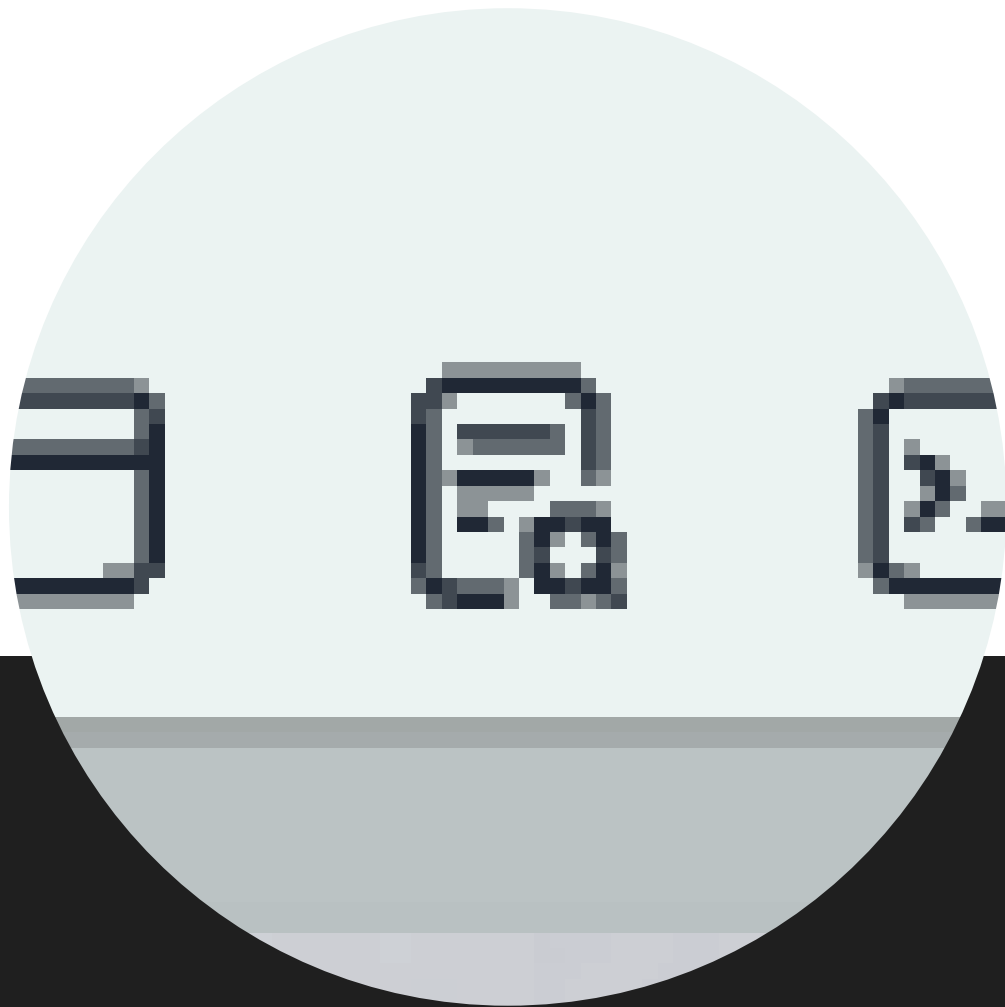# LANDING PAGE
DESIGN TIPS

November 2023

TIP #1

BORDERS

Borders can be used to add a pop of color to your website, whether it's a section, row, column, or button. They can also help you adjust the edge radius to achieve the desired shape, whether it's straight or rounded.

To customize your borders, simply access the advanced settings tab when editing the section, row, column, or element. Begin by selecting your preferred border style, & the other customization options will be presented to you.

Border — Select which sides of a section, row, column, or element you want the border to display on.

