

Twitter Thread by [Blake Emal](#) ■



Blake Emal ■

[@heyblake](#)



I analyzed 100s of landing pages to give you some inspiration.

Here are 34 of the very best:

Website:

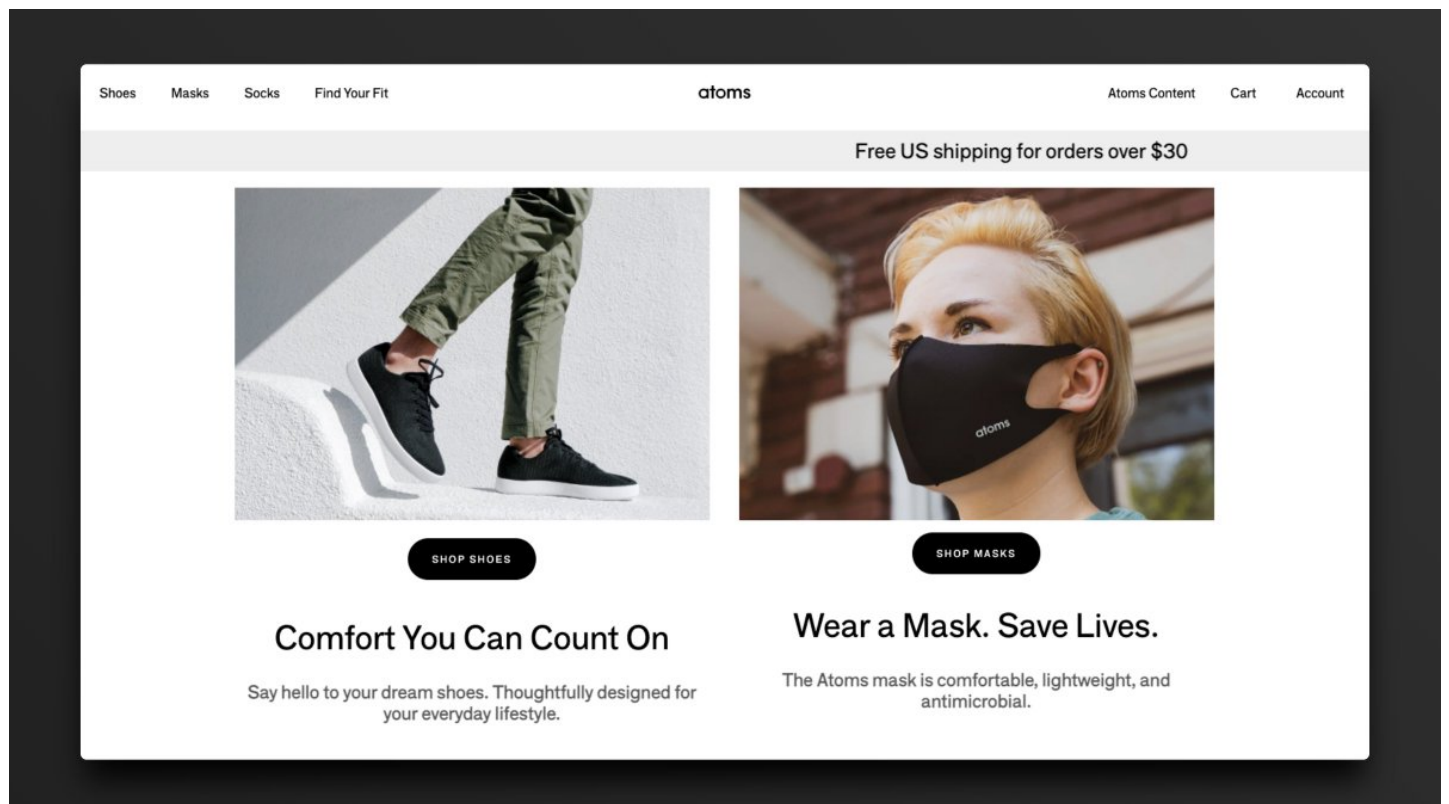
[@WearAtoms](#)

1 Great Feature:

Gives us options, but not too many options.

