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# Quick Reference Guide: Building the Landing Page

Create a visually compelling, mobile-friendly landing page to showcase your listing and drive buyer engagement — all in just a few clicks.

## Step 1: Select Your Landing Page Template

Location: *Executive Summary tab*

- Click **View Sample** to preview available templates (Note: Samples include placeholder content)
- Choose the layout that best suits your listing
- Click **Select** on the template you want to use

## Step 2: Customize Your Landing Page

Click the **Options** button (top right corner) to begin editing.

**Upload Marketing Assets**

- Click the Browse Button to add your optional marketing brochure (PDF)
- Add links to your social media pages (displayed in the page footer)

**Set Accent Color**

- Choose a color using the dropdown color picker
- OR enter a HEX code to match your brand

**Edit Text and Section Headers**

- Click directly into each section to add or update copy
- Customize section titles as needed

**Add or Replace Images**

- Hover over any image placeholder
- Click the Add/Insert Image icon to upload

**Recommended Image Sizes**

- Logo: 200 x 60 px
- Main Background: 2048 x 1365 px
- Statistics Background: 2048 x 2048 px
- Footer Background: 2048 x 1365 px

**Questions?** Contact Us at clientservices@lightboxre.com

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## Step 3: Manage Page Layout

- **Move or Remove Sections:** Hover over any section to reveal arrows (move) or a trash can (delete). You can also use the left-side panel rearrange all sections
- **Add a Section:** Click Add Section, then choose a layout
- **Photo Gallery:** Upload images in the Photo Gallery tab, not the Landing Page editor

## Step 4: Preview & Save

- Click **Preview** (top right) to view the page in browser format
- Click **Save** (bottom of the editor) to apply changes

## Auto-Populated Fields

- The following elements pull automatically from your Overview page—no need to re-enter: map image, project name, property address, key statistics (price, units, size, year built), contacts/team members.

**Tip:** hover over contact section and click on Pencil icon to manage contacts: drag/drop to rearrange and click on the Display Pencil icon to choose which contact values to display

## Pro Tips for Success

- Keep your layout clean and photo-rich to increase engagement
- Match your brand with a strong color and consistent logo
- Make your Call to Action (e.g., VDR Access, Submit Offer) clear and visible
- Use Preview often to spot formatting issues early
- Don’t forget to Save before navigating away!

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