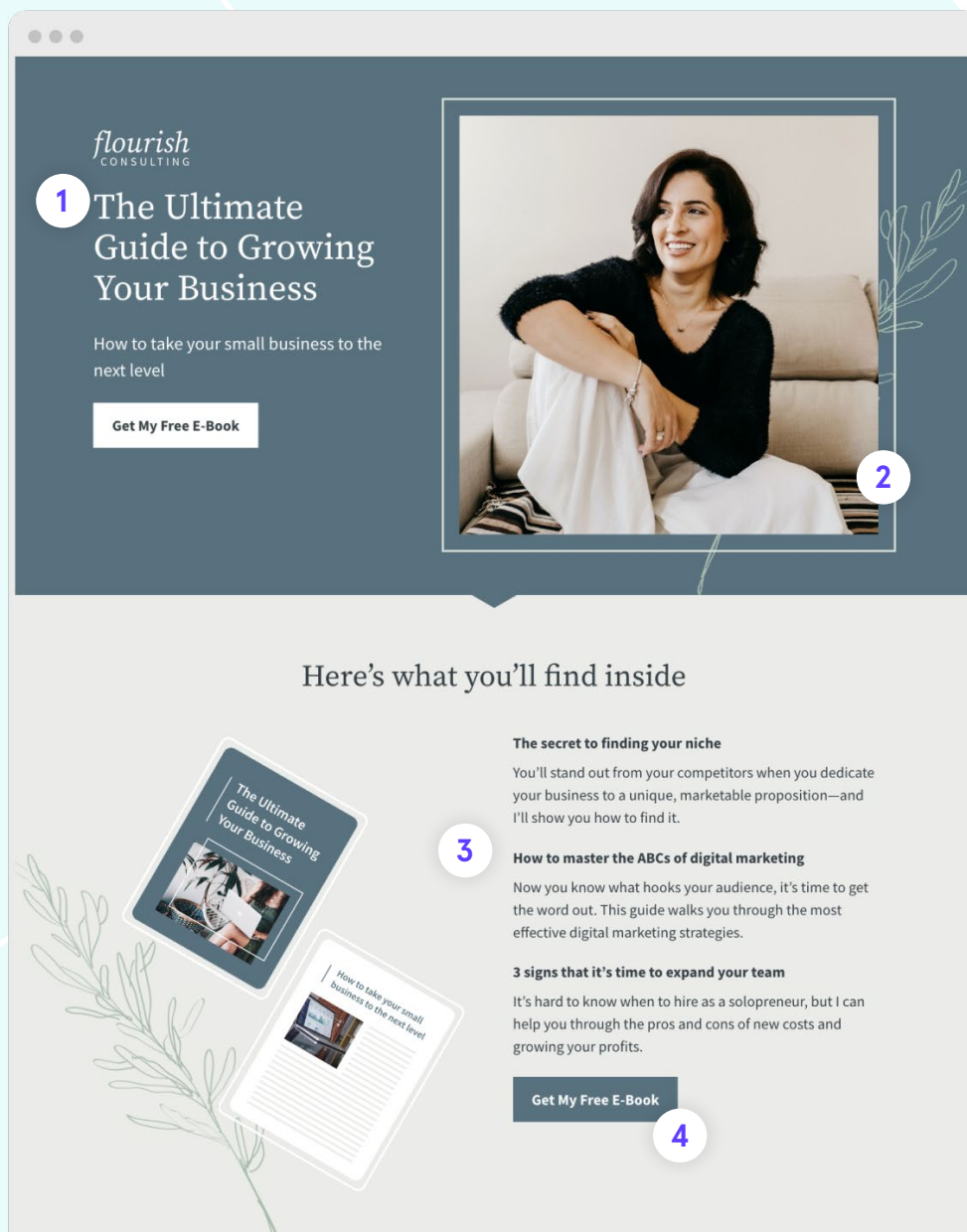
While a landing page is designed to generate leads and sales, a website is more of a brand-building tool. It gives a general overview of your business and what you have to offer. Once someone has visited your website and knows what they're interested in, they're ready to be directed to a landing page where they'll hopefully become a lead or customer.

# Anatomy of a Landing Page

Include these four core elements to boost your conversion rate.

- 1 Enticing headline**  
Hook visitors with a benefit-rich headline that makes them want to keep reading.
- 2 Captivating hero image**  
Catch people's attention with a powerful image at the top of the page.
- 3 Valuable offer**  
Make sure your offer is geared towards your audience and provides value.
- 4 Strong CTA**  
Finish with a call to action that urges readers to take the next step.

[Use this Template →](#)



## Squeeze Pages

A squeeze page is a short landing page designed to capture people's email addresses. It usually includes a lead magnet to entice visitors to submit their contact information.

Here are a few customer examples and Leadpages templates for squeeze pages.

## CUSTOMER FEATURE

# Onsite

## Coaching | Friendship

Onsite offers emotional health products. This particular page promotes an online class designed to help adults build friendships.

### WHAT WE LOVE

- 1 The muted color palette is calming and easy to look at.
- 2 Logos of the media outlets that have featured them are displayed to build trust.
- 3 The benefits and what users get out of the class are clearly laid out.
- 4 The pop-up form keeps people on your page while filling in their information.



**This page is currently  
converting at 38%**

The industry average is 2.35%

**1**

## How to Skip the BS and Find a BFF 3 Steps to Making Friends as an Adult

A free interactive online class from the Emotional Health experts at Onsite.

**SIGN UP NOW**

**2**

AS SEEN IN

2020 Dr. Phil AMERICA TODAY The New York Times THE WALL STREET JOURNAL The Atlantic

Let's be honest—making friends as an adult can be really hard, not to mention a little awkward. Many of us have lots of "friends," but we still feel pretty lonely. If you've found yourself wondering if close friendships exist in adulthood, you're not alone. We all want deep, meaningful friendships—ones where we feel seen, known, and valued. *But how?*

This **FREE** interactive online class will equip you with a roadmap to **build (and sustain)** the friendships you desire.

**SIGN UP NOW**

**3**

Together we'll explore a three-step guide that will equip you to...

- Evaluate your current friendships
- Get clear about what's missing and create a plan to expand your circle
- Gather the courage to make the first move

**SIGN UP NOW**

**4**

### Ready to Skip the BS and Find a BFF?

Enter your email to get this free interactive class sent to your inbox.

After signing up, you'll be sent information on how to login to Onsite's digital learning environment where you can access your class content!

Email

First Name

Last Name

**GET MY FREE CLASS!**

Privacy Policy: We hate SPAM and promise to keep your email address safe

@onsiteworkshops

## CUSTOMER FEATURE

# Your Financial Solutions

## Financial Advice

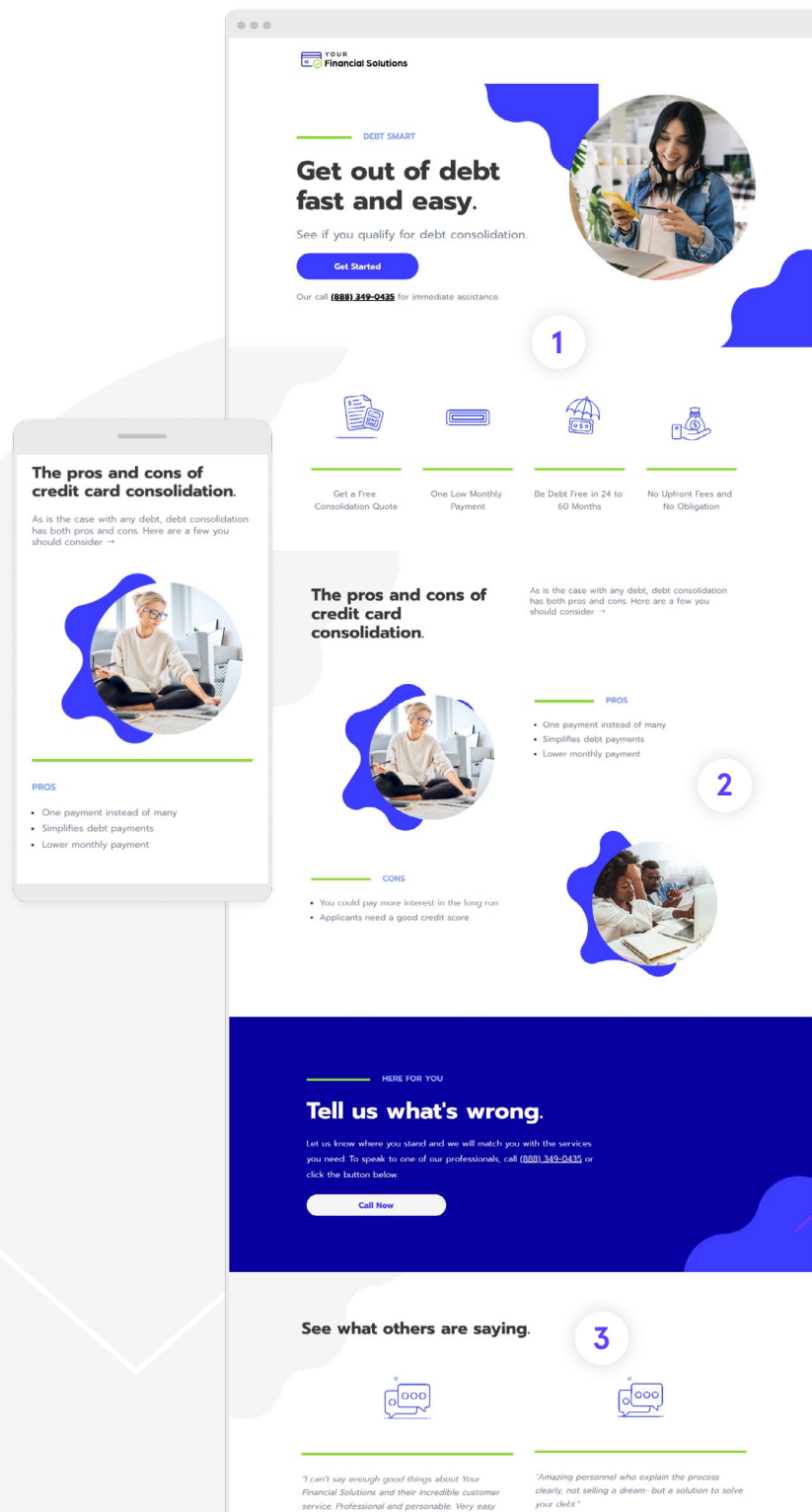
Your Financial Solutions helps people consolidate their debt so they can build a better financial future.

## WHAT WE LOVE

- 1 The use of white space removes unnecessary clutter and keeps the page looking clean.
- 2 The pros and cons section displays a high level of honesty from the service provider.
- 3 Reviews are included that back up the claims of the landing page.

