

Landing Page Guide

NIK SHARMA

STRUCTURE

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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"

Image should be what is being offered

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

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 →

OPRAH'S FAVORITE THINGS 2020

JUDY

JUDY



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

Clearly list product name,
include reviews if possible

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)

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

Klarna/Afterpay/ etc. call out

CTA

THE READY SYSTEM

Designed by experts to protect your family

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.

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

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

Add To Cart & Save \$100 →

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



GET \$100 OFF



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

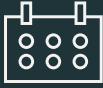
- Icons are great here too
- If your product has specific steps, highlight them here
- If you have more value props than what’s in the why section, highlight them here
- Anything crucial that you want to get across to your consumer



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

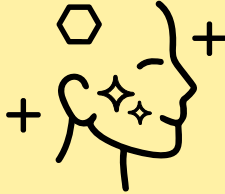
Proceed with your business as usual. All anyone will smell is a refreshing blend of natural essential oils.



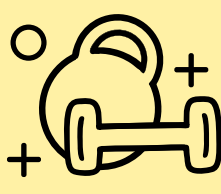
3. SNIFF

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

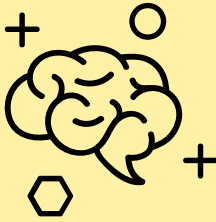
Proper Hydration Can Bring



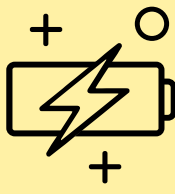
Vibrant Skin



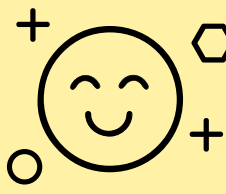
Quicker Post-Workout Recovery



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.

JUDY VS OTHERS

Here's how JUDY compares to other kits.

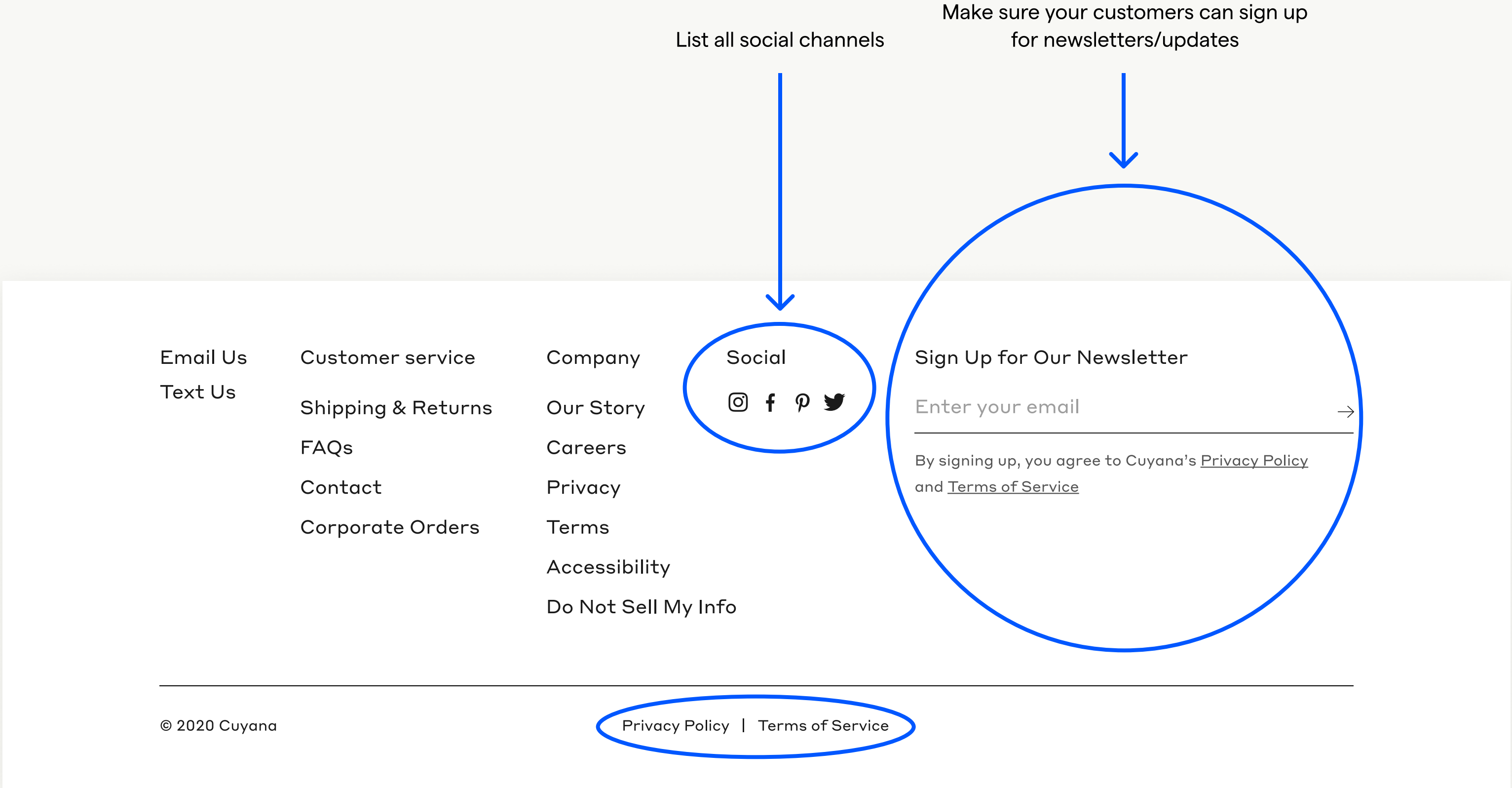
	JUDY	Store-Bought Emergency Kit	Homemade Kit
Up to 72 hours of self-sufficiency	✓	✓	✓
Hand-Picked by Disaster Experts	✓	✗	✗
Digitally-Connected & Emergency SMS Alerts	✓	✗	✗
Disaster Guides & Planning Documents	✓	✗	✗
Pre-Assembled	✓	✓	✗

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

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