

EXPERT SESSION QUIZ

Title: **Landing Pages: How to Generate Sales and Leads**

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1. The whole purpose of a landing page is _____.
 - a. To show off all your products
 - b. To capture data or leads and convert them into a sale
 - c. To share testimonials with your potential customers
 - d. To give current customers a point of reference

2. According to Alex, a landing page is like a(n)_____.
 - a. Book
 - b. Billboard
 - c. Instagram feed
 - d. Sales flyer

3. True or False: Landing pages need to be tested.
 - a. True
 - b. False

4. True or False: Pinterest does NOT boost new accounts.
 - a. True
 - b. False

5. True or False: There's always someone trying to capitalize on the journey between you and your customer.
 - a. True
 - b. False

6. When building landing pages, what should you continually do with them?
 - a. Critique them
 - b. Test them
 - c. Change them
 - d. Browse them

7. In the context of landing pages, what does the term "sticky" mean?
 - a. The content is likely to make someone stay on the page.
 - b. There are too many buttons.
 - c. As you browse, the form stays in one place, overlaid.
 - d. The site doesn't load very quickly.

8. According to Alex, what are the four steps for creating a great landing page?
 - a. Design
 - b. Optimize
 - c. Fund
 - d. Promote
 - e. Measure
 - f. Analyze

9. Which of the following should be done throughout the optimization process?
 - a. Asking others what they think
 - b. Keeping up with design trends
 - c. A/B testing
 - d. Creating content

10. What does Alex suggest that you eliminate from your landing pages?
 - a. Social media links
 - b. Pop-ups
 - c. Testimonials
 - d. Special offers