

# Landing Page Templates Inspiration Guide

Learn how to build a perfect landing page  
with templates you can find on the web.



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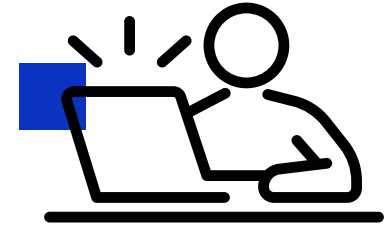
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# Introduction

What exactly is a landing page? Is it the same as a homepage? Does it appear only on your website?

The key difference between a landing page and a homepage is the intended audience and purpose. A homepage is used to inform people with no knowledge of your business about what you do. A landing page necessarily requires visitors to take action.

In many cases, these two are essentially the same, but bearing in mind the purpose of a landing page it's clear to see just how much of a critical asset design is in this case. Whereas long blocks of text might be useful for someone just looking for information, a clear layout and a smooth user experience are vital for a high-performing landing page.

Marketers often create separate landing pages for different campaigns, events and even sub-services or products within the same company (e.g. global corporations like Coca Cola have a separate location for each country they sell their products in). Generally, there are 3 main types of landing pages: homepages, hero pages and product pages.

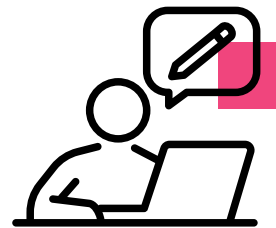
So, there is a lot you can do to ensure your landing page doesn't just look good, but also, completes its intended purpose. In this guide, you will learn what are some of the key elements of an effective landing page and have a chance to take a look at some of the best landing page templates available online.





Chapter 1:

# The Anatomy of a High-Performing Landing Page



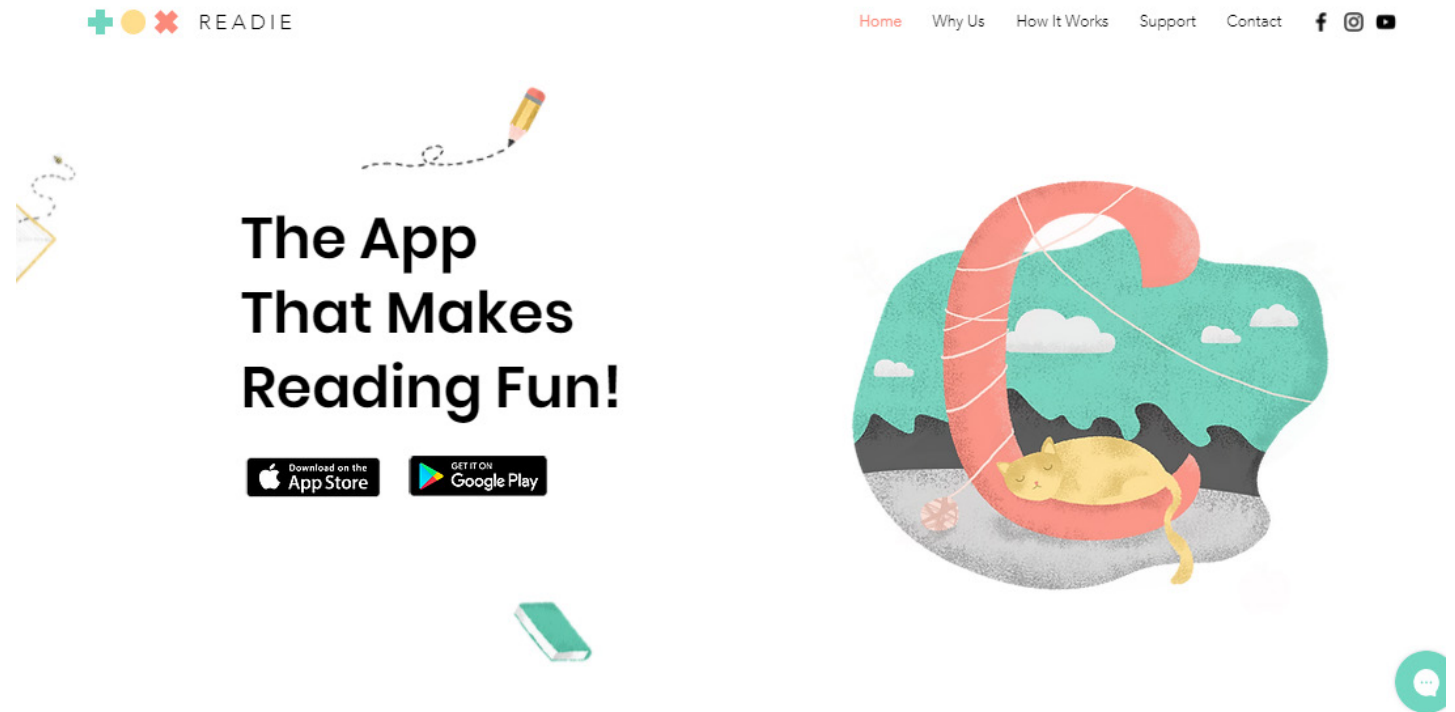
Like most design projects, approaching the design of a landing page should start with research and planning. Thinking about the style and layout of your landing page is closely connected to its main purpose. Here are some of the key elements you should consider including.



# Value proposition

Unlike traditional homepages, the essential question that a landing page has to answer is: what is the value of this product/service. Usually, it also includes the answer to the question of who is offering this service, but bear in mind that it's the value part that comes first.

For example, this lovely landing page template from Wix has a very simple and effective value proposition. Plenty of white space allows the text to stand out, while the additional design elements (illustrations) suggest the audience this app is meant for—kids.

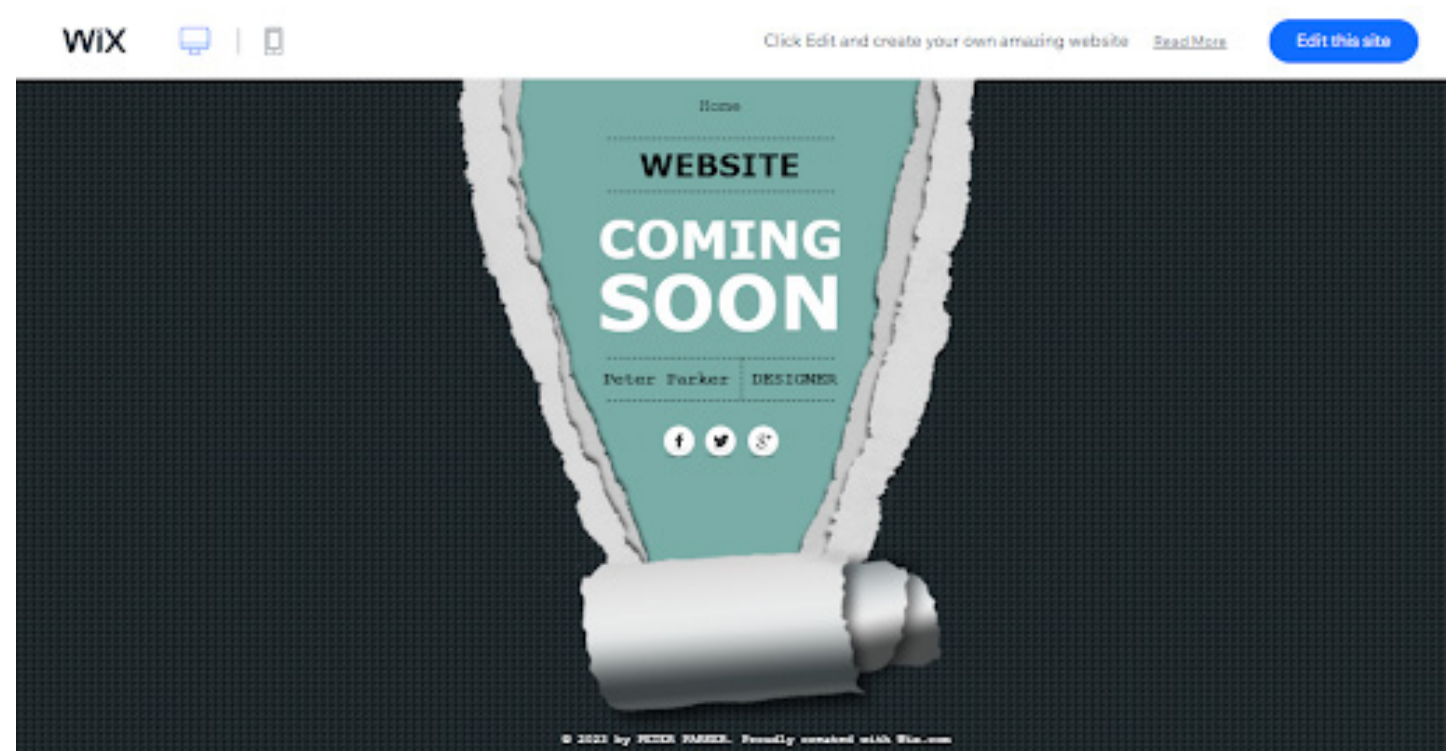


Design 01<sup>1</sup>



This cool page template taps into that feeling of unwrapping a present with a design that's simple, yet incredibly effective.