This was built with our Money Maker Financial Audit template, created specifically for the financial industry

[View the Template →](#)



CUSTOMER FEATURE

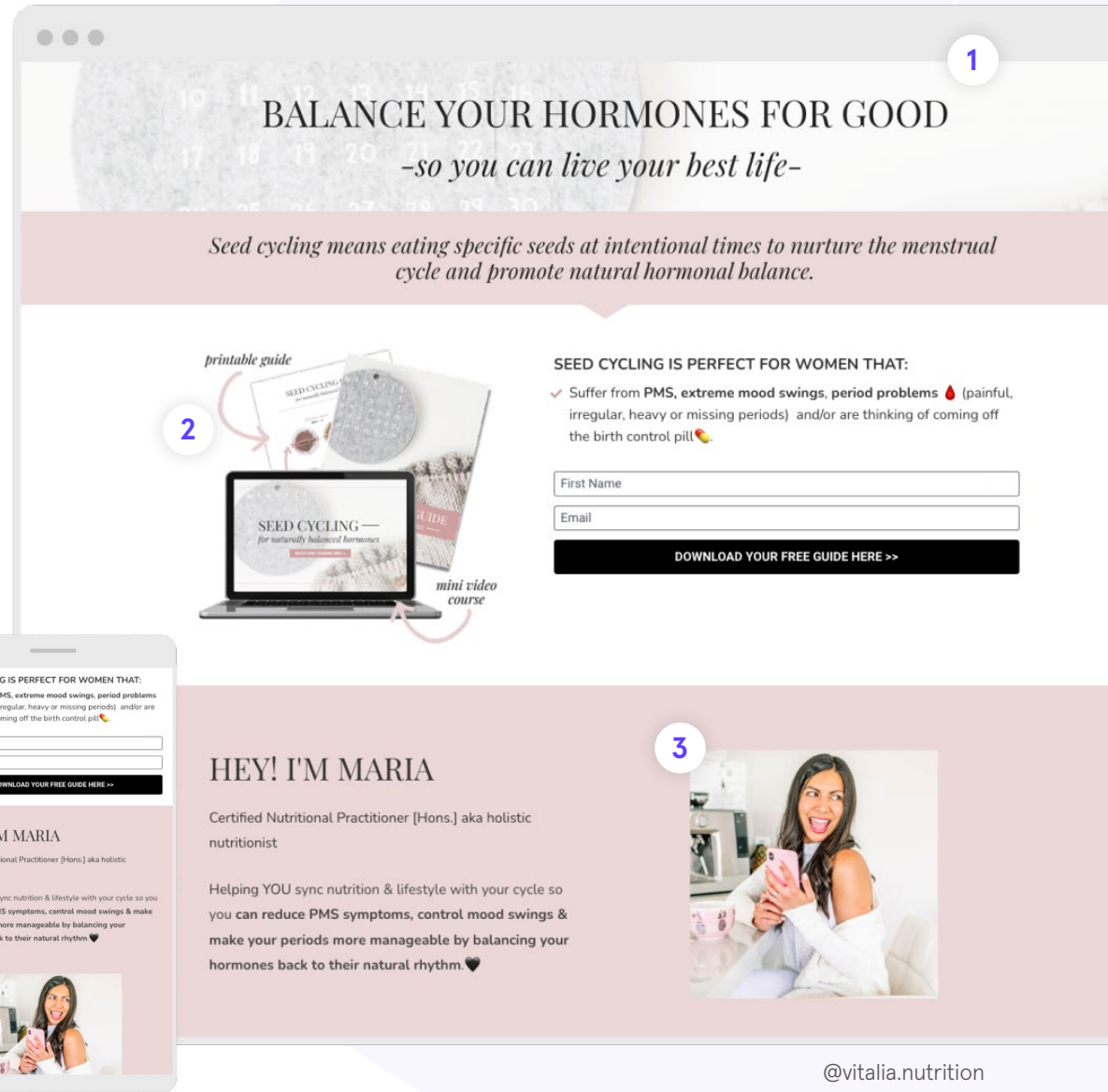
# Vitalia Nutrition Seed Cycling Guide

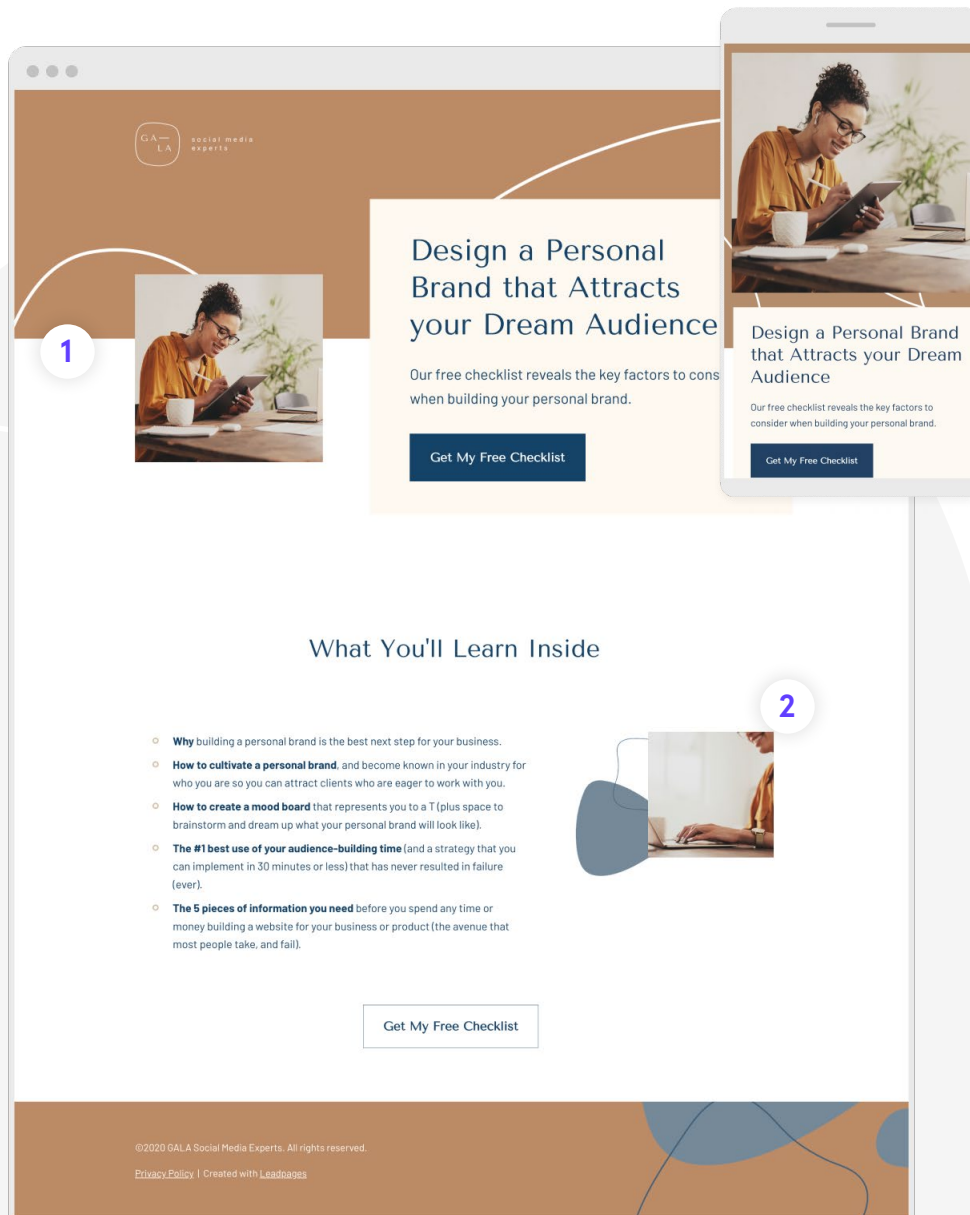
## Coaching | Health

Maria Courian uses this page to promote her seed cycling program that helps nurture the menstrual cycle and promote natural hormonal balance.

### WHAT WE LOVE

- 1 The page is short and gets to the point quickly.
- 2 The digital products being offered are visually represented, which heightens their value.
- 3 The “About” section at the bottom helps visitors get to know the creator and builds trust.





## LEADPAGES TEMPLATE

# Free Checklist Template

Use this template to promote your free checklist or other lead magnets.

## WHAT WE LOVE

- 1 This template is short and sweet, which is perfect for a squeeze page where the only thing you're asking for is an email address.
- 2 The "What you'll learn" section lets you include the key information included in your checklist.

[Use this Template →](#)

Ready to get online and grow?

Try Leadpages Free

## LEADPAGES TEMPLATE

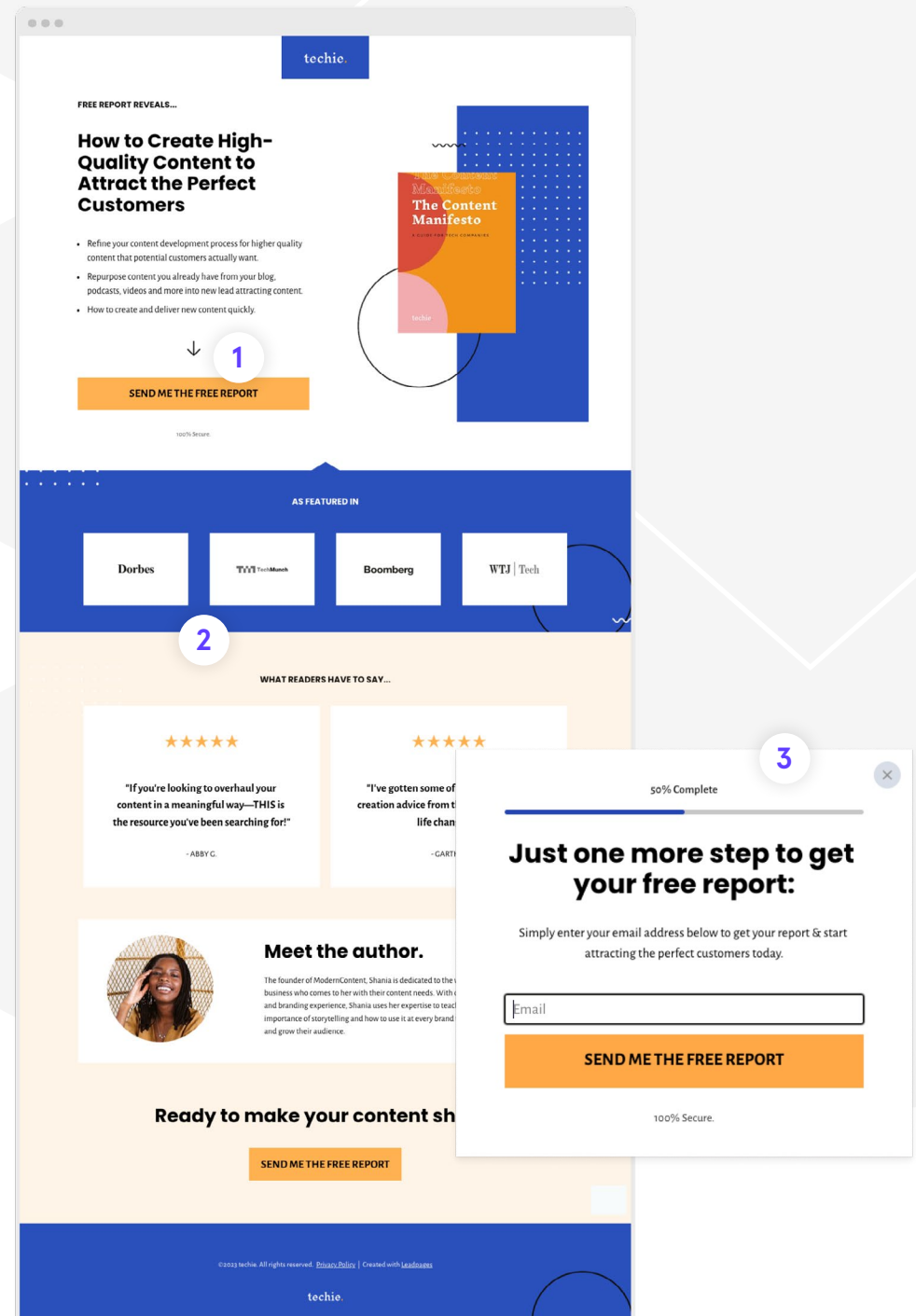
# The Perfect Squeeze Page

The template is ideal for promoting your free ebook or guide.

## WHAT WE LOVE

- 1 The animated arrow instantly draws your eye to the CTA button.
- 2 The “featured in” and review areas allow you to showcase various forms of social proof.
- 3 The connected pop-up form allows you to easily collect an email address. Pair it with Leadpages’ automated lead magnet delivery to instantly send the requested resource to new leads.

[Use this Template →](#)



Sales Pages

## Sales Pages

A sales page is a bottom-of-funnel page that promotes a product or service. As the name suggests, the goal of this page is to get the sale.

Here are a few customer examples and Leadpages templates for sales pages.