1 Opportunity:

Reduce the speed of the rotating banner.



Website:

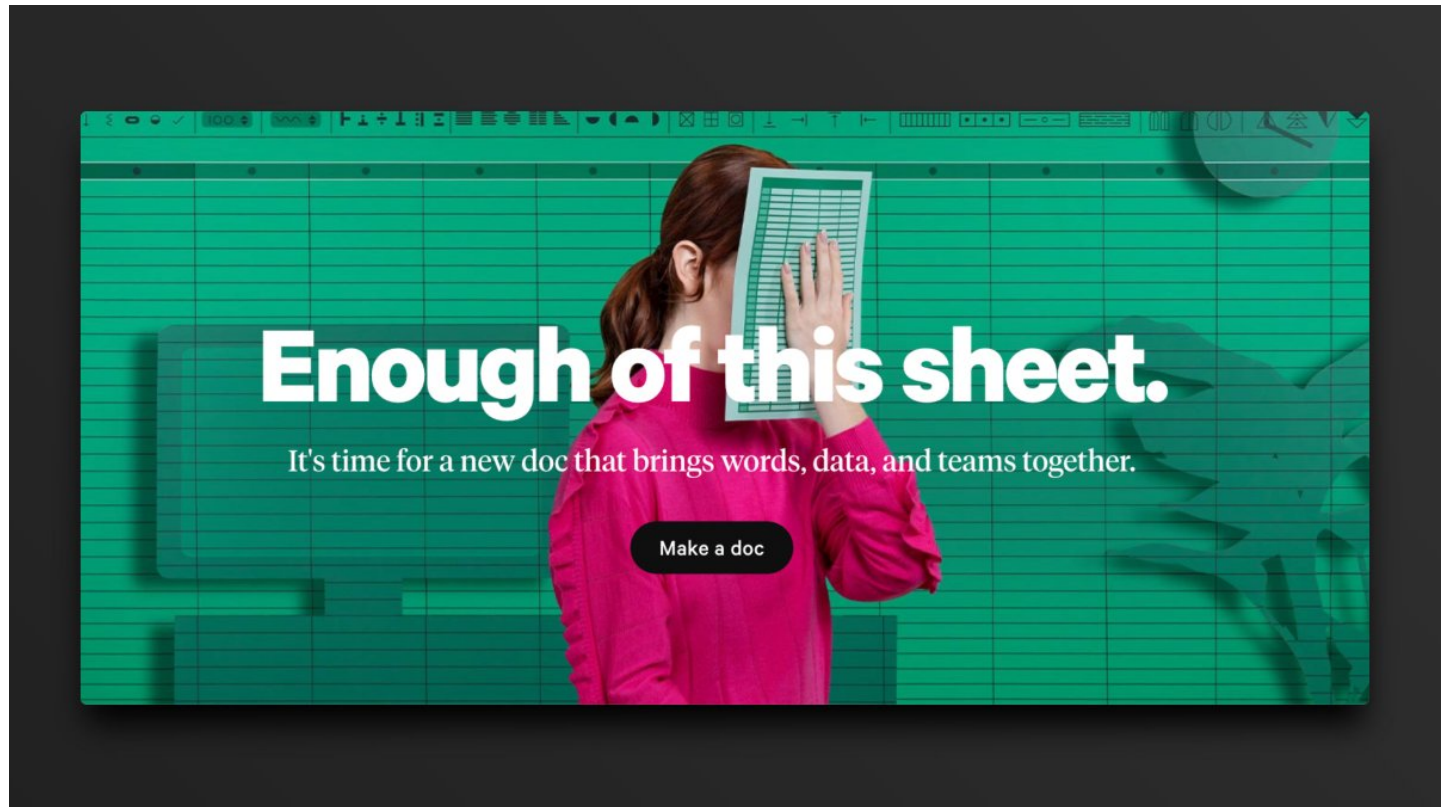
[@coda_hq](#)

1 Great Feature:

Great copy that informs and relates all at once.