Of course, if you need a landing page that will tell visitors about an upcoming campaign or product, the value proposition will be something like “Coming soon”. In this case, it's very important to use an attractive design that will spark interest and help visitors remember to come back once the page is ready.



Design 02<sup>2</sup>



# Hero section

The hero section of your page is actually the part that contains the value proposition. Aside from that, it usually includes certain imagery that describes your business well. An illustration can be a good way to demonstrate a complex technical process, attractive photos of products are a great way to get readers interested, while stock photos of people can make people feel welcome and create an approachable feel.

For example, take a look at this page design available on Elementor. Designed as a conference (or another event) landing page it does a great job at quickly introducing what the page is about, and providing the key info (location and time).

Design 03<sup>3</sup>





# Social proof

Presenting the experience of your customers on the landing page has two objectives: to inspire a sense of trust, and create a feeling of FOMO (“If these are the results/ experiences, why on Earth am I not using this service/product yet?”).

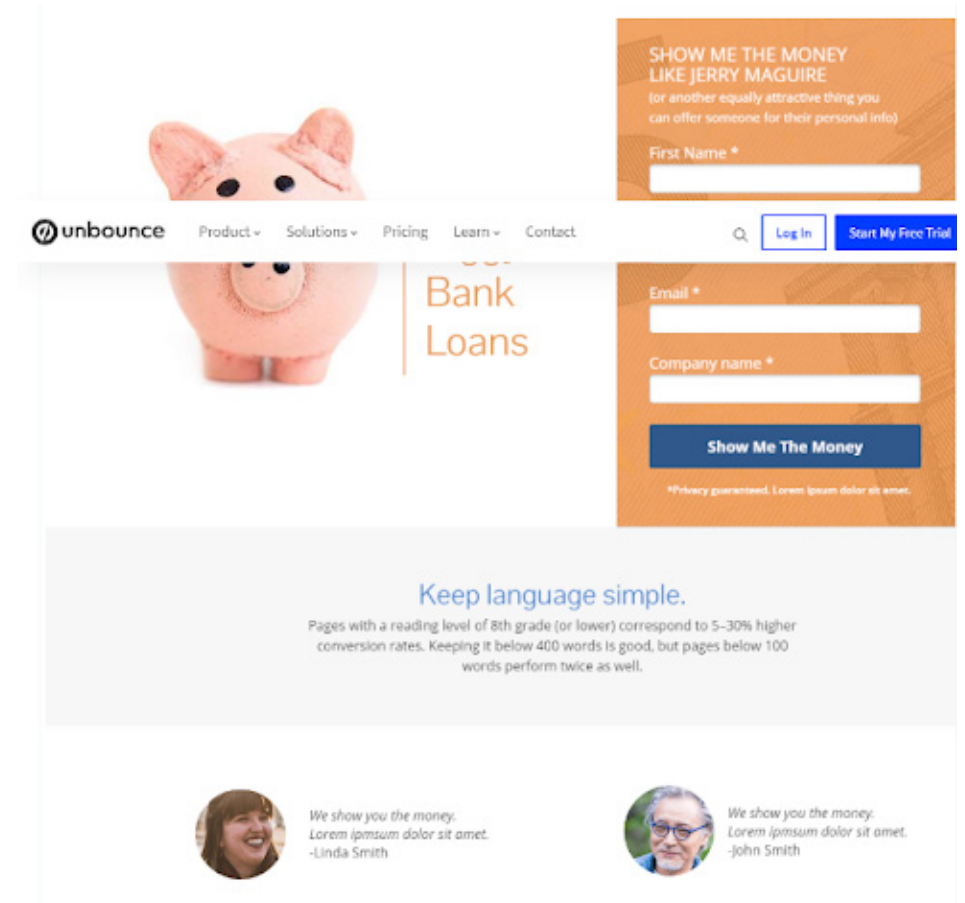
There are a few different ways to go about this. If you have an impressive number of clients, you can simply state this. Don’t lie though—if no one’s ever heard of you, and you suggest that you’ve served thousands of clients, people will probably see right through you.

If you have famous clients or celebrity endorsements, it’s really worth highlighting this in your social proof section.

Of course, be sure to get their written permission first. Finally, a short video can be a great way to get clients to introduce and praise your service, although it might be difficult or expensive to produce.

This template from Unbounce places the social proof section right under the hero section. And although the design is simple it’s highly effective. Using honest (but preferably quality) photos of your customers helps you create trust and connect with your clients.

Design 04<sup>4</sup>



# Call to action

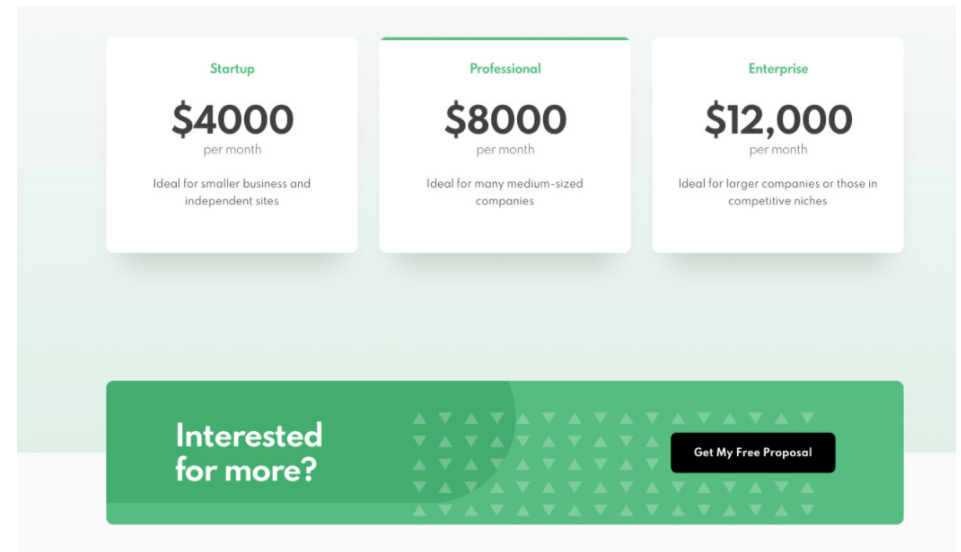
This is, without doubt, the most important element of any landing page. As previously mentioned, rather than just informing, landing pages should always prompt visitors to take action: leave their email address, buy, learn more or start a free trial.

A good landing page will have one clear call to action, although that doesn't mean it has to appear only once. Often, you'll see the call to action in the hero section (usually under the value proposition), and then again at the bottom of the page. This other CTA is placed strategically so that once visitors have scrolled down to the bottom of the page and learned more about your

business or offer, can also take action.

This is a design created for a ManyPixels client. The CTA is placed below the pricing page (and it's particularly effective since it goes "Get My Free Proposal"). The use of colors is great as it allows viewers to immediately notice the CTA without it being too loud and flashy.

Design 05

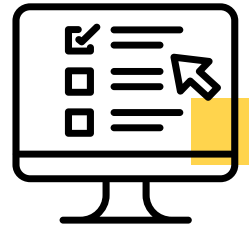






Chapter 2:

# Wix landing page templates



Wix is one of the most popular website builders on the market. It's well known for its ease of use, affordability and tons of stunning website templates. In this section, we'll quickly outline some of Wix's key features and move on to show you some of the most beautiful landing page templates you can grab on this platform.

