

Landing page to generate homeowner insurance leads

URL: [www.quotemyhomeowner.com](http://www.quotemyhomeowner.com)

*Short form* - A short explanatory statement to clarify the purpose of the form and what we're giving in exchange for the personal data.

Name, telephone and email should be captured to advanced to open link below.

Link for form: <http://quoterush.com/quickquotes/?webid=IVGL742076610043&id=3>

I would like to work with form developer ([www.quoterush.com](http://www.quoterush.com)) to present the results in a consistent look of the page.

List of other wishes for the page:

### **Headline that matches what was clicked**

A supporting sub-header to provide extra information

- This is introductory content that explains our offering in more detail. It should follow on from our headline and explain the benefits of our products or service.

Our features should be written in the form of a benefit statement.

A Reinforcement Statement To Maintain Interest.

3 Benefits - These are content describing the benefits of our product or service. It should act as a supporting description of the benefit statements we wrote above.

3 Features - These are content describing the features of your product or service. It should act as a supporting description of the benefit statements we wrote above.

*We want add a couple of customer testimonial for social proof, to increase conversions on your landing page.*

*Link third party reviews such as Yelp, Google and our surveys.*

The Closing Argument Statement