Style — Select the appearance of your border line from a variety of options including solid, dotted, or dashed.
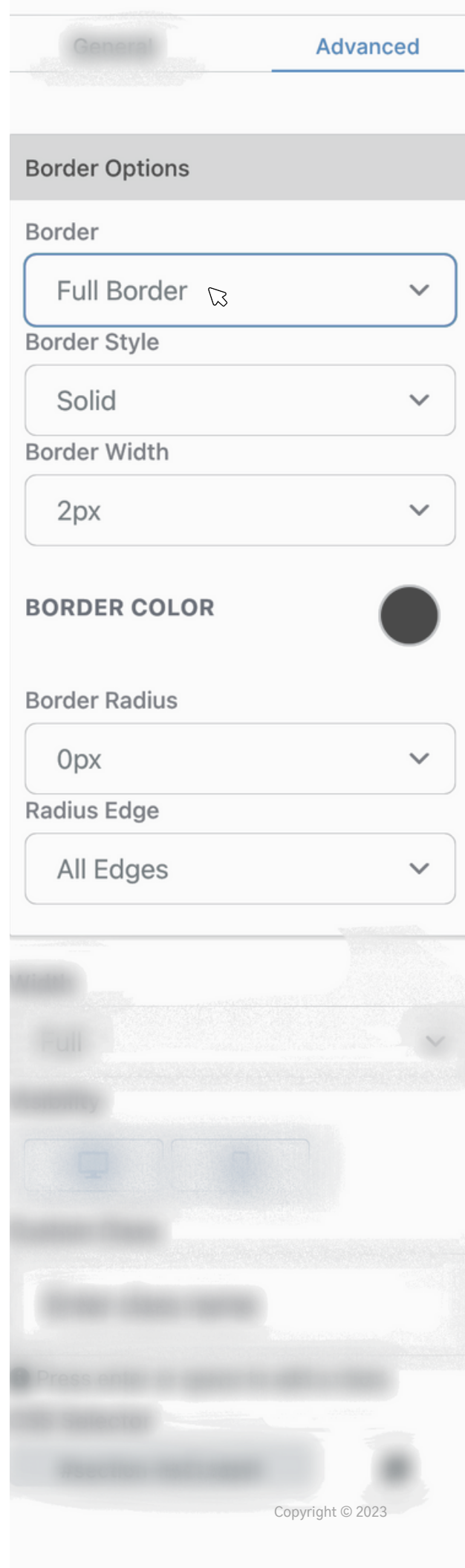
Width — Select your preferred thickness for a personalized border line.

Color — Select the color of your border line.

Radius — Customize the roundness of your border edges by selecting the radius edge option. This will allow you to specify which edges of the border you want to round.

General   Advanced

Border Options

Border

Full Border

Border Style

Solid

Border Width

2px

BORDER COLOR

Border Radius

0px

Radius Edge

All Edges

TIP #2

MARGINS & PADDING

Margins can be used to create space around sections, rows, columns, and elements. Unlike padding, margins provide space outside the content.
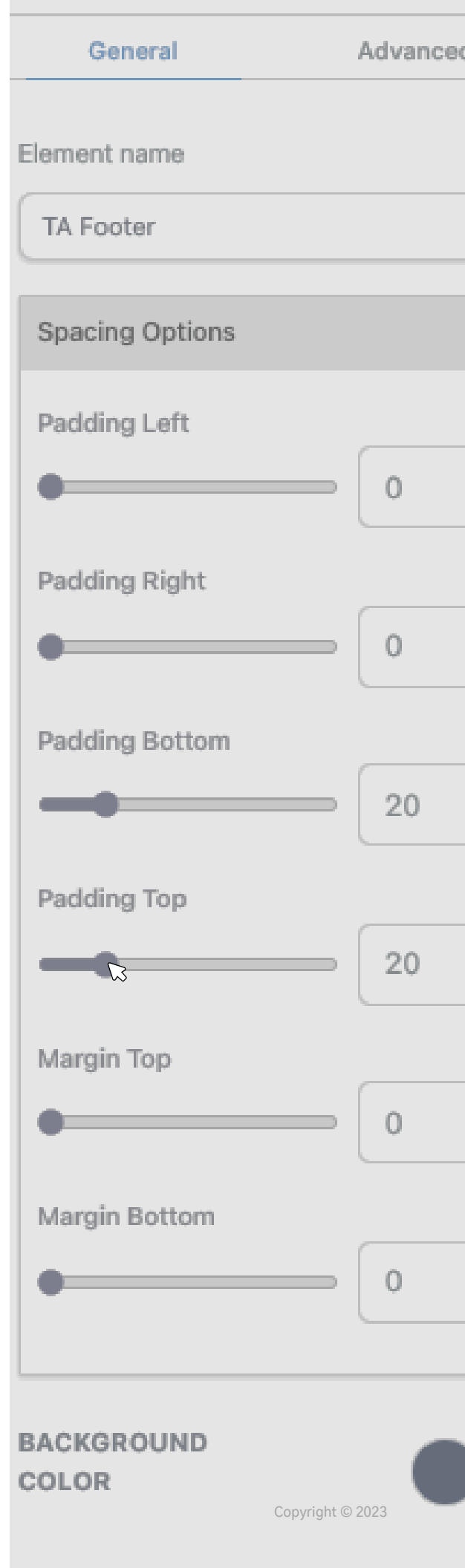
By using negative numbers, margins can also be used to overlap boxes for further customization of the page layout.

