

# Basic Anatomy Of Your Landing Page

Below is an example of what a landing page we use might look like. The actual look and feel of the page can change over time as we continue to optimize for performance but the primary fields pointed out can and most likely will be included on the page somewhere.

**Attention:** You can not change the design of this page. The design of the page is based on what we have found to lead to the best results possible.

## Business name

## Experience Flag

Shown if your business is 3 years or older (based on your "founded date" field).

## Image

Our software automatically picks and places images that relates to what the customer is searching for.

## Promotions

These special promotions are unique to your business and can be very helpful in increasing the number of leads you get.

## Services Offered

This list is based on the total services your business offers, not what you are spending money towards with your ad budget.

## Key Differentiators

These help separate you from your competition.

## Service Areas

The areas you are currently spending your ad budget working towards leads.

## Forms

These forms are sent to your dashboard and emailed directly to the email address you provided to us.

## Buttons

Takes the user down to the form section

## Phone Number

This is a rotating pool of tracking numbers that are used to collect leads and forward them to the phone number you have provided us.

## Optimized for SEO / Conversions

## Reviews

Our software automatically picks and places images that relates to what the customer is searching for.

## Logo

If you upload a logo in Gozango, it will appear here. It shows at the bottom because it is prioritized lower than the other content that drives potential customers to reach out to you.

