

# Landing Pages - A tutorial

This WebPlus tutorial is for WPX5 and beyond. It has not been tested in versions prior to X5.

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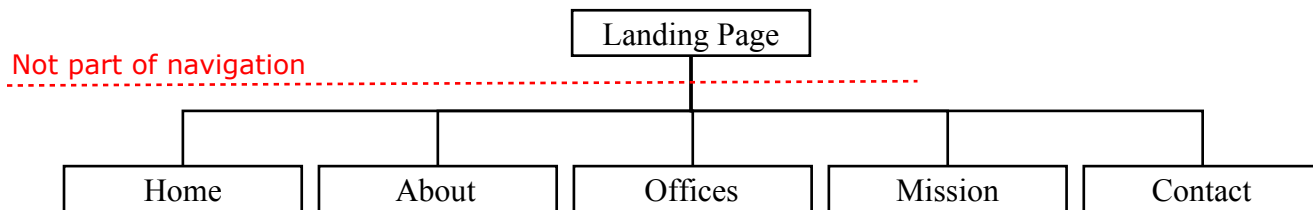
As much as many people dislike landing or portal pages, the company my client clears his business through makes one mandatory. Here are the requirements, besides mandatory wording:

- **Landing page must be the first thing seen when the site visitor types in the URL.**
- **There must be a clearly designated "ENTER" and "EXIT" button for the visitor either to proceed into the main site, or leave.**

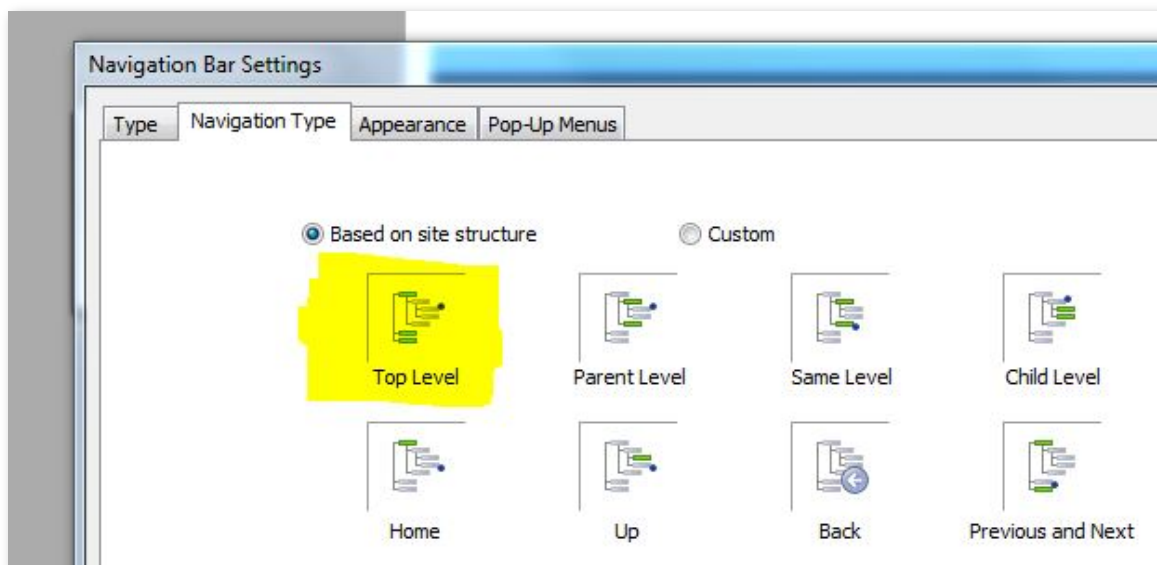
My client's requirement is that once a choice has been made, the Landing Page will not be seen or accessible until the site visitor types in the URL again.

## Structure

To visualize the structure needed, refer to the org chart below. I needed a Landing Page that took the place of the HOME page, but would effectively not be in navigation after passing through it.

