WEBSITE DESIGN INSPIRATION

77 *Brilliant* EXAMPLES OF HOMEPAGES, BLOGS & LANDING PAGES

HubSpot

TABLE OF CONTENTS
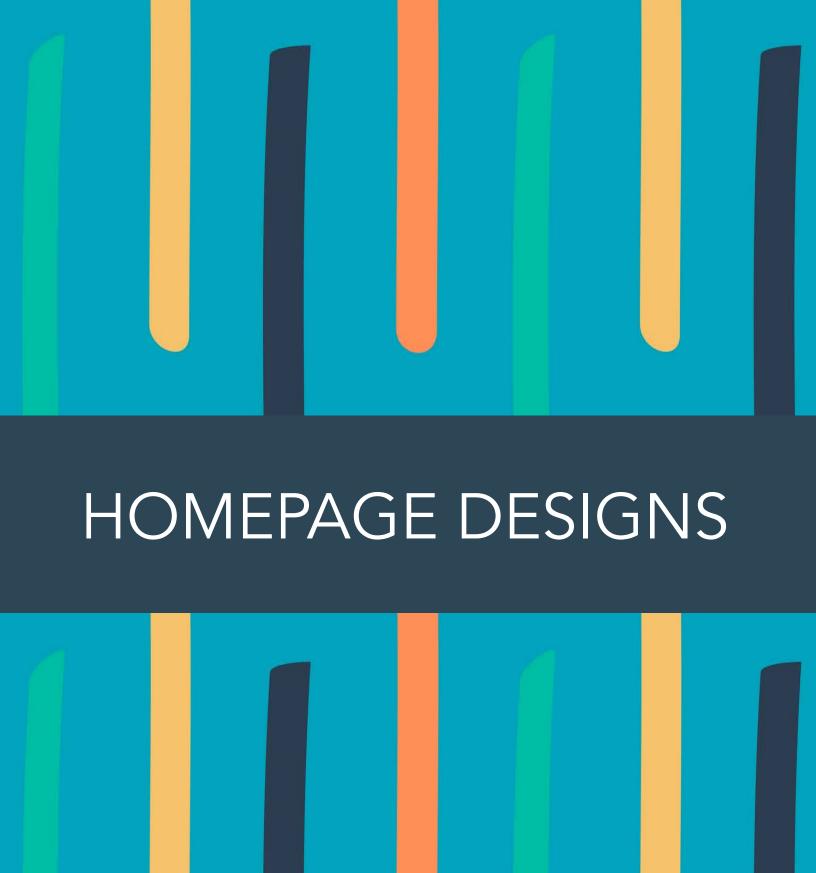
HOMEPAGE DESIGNS
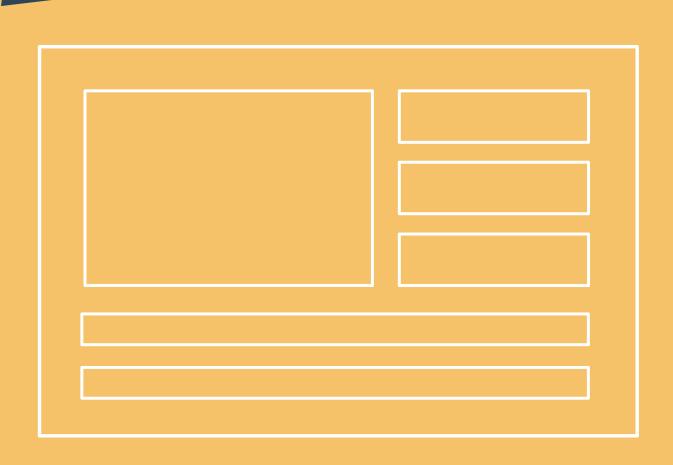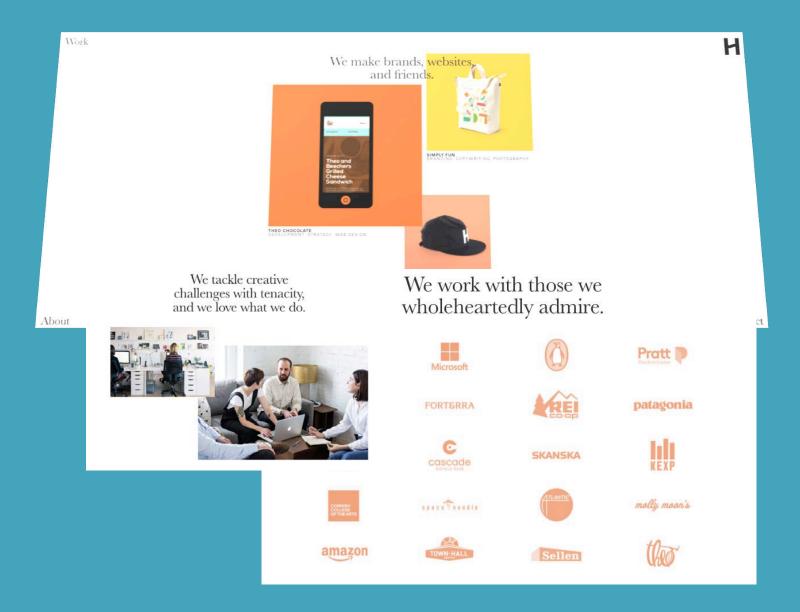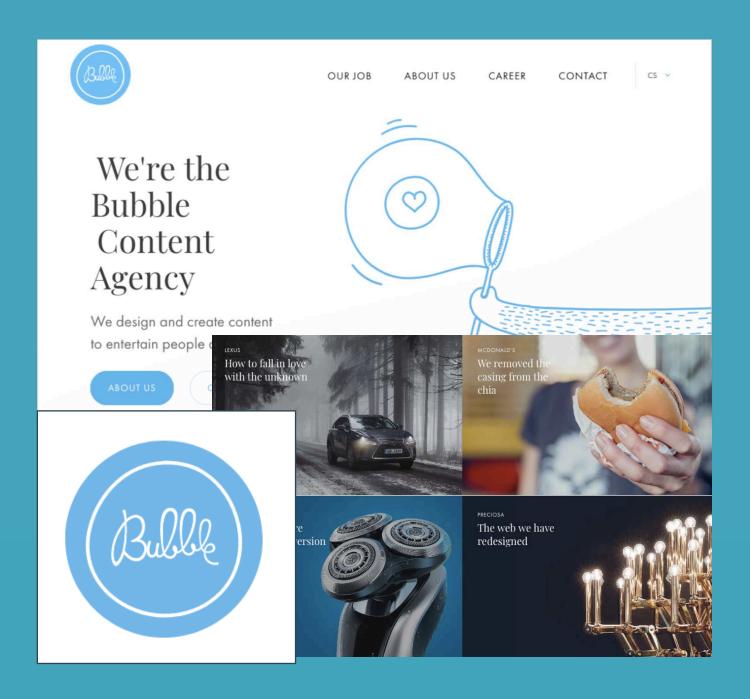
Hum | *Humcreative.com*

The Hum homepage uses bright photography to tell their studio's story. Instead of relying on a grid format, they stagger the sizes and positions of their photos for greater visual interest. The navigation links in all four corners stay fixed as you scroll, and the brand logo has a mild (but noticeable) animation to it.

Bubble | *Followbubble.com*

This Czech Republic-based agency uses a combination of fun illustrations, white space, and high quality images to capture your attention. The design is clean and friendly, serving as a perfect match for their brand.

HUGE | *Hugeinc.com*
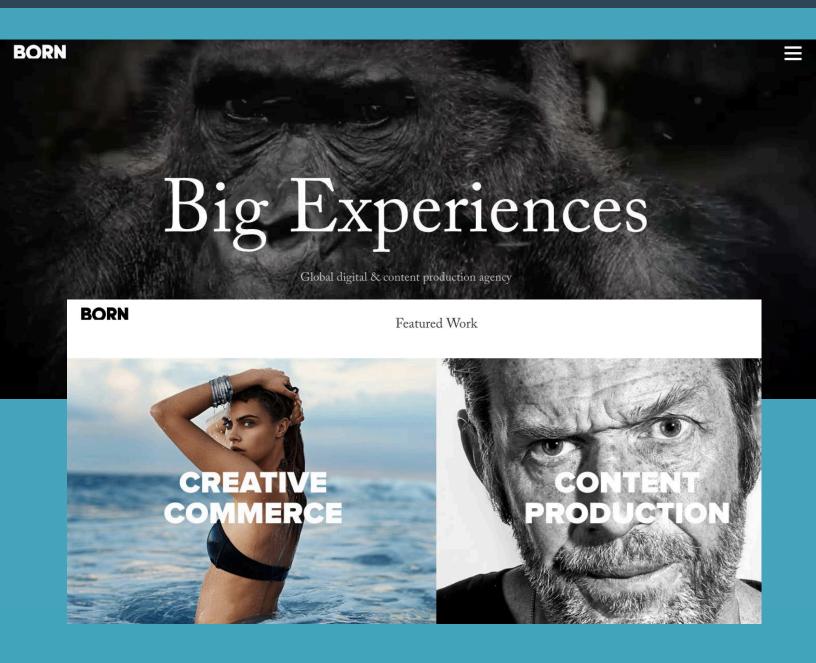
Agencies often have to choose between highlighting their brand and highlighting their work. The HUGE agency found a creative and compelling way to display both, using bold fonts and interesting visual content to show off who they are and what they do.

BORN | *Borngroup.com*
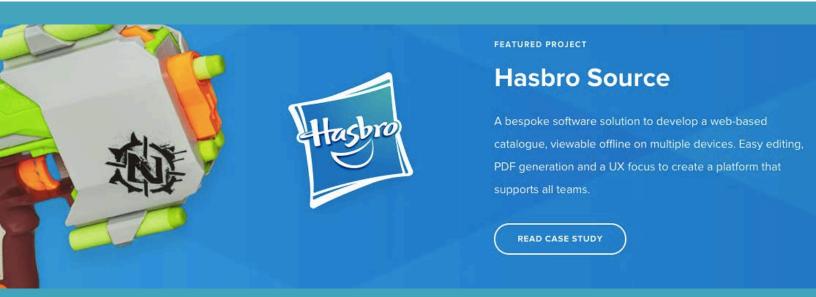
The BORN homepage uses a high-definition video in place of a standard header image to immediately command your attention. Scroll down the page and you'll encounter a "Featured Work" area that is separated into two main categories, each with a captivating image. Clicking these images smoothly transitions you over to pages with client examples in a grid format.

Si Digital | *Sidigital.co*
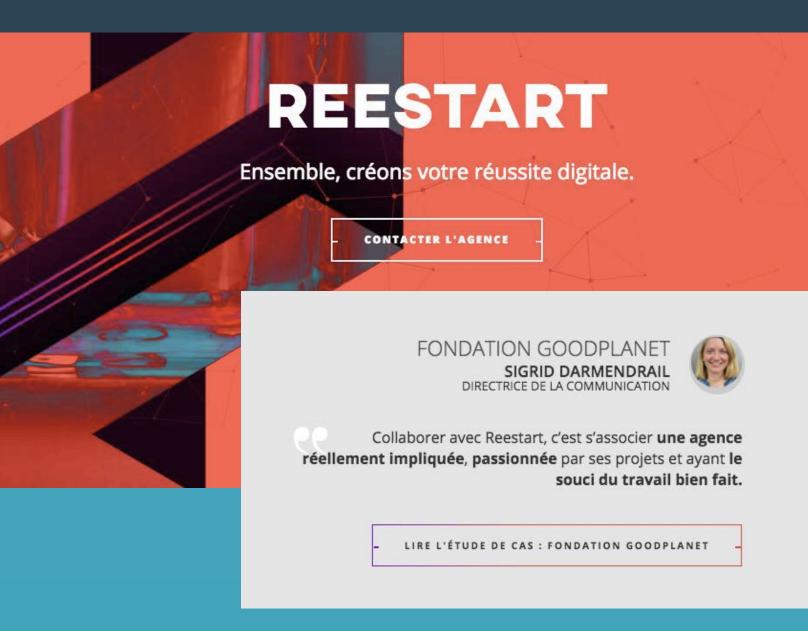
The Si Digital homepage boasts a really clear value proposition, using pink contrasting text to highlight their specialties. Below the fold, case study style content takes the stage, providing visitors with social proof from the very start.

This French agency's distinctive homepage all starts with colorful animations within their logo. As you scroll down the page, client recommendations slide in from both sides and feature the agency's work.

Note: Putting faces to each recommendation immediately builds trust and pulls visitors in.

FOOD + DRINK
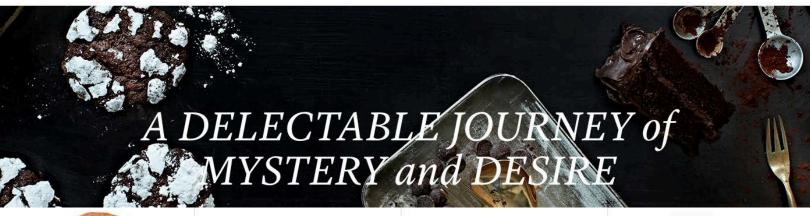
Mah Ze Dahr | *Mahzedahrbakery.com*

LOGIN   CART 0

A DELECTABLE JOURNEY of MYSTERY and DESIRE

Banana Bread
$29.39

Brioche Doughnut
$22.96

Carrot Cake
$50.52

Chocolate Chip Cookies
$11.02

The Mah Ze Dahr bakery's homepage offers a nice balance of beautiful, full-width photos, cut-out images of individual bakery items, and informational text.

