

כללים לדף נחיתה

הכללים נאספו המאמרים הבאים: [100 דוגמאות לדפי נחיתה](#) | [16 דוגמאות לדפי נחיתה](#)

1. **עמוד**
 - בלי navigation bar אם ניתן – כך שלא ניתן לברוח מהעמוד
 - רספונסיבי ומותאם לכל הגדלים (mobile first)
 - אחידות בפונטים ובעיצוב
 - באנגלית – לא CAP Letters - כי זה "צועק"
2. **לוגו**
 - ללא קישור (לא לאפשר לברוח מהטופס)
3. **כותרת**
 - תועלת בהזמנה
 - "חינם" עוזר כשנותנים משהו חינם
 - סימן שאלה עוזר לרתום
4. **טקסט**
 - קצר, עוד תועלות (חיזוק לכותרת)
 - קטוע לחלקים קטנים, להקלת העיכול
 - ב-bullets
 - מרווח
 - דגשים בעזרת bold
 - הלקוח במרכז: לדבר על הלקוח (you), לא על הארגון/פתרון (we)
 - עם חיצים לכיוון הטופס
5. **מספר טלפון**
 - למעלה או בתחתית, לצד הטופס: עוזר להוסיף טלפון למוקד שאלות ובירורים
 - קישור "לחיצה לשיחה" - עוזר לנייד
6. **תמונה**
 - ייצוג ויזואלי של התועלת (לדוגמא – כריכת ספר דיגיטלי)
 - מכוונת את העין לטופס (אדם מצביע, חץ, וכו')
7. **וידיאו**
 - אם קיים ריבוע עם וידיאו, שלא ירוץ אוטומטית אלא רק כשלוחצים
8. **טופס**
 - הטופס כולו בצבע שונה מהשאר (בולט)
 - שדות בחוץ, שלא ייעלמו
 - כמה שפחות שדות (שלא יתעייפו מלמלא)
 - חיווי זמנים: תוך כמה זמן נקבל את החוברת? כמה שלבים למילוי הטופס?
9. **מנוי לעלון/מידע**
 - כפתור Opt-in עם אפשרות לסמן X (רצוי לא לחוץ מראש)
10. **כפתור הזמנה**
 - צבע ניגודי ובולט
 - גדול ולכן בולט
 - טקסט רלוונטי לתועלת
 - כתוב בגוף ראשון (אני רוצה חוברת!)
 - להוסיף "now"
 - רק כפתור אחד
 - כפתור "צף" מאפשר הזמנה מכל מקום (או טופס צף?)
 - שיראה כמו כפתור (פינות מעוגלות, תלת-מימד)
 - רק הצעה אחת לעמוד (כפתור חוזר – לאותה הצעה בלבד)

Footer .11

- מינימאלי אם בכלל
- פרטיות, תנאים – מוסיפים אמינות, אבל באפור שלא יברחו מהדף
- אפשר משפט קצר על פרטיות

.12 עדויות

- חשוב להוספת אמינות
- רצוי שהמעידים יהיו אנשים מוכרים
- צריכים שמות ברורים, תפקידים, תמונות

