

Example of a Landing Page Template

The screenshot shows a landing page for Weddingplan. The page is annotated with numbered callouts (1-10) pointing to various elements:

- 1** Brand/Logo: The Weddingplan logo, featuring a ring icon and the text "Weddingplan".
- 2** Menu Bar: A navigation bar with links for Home, Compare our Cover, Compare our Prices, Honeymoon Cover, About us, and Contact us, along with a phone number 0844 412 3115.
- 3** Sales Copy (1): A section titled "Peace of mind on your wedding day" with a photo of a bride and text explaining the importance of wedding insurance.
- 4** Sales Copy (2): A section titled "Policies to suit every budget" with a photo of a bride and text detailing the range of insurance options.
- 5** Accreditations: Two boxes showing FSA (Financial Services Authority) accreditation and VeriSign security certification.
- 6/7** Special Offers: Two promotional banners. One for "£20 off your first order" from Virgin Wines, and another for "Insure your Honeymoon with us..." from TPS.
- 8** Sales Line: A call-to-action button that says "Call us today for a free quotation..." with the phone number 0844 412 3115.
- 9** Testimonials: A section titled "Real Customers, Real Stories..." featuring three customer testimonials with photos of couples.
- 10** Help with your Wedding Plans: A section titled "Help with your Wedding Plans" with a photo of a couple and text offering assistance from partners and affiliates.

At the bottom of the page, there is a copyright notice: "Copyright © 2003-2007 TPS (Insurance Admin Services) Limited." and links for "Site Map" and "Privacy Policy".

- 1 Brand/Logo:** The design recommends stronger branding for Weddingplan and incorporates a logo - the template is just an illustration of this concept.
- 2 Menu Bar:** The design features a two-level menu, including an **About us** page.
- 3 Sales Copy (1):** The primary message "Peace of mind on your wedding day" presents the rationale for wedding insurance and links to the **Compare our Prices** page.
- 4 Sales Copy (2):** The secondary message "Policies to suit every budget" provides an overview of the policies available, highlighting the entry price and **Premium Refund Guarantee**. It links to the **Compare our Cover** page.
- 5 Accreditations:** Addresses issues of trust and security by highlighting TPS's FSA accreditation and the site's security policy.
- 6/7 Special Offers:** Presents the current special offer from **Virgin Wines**, and TPS's Honeymoon cover (perhaps with a discount for Weddingplan customers?). Given this is simply a link to another TPS site, it would be possible to remove this option from the **Menu Bar**.
- 8 Sales Line:** A call-to-action for Weddingplan's Sales line.
- 9 Testimonials:** The site presents customer testimonials under the heading **Real Customers, Real Stories...**. Each testimonial is accompanied by a photo of the couple. Weddingplan must have hundreds of interesting real-life stories of claimants it has helped - this section would present a relevant sample. Again, the emphasis here is on promoting trust in the service.

- 10 **Help with your Wedding Plans:** A panel presenting the services listed under **Resources** on the current site. This approach is designed to demonstrate depth, market expertise and encourage visitors to see the service as a “portal” for planning their wedding.