Padding — This function allows you to insert spacing in the section, row, column, or element you are currently editing.

Margins — Adjust the spacing outside of any section, row, column, or element with ease. For added flexibility, negative values can even be used to create overlapping effects.

General | Advanced

Element name

TA Footer

Spacing Options

Padding Left

0

Padding Right

0

Padding Bottom

20

Padding Top

20

Margin Top

0

Margin Bottom

0

BACKGROUND COLOR

TIP #3

TYPOGRAPHY

Did you know that you can adjust the typography for your entire webpage in just a few clicks? Right alongside other options like custom CSS, SEO editing, and adding a background image, you can also set typography and import Google fonts.

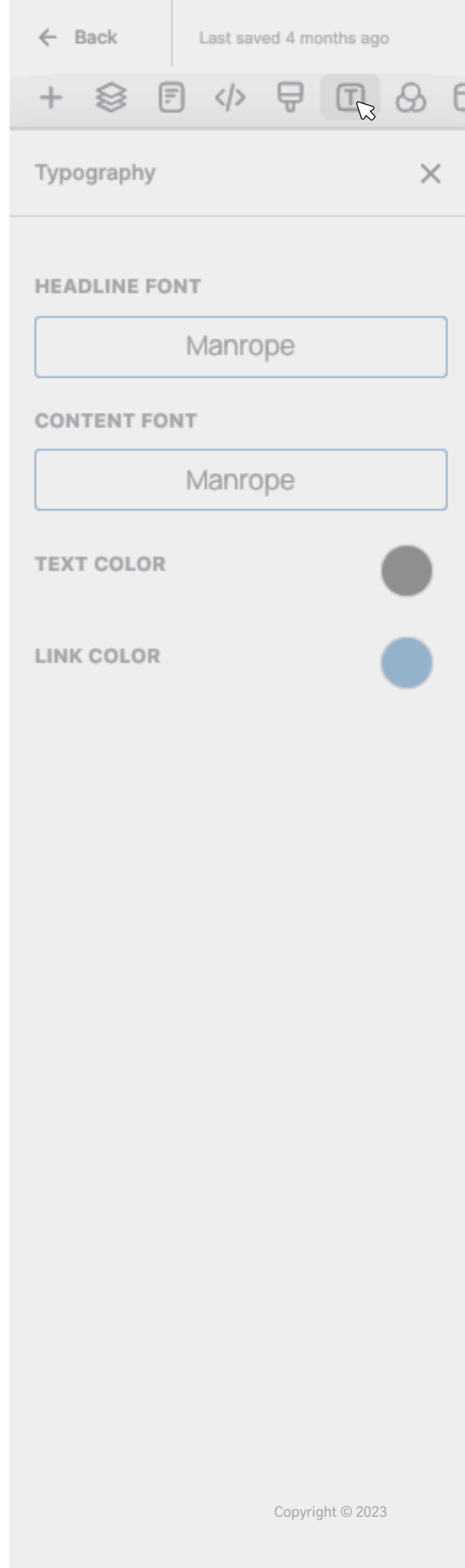Simply navigate to the page settings button or a specific text box's settings and get started!