# Wix pricing

The payment plans on Wix differ in storage space and bandwidth. With the free plan, you get up to 500MB of space and bandwidth. For an additional \$4,50 per month, you can connect your domain, which can be a great, inexpensive option for blogging and other types of content-based websites. Heads up though, Wix doesn't support SSL domains (only HTML).

Wix has two types of payment plans: websites and ecommerce websites. Online payment is only available with ecommerce plans, so if this is a necessary requirement for you, you should consider the business plans. If not, you can also purchase one of the less expensive website plans.

Here are the prices of the website plans.

- **Combo** [\$8,50 per month]: 2GB bandwidth limit and 3GB storage; 30 minutes of video content;
- **Unlimited** [\$12,50 per month]: unlimited bandwidth and 10 GB storage; 1 hour of video content; remove Wix ads option; \$60 worth for site booster and visitor analytics apps each.
- **VIP** [\$24,50 per month]: unlimited bandwidth and 20 GB storage; 2 hours of video content; remove Wix ads; priority customer support; \$60 worth for site booster and visitor analytics apps each; \$50 worth for logo design.

Unlimited is the most popular plan in this category since it provides a generous amount of storage with some additional perks. VIP plan is good for corporate websites (i.e. if you absolutely need priority in customer support), but may not be worth the extra cost for small businesses or entrepreneurs.

Wix provides a choice of integrating several ecommerce tools, including PayPal, Stripe and Wix Payments. The good thing is that they all have the same transaction fees: \$2.9 + \$0.30. It's also great that you can sell unlimited items with any business plan.

The key differences again come down to storage (bandwidth is unlimited with all plans) and additional useful features like label printing, dropshipping and automatic sales tax calculation. Here are the prices for ecommerce website plans:

- Business basic [\$23 per month]: 20GB storage, 5 hours of video.
- Business premium [\$27 per month]: 35GB, 10 hours of video; subscriptions and recurring payments; label printing; dropshipping for 250 products; different currencies; automated sales tax for 100 transactions per month; 1000 product reviews
- Business VIP [\$49 per month]: 50 GB, unlimited video; everything in business + unlimited dropshipping; automated sales tax for 500 transactions; 3000 reviews.

Here again the best option is the middle ground since it offers a range of features with capacity that's fitting for most small businesses.



# Wix features

When it comes to ease of use, there are few website builders that can match Wix. Although a little more limited in that arena than Shopify, Wix is also a terrific ecommerce solution with plenty of useful plugins for optimizing any online store.

Wix Landing Page Builder Features	
<b>Drag-and-drop editor</b>	Edit templates easily in Wix's simple and intuitive dashboard.
<b>Text animation</b>	Wix is one of the few website builders that supports animation to give your pages a more dynamic look.
<b>Ecommerce functionality</b>	Abandoned cart recovery option and payment with major credit cards, PayPal and Stripe available.
<b>Wix Ascend</b>	Use Wix email marketing software to boost visits to your landing pages and manage audiences.
<b>App store</b>	There are over 300 apps in the Wix app store that you can add to your website and pages.

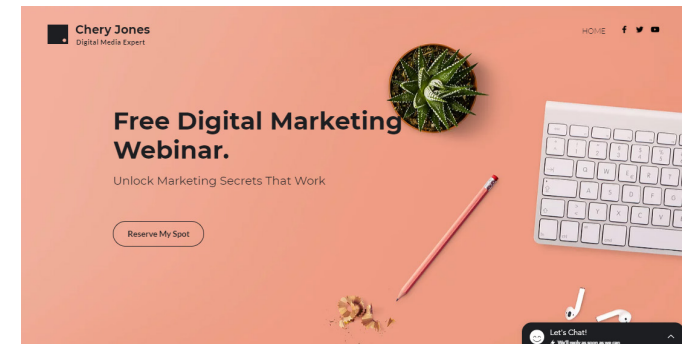
# Wix landing page templates

Wix has many great landing page templates that vary in function and style. Don't forget that everything is customizable, so if you see something that sparks your fancy, you can always adjust it to suit your needs. In this section, we'll show you some of our favorite templates, grouped according to different styles.

## Simple and elegant

There are many industries where less is indeed more, and a landing page doesn't need to be very loud or colorful to be impactful. This page might be fitting for industries like banking, consulting, data, as well as landing pages for webinars or demo sessions. Here are a few of the best templates you can find on Wix.