The centrally positioned logo stays fixed as you scroll down the page, allowing their branding to stand out.

Blue Apron | *Blueapron.com*

The food delivery service's homepage cuts straight to the chase: "Order our top-rated recipes today!"

As you scroll down the page, Blue Apron features stunning visual, interactive elements like the above slider module that allows visitors to toggle between two views.

Orangina | *Orangina.eu*
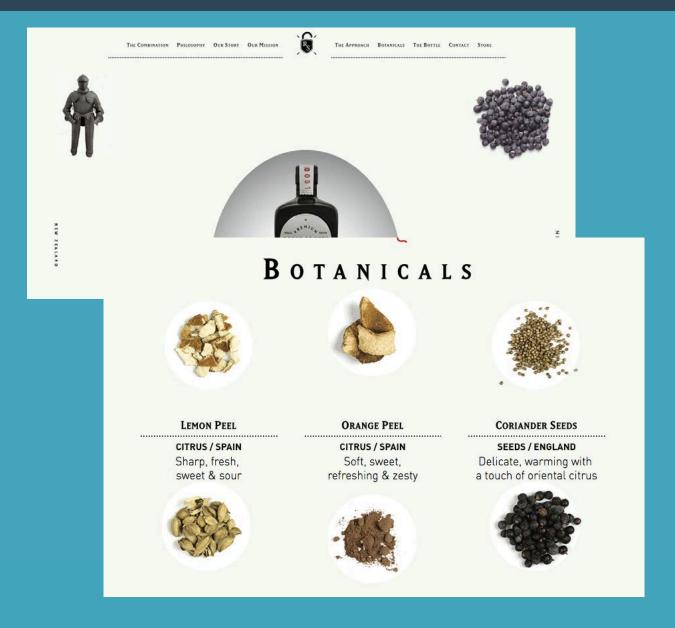
After greeting you with some high-quality product photos, the Orangina homepage guides you down to an interactive content grid. When you hover over a particular square in the grid, the structure of the container has a morphing effect.

The end result is a well-organized, well-branded homepage that provides a fun user experience.

Rouge Society | *Roguesocietygin.com*

This New Zealand gin-maker's homepage is an incredible example of what can happen when illustration, photography, parallax design, and a brand's identity all come together to tell a cohesive story.
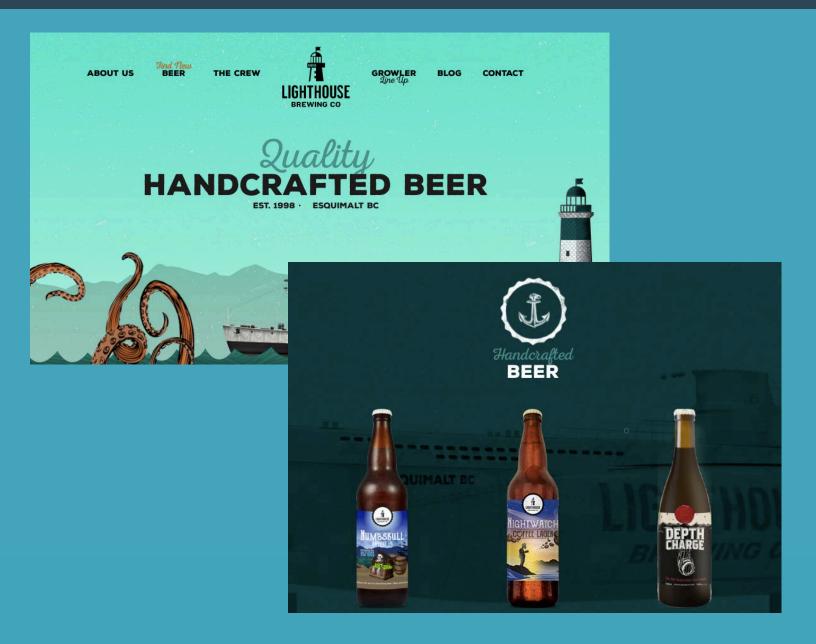
Each section of content presents a new part of the story (accompanied by enticing visuals), and a numbered nav on the lefthand side that lets you monitor your progress.

COSO | *Cosowinerestaurant.com*

COSO   MENU   PRENOTAZIONI   CONTATTI

WINERESTAURANT
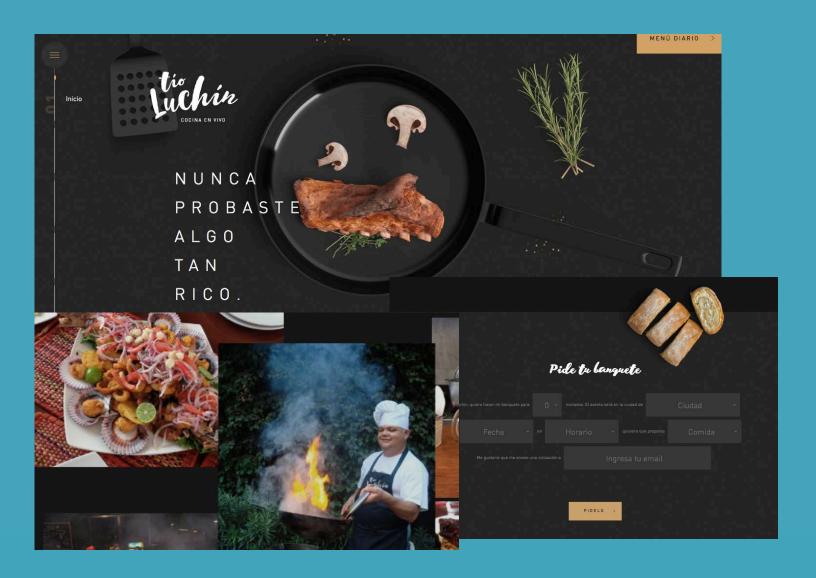
Here's a tasty Italian homepage from the wine restaurant COSO. An arrow makes it clear what your first interaction on the homepage should be, while a vertical nav on the right-hand side allows you to monitor your progress. The page uses a mix of black and white and color visuals to keep things interesting.

Lighthouse Brewing Co | *Lighthousebrewing.com*

The Lighthouse Brewing Co's homepage immediately grabs your attention with its beautifully illustrated ocean scene, complete with animated waves (and other elements) that move gently up and down. As you scroll down into the depths, all of the content is neatly aligned, and there's a nice balance of information and visuals.
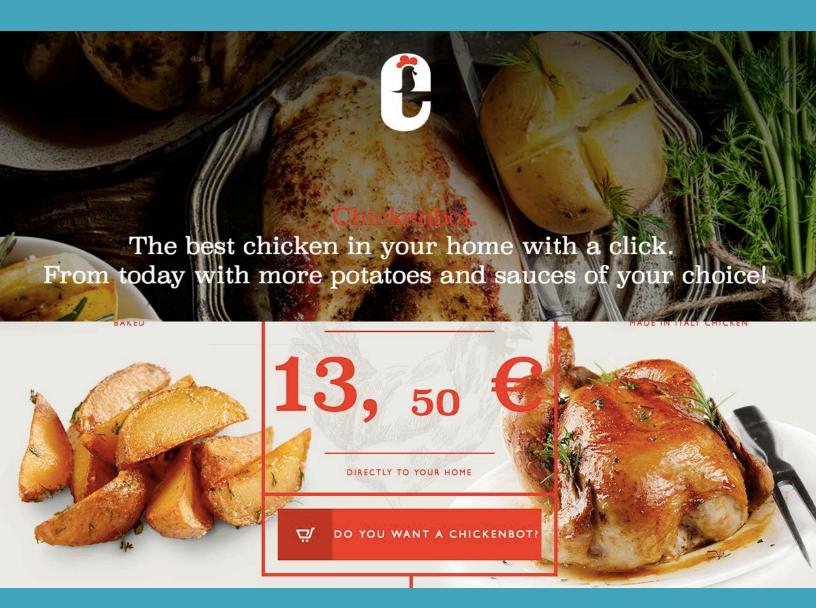
Tío Luchín | *Tioluchin.com*

Tîo Luchín is a catering service dishing out Peruvian food with a lively homepage.

A range of parallax scrolling effects guide you through five sections, each with a visual or audible component. Near the end, there is a simple questionnaire with form fields (top right) that makes it easy and fun to start a quote.

Chickenbot | *Chickenbot.it*

Chickenbot.
The best chicken in your home with a click.
From today with more potatoes and sauces of your choice!

BAKED

MADE IN ITALY CHICKEN

13, 50 €

DIRECTLY TO YOUR HOME

🛒 DO YOU WANT A CHICKENBOT?

This Italian chicken delivery service's homepage offers a great example of using parallax design to tell a story. As you scroll down the page, delicious images slide toward the center of the screen. Keep going and some stats automatically appear. Every little movement and interaction compels you to keep learning more.

NONPROFIT

Rotary | *Rotary.org*

Rotary's homepage begins with windows into their missions, utilizing brief video moments to display causes like providing clean water around the world. Next, a series of animated features are tied together while scrolling which build a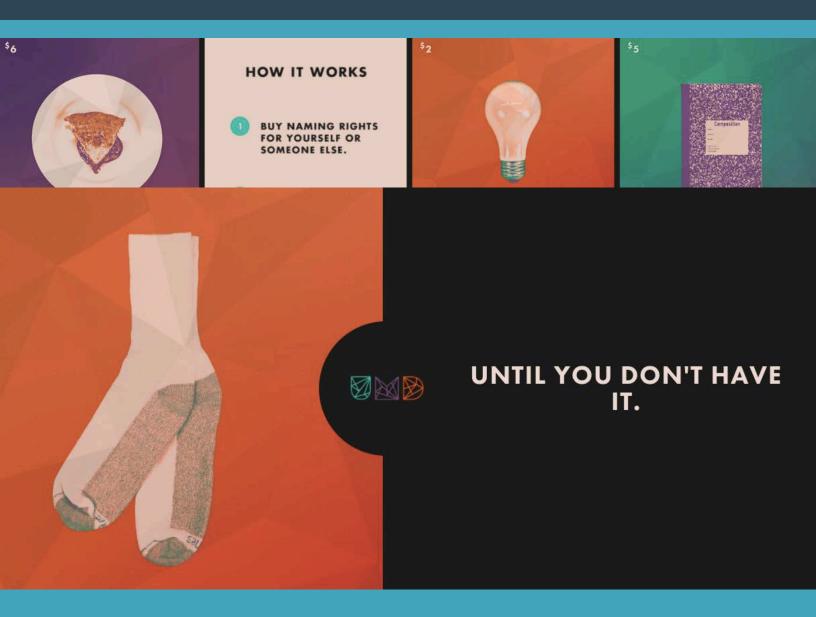 story of their long-term successes. Rotary's use of color and imagery not only differentiates each success, but also entices the visitor to continue their learning journey.

Names for Change | *Namesforchange.org*

The Names for Change initiative has a short intro before taking visitors to their homepage. Masterfully cutting to the point, they lay out a grid of everyday items that people need to live comfortably. By showing baby diapers, a hot breakfast meal and more, they touch a nerve that reminds those who are fortunate that not everyone has what they believe to be commonplace. Hovering over each item describes its purpose as well as the associated value to donate.
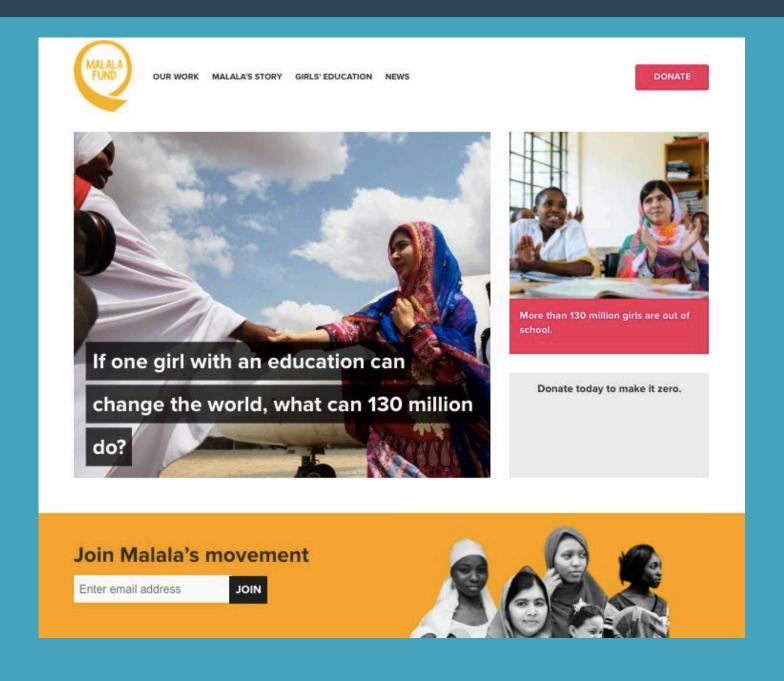
Vintage Hope | *Vintagehope.co.uk*

The Vintage Hope homepage has a hand-crafted and vintage style that still manages to feel modern and professional from a user experience standpoint.

