

Creating Landing Page

Why it is important?

What is a Landing page?

A landing page is a dedicated webpage created for a specific project, campaign, or collection. Unlike a full website with many pages and menus, a landing page focuses on guiding visitors toward one clear action.

For NFT projects, the landing page is often used to:

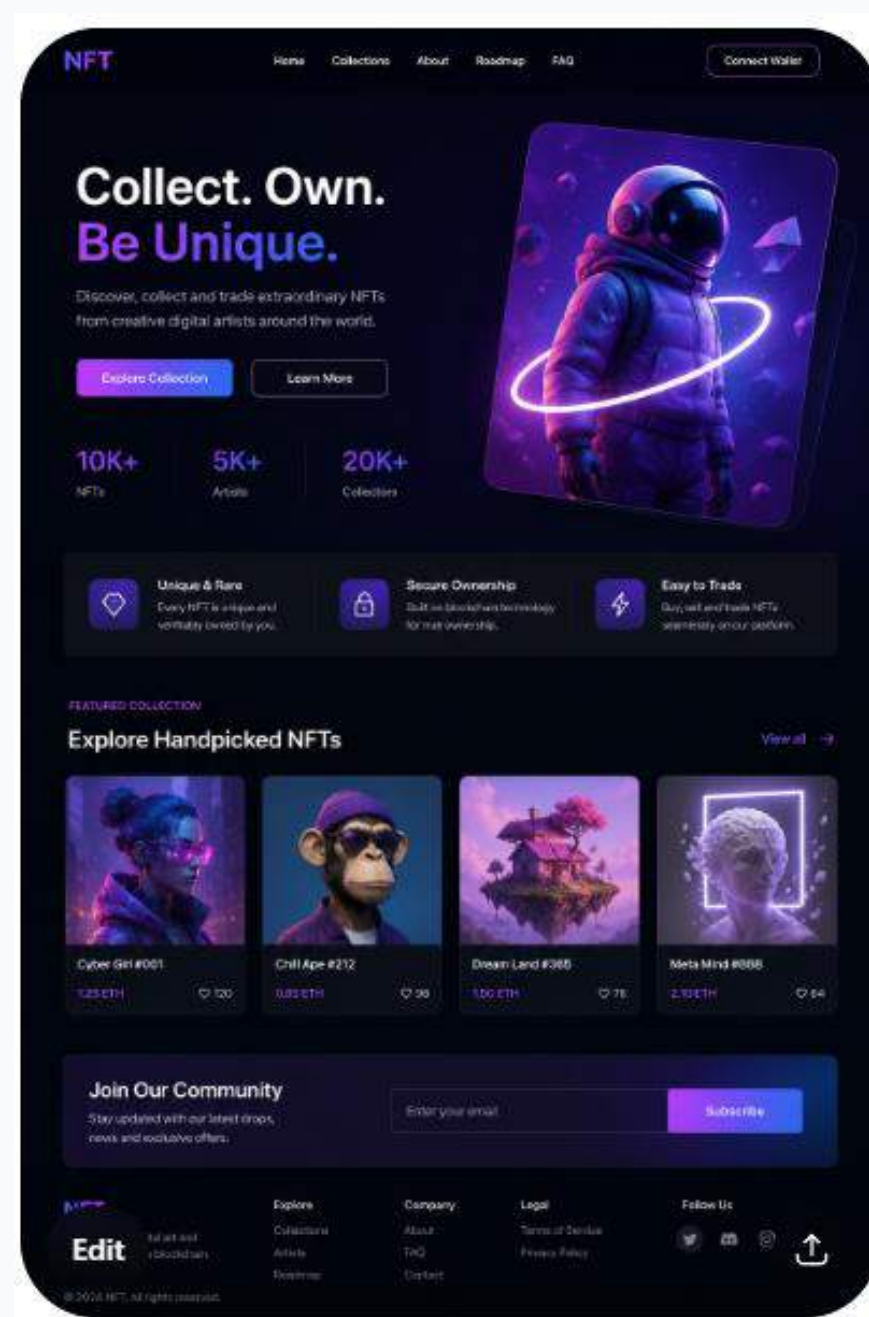
- Introduce the NFT collection
- Explain the project mission
- Build credibility and trust
- Share the social impact story
- Encourage users to join the community, mint NFTs, donate, or learn more



In the Web3 space, your landing page is your digital handshake. For social impact projects, transparency and credibility are the currencies of success.