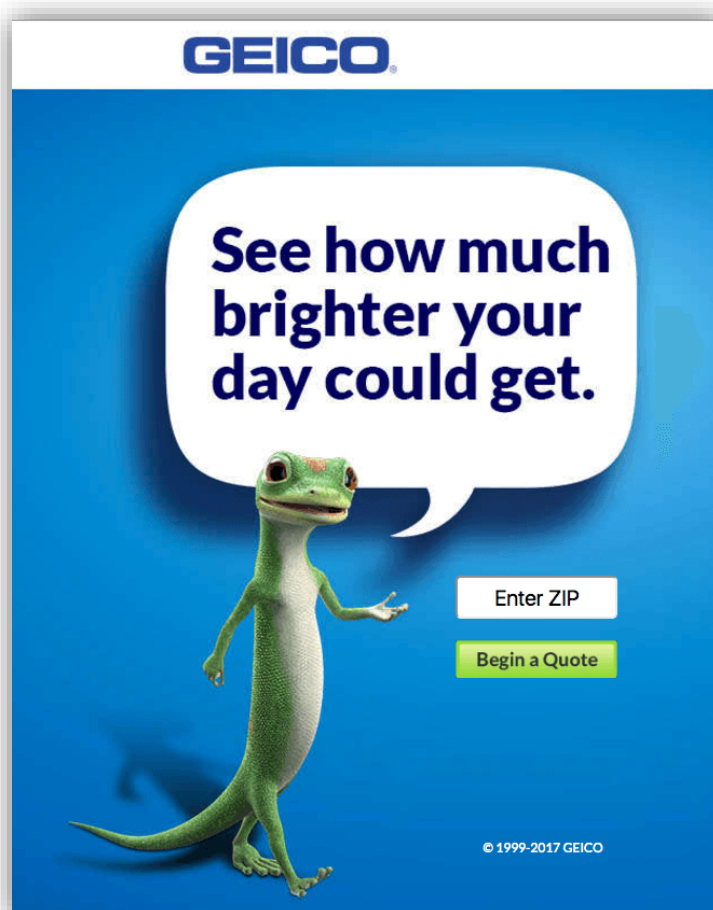
.13 אייקונים

- אייקונים של לקוחות גדולים מוסיפים אמינות
- אייקון של Truste – לשקט נפשי
- אייקונים של עיתונים/לקוחות - מקנים אמינות

.14 קישורים נוספים

- בלי קישורים החוצה מכל סוג
- לא ב-footer, לא קישורים חברתיים, לא בלוג...

הנה דוגמאות לדפי נחיתה נבחרים:



עיצוב נקי. תמונה מצביעה על טקסט.
רק שדה אחד למלא. כפתור בולט ועם כיתוב רלוונטי.

KlientBoost

32 New Hacks to Get More Phone Leads With AdWords & CRO

Your phone will be ringing off the hook in no time.

Your Favorite Email *

[GET MY FREE GUIDE >>](#)

The banner features the KlientBoost logo at the top. Below it is the main title in large white font. To the left is an illustration of a blue book titled '32 New Hacks To Get More Phone Leads With AdWords & CRO' with '58 action packed pages of phone ringing magic' written below. The book cover shows three hands holding different types of phones: a flip phone, a corded landline phone, and a smartphone. To the right of the book is a text box with a dashed border containing an email input field and a red button labeled 'GET MY FREE GUIDE >>'.

עיצוב נקי. כותרת ותמונה מראים תועלת.
רק שדה אחד למלא. כפתור בולט עם כיתוב בגוף ראשון

(Case Study Video) How I was Able To Generate 18 Adwords Clients @\$1500 Each In 2 Months

And How You Can Too

[Show Me The Video](#)

I'll Share With You Exactly How I'm Generating 2-3 New Clients Every Week @\$1500+ Per Month

- ✔ It's Easy
- ✔ It's Low Cost
- ✔ It's Scalable
- ✔ It's Works

The banner has a dark background with a person's hands and arms visible. The text is in white and orange. A prominent orange button with white text 'Show Me The Video' is centered. Below the button, the text 'I'll Share With You Exactly How I'm Generating 2-3 New Clients Every Week @\$1500+ Per Month' is displayed. At the bottom, four green checkmarks are arranged in a 2x2 grid, each followed by a benefit: 'It's Easy', 'It's Low Cost', 'It's Scalable', and 'It's Works'.

עיצוב נקי. כותרת ו-bullets מעידים על תועלת.
רק ללחוץ... כפתור בולט עם כיתוב בגוף ראשון.

