Landing Pages

for Magento 2

User Guide

Version 1.0

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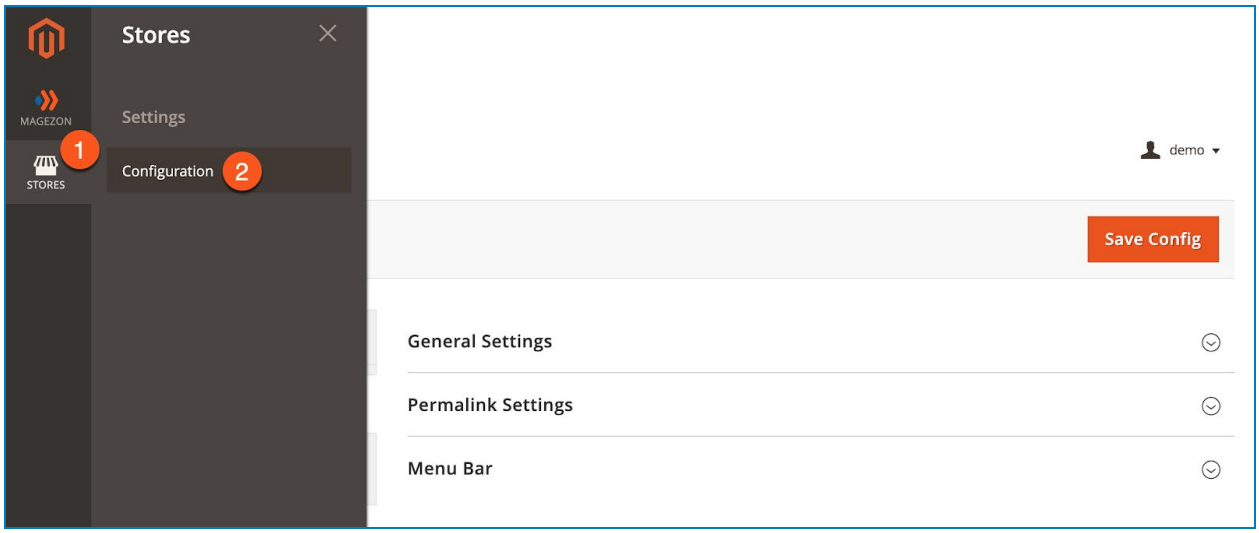
I) Introduction

If you're looking for a tool to create highly converting Magento 2 landing pages for your marketing campaigns, our **Landing Pages** won't let you down. The extension makes building landing pages easier, faster and more enjoyable with all features needed to optimize every aspect of your pages.

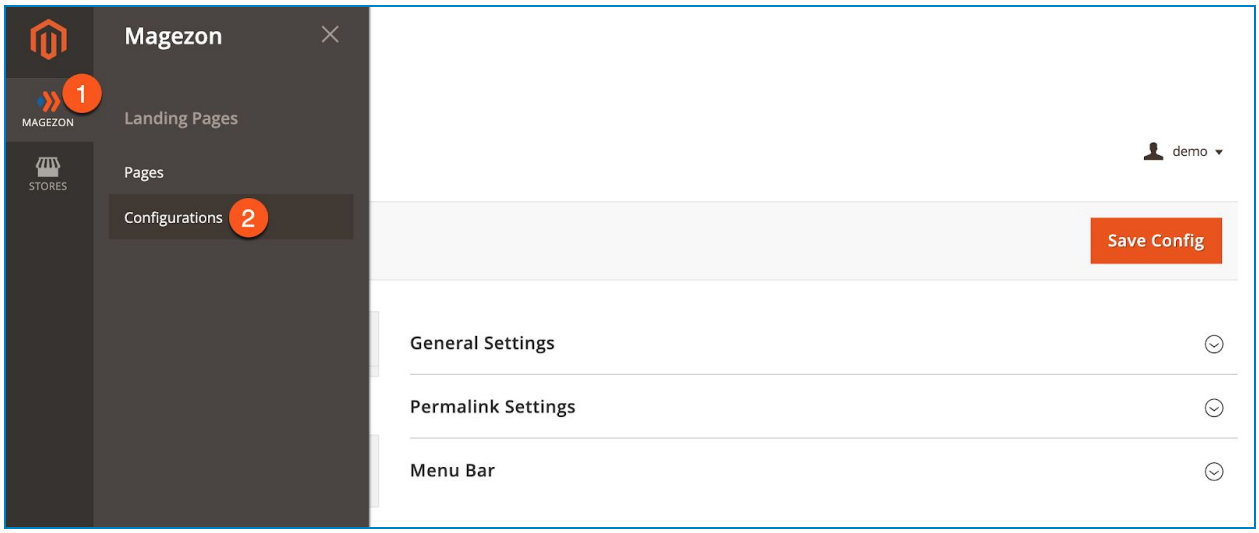
- Easy to use with visual drag & drop interface
- Support flexible conditions to add products
- 15+ elements
- Come with 4 pre-made templates
- Fully control responsive design
- Make landing pages SEO-friendly
- Compatible with Magezon Page Builder
- Integrate with optional plugins

II) Where to Find Extension

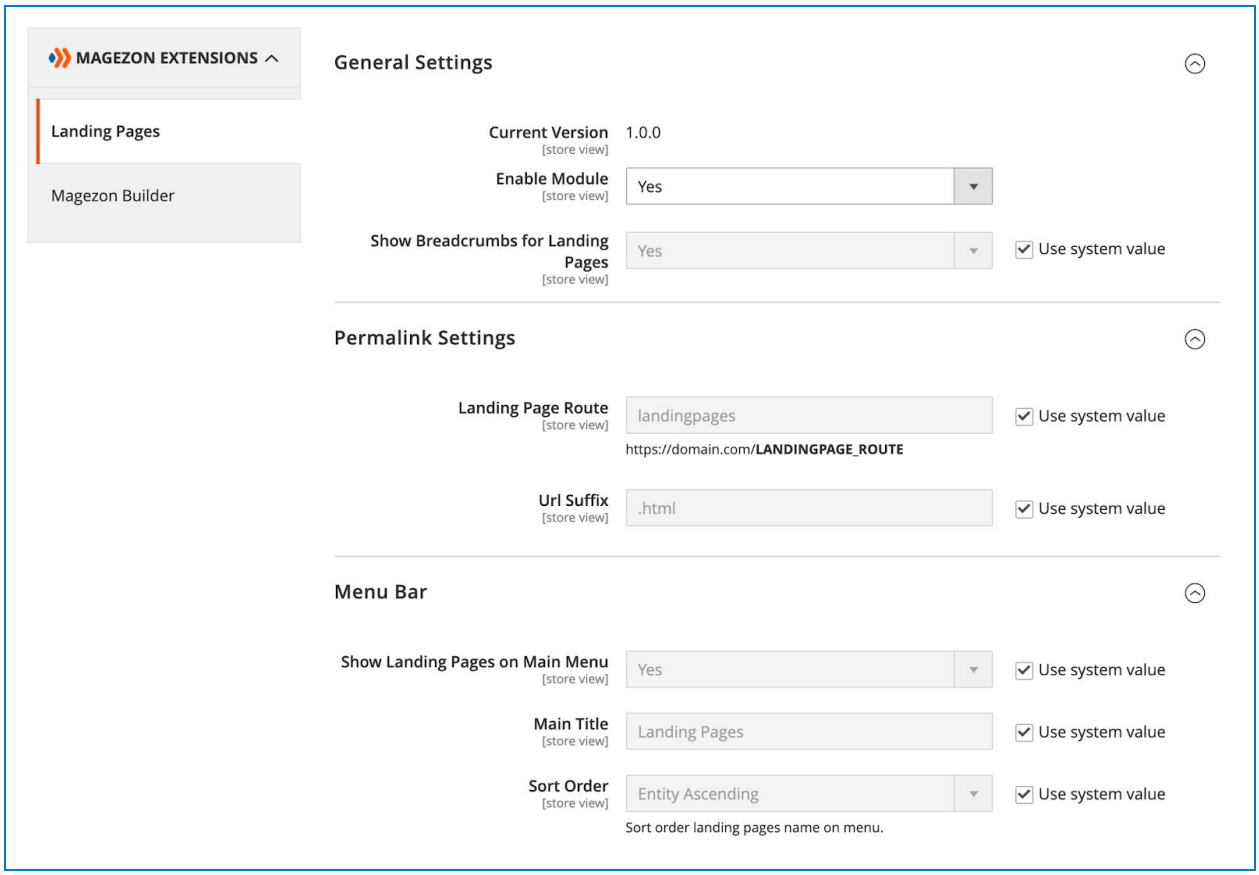
After installing the extension, navigate to **Stores > Settings > Configurations**:



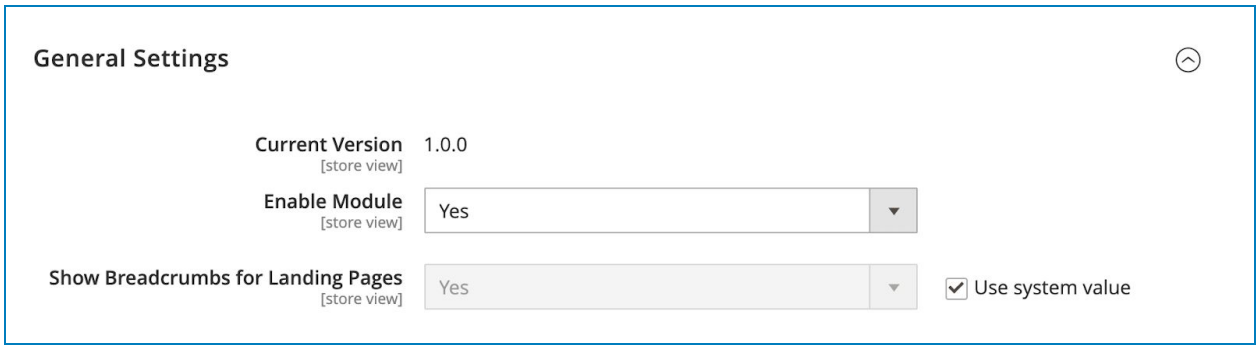
or **Magezon > Landing Pages > Configurations**:



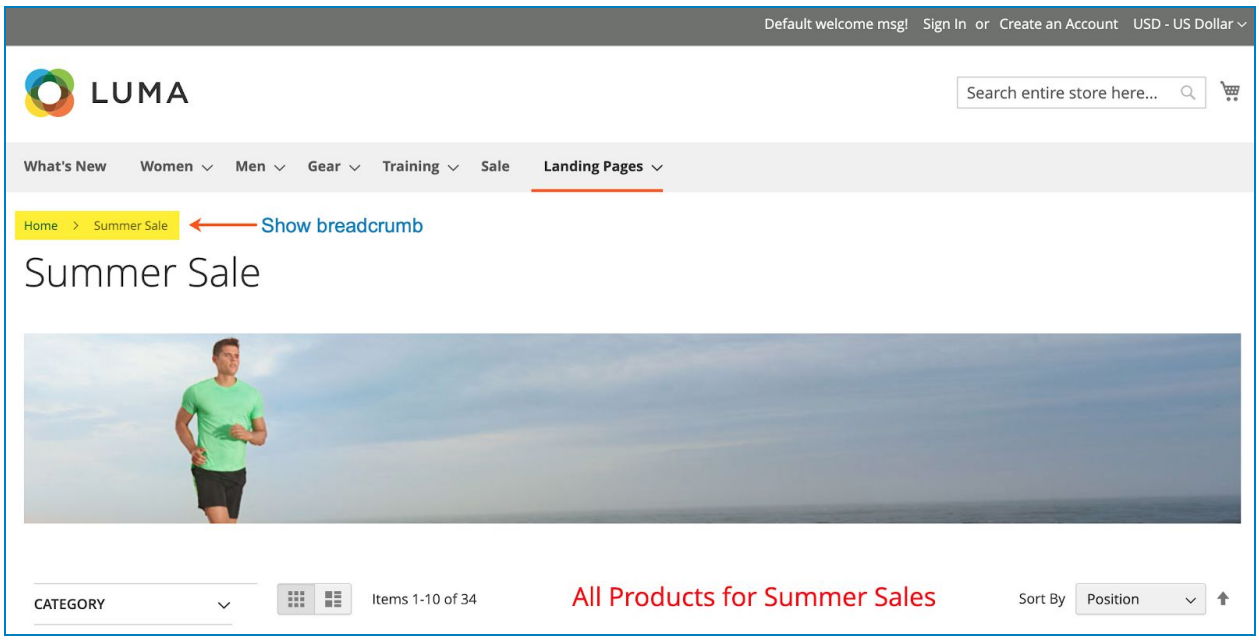
In the left panel, span **MAGEZON EXTENSIONS** and click **Landing Pages**. In the right section, there are 3 tabs:



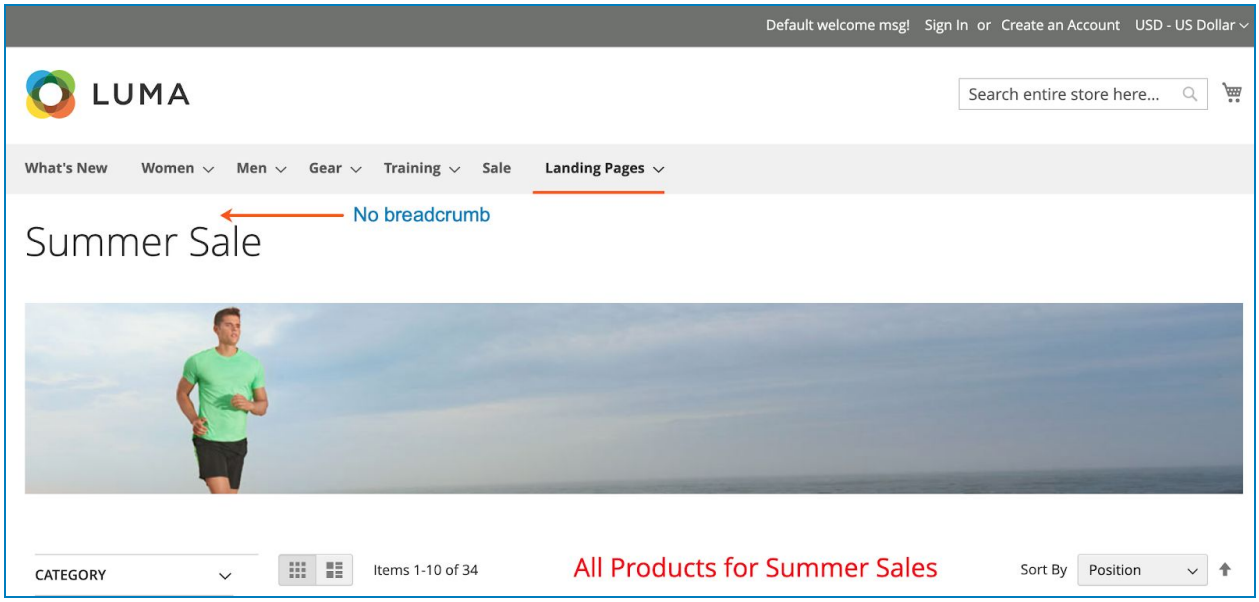
1. General Settings



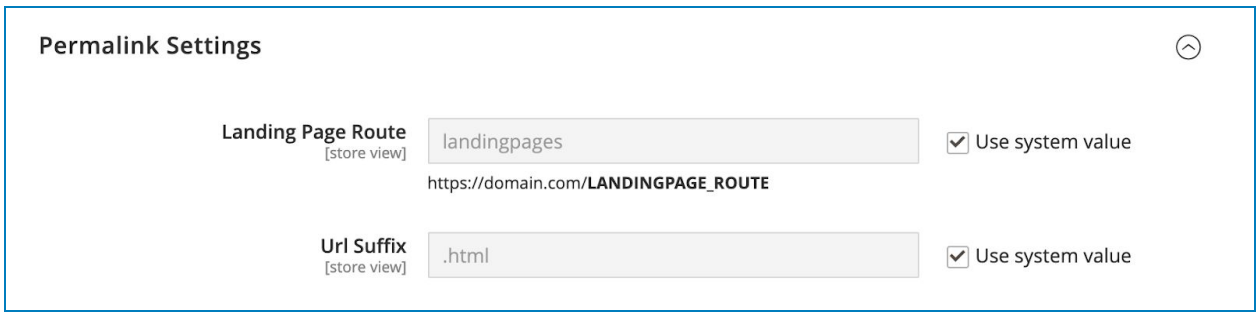
- View **Current Version** of the extension.
- **Enable Module**: choose Yes/No to enable/disable the extension.
- **Show Breadcrumbs for Landing Pages:** by default we set to Yes. Untick the checkbox 'Use system value' to edit this option. If you choose Yes, the breadcrumb will be displayed on each landing page like this:



If No, the breadcrumbs will be hidden:



2. Permalink Settings

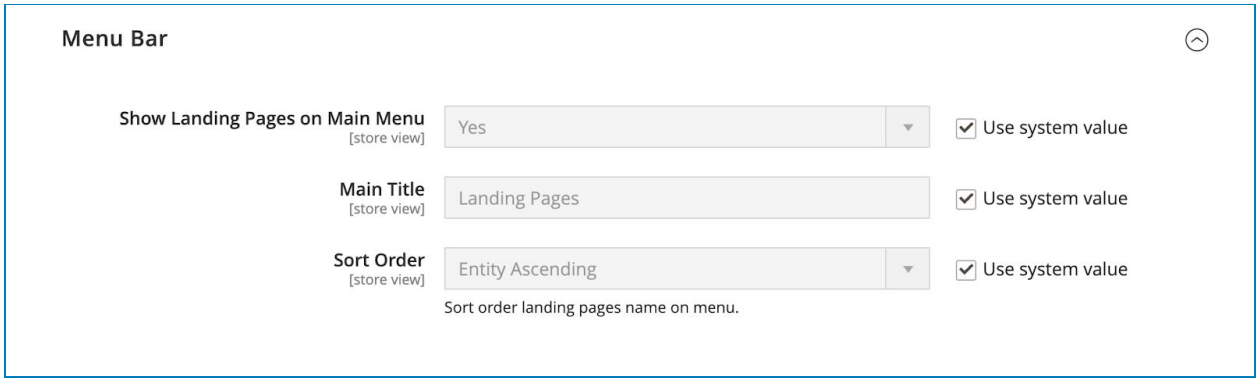


* Please untick 'Use system value' to edit each field.

- **Landing Page Route**: specify landing page route.
- **Url Suffix**: specify landing page's URL suffix.

