Landing Page

Why is your landing page important?

Without a landing page, you're losing potential customers.
It takes multiple marketing touchpoints and time for sellers to convert. Consistently driving traffic to one place facilitates conversion.

You can capture organic traffic and word-of-mouth.
Your landing page can support your SEO strategy, anyone browsing your website can find it organically, and it facilitates sharing among sellers.

It's a source of truth for your team.
Sales, Account Management, and Customer Service teams can all have a single place to reference.
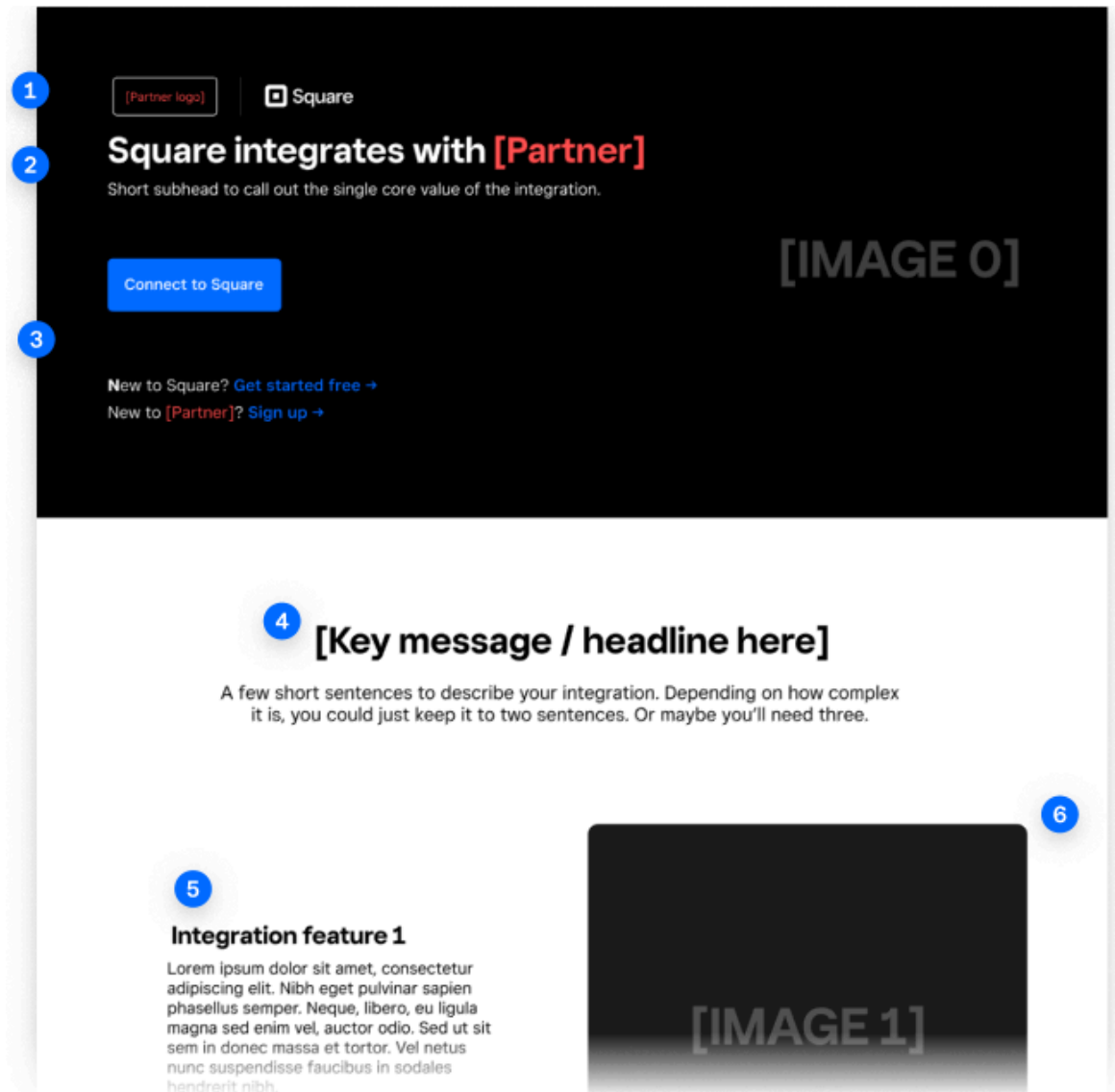
It scales to set up future marketing initiatives.
Direct sellers to this page across owned, paid, and earned marketing channels.

Pro tip: Although your website will look different, you can use our example to help you maximize conversions and represent Square correctly. This example is for a product integration – adapt the content as needed for your type of partnership.

1 **The Square partnerships logo lockup**
Above the fold - follow our guidelines

2 **Clear main headline**
One to two-sentence headline and subhead copy above the fold to introduce the core functionality and/or overarching value of your integration.

3 **Calls to action (CTAs)**
There are very clear CTAs above the fold to take customers to the next step in their journey and encourage maximum conversions.

All links are formatted for tracking purposes. See referral tracking for more guidance.

4 **Supporting secondary headline**
Short description of what your Square partnership does and why your audience should care. Tee up more detailed information and specific value statements to follow.

5 **Integration features**
Describe your integration functionality or partnership value. See our messaging guidance for some additional pointers.

6 **Images**
Use photography and graphics to depict use cases. Browse assets in the Square Asset Library.

1 [Partner logo]   ▣ Square

2 # Square integrates with [Partner]
Short subhead to call out the single core value of the integration.

Connect to Square

3 New to Square? Get started free →
New to [Partner]? Sign up →

4 # [Key message / headline here]

A few short sentences to describe your integration. Depending on how complex it is, you could just keep it to two sentences. Or maybe you'll need three.

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5 ### Integration feature 1

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[IMAGE 0]

[IMAGE 1]

Integration feature 2

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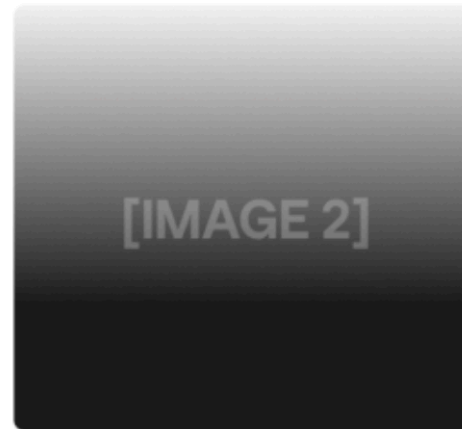
7 Steps to connect
Provide easy step-by-step instructions for sellers to sign up and connect the integration.

All links should be formatted correctly for tracking purposes.

8 Link to help article
Drop off in conversion often happens because sellers get lost troubleshooting. Link to a help article or support guide about the integration where sellers can learn how to use it if they get stuck.

9 Square legal notice
This notice is at the bottom:
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Three steps to start using the integration

7

Sign up for [Partner]

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Get started →

Sign up for Square

It's free to create an account. No weird fees. No contracts.

Get started →

Connect your accounts

Give us permission to connect and Square to start using the integration.

Get started →

Need help? Visit our support center → **8**

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