## CUSTOMER FEATURE

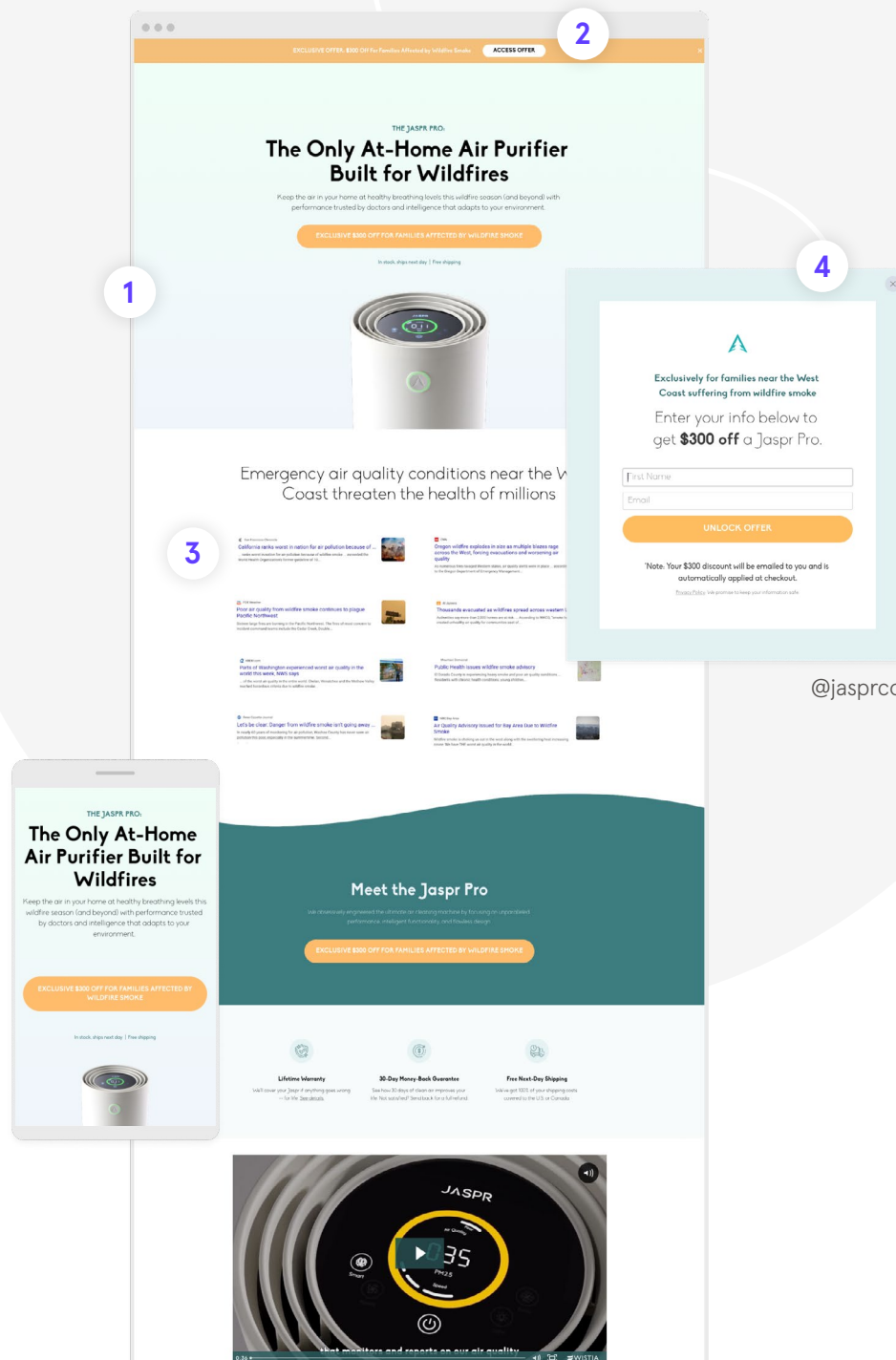
# Jaspr

## Technology | Home

Jaspr sells air purifiers; this landing page offers a special promotion specifically for home-owners suffering from poor air quality due to wildfires.

### WHAT WE LOVE

- 1 The simple and clean design is easy on the eyes—a perfect match for a product that is easy on the air.
- 2 They offer a special price for those living in areas affected by wildfires.
- 3 They feature news articles that detail the health risks associated with wildfire smoke to emphasize the problem users are facing, and accentuate the need for an air purifier.
- 4 The page utilizes an exit-intent pop-up, which appears as soon as someone is about to leave. This gives them one more chance to make their pitch and offer something of value to the visitor.



@jaspro

## CUSTOMER FEATURE

## MyBizU

## Business Coaching

MyBizU helps moms create at-home businesses, allowing them to spend more time with their families while also having more time to themselves. This page promotes the course via scarcity—since the current course is full, visitors can join the waitlist to express interest.

## WHAT WE LOVE

- 1 There are splashes of color, but the overall design is very clean so it's not overwhelming.
- 2 The headline not only tells you what you'll achieve—it also lets you know how soon you can expect results.
- 3 The about section introduces you to your teacher, establishes her authority, and helps build trust.

## LEADPAGES TIP

Adding testimonials to this page can help build trust with visitors.

**FREE TRAINING**  
**Turn your passion (or idea!) into a profitable business in 90 days**  
 That fits into YOUR schedule, allows you to make the money YOU want to make, and automates gives you what YOU want out of your life professionally AND personally.

**1**

GET FREE ACCESS! LEARN MORE

**2**

**Coming out of this free mini-course, you'll be able to:**

- Build a business that's designed to fit perfectly into your life. (On top of your already busy schedule)
- Avoid the biggest mistakes that cause businesses to fail by leveraging a brand new approach to entrepreneurship.
- Successfully hit your income goals in just 90 days (without the overwhelm).

GET FREE ACCESS!

**Applies to all types of businesses!**

Course Creator • Physical Product Seller • Author • Coach or Consultant • Agency Owner • Amazon or Etsy Seller •  
 Niche Expert • Team-lead Founder • Speaker • Retreat or Affiliate Marketer • Mentorship, SaaS Owner • Blogger •  
 Influencer • Book & Media Creator • eCommerce Store Owner

**3**

**Click below to sign up for the free mini-course!**

Whether you're starting from scratch or looking to scale, this is the exact roadmap you need to effortlessly build a business that puts YOU first, so you can focus on what you love (& automate the rest).

GET FREE ACCESS!

**Hey! I'm Laura**

I'm a former online strategy executive, mom, and entrepreneur. As the founder of MyBizU, my mission is to help women across the globe build businesses perfectly designed for them, so they can do what they love and achieve their goals and aspirations, while prioritizing what's most important in their lives professionally and personally.

Course Creator • Physical Product Seller • Author



**Marketing Academy**

UPDATED FOR 2023

# Conversion Marketing Certification

This training will help you generate higher conversions throughout the entire Conversion Marketing Lifecycle - from converting more internet browsers into website visitors, visitors into leads, leads into customers and customers into promoters — in proven and actionable ways.

Enroll Now \$1995

**1**

## Watch a FREE Preview Lesson

**Visitors to Leads**

Create a successful owned media strategy, determine your brand archetype

View Lesson

**Leads to Customers**

Increase engagement with this lead nurturing follow-up sequence

View Lesson

**Customers to Promoters**

Build customer loyalty w/ you increase your comp. profits

View Lesson

**2**

## Learn Then Do Method

This course is designed to build your understanding and know-how through practical application of the methodologies in conversion marketing - the same methodologies Molly used to rapidly grow her business.

**47** VIDEOS   **30** DOWNLOADS   **21** EXERCISES   **53** RESOURCES

**3**

## Certified Community Testimonials

"I'm already a seasoned marketer and thought that doing the Certification wasn't worth it. While I knew a lot of the content, the structure, how to capture leads, conversions and more, Molly lays it out in a way that's worth taking the time to go through. They also give great resources you can use in your business or client businesses to help them grow and the systems you need to plan out dozens of campaigns. I'm recommending the Marketing Academy Certifications to the digital marketers I know so they can speak true marketing talk and think like a marketer!"  
Bobby Huang - Strategic Marketer

"The certification program from Molly is superb! Two classes into it and I was already rethinking and retooling things I had in place on my website. The best part of the program is that it gave me a reliable framework I can use to further promote my business and help my clients be successful. If you're serious about learning conversion marketing, then this program is for you. The folks at Molly's Marketing Academy take pride in this program, educating the students and preparing them for the certification exam."

## Rapidly Increase Your Website Traffic

Generating awareness and attracting your target audience is the first stage in the Conversion Marketing Lifecycle. By using a mix of paid, owned, earned and shared media, you'll attract, then convert internet browsers into website visitors.

**Videos included:**

- How to Grow Your Business
- Copy That Converts
- Paid Media

View FREE Preview Lesson

## LEADPAGES TEMPLATE

# Online Course Certification

This template was designed for online courses, although it can be used to sell a wide range of digital products.

## WHAT WE LOVE

- 1 You have the option to include a free preview of your course so users can try it out before they buy.
- 2 You can show how many assets (videos, downloads, resources, etc.) are included in the course so visitors can see the value they're getting.
- 3 There's a section for testimonials so you can show people your best reviews.

[Use this Template →](#)

## LEADPAGES TEMPLATE

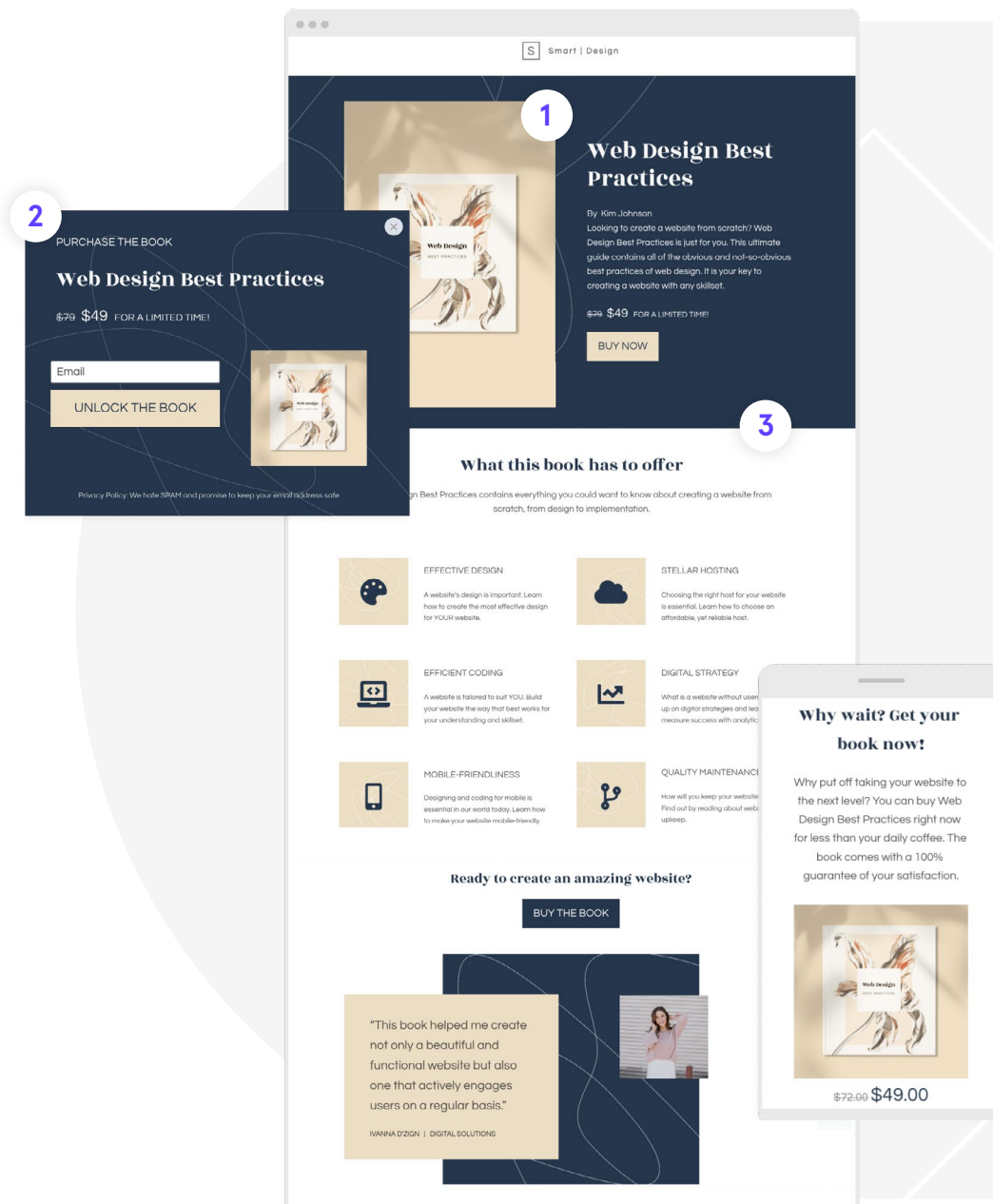
# Smart Product Sales Page

This template is perfect for selling ebooks and other digital products.