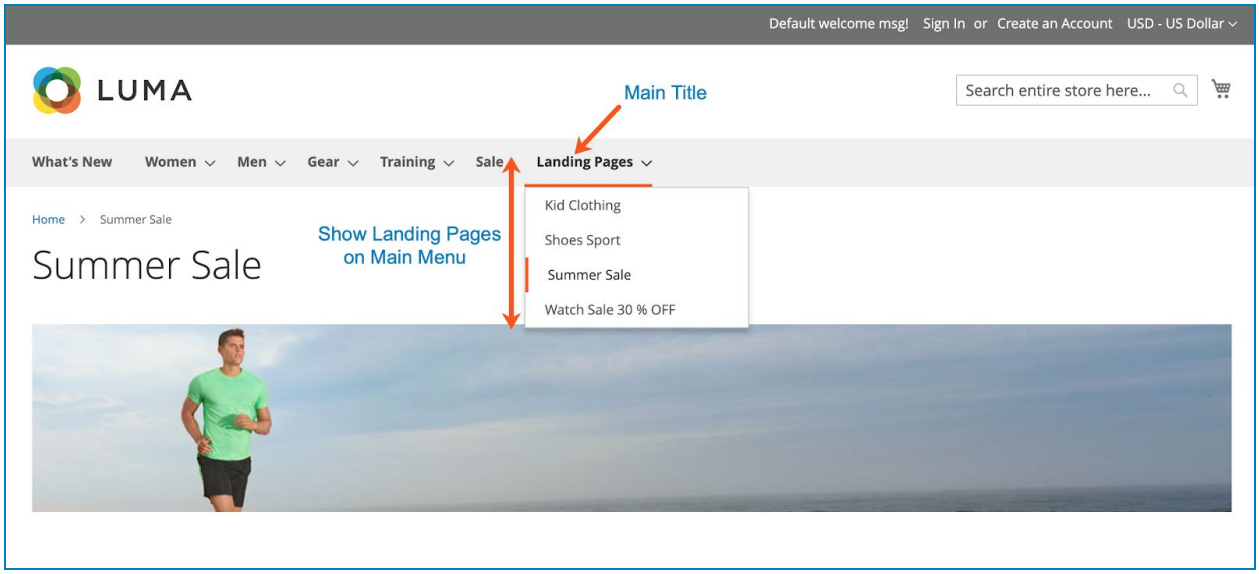
For example, one of your landing pages has this URL: *https://example.com/landingpages/summer-sale.html*. **landingpages** is the Landing Page Route and **.html** is the Url Suffix. **summer-sale** is the URL key that is different for each landing page.

3. Menu Bar

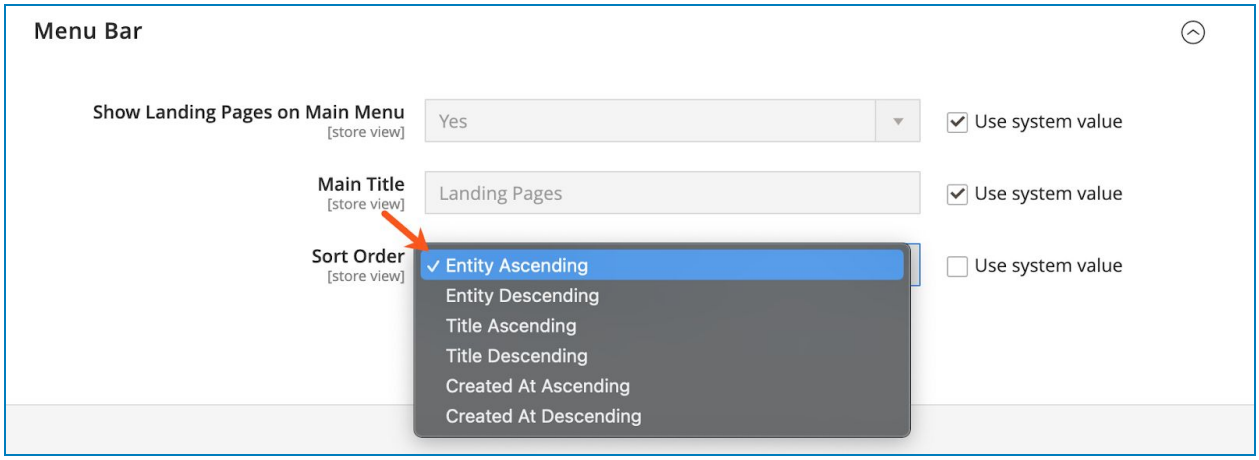


* Please untick 'Use system value' to edit each field.

- **Show Landing Pages on Main Menu**: select Yes/No to show/hide the landing pages' drop-down on the main menu. In the drop-down menu, there will be a list of landing pages.
- **Main Title**: enter title for the landing pages' drop-down on the main menu.



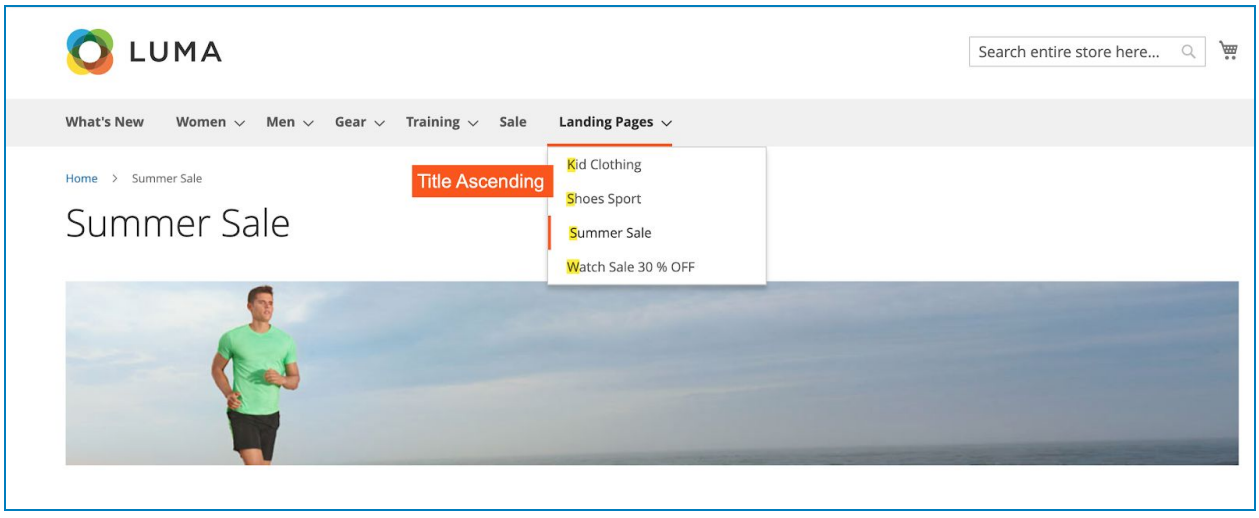
- **Sort Order**: arrange landing pages' titles in the drop-down in specific order:



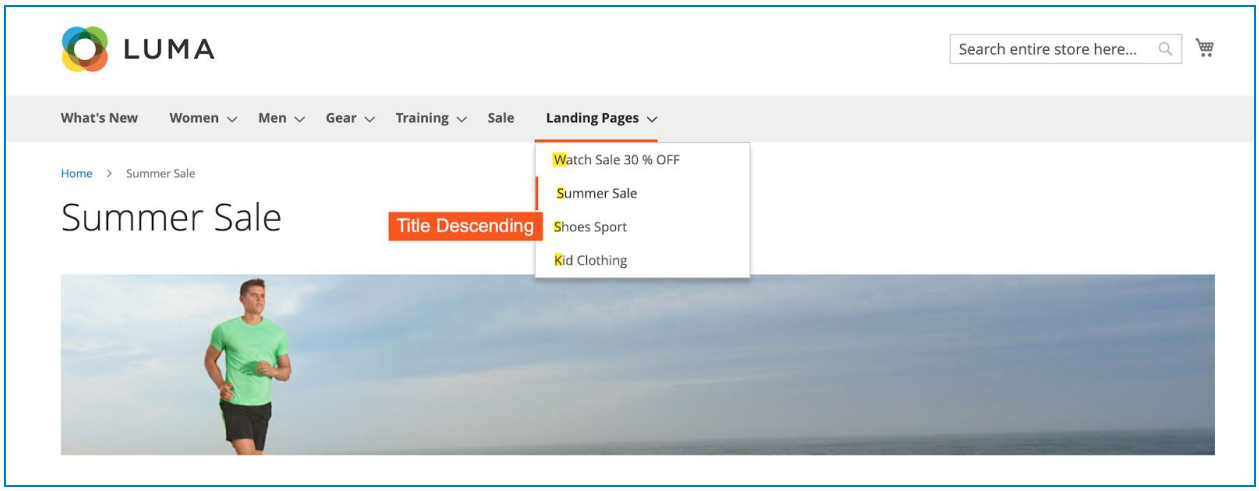
+ Entity Ascending: arrange landing pages' titles in the drop-down by ID in ascending order.

+ Entity Descending: arrange landing pages' titles in the drop-down by ID in descending order.

+ Title Ascending: arrange landing pages' titles in the drop-down in ascending alphabetical order:



+ Title Descending: arrange landing pages' titles in the drop-down in descending alphabetical order:

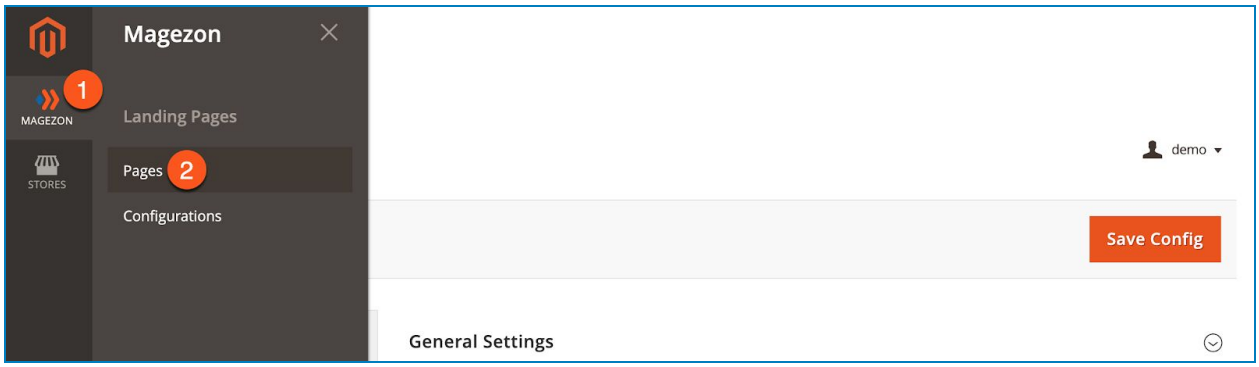


+ Created At Ascending: arrange landing pages' titles in the drop-down by created time in ascending order.

+ Created At Descending: arrange landing pages' titles in the drop-down by created time in descending order.

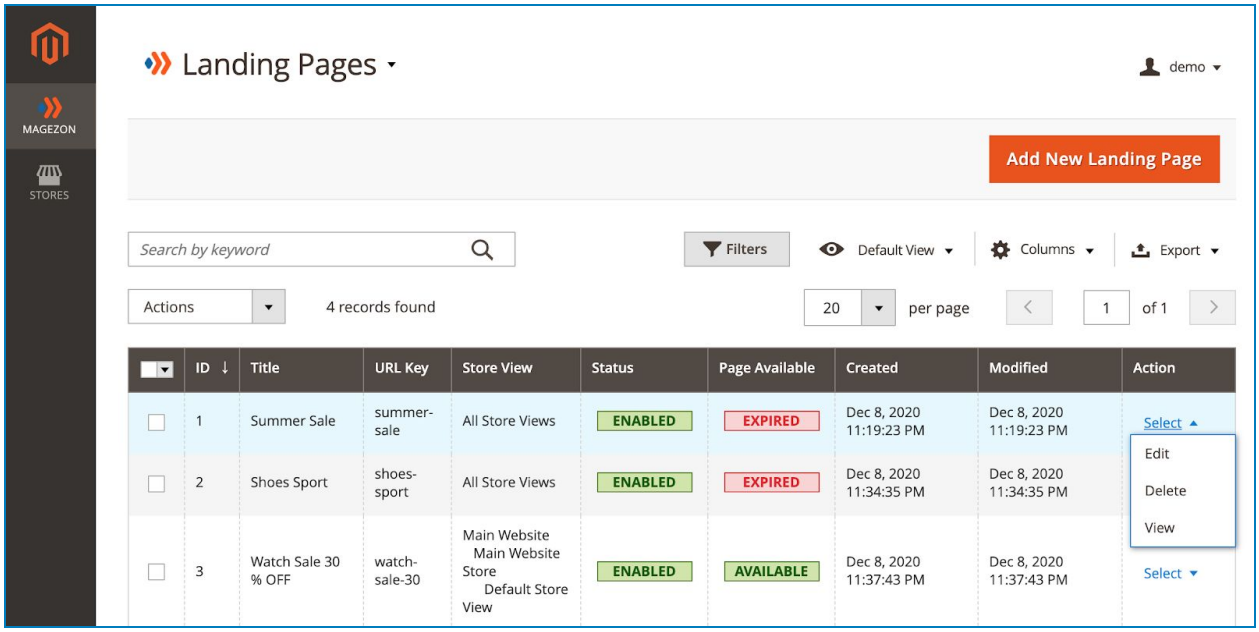
III) Landing Page Listing

- Go to **Magezon > Landing Pages > Pages** and you'll reach the landing page listing:

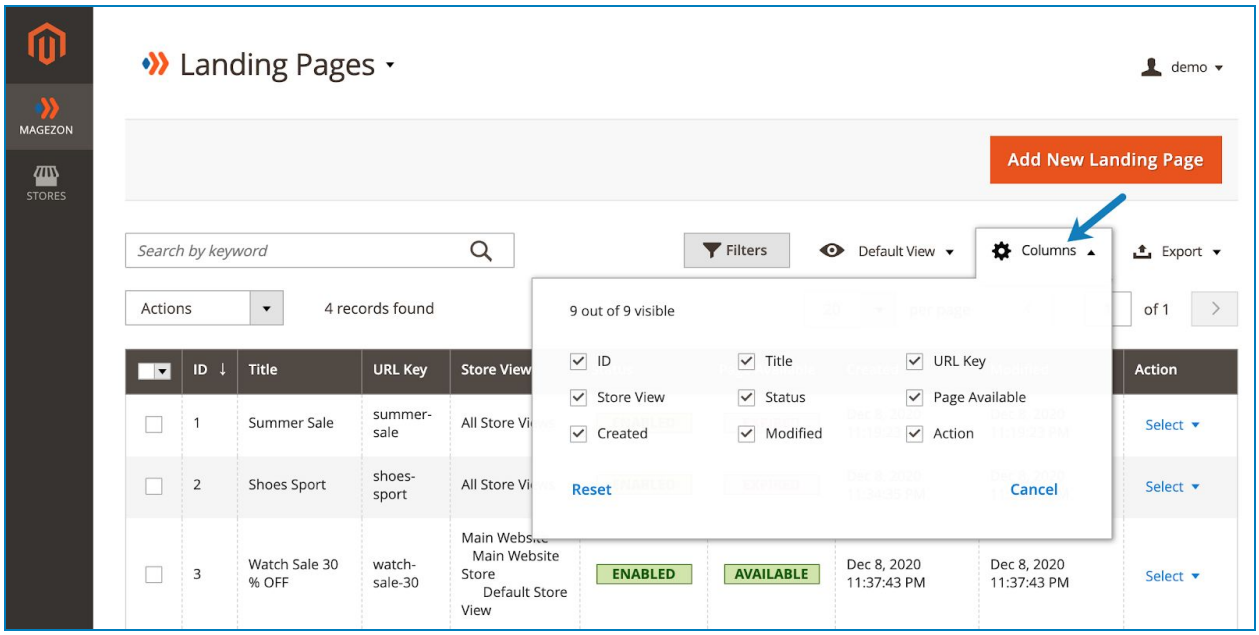


- There is a grid containing all existing landing pages:

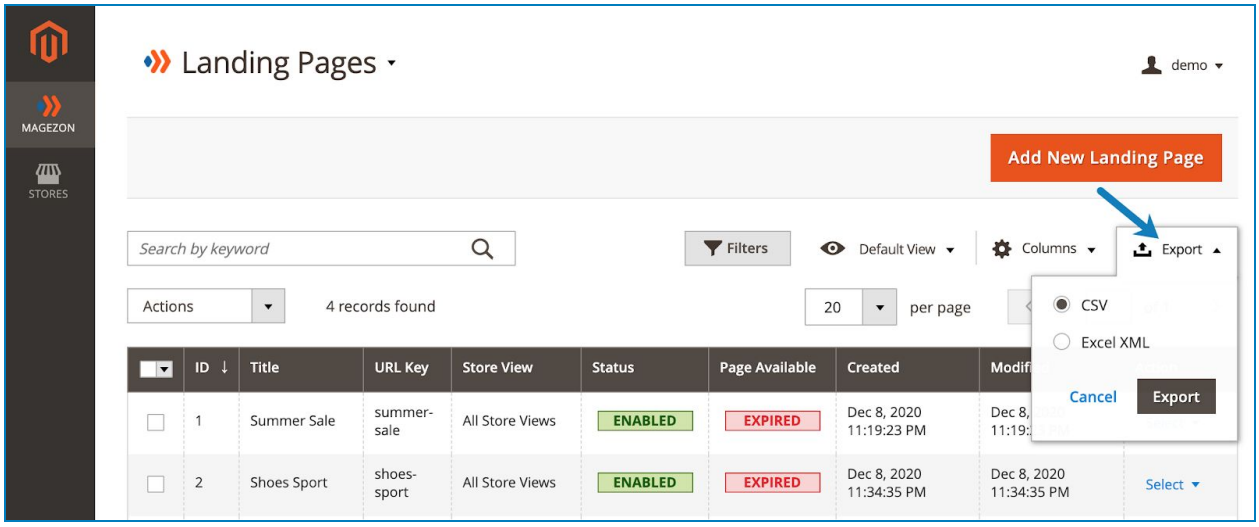
- **ID**: identifier of the landing page.
- **Title**: title of the landing page.
- **URL Key**: path of the landing page inside your store view. This is where your page will be on the site.
- **Store View**: stores on which the landing page is displayed.
- **Status**: whether the landing page is enabled or disabled.
- **Page Available**: whether the landing page is during the active time period or not.
- **Created** time: when the landing page is created.
- **Modified** time: when the landing is last modified.
- **Action**: list the actions available for the landing page:
    + Edit the landing page.
    + Delete the landing page.
    + View the landing page on the frontend.



