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Classic Templates

When building a landing page for advertising purposes, such as with pay-per-click ads, there are numerous of factors to look for in a template before you create it or consider purchasing it. In the following paragraphs, we will look at some of the factors you want to make sure appears in any design you consider using.

First thing, do you know the colors? The best converting landing pages tend to have a white or off white background and black or dark colored font. The reason being it is considered easier on the eyes. This is especially true if your landing page will have lots of content. If your design will have more images, then it might be ok to go with a darker colored background, but if you are unsure, stick with a white background and dark font.

Next you should analyze what the [free templates download](#) has in the top 300-600 pixels of the page. This is the area considered "above the fold". Here is the area your visitor will see first. If it has a big header graphic, a menu and other unneeded items, then it is not optimized right. In theory, you need to reserve the top 300-600 pixels for your attention grabber. This could be a headline or some other proactive approach. It will need to refer back to whatever the message was in the advertisement or link that brought the customer to your website.

Another item to look for is the font type and size. Since your audience will have a broad range of eye sight abilities and computer monitor types, it is best to go with a classic font such as Arial, Times or Verdana with at minimum a 12 point size. You [prescription generic](#) may also want to consider making the font a 14. Do not bold or capitalize all your text, but you can occasionally use these tactics to draw out certain words or phrases on your page.

Finally, you need to look for a landing page [templates free](#) that is easy that you should use. This may sound basic, but you do not want to use a template that will require you to purchase some software program or learn some programming language to use. Find a template that you could easily edit with a simple HTML editor or an open-source program like Wordpress. You want every single child add the content, setup a sales process and implement a tracking system on the template. If you can't do these things, find a different sales page template!

You Can Download a Free Landing Page [templates themes](#) for WordPress and Purchase a Bundle of 10 Tested WordPress Landing Page Templates at the WordPress Sales Letter Theme, good luck with your next blogging theme.

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