Drive with Uber Earn money on your schedule

Need a car? Rentals and leases available.* [LEARN MORE](#) >



Sign up now

I have a car I need a car

Email

First Name Last Name

Phone

Create Password

City

NEXT

Have an account? [Log in.](#)

By proceeding, I agree that Uber, its affiliates, and/or representatives may contact me (including by automatic telephone dialing system) at the phone number on file with my account, including for marketing purposes. I understand that this is not a requirement to use Uber's services and that I may opt out of these communications by texting "STOP" to 89203. I have also read and understand the Privacy Statement.

Drive when you want
Earn what you need

עיצוב נקי. כותרת ותמונה מעידים על תועלת.

< SEE MORE INSTRUCTORS
MASTERCLASS
SIGN IN SIGN UP

>

AARON SORKIN TEACHES SCREENWRITING

35 VIDEO LESSONS
Aaron Sorkin teaches you the craft of film and television screenwriting in 35 exclusive video lessons.

100% EXCLUSIVE
In his first ever online class, learn from Oscar-winning screenwriter Aaron Sorkin. Only available through MasterClass.

\$90

TAKE THE CLASS

GIVE AS A GIFT

Lifetime access to the entire MasterClass

עיצוב נקי. תמונת המנחה מקנה אמינות. בולטים מעידים על תועלת.
רק ללחוץ. כפתור בולט עם כיתוב רלוונטי.

You don't have to work on Wall Street to make money like Wall Street.

FIND A **FREE POWER TRADING WORKSHOP** IN YOUR AREA.

Enter Zip Code

GET STARTED



In our half-day workshop, you'll begin to learn how to invest with the skill and confidence of the pros.

עיצוב נקי. כותרת מעידה על תועלת. אייקונים מקנים אמינות. רק שדה אחד למלא. כפתור בולט.

Ultimate Summer Marketing Kit

243

Marketing Guide, Calendar & Graphics

Depending on your industry, businesses can either thrive or dry up during the summer season. Whether you're swimming in sales or struggling to stay afloat, this kit is full of actionable tips and ideas to help you promote your business.

Summer Marketing Kit includes:

- **Summer Marketing Guide** with marketing tips for social media, email marketing, and events
- **Summer Marketing Calendar** with promotional ideas
- **Summer Marketing Graphics** for Facebook, Twitter, Instagram, email, and blog posts

Download the Ultimate Summer Marketing Kit and grow your business this summer!



Free Download Here

Name *

Company *

Website

Email *

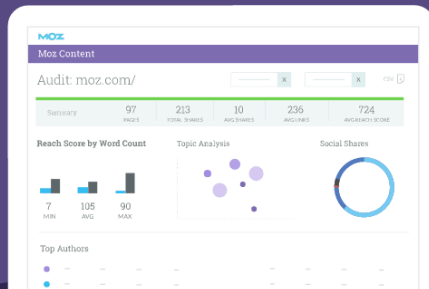
Phone *

What's your greatest marketing challenge? [optional]

Check this box to receive updates and emails

DOWNLOAD NOW

עיצוב נקי. תמונה מראה מה מקבלים. טקסט ו-bullets מעידים על תועלת. רק שדה אחד למלא. טופס בולט.



Take the Guesswork Out of Your Content Marketing Strategy.

Quickly audit, measure, and discover engaging content.

Try It Now!



Determine which tactics work best.

Content Audits analyze your website and uncover top-performing topics, authors, and page types like videos, articles, or lists. Focus on your most successful tactics in order to engage and grow your audience.



Measure how your content strategy is performing.

Once you've started down the path of content creation, it's critical that you monitor your progress. Tracked Audits let you easily measure the links, shares, and page views your content generates over time.



Uncover competitors' winning strategies.

Use Moz Content to search the web for popular content in your niche. Find competitors that generate buzz and audit their sites to uncover successful content strategies.

עיצוב נקי. תמונה מראה מה מקבלים. כותרת ו-bullets מעידים על תועלת. רק כפתור ללחוץ. כפתור ניגודי ובולט.