A well-designed page explains the story behind the collection, reducing confusion and helping users understand the tangible value and purpose of the NFTs.





Single Clear Goal

Unlike a homepage, a landing page is designed to convert visitors into participants for a specific action.



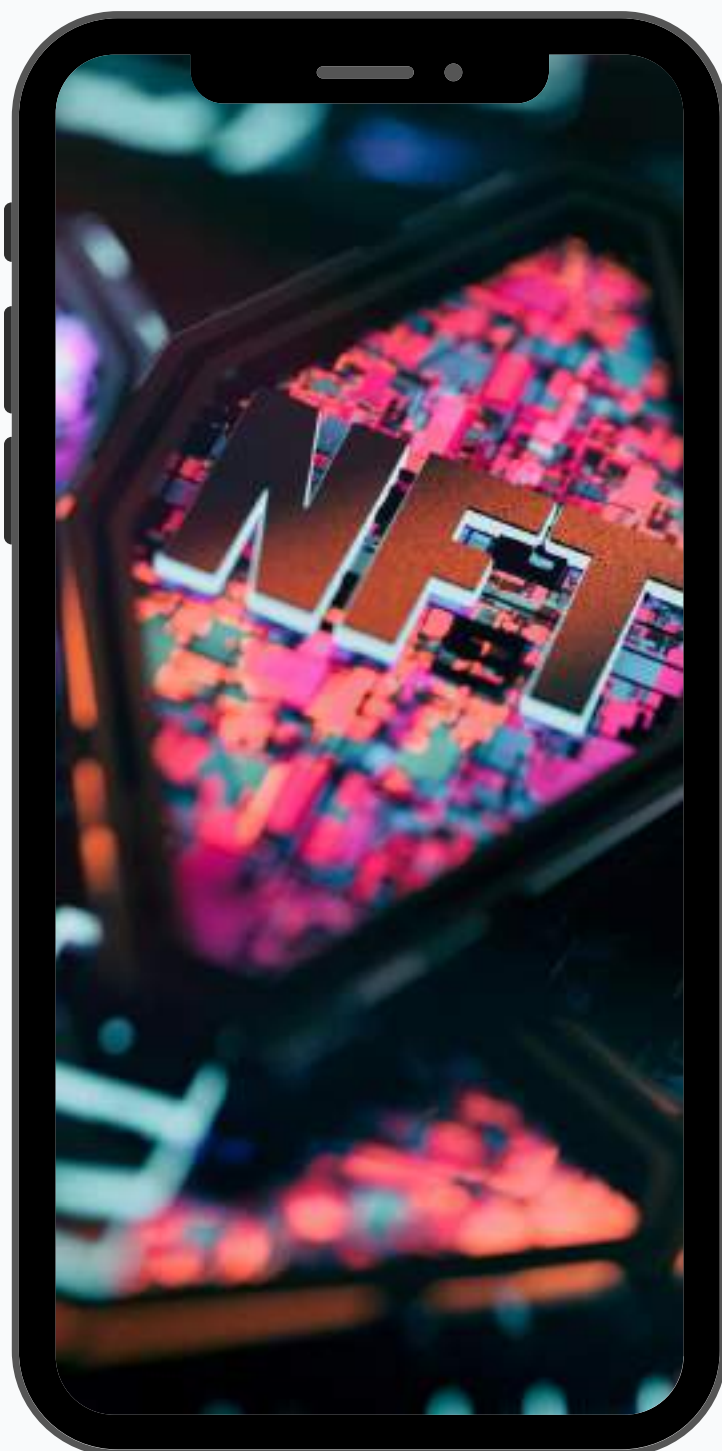
Campaign Specific

Tailored for minting events, community onboarding, or high-impact social campaigns.



User Journey

It acts as the primary educational tool that guides a user from interest to commitment.



Inclusive Web Design

Accessibility is a requirement, not a feature. Good design includes everyone by ensuring:

-  **Contrast & Legibility**
Strong color contrast and readable fonts for all vision types.
-  **Mobile Optimization**
Seamless experience for users on wallet apps and phones.
-  **Logical Structure**
Intuitive flow that guides screen readers and keyboard users.