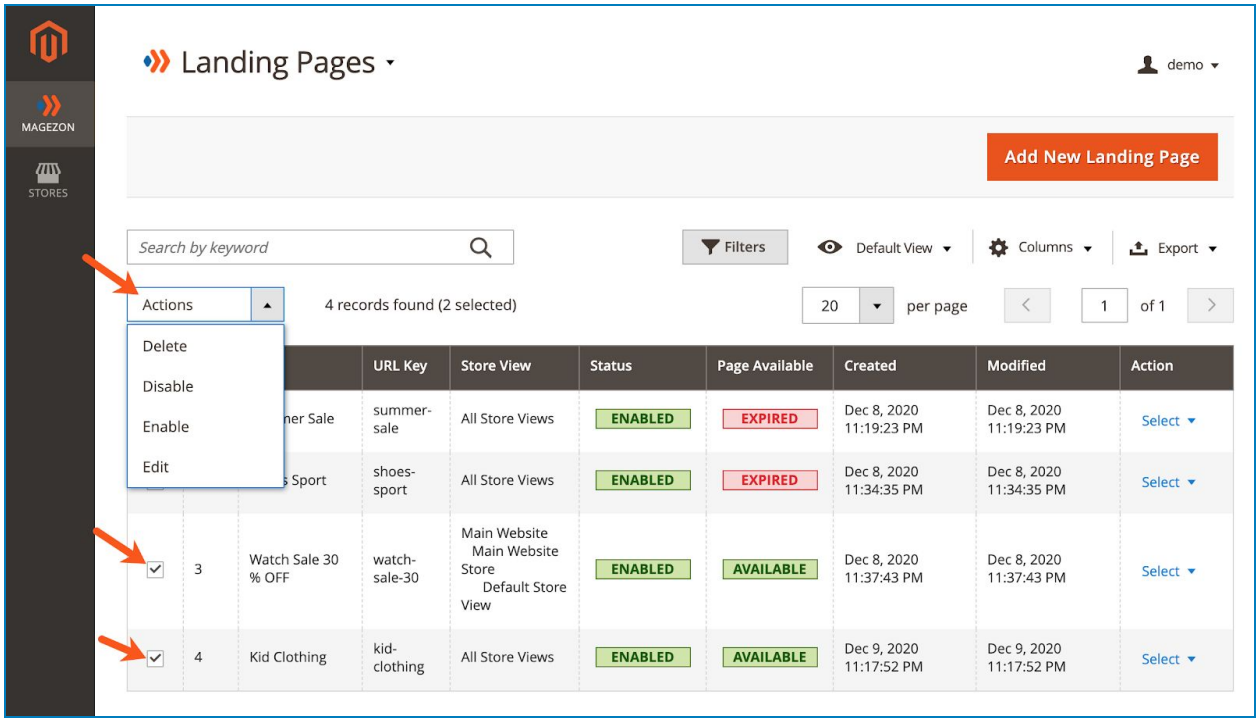
- To view all columns of the grid, click **Columns** drop-down above the grid. Tick the checkboxes of columns that you want to be visible in the grid. Untick the checkboxes of columns that you want to be invisible in the grid:



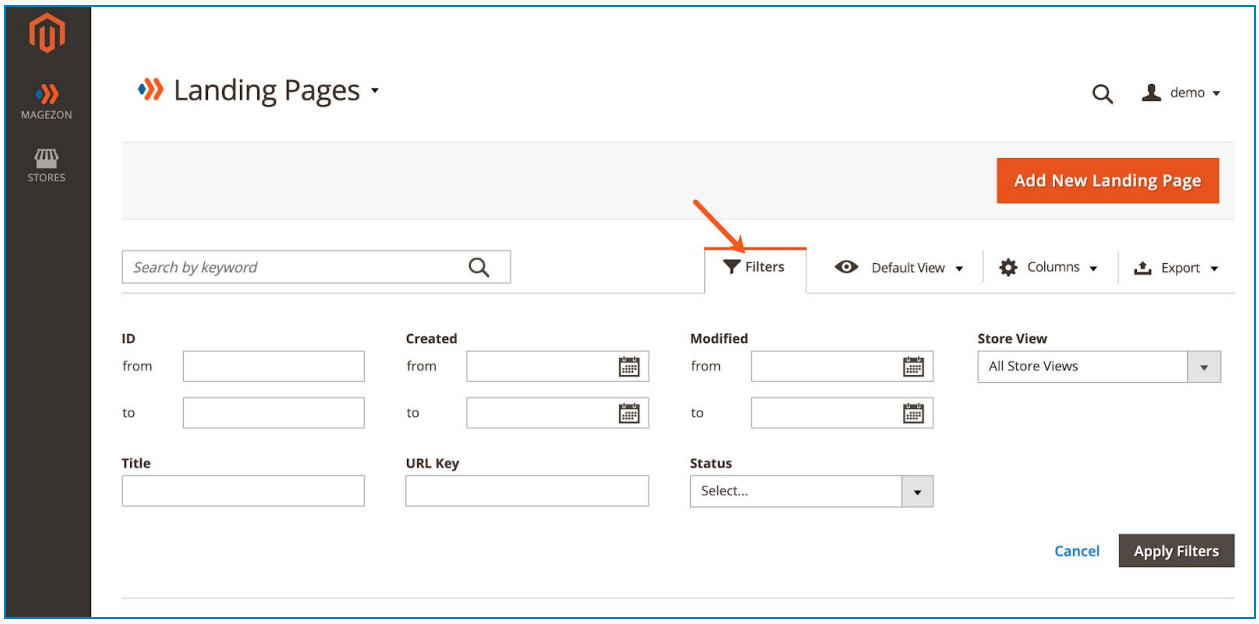
- You can export the grid data to CSV or Excel XML files:



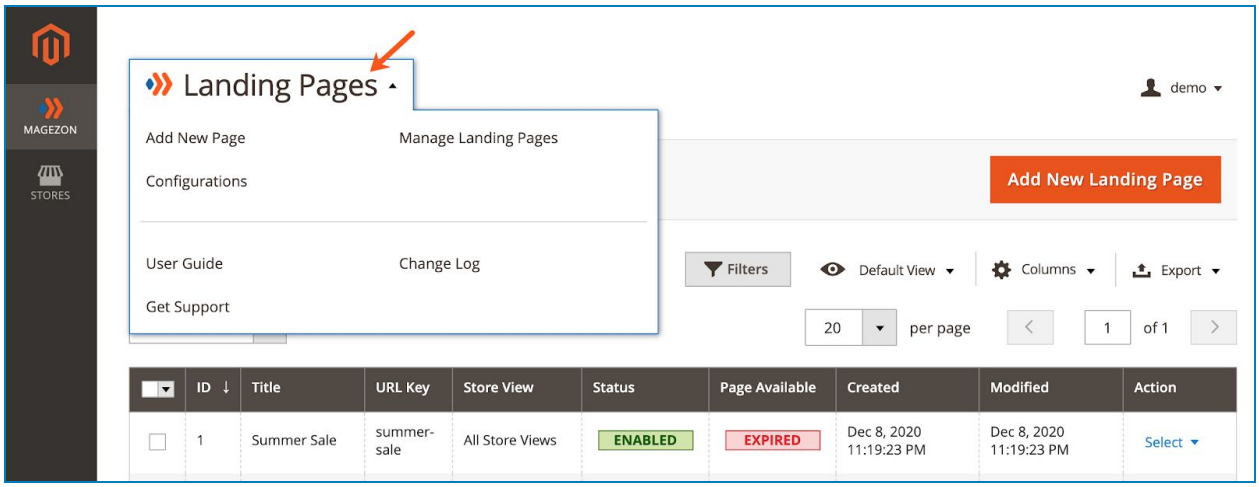
- Tick the checkboxes of corresponding landing pages in the first column, then click **Actions** drop-down above the grid to Delete, Disable, Enable or inline Edit these landing pages:



- You can filter landing pages by ID, Created time, Modified time, Store View, Title, URL Key, and Status.



- Click Landing Pages drop-down on the top left corner and you'll see the following options:



- **Add New Page**: add a new landing page.
- **Manage Landing Pages**: go to the landing page listing page.
- **Configurations**: access the extension's configuration.
- **User Guide**: access user guide of the extension.
- **Change Log**: view the extension's release notes.
- **Get Support**: contact for support via ticket.

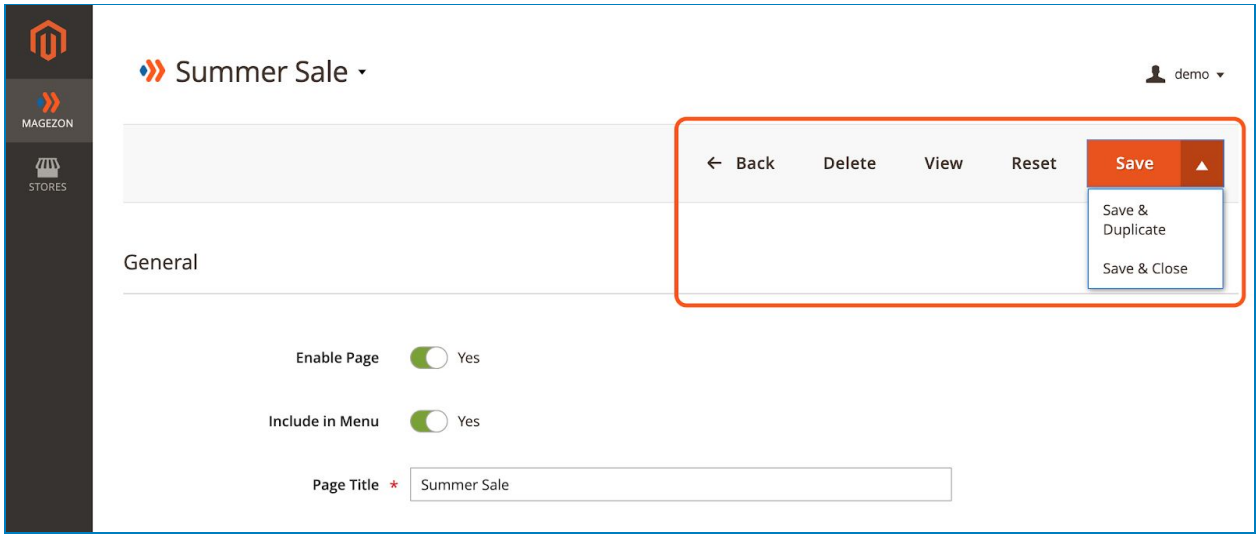
Please note that you can find this drop-down list in the landing page edit page as well.

- To add a new landing page, click the **Add New Landing Page** button on the top-right corner and you will be redirected to the landing page's edit page.

IV) Landing Page Edit Page

The edit page will open when you create, edit, or duplicate a landing page.

On the top of the edit page, you'll see the following buttons:



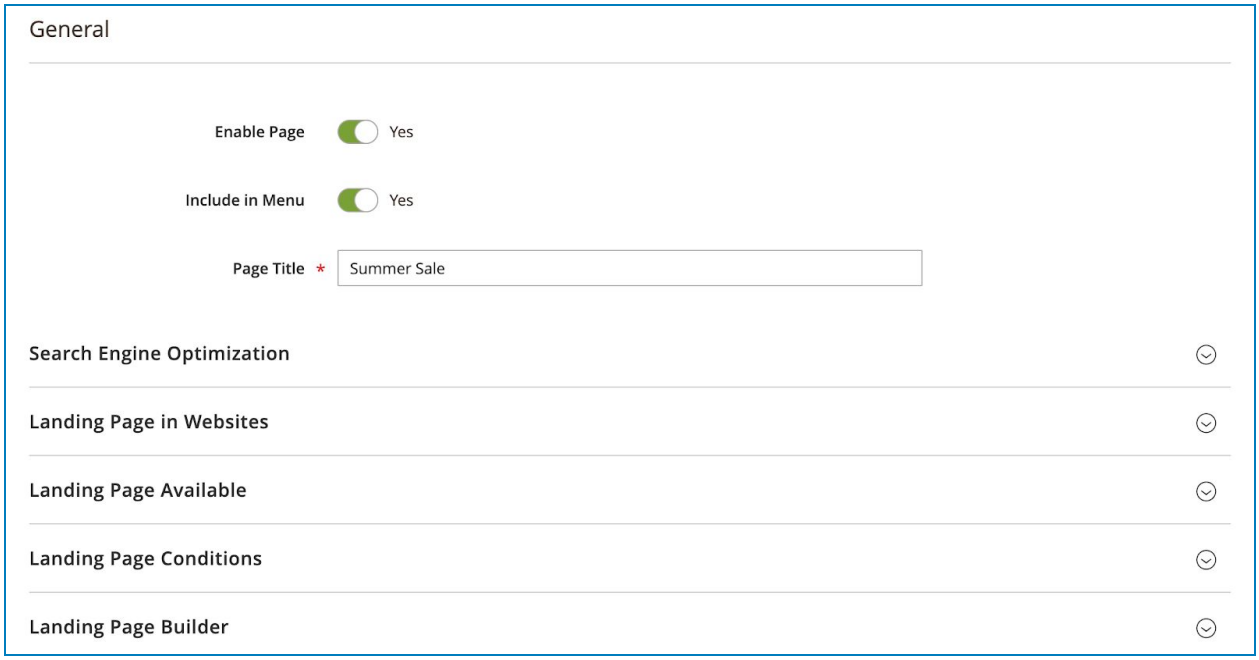
- **Back**: return to the landing page listing.
- **Delete**: delete the landing page.
- **View**: view the landing page on the frontend.
- **Reset**: reset all settings to the last save.
- **Save**:

  + **Save**: save the landing page and stay on the page.

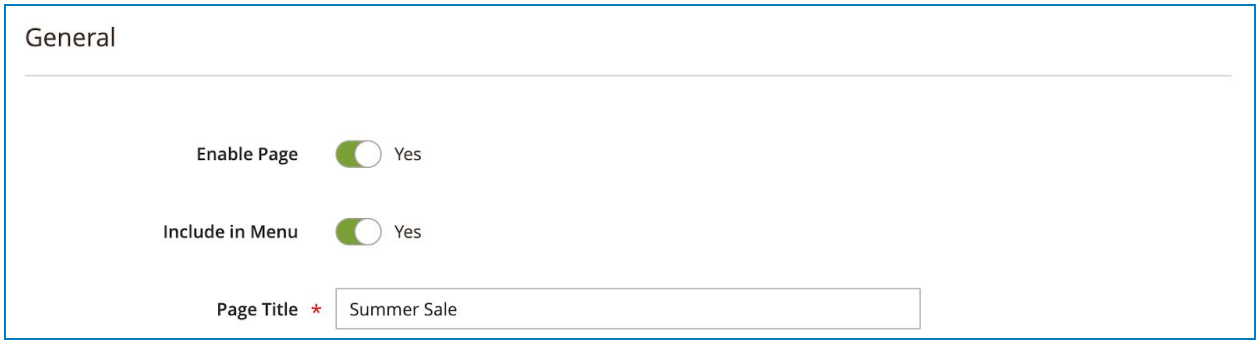
  + **Save & Duplicate**: save the landing page and duplicate it.

  + **Save & Close**: save the landing and return to the landing page listing.

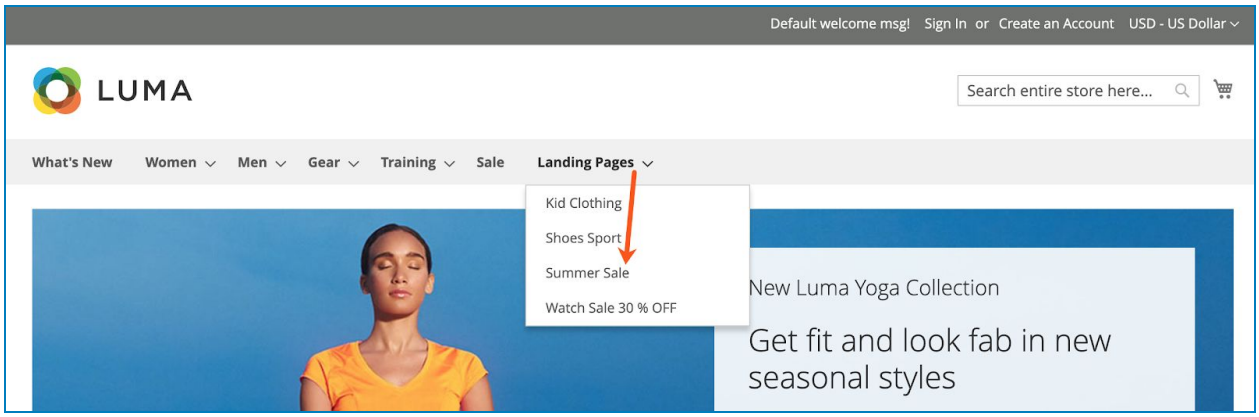
The edit page consists of 6 sections as follows:



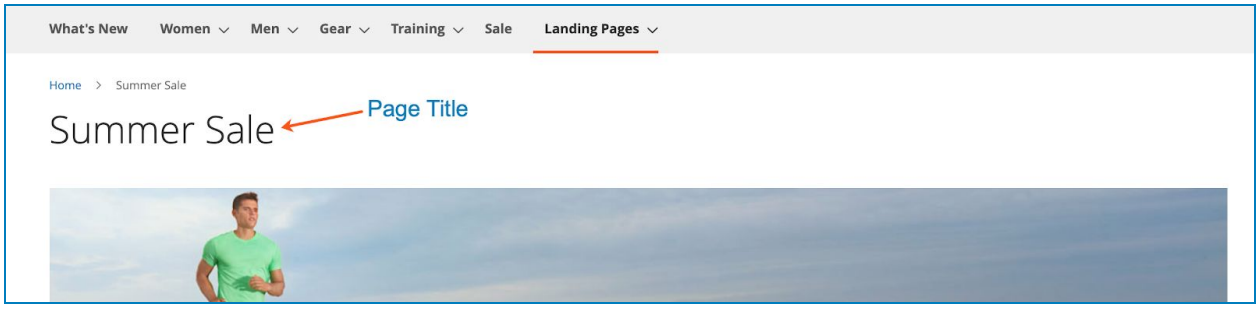
1. General



- **Enable Page**: enable or disable the landing page. If the landing page is disabled, it won't be accessible on the frontend.
- **Include in Menu**: if Yes, the landing page will be included in the menu bar.

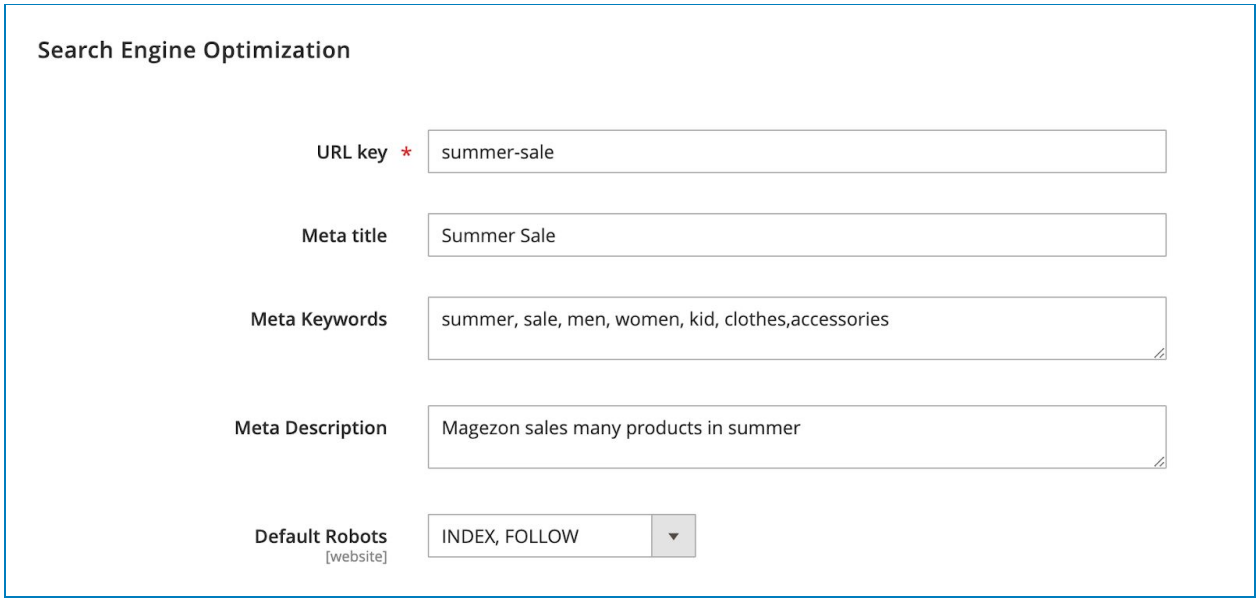


- **Page Title**: set the main title of the page (h1 tag).