1 Opportunity:

The colors may be a bit too much here. Needs greater contrast of elements.



Website:

[@DescriptApp](#)

1 Great Feature:

Eyes point straight to the button on this page.

1 Opportunity:

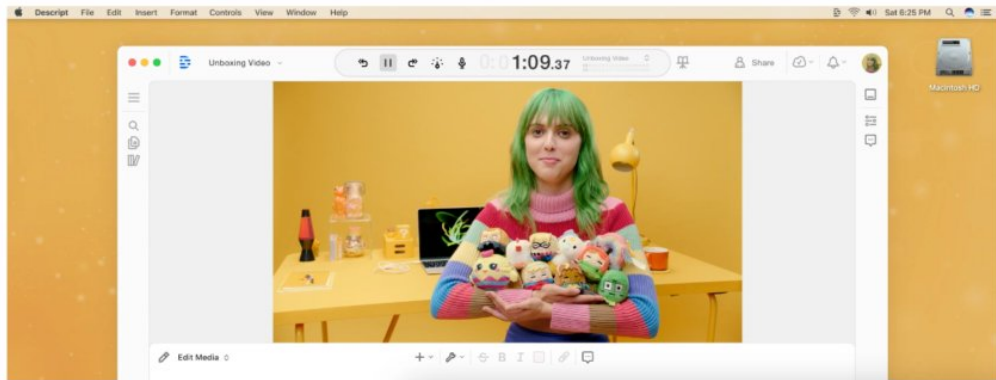
Needs social proof above the fold.

5/12: Quick Editor for screen recordings, timeline improvements, and more →

Don't share that. Yet.

Make it good first. With Descript.

Get started for free →



Website:

@every

1 Great Feature:

Adds a micro-delight under the button to accentuate the call to action.

1 Opportunity:

Show us the newsletter on a device.

Think things through

A bundle of newsletters and podcasts
trusted by 25,000+ curious business people.

Start a Trial



Website:

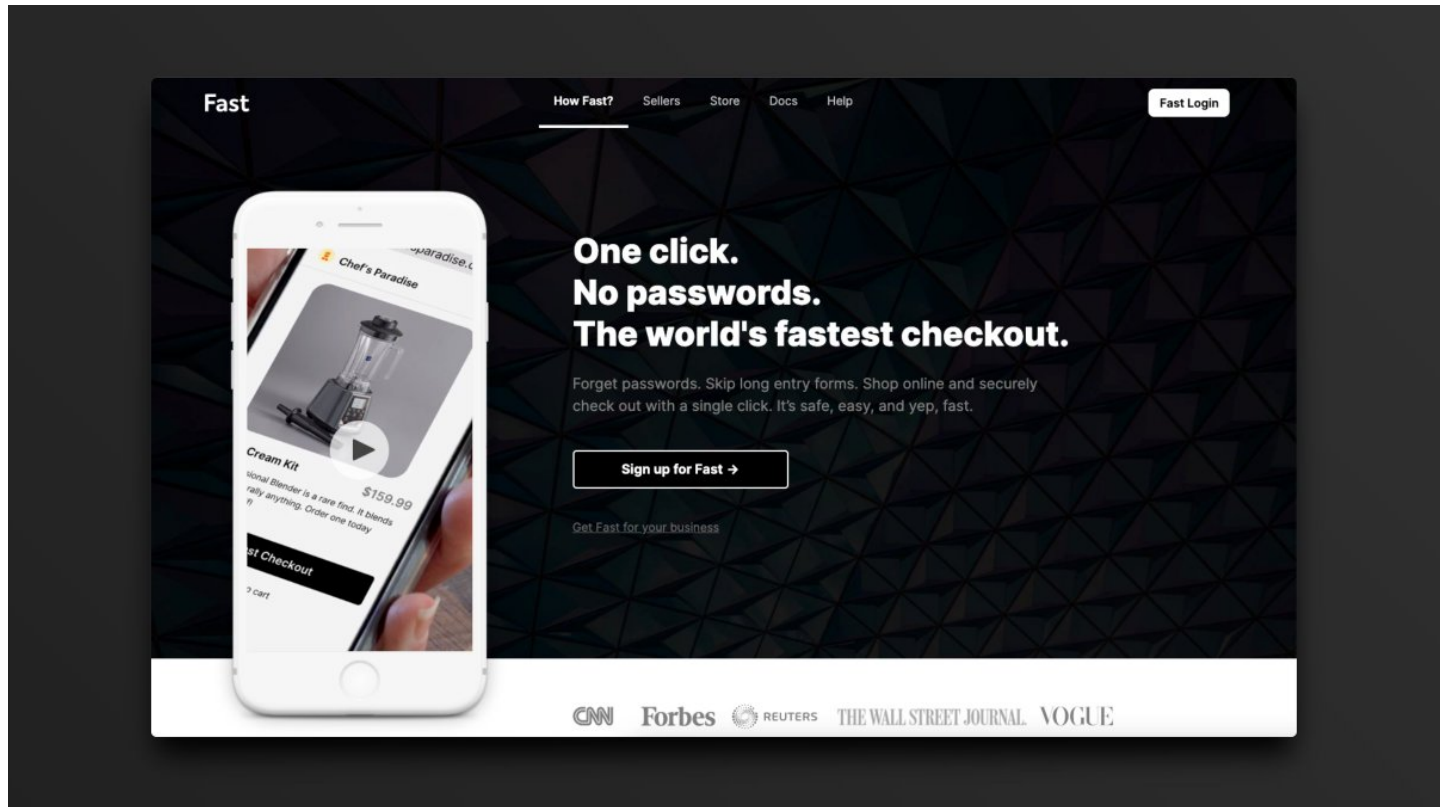
@fast

1 Great Feature:

Shows the product in action instantly.

1 Opportunity:

Update the iPhone mockup to a newer model.



Website:

@useFluent

1 Great Feature:

Gives a demo on page with no effort required.

1 Opportunity:

Could use some empty space at the bottom for social proof.

Learn languages by browsing the web

Get Started Now:

French

Spanish

Fluent fits into your life. No more finding time to study. You browse the web, you learn a nuevo idioma. It's that simple.

WHY FLUENT?



Website:

[@gumroad](#)

1 Great Feature:

Best CTA copy on the internet.

1 Opportunity:

If the focus is on creators, let's show them right off the bat.

Creators deserve to
get paid for their work.
Gumroad makes it easy.

Start selling

Website:

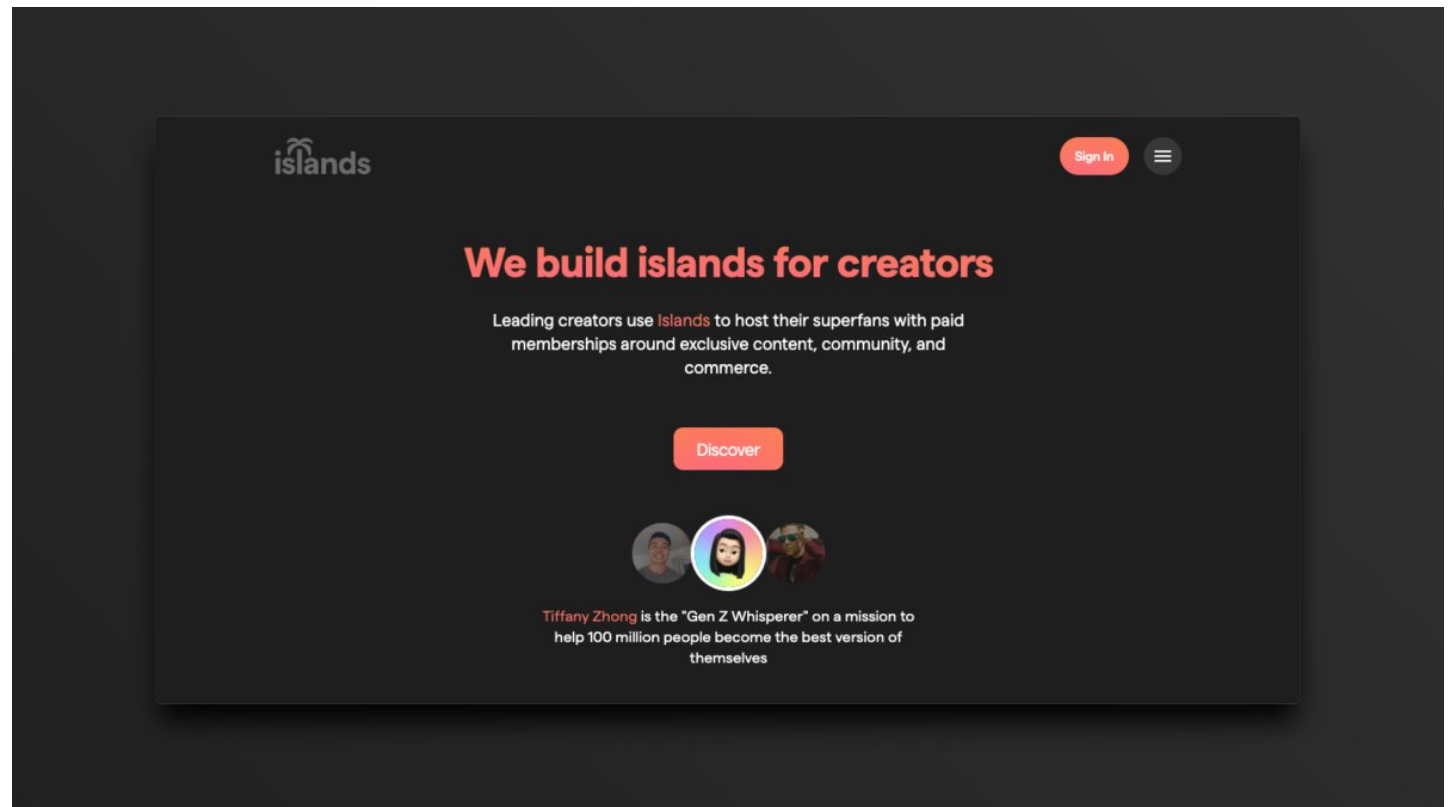
[@TZhongg](#)

1 Great Feature:

A little context goes a long way here. Highly focused.

1 Opportunity:

Change the main CTA from Discover to Sign Up.



Website:

[@jamesclear](#)

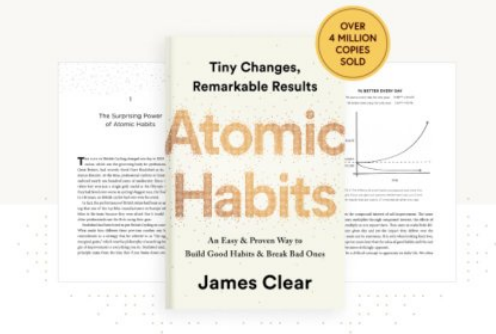
1 Great Feature:

Ultimate lead magnet: an entire chapter of a book.

1 Opportunity:

CTA button is too far down the page and could be moved up.

An Easy & Proven Way to Build Good Habits & Break Bad Ones



Download Chapter 1 of *Atomic Habits*,
my #1 New York Times bestselling book.

Download the free chapter

Website:

@julian

1 Great Feature:

4 high-quality options to choose from. Nothing more, nothing less.

1 Opportunity:

Test moving the subscribe box above the content boxes.