## WHAT WE LOVE

- 1 The large image area allows the product to take center stage in the hero section.
- 2 The pop-up payment form allows visitors to pay with card immediately.
- 3 The “What this book has to offer” section gives you plenty of space to talk about benefits and features.

[Use this Template →](#)



Ready to get online and grow?

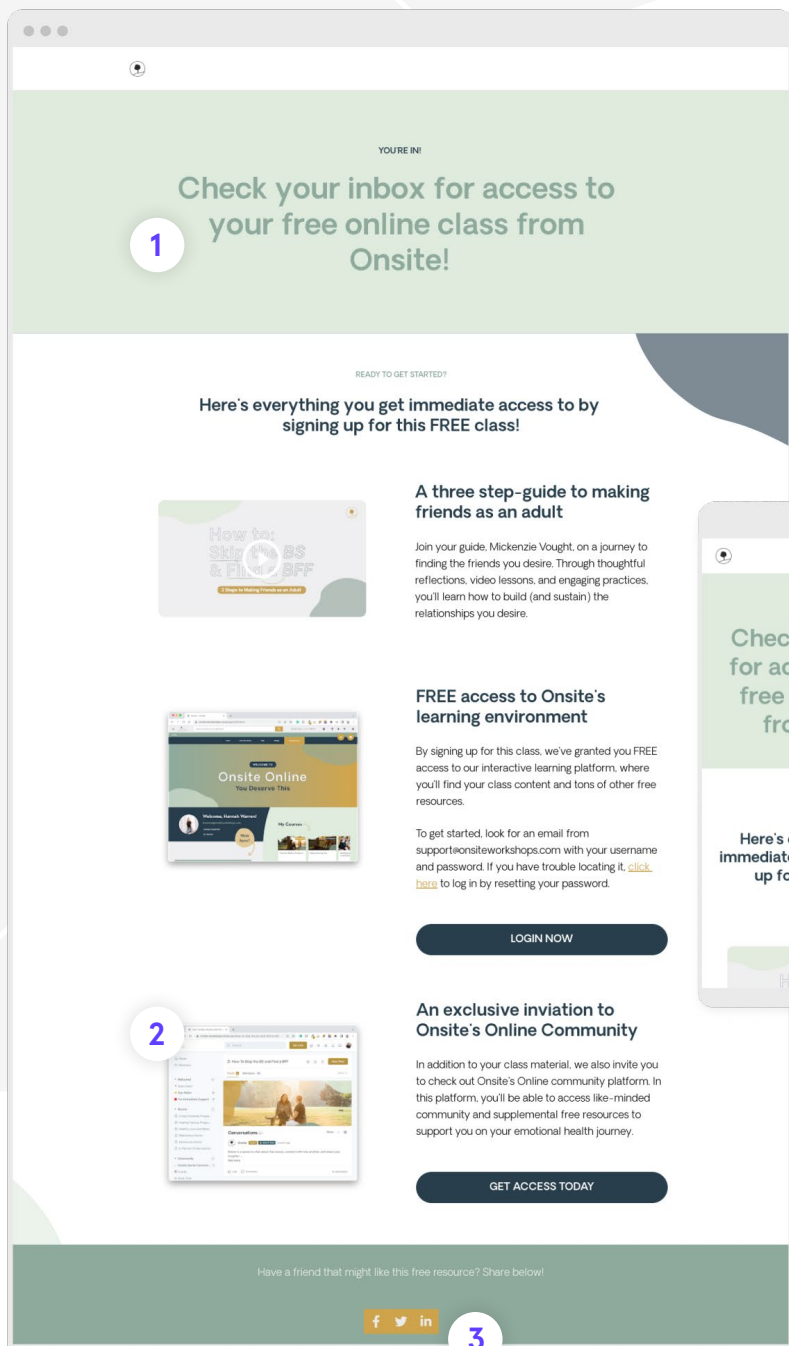
Try Leadpages Free

## Thank You Pages

A thank you page is a page that appears after someone has performed your desired action (either submitting their email address or making a purchase). In addition to thanking the user, this page will also let them know what to do next.

Here are a few customer examples and Leadpages templates for thank you pages.

@onsiteworkshops



CUSTOMER FEATURE

# Onsite

## Coaching | Business

This is the thank you page for Onsite's adult friendship class that we covered earlier in the lookbook.

WHAT WE LOVE

- 1 You're immediately told where to go to get access to the class.
- 2 You're also invited to join their community so you can get even more value out of the class.
- 3 Social share buttons are included so visitors can easily share the offer with friends and family.

## CUSTOMER FEATURE

# Kimberly Costa Designs

## Design | Freelancer

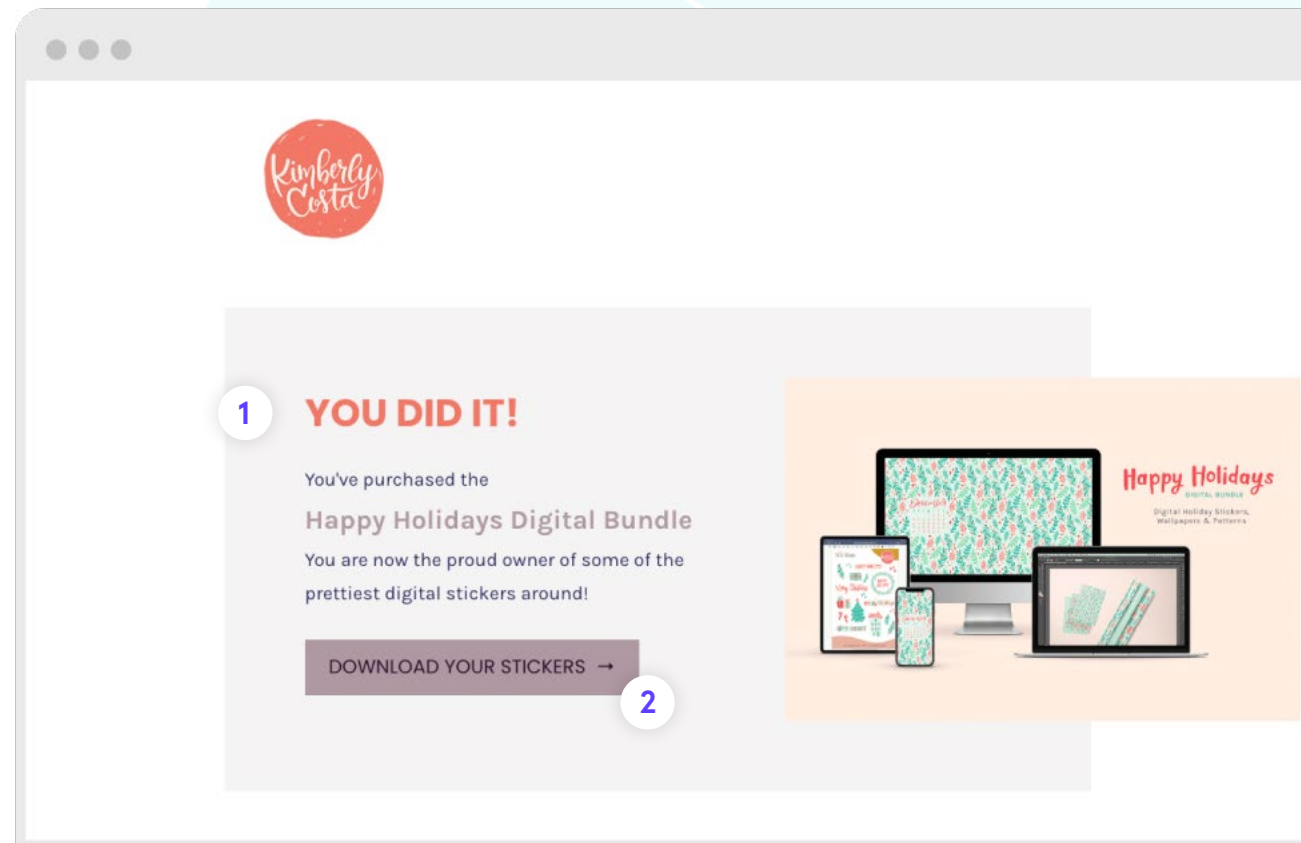
Kimberly Costa sells digital design assets, stickers, clip art, and more. This thank you page is for her Happy Holidays Digital Bundle.

### WHAT WE LOVE

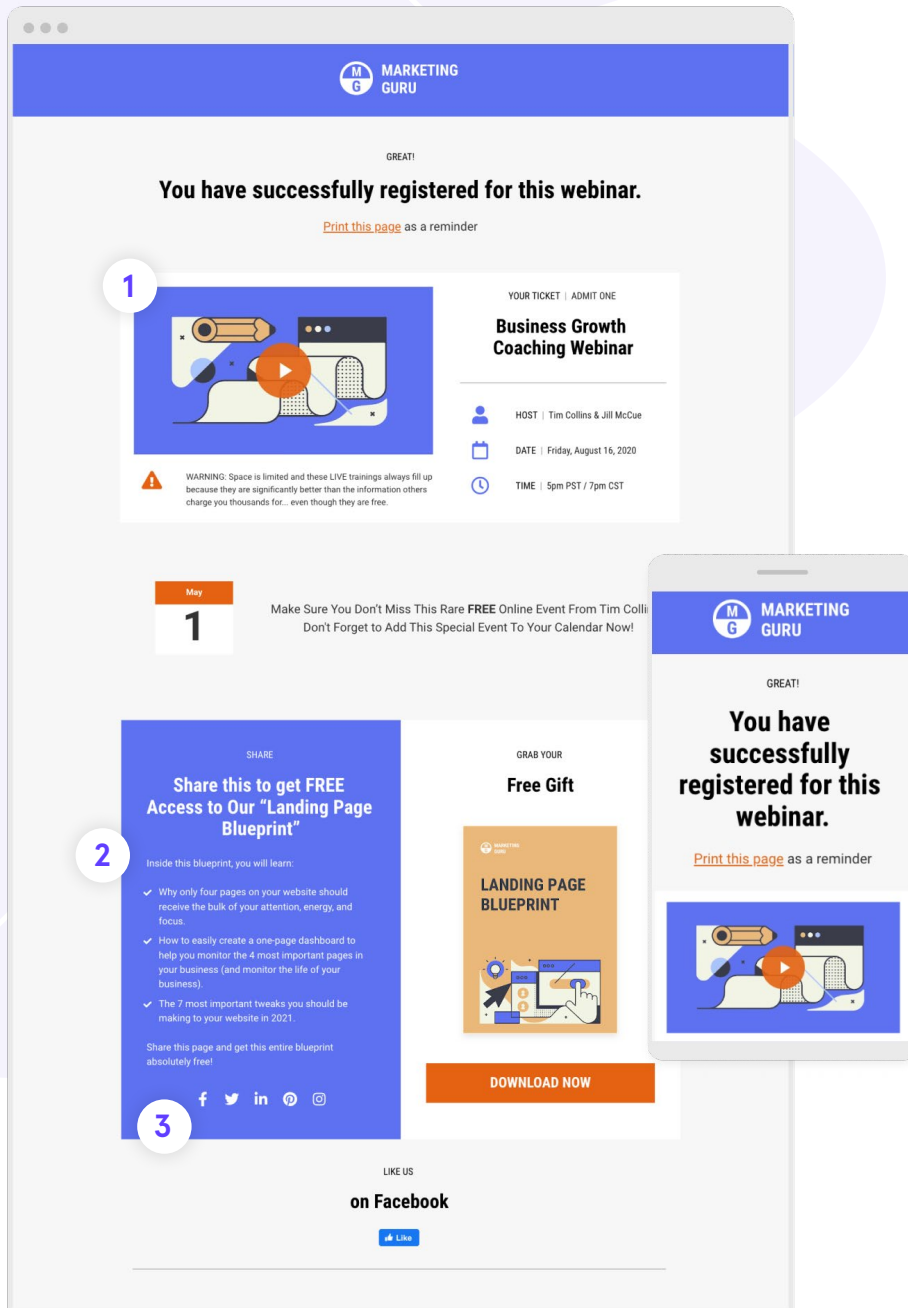
- 1 The congratulatory text gets you excited to use the product.
- 2 The page makes it easy to access your download.

