Creating content - Landing Page

Overview
A Landing Page is a visitor's entry point to your website.
Landing Pages are entry points to your website. This means that a visitor is directed to the Landing Page first (through marketing links or search engine results) and from there can start exploring the website. That is why Studio offers great customizing capabilities to make Landing Pages as engaging and informative as possible.

Creating a new Landing Page

To create a new Landing Page:
1. Go to the Page mode.
2. Click **+ Create** button in the Studio toolbar.
3. Select **Landing Page**.

Next, a **Select a Layout** window appears.

Choosing layout

In the **Select a Layout** window you can scroll through and choose a layout to be used for the page.

The predefined Landing Page layouts are dynamic. Their structure is based on zones and blocks that allow deploying elements easily.
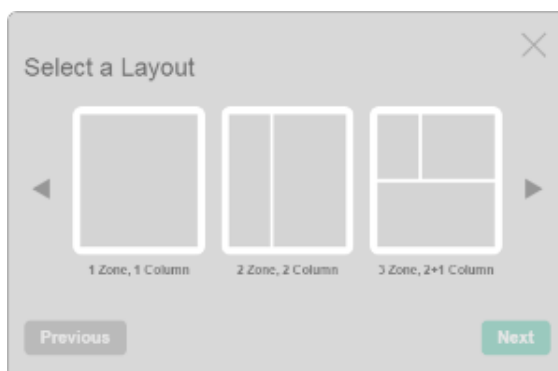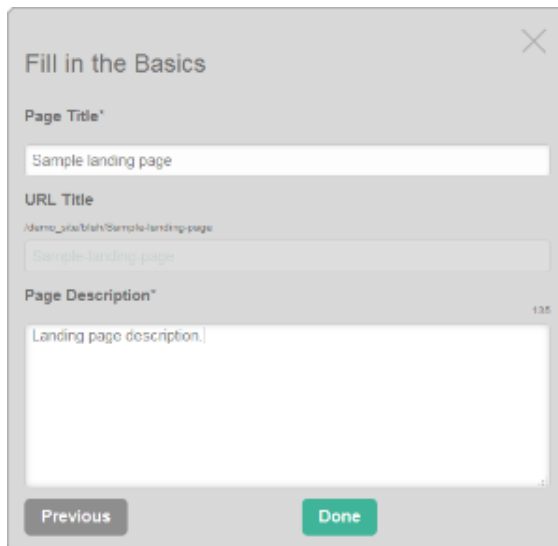

Select a Layout window with different layout to choose

See also
Developers can modify existing Landing Page layouts and add new ones. See Creating Landing Page layouts (Enterprise) (in Technical Manual) for more information.

Next, a **Fill in the Basics** window appears.

Entering basic information

In the **Fill in the Basics** window you need to enter key information about the page.

Option	Description
Page Title	Short title for the Landing Page
URL Title	URL under which the Landing Page will be accessible. This will be filled in automatically based on the Page Title.
Page Description	A description of the page (max. 160 characters).

Fill in the Basics window

⌄ See a video on how to create a Landing Page

An empty Landing Page appears with a menu on the right.

The information you have entered and the selected layout will be visible in the **Basics** tab in the menu. You can change this information if needed.

Deploying elements

Once you have entered the basic information, you can go to the **Elements** tab and start filling the Landing Page with elements.

To learn how to place elements onto a Landing Page, see Adding blocks to Landing Page.

What next?
Once you have finished working on the Landing Page you need to publish it by clicking **Publish** in the top right corner of the screen .