

Landing Page Design Practice Test Questions and Answers

1. What is a 'hero section' on a landing page?

- A) A section dedicated to customer success stories
- B) The prominent top section combining headline, subheadline, hero image, and primary CTA
- C) A section listing product awards
- D) A video testimonial section

2. What does 'landing page scent' mean in UX terms?

- A) Using pleasant imagery to evoke sensory associations
- B) The visual and message consistency between the ad that drove traffic and the landing page content
- C) Adding aromatherapy product references
- D) The brand's distinctive visual identity

3. What is a subheadline on a landing page used for?

- A) To replace the main headline
- B) To reinforce or expand on the main headline's promise
- C) To list pricing tiers
- D) To display navigation links

4. Why should you avoid jargon in landing page copy?

- A) It makes the brand look unprofessional
- B) Jargon can confuse or alienate visitors unfamiliar with industry terms, reducing conversions
- C) Search engines penalize jargon
- D) It increases page load time

Answers: 1-B 2-B 3-B 4-B

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