Design 06<sup>5</sup>

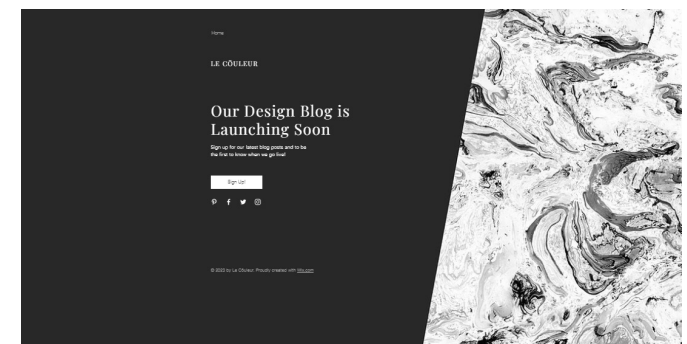


Design 07<sup>6</sup>

## OUR TECHNOLOGY



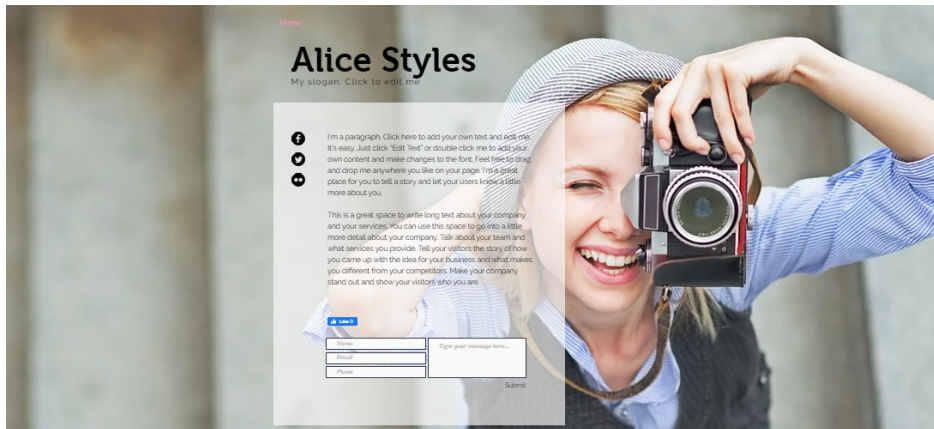
Design 08<sup>7</sup>



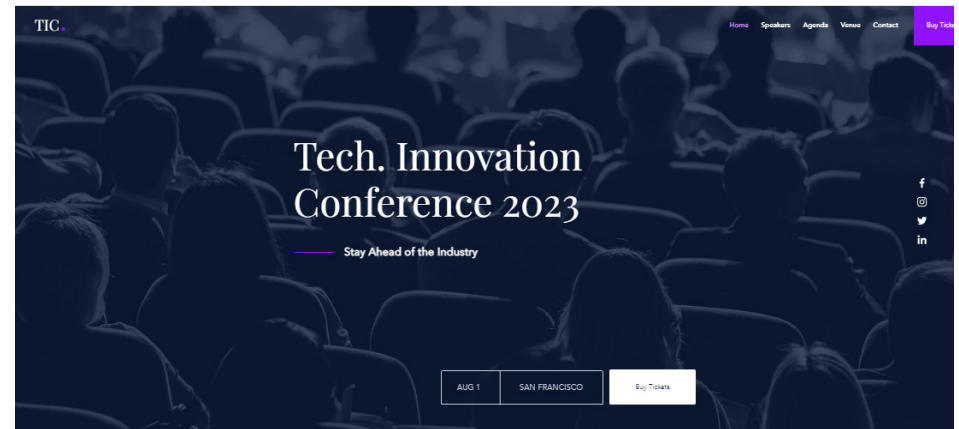


## Big hero image

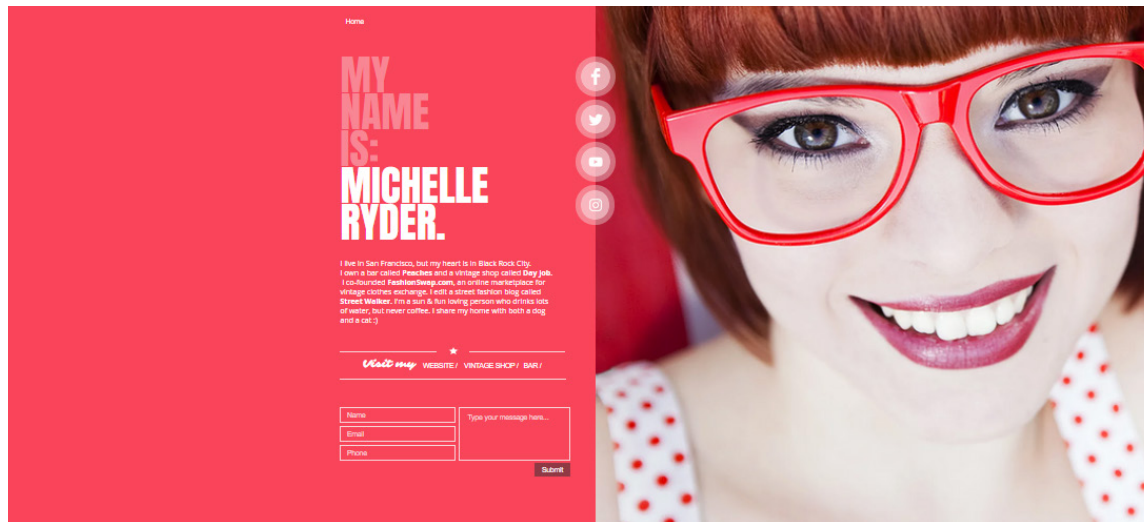
A large hero image can deliver quite an impact and work really well for different types of businesses. If you're a solopreneur like a freelance artist or consultant, your own photo on the landing page allows audiences to put a face to the service instantly. On the other hand, if you need a landing page for a campaign that promotes certain experiences like, travel or events, a FOMO-inducing image can be all it takes for people to click that sign-up button!



Design 09<sup>8</sup>



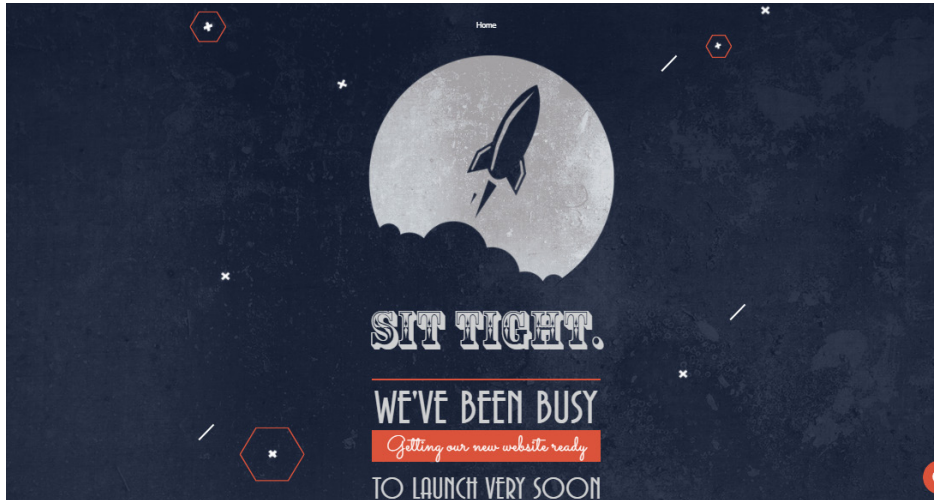
Design 10



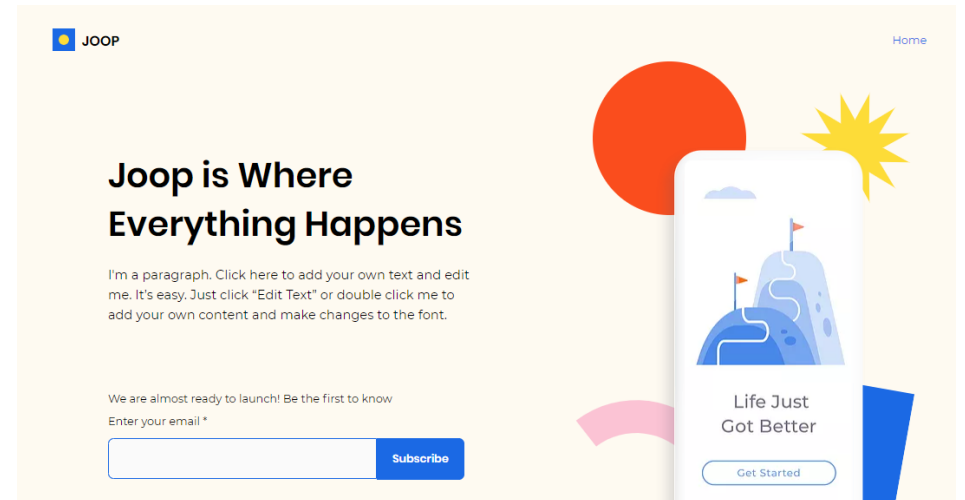
Design 11<sup>9</sup>

## Creative landing pages with illustrations

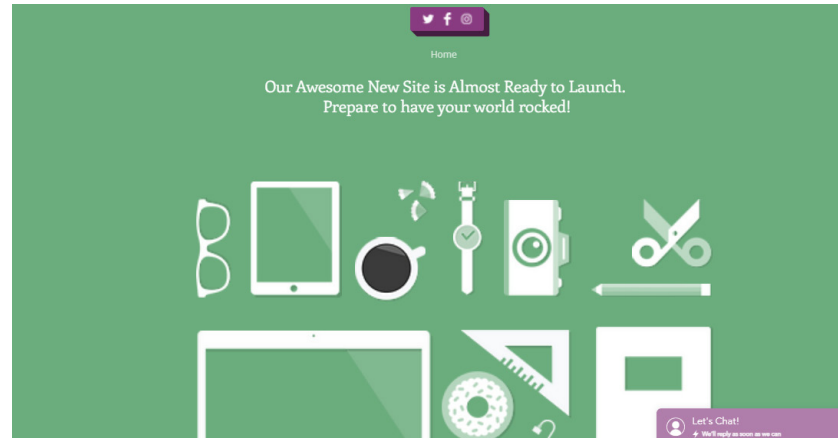
At ManyPixels we love great custom illustrations. Not only can they make any design look very unique and creative, but they can also be a great way to visualize complex processes and make products and services more accessible to a wider audience. Here are a few lovely Wix landing pages that utilize illustrations.



Design 12<sup>10</sup>



Design 13<sup>11</sup>



Design 14<sup>12</sup>



Chapter 3:

# Shopify landing pages



Shopify is another leading website builder, by far best known as the go-to platform for ecommerce websites. In this chapter, you can discover some of Shopify's key features and take a look at our selection of Shopify's pre-designed landing pages.

# Shopify pricing

In the Shopify pricing plans, there are four tiers with the key differences being related to shipping discounts and transaction fees (the more you pay in subscription the less you pay in transaction fees).

However, it's possible to avoid credit card fees if you opt to use Shopify Payment, an integrated payment gateway. These are the Shopify pricing plans.

- Shopify Lite (\$9 per month): doesn't allow you to build a Shopify store, but rather to integrate a buy button on your existing website.
- Basic Shopify (\$29 per month): 2.9% + \$0.3 per transaction online; \$2.7 for in-person transactions; 2 staff accounts; up to 64% shipping discount; 2% transaction fee for external payment processors.
- Shopify (\$79 per month): 2.6% + \$0.3 per transaction online; \$2.7 for in-person transactions; 5 staff accounts; up to 72% shipping discount; 1% transaction fee for external payment processors.
- Advanced Shopify (\$299 per month): 2.4% + \$0.3 per transaction online; \$2.7 for in-person transactions; 15 staff

accounts; up to 74% shipping discount; 0.5% transaction fee for external payment processors; third-party calculated shipping rate; integration with your shipping account.