### LEADPAGES TIP

Adding links can help make the most of a new lead's engagement and continue the momentum. Below the fold, invite them to learn more about your brand, join your community, or offer them additional resources.



@kimberlycostaillustrates



LEADPAGES TEMPLATE

# Marketing Guru

Use this thank you page template for your webinars and free trainings.

## WHAT WE LOVE

- 1 There's a spot to include a video message to build hype for your training.
- 2 There's also a section for including a free gift to add even more value to your offer.
- 3 Registrants are encouraged to share the webinar on social media.

[Use this Template →](#)

## LEADPAGES TEMPLATE

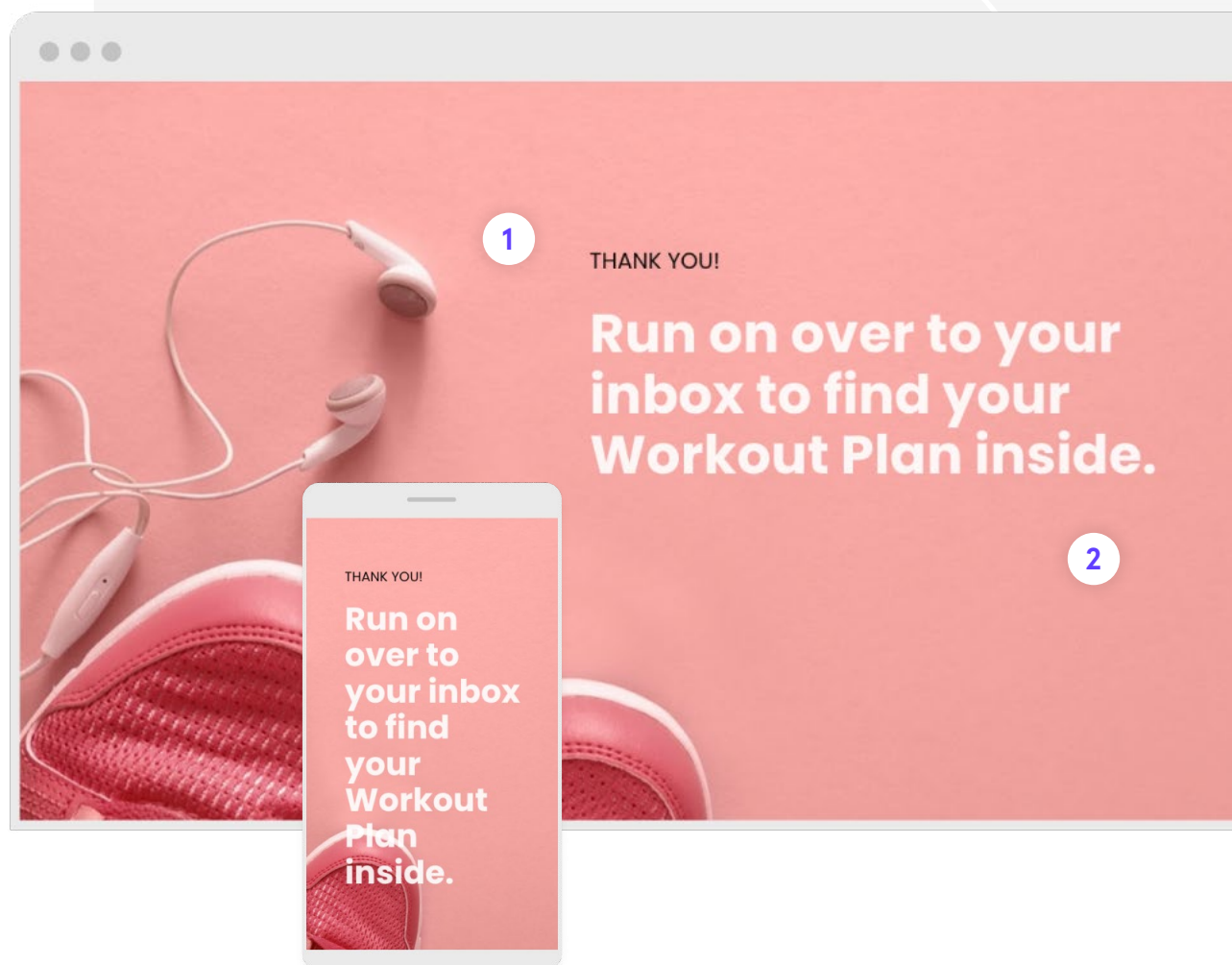
## Fitness Opt-in

This simple thank you page is designed for a fitness program, but could be adapted for most offers.

### WHAT WE LOVE

- 1 The full-page background image gives you plenty of opportunity to get creative.
- 2 There's no clutter, just a simple thank you and instructions on where to find your download.

[Use this Template →](#)



Ready to get online and grow?

Try Leadpages Free

# Tripwire Pages

## **Tripwire Pages**

A tripwire page is another version of a thank you page that appears after someone submits their email address. In this version, a low-cost gateway offer is introduced with the goal of quickly turning a lead into a customer.

Here are a few customer examples and Leadpages templates for tripwire pages.

Journey to Kidlit

**Hooray! Your Free Template Is On Its Way!**

1 Be on the lookout for an email from brooke@journeytokidlit.com in the next few minutes. Meanwhile, keep reading to learn how to write a children's book kids want to read!

2 Get started writing a book you can be proud of!

**Kidlit Writer's STARTER KIT EXPANDED EDITION!**

The self-study guide to writing a children's book kids love!  
Retail price: \$97

3 Buy Now for Just \$37!

Save over 60% off the Kit Now! Offer ends in:

0 DAYS 14 HOURS 7 MINUTES 30 SECONDS

**Your Starter Kit Includes:**

Worksheets to help you write a 32-page picture book. & the plotting

**Write a children's book you'll be proud to show your family and friends!**

If you've:

- ✓ Been thinking about your idea for what feels like forever
- ✓ Finally found the time to sit down to start writing your first draft
- ✓ But need help getting started

The Kidlit Writer's Starter Kit is for you!

Buy it here!

Get your knowledge from an award-winning author:

Use the proven 4-step process to write an amazing story!

For a limited time, get the Kidlit Writer's Starter Kit for just \$37 (a \$97 value). The 4-

@journeytokidlit

## CUSTOMER FEATURE

# Journey to Kidlit

## Education | Coaching

Journey to Kidlit helps aspiring authors write children's books that kids actually want to read.

## WHAT WE LOVE

- 1 Visitors are told what email will be sending them their content.
- 2 They're also encouraged to keep reading to receive a special offer.
- 3 The old retail price is listed along with the new price, so people can see how much money they're saving.

## LEADPAGES TIP

Make sure your Tripwire product packs a ton of value. If you deliver on your low-cost offer your audience will be more inclined to purchase your high-ticket items.

LEADPAGES TEMPLATE

# Personal Trainer Tripwire Offer

This template is great for tripwire offers related to health and fitness.

## WHAT WE LOVE

- 1 The countdown timer adds a sense of urgency and encourages visitors to buy right away.
- 2 There's a section devoted to benefits so you can list out all the reasons why your offer is perfect for your audience.
- 3 Customers can purchase right on your page by integrating with Stripe.

[Use this Template →](#)

**LOUISE FALCON**

**YOUR FREE WORKOUT PLANNER IS ON ITS WAY!**

Thank you for choosing to jumpstart your fitness journey with me. Be on the lookout for **The Busy Parent workout planner** in your inbox! (Don't forget to move my email out of any subfolders so you don't miss out on any messages in the future!)

**THE BUSY PARENT WORKOUT PLANNER**

You've also just unlocked a one-time offer that won't last long!

**FOR THE NEXT 5 MINUTES, SAVE \$50 ON THE PARENT'S WELLNESS KIT**  
It's time to start feeling like yourself again.

**1**

THE PARENT'S WELLNESS KIT ~~\$99~~  
**\$49 FOR A LIMITED TIME ONLY**

HURRY! OFFER ENDS IN:  
0 3 23 17  
min sec min sec

Feel healthy and happy while you build a better lifestyle for you and your family

I WANT THIS!

**2**

**DO YOU FEEL LIKE YOU'RE PARENTING IN SURVIVAL MODE?**

Any parent can tell you that balancing work and family gets stressful. If you're struggling to find time for yourself and fitness on top of those responsibilities, you're not alone!

It's easy to get stuck in a routine that feels helming and doesn't give you time to press with some exercise. But it doesn't have to be this way.

**YOU DON'T NEED TO MAKE SACRIFICES TO CHANGE YOUR LIFE**  
You just need **The Parent's Wellness Kit**. It's my pack that helps you:

- ✓ Feel motivated to build a healthy life
- ✓ Take time to step away from stressors
- ✓ Have the resources you need to succeed
- ✓ Create a workout plan you can stick to
- ✓ Connect with an empowering fitness

**3**

**THE PARENT'S WELLNESS KIT INCLUDES:**

**EASY & HEALTHY FAMILY RECIPES**  
A full month's worth of nutritious meals for you and your family.

- ✓ **Plan ahead:** No more worrying about what's for dinner, I've got you (and your picky eaters) covered.
- ✓ **Save time:** Cooking is a breeze when every recipe can be made in 30 minutes or less.
- ✓ **Feel good:** Make home-cooked meals that keep you (and your family) feeling satisfied.

**15-MINUTE HOME WORKOUTS**  
Get exclusive access to a full video library of my favorite 15-minute workouts.

- ✓ **Work out anytime:** Stick to your own schedule—the best workout is one that gets done!
- ✓ **No equipment needed:** Every workout can be done in the comfort of your home.
- ✓ **Feel confident:** Follow along with beginner workouts led by a certified personal trainer.

**ALL-ACCESS VIRTUAL CLASS PASS**  
Join any (or all) of my daily workout livestreams from your living room.

- ✓ **Be ready to work:** I'll set the right pace and keep you accountable.
- ✓ **Build a routine:** Join me for a full guided workout on one day of the week.

Don't miss out on this discount!

Email

Card number  MM / YY CVC

Order Summary

Pay

Privacy Policy: We have spent and promise to keep you



## LEADPAGES TEMPLATE

# Business Coach Tripwire Offer

Use this template to promote a business coaching offer after someone downloads one of your lead magnets.

## WHAT WE LOVE

- 1 The pop-up order form makes purchasing quick and easy.
- 2 The built-in countdown timer creates a sense of urgency to purchase at a discounted price. Once the timer expires, the page automatically updates to display the full-price item.
- 3 There's space to outline everything your offer includes so you can make it clear just how much value you're providing.

