Generic landing page

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- Company name
- Product name
- What problem we are trying to solve
- How we are solving it
- Why should you trust if vs our competitors
- List what it can already do
- List what we expect to be able to do
- Link to our bug tracker
- Subscribe to our mailing list
  - Become an alpha tester
  - Early access program
- Email to contact for any question
- A/B testing of the price
- Testimonials
- Full website
  - Packages/Pricing/Plans
  - Feature list
- On signing
  - Send an email to a small survey
    - Establish the price range people would be willing to pay
    - Establish the type of model they'd be willing to accept
    - Check what feature they're the most interested in
    - Check which feature they'd like to see in the future
- Events tracking
  - Seen sections of the landing page/
  - Mouse movement/heatmap/session recording (viewport + mouse position)

1 TODO

- Define the information you want to collect/know more about

2 Extracted from articles

- Unique Selling Proposition
- Hero shot
- Benefits of your offering
- Social proof
- Call-To-Action (single conversion goal)
- The headline should inform the user what the product or service is all about

3 References

- http://unbounce.com/landing-pages/7-elements-of-a-winning-landing-page/
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