

CLICKMILL INTERNSHIP: WK 4

User Experience Design + Landing Pages

MONDAY	TUESDAY - THURSDAY	FRIDAY
OVERVIEW	LANDING PAGE PROJECT	LANDING PAGE/LOOM RECORDING/DESIGNS REVIEW
LANDING PAGES	REVIEW A CLIENT'S LANDING PAGE	APPLY FEEDBACK
	INSPIRATIONAL DESIGNS	

OVERVIEW

"Landing pages need to look appealing, but most of all they need to convert." -
Russell Brunson

Following our lesson of websites, we will now dive into the field of landing pages. Landing pages cannot be found on your actual website, but instead are like bait that causes users to head straight for the conversion part of the funnel. You will not only learn how to create a landing page yourself, but also get to provide feedback to our current clients' landing pages. Don't be intimidated! Our goal is to help you to learn and grow and we will be here to help.

-Destiny Yasuhara (Your Clickmill Internship Advisor)

MATERIALS

MONDAY	
OVERVIEW	LINKS
<ul style="list-style-type: none">● Overview (Brett Henderson/Destiny Yasuhara)<ul style="list-style-type: none">○ Please join the zoom link with your camera on, a professional background and attire● Landing Pages (Asynchronous)<ul style="list-style-type: none">○ Watch playlist and take notes	<ul style="list-style-type: none">● Zoom Link<ul style="list-style-type: none">○ Meeting ID: 792 234 7505○ Password: n09N5R● Week 4 Notes● Landing Pages<ul style="list-style-type: none"><input type="checkbox"/> Playlist<input type="checkbox"/> Quiz
TUESDAY - THURSDAY	
OVERVIEW	LINKS
<ul style="list-style-type: none">● Make a landing page using Google Sites, review 2 clients' landing pages (project details at the bottom of Week 4 Notes),	<ul style="list-style-type: none">● Week 4 Project● UX Inspiration Links

and take screenshots or save 10 designs that you are inspired by from the websites listed here >		<ul style="list-style-type: none">○ Dribbble○ Behance○ Fantasy.co○ Muzli○ Awwwards.com	
<ul style="list-style-type: none">● All notes, quizzes, and projects must be complete by Thursday evening at 10pm. (This gives us time to review your work and prepare to give you feedback and answer questions on Friday).			
FRIDAY			
OVERVIEW		LINKS	
<ul style="list-style-type: none">● Live Review (Destiny Yasuhara)<ul style="list-style-type: none">○ Please join the zoom link with your camera on, a professional background and attire○ We will be reviewing the topics covered in the videos, any questions you have, and your projects so please come prepared to discuss.		<ul style="list-style-type: none">● Zoom Link<ul style="list-style-type: none">○ Meeting ID: 792 234 7505○ Password: n09N5R	

CONTACTS

If you have any questions, please contact Destiny at destiny@clickmill.co.