While the brush strokes and rough edges give the homepage a distinctively organic feel, the precise gridwork and organized layout keeps the homepage from being messy or overly complicated.

Malala Fund | *Malala.org*
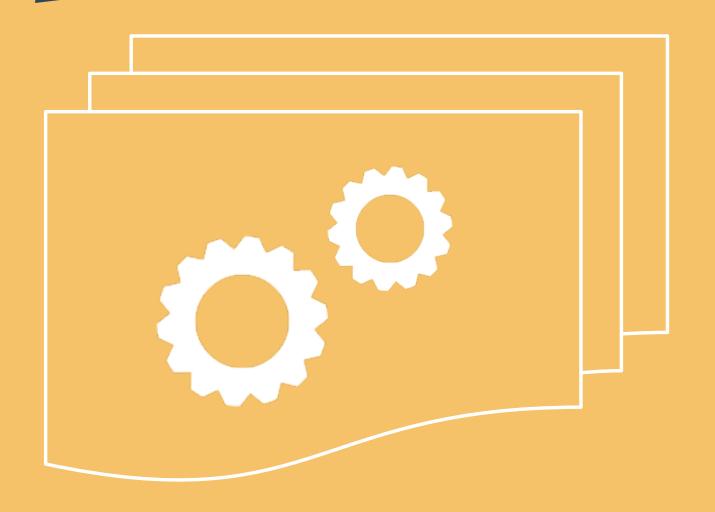
Vibrant shades of pink and yellow demand the attention of those visiting Malala's homepage. Even though she is a global role model and champion for education and perseverance, the messages are focused on those participating in and benefitting from the fund rather than Malala herself.

World Wildlife Fund | *Worldwildlife.org*

Leading with a featured story, the WWF's use of large, full-width environmental imagery sets the stage for their homepage. Contrasting the black and white with high-quality photographs and simple colors attracts eyes to donation buttons and specific areas of work. The six categories that make up their mission are cleanly organized and differentiated by some of these simple colors.

Slack | *Slack.com*

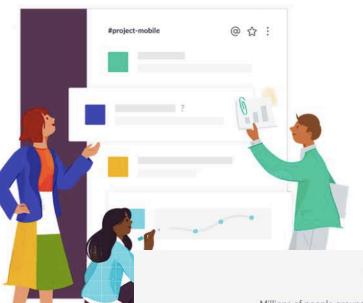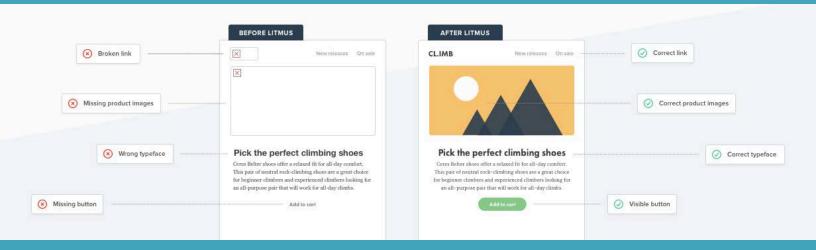Slack's homepage opts for a simple design with a brief description of the tool's value followed by one call-to-action: "Get Started." Below the fold, Slack introduces several impressive Slack clients to further demonstrate the credibility and quality of the messaging service.

Litmus | *Litmus.com*

Litmus makes
your email better

Your subscribers open email across many different apps and
devices. Litmus is the easiest way for teams to create great
email for every subscriber, everywhere.

Sign up free →

BEFORE LITMUS

AFTER LITMUS

Broken link — Correct link

Missing product images — Correct product images

Wrong typeface — Correct typeface

Missing button — Visible button

Pick the perfect climbing shoes

Ceres Belter shoes offer a relaxed fit for all-day comfort.
This pair of neutral rock-climbing shoes are a great choice
for beginner climbers and experienced climbers looking for
an all-purpose pair that will work for all-day climbs.

Offering tools that solve email marketing woes, Litmus brings a
warm, friendly shade of orange to its homepage. The homepage is
filled with simple illustrations aimed at demonstrating the
capabilities and benefits of the software.

Forbes
BASECAMP IS ONE OF
AMERICA'S TOP
SMALL COMPANIES
— SMALL GIANTS 2017 —

Hey! Nobody told me that!

How was I supposed to know?

Re:Re:Re:
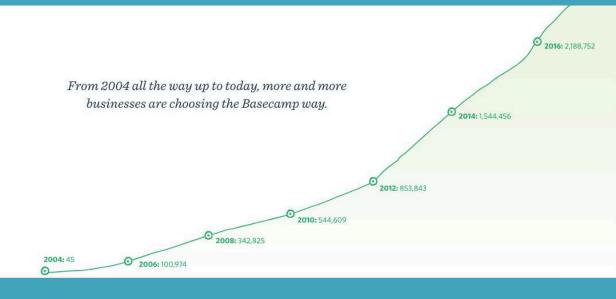
BLAH BLAH

Who has it?

90

17

do 2018 right
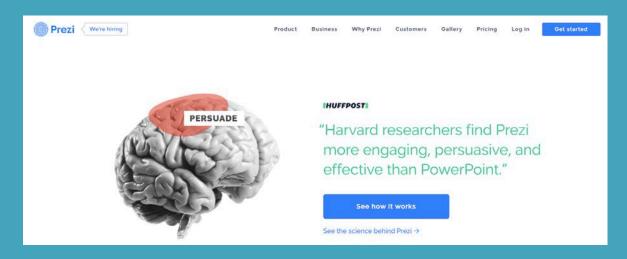make this a thing of the past

We've been expecting you.

All growing businesses run into the same fundamental problems. Hair on fire,
buried under email, stuff everywhere. The good news? **Basecamp solves them.**

A cartoon drawing on Basecamp's homepage puts a humorous visual to what they promise to solve. Towards the bottom of the homepage, you'll find an impressive chart, demonstrating the growth of Basecamp's customer base. This visual suggests that the software is evolving with its audience, growing a loyal following over time.

*From 2004 all the way up to today, more and more
businesses are choosing the Basecamp way.*

2016: 2,188,752

2014: 1,544,456

2012: 853,843

2010: 544,609

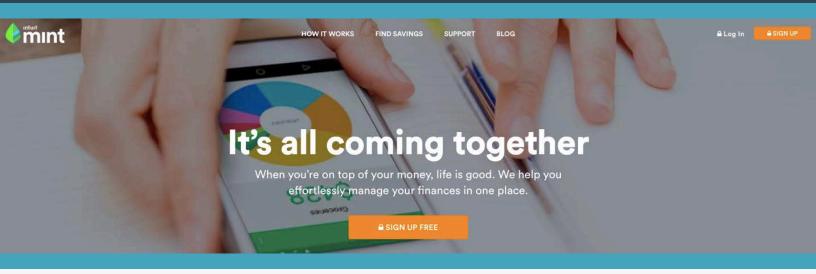2008: 342,825

2006: 100,974

2004: 45

Prezi | *Prezi.com*

Prezi's homepage is crisp and clean, leveraging white space to make select visual elements shine. As you scroll down the page, you'll notice how Prezi tastefully splices in shots of the product in action, incorporating light animation to help you move through the content.

Mint | *Mint.com*

It's all coming together

When you're on top of your money, life is good. We help you effortlessly manage your finances in one place.
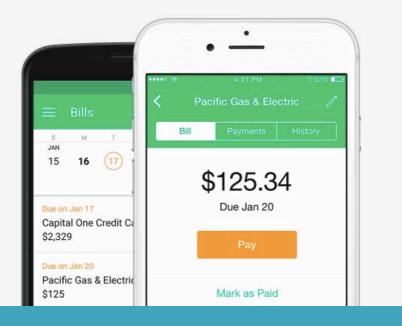
Effortlessly stay on top of bills

At last, your bills and money are together in one place and easier than ever to manage. Just add your bills to see how helpful we can be.

- See bills and money in one place.
- Get alerts and schedule payments on the spot.
- Say goodbye to late fees.
- Stop logging into multiple sites.
- Deliver payments fast.

Learn more

Mint leads with putting the focus on creating feelings of happiness and security rather than its product. Orange calls-to-action stand out, and feature a lock icon that makes you want to gain access to whatever they are offering. The product features that follow lay out themes of convenience and trust, but with a focus on mobile and tablet usage.

hardgraft
DESIGNED.   MADE_

It's a matter of balancing **JUXTAPOSITIONS**. Creating an ideal **TENSION** between the hard and soft, rough and smooth, old and new. The beauty lies in the **CONTRADICTIONS**. Just as in life.
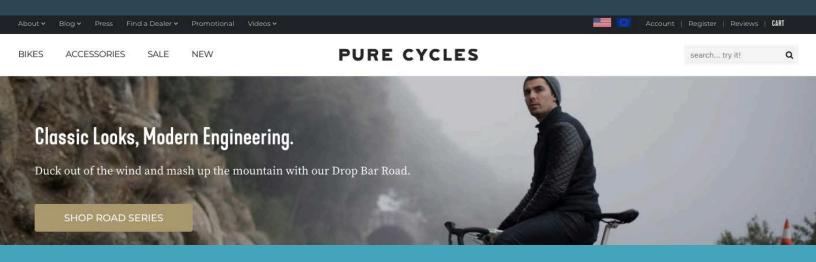
Hard Graft takes an innovative approach to displaying products on its homepage. As you scroll down the page, the Hard Graft logo stays fixed, while beautiful, cutout photos of its products pass by. The end result: the products feel like design elements, and contribute to the homepage's attractiveness.

About ˅ Blog ˅ Press Find a Dealer ˅ Promotional Videos ˅   Account | Register | Reviews | CART

BIKES ACCESSORIES SALE NEW   **PURE CYCLES**   search... try it! 🔍

Classic Looks, Modern Engineering.

Duck out of the wind and mash up the mountain with our Drop Bar Road.
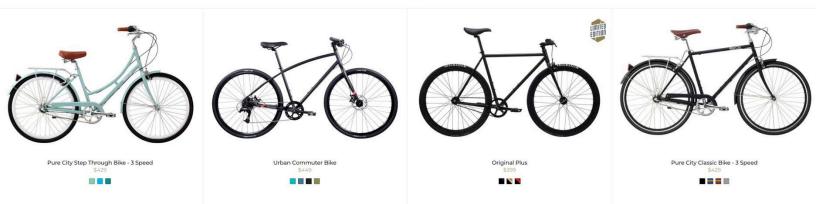
SHOP ROAD SERIES

Here's a great example of letting product images do the talking on your homepage.
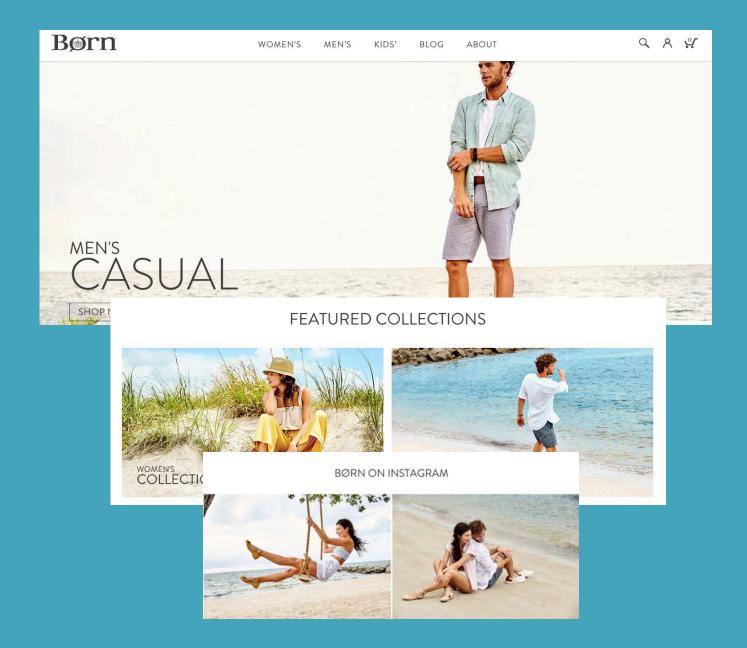
Instead of bogging visitors down with details (e.g., construction specifications, etc.), Pure Fix simply shows you their bikes -- no backgrounds -- in a well-organized grid. It's clean.

It's pure. It fits their brand.

