

Landing Page Guide

NIK SHARMA

STRUCTURE

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JUDY

Get 100% off →

**EMERGENCY
KITS DESIGNED
BY EXPERTS**

Get our best-selling kit for \$180, or try The Ready System and save \$100 off.

★★★★★ 5.0/5

Shop now →

JUDY

JUDY

Badge can be an accolade (BEST SELLER, Oprah feature), or x% OFF

Sticky bar at top should have offer

Big, bold headline about your brand

Should communicate offer in a clear, concise manner

If you have good reviews, call it out here. Bonus points if you can say "over x amount of 5 star reviews"

Clear CTA (if you're running an offer, play around with your CTA: "Get 25% off now!" "Save now" "Get \$100 Off")

Image should be what is being offered

Here is where you simply tell your customers why they need to try your brand/product



Why Lalo?



Safety

All of our products exceed required safety standards, and we never use harmful chemicals or substances.



With minimalist yet innovative designs, our products are sleek in style and easy to clean.



Value

We built the first ever 2-in-1 high chair and play chair, so that you get twice the value for an affordable price.

If you can, use icons! They're much easier for the consumer to digest.

If icons don't work for you, write a concise paragraph, bullet points, etc. to get your point across.

Try to avoid fluff and focus strictly on the value props.



Keep your value props on 1-2 lines and easy to read.

Briefly describe the value prop.

Pick shorter quotes that highlight your brand in the best way.
Include logos for social proof. Brag bars can look like either:

“Nothing. Ever. Sticks. I have used this cookware for over a month now, and I haven't had to scrape a single item off its surface.”

POPSUGAR.

“The sets, which come in a rainbow of hues from sage green to navy, also come with magnetic pan racks and a canvas lid holder to make storage a cinch.”

Forbes

“In addition to the starter pots and pans you can use to cook just about anything, the set includes magnetic pan racks and a canvas lid holder.”

**BUSINESS
INSIDER**

FOOD&WINE

“The ceramic-coated cookware is not only Teflon-free but also nonstick, easy to clean, oven-safe, and compatible with every type of stovetop.”

“Shop The Ready System”
“Shop Now”... just reiterate what
the product is and a relevant
subheading

THE READY SYSTEM

Designed by experts to protect your family

Clearly list product name,
include reviews if possible

THE READY SYSTEM

★★★★★ 5.0/5

• THE SAFE: Your At-Home Kit

Stay prepared at home with **The Safe** which contains everything you need for **72 hours of survival** including KN95 masks, emergency food & water, cell-phone battery packs, hand-crank radio, and 100+ more necessities.

• THE MOVER MAX: For Evacuations

When evacuating, you'll take **JUDY's Mover Max**. In a **puncture-resistant and water-proof bag**, there is a hand-crank radio, emergency food & water, a multi-use tool, water-proof matches, and 75+ items.

• THE STARTER: For On-The-Go Daily Use

Small but mighty, **The Starter** has **14 unique items** including a KN95 mask, first-aid kit, a poncho, rescue blanket, and more. Perfect for daily use.



GET \$100 OFF

Clearly describe what the
consumer will be receiving

Clearly describe how to apply
discount if not auto-applied (this
will save you lots of CX inquiries)

Use code **SYSTEM100** for \$100 off today

~~\$490~~ **\$390 + Free Shipping**

Add To Cart & Save \$100 →

Starting at \$43/month with **affirm**

Boldly list price; if discounted,
show old price compared to new

Klarna/Afterpay/ etc. call out

CTA



Show multiple views of the product,
highlight any deals or call outs

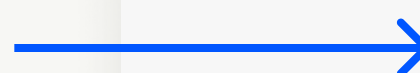
Get creative with titling your reviews section



WHAT **FAMILIES** ARE SAYING

See why everyone prepares with JUDY.

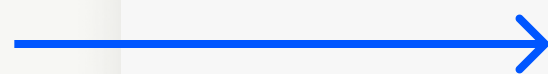
List name of product being reviewed



THE MOVER MAX

“I am in love! There is plenty of room for me to put our fireproof/waterproof documents folder and pet supplies in the bags as well!”

Include rating (should be 4.5+) and name



Beth M.

THE MOVER

“It really is an amazing product! Even my husband who is in the military said everything was very good quality!”



Amy C.

THE SAFE

“I’m very pleased with and impressed with my kit. Everything is so organized and thorough - I could never put all of this together on my own.”



Stacy M.

Shop Our Kits →



CTA to PDP or Collections page

- Icons are great here too
- If your product has specific steps, highlight them here
- If you have more value props than what's in the why section, highlight them here
- Anything crucial that you want to get across to your consumer

Free Shipping
on orders \$90+

Free Returns

30-Day Trial

How it works

1. SPRITZ
Spritz the bowl before you go to create a barrier on the water's surface that traps #2 odor below.

2. POO
Proceed with your business as usual. All anyone will smell is a refreshing blend of natural essential oils.

3. SNIFF
Now, you and your potty guests can leave the toilet smelling better than you found it!

Proper Hydration Can Bring

Vibrant Skin

Quicker Post-Workout Recovery

Increased Focus

Amplified Energy

Improved Mood

Refer back to first brag bar. Adjust layout/content depending on brand and amount of press that they have.