- Shopify Plus (from \$2,000 per month): this is Shopify's enterprise plan, suitable for big companies and corporations.

The basic plan and Shopify plan are suitable to small businesses and entrepreneurs (you definitely don't need 15 staff accounts). All the paid accounts offer cool things like discount codes, gift cards, access to Shopify's app market and POS Lite, so for a slightly bigger price than Wix, you get all sorts of useful ecommerce tools.



# Shopify features

Like Wix, Shopify is also fairly easy to use, while offering slightly better backend control of your website. Of course, the area in which this website builder really stands out is its ecommerce functionalities.

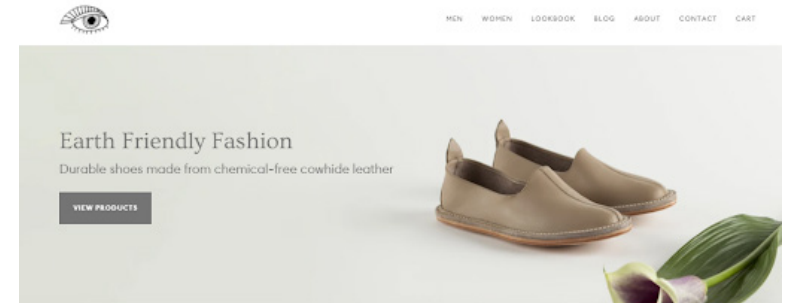
Shopify Features	
Comprehensive set up process	You need to dedicate a few hours to properly set up your Shopify store, however, it will help you ensure all the necessary settings are in place.
Backend control	With Shopify you can customize the way your website looks, but also make adjustments in the backend for how you want your site to function.
Ecommerce functionalities	Abandoned cart recovery option and payment with major credit cards, PayPal and Stripe, multiple currencies and inventory management tools.
Integration with social media	You can sell products via Facebook, Instagram, Amazon and eBay.

# Shopify landing page templates

When it comes to free templates (or as they are called on this platform—themes), Shopify only offers 9 of them, which is a significantly smaller number than Wix, but there are more paid templates to discover. However, if you're turning to Shopify for creating an online store or a product launch campaign, then these elegant and effective templates might be a good option.

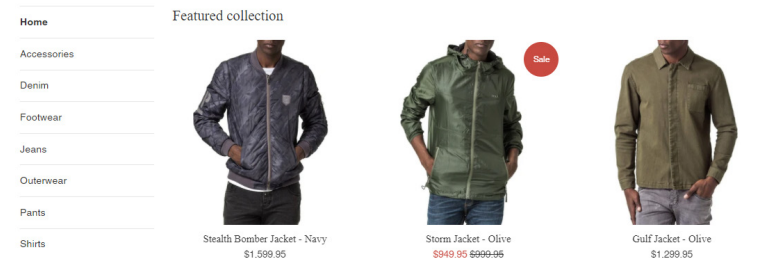
## Minimalist templates

Whether you only sell a few core products, or want to showcase your minimalistic style, some of these themes could be a good choice for you.

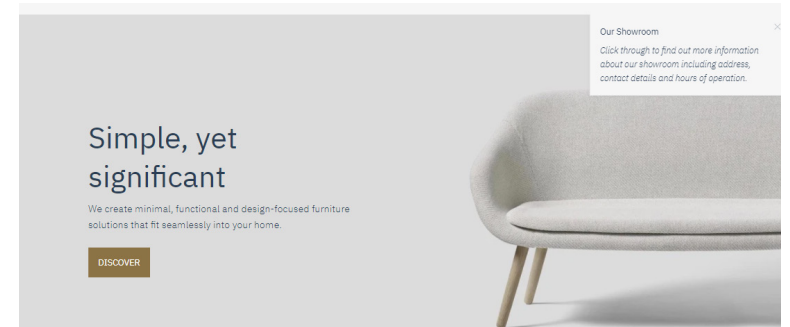


Design 15<sup>13</sup>

## Simple.



Design 16<sup>14</sup>

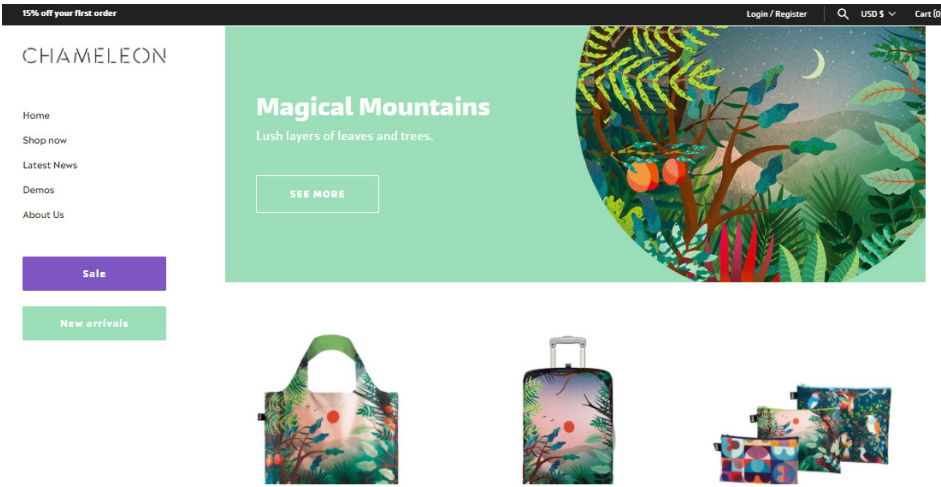


Design 17<sup>15</sup>

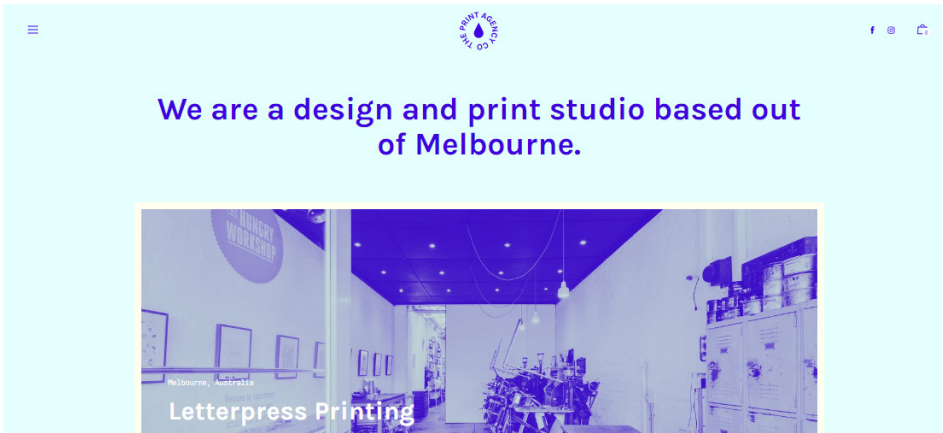


Fun and lively

Opting for a vibrant and fun landing page can be a great way to get people interested in your offer. Of course, it's very easy to go overboard and create a design that will drown out some of the core elements of a successful landing page (value proposition and CTA, for example). Using one of these themes will ensure that the key things stay in focus.



Design 18<sup>16</sup>

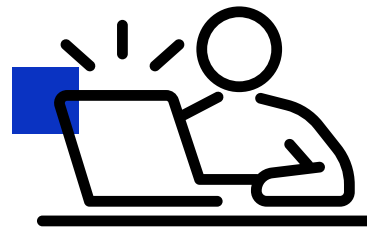


Design 19<sup>17</sup>



Chapter 4:

# Other places to find landing page templates



If neither Wix nor Shopify has a landing page that suits your style and needs, don't worry! In this chapter, we'll go through a few other places that you can check out for your landing page needs, and give you a taste of what you can find there.