2. Search Engine Optimization

In this section, you can configure the SEO of the landing page:



- **URL key**: set the URL key of the landing page. Please make sure that it is unique and not used by another landing page.
- **Meta title**: set the content of the title tag.
- **Meta Keywords**: set the content of the meta keywords tag.
- **Meta Description**: set the content of the meta description.
- **Default Robots**: include 4 options:

  + INDEX, FOLLOW

  + NOINDEX, FOLLOW

  + INDEX, NOFOLLOW

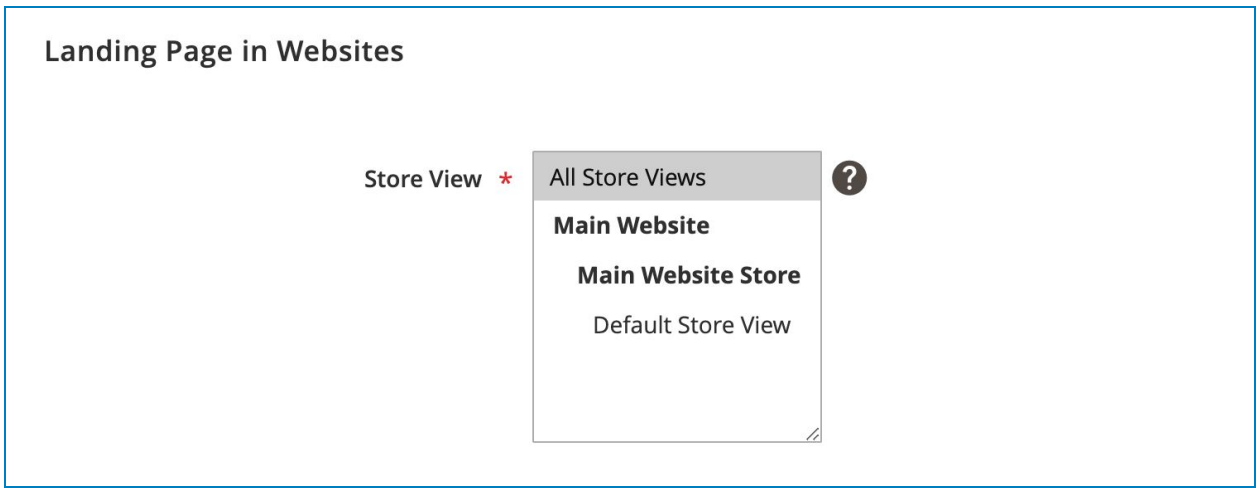
  + NOINDEX, NOFOLLOW

* **index** means that a web page should be indexed by search engines and therefore should be shown on the search engine's result pages. **noindex** means that a web page shouldn't be indexed by search engines and therefore shouldn't be shown on the search engine's result pages.

* **follow** means that search engines spiders should follow the links on that page. **nofollow** means that search engines spiders shouldn't follow the links on that page.

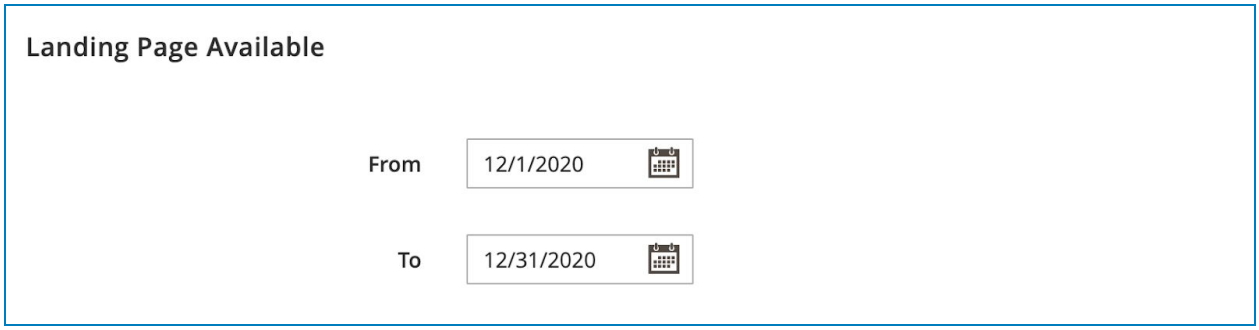
3. Landing Pages in Websites

In this section, you can specify particular store views for the landing page to display.



4. Landing Pages Available

In this section, you can decide the time period during which the landing page is available.



5. Landing Pages Conditions

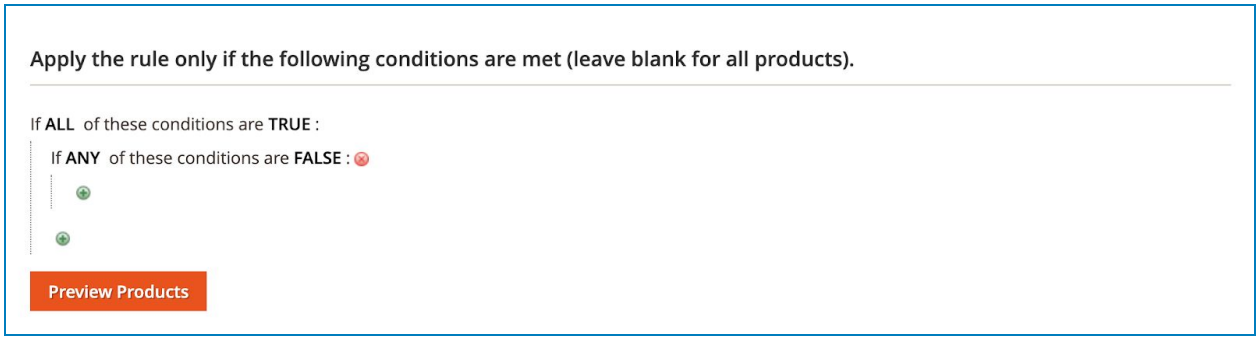
In this section, you will specify which products will be displayed on the landing page.

5.1 Set Up Conditions

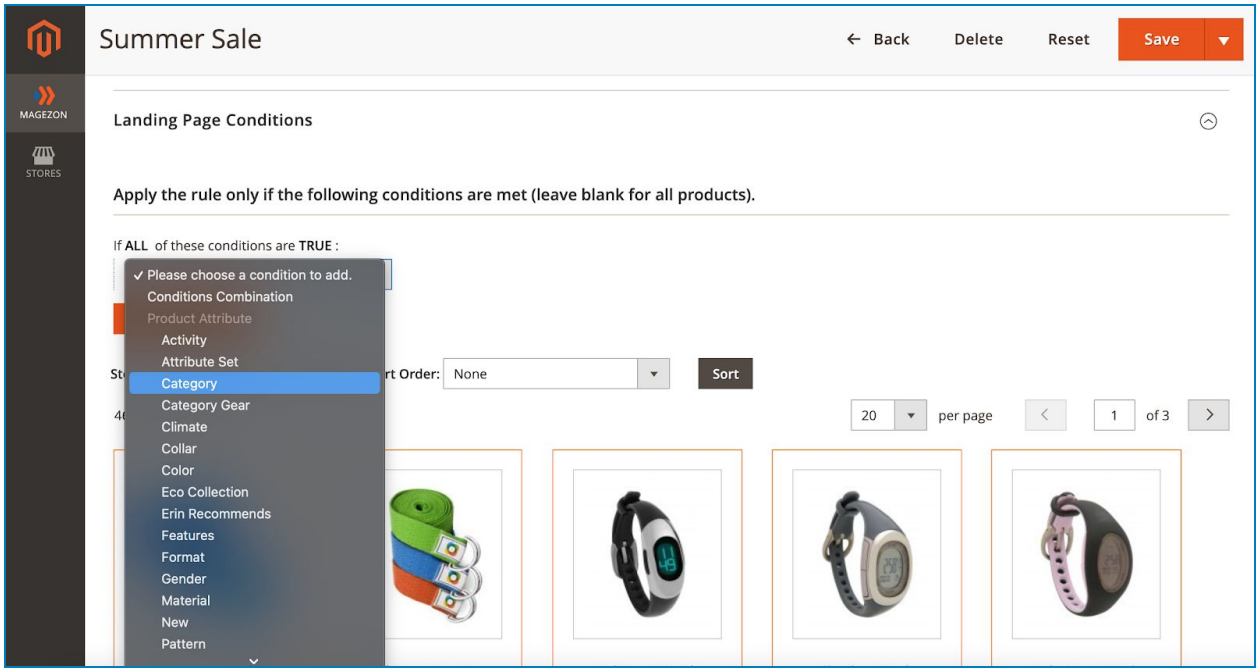
In the first part, you will define conditions based on existing product attributes. To display all products, leave the conditions part blank.

- Click ALL and choose either “ALL” or “ANY.” Click TRUE and choose either “TRUE” or “FALSE.”
- Click the Add (green plus) button at the beginning of the condition line to add a condition. Select an attribute on which to base the condition, such as a conditions combination or a product attribute.

  + Conditions Combination: choose to allow you to create an additional set of “All/Any” and “True/False” conditions inside the existing set.



+ Product Attributes: the product attributes in this drop-down is dependent on the setup of the attribute on your site. In the list under Product Attribute, choose the attribute that you want to use as the basis of the condition. For this example, the selected condition is “Category”.

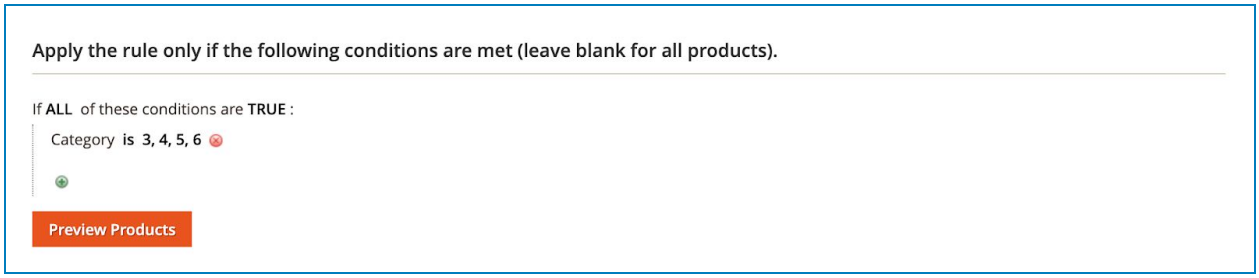


The selected condition displays in the statement, followed by two more bold links. The options differ depending on the product attribute you select.

Once you set the attribute, it cannot be changed. To change the attribute, you must delete the line and add the new attribute. You can delete a condition line by clicking the Delete (red cross) button at the end of the line.

- Click **is** and choose the comparison operator that describes the condition for products to meet. For this example, the comparison operator is “is.” The available options depend on the attribute selected in the previous step.
- Click **...** and choose the attribute value upon which the condition is based. The options displayed depend on the attribute’s setup. You may be asked to select an option from a drop-down, or you may need to enter text or numerical values for the condition. For this example, you should enter category IDs or select categories for a chooser.

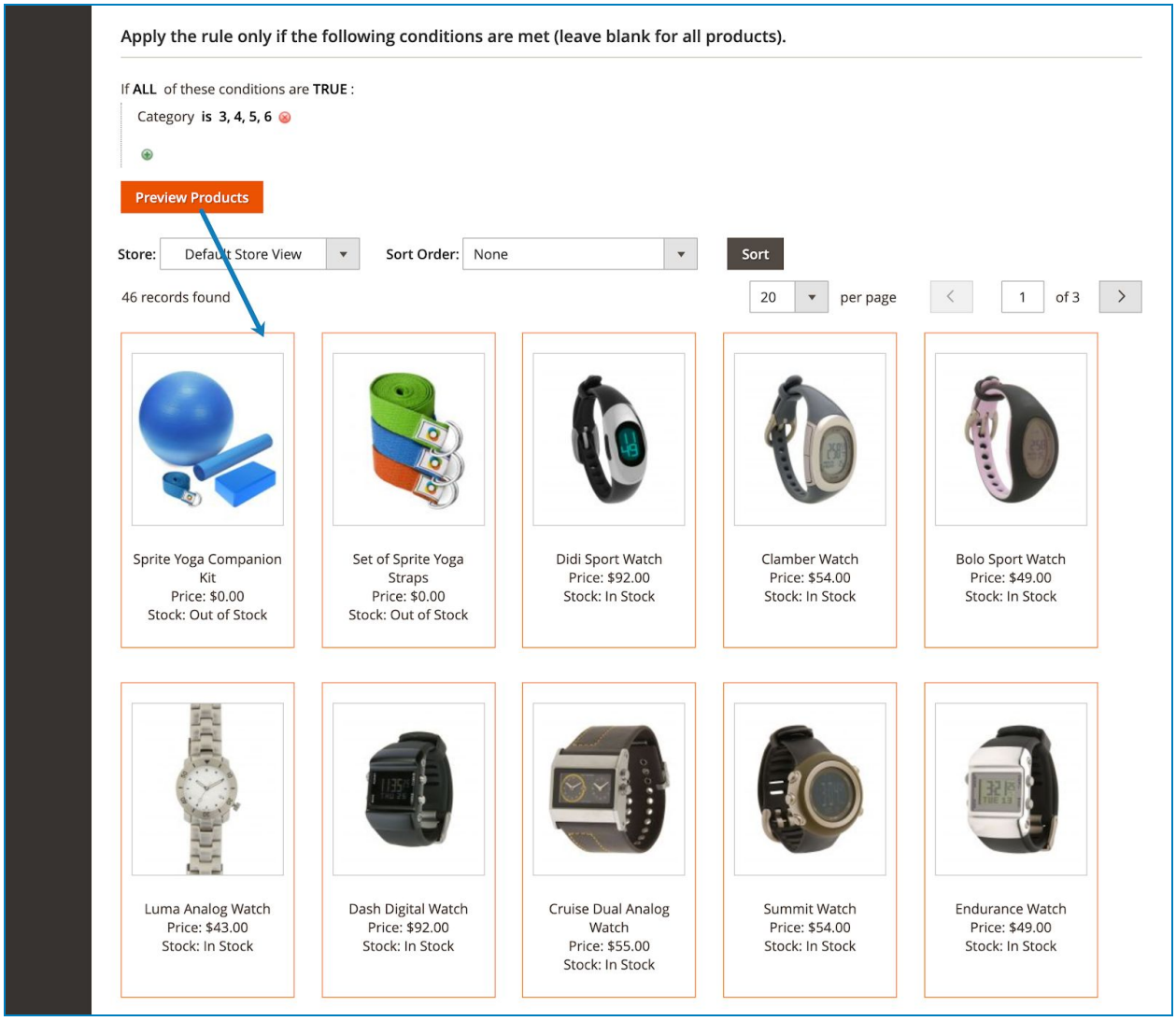
The condition in this example looks like this:



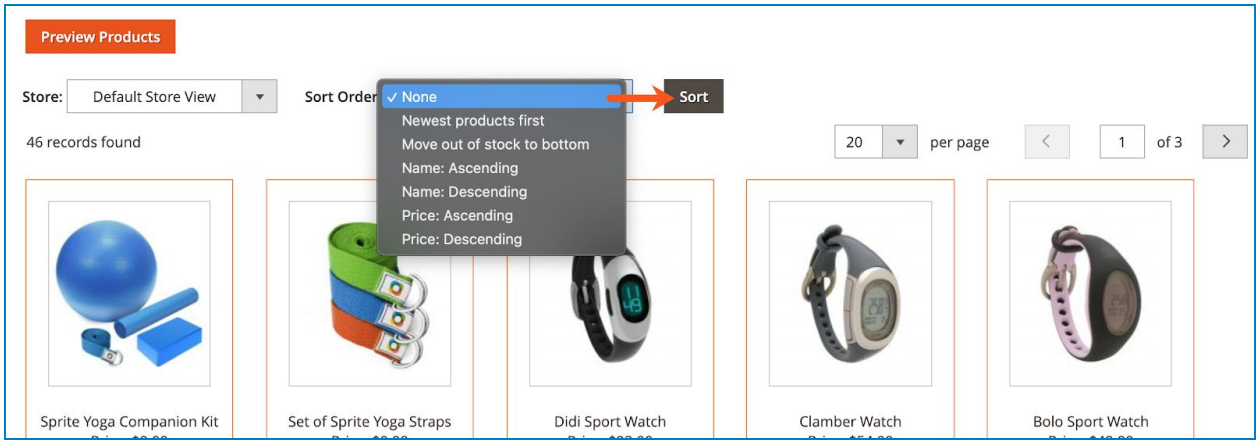
It means any products belonging to the categories with ID 3,4,5 and 6 will be displayed on the landing page. You can add more condition lines to further narrow your eligible products.

5.2 Preview

Click the **Preview Products** button under the conditions part to preview products that will be displayed on the landing page.



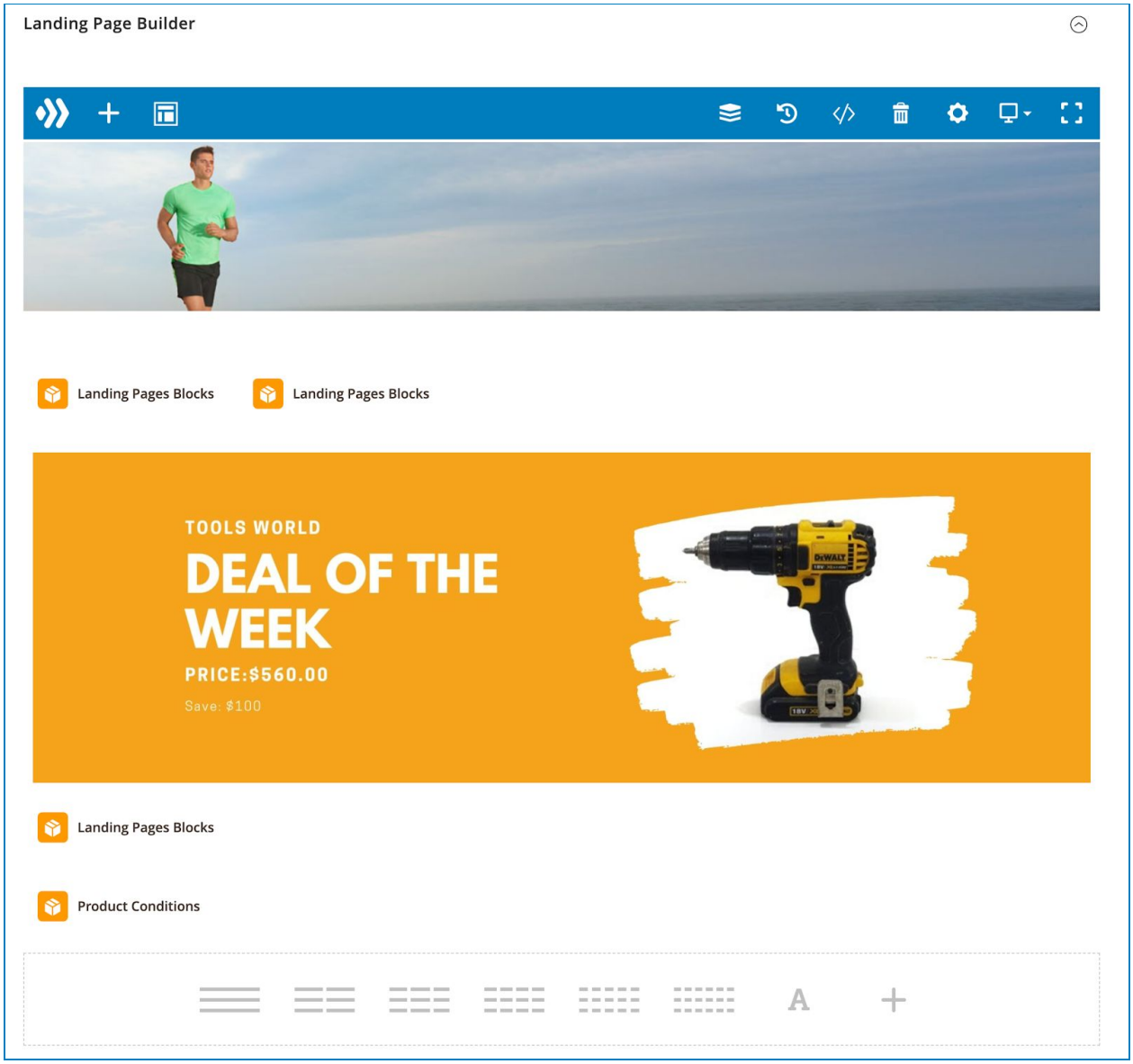
- **Store**: narrow the products that meet the conditions you set above to those belonging to a specific store view.
- **Sort Order**: order the products by the following criteria:



After selecting an option, click the **Sort** button and the products below will be sorted based on the chosen criteria.

6. Landing Page Builder

This section contains a visual editor that allows you to create content for your landing page.