[Use this Template →](#)

# 404 Pages

## 404 Pages

A 404 page is a page that displays when users try to access a page on your website that doesn't exist or has moved. Use this page to keep visitors engaged and direct them to other helpful resources.

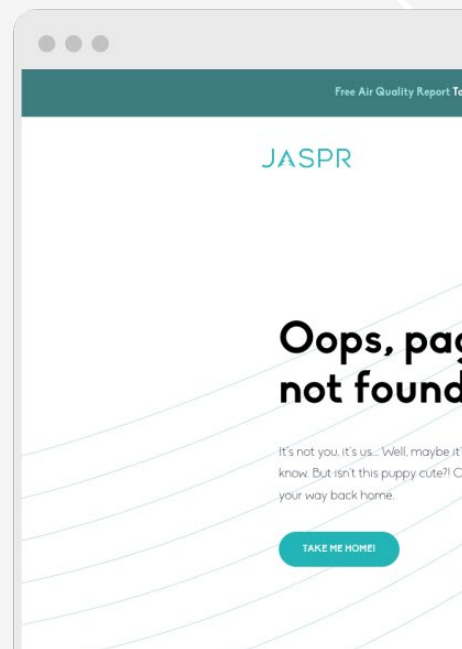
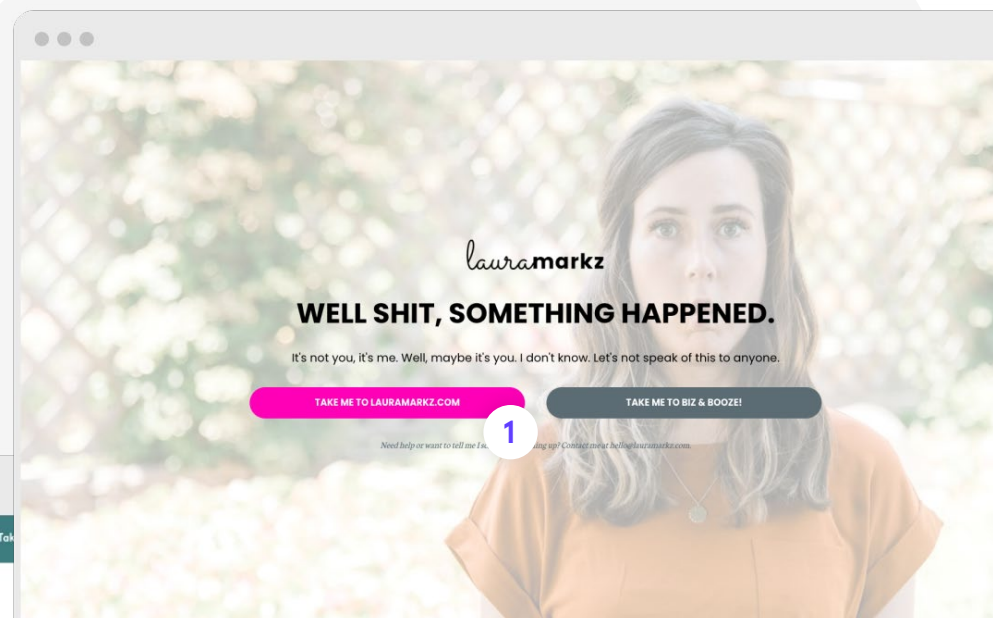
Here are a few customer examples and Leadpages templates for 404 pages.

# Customer 404 Page Examples

Here are two 404 page examples from MyBizU with Laura Markz and Jaspr.

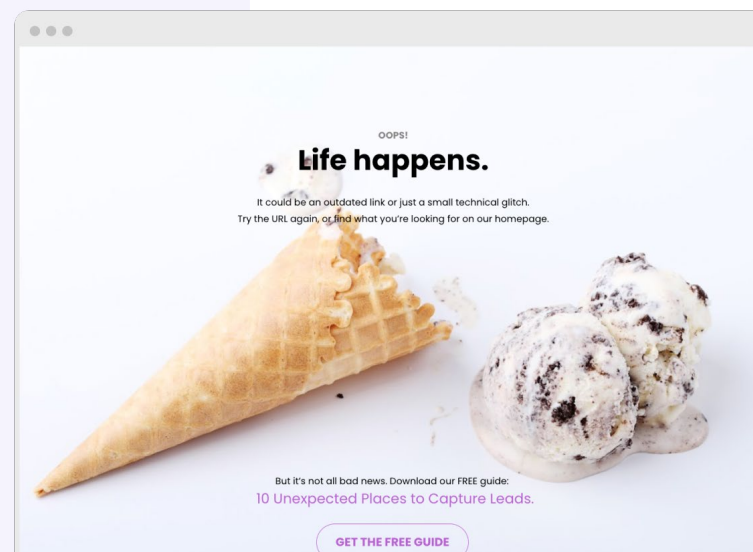
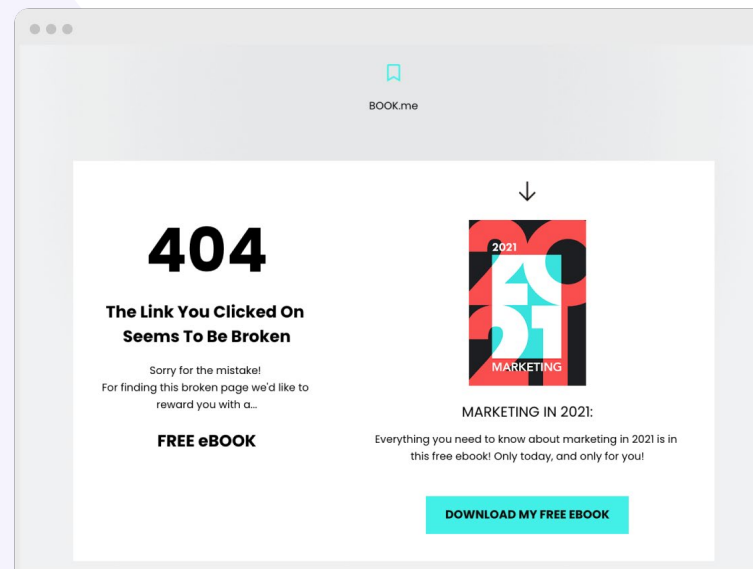
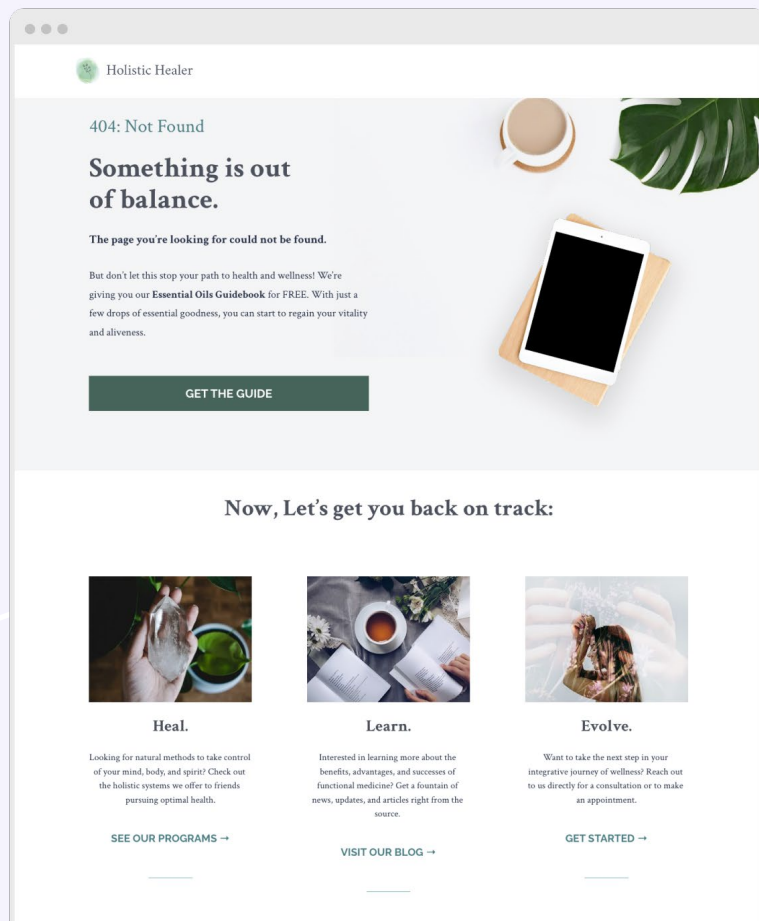
## WHAT WE LOVE

- 1 Laura offers two different links to her visitors to help them find what they're looking for.
- 2 Jaspr uses humor to distract from the error and keep their audience engaged.



# Leadpages 404 Page Templates

[View Templates →](#)



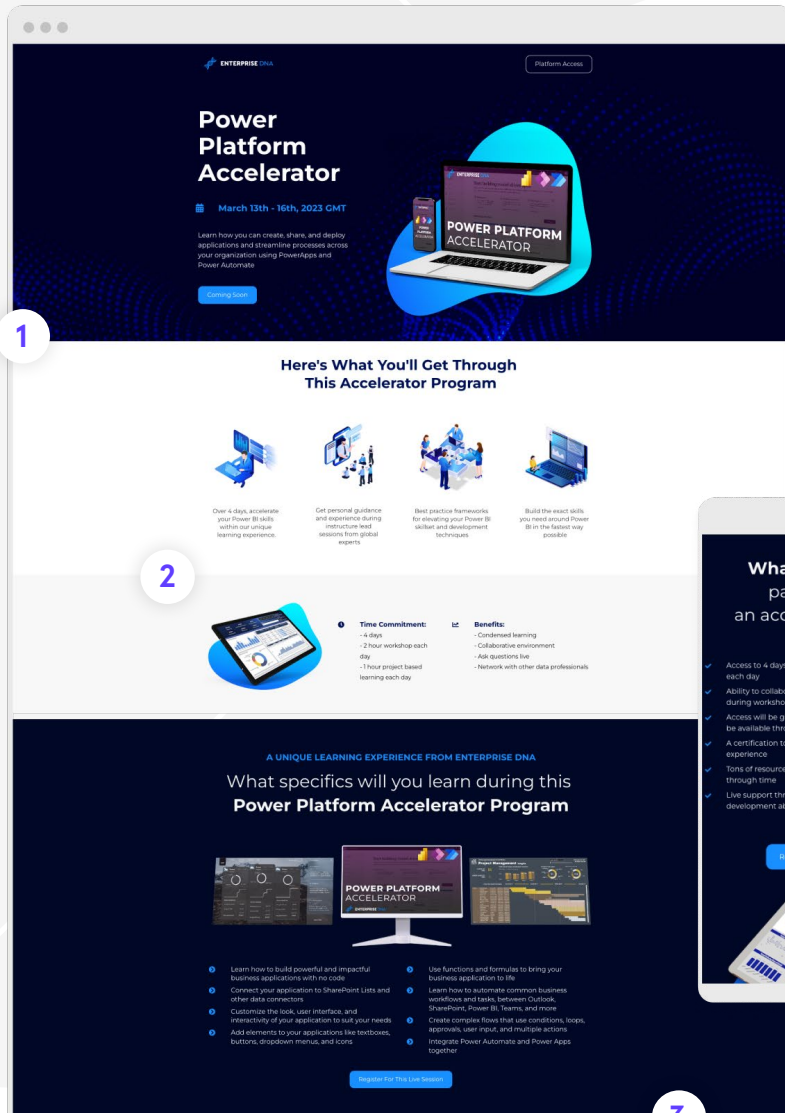
# Event Pages

## Event Pages

An event page is a page designed to promote an event (either in-person or virtual). Depending on the event, the goal could be to sell tickets or collect leads.

Here are a few customer examples and Leadpages templates for event pages.

@enterprisednaco



1

2

3

CUSTOMER FEATURE

# Enterprise DNA

Technology | Software

EnterpriseDNA's Power Platform Accelerator program shows you how to deploy applications and streamline processes across your organization.