CONNECTWISE ROADSHOWS

DRIVE YOUR BUSINESS FORWARD

Where Award-Winning Software & Tech Lovers Meet

Attending a ConnectWise Roadshow as a current or prospective member of the ConnectWise family is the best way to learn about our suite of purpose-driven solutions:



What to Expect When You Attend

- A demo of how our suite of solutions work together to help manage and grow every aspect of a technology services business
- A Q&A partner panel and opportunity to chat with your dedicated sales and community team members
- A networking happy hour where you can rub elbows (and brains) with local tech-lovers like you

Please complete the form to register for the event.

All Fields Required

Date & Location (select one)

First Name:

Last Name:

Email:

Company:

Phone:

Country: (select one)

Company Type: (select one)

Register Now

עיצוב נקי. שלבי הפתרון מוצגים. כותרת משנה ו-bullets מעידים על תועלת. כפתור ניגודי ובולט.



WHAT THE F*** IS INBOUND MARKETING

- Forget cold calling; Let customers come to you. Willingly.



Discover Why Inbound Marketing Is Right For Your Business.

FIRST NAME *

LAST NAME *

EMAIL ADDRESS *

GET YOUR STRATEGY GUIDE

WHAT'S INCLUDED IN THIS COMPREHENSIVE 23 PAGE GUIDE:

- 1 Walkthrough advice for beginning a strategic Inbound Marketing campaign - from start to finish
- 2 Why this fresh method of marketing performs infinitely greater than traditional techniques
- 3 How to nurture your business leads and potential customers through the inbound sales funnel, without scaring them off
- 4 Time and spend required for effective campaigns which yield results

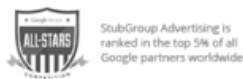


Copyrights 2015 Midas Media - Digital Agency | Email Transparency Policy

תמונה ממחישה מה מקבלים. כותרת בולטת, כותרת משנה ו-bullets מעידים על תועלת. סופס מינימלי. כפתור ניגודי ובולט, עם טקסט קונקרטי

Get Your Free Facebook Ads Evaluation

Uncover wasted spend, your most profitable audiences,
and much more for **free** — a \$500 value!



Are You Wasting Your Facebook Budget?

A recent news report* revealed that a successful businessman, with years of marketing and advertising experience, had wasted \$600,000 on his Facebook advertising in less than one week. Yikes!

You probably aren't spending anything close to \$600,000 on Facebook, let alone wasting that much. But it's very easy to quickly spend money on Facebook without generating the performance your business needs.

At StubGroup Advertising, our Facebook Ads and PPC advertising experts have solved this problem for businesses worldwide.

Let us help you, too. Get your free evaluation now — a \$500 value!



Just 7 Steps to Facebook Success!

1. Request your free Facebook performance evaluation (submit the form).
2. Receive a free phone consultation to discuss your Facebook goals.
3. Our Facebook experts will perform a thorough audit of your campaigns.
4. We'll identify wasted spend, your most valuable audiences, etc.
5. We will walk you through our entire evaluation by phone.
6. If you like what you see, let's talk about working together.
7. Whatever you do, our recommendations are yours free — a \$500 value!

Request Your Free Evaluation

Find out how to save and make more money
from Facebook Ads — a \$500 value!

Name *

Email *

Phone Number *

Facebook Page / Website *

GET A FREE EVALUATION

We Guarantee 100% Privacy
Your information will not be shared

Call Us with Questions!

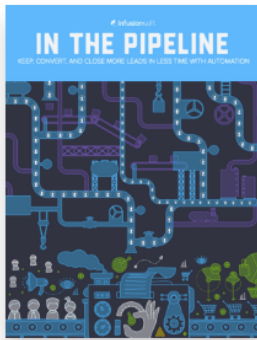
Phone: (888) 545-8404

Hours: 9am-5pm (CT)

Days: Monday-Friday

*As reported by businessinsider.com

ידיאו משולב. שלבים מפורטים. כותרת וטקסט על בעיה ופתרון - תועלת.
טופס מינימלי. כפתור ניגודי ובולט, עם טקסט קונקרטי. הצהרת פרטיות. טלפון.