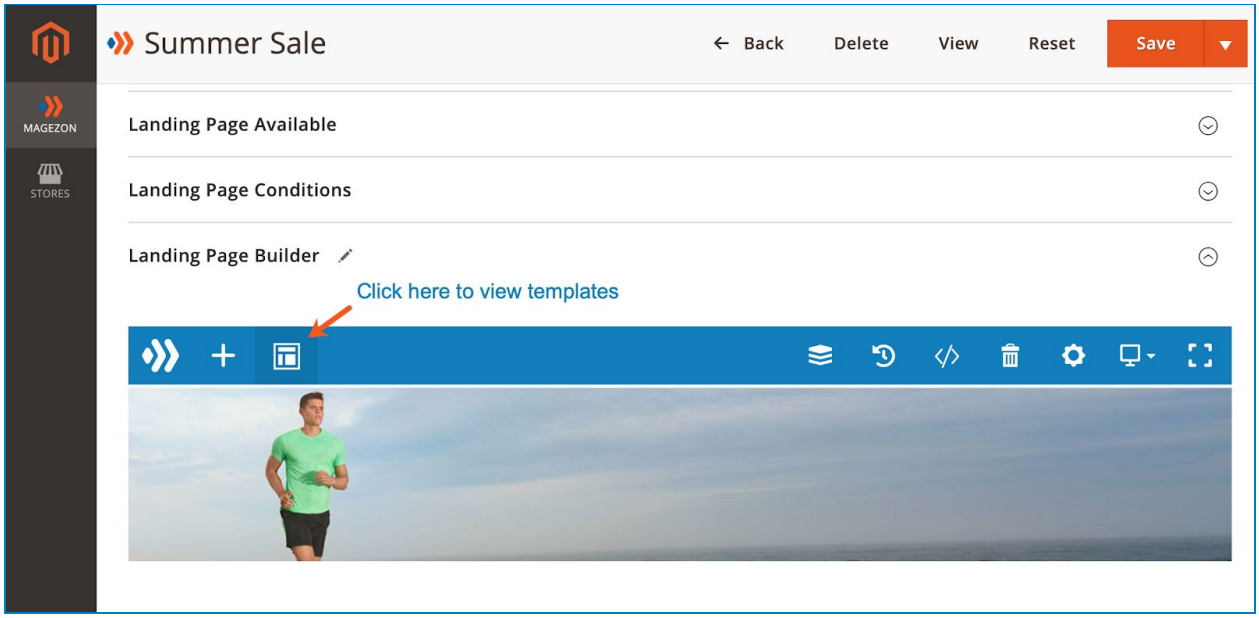


The landing page's builder interface was developed on a core builder based on which we built all of our builder extensions. The core builder includes elements and settings which the builder extensions have in common. For details, please visit here.

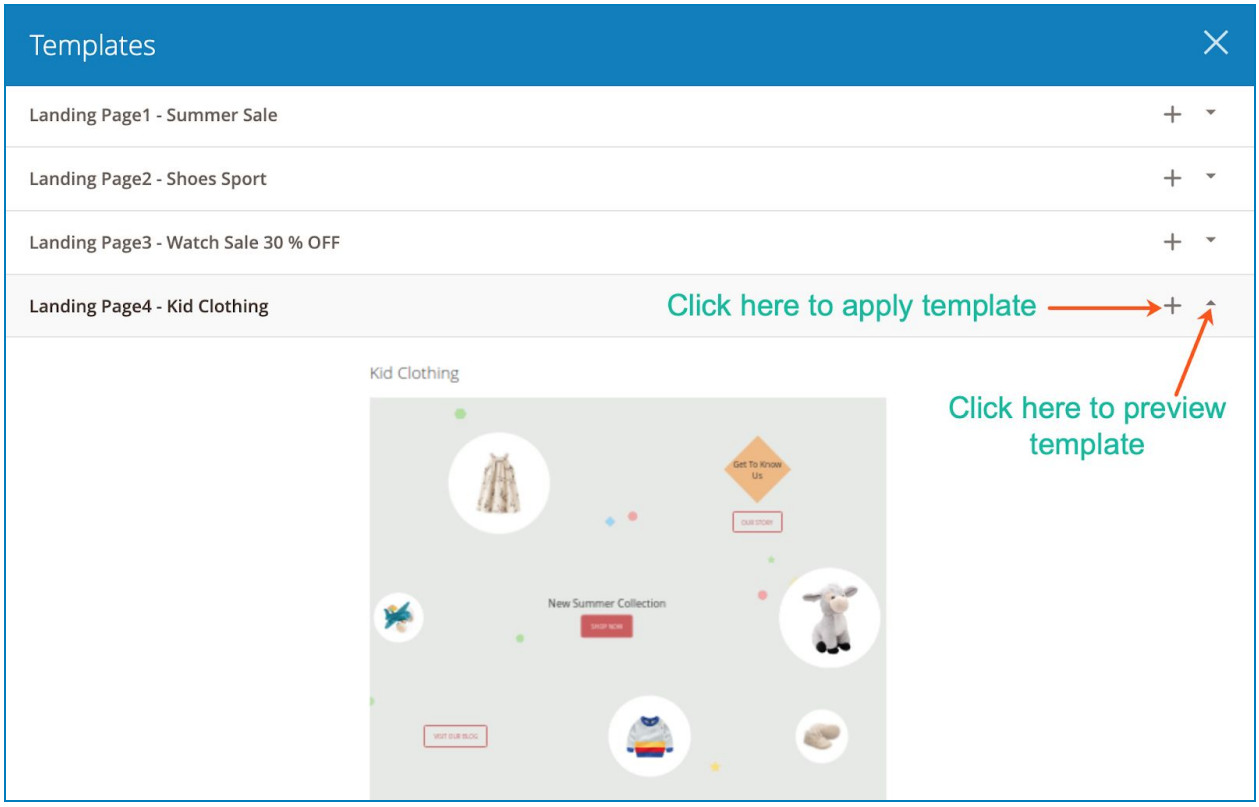
In this guide, we'll focus on elements and settings that are specific to the Landing Page extension.

6.1 Templates

On the top bar of the builder section, click this icon (see the image below) to view all pre-built landing page templates in a popup window:

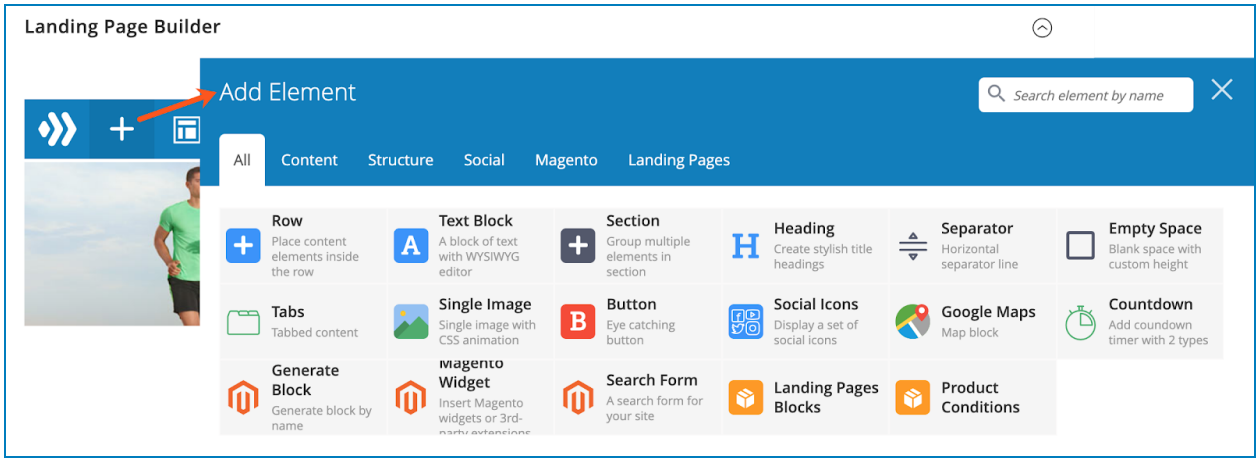


Click the dropdown icon to preview a template. Click the plus icon to apply a template. The applied template will be displayed in the builder section and you can edit it:


Templates
Landing Page1 - Summer Sale
Landing Page2 - Shoes Sport
Landing Page3 - Watch Sale 30 % OFF
Landing Page4 - Kid Clothing
Click here to apply template
Click here to preview template
Kid Clothing
Get To Know Us
New Summer Collection

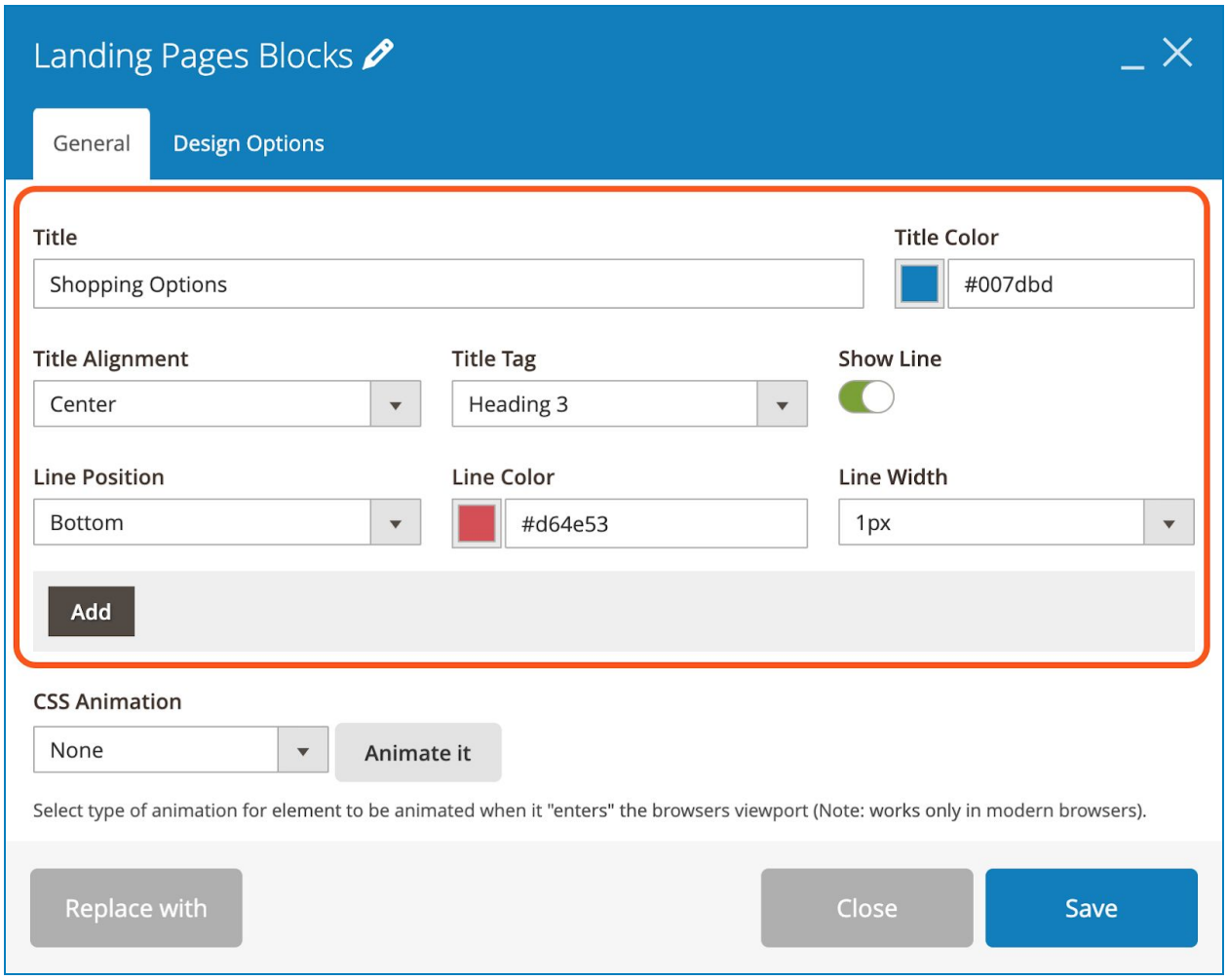
6.2 Elements

Click the plus icon on the top bar of the builder section to add elements from a popup window:



6.2.1 Landing Pages Blocks

This element allows you to display specific blocks on your landing page:

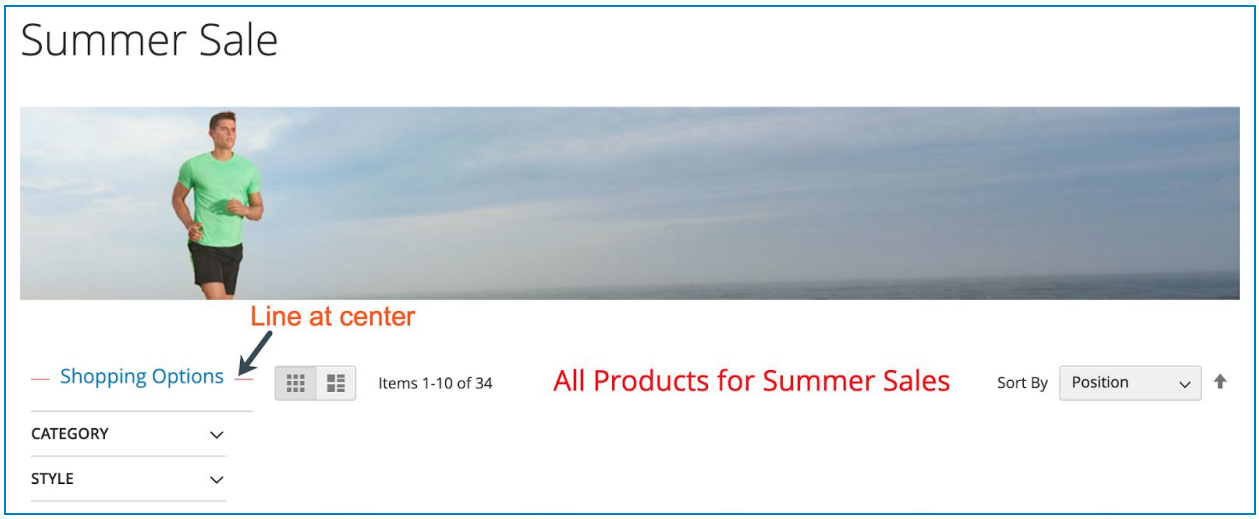


- Block's title settings:

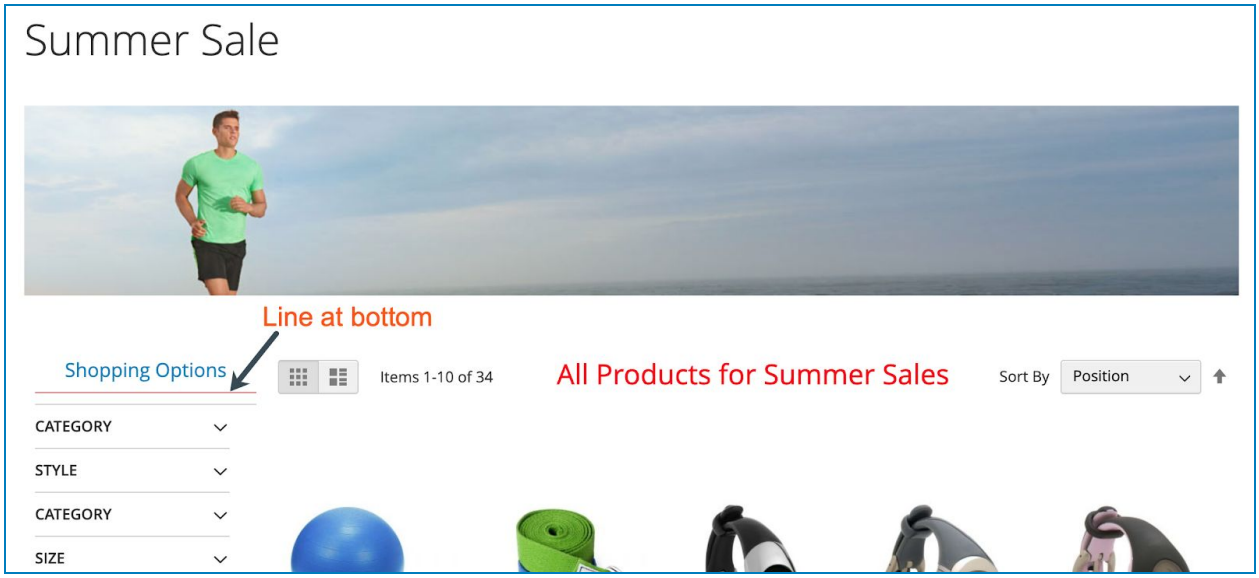
- **Title**: specify a title for the block.
- Specify **Title Color**.
- Set **Title Alignment** to **Left**, **Center** or **Right**.
- Set **Title Tag** to h1, h2, h3, h4, h5 or h6 tag.
- **Show Line**: if Yes, there will be a line next to the block's title. When you turn it on, you'll see other 3 fields:

+ **Line Position**: set the position of the line to Center or Bottom.