Best Selling Bikes

LIMITED EDITION

Pure City Step Through Bike - 3 Speed
$429

Urban Commuter Bike
$449

Original Plus
$399

Pure City Classic Bike - 3 Speed
$429

The Born | *Bornshoes.com*

The Born homepage uses three distinct styles of photo to show off its footwear: high-quality closeups, high-quality environment shots, and – if you scroll down their homepage -- customer photos from Instagram. Some subtle scrolling and hover effects add to the homepage's visual appeal.

Sanctuary T Shop | *Shopsanctuaryt.com*

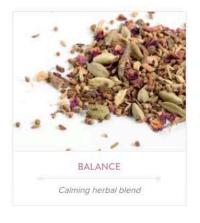FREE SHIPPING ON ALL ORDERS $50 OR MORE

OUR RESTAURANT   SEARCH   LOGIN | CART (0)

Sanctuary T™ Shop

OUR TEAS / BYOT / TEA ACCESSORIES / BLOG / WHY T?

The Sanctuary T Shop's homepage uses beautiful photography to tell a story that's not only about what their products are, but where their products come from. The end result strikes a pleasant balance between organic/natural and clean/modern.
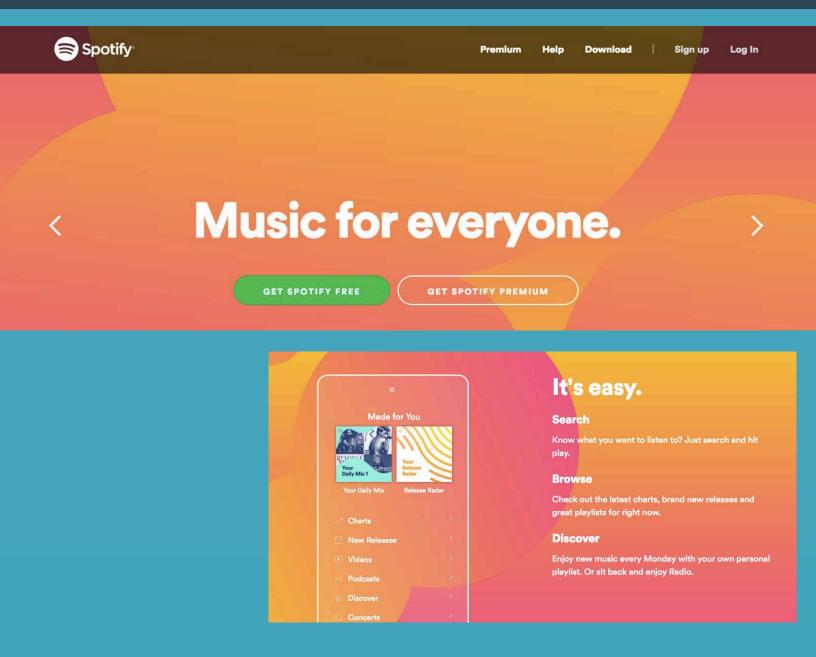
--- OUR BESTSELLERS ---

BALANCE

Calming herbal blend

CHOCOLATE HONEYBUSH

Healthy chocolate blend

GEISHA BEAUTY

Peach-flavored

TOASTED ALMOND

Warm, fruity blend

Spotify | *Spotify.com*

The message is simple: Spotify offers an endless amount of music that can satisfy anyone. Two main buttons are immediately featured over a colorful backdrop of artists, but the page offers much more information below. They prove their value by describing features in basic terms, allowing visitors to preview music by hovering over an artist's image, and showing what to expect from their mobile app.

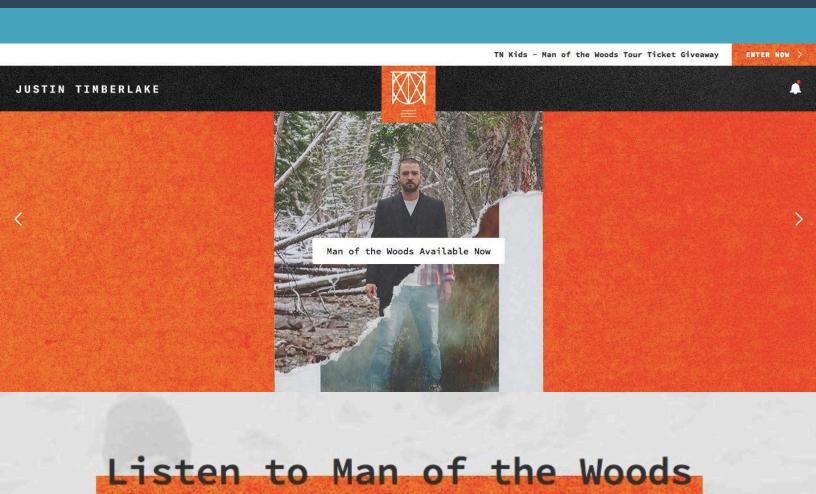# Jeff Bridges Sleep Tapes | *Dreamingwithjeff.com*

Tuck Yourself In

The world is filled with too many restless people in need of rest – that's why I filled my sleeping tapes with intriguing sounds, noises and other things to help you get a good night's rest. - Jeff
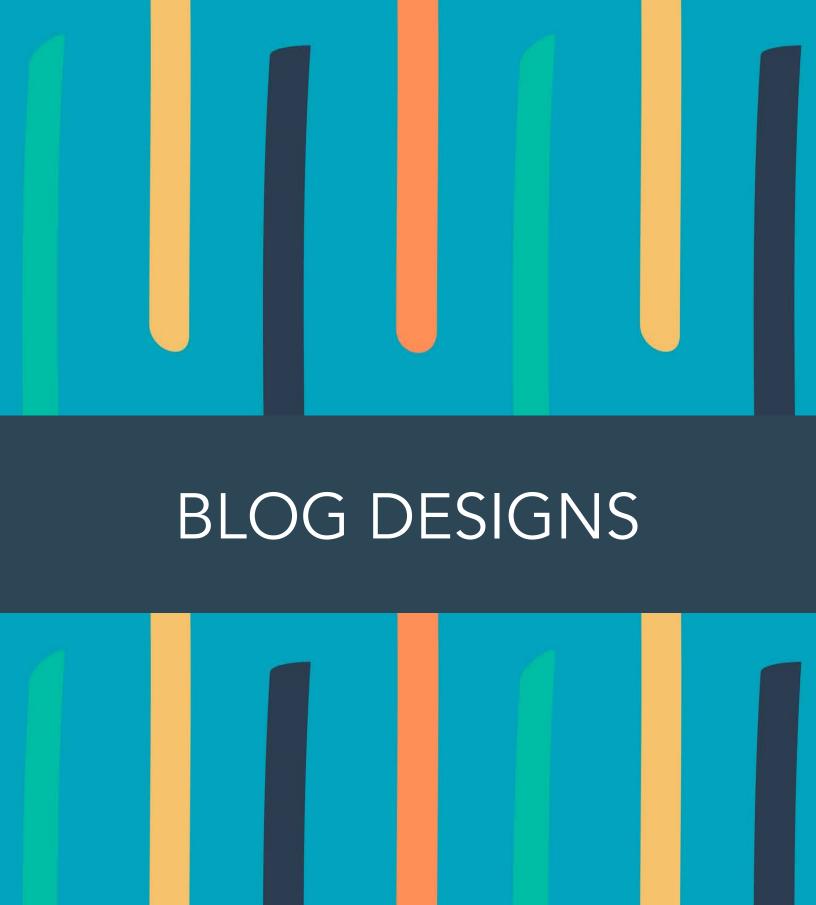
SEE HOW JEFF MADE IT

This design is fun and fits the subject matter perfectly (that "subject matter" being Jeff Bridges saying strange sentences and making weird noises to help folks fall asleep). The page uses light text on a dark background, and employs subtle animations to keep things interesting.
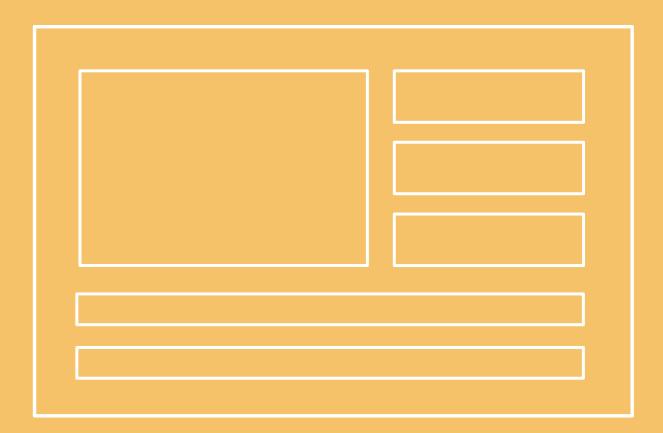
Justin Timberlake | *Justintimberlake.com*

Justin Timberlake's homepage has a clean design that highlights his most recent work: Man of the Woods. The colors are bold and interesting, leveraging pops of orange to draw visitors towards listening opportunities and concert ticket sales.

BLOG DESIGNS

BUSINESS

Trambia | *Blog.Trambia.com*

Trambia's simple layout, paired with its subtle (and animated!) header image, facilitates a very pleasant reading experience.

We especially love the pops of orange in the headers and CTAs against a light background and the card-style layout for the recent articles.

TRAMBIA BLOG

Recent Articles

We explain the technological elements in Spanish, so you have a better experience with the use of technology, our products and services.

INBOUND MARKETING TRENDS FOR 2018

Posted by Lucy Granados

A new year begins and new goals are established to obtain better results than ...

3 WAYS TO GENERATE MORE TRAFFIC TO YOUR WEB PAGE

Published by Gian Carlo Restani S.

The traffic to the website is a metric that many seek to increase more and more. The...
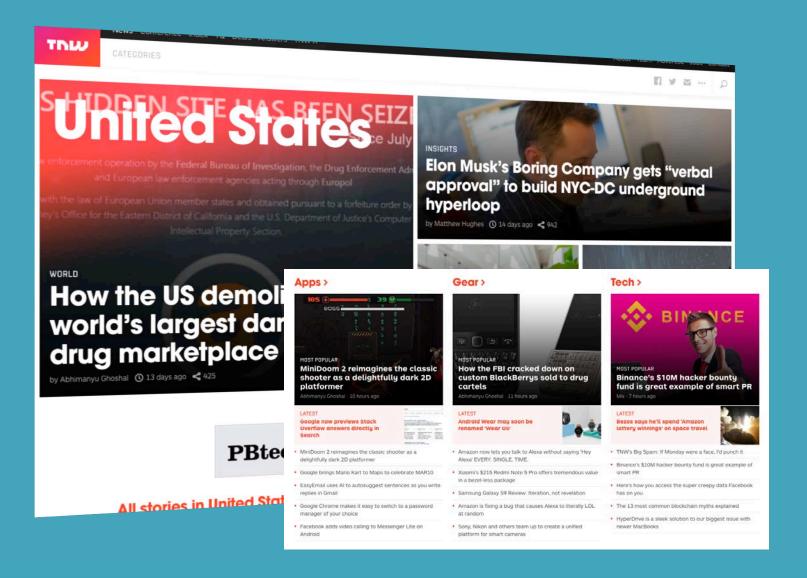

PSYCHOLOGY OF COLOR IN MARKETING

Posted by Ariel Roch

Humans base many of our decisions based on what we see, that is, we are ...
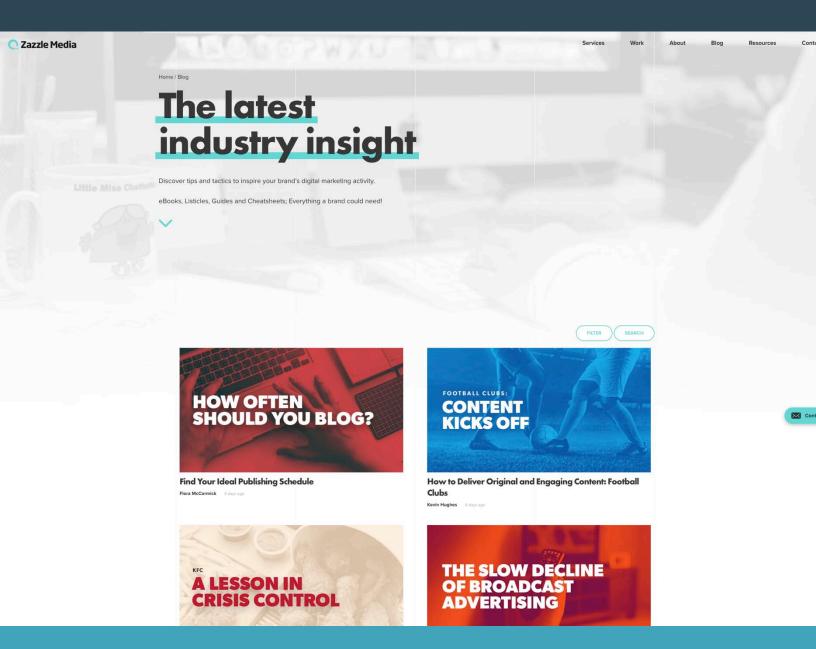
The Next Web | *Thenextweb.com*

The Next Web makes great use of block design with very clickable, bold thumbnail images and white lettering that draw the eye.