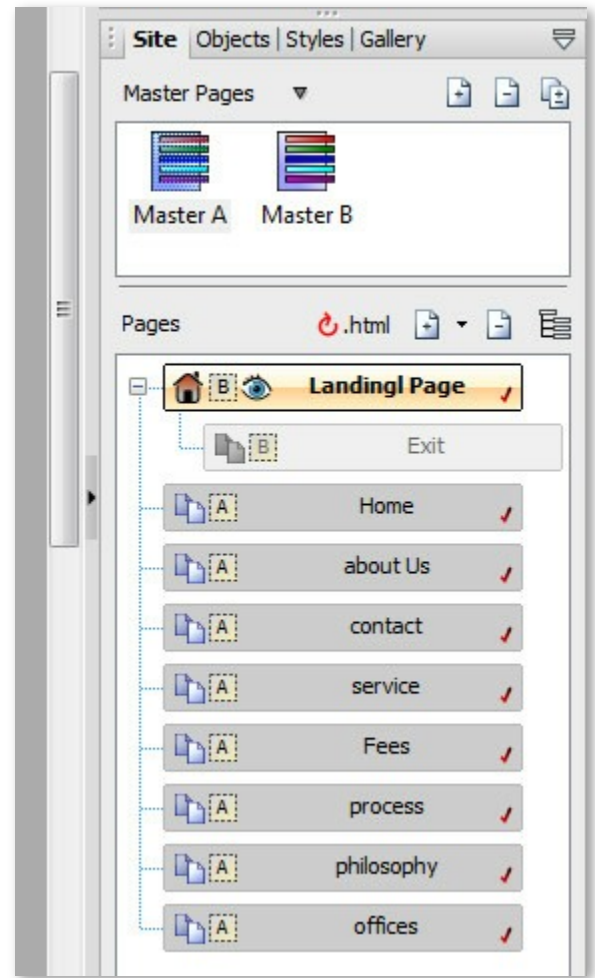


The Landing Page must remain as the index.html page in your site structure, in order to be first accessed when the URL is entered in a browser. WP does not allow the designer to exclude the index page from navigation. However, if one uses the default, TOP LEVEL navigation bar settings as shown in the navbar dialog below, the Landing Page will merely become the first page in your structure. The results are shown on the next page of the tutorial.



## Initial Setup

The first setup was just a default structure as shown at right, where there is a Landing Page and all of the other supporting site pages. All pages are on the same level, except for the EXIT page, which is a child of the Landing Page and excluded from navigation.



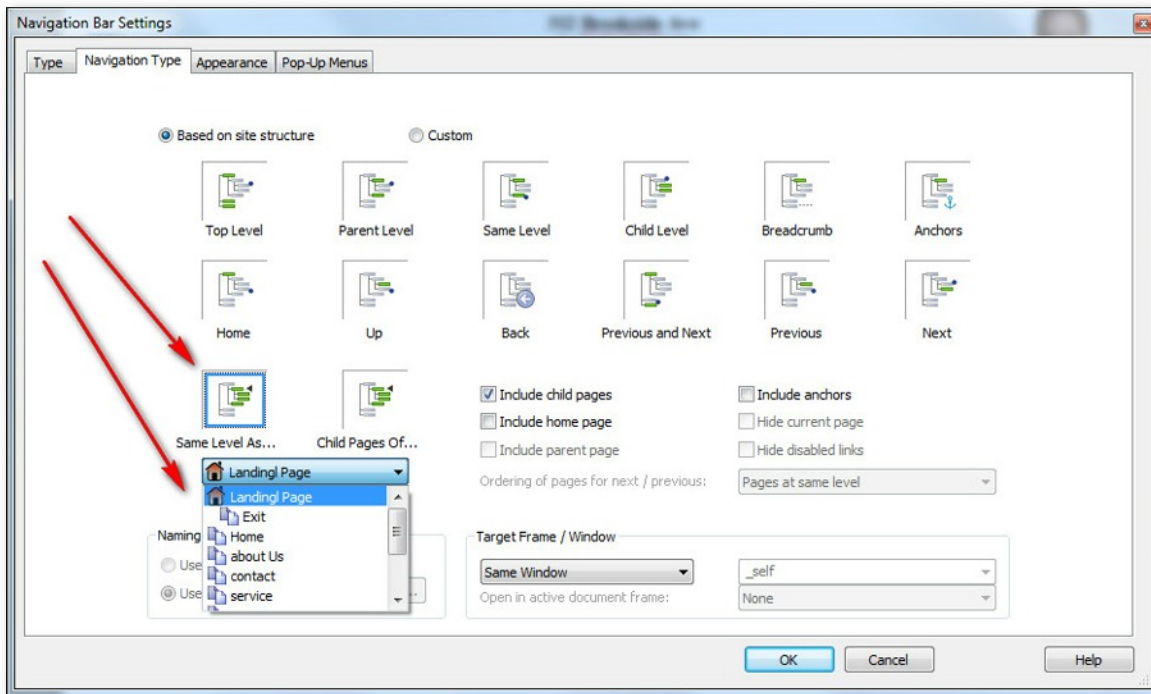
However, using this default layout results in a structure as shown below, where the Landing Page is just another site page, is included in navigation (as it must be) and which shows in the finished navbar, as shown in the image at the bottom of this page. This was clearly not what I was after.