>> Center:

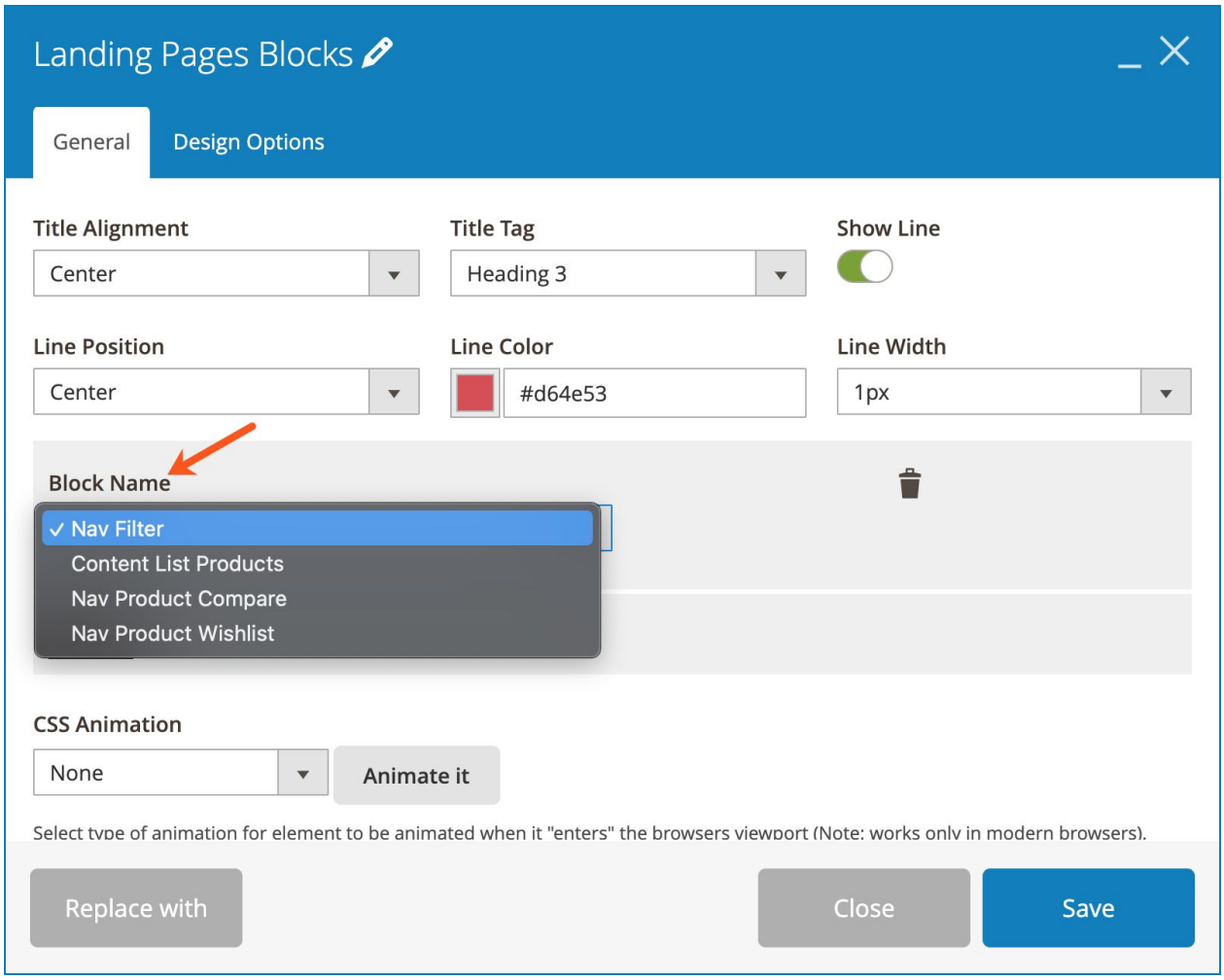


>> Bottom:

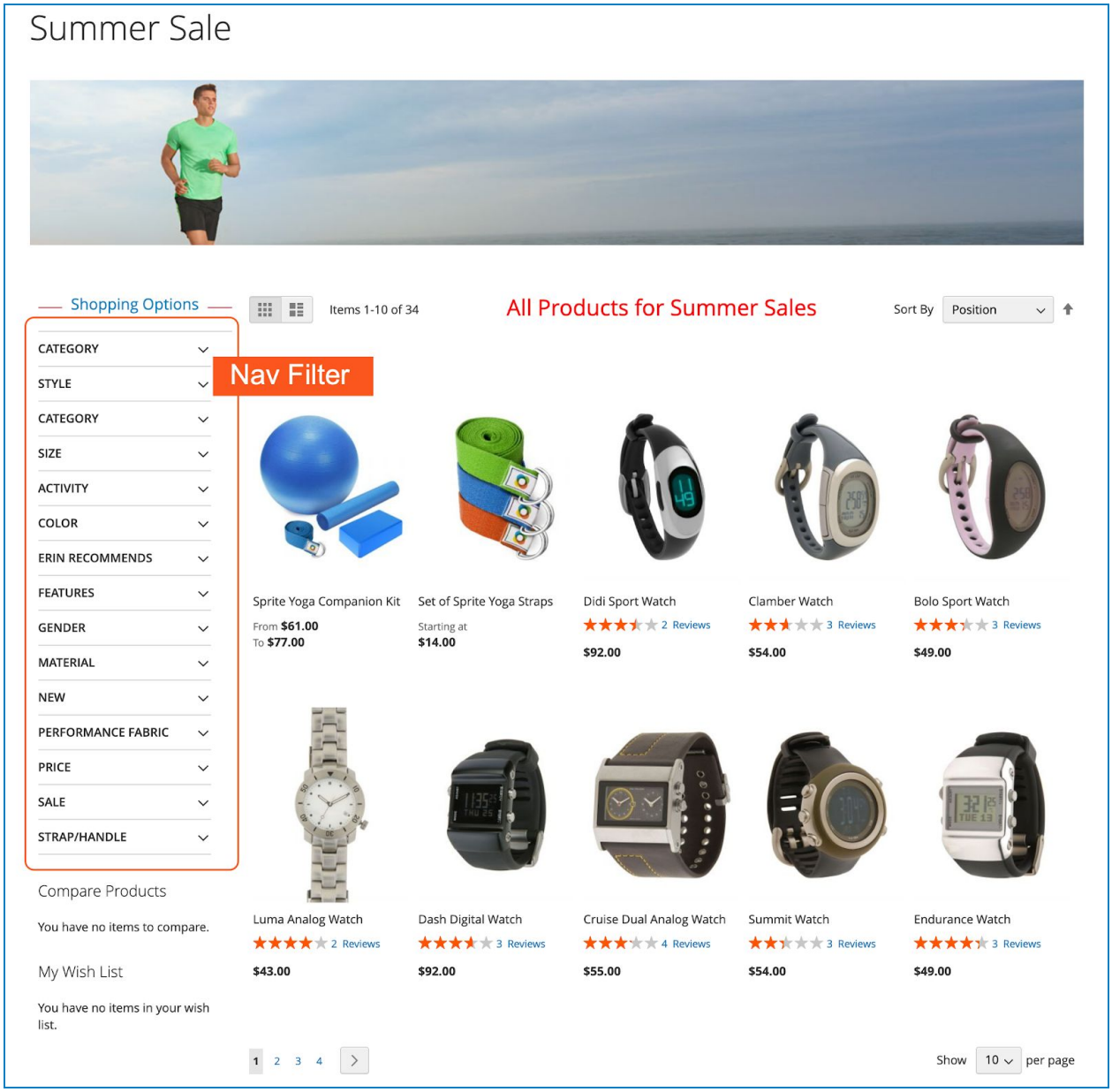


+ Specify **Line Color**.
+ Specify **Line Width**.

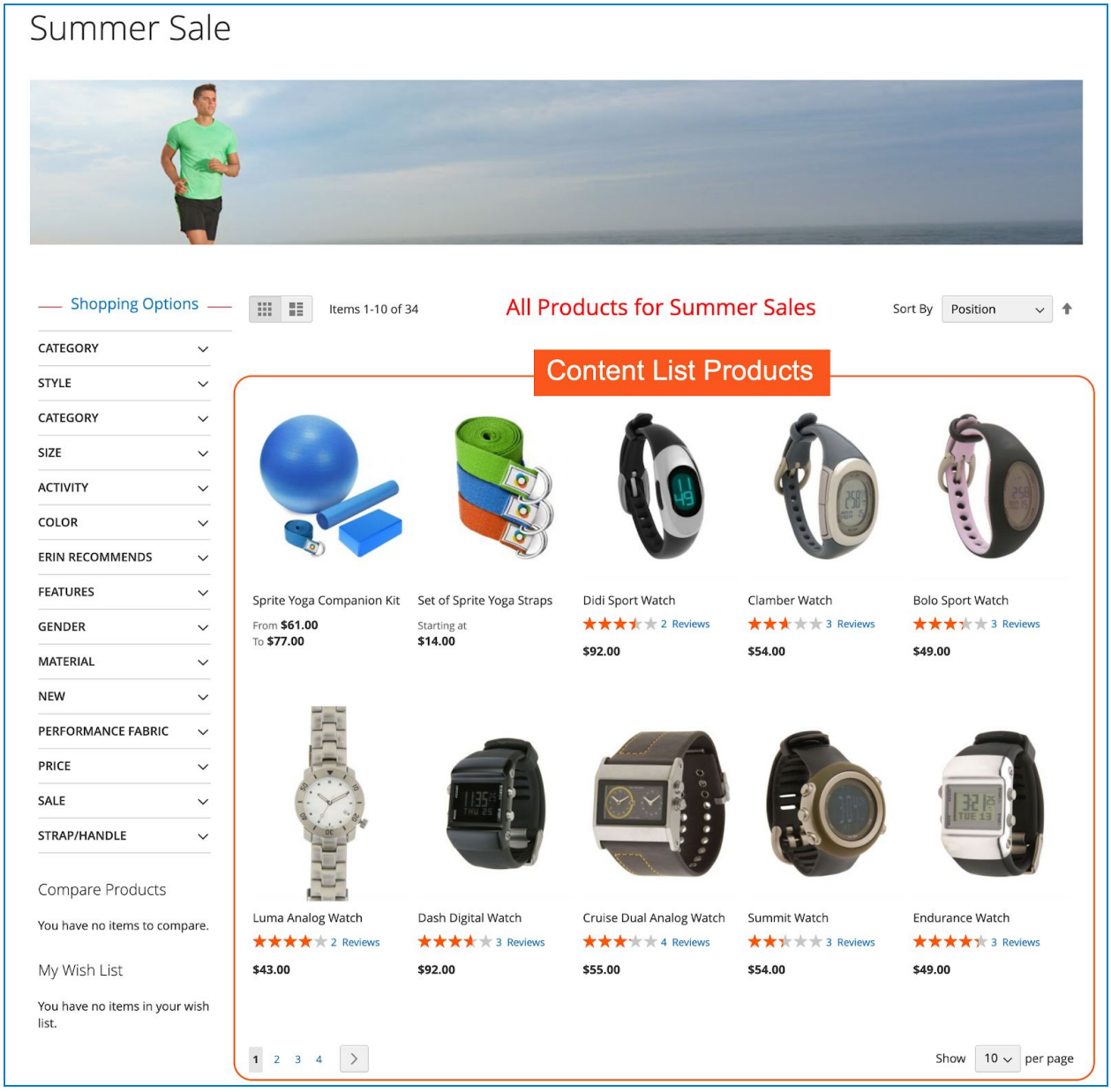
- Click the **Add** button to add a specific block. Then select the block you want to add from **Block Name** drop-down list. There are 4 blocks to choose from:



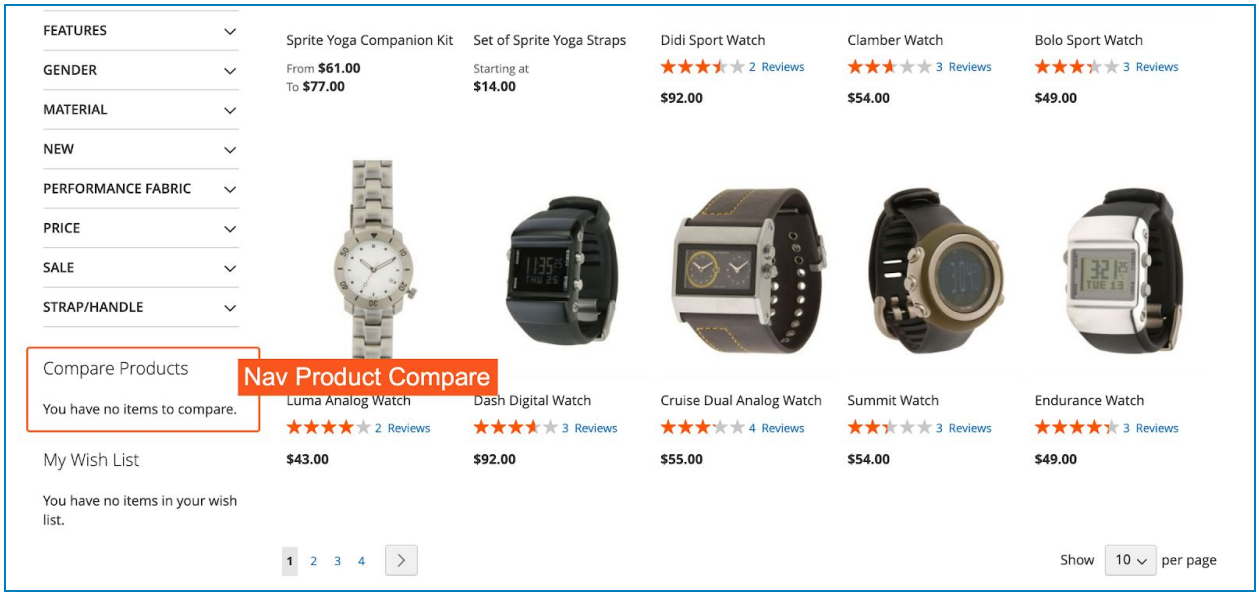
- **Nav Filter**: insert the block of layered navigation.



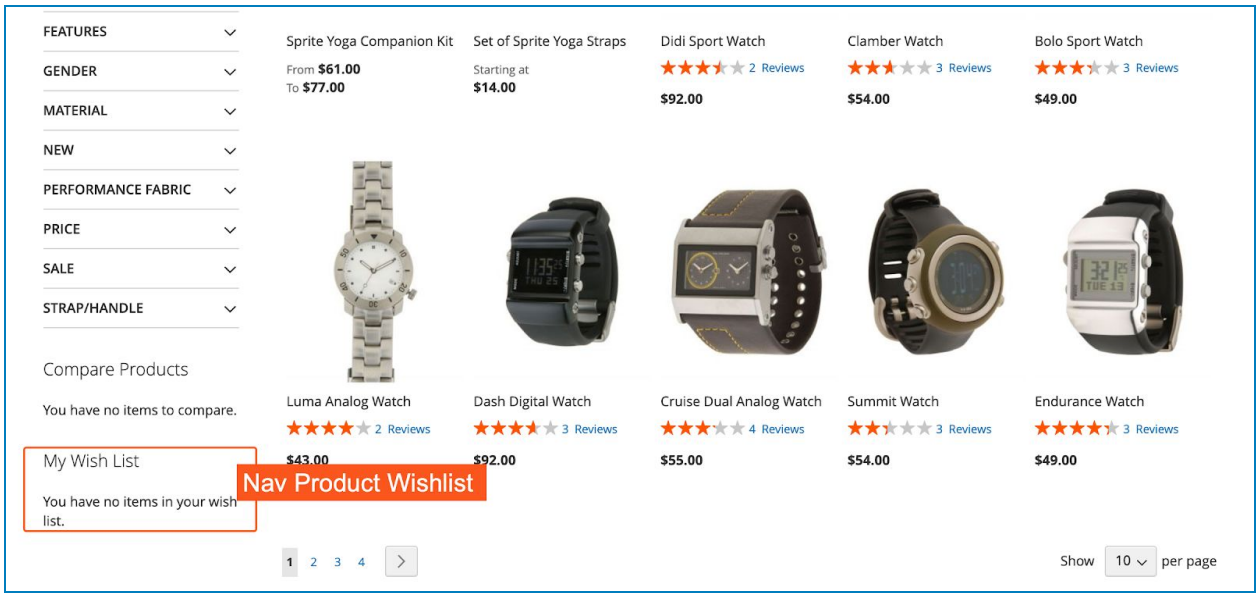
- **Content List Products:** insert the list of products that satisfy the conditions you set in Landing Pages Conditions. These products can be filtered by the Nav Filter block.



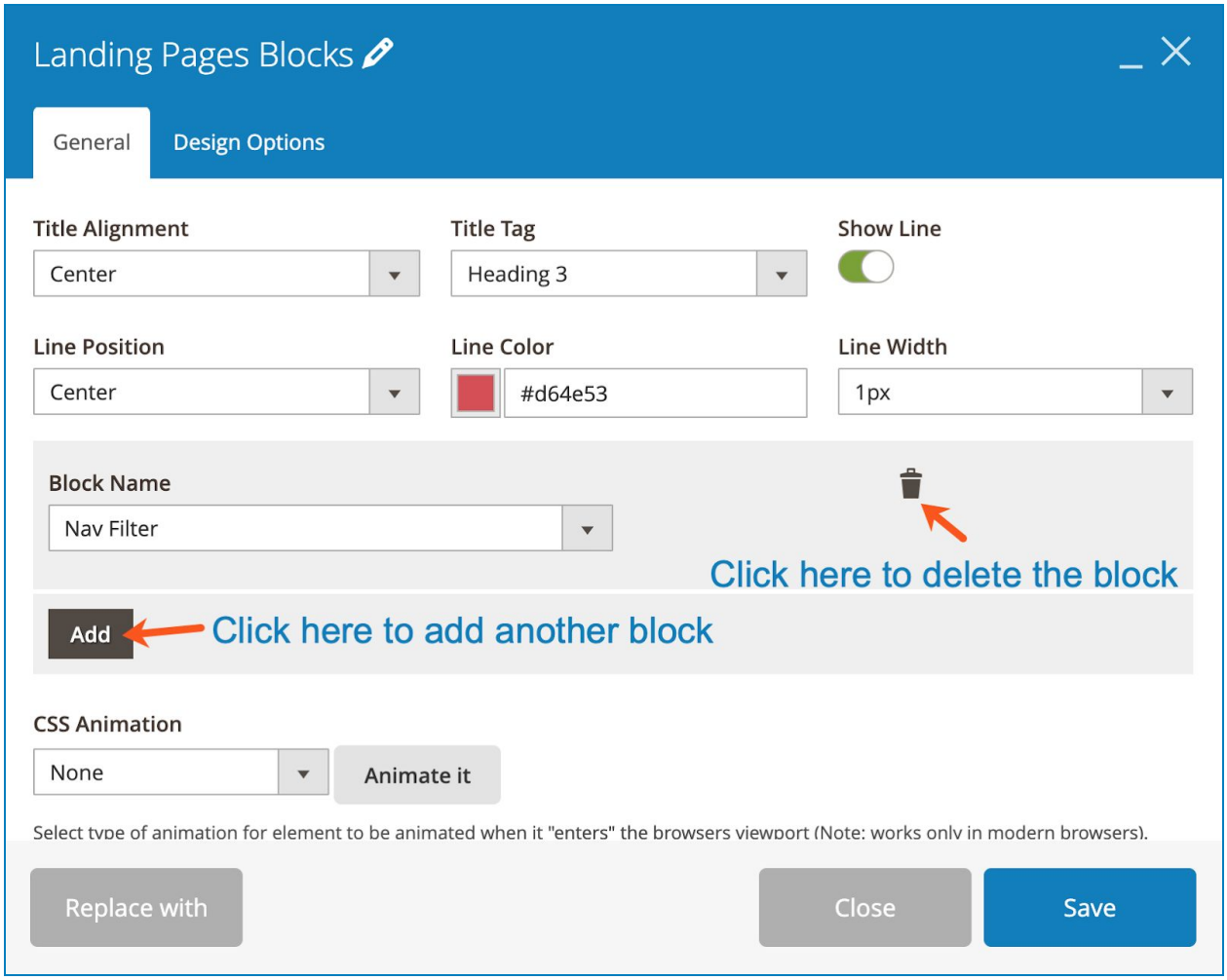
- **Nav Product Compare**: insert Compare Products block.



- **Nav Product Wishlist**: insert My Wish List block.



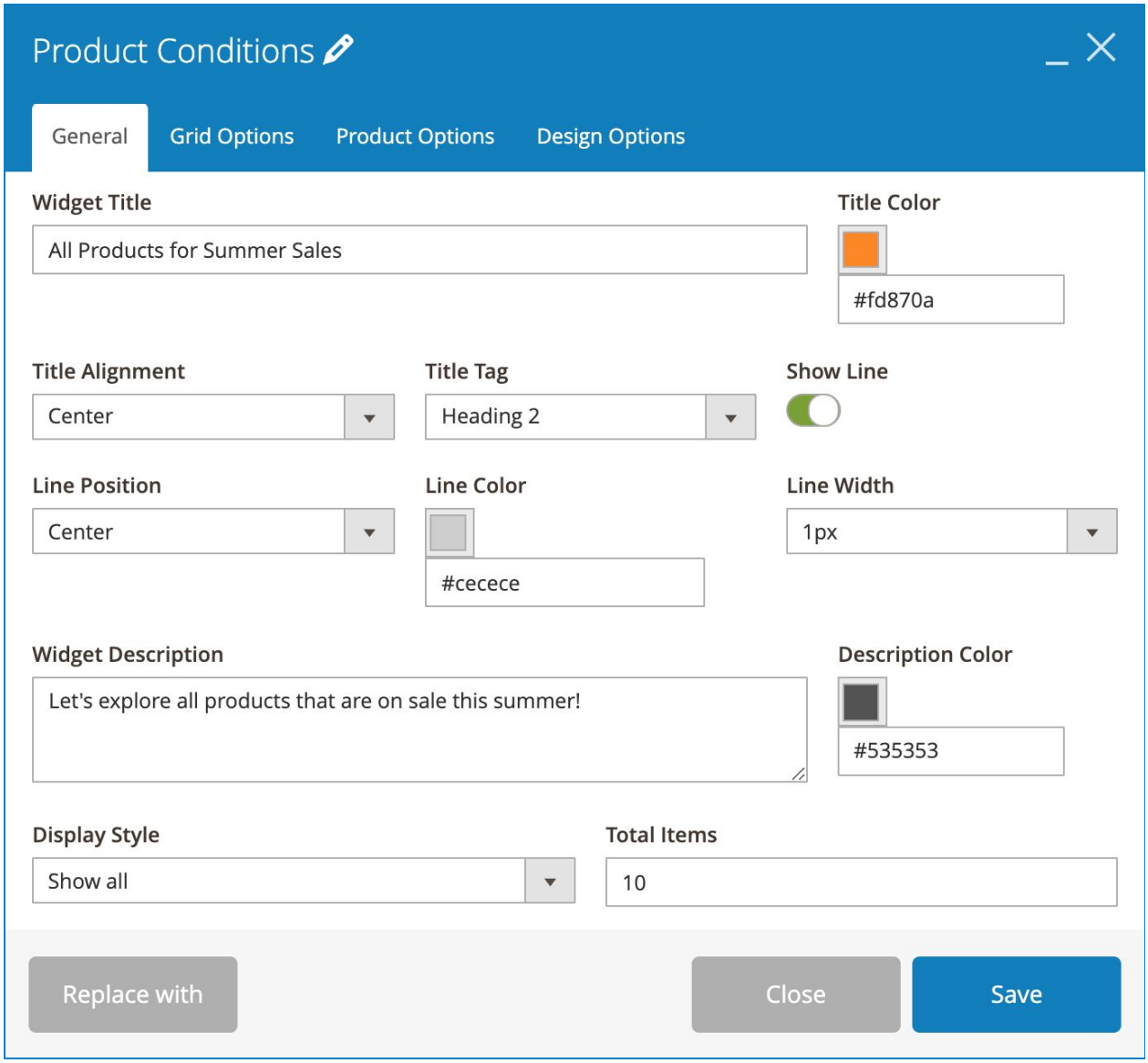
+ You can add multiple blocks by clicking the **Add** button. Click the recycle bin icon to delete the block.