Free guide: In the Pipeline

Keep, convert, and close more leads in less time

You can build a more efficient and powerful sales machine with automation. This guide will teach you how to create a sales process that saves you time and personalizes the buyer experience.

What's inside:

- ✓ The 5 problems solved by sales automation
- ✓ What to do at each stage of the sales process
- ✓ How one real-world business grew 4x with automation
- ✓ Anatomy of a 7-step sales pipeline (that you can copy)

Learn how to build an effective sales process powered by automation - so you can follow the same basic steps for every sale, while customizing every message to every lead.

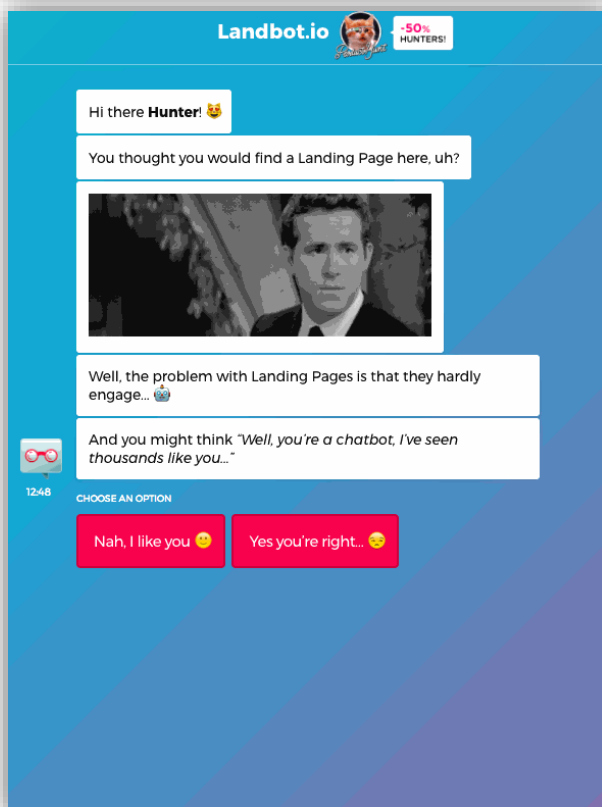
First Name*	Last Name*
Phone*	Email Address*

Get my guide



With Infusionsoft, we're able to take a process from an old CRM, such as Salesforce, that took maybe 20-30 minutes, and cut it down into a fraction of the time.

TITIN



כותרת תמונה ובולטים מראים תועלת. עדות = אמינות. טופס מינימלי. כפתור ניגודי ובולט, עם טקסט בגוף ראשון.

צ'אט-בוט כדרך נוחה להירשם בשלבים.

THE PERFECT TOUCH

Custom floral arrangements tailored to your style and space. Starting at \$75 per delivery.

Schedule a complimentary design consultation today.

FULL NAME

PHONE

EMAIL

CITY

COMMENTS

SUBMIT

HOW IT WORKS

1

DESIGN

Your personal design consultant meets with you to discuss style, preferences and space.

2

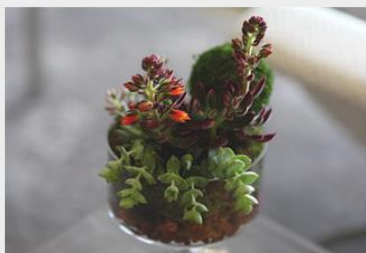
SCHEDULE

We provide a custom proposal for floral service based on your schedule (weekly, bi-weekly or monthly).

3

ENJOY

We hand deliver your custom arrangements for you to enjoy. It's that simple.