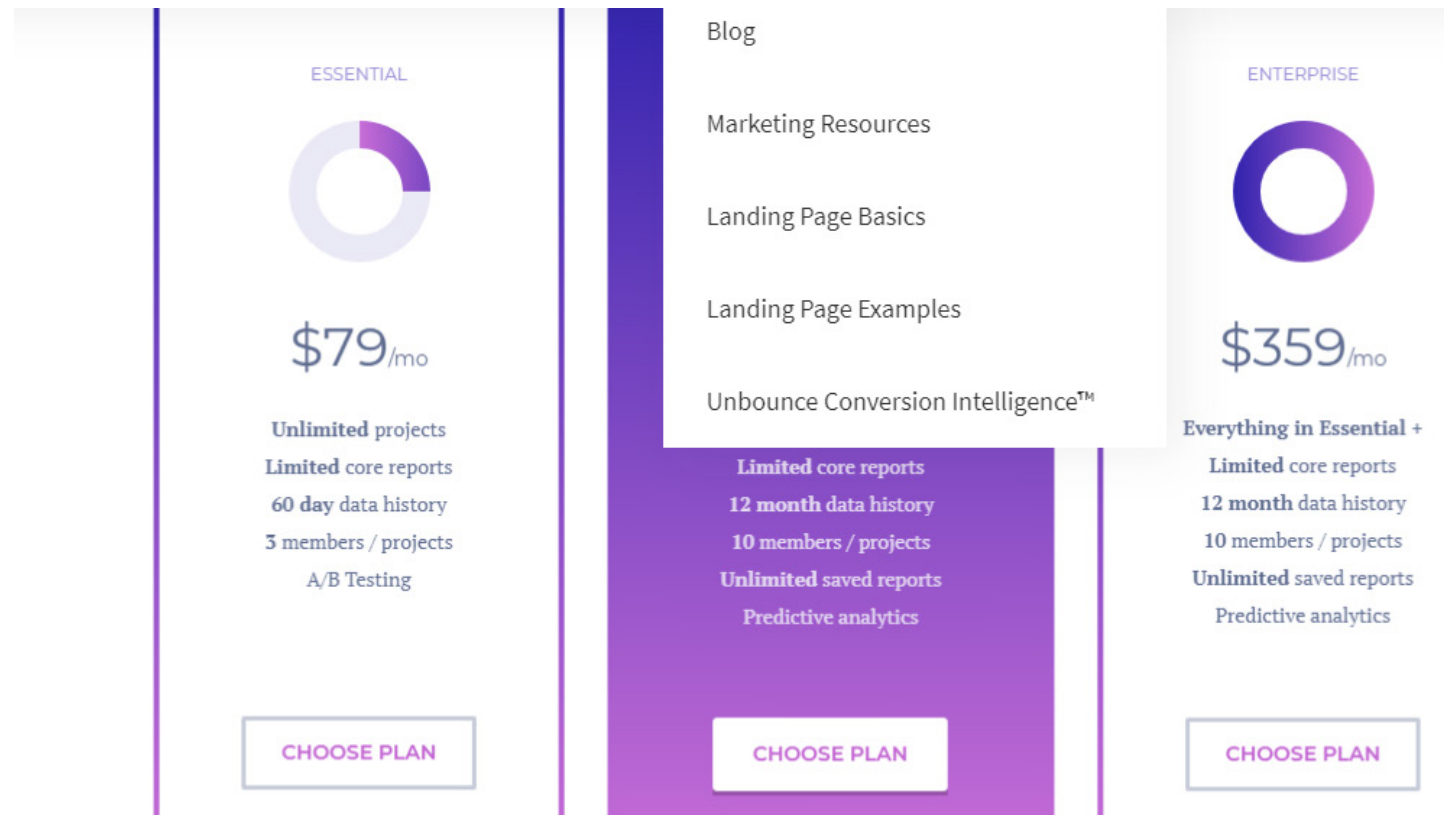
# Unbounce

Unlike Wix and Shopify, Unbounce is not a website, but rather a landing page builder. This means fewer additional features related to SEO, marketing and ecommerce, but when it comes to design, Unbounce has some of the best landing page templates you can find online.


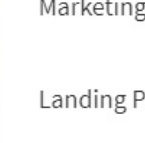

They boast an impressive library of hundreds of templates, fit for pretty much any purpose. However, the area where Unbounce's design really shines are landing pages created for SaaS and tech companies.

For example, this landing page called O-SaaS has all the components of a perfect SaaS landing page (value proposition, social proof, product description, pricing), paired with great design. The purpose tones and gradients are very trendy in the industry right now, so you might not need to change this design all that much to create something that will impress your audiences.

Design 20<sup>18</sup>



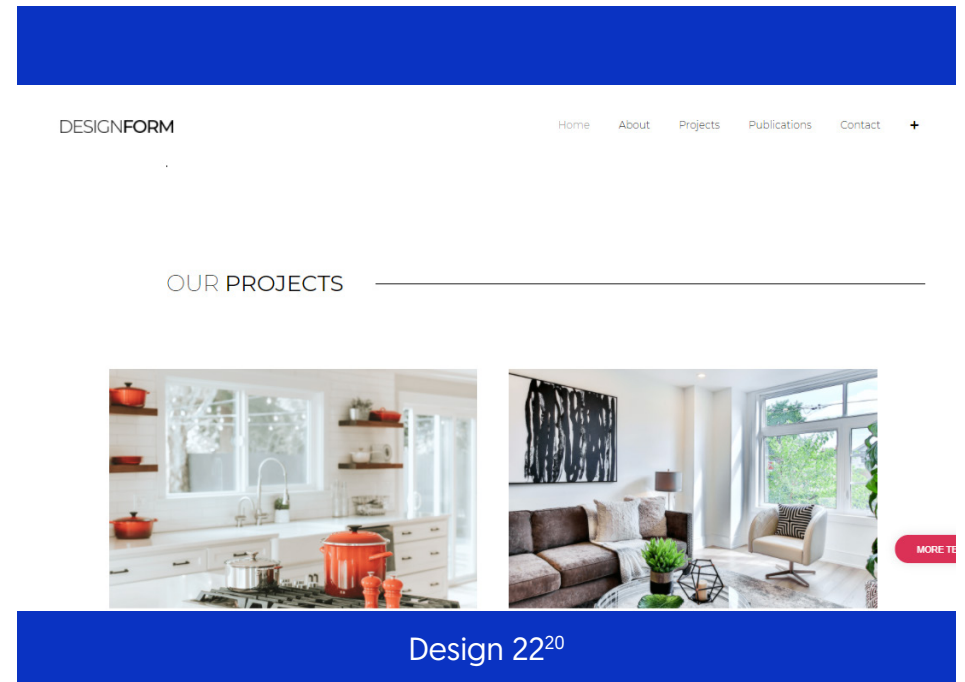
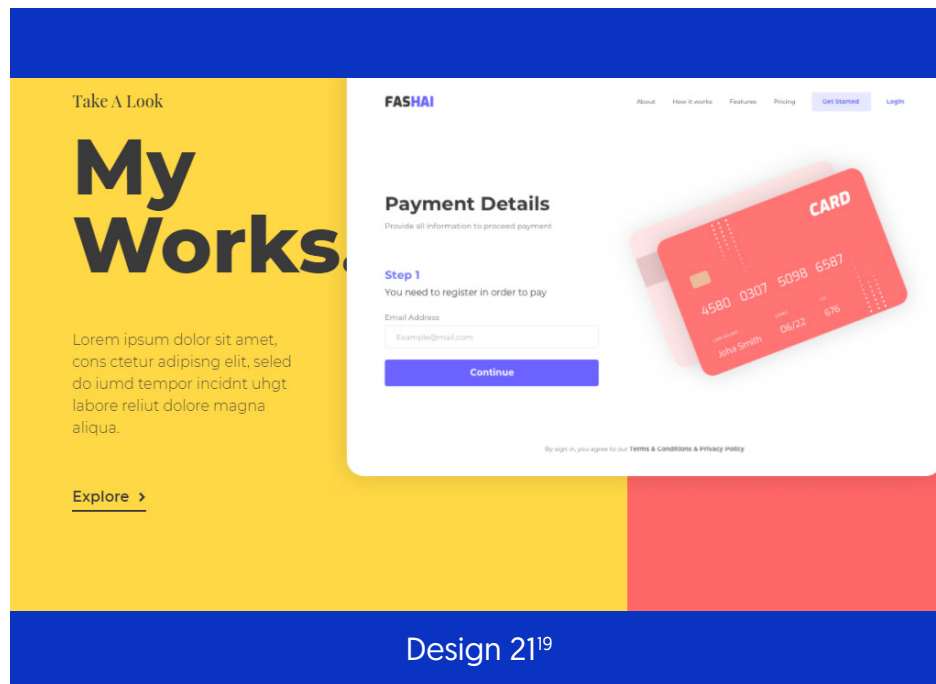
The image shows a landing page for Unbounce's O-SaaS template. It features a central navigation menu with links to 'Blog', 'Marketing Resources', 'Landing Page Basics', 'Landing Page Examples', and 'Unbounce Conversion Intelligence™'. Below the navigation, there are three pricing plans: 'ESSENTIAL' at \$79/mo, 'PRO' at \$149/mo, and 'ENTERPRISE' at \$359/mo. Each plan includes a list of features and a 'CHOOSE PLAN' button. The 'PRO' plan is highlighted with a purple background.