Screenshot of the finished navbar. The Landing Page shows as part of the normal navigation



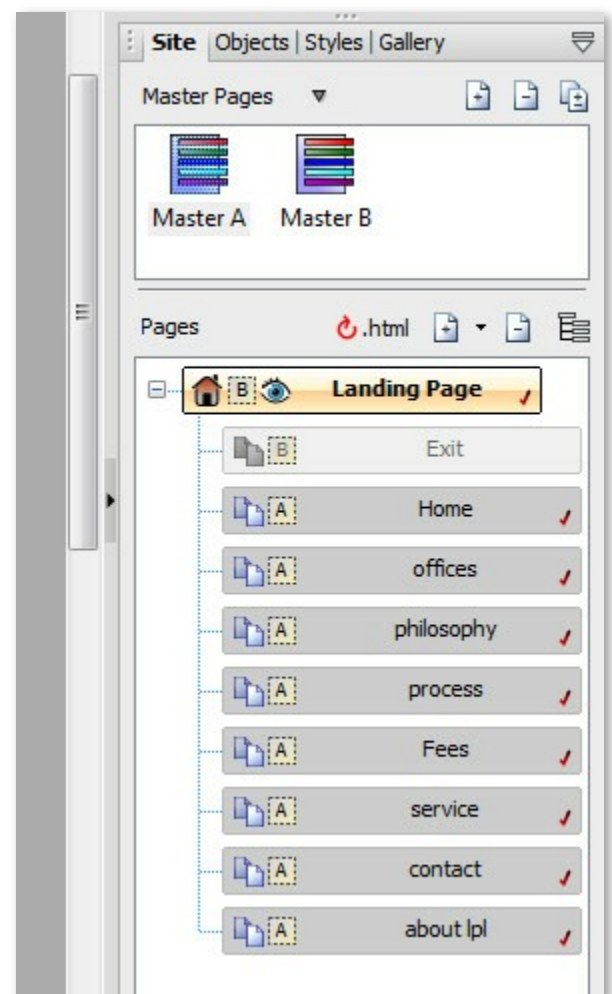
The solution to this problem is back in the Navigation Bar dialog, where the "Same Level As" choice is selected for the nav structure. However, in the drop down box, every page except the EXIT page is on the same level. So, choosing "Same Level As" by itself will not do what the designer wants in this case.



To make "Same level as" work properly, the Landing Page has to be the top level of the site, by itself. All other pages need to be at levels below the landing page.

The drop down box in the "Same level as" dialog merely tells WP's navbar where to begin. In the original structure, HOME was on the same level as the Landing Page. So, choosing HOME as the level from which to begin the navbar simply included everything on that level and downwards in the structure, which included the Landing Page. It was clear that the main site pages needed to be on a level different than the Landing Page.

The solution was to make the Landing Page the parent page for the entire structure. All of the remaining site pages become children of the Landing Page, as shown in the site tree to the right.



The final result of this navbar arrangement is that the site visitor sees the Landing Page upon entering the URL.

**Welcome to the Website of Keith Buchanan & Associates**

No information provided on this site is intended to constitute an offer to sell or a solicitation of an offer to buy shares of any security, nor shall any security be offered or sold to any person, in any jurisdiction in which such offer, solicitation, purchase, or sale would be unlawful under securities laws of such jurisdiction. Registered Representatives of LPL Financial whose identities and associations are disclosed on this site may only discuss securities or transact business with persons who are residents of the following states: CA, FL, GA, ID, MO, NV, OR. By entering this site you are certifying that you reside in one of these states.

[Enter Site](#)      [\( Exit Site \)](#)

I certify that I am a resident of one of the states listed above.      I am not a resident of one of the states listed above.

The "ENTER" button is set to link to the HOME page of the site. The "EXIT" button's function is to link to an exit page, directing the site visitor to the main company's home site for further information and help.

Once the site visitor has actually entered the site, the navbar no longer reflects the Landing Page. Only HOME and the other supporting site pages show in the navbar, and the site visitor cannot return to the Landing Page unless they re-enter the URL in their browser.

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A test version of the site used in this tutorial is posted at [www.lpleblanc.com/buchanan/](http://www.lpleblanc.com/buchanan/), and will remain active at least until 12/31/2011. However, other examples of this mandated appearance can be seen at other LPL broker sites, including this one in [Redlands, CA](#).