FLORAL SUBSCRIPTIONS
WEDDINGS
CUSTOM FOR BUSINESS
CORPORATE GIFTING

CAREERS
ABOUT US
SEED PROGRAM
IN THE NEWS
CONTACT

AS SEEN ON:

the knot



Sign up to receive news and special offers from H.Bloom.

Your email address

SUBSCRIBE

BLOG



TERMS | PRIVACY POLICY | MADE IN NY
© 2015 H.BLOOM Inc.

שליבים בתהליך מבהירים. נקי ואסתטי. תמונות ממחישות תועלת.

כפתור ניגודי.

shopify

Sell online with Shopify

Trusted by over 400,000 businesses worldwide

Enter your email address **Get started**

Try Shopify free for 14 days. No risk, and no credit card required.

Beautiful themes that are responsive and customizable

No design skills needed. You have complete control over the look and feel of your website, from its layout, to content and colors.

Pricing as low as \$9/month

Whether you sell online, on social media, in store, or out of the trunk of your car, Shopify has you covered. Start selling anywhere for just \$9/month.

Trusted by over 400,000 businesses worldwide

Shopify handles everything from marketing and payments, to secure checkout and shipping

נקי. כותרת ו-bullets מבהירים יתרונות. תמונה ממחישה.

רק שדה אחד למלא.

INDUSTRIAL STRENGTH MARKETING

DON'T MAKE ME ZOOM

7 Reasons Industrials and B2Bs Need Responsive Websites

Complete the form to get your Free Guide.

FIRST NAME*

LAST NAME*

COMPANY EMAIL*

COMPANY WEB ADDRESS*

COMPANY TYPE*
- Please Select -

DOWNLOAD YOUR GUIDE

A definitive primer for industrials and B2Bs who need a mobile-friendly website.

Find out how responsive websites enhance users' mobile experience.

Learn how responsive websites can dramatically boost conversions.

See how responsive design improves SEO and streamlines analytics.

"ISM does a great job not just with your digital marketing objectives, but your overall business. I highly recommend them." — Randy Breaux, Senior VP of Marketing, Motion Industries

נקי. כותרת טקסט ועדות מבהירים יתרונות. תמונות ממחישות.

רק שדה אחד למלא. כפתור ניגודי עם טקסט קונקרטי.



Unlock 10 of Our Most Popular Marketing Offers (and Expert Insights)

Simply fill out the form below and we'll unlock all of these titles for you to enjoy, share, and start growing your business with.



Improve your conversion rates. Master storytelling. Become an expert in website redesign, brand storytelling, LinkedIn Marketing, and so much more!

With this exclusive subscriber-only offer, you'll get 10 of our best guides and tools all at once and yours to keep forever.

Pretty sweet, huh?

One simple form will get you:

- 16 on 2016: Inbound Marketing Prediction from 16 Industry Experts
- 10 Out of the Box Inbound Marketing Ideas to Get You More Leads
- The Marketers Buyer Persona Kit
- The 7 Elements of Inbound Storytelling
- How to Rank Higher in Search Engines
- Master the Essentials of an Inbound Marketing Website
- A Guide to Getting Started with LinkedIn Marketing
- Proving the ROI of Inbound Marketing
- How to Fix 6 Critical KPIs when they're Underperforming
- The IMPACT Conversion Collection



Get The Collection Now

Unlock your insights simply by filling out this form!

First Name*

Last Name*

Email (Privacy Policy)*

Company*

Website*

What best describes your industry?*

- Please Select -

How many employees work there?*

- Please Select -

Currently using HubSpot?*

- Please Select -

Subscribe me to the IMPACT Blog

GET IT NOW

נקי. כותרת טקסט ו-bullets מבהירים יתרונות. תמונות ממחישות.

טופס ניגודי ועם חץ מפנה. כפתור ניגודי ובולט.