ESSENTIAL	PRO	ENTERPRISE
		
\$79/mo	\$149/mo	\$359/mo
<ul style="list-style-type: none"><li>Unlimited projects</li><li>Limited core reports</li><li>60 day data history</li><li>3 members / projects</li><li>A/B Testing</li></ul>	<ul style="list-style-type: none"><li>Limited core reports</li><li>12 month data history</li><li>10 members / projects</li><li>Unlimited saved reports</li><li>Predictive analytics</li></ul>	<ul style="list-style-type: none"><li>Everything in Essential +</li><li>Limited core reports</li><li>12 month data history</li><li>10 members / projects</li><li>Unlimited saved reports</li><li>Predictive analytics</li></ul>
<a href="#">CHOOSE PLAN</a>	<a href="#">CHOOSE PLAN</a>	<a href="#">CHOOSE PLAN</a>

# Elementor

If you're looking for a wealth of options of landing page templates, Elementor is a great place to start. This WordPress website and landing page builder has plenty of lovely templates that are detailed and well designed, so you might not even need to make that many changes. The templates are split according to industry, so it's very easy to find something suitable. Of course, don't be afraid to check out industries other than yours, as you might find a perfect template there.

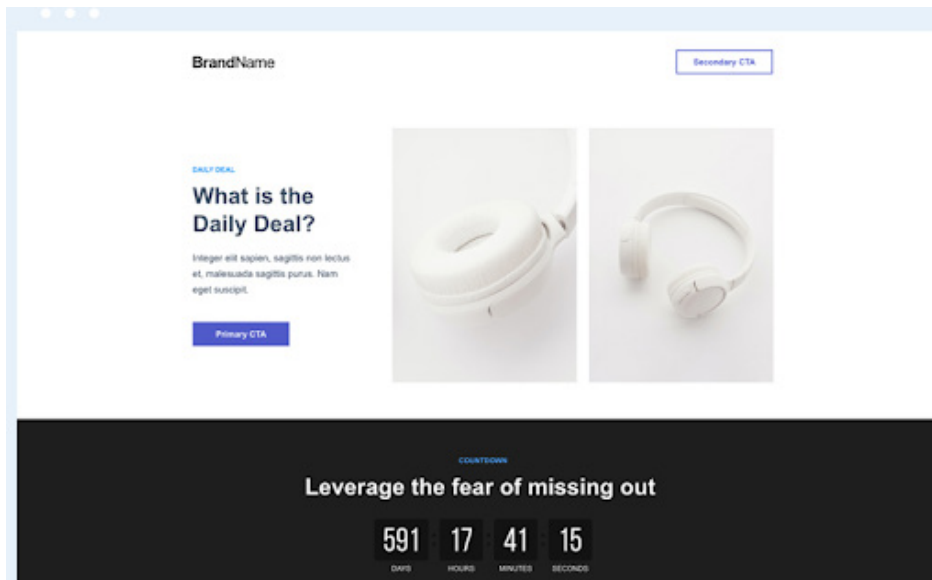
For example, this is a gorgeous portfolio landing page that is fresh, modern and creative. It has a similar style to our own website, so it's definitely a great choice for anyone in the creative industry!



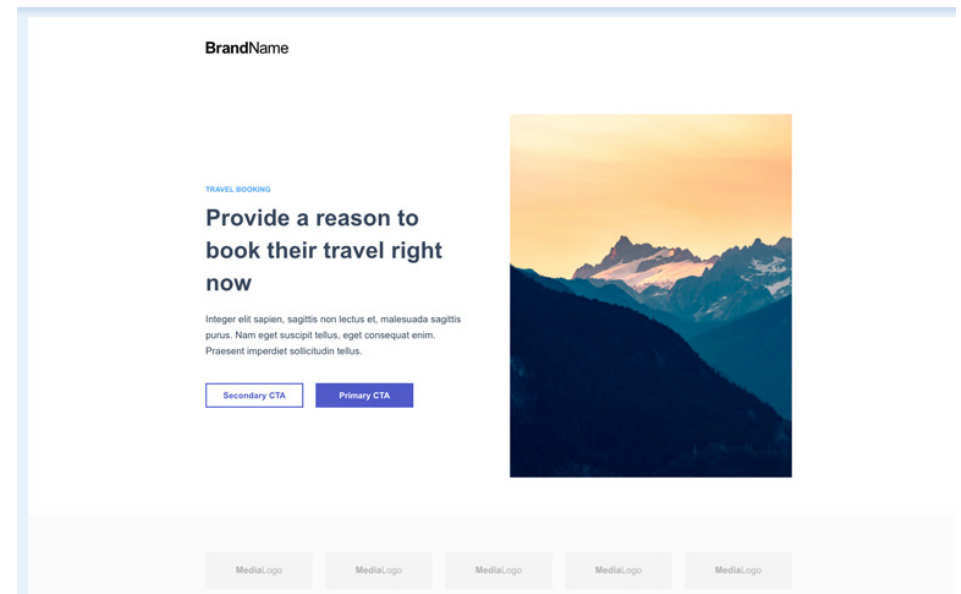
On the other hand, this crisp design would indeed be perfect for an interior design studio. The top of the page includes a slider gallery which is a very user-friendly way of showcasing your projects to website visitors.

# Instapage

Instapage has hundreds of great free templates that are also quite easy to edit thanks to the platform's drag-and-drop editor. That said, although the number of templates is quite large, when it comes to creativity, all of Instapage's templates are quite simple, and useful for providing you with a basic layout. For something more original and properly designed, you will need to invest a little time and effort.



Design 23<sup>21</sup>



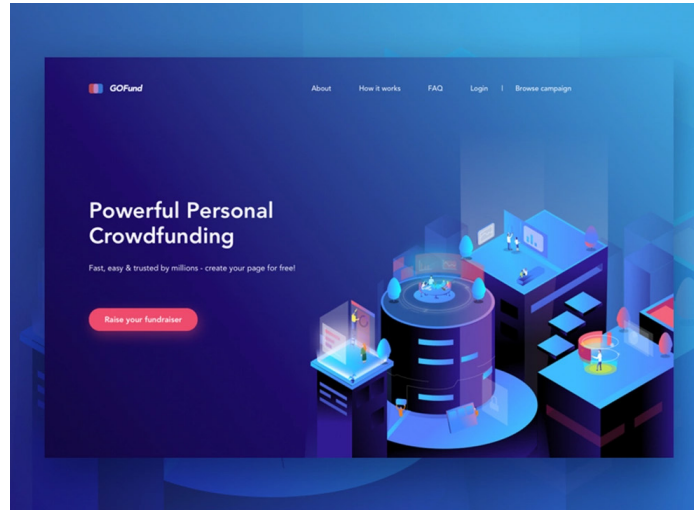
Design 24<sup>22</sup>



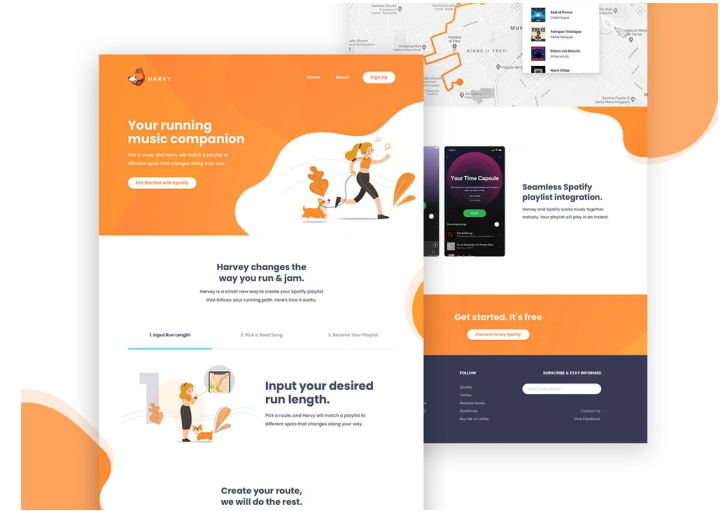
# ManyPixels

When people think about graphic design, the first things that come to mind are logos and some popular print designs like flyers, business cards and t-shirts. But UX/UI design is one of the many types of graphic design, and as a professional design service, ManyPixels also covers this field of design!

