

Sandy Rushman

Landing Page

Content Plan

JustFab is a website that offers shoes, bags, and clothes for women. It is a cheaper way for shoe lovers to buy even more shoes and not feel guilty about it. I want my landing page to promote signing up to become a VIP member. It is going to tell the viewer what the benefits of signing up are and have a simple form and call to action button, along with a review.

Client value: discounts on purchases, free shipping, free returns, and reviews from people who love shoes.

User value: I want it to be easier to shop online, I hate paying to return shoes, and I don't want to feel crazy to be so in love with shoes.

I want it to be very easy and clean, not cluttered. The logo will be at the top, then the benefits of signing up, followed by a form, call to action button, and review. And that's it!

h1 = logo

h2 = font awesome icons or numbers (for benefits)

h3 = 1

h3 = 2

h3 = 3

h3 = styles from \$39.95

h3 = free shipping and exchanges

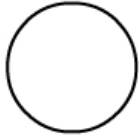
h3 = exclusive deals



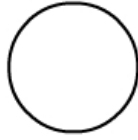
http://



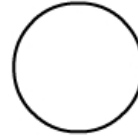
JustFab



Some text



Some text



Some text

First Name

Last Name

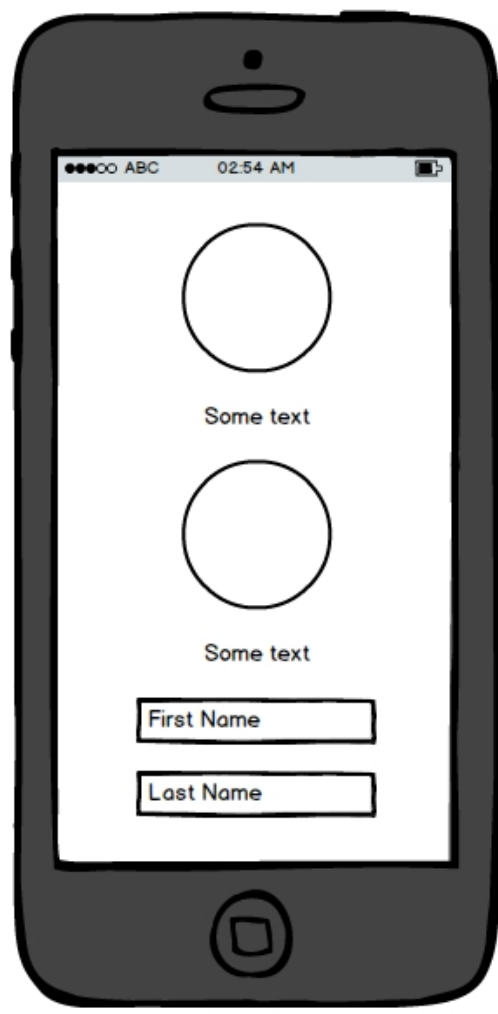
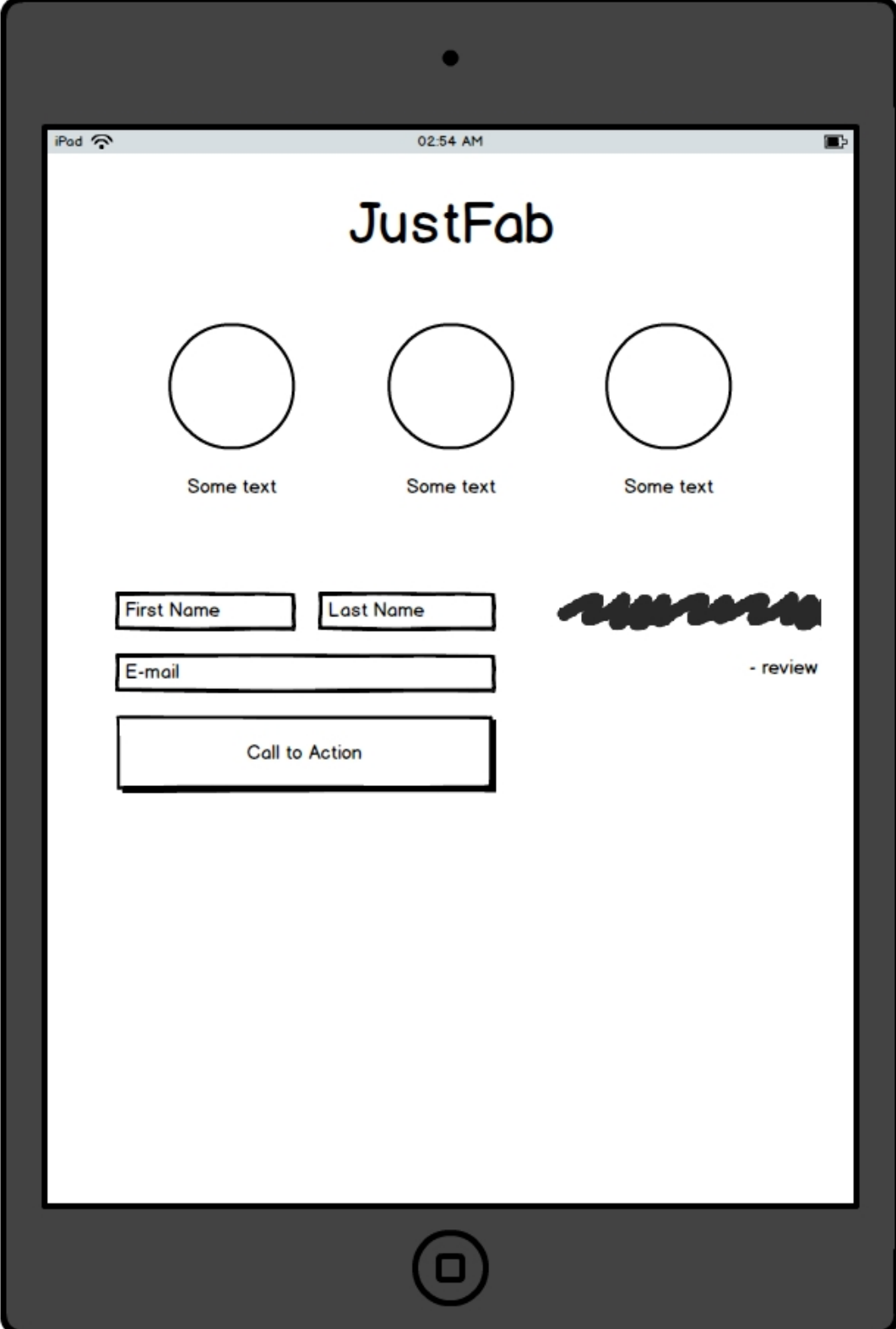
E-mail

Call to Action



- review







This is a header

Font: Sans-serif

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Font: Sans-serif #000000

stylish

informative

simple

organized

effortless