Headline — Save time by using the headline font setting to select the font you desire for all text boxes on your page.

Content — Choose the font for all text boxes by utilizing the content font setting on your page.

Colors — Pick your preferred color and font types for various text elements like links, bold and italic to create a personalized experience.

← Back   Last saved 4 months ago

Typography ✕

HEADLINE FONT

Manrope

CONTENT FONT

Manrope

TEXT COLOR

LINK COLOR

TIP #4

ROW WIDTH

To modify the width of a row, proceed to the bottom of the row's settings. To increase the width of the row, activate the "ALLOW ROWS TO TAKE ENTIRE WIDTH" option located at the bottom of the section where the row is situated.

Toggle To enable full-width rows, simply toggle on the "Allow Rows To Take Entire Width" option in the section's settings.

ALLOW ROWS TO TAKE ENTIRE WIDTH

Width To adjust the width of your row in the designated section, simply move the slider to your preferred width.

WIDTH

100

General   Advanced

40

Margin Top

0

Margin Bottom

0

BACKGROUND COLOR

Box Shadow

No Shadow

Sticky

No stickiness

BG Media Type

◉ Image   ○ Video

BG Media

https://assets.cdn.filesafe.

Image Options

Full Center (Parallax)

⚠ Full Center (Parallax) option is not supported in iOS.

Background Image Opacity

Heavy Fade

Allow Rows to take entire width

TIP #5

BACKGROUND IMAGES

We use background images to add texture and graphics to our pages. More specifically, we use the Image Options dropdown setting to position the image the way we want it. We also use the background color to add a colored overlay on the image & adjusting the Background Image Opacity setting.

- To add a background to the entire page, you can utilize the background settings under the page's background settings (⊛).
- To add a background to a certain section, row, or column, Adjust the same settings by adding the image within the specific block.

BG Media Type — Decide whether to utilize an image or video as your background.

BG Media — To add an image, you can either choose from your media library by clicking the image icon or paste the URL of the image directly.

Image Options — Choose which spacing style you want to use for your background. Parallax allows the screen to scroll over the background, the other image options scroll with the page.

Image Opacity — Select the level of transparency for the background color.

General   Advanced

| | 40 |

Margin Top

| | 0 |

Margin Bottom

| | 0 |

BACKGROUND COLOR   ◯

Box Shadow

No Shadow ⌄

Sticky

No stickiness ⌄

BG Media Type
◉ Image   ◯ Video

BG Media

https://assets.cdn.filesafe.   🖼

Image Options

Full Center (Parallax) ⌄

⚠ Full Center (Parallax) option is not supported in iOS.

Background Image Opacity

Heavy Fade ⌄

Allow Rows to take entire width   ◯

TIP #6

VISIBILITY

With our visibility toggles, you can easily control which sections, rows, columns or elements are viewable on mobile or desktop. Additionally, our top bar toggle enables you to switch between views while editing. These powerful features allow you to customize the appearance of your pages to ensure a smooth transition between mobile and desktop.

VISIBILITY

Visibility In every section, row, column, or element, you have the option to adjust the advanced settings and control which blocks will appear on mobile and/or desktop devices.

Layers By using the layers menu button, you can easily view and manage your site's sections, rows, columns, and elements, regardless of their visibility. This feature streamlines the process of locating and editing all blocks, leading to a more efficient website management experience.

