Landing Page Templates (& Email Companions!)

Here's your secret weapon for converting email and online marketing campaigns into real results:
Five leading landing page templates developed by experts. And, as a bonus, five matching HTML email templates.

Get started now.

Click on any of the thumbnails below to download the template file to your computer. After download, you can then edit the HTML and/or images and upload the files into a directory on your Web Server. Alternatively, you can import and edit the files with the tool of your choice like Lyris HQ. Note: If you don't have an asset library manager like that found in Lyris HQ your images will need to be hosted in a permanent location and the HTML file image locations will need to be updated with the new URLs.

Please note that all of these proven templates were designed using industry best practices and test-driven by professionals like you. You can modify the images, text and layout to customize the templates for your own purposes.

HTML Basics How-to Guide

Use the HTML Basics How-to Guide (included at the end of this PDF) to customize the free landing page and email templates for your own use.

Interested in even more HTML email templates? Check out our free 2008 Top Ten Templates.

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Lyris, Inc. | 5858 Horton Street, Suite 270 | Emeryville CA 94608 USA | www.lyris.com
Toll free 800.768.2929 | International calls 510.844.1600 | Fax 510.844.1598 | Customer support 888.LYRIS.CS (597.4727) or 571.730.5259

HTML BASICS

See below for a reference list of very basic HTML commands. To learn more about HTML, we recommend that you utilize the many resources available on other Internet sites and in your local bookstore.

Comments

There are comments included within the HTML templates that are intended to help you customize the text with your own content.
The comments appear as:

```
<!-- Comment text -->
```

Making text bold

To make text appear bold, use `<b>` and `</b>` around the text.
For example:

Make `<b>this bold</b>`

will look like:

Make **this bold**

Making text italic

To make text appear italic, use `<i>` and `</i>` around the text.
For example:

Make `<i>this italic</i>`

will look like:

Make *this italic*

Making text underlined

To make text appear underlined (without being an actual link), use `<u>` and `</u>` around the text. For example:

Make `<u>this underlined</u>`

will look like:

Make <u>this underlined</u>

Creating line breaks

There are two basic line breaks in HTML. Use `<br>` to break to the next line or `<p>` to skip a line. For example:

`1<br>2<p>3`

will look like:

1

2

3

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HTML BASICS

See below for a reference list of very basic HTML commands. To learn more about HTML, we recommend that you utilize the many resources available on other Internet sites and in your local bookstore.

Changing the size of text

To change the size of text, use `<font size="+1">` to look bigger, or `<font size="-1">` to look smaller. End with `</font>`. You can also change the number value if you want to. For example:

Make text `<font size="+2">bigger</font> or <font size="-2">smaller</font>`

will look like:

Make text bigger or smaller

Changing the type of font

There are a few different fonts you can use, and the most common are:

Times New Roman: (this is the default for all browsers)

Arial or Helvetica: use `<font face="arial,helvetica">` and `</font>`

Verdana: use `<font face="verdana">` and `</font>`

Garamond: use `<font face="garamond">` and `</font>`

For example:

Make `<font face="garamond">`this font garamond`</font>`

will look like:

Make this font garamond

Changing the font color

There are many different Web-safe colors that you can use in your template. View our HTML Color Codes Chart.

To make text appear in a certain color, use the color codes like this: <font color="#FF0000">. For example:

Make `<font color="#FF0000">this font red</font>`

will look like:

Make this font red

To set default font colors for the entire page, use color codes in the `<body>` command. For example, if you want:

font = black

link = blue

'visited' link = red

'while being clicked' link = pink

use:

```
<body text="#000000" link="#FFFF00" vlink="#FF0000" alink="#FF00CC">
```

HTML BASICS

See below for a reference list of very basic HTML commands. To learn more about HTML, we recommend that you utilize the many resources available on other Internet sites and in your local bookstore.

Including a graphic

To include a graphic in your HTML template, use `<img src="URL">`. Be sure to include the entire URL of the graphic, starting with `http://`.

Including a link

To include a link in your HTML template, use `<a href="URL">` and `</a>` around the text of the link. Be sure to include the entire URL, starting with `http://`. For example:

Make `<a href="http://www.sparklist.com">`this text link to http://www.sparklist.com`</a>`

will look like:

Make this text link to http://www.sparklist.com

Including a numbered or bulleted list

To include a list in your HTML template, use `<ol>` and `</ol>` at the beginning and end of the list, and use `<li>` to create the individual lines. For example:

```
<ol>
<li>This is line one
<li>This is line two
</ol>
```

will look like:

1. This is line one
2. This is line two

If you want to use a bulleted list instead of a numbered list, use `<ul>` and `</ul>` instead of `<ol>` and `</ol>`.

If you desire more assistance, please utilize the wide variety of HTML resources on the Web (or HTML books and manuals).

ABOUT LYRIS

Lyris, Inc. is the online marketing expert delivering the right mix of software technology and industry knowledge to help its customers simplify their marketing efforts and optimize campaign ROI. Through the delivery of the industry's first on-demand integrated marketing suite, Lyris HQ, and knowledge-sharing community, www.lyrishq.com, to secure and reliable on-premise solutions, including Lyris ListManager, Lyris provides customers the right tools to optimize the management, collaboration and execution of their online and mobile marketing initiatives. These sophisticated, yet easy-to-use tools provide marketers a suite of best-of-breed applications for managing email marketing campaigns, publishing and managing Web site content, creating landing pages, optimizing Web sites and search engine marketing. Lyris' solutions are available as software or as hosted applications and are used by agencies and more than 5,000 customers worldwide, from Fortune 500 corporations to fast growing startups.

To find out more about Lyris' products and services, please contact us at www.lyris.com.