Other options (can incorporate a social quote/review instead):

★★★★★

“I have tried SO many perfumes and have spent so much money on perfume. Now it’s just Snif!”

BENJIE P

← →

add to cart now ↗

learn more ↗

AS SEEN IN

Men'sHealth

Forbes

BUSINESS INSIDER

Here is where you compare your brand to either
1) specific competitors or **2) general items**

Make sure your brand is first, its logo is on top and the check marks are different from rest of chart.

Make sure your product can check off every benefit you list.

Add a SHOP NOW CTA in case this is where we convince them to buy.

JUDY VS OTHERS

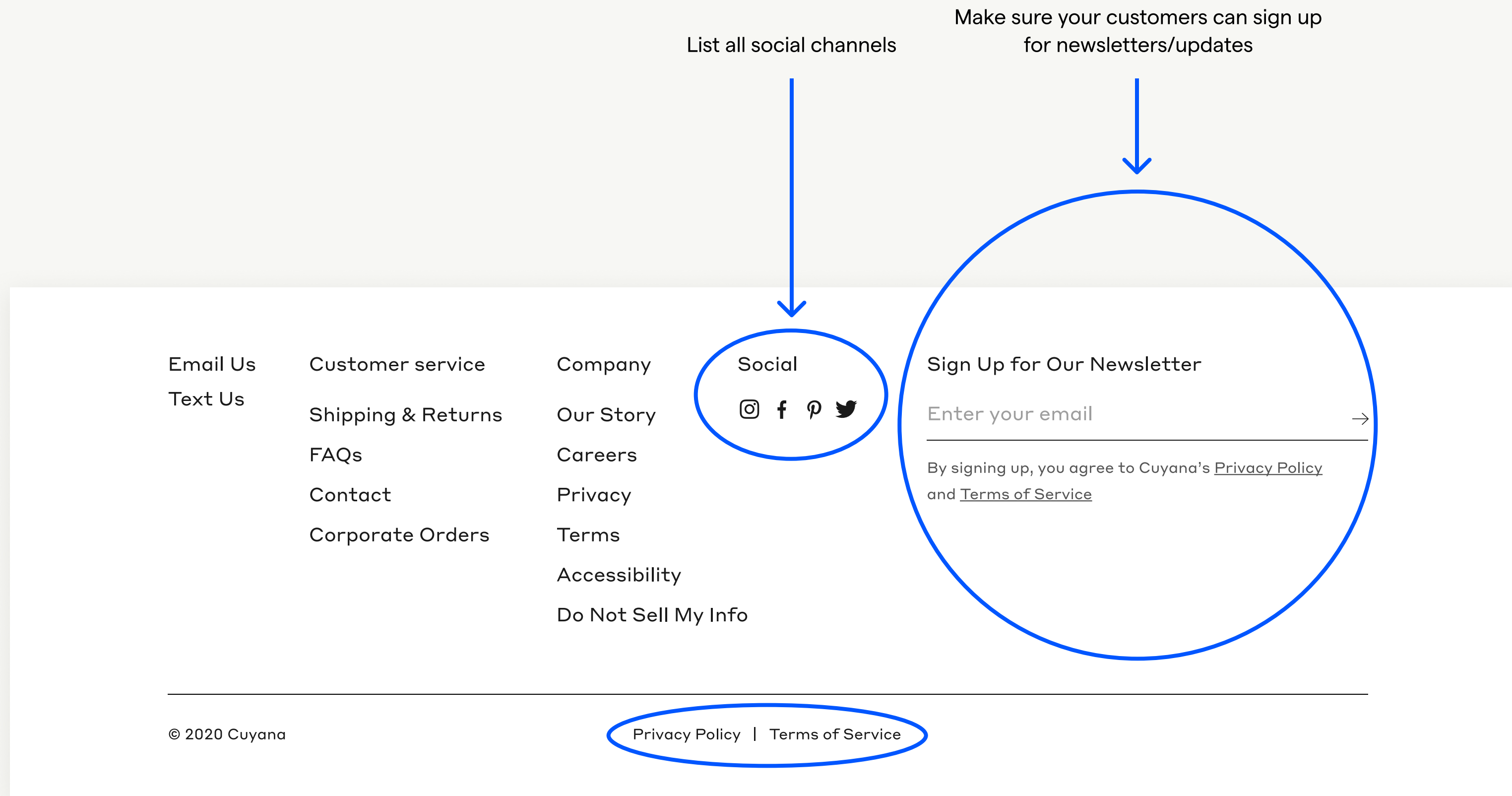
Here's how **JUDY** compares to other kits.

	JUDY	Store-Bought Emergency Kit	Homemade Kit
Up to 72 hours of self-sufficiency	✓	✓	✓
Hand-Picked by Disaster Experts	✓	✗	✗
Digitally-Connected & Emergency SMS Alerts	✓	✗	✗
Disaster Guides & Planning Documents	✓	✗	✗
Pre-Assembled	✓	✓	✗

[Shop Now →](#)

This can be a replica of your first shop section
(feel free to narrow the section down if needed).

This is the last chance to get the purchase!



Thank you.

NIK SHARMA