Layers

Page

> Section
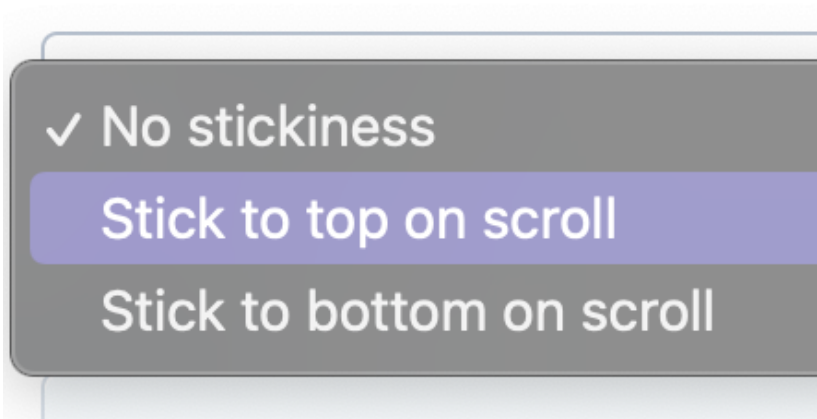> Section
> Section
> Section
> Section
> Section
> Section
> Section

TIP #7

STICK TO TOP OR BOTTOM

By setting your section to stick to the top or bottom of the page as you scroll, you can create eye-catching floating banners, navigation menus, and other sections. This will guarantee that the content you want to emphasize is always in view.

STICKY

| ✓ No stickiness |
| Stick to top on scroll |
| Stick to bottom on scroll |

Top   Ensure that your preferred section remains visible at the top of the page even as visitors scroll through the rest of the content.

Bottom   Ensure that the specific section you choose remains at the bottom of the page as visitors scroll.

| General | Advanced |

40

Margin Top

0

Margin Bottom

0

BACKGROUND COLOR

Box Shadow

No Shadow

Sticky

No stickiness

BG Media Type

◉ Image   ○ Video

BG Media

https://assets.cdn.filesafe.

Image Options

Full Center (Parallax)

⚠ Full Center (Parallax) option is not supported in iOS.

Background Image Opacity
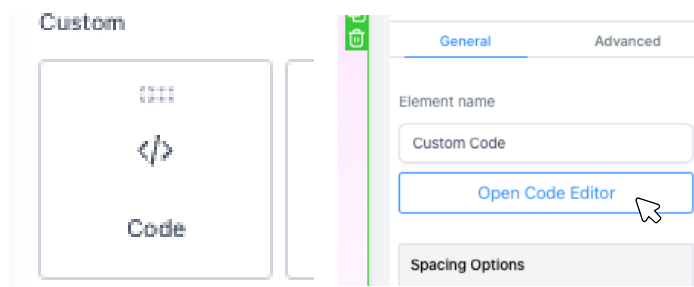
Heavy Fade

Allow Rows to take entire width

TIP #8

CUSTOM CSS

Make use of Custom CSS coding to completely customize your page, widgets, and other elements. You can access this feature in the same settings dropdown as typography and custom HTML elements. Additionally, utilize the CSS selector codes under the advanced tab of any section, row, column, or element to fine-tune custom CSS coding or create jump links to a specific section of your page via a button or navigation bar.

Code Element

To incorporate your own code or widget into a particular section of your page, use the Code block element.

CSS Selector

By utilizing the advanced tab for any section, row, column, or element, you can modify your page with CSS coding or create button links that direct users to a specific area of the site.

TIP #9

ICONS

Incorporating icons into text box elements, with or without accompanying text, allows for a wide range of logo, graphics, and icon options, with adjustable color and size capabilities. These can also be applied to buttons, making them an excellent choice for bullet points, graphics, and more. Don't be afraid to experiment with negative margins to create overlapping blocks.

Button Icon — When it comes to button elements, you have the option of selecting an icon to appear both before and after the text on the button.

ICON PICKER

Click to select icon ⊕

ICON PICKER (AFTER)

Click to select icon ⊕

Regular Icon — Even a blank text box can be jazzed up with icons to add some personality to your page.

ICON

star ✕

Color Options

COLOR

⭐ *Sam Sample,*

"Your Paragraph text
consectetur adipisicing
enim ab voluptate id q
similique quisquam et

Sub Headline ✕

General   Advanced

Desktop Font Size

42

Typography Type

Headline Font ⌄

Icon

Click to select icon ⊕

Search icons...

