

Landing Page Analysis

| Part 1 - Landing Page Type | |
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| Subscription Landing Page | https://www.chicagotribune.com/ You must pay for a subscription to get access to the news articles. A pop-up ad will appear asking you to subscribe. |
| Long-copy Landing Page | https://www.apple.com/apple-music/ Apple music explains what their service is about and what you get with each subscription you choose. |
| Single Product Landing Page | https://www.guitarcenter.com/BOSS/DM-2W-Delay-Waza-Craft-Guitar-Effects-Pedal-1405003131845.gc When going through Guitar Magazine's website, an ad for a guitar effect pedal was on the side of the website. It stated the website it was sold on and the price of it, which was \$164. Going to the website, which was Guitar Center, it had pictures, the price of the product, add to cart, reviews, and general and specs information. |
| Multi-Product Landing Page | https://twiningsusa.com/ When visiting the site, you get the choices of tea that the brand offers. There is a navigation bar that also helps you figure out what tea you are looking for. When you access it for the first time, you can get 15% for your first purchase, which is a call to action. |
| Lead Generation Landing Page | https://www.eisenberglaw.org/ At this lawyer firm, at the top of the page, there is both a call now number and along with a free consultation link where you fill out your information. |
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| Part 2 - Basic Landing Page Elements | https://twiningsusa.com/ |
| Navigation | There is a navigation bar at the top of the page and even if you scroll down, it is still present. There are many tabs in the navigation bar to know where you want to go on the website ranging from teas, about, login and where to buy. |
| Colors | In both the landing site and through the website, there is a consistent color scheme of white, grey and gold. The navigation bar is usually in the color of gold and the background color is usually white. The images and products have various colors and really do well contrasting with the main colors of the site. |
| Buttons | Buttons are usually in the middle left or middle right of the page. They are in the gold box and are in black text. |
| Images | Images range from pictures of products or people drinking their tea. Well photographed and presented well on the website. |
| THE ELEMENTS OF TRUST | |
| <u>Trust Element</u> | <u>Analysis/Comments</u> |
| Professional Photography | In the Twining's website, there is professional photography through it. Both pictures of the product and people consuming the product itself too. |
| High Quality Design | The website design is well laid out and easy to navigate. Right away you know it's their website. |
| Client Logo | Logo is simple and is present through the website. Is in the color of black. |
| Company Contact | There is a contact phone number and an email for general and business inquiries. |
| Accessible privacy policy | There is a page for their Privacy Policy that one can read. |
| Video Demonstrations | Video is present in the landing page and shows the product and how it looks like |
| Social Media Presence | There is social media presence on the website, they have links to their Facebook, Instagram and You Tube. |
| Accessible return policy | There is a page for their Return Policy that one can read |

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| <p>Final Comments</p> | <ul style="list-style-type: none"> • The website is easy to navigate and I know where to go to find certain information that I need regarding the company. • The pictures and video make the website look professional and would make a person want to purchase an item with confidence. • There is consistency with the websites colors and you wouldn't confuse it with another brand of tea. |
| <p>What suggestions, if any do you have for this landing page?</p> | <p>I think a suggestion I would make it for the website is to have more social media customer pictures of them with their twining's products. Another suggestion would be to have more videos of the brand itself to attract more customers and see how tea is brewed and made.</p> |