We especially like how they use really clear headers to bucket content into categories like Apps, Tech, Insights, etc.
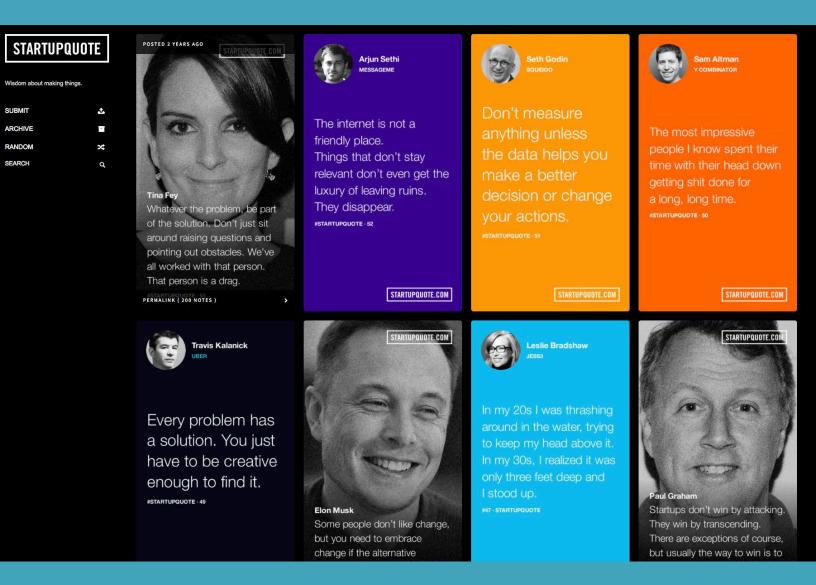
Zazzle Media | *Zazzlemedia.co.uk/blog*

Here's another example of bold thumbnail images with white lettering, only this time they use transparent color overlays to spice up those thumbnails.

These colors contrast well with Zazzle Media's signature turquoise, used as an accent color – especially to draw our eye to the chat box.

Start Up Quote | *Startupquote.com*

STARTUPQUOTE

Wisdom about making things.

SUBMIT
ARCHIVE
RANDOM
SEARCH

POSTED 2 YEARS AGO · STARTUPQUOTE.COM

Tina Fey
Whatever the problem, be part of the solution. Don't just sit around raising questions and pointing out obstacles. We've all worked with that person. That person is a drag.

#STARTUPQUOTE · 53
PERMALINK (200 NOTES)

Arjun Sethi
MESSAGEME
The internet is not a friendly place. Things that don't stay relevant don't even get the luxury of leaving ruins. They disappear.

#STARTUPQUOTE · 52
STARTUPQUOTE.COM

Seth Godin
SQUIDOO
Don't measure anything unless the data helps you make a better decision or change your actions.

#STARTUPQUOTE · 51
STARTUPQUOTE.COM

Sam Altman
Y COMBINATOR
The most impressive people I know spent their time with their head down getting shit done for a long, long time.

#STARTUPQUOTE · 50
STARTUPQUOTE.COM

Travis Kalanick
UBER
Every problem has a solution. You just have to be creative enough to find it.

#STARTUPQUOTE · 49

Elon Musk
Some people don't like change, but you need to embrace change if the alternative

STARTUPQUOTE.COM

Leslie Bradshaw
JESS3
In my 20s I was thrashing around in the water, trying to keep my head above it. In my 30s, I realized it was only three feet deep and I stood up.

#47 · STARTUPQUOTE

Paul Graham
Startups don't win by attacking. They win by transcending. There are exceptions of course, but usually the way to win is to

STARTUPQUOTE.COM

Start Up Quote does a great job at taking simple content and conveying it in an interesting and attractive manner.

The black background makes the colorful, tiled quotes pop and draw visitors right to the meat and potatoes of the blog.

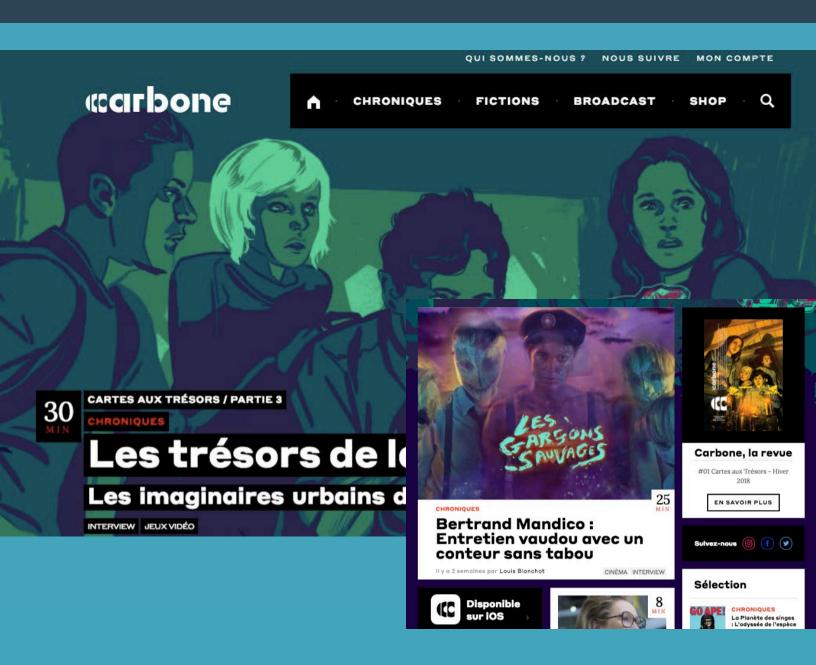# Adventures Digital Agency | *Blog.adventures.do*

This is a great example of a three-column layout, with header images followed by title, reading length, a short excerpt, date, and tags.

This gives the reader a lot of context with which to choose what she wants to read.
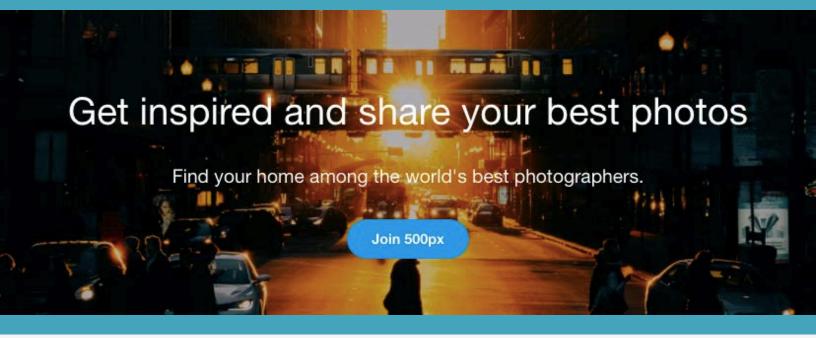
Carbone | *Carbone.ink*

The first thing you see on the Carbone blog?

A single, stunning image that takes up the entire screen.

The image is related to the featured article of the day; scroll and you'll find it's followed by an attractive parallax design.

500PX | *500px.com*

Get inspired and share your best photos

Find your home among the world's best photographers.

Join 500px

Say goodbye to stock photo images: This blog features powerful photography (which is fitting, since it's a photography blog). The blog is also easy to navigate thanks to simple top navigation. Each article's preview text also gives readers more context into each article so they can choose wisely what to click.

Brit + Co | *Brit.co*

LIFESTYLE

How to Travel the World Without Going Broke

Make your money work harder for you.

READ MORE

This is another great example of clean and clutter-free design. Each article is tagged with an umbrella topic, such as lifestyle, health, home, etc, making it easy to narrow your focus. In addition to the topic tags, posts are also organized by different feature groups – must reads, beauty essentials, learn new skills, etc. – to help you find exactly what you're looking for.
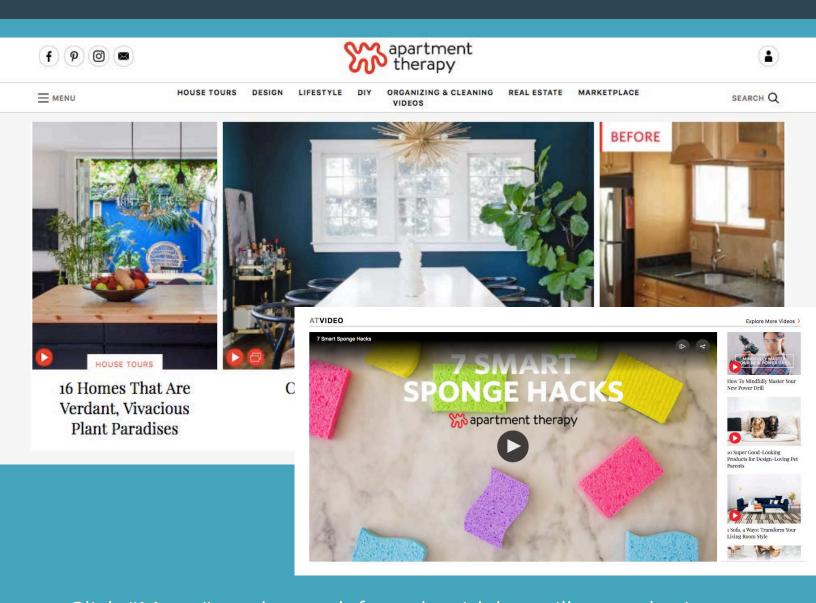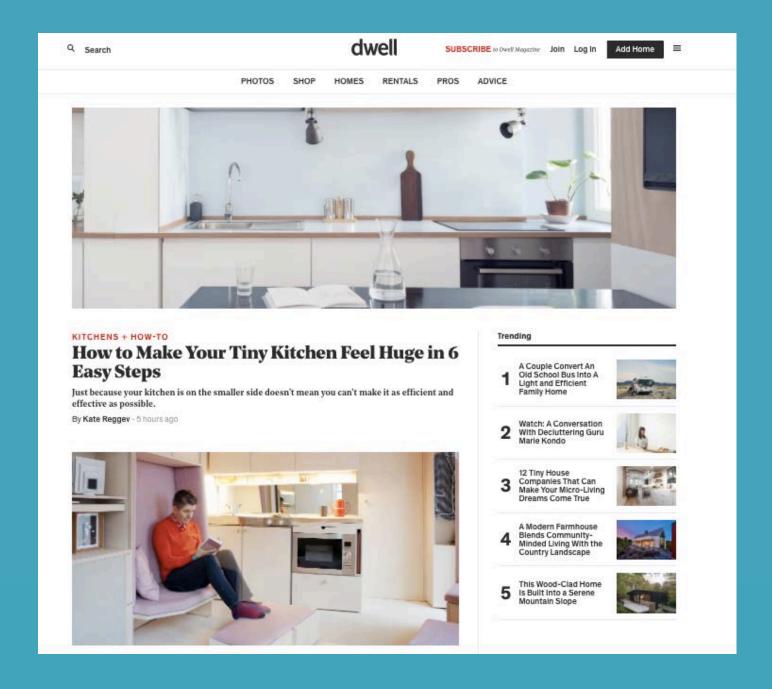
Today's Must Reads

Click "Menu" on the top left, and a sidebar will open that's designed to showcase a large number of categories and articles without over stretching the page vertically. This feature makes it easy for visitors to discover content that's most interesting to them.
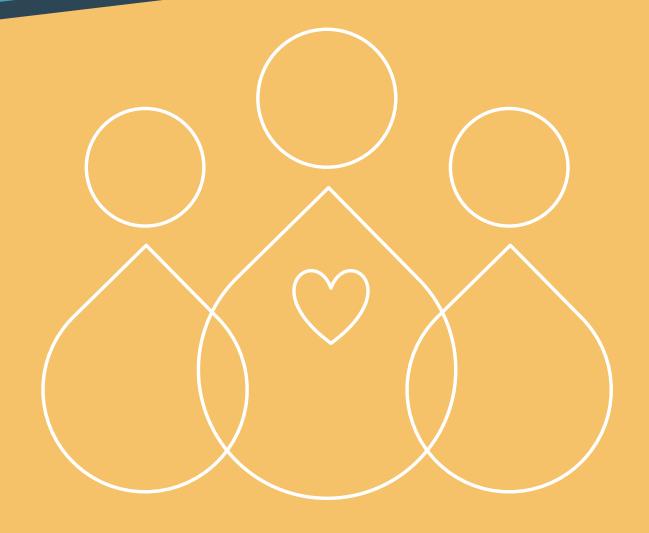
Below the fold, Apartment Therapy created a dedicated video section, highlighting interior-inspired hacks, tips, and tricks.
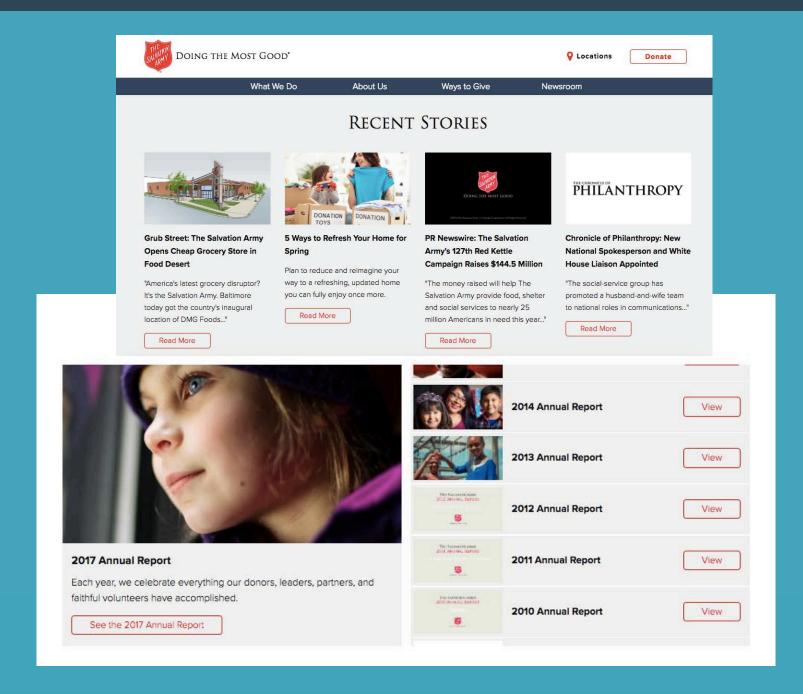
Dwell | *Dwell.com*

Dwell breaks its content into a few well-organized sections to improve discoverability. We especially love the "Trending" section on the right-hand side that allows them to feature their very best work in a prominent homepage location.