知乎 ▶ ▶ Ⓥ ☯ ¥
● Y Я Y⭠ y! Y
X ⊗ 🈸 🔧 🔳

ITALIC TEXT COLOR ●

UNDERLINE TEXT COLOR ●
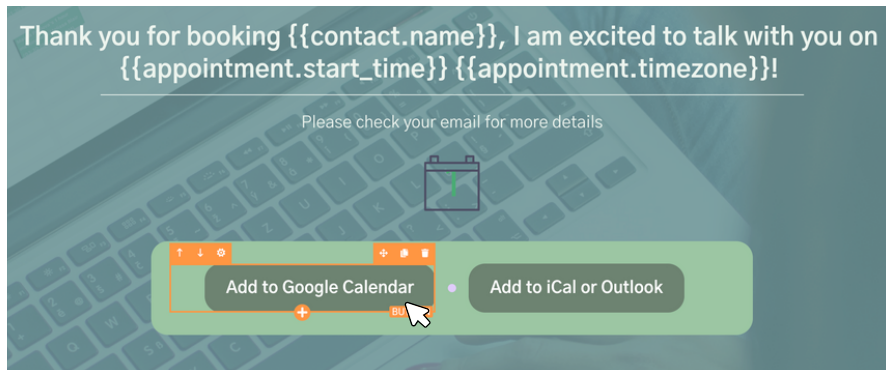
LINK TEXT COLOR ●

ICON COLOR ●

Spacing Options

Padding Left

0

TIP #10

CUSTOM FIELDS & VALUES

Take advantage of custom fields and values on your landing pages to enhance your user's experience after they complete a form or book an appointment. Try incorporating fields such as {{contact.name}}, {{appointment.start_date}}, and other relevant information to personalize their experience.
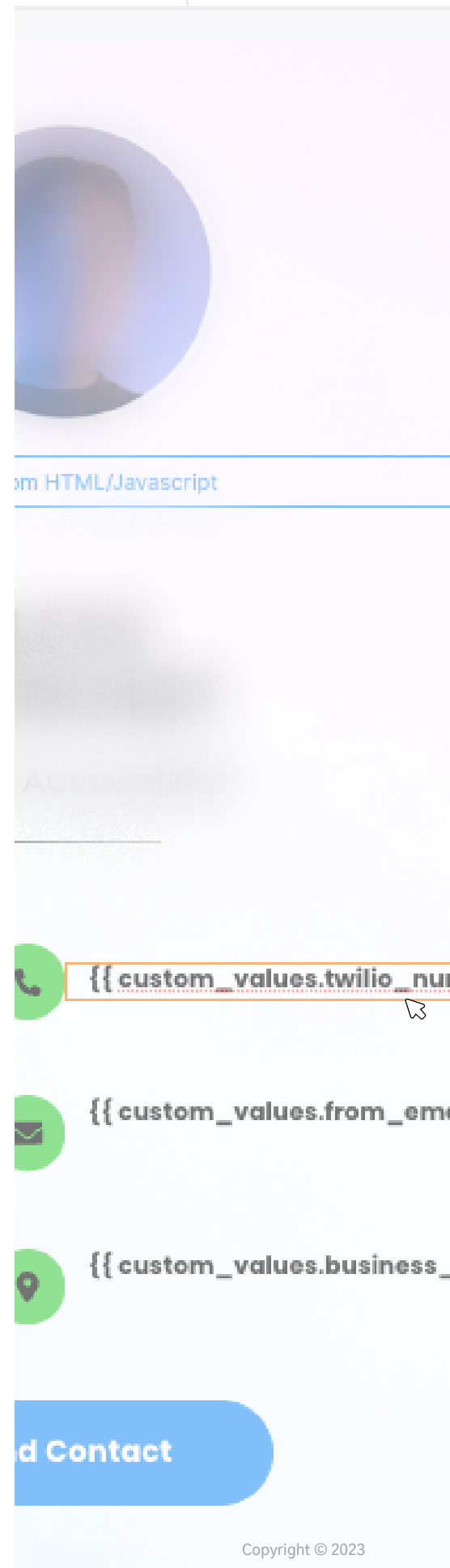