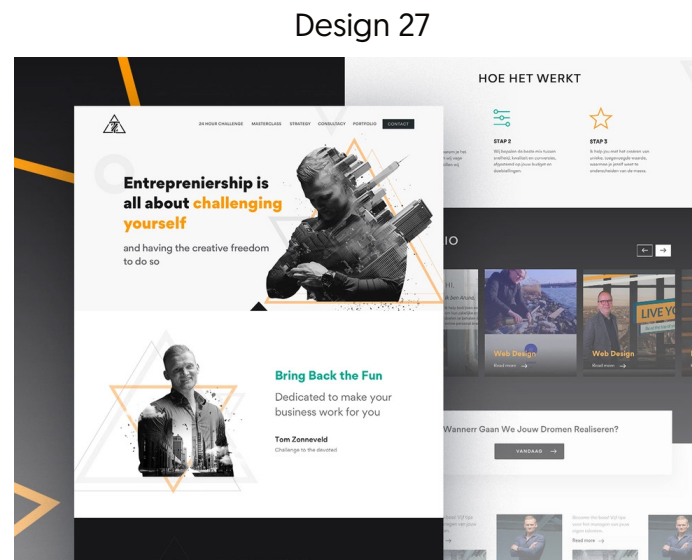
We're a subscription-based unlimited design service, which means that you pay the same flat monthly fee for all the designs you need. Our web designers can work with existing sites or wireframes to create a high-performing landing page for your business! Here are a few examples of our work!



Design 25<sup>23</sup>



Design 26



Design 27

# Conclusion

Creating a successful landing page is a combination of two things: eye-catching design, and a curated experience for page visitors. This means guiding them from the value proposition to taking action in a seamless and understandable way.

Landing page templates that you can grab for free or purchase on one of the platforms mentioned here can help you make sure that your layout is optimized, and all the key elements of a landing page are included. Of course, don't forget to edit the designs according to your brand guidelines, so that the final result doesn't look like a forgettable template, but instead helps you create brand recognition.

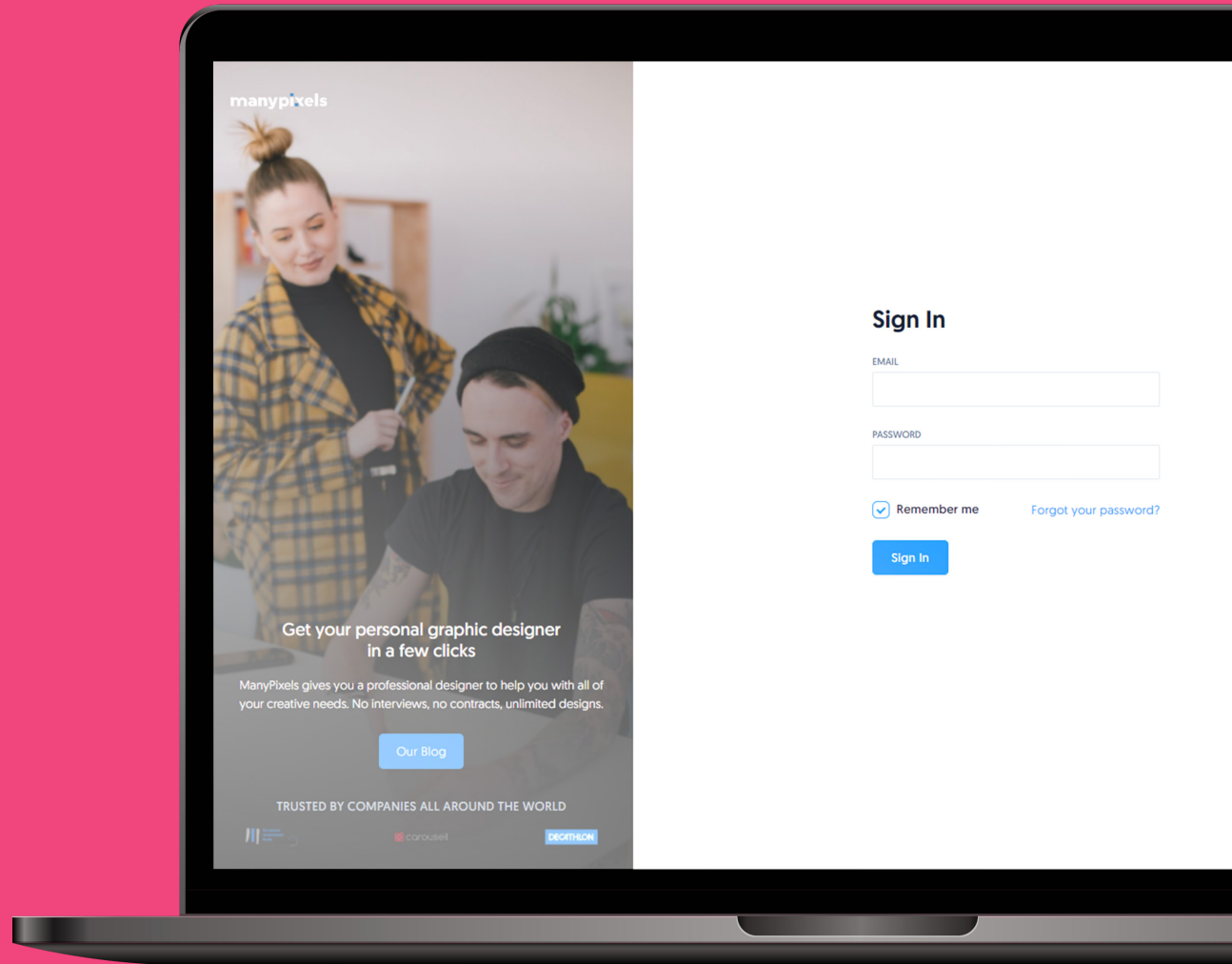
# Design with us

Now that you've learned the basics and importance of a good branding design, why not let us help you make the most memorable and impressive one?

Work with our team of 30+ high-quality designers to create an unlimited number of all sorts of graphics you need.

Welcome to the ManyPixels family!

[Schedule a demo](#)



**manypixels**



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2. **Wix, Coming Soon Page**, <https://bit.ly/3wyNP1u>
3. **Elementor, Landing Page Conference**, <https://bit.ly/3rU1vki>
4. **Unbounce, Piggy Bank Loans**, <https://bit.ly/2PBG7jy>
5. **Wix, Webinar Landing Page**, <https://bit.ly/3wwqxJO>
6. **Wix, Startup Company Website**, <https://bit.ly/3sWgXxx>
7. **Wix, Blog Coming Soon**, <https://bit.ly/31SELqa>
8. **Wix, 1 Pager Bio**, <https://bit.ly/2Rdmnq3>
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10. **Wix, New Site Coming Soon**, <https://bit.ly/3sTdX5e>
11. **Wix, Coming Soon Website**, <https://bit.ly/3fMyh4C>
12. **Wix, Coming Soon Launch**, <https://bit.ly/3urVVXU>
13. **Shopify, Pipeline Theme**, <https://bit.ly/3cTffHJ>
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20. **Elementor, Interior Design**, <https://bit.ly/31PBrMz>
21. **Instapage, Daily Deals 1**, <https://bit.ly/2RabcOW>
22. **Instapage, Travel Booking 3**, <https://bit.ly/3dALrhh>
23. **ManyPixels, Our Work**, <https://www.manypixels.co/our-work>

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