WHAT WE LOVE

- 1 The color scheme stays consistent throughout the page and graphics.
- 2 The time commitment and benefits of the program are nicely summarized.
- 3 A complete outline of the curriculum is included so visitors know exactly what they'll get.

@bosswomenmedia

## CUSTOMER FEATURE

# Boss Women

## Community | Business Coaching

Boss Women uses this page to promote their Black Girl Magic Digital Summit, an event designed to help black women pursue their entrepreneurial dreams.

## WHAT WE LOVE

- 1 The animated hero section draws you in but doesn't distract from the headline.
- 2 A short video is included that sums up the event and builds hype.
- 3 The agenda for both days is included so visitors know what to expect.



**This page is currently converting at 66%**

The industry average is 2.35%

**1** Introducing for a second year in a row, The Black Girl Magic Summit...

Creating community, sharing resources, and planning for the future is more critical than ever. We want to rally to serve our community in the areas they need most by pivoting to bring tools and resources to all women nationally during our emerging normal. We are creating a 2 day stay-at-home digital experience educating, empowering and equipping our community around creating wealth, entrepreneurship and stacking your money!

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**BOSS BOXES**  
All 5,000 Boxes Have Been Claimed!

We have 5,000 sign ups! We are sold out of Boss Boxes, but you can still sign up to enjoy the event!

We are delivering our Boss Boxes straight to your front door:  
The first 5,000 attendees received a Boss Box filled with goodies from your favorite brands to make the event come to life in your living room!

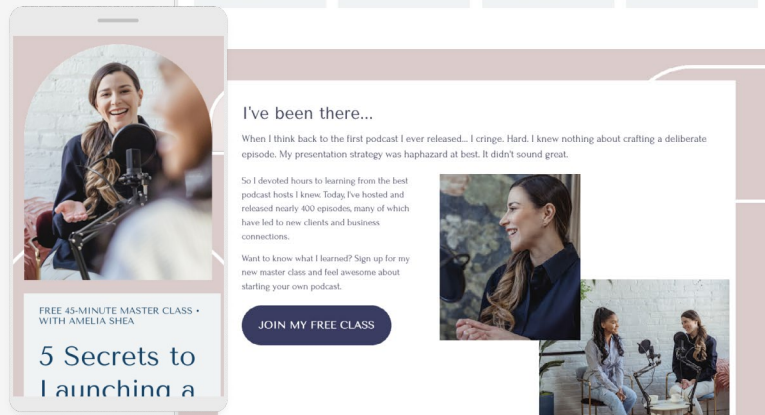
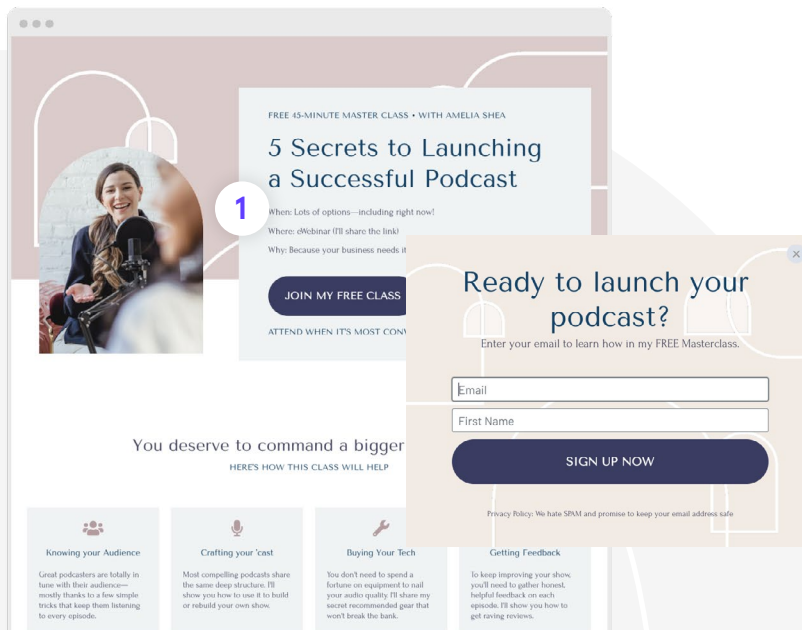
**AGENDA**

DAY 1 DAY 2

**SPEAKERS**

MEAGAN GOOD TIA MOWRY ELAINE WELTEROTH

ARIELLE ESTORIA ALECHIA REESE DOMINIQUE BROADWAY

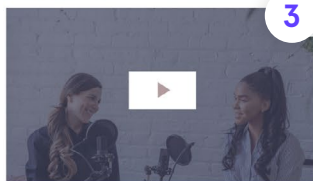


2

This class is for you if...

- ✔ You're dying to grow your audience by sharing your knowledge with the world through podcasting.
- ✔ You want to launch your own podcast, but don't know where to start or what tech and tools you'll need.
- ✔ You want to learn the top secrets for hosting the best guests (and how to perform a *killer* interview).
- ✔ You dream of generating secondary income for your business by discovering the secrets to landing podcast sponsors.
- ✔ You know your business deserves a strong podcast, but you're not sure how to create one.

WATCH THE PREVIEW



3

## LEADPAGES TEMPLATE

## eWebinar Masterclass

This webinar template is perfect for all kinds of free training sessions.

## WHAT WE LOVE

- 1 The when/where/why format in the hero section makes it easy to craft a compelling description.
- 2 The “This class is for you if” section allows you to describe your ideal customer.
- 3 There’s a section to add a free video preview so visitors can get a taste of what you have to offer.

[Use this Template →](#)

## LEADPAGES TEMPLATE

# Online Coaching Class Template

Do you offer an online class? Use this template to promote and explain your program.

## WHAT WE LOVE

- 1 The muted color scheme creates a professional look.
- 2 There are plenty of CTA buttons so visitors can easily take the next step when they're ready.
- 3 The "What You'll Learn" section lets you outline everything that will be covered in your class.

[Use this Template →](#)

LEADR

## Coaching for Managers and Executives

A FREE virtual class to help you become the leader your company needs you to be

October 6, 2020 • 3PM • via web conference

SAVE MY SPOT

### Being a good leader isn't just being a boss.

It's not about time sheets, or quarterly reports, or calling shots. A good leader gets results—and that starts by empowering and inspiring the people around you.

This FREE, one-day virtual class can help you unlearn old and broken methods of managing people and help you identify ways you can adjust your leadership style to start getting results.

SAVE MY SPOT

### Here's What You'll Learn

#### Team Building

A leader is only as good as their team. We'll explore strategies that help you turn your team into a high performing one.

#### About the Coach

JP Phillips is a best-selling author, entrepreneur and coach. She has

Ready to get online and grow?

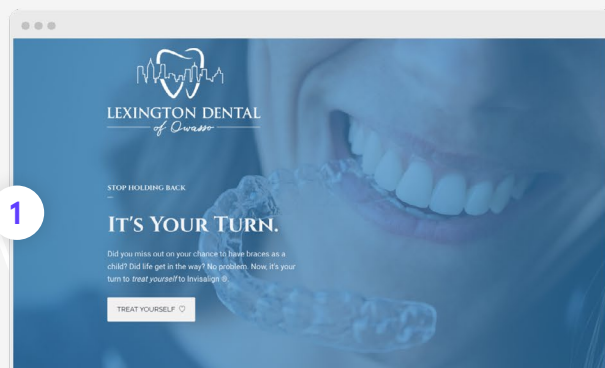
Try Leadpages Free

# Consultation Pages

## **Consultation Pages**

A consultation page is used to promote a free consultation, which is an excellent way to generate leads and find new clients.

Here are a few customer examples and Leadpages templates for consultation pages.



1

### WHY INVISALIGN® ALIGNERS?

Invisalign® is an excellent alternative to braces and especially beneficial for adults. The clear aligners are removable and allow you to eat anything you desire. Also, they are barely noticeable and lessen the risk of being embarrassed compared to wearing standard metal braces as an adult.

[SCHEDULE YOUR CONSULTATION](#)

#### COSMETIC APPEAL

### SMILE WITH CONFIDENCE.

Invisalign® clear aligners are a popular orthodontic treatment used to straighten teeth as an adult. These clear aligners are a great solution to traditional braces, which are often bulkier and more obvious. With these discreet aligners, you can straighten their teeth for a beautiful new smile.

[START YOUR JOURNEY](#)

### WHY WAIT?

ENJOY THE BENEFITS OF INVISALIGN® TODAY

2

#### WHY

**Custom made, just for you.**

Each Invisalign aligner is custom made using a computer-generated system that takes a model of your mouth and slowly changes each set of aligners to help correct your teeth over time. These sets are changed every two weeks as your teeth move into the correct positions.

#### WHERE

**Conveniently Located in Owasso, OK.**

Our dental office is conveniently located just east of Hwy 160, across the street from Owasso High School. Our location has been serving the community as a dental practice for over 20 years and became Lexington Dental of Owasso in November 2019.

#### WHO

**Dr. Jacob Cary, Our Amazing Dentist.**

Dr. Cary has been practicing dentistry since 2015 and is delighted to continue the long tradition of excellent dental care in the Owasso, Oklahoma, area. He loves getting to know our patients and building relationships with them as he helps them learn to love their smile.

[REQUEST CONSULTATION](#)

3



### OUR AMAZING TEAM

Dr. Jacob Cary is pleased to present our fantastic dental team! As a robust group of dental professionals, our team of long-time employees is patient-focused, using their vast experience and training to help our patients feel at ease as they work with our dentist to help ensure you have a wonderful dental experience at Lexington Dental of Owasso.

## CUSTOMER FEATURE

# Invisalign Aligners

## Dental | Hospitality

Whistler Works offers Invisalign services and products as an alternative to braces.

### WHAT WE LOVE

- 1 The hero section copy does a great job of highlighting the visitors' main problem.
- 2 The "Why, Where, Who" section sums up all the key information potential customers need to know.
- 3 The page introduces visitors to the team and includes a picture to help them get to know who they'll be dealing with.



**This page is currently converting at 42%**

The industry average is 2.35%

CUSTOMER FEATURE

# Krafted Memories

## Videographer | Weddings

Krafted Memories offers wedding videography services.

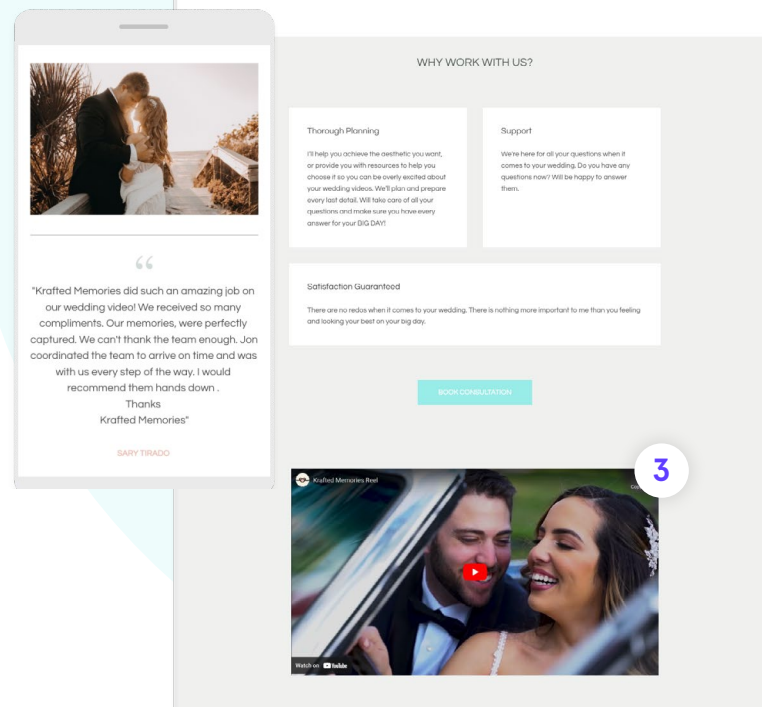
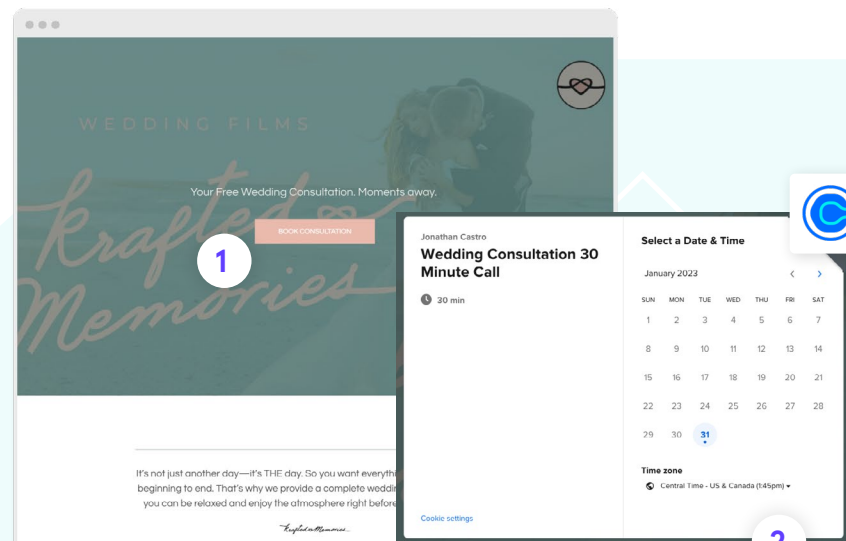
### WHAT WE LOVE

- 1 Instead of forcing couples to book right away, the page offers a free consultation so they can get to know the videographer.
- 2 The Calendly integration simplifies the booking process.
- 3 The video reel allows visitors to see examples of the videographer's work.