NONPROFIT

Salvation Army | *Salvationarmy.com*

The Salvation Army blog features recent stories alongside a featured image and a brief description.

Just below that, visitors will find an organized module containing all of the organization's annual reports, sorted by year.

This blog pulls in the signature Girl Scout green color to create eye-catching moments throughout the page – including a clear subscription option at the very top.

The Climate Reality Project has one of the most stunning nonprofit blog designs we've seen in a while. The simple, split-screen layout allows each feature image to shine, while the header and description to the right entices readers to keep reading.

We also love the social sharing icons alongside each post, making it easy for visitors to quickly share the content with their network and get the word out about this organization.

RED | *Red.org/red-blog*

(RED) BLOG

SEE WHAT WE'VE BEEN UP TO AT (RED)

—

PARTNERS
GET POWE(RED) UP WITH THE NEW (VESPA)RED!
October 2, 2017

READ MORE

EAT (RED) SAVE LIVES
EAT (RED) FOOD + FILM FEST!
June 21, 2017

READ MORE

IMPACT
LESSONS FROM MY MOTHER & ASPIRATIONS FOR MY DAUGHTER
June 6, 2017

READ MORE

The RED blog is just that … red. From the bold header to the more subtle pops of red within the featured images, this blog commands your attention.

Each article is stamped with a topic tag and publish date, making it easy for readers to find recent, relevant content.

Engadget | *Engadget.com*
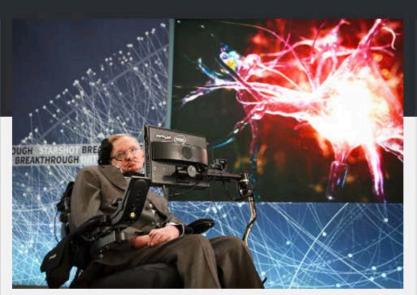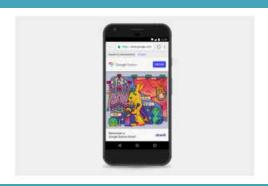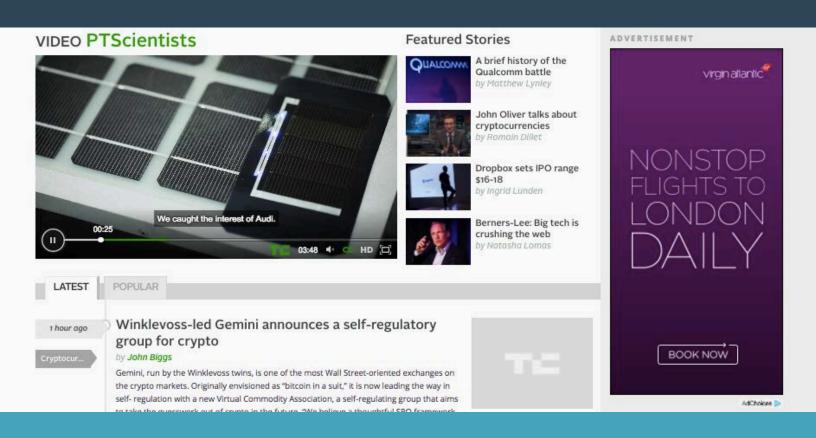
For the most part, Engadget has a very basic blog set up. Above the fold, the design is a little more complex, utilizing a grid-like format to feature several popular and timely articles.

Below the fold, each article earns its own line, and there's plenty of white space to keep things from feeling crowded.

TechCrunch | *Techcrunch.com*

You can always tell you're on TechCrunch because of their bright green text, icons, or logo. As long as they continue to include green as an accent color sparingly, this improves the design rather than distracting from it. What subtle design elements you can add to your blog pages to make them easily recognizable?

Adobe Spark | *Spark.adobe.com/blog*
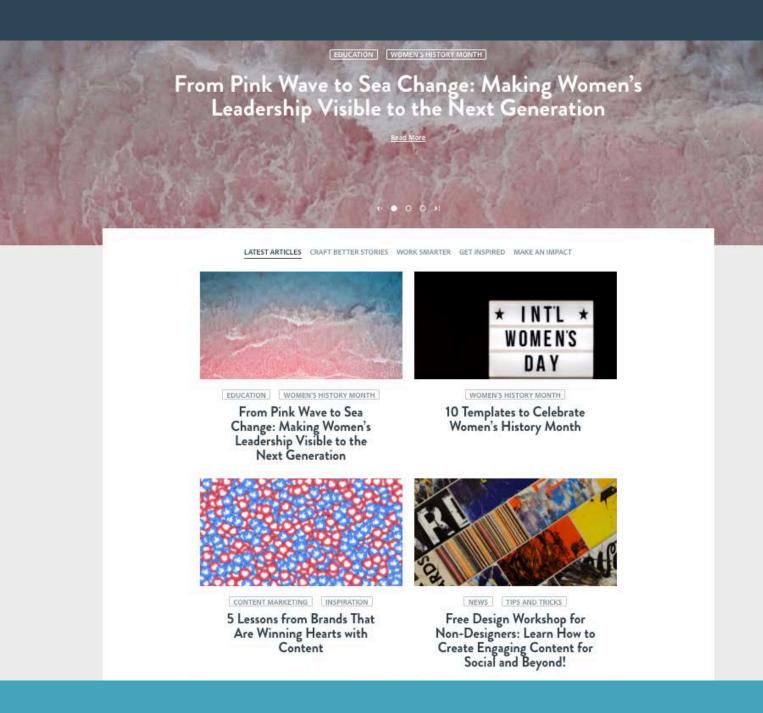
Much like the entire brand, the Adobe Spark blog is a visual treat. A carousel-style header module allows visitors to shuffle through a few top headlines, while the remaining recent articles are featured below in a clean, two-column layout.

The Verge | *Theverge.com*
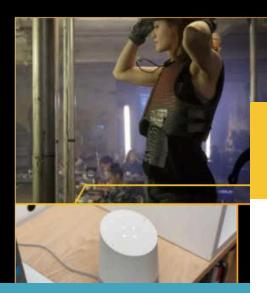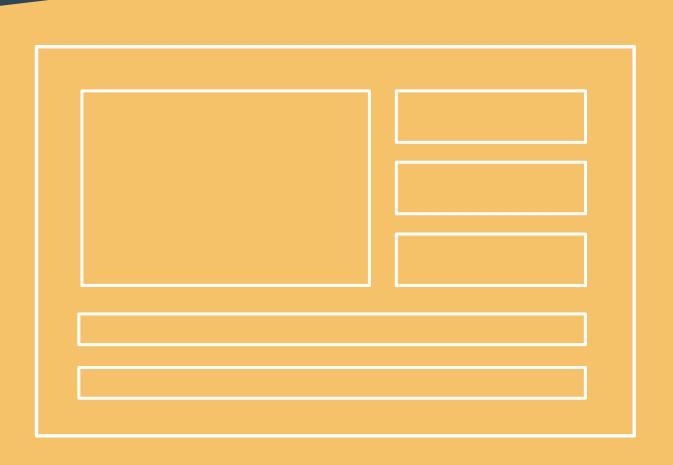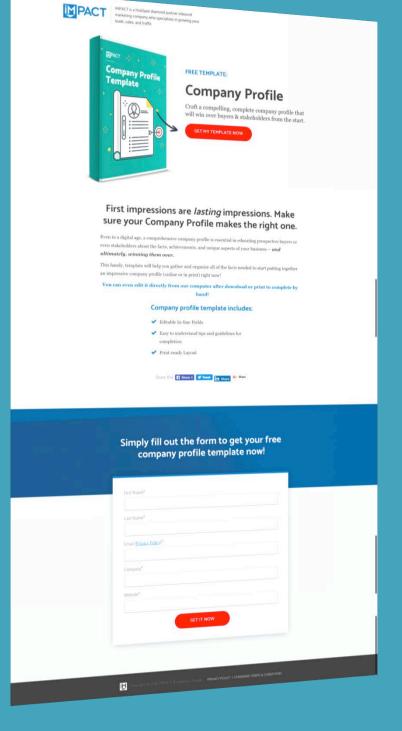
The colors of the neon lights in the blog header translate well into a bold gradient CTA that divides the top half of the page from the bottom. At the top, posts are featured in a grid-like layout against a black background. Below the fold, the posts appear against a white background stacked on top of one another for an organized look that's easy to scroll through.

LANDING PAGE DESIGNS

AGENCY + STUDIO EXAMPLES

IMPACT | *Impactbnd.com*
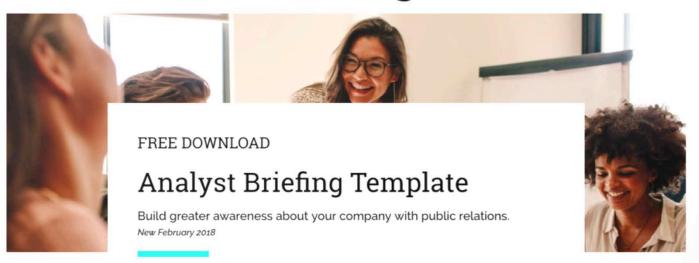
Here's a stunning landing page example from the folks at IMPACT Branding & Design. Notice how the red CTA contrasts nicely against the simple grey background, drawing the visitor's eye to it right away.

The CTA also functions as a jump link, making it easy for visitors to get straight to the form if they are already sold on the offer. For those that need a little more convincing, IMPACT clearly outlines the value of the template, using bullet points to convey key elements.

SmartBug | *Smartbugmedia.com*

This simple landing page from SmartBug Media proves that less is more. The clean layout walks visitors through the offer, starting with a clear and concise header and ending with four actionable bullet points to set expectations. What we love most about this page is that every element included feels both intentional and purposeful.
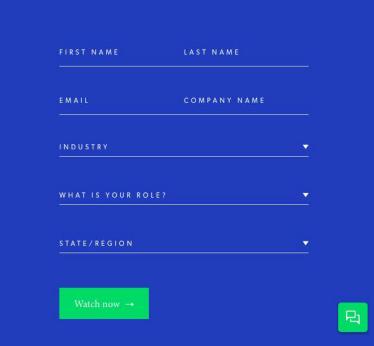
This landing page leverages the power of directional cues by featuring an two arrows pointing towards the form to draw visitors in.

While all of the important information about the offer and how to access it appears above the fold, the folks at Campaign Creators have also made good use of the real estate below the fold.

From multiple testimonials to four impressive badges, there's plenty of social proof in place to ease the skeptics.

Pyxl | *Pyxl.com*

The split-screen effect used on this landing page makes for an absolutely stunning design experience.

The contrast between the clean white explainer side and the actionable blue form make the desired outcome (conversion) clear and easy to execute.

For visitors that need more information, the handy "Scroll for the details" feature allows them to include more about the offer without visually cluttering the page.

"Only 50% of UK organisations are committed to content marketing. If you're not committed, then what are you waiting for?" How's that for an attention-grabbing header? This content marketing report landing page from Tomorrow People and CMI spells out exactly why you should download the content by highlighting exactly what you will get out of it.

As an added bonus, they've also employed a clever exit-intent popup that gives visitors one last chance to convert before they decide to leave the page.

