

Basic Landing Page Specs	Advanced Landing Page Specs	Editable Landing Page Specs
1 web page (limited scrolling) with live text	1 web page (limited scrolling) with live text + a form thank you page	1 web page (limited scrolling) with live text + a form thank you page
Design is responsive to accommodate mobile	Design is responsive to accommodate mobile	Design is responsive to accommodate mobile
Accommodates static photo(s)	Accommodates photo gallery, clickable coupon options, and/or embedded video	Accommodates photo gallery, clickable coupon options, and/or embedded video
Up to 5 click throughs (to external links)	Unlimited click throughs (to external links)	Unlimited click throughs (to external links)
All assets (photos, copy, links) must be supplied	All assets (photos, copy, files & links) must be supplied incl. form fields and thank you pg copy	All assets (photos, copy, files & links) must be supplied incl. form fields and thank you pg copy
Generic Url - non customizable	Custom URL optional (via GoDaddy) *Must be requested with initial LP request	Custom URL optional (via GoDaddy) *Must be requested with initial LP request
Does NOT include a form	Includes 1 WP form and Google Analytics set up *Client must provide gmail account and privacy policy	Includes 1 WP form and Google Analytics set up *Client must provide gmail account and privacy policy
No navigation bar	No navigation bar	No navigation bar
Downloadable files not included	Up to 3 downloadable files optional (must be provided)	Up to 3 downloadable files optional (must be provided)
Hosted for up to 12 months; renewable by repurchasing at full price	Hosted for up to 12 months; renewable by repurchasing at full price	Hosted for up to 12 months; renewable by repurchasing at full price
Edits are NOT available once live; pages are fixed content for the duration of the campaign	Edits are NOT available once live; pages are fixed content for the duration of the campaign	Up to 10 text edits and 2 image edits each month. No functionality/layout edits. EX: 1 text edit = 1 job listing or 1 contact (addy, phone, email) or 1 price or 1 date/time or 1 paragraph