Custom Field   A field that captures information about the contact individually. This is helpful for showing information in your page after they book an appointment or fill out a form/survey.
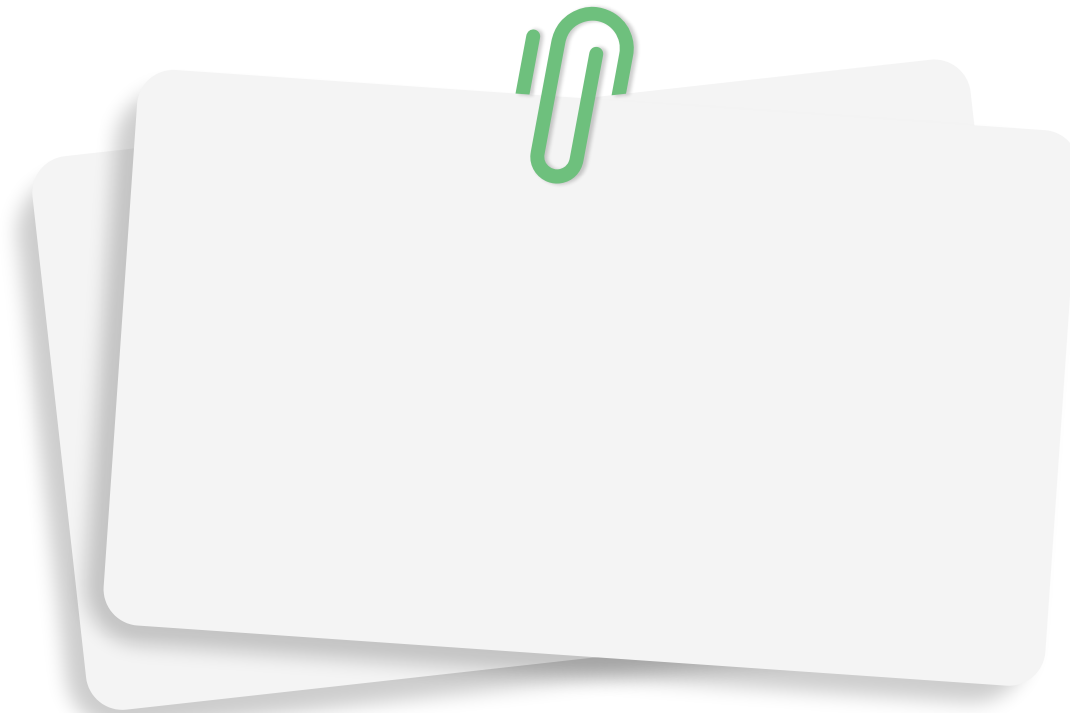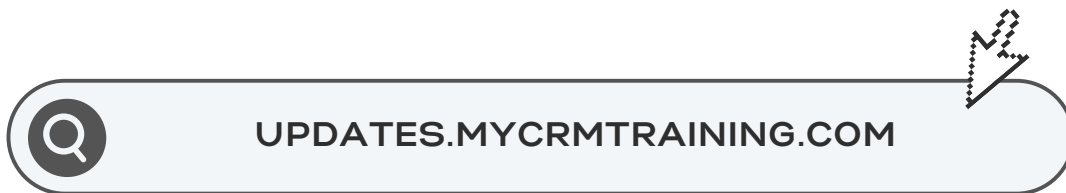
Custom Value   A predetermined field for your account that can be pulled into messaging such as an unsubscribe link. This is helpful for pulling dynamic information like pricing, email address, social link URL's and other company information on all site pages.

NEED MORE HELP?

CHECKOUT OUR SUPPORT OPTIONS & RESOURCES

Our team is fully dedicated to supporting you every step of the way, ensuring your success. You can review the wide range of resources and support options available to guide you through any challenges or inquiries. Don't hesitate to reach out to our team whenever you need additional assistance; we're always here to help!

🔍 UPDATES.MYCRMTRAINING.COM

Sites   Funnels

← A-101-1. St

Steps Stats Sal

◉ Launch

Funnel Steps

✉ A-101-1.
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✉ Onboardi

✉ Z-010-2.

✉ Call Statu

✉ test