MAS Digital | *Masdigital.net*
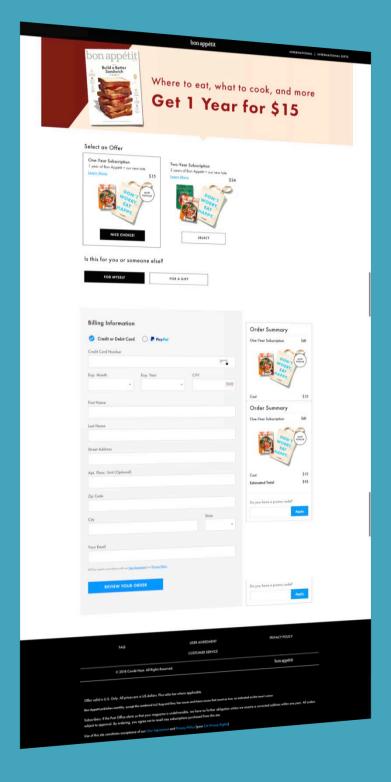
When it comes to landing pages, this Central American agency knows what they are doing. From the estimated read time callout to the seamless color palette, this page reads credible and helpful. The CTA below the form contrasts nicely against the clean white background, and there's just enough context to tee up the download.

Bon Appetit Magazine | *Bonappetit.com*

This subscription landing page walks visitors through their options before revealing a simple billing form. One unique thing about this landing page is the dynamic button text that changes once you click on it.

For example, when you click the "Select" CTA under either of the subscription options, the button text changes to: "Great Choice!" This small detail helps to make the experience feel friendly and more conversational.

Misfit Juicery | *Misfitjuicery.com*
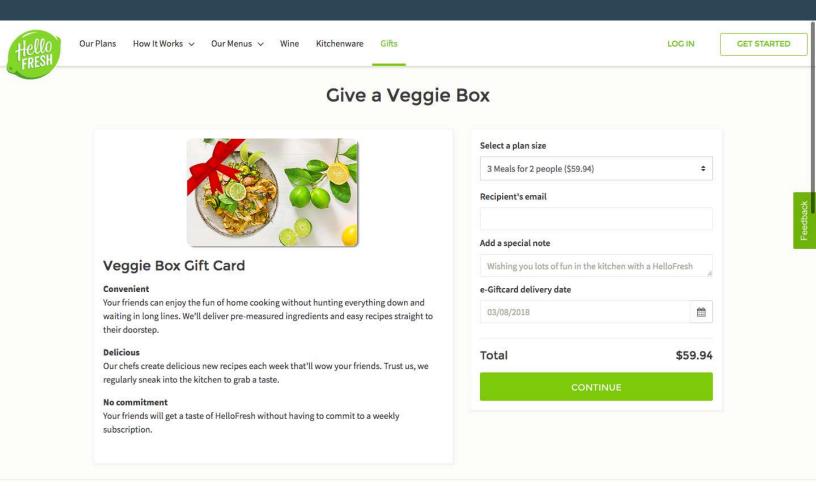
YOU CAN CALL ME ON MY CELERY PHONE

Name *

First Name   Last Name

Email Address *

Subject *

Message *

SUBMIT

Wholesale orders in DC:
orders@misfitjuicery.co

Wholesale orders in NYC via:
Baldor Specialty Foods

Events + Partnerships + Kind Words:
squad@misfitjuicery.co

squad@misfitjuicery.co   f 🐦 📷   **MISFITS WELCOME**

Email Address   SIGN UP

Get it? CELery phone? While it was the good pun that lured us in to this landing page from Misfit Juicery, it was the simple, helpful design that earned it a spot on in this roundup.

This 'Contact Us' page gives visitors exactly what they need -- and nothing more.

HelloFresh | *Hellofresh.com*

Our Plans   How It Works ⌄   Our Menus ⌄   Wine   Kitchenware   Gifts   LOG IN   GET STARTED

Give a Veggie Box

Veggie Box Gift Card

Convenient
Your friends can enjoy the fun of home cooking without hunting everything down and waiting in long lines. We'll deliver pre-measured ingredients and easy recipes straight to their doorstep.

Delicious
Our chefs create delicious new recipes each week that'll wow your friends. Trust us, we regularly sneak into the kitchen to grab a taste.

No commitment
Your friends will get a taste of HelloFresh without having to commit to a weekly subscription.

Select a plan size

3 Meals for 2 people ($59.94) ⇕

Recipient's email

Add a special note

Wishing you lots of fun in the kitchen with a HelloFresh

e-Giftcard delivery date

03/08/2018

Total   **$59.94**

CONTINUE

What our customers are saying

I can't ask for more...I'm hooked!

HelloFresh is a huge hit in my home! Everyone thinks Mommy is a gourmet chef now with HelloFresh. The food is delivered to my door step, the

This checkout landing page from HelloFresh uses a split-screen approach above the fold, featuring three convincing benefits to the service on the left and a clean and simple form with a bold green CTA on the right.

Below the fold, HelloFresh introduces three pieces of social proof in the form of customer testimonials that further validate the convenience and value of the meal plans.

RXBAR | *Rxbar.com*

This wholesale partnership landing page on the RXBAR website does a great job of making a long form feel less intimidating.
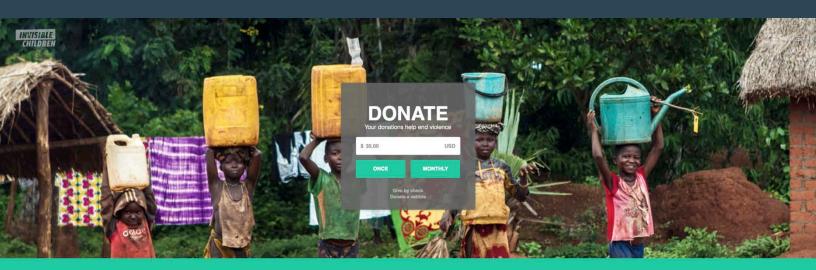
First, the three blue boxes above the form breakdown the partnership process into three easy-to-understand steps, which signals to the visitor that it won't be a ton of work.

Then, alongside the form, they've placed reasons why you should partner with RXBAR, reinforcing their value as you work your way through the form.

DONATE
Your donations help end violence

$ 35.00   USD

ONCE   MONTHLY

Give by check
Donate a vehicle

CHANGING THE ENDING ONE PERSON AT A TIME
TRANSFORMING LIVES

The work we've been able to do because of donations has transformed the lives of those affected by violence. These stories show that you couldn't make a better investment.

AIME

Aime was held in LRA captivity for more than two years. Now that he is free and back home, Aime supports other ex-combatants and youth impacted by violence through vocational training and trauma healing.

READ MORE

MAMAN MARIE-FRANCINE

Maman Marie-Francine works with her local community to arrange temporary host-families and provide trauma healing to women and children returning from LRA captivity.

READ MORE
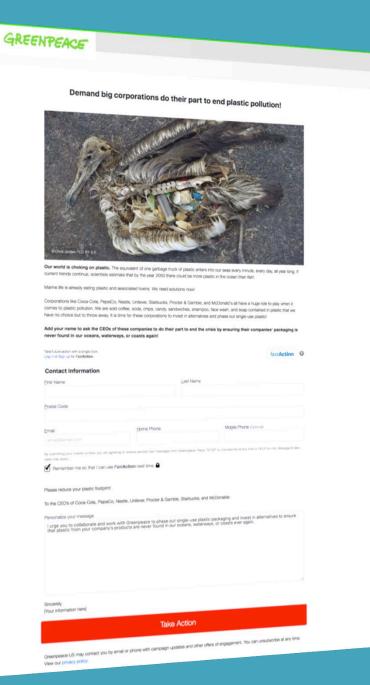
HELENA

As a part of our CITIZEN initiative, Helena leads our grassroots political advocacy efforts in her home state of Virginia and helps to keep her policymakers committed to ending violence & exploitation in vulnerable communities.

READ MORE

We can't think of a more powerful way to encourage someone to donate to Invisible Children than to feature the people that whose lives have been transformed thanks to previous donations and support. These inspiring stories are laid out directly below the donation form, allowing prospective supports to see exactly how their money can make a difference.

Greenpeace | *Greenpeace.org*
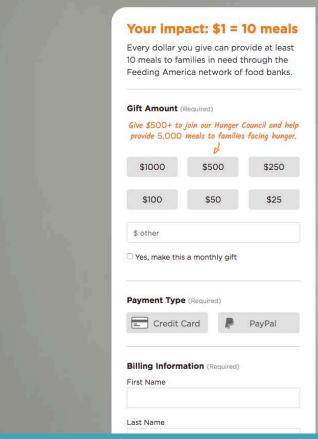
Again, another great example of how to use emotionally-charged imagery to convey a powerful message on a landing page.

This donation page inspires action by marrying strong language with raw imagery, while closing out the page with a huge, red "Take Action" button.

Feeding America | *Feedingamerica.org*

FEEDING AMERICA®

Help End Hunger Today

Your impact: $1 = 10 meals

Every dollar you give can provide at least 10 meals to families in need through the Feeding America network of food banks.

Gift Amount (Required)

Give $500+ to join our Hunger Council and help provide 5,000 meals to families facing hunger.

| $1000 | $500 | $250 |
| $100 | $50 | $25 |

$ other

☐ Yes, make this a monthly gift

Payment Type (Required)

▭ Credit Card   **P** PayPal

Billing Information (Required)

First Name

Last Name

This donation landing page from Feeding America, a nonprofit addressing the hunger crisis in America, is simple, yet emotion evoking. The image of the young girl used in the background helps to put a face to the problem this organization is trying to solve.

We also like how they use cues within the form to demonstrate the direct impact a certain amount of money could have on solving hunger.
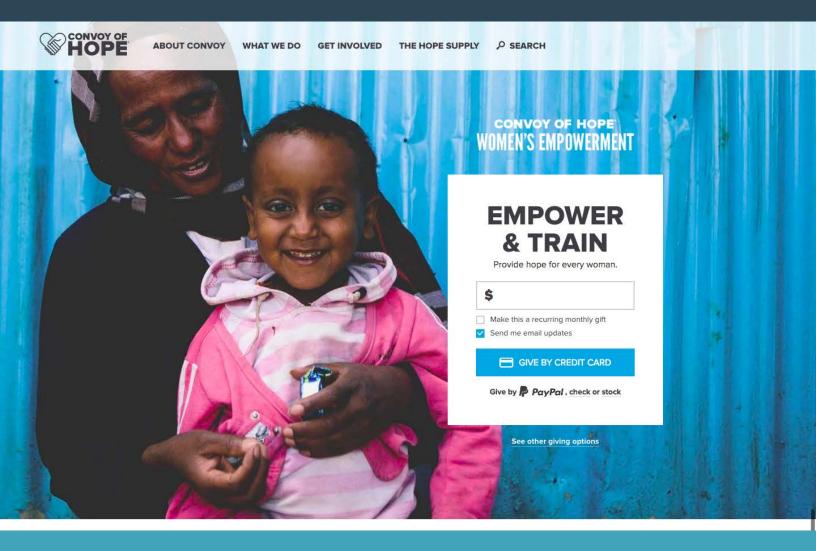
Disabled American Veterans I *helpveterans.org*

This pledge landing page from DAV displays an excellent use of social proof, featuring the faces of inspiring celebrity supporters below the pledge CTA.

Each of the people featured below the CTA boasts the reason why they help veterans, helping prospective supporters better understand the values of this community.

Convoy of Hope | *Convoyofhope.org*

This landing page for Convoy of Hope's Women's Empowerment program projects their vision through the use of an incredibly human photo. The visual background perfectly demonstrates the organization's commitment to empowering women around the world to "realize their value and reach."

The bright blues in the image pair nicely with the contrasting blue CTA, making the overall design feel strong and intentional.

Donate

Don't need a funky pair of specs?

Here's your chance to donate – the more money raised means more sets of renewed eyes.

100% of your donations will be put towards advancing eyesight for those who need it. Thank you for your generosity.
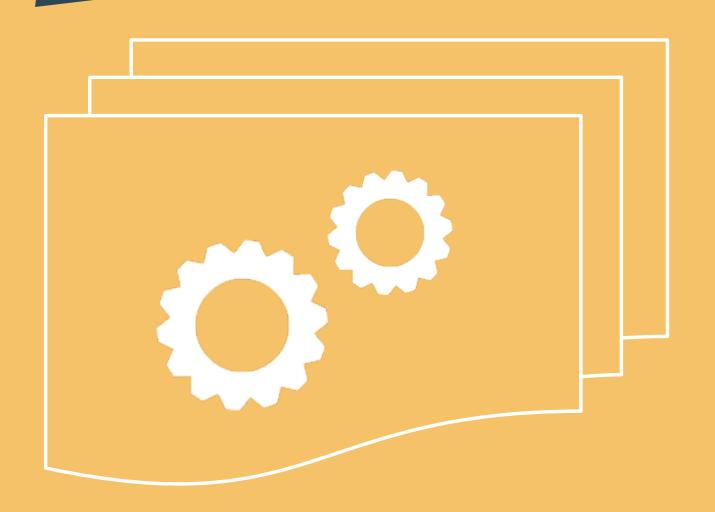
How much would you like to donate?

| £ | Select ⟶ |
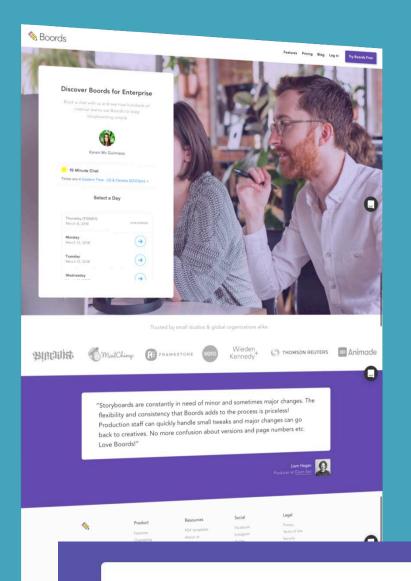
This donation landing page from The Vision Mission gets straight to the point: Have a pair of glasses to donate? Do it here. The design feels intentionally minimalist, leaving no room for distractions or secondary CTAs.