Good vs. Poor Experience

✓ High Impact

- ✓ Clear message in first 3 seconds
- ✓ Mobile-responsive navigation
- ✓ Transparent purpose & impact

✗ Low Conversion

- ✗ Overloaded visuals & noise
- ✗ No clear Call-to-Action
- ✗ Pure hype without substance

Storytelling for Impact

Show purpose, not just product. Use storytelling to connect the NFT to real-world change:

Problem & Solution Define the social challenge and how this project addresses it.

Human Impact Highlight the real people or causes receiving support.



Call-to-Action Excellence

Guide your users with bold, purpose-driven buttons.

Social Purpose

JOIN THE MOVEMENT

Action Oriented

MINT TO SUPPORT

Education Focused

EXPLORE IMPACT

The Foundation of Success



Clear Purpose

Value must be visible within the first 3 seconds of the visit.



Authentic Story

Impact-driven storytelling builds long-term community trust.



Seamless UX

Accessibility and mobile design ensure no one is left behind.

Essential Sections of an NFT Landing Page

HERO SECTION (TOP SECTION)

This is the first section visitors see.

It should include:

- Project name
- Short slogan or tagline
- Eye-catching visual/banner
- Main call-to-action button

ABOUT THE PROJECT

The section with more explanation.

This section explains:

- What the NFT collection is
- Why it was created
- What makes it meaningful

SOCIAL IMPACT MISSION SECTION

Very important part for purpose-driven NFT's.

Include:

- The social problem being addressed
- The organization or community involved
- How NFTs contribute to impact
- Real goals or planned activities

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Essential Sections of an NFT Landing Page

NFT COLLECTION SHOWCASE

Visitors should be able to see examples of the NFT artwork.

Include:

- NFT previews/images
- Collection themes
- Rarity or special features
- Artist information

TEAM AND PARTNERS SECTION

People trust projects more when they can see who is behind them.

Include:

- Team introductions
- Organization background
- Partner logos
- Social media links

COMMUNITY & CONTACT SECTION

NFT communities are highly important.

Include:

- Discord
- Instagram
- X/Twitter
- Telegram
- Email contact



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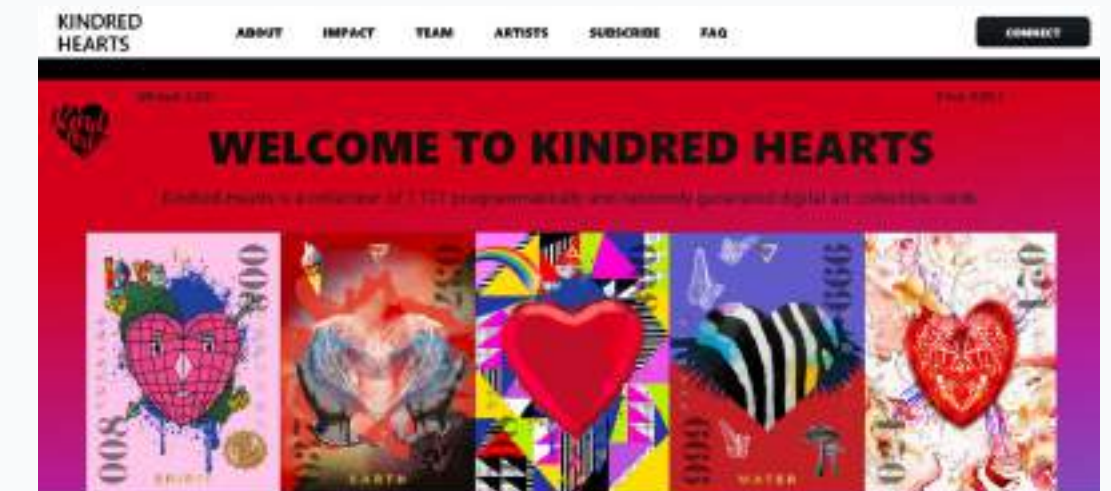
Real Examples!



<https://www.womenrise.art/>



<https://artistsforclimate.org/>



<https://artistsforclimate.org/>



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**Now it's your turn to,
design a Social Impact
NFT Landing Page**

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PROJECT PARTNERS



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Thank You

For further inquiries and information contact us!

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