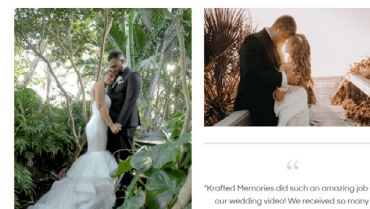


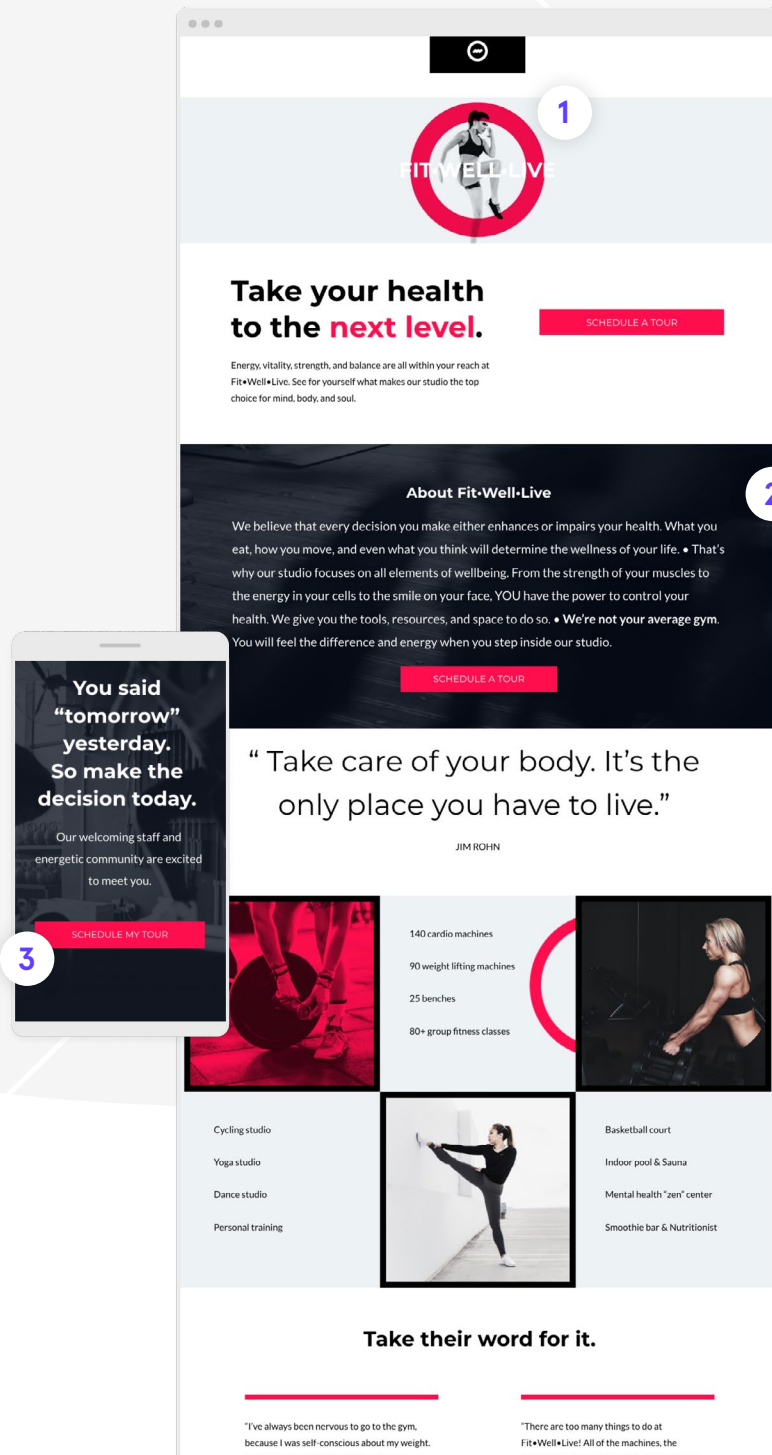
**This page is currently converting at 55%**

The industry average is 2.35%



@kraftedmemories





## LEADPAGES TEMPLATE

# Fitness Consultation

This free consultation page is ideal for trainers and fitness professionals.

## WHAT WE LOVE

- 1 There are bold colors, but they're balanced out with plenty of white space.
- 2 The About section lets visitors know how the gym is different and why they should choose it over the competition.
- 3 The call to action "Schedule a Tour" is short, direct, and tells people exactly what they should do.

[Use this Template →](#)

## LEADPAGES TEMPLATE

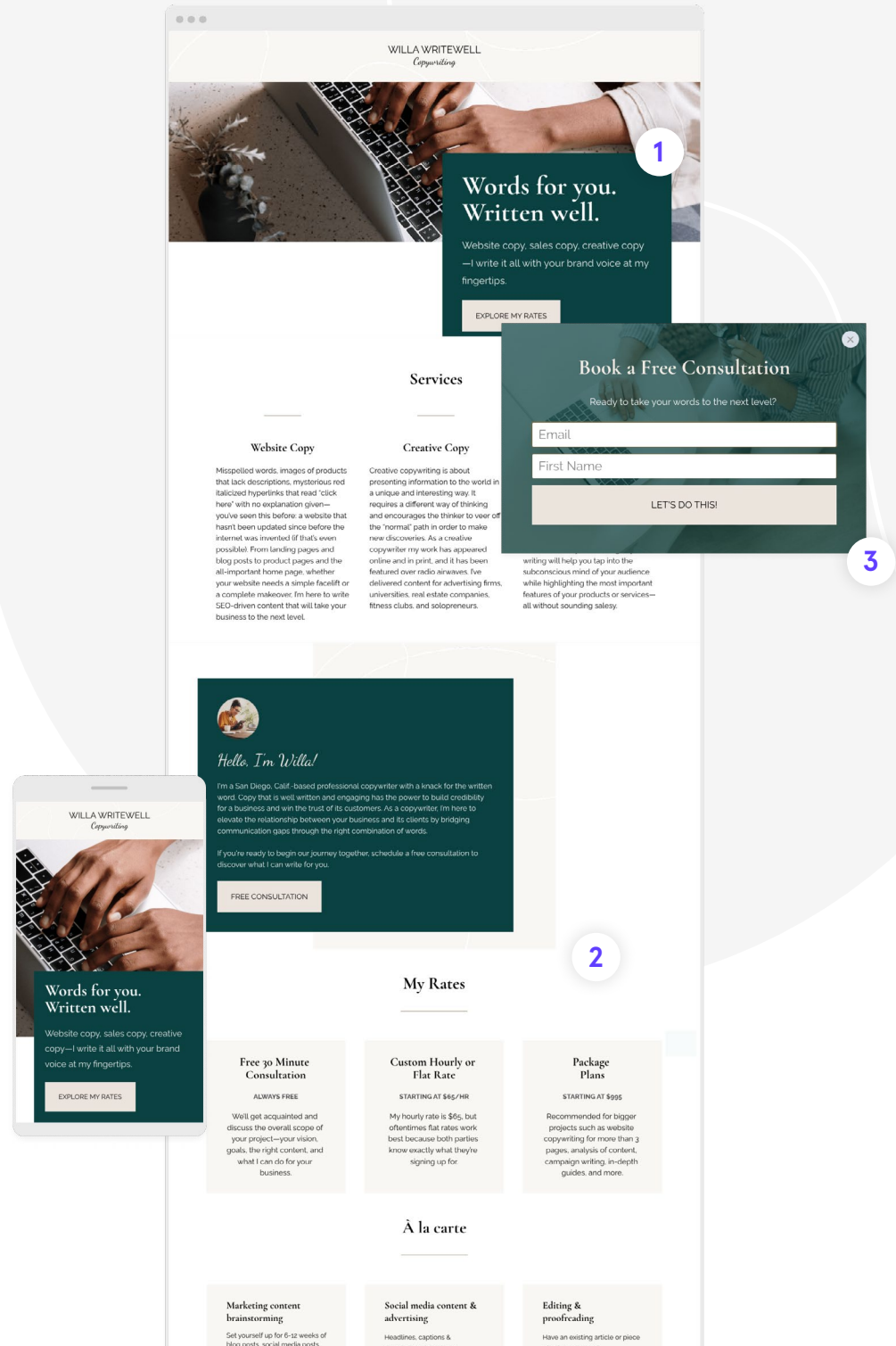
# Professional Services Plan Consultation

This is an ideal template for freelancers and service providers.

## WHAT WE LOVE

- 1 The parallax effect is a nice touch and helps keep visitors engaged.
- 2 There are sections to add your services, rates, and everything else potential clients need to know about you.
- 3 The pop-up payment form matches the page design perfectly.

[Use this Template →](#)



Experience Leadpages:

## A complete lead generation solution

Leadpages is a drag-and-drop website and landing page builder designed to help small businesses get online quickly and easily. Equipped with a complete conversion toolkit, we're all about helping you find leads and customers for your business (it's in our name). Whether you're a tech-savvy marketer or completely new to web design, we'll help you build an online presence you and your audience will love.

Leadpages is powered by a diverse team of over 40 people who are passionate about helping small businesses thrive. Many of us are entrepreneurs ourselves, so we understand what it takes to get a new venture off the ground.

As a Leadpages user, you're never alone. Whether it's chatting with our industry-leading support team, participating in our weekly conversion coaching, or taking advantage of our extensive library of free resources, you'll have all the support you need throughout your journey.

The image is a composite graphic. At the top, a browser window displays the 'Design Hub' logo. Below the browser, there are three overlapping elements: a 'CONVERSIONS' line graph on the left showing two upward-trending lines (one purple, one teal) with points A and B; a 'LEADMETER' progress bar on the right, which is a horizontal bar with a purple-to-teal gradient and a white slider; and a photograph of a woman with long blonde hair looking at a tablet. The background of the composite is a dark grey/black area with white text that reads 'QUAL COURSE: WEB DESIGN 101' and 'create a website in 5 days (or less)'. Below this, smaller text says 'ing to create a website from scratch? Web Design 101 is for you. This ultimate course explains all of the obvious and o-obvious best practices of web design. We'll teach you to create a website with any skillset.'



# Ready to get online & grow?

Take Leadpages for a test drive when you  
start your free 14-day trial.

[Start a Free Trial](#)