We especially appreciate the explainer copy stating where 100% of the donations will go, as it eases the minds of reluctant donators.

Boords | *Boords.com*

This demo landing page from Boords, a storyboarding software, balances imagery with action above the fold.

Directly below the fold, they introduce two types of social proof in the form of logos that belong to noteworthy customers like Wieden + Kennedy and a testimonial highlighting the flexibility and consistency of the software.

"Storyboards are constantly in need of minor and sometimes major changes. The flexibility and consistency that Boords adds to the process is priceless! Production staff can quickly handle small tweaks and major changes can go back to creatives. No more confusion about versions and page numbers etc. Love Boords!"

Liam Hogan
Producer at Giant Ant

Airtable | *Airtable.com*

AIRTABLE INVITES YOU TO ITS WEBINAR

Introduction to Airtable

Friday, March 9th 2018 - 1:00 PM (EST)

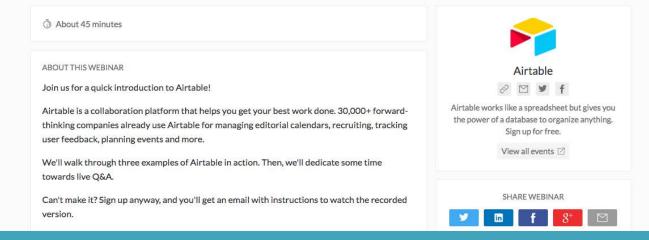| 0	22	32	22
DAYS	HOURS	MINUTES	SECONDS

you@example.com   **REGISTER NOW**

Already registered? Login to access

🕐 About 45 minutes

ABOUT THIS WEBINAR

Join us for a quick introduction to Airtable!

Airtable is a collaboration platform that helps you get your best work done. 30,000+ forward-thinking companies already use Airtable for managing editorial calendars, recruiting, tracking user feedback, planning events and more.

We'll walk through three examples of Airtable in action. Then, we'll dedicate some time towards live Q&A.

Can't make it? Sign up anyway, and you'll get an email with instructions to watch the recorded version.

Airtable

🔗 ✉ 🐦 f

Airtable works like a spreadsheet but gives you the power of a database to organize anything. Sign up for free.
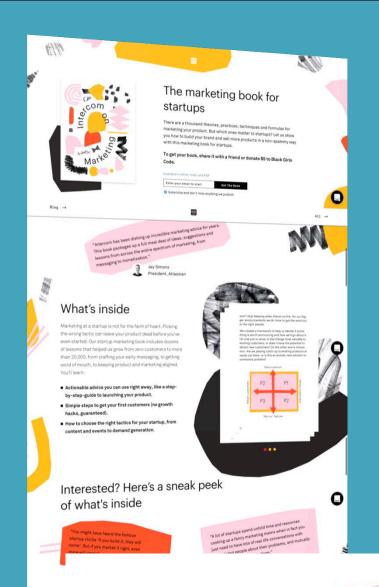
View all events ⧉

SHARE WEBINAR

🐦 in f g+ ✉

From a best practices standpoint, this landing page promoting Airtable's latest webinar does a lot of things right. For starters, we love the live countdown to the webinar, as it creates a sense of urgency that pushes visitors to register.

Additionally, Airtable choose to intentionally leave their main navigation off this page, making the registration form the main focal point. That's landing page design 101, people.

This page's abstract design is colorful and fun, but doesn't take away from the goal of the page: conversion.

The shufflable pages allow you to preview the ebook before committing to the download and the quotes below that provide a bit more color commentary about the offer.
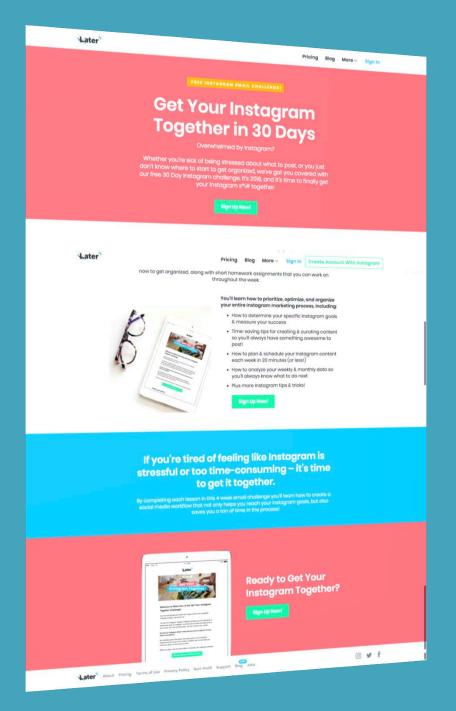
"Intercom has been dishing up incredible marketing advice for years. This book packages up a full meal deal of ideas, suggestions and lessons from across the entire spectrum of marketing, from messaging to monetization."

Jay Simons
President, Atlassian

Later | *Later.com*

This colorful landing page from Later boasts three different opportunities to pull up their download form: above the fold, in the middle, at the end of the page.

This type of repetition ensures that they aren't missing out on any potential conversions, while reinforcing the desired outcome: downloading the offer.

MIT Technology Review | *Technologyreview.com*

Newsletters

Receive the latest intelligence on emerging tech from MIT Technology Review, delivered straight to your inbox.

The Download
Your daily dose of what's up in emerging technology

Delivered each weekday morning

View recent editions:
March 12
March 9

Select this newsletter

Clocking In
A daily look at the workplace of the future

Delivered each weekday

View recent editions:
March 12
March 9

Select this newsletter

Chain Letter
Blockchains, cryptocurrencies, and why they matter

Delivered Tuesdays and Thursdays

View recent editions:
March 8
March 6

Select this newsletter

The Algorithm
News and views on the latest in artificial intelligence

Delivered each weekday

View recent editions:
March 9
March 8

This Week in Tech Review
Hand-picked stories from the past seven days on the topics you select

Delivered each Thursday

View recent editions:
March 8
March 1

Weekend Reads
Stories from our archives that put technology in perspective

Delivered each Saturday morning
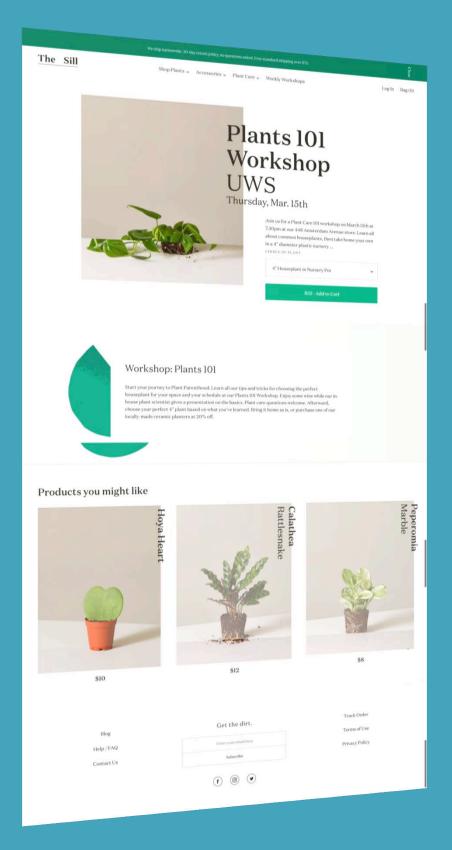
View recent editions:
March 10
March 3

This subscription landing page from MIT Technology Review serves up six different newsletter options in a really clean and digestible way. The colorful blocked modules provide just enough information about each subscription for visitors to find what they are looking for.

When you select a subscription, the button turns black, making it easy to quickly review what you've selected before submitting your preferences.

ECOMMERCE + RETAIL
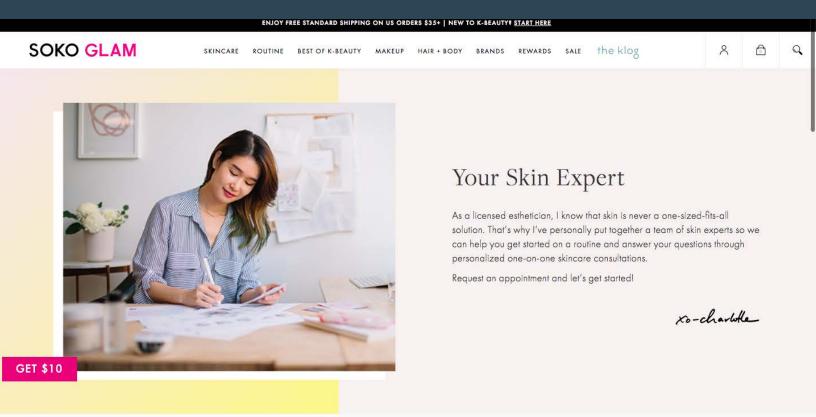
The Sill | *Thesill.com*

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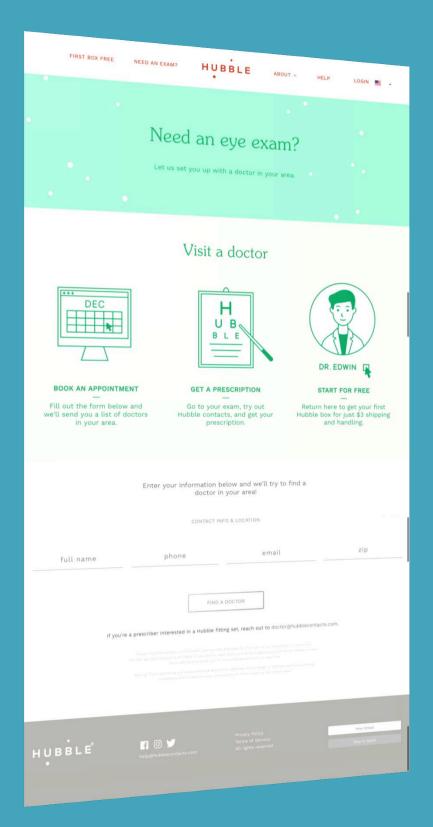
Soko Glam | *Sokoglam.com*

SOKO GLAM

SKINCARE   ROUTINE   BEST OF K-BEAUTY   MAKEUP   HAIR + BODY   BRANDS   REWARDS   SALE   the klog

GET $10

Your Skin Expert

As a licensed esthetician, I know that skin is never a one-sized-fits-all solution. That's why I've personally put together a team of skin experts so we can help you get started on a routine and answer your questions through personalized one-on-one skincare consultations.

Request an appointment and let's get started!

xo-charlotte

Schedule Appointment

Preferred Date*		Choose a time: 10:00-10:20AM EST ⬍
Full Name*		Email*
Phone Number		Age: 18-24 ⬍

This appointments page from Korean beauty shop Soko Glam cuts straight to the chase. A bit of explainer text detailing the one-on-one skincare consultation service being offered sits above the fold and is signed off with a handwritten signature, giving it a personalized touch. The below form utilizes white space to create a simple, focused conversion flow for those booking appointments.
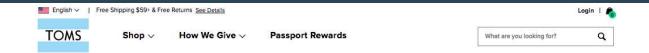
Hubble | *Hubblecontacts.com*

Another masterfully crafted landing page leveraging the power of simplicity. This doctor locator page clearly outlines the process for getting started: book an appointment, get a prescription, and start for free.

This makes it easy for visitors to understand exactly where Hubble fits into their eye care journey.

TOMS | *Toms.com*

This traditional landing page from TOMS is a great example of a conservative, yet effective layout. There's nothing fancy included, just the essentials: a description of the catalog, a couple of images, and a well-organized form.

Birchbox | *Birchbox.com*

This Birchbox landing page does a really good job of demonstrating what the product is -- in this case, a beauty subscription box -- and what you can expect to receive.

The featured Instagram posts adds a credible touch and the collapsible FAQ module serves as a helpful element, keeping additional information hidden until it's needed.

Frequently Asked Questions

What will I get in my Birchbox? ⌄

How much is it? ⌄

Can I cancel anytime? ⌄

How do you personalize my box? ⌄

When will my box ship? ⌄

Field Notes | *Toms.com*

This custom order landing page on the Field Notes site is crisp and concise.

Examples of the product are featured above the fold, paired with a clear, action-oriented message: "Add Your Logo to Classic Field Notes Memo Books."

Just below, there's a more detailed explanation of the customization process, complete with scannable bullet points. The information flows seamlessly into the download form, making for a consistent overall experience.

Thanks for reading!

For more HubSpot resources, visit:
hubspot.com/resources