

## Landing Page Worksheet

Business	Ad Goal	Business Value	User Value
Fuel Additives	Promote and sell new fuel additive SuperFlex XR7	Establish trust. Offer discount. Increase newsletter subscriptions.	What will this do for my vehicle?

Company Name
NitroClean
Company Statement:
NirtoClean develops premium fuel additives for a performance applications. NitroClean focuses on innovation and quality over profits. SuperFlex XR7 is is the newest line of fuel additives. SuperFlex increases power and fuel economy so is the natural choice for all vehicle applications.
Landing Page Focus
Focus on benefits of using SuperFlex XR7
Landing Page Design:
Single page, clean, call to action button

	Display Ad Source One	Display Ad Source Two
Website Name	Thunder Boats USA	Daily Driver Trends
Website Description	Fan site for Thunder Boat Racing	Vehicle tips and tricks for the 9 to 5er
Target Audience	High performance boating enthusiast	Normal day to day vehicle users
Landing Page Unique Content based on source	Background, focus on high performance end of product while focusing on better fuel efficiency	Background, focus on fuel efficiency end of product while offering more power