Landing Pages Blocks
General
Design Options
Title Alignment
Center
Title Tag
Heading 3
Show Line
Line Position
Center
Line Color
#d64e53
Line Width
1px
Block Name
Nav Filter
Click here to delete the block
Add
Click here to add another block
CSS Animation
None
Animate it
Select type of animation for element to be animated when it "enters" the browsers viewport (Note: works only in modern browsers).
Replace with
Close
Save

6.2.2 Product Conditions

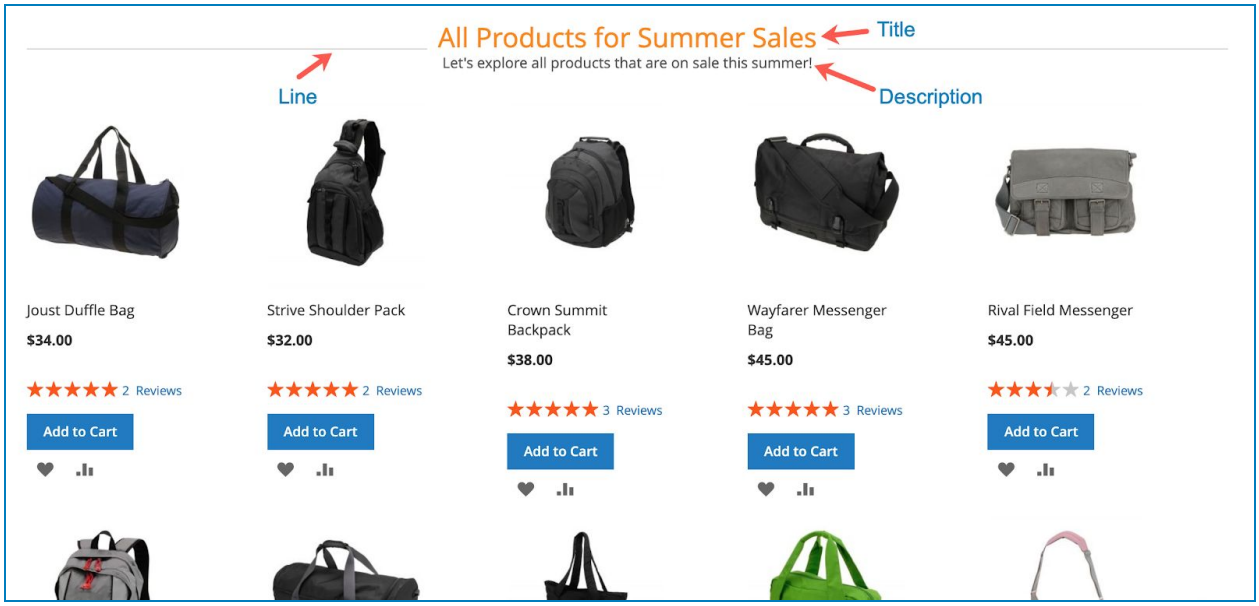
This element allows you to insert products that satisfy the conditions you set in the Landing Pages Conditions section. However, please note that these products cannot be filtered by the layered navigation added by Landing Pages Blocks element.

- **General** tab:



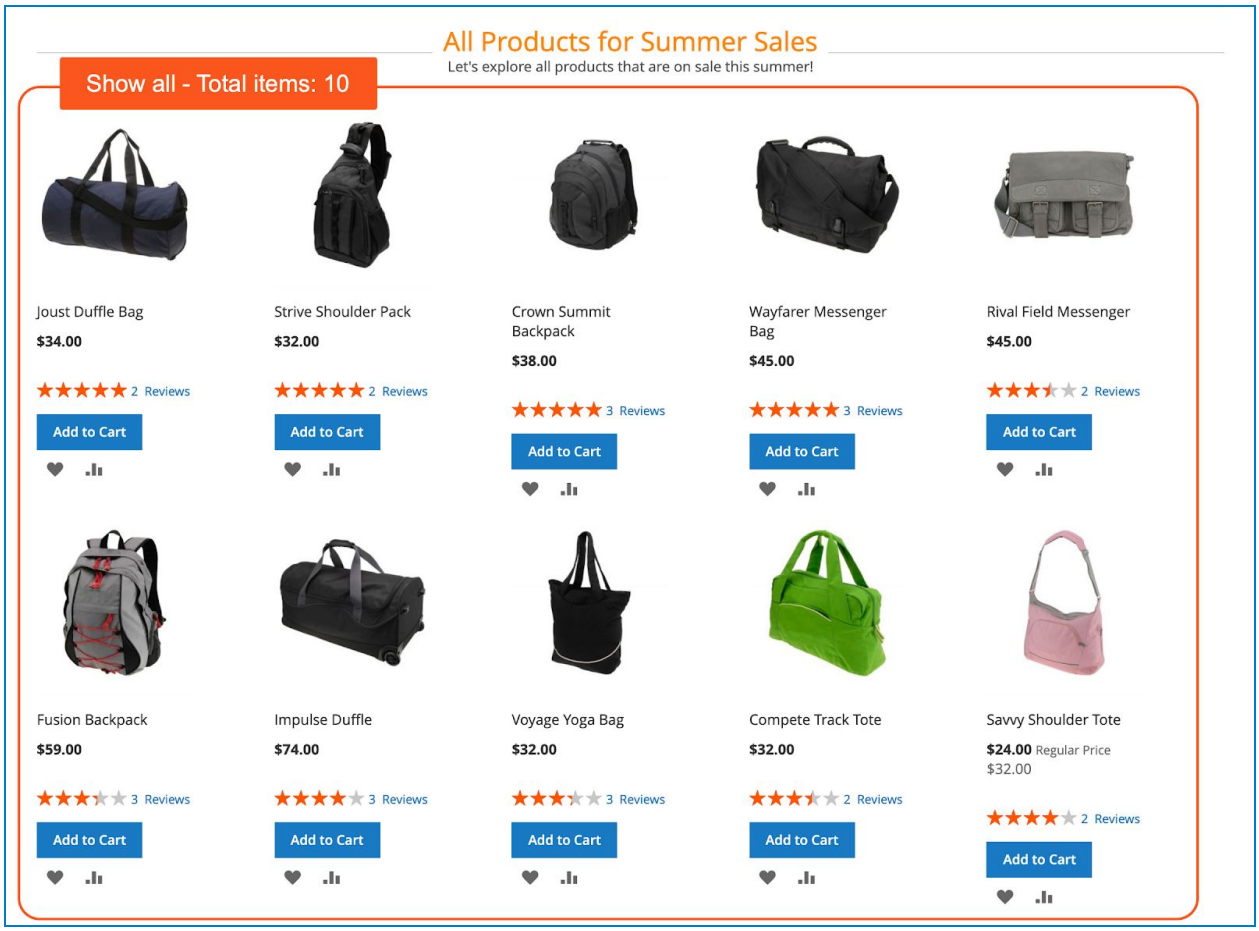
- **Widget Title**: enter title for the product block.
- Specify **Title Color**.
- Set **Title Alignment** to **Left**, **Center** or **Right**.
- Set **Title Tag** to h1, h2, h3, h4, h5 or h6 tag.
- **Show Line**: if Yes, there will be a line next to the block's title. When you turn it on, you'll see other 3 fields:
    + **Line Position**: set the position of the line to Center or Bottom.
    + Specify **Line Color** and **Line Width**.
- **Widget Description**: enter description for the product block.
- Set **Description Color**.

>> Frontend:

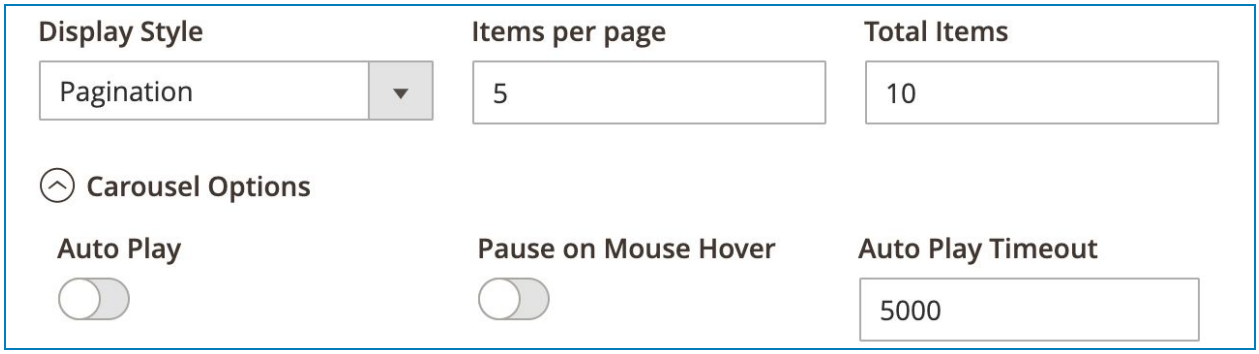


- **Total Items**: set the number of products that will be displayed.
- **Display Style**: come with 2 options:

+ Show all: means all products are visible. For example, if we set **Total Items** to 10 and choose this option, the frontend will be like:

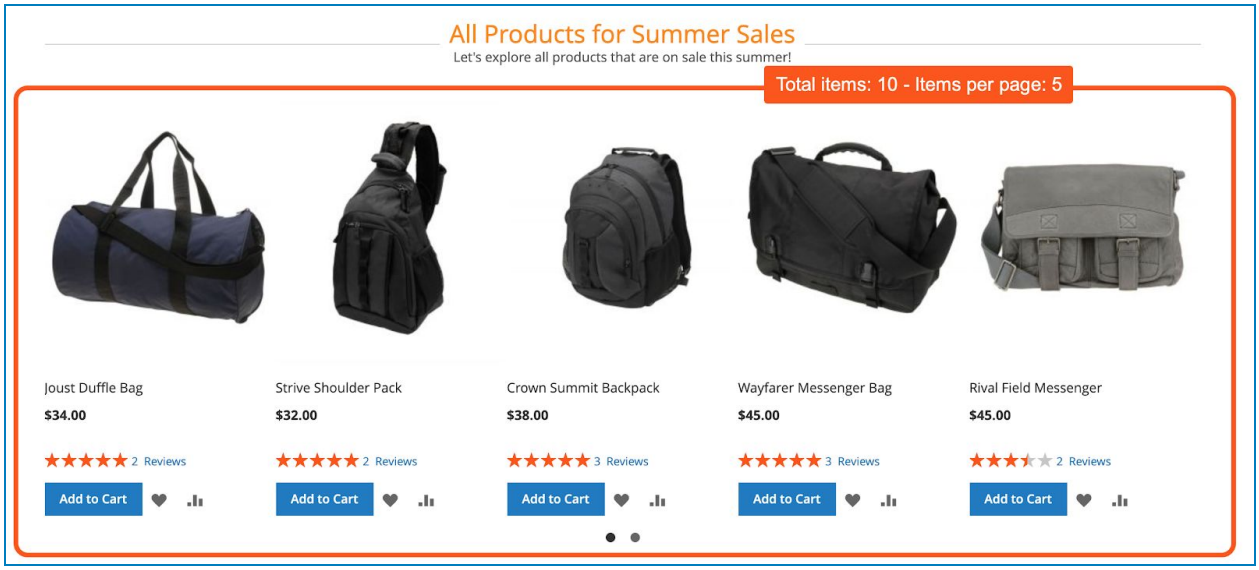


+ Pagination: display product in a carousel. If you choose this option, you will customize the following settings:

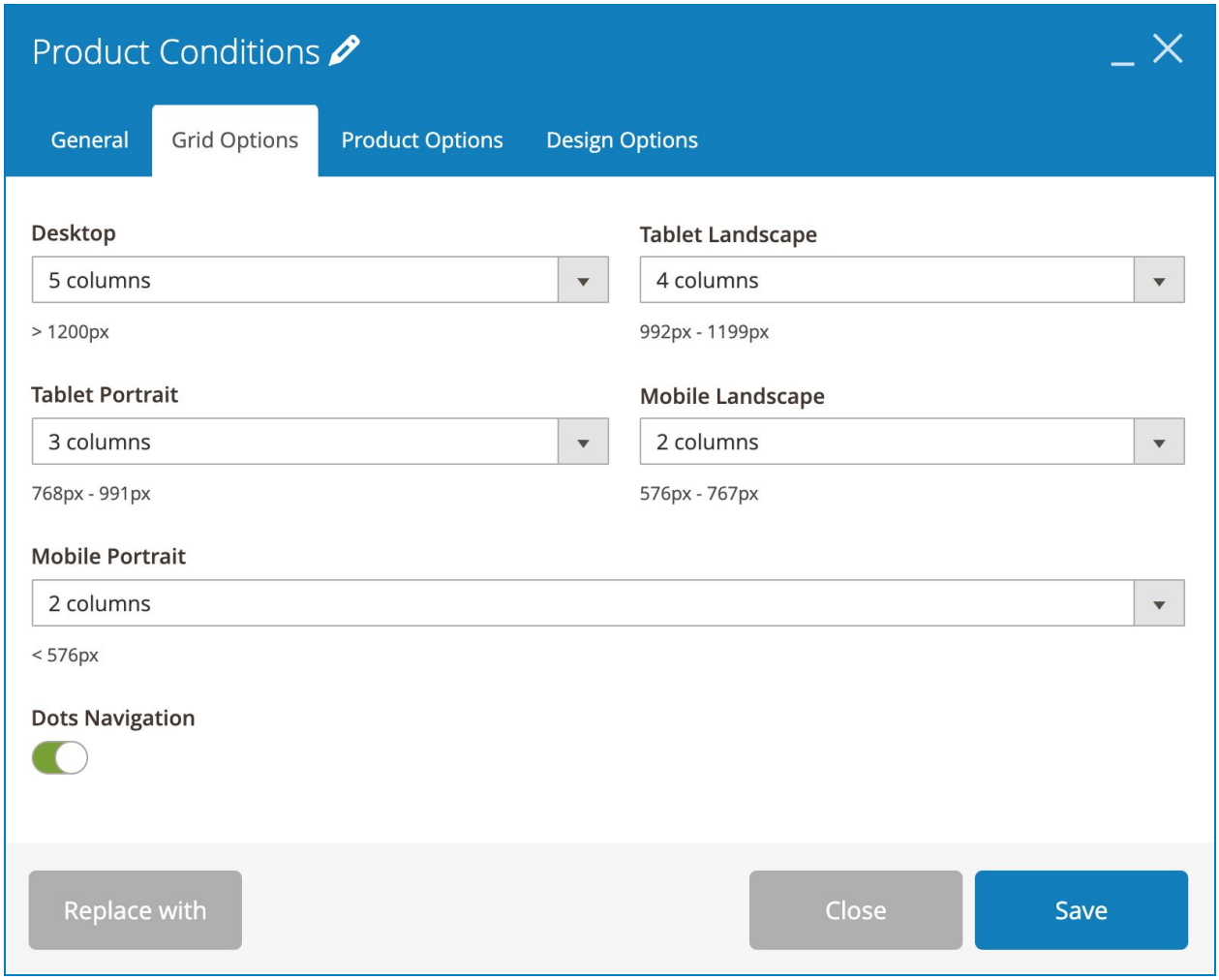


- **Items per page**: the number of products per slide.
- **Carousel Options**:
  - **Auto Play:** if Yes, the carousel will auto play.
  - **Pause on Mouse Hover**: if Yes, the carousel will stop sliding when you hover over it.
  - **Auto Play Timeout**: the time between the end of one slide change animation and the beginning of the next one.

For example, we set **Total Items** to 10 and **Items per page** to 5, here is the frontend:

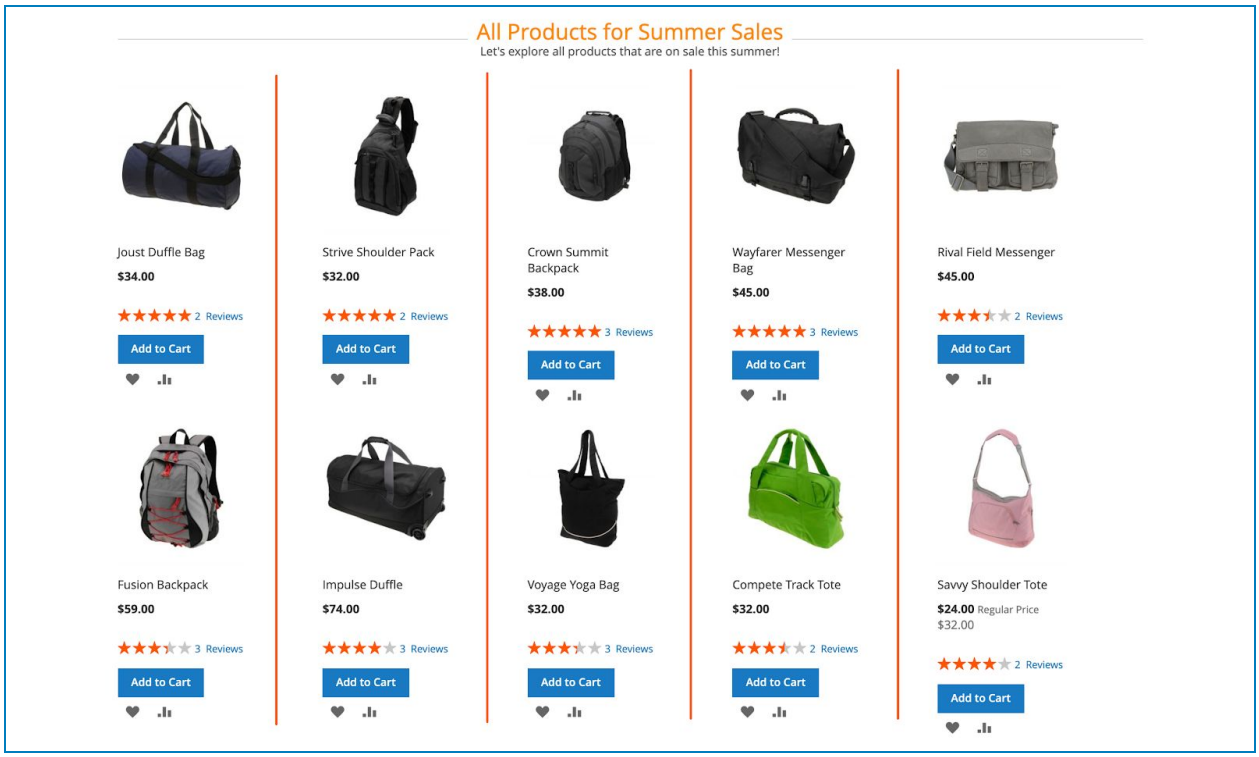


- **Grid Options** tab: specify how many columns there are in the product grid for different screen sizes.

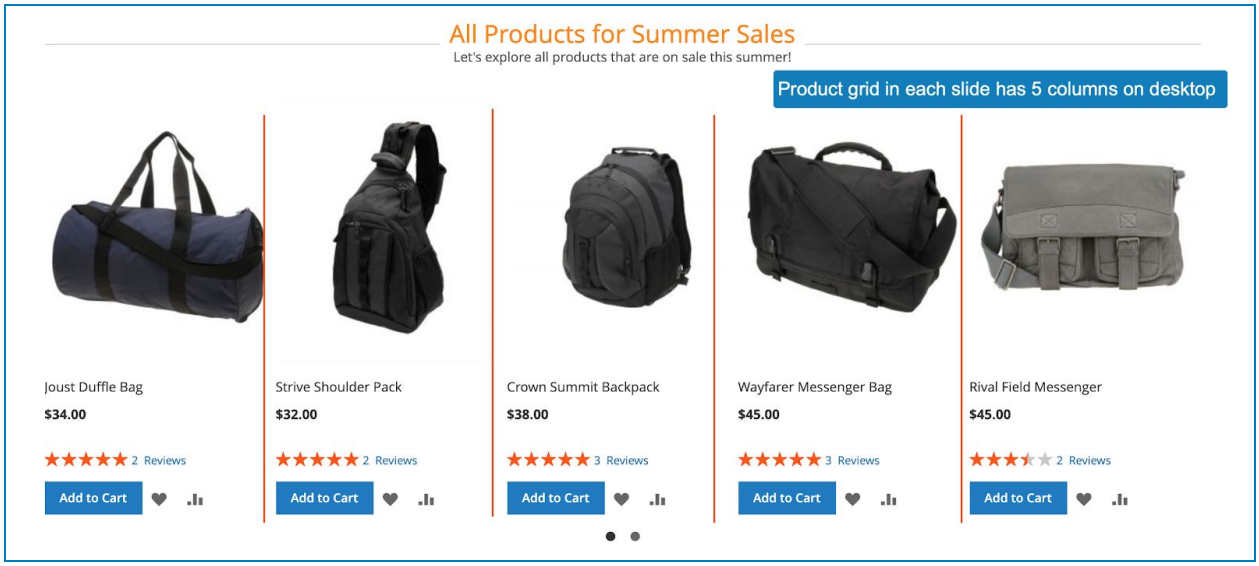


- For example, if we set **Desktop** to 5 columns:

  + With Show All option, the product grid has 5 columns on desktop:

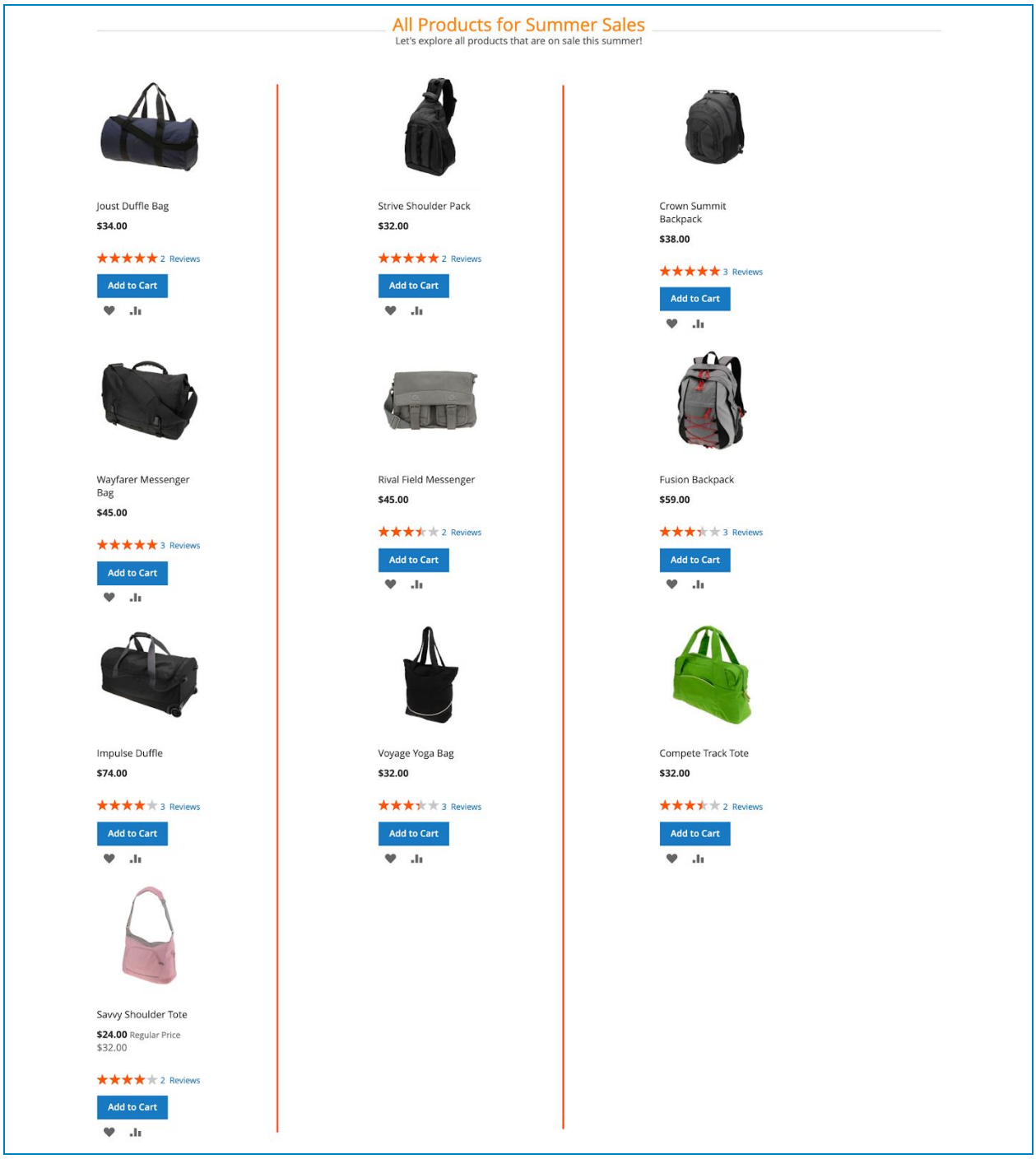


  + With Pagination option, the product grid in each slide has 5 columns on desktop:

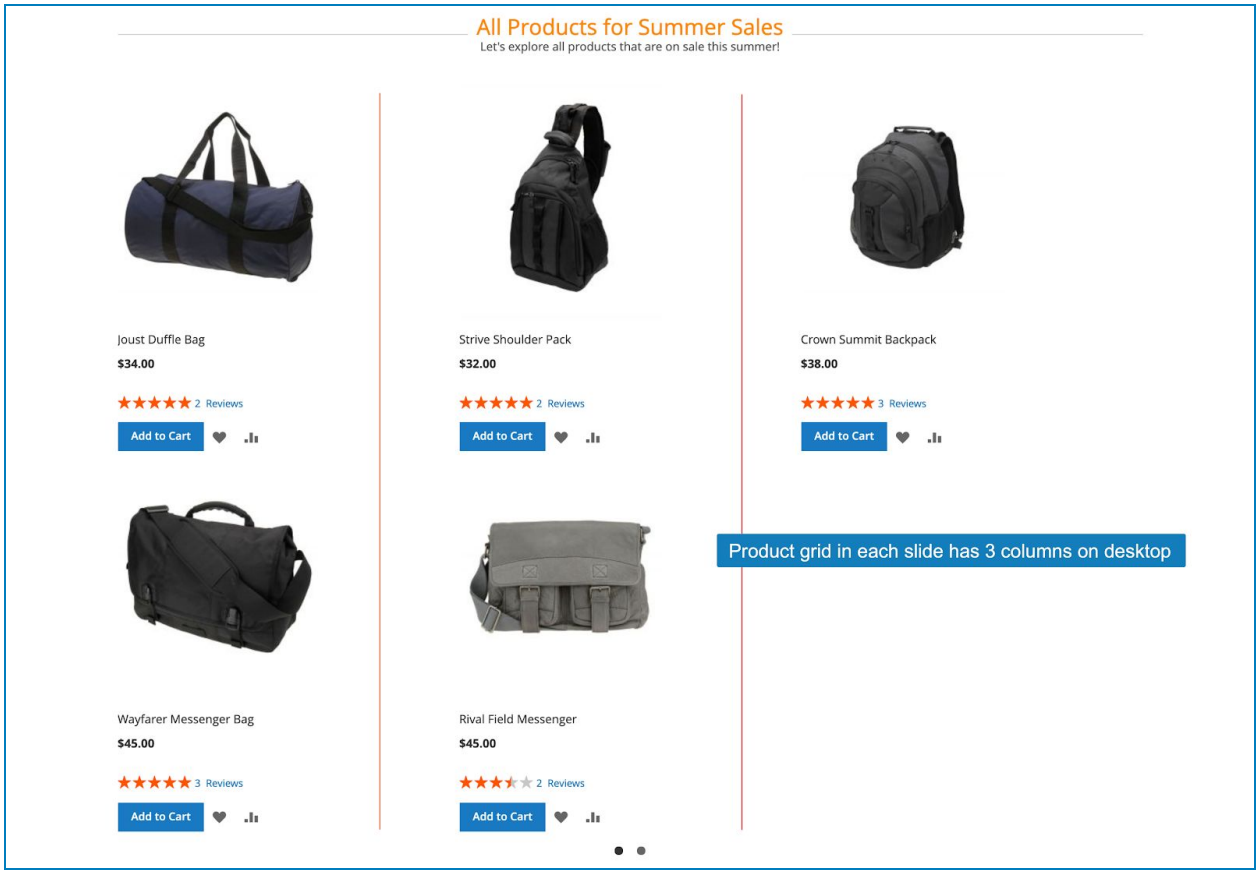


- If we set **Desktop** to 3 columns:

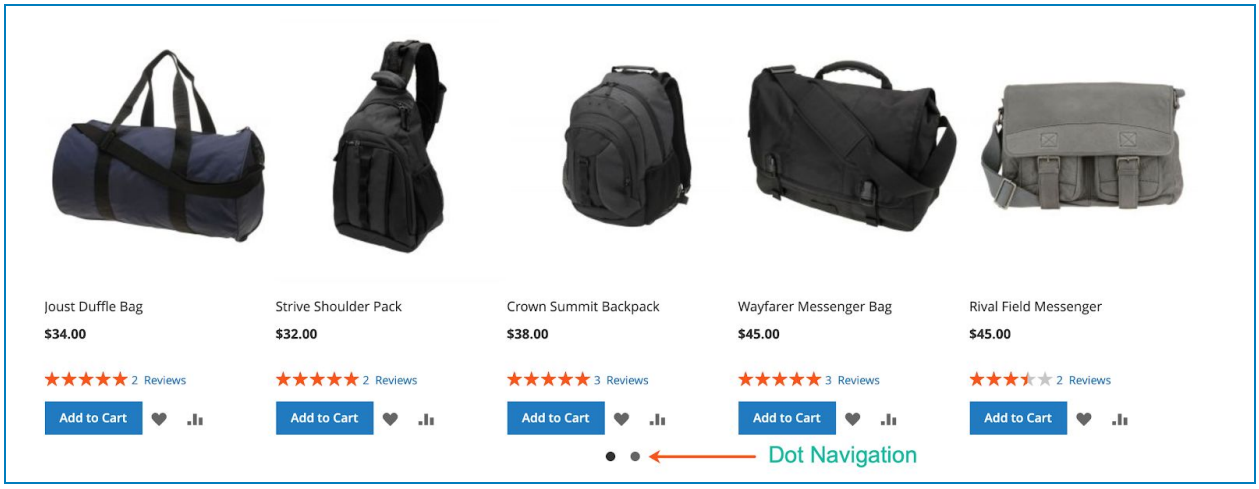
  + With Show All option, the product grid has 3 columns on desktop:



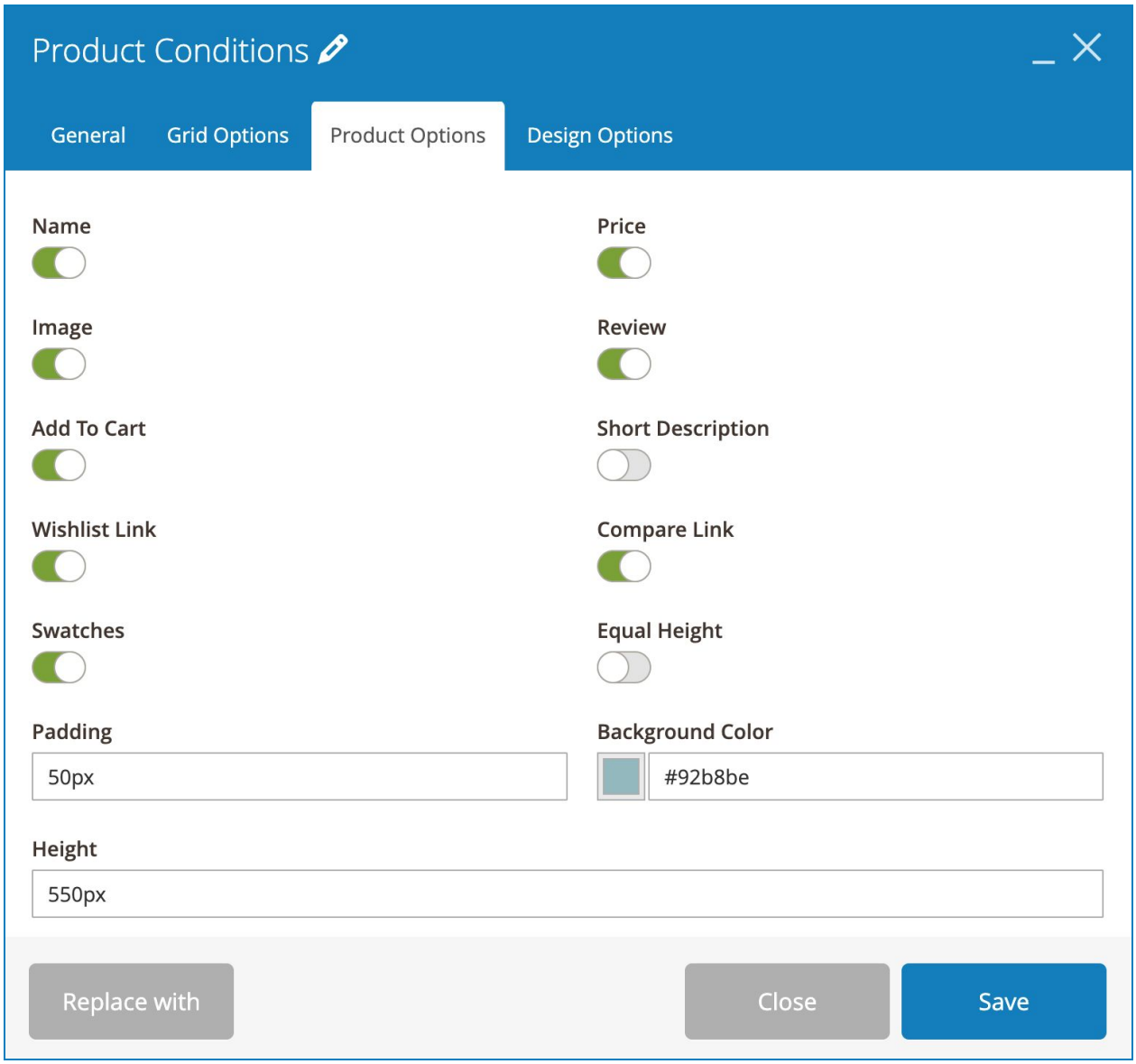
+ With Pagination option, the product grid in each slide has 3 columns on desktop:



Dot Navigation: if Yes, the dot navigation will be visible in the product carousel (with Pagination option).

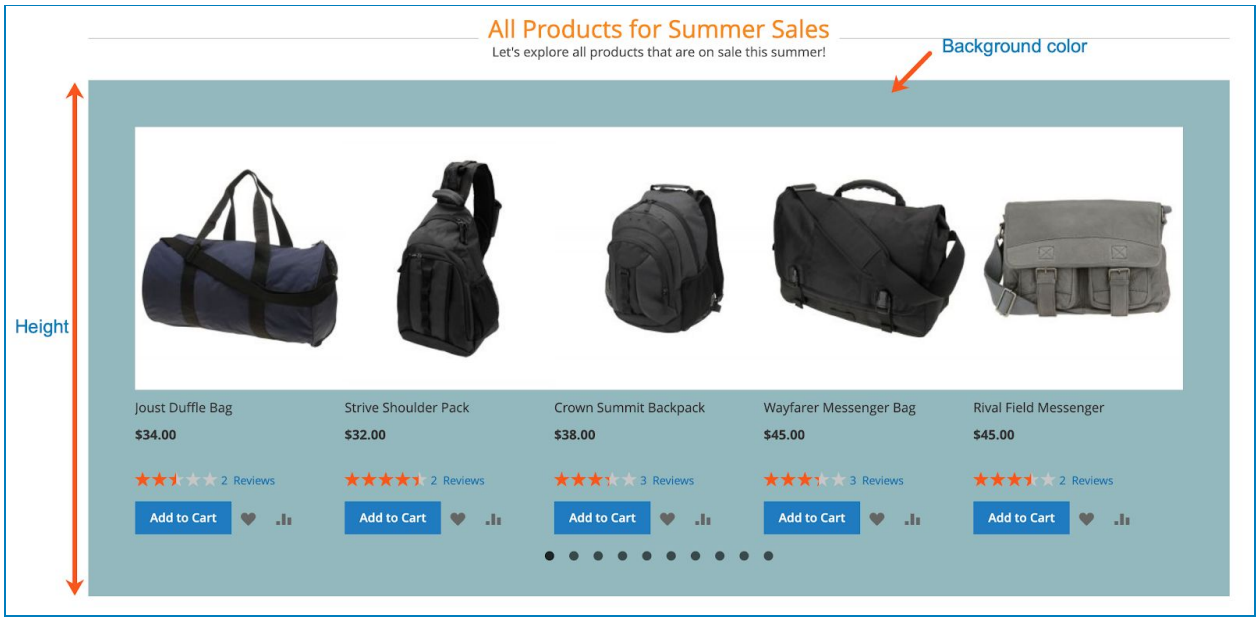


- **Product Options** tab: allow you to show or hide certain product attributes including Name, Price, Image, Review, Add to Cart button, Short Description, Wishlist Link, Compare Link, Swatches (for configurable products).



- **Equal Height**: if Yes, each product has equal height.
- **Padding**: the space between the product block to its border. Learn more about padding here.

- **Background Color**: set background color for the product block.
- Specify the **Height** of the background.



For Single Image, Button, Social Icons, Google Maps, Countdown and Search Form elements, please check in this document.

V) Support

If you have any questions or need any support, feel free to contact us by following ways.

We will get back to you within 24 hours since you submit your support request.

- Submit contact form.
- Email us at support@magezon.com.
- Submit a ticket.
- Contact us through Skype: support@magezon.com.
- Contact us via live chat on our website.