

**amasty**

For more details, see the way the [Landing Pages for Magento 2](#) extension works.

# Guide for Landing Pages for Magento 2

To create Landing Pages, go to **Admin Panel** → **Content** → **Landing Pages section** → **Pages**.

**Select** quick actions on the grid. It allows to edit, delete, *duplicate* or preview page.

ID ↓	Title	URL Key	Layout	Store View	Status	Created	Modified	Action
1	Summer Sale	summer_sale	2 columns with left bar	All Store Views	Enabled	Oct 31, 2016 10:58:28 AM	Feb 22, 2018 5:37:03 PM	Select ▲ Preview Delete Edit Duplicate
2	Watch Sale 30 % OFF	watch_sale	3 columns	All Store Views	Enabled	Oct 31, 2016 12:47:44 PM	Feb 22, 2018 5:36:18 PM	
3	Exercise Kit	exercise_kit	Empty	All Store Views	Enabled	Oct 31, 2016 2:41:25 PM	Oct 31, 2016 5:02:59 PM	
4	New Apparel Collection	spring2018	Empty	All Store Views	Enabled	Feb 22, 2018 4:14:50 PM	Feb 22, 2018 5:35:40 PM	Select ▼

## General landing page info

At the *Page Information* tab, you can choose at which store views to display the landing page, specify its name and URL key.

If URL key is equal to *sport-backpacks*, URL of the landing page will be: *yoursite.com/sport-backpacks*  
The URL will be canonical. If URLs on your site have suffixes, the landing page address will include suffix too. E.g. *yoursite.com/sport-backpacks.html*

← Back   Delete Page   Reset   Save and Continue Edit   **Save Page**

**PAGE INFORMATION**

Page Information

Design

Meta Data

Conditions

Page Products

### Page Information

Status \* Enabled ▼

Page Title \* New Apparel Collection

URL Key \* spring2018  
Relative to Web Site Base URL

Store View \* **All Store Views** ⓘ

**Main Website**

**Main Website Store**

Default Store View

## Landing page layout and static blocks

At the *Design* tab, you can choose layout for the landing page:

- 1 column
- 2 columns with left bar

- 2 columns with right bar
- 3 columns
- Empty

**Use layered navigation** - you can choose whether to display the navigation block and where.

**Columns count** - You can select in how many columns the products will be displayed on landing pages.

You can specify **Heading**, **Image** and custom **description** for each landing page.

[← Back](#)   [Delete Page](#)   [Reset](#)   [Save and Continue Edit](#)   [Save Page](#)

**PAGE INFORMATION**

Page Information

**Design**

Meta Data

Conditions

Page Products

### Page Layout

**Layout \*** 2 columns with left bar

**Columns Count** 4

Count of columns in

**Include Navigation** Yes

**Heading** Summer Sale - Buy Backpacks with 20 % Off discount

**Image**  No file chosen

Delete Image

Supported formats: jpg,jpeg,gif,png

**Image Alt** summer sale

**Top Description**

Styles Paragraph Font Family

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**Static Block** - You can display a static block above (Top) and under (Bottom) the list of products.

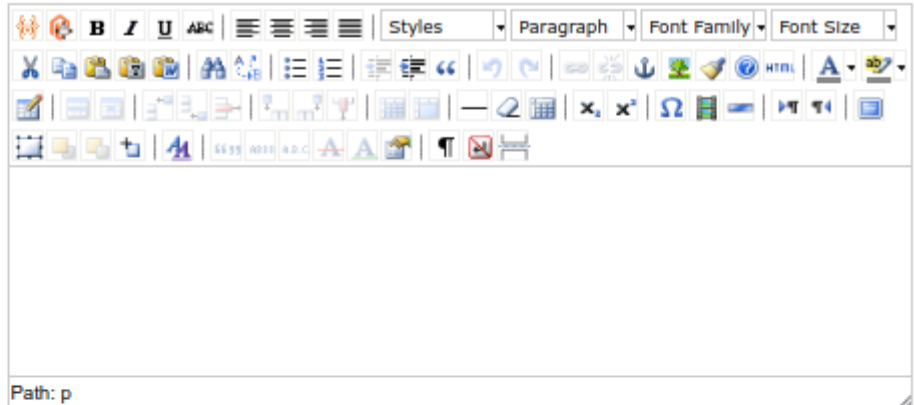
**Default Product Listing Sort by** - If you want to use the *Configuration Settings*, put a check mark in the checkbox. If not, select the desired default sorting (*Position, Product Name, Price*) from

dropdown.

### Layout Update XML - Customize layout template.

Bottom Description

Show / Hide Editor



A WYSIWYG editor interface. At the top is a toolbar with icons for bold, italic, underline, text color, background color, bulleted list, numbered list, link, unlink, image, video, table, and other formatting options. Below the toolbar is a large empty text area. At the bottom left of the text area, it says "Path: p".

Top Static Block

Eco Friendly Block

Choose Static Block to show Above Products List

Bottom Static Block

Sale Block


Choose Static Block to show Below Products List

Default Product Listing Sort By \*

Position

Use Config Settings

Layout Update XML



An empty rectangular box for entering XML code.

## Meta Data

At the *Meta Data* tab, you can specify meta tags for the landing page.

If you have multiple store views, it is possible to specify meta title, description, and keywords for each of them, for a single landing page.

# Summer Sale

← Back   Delete Page   Reset   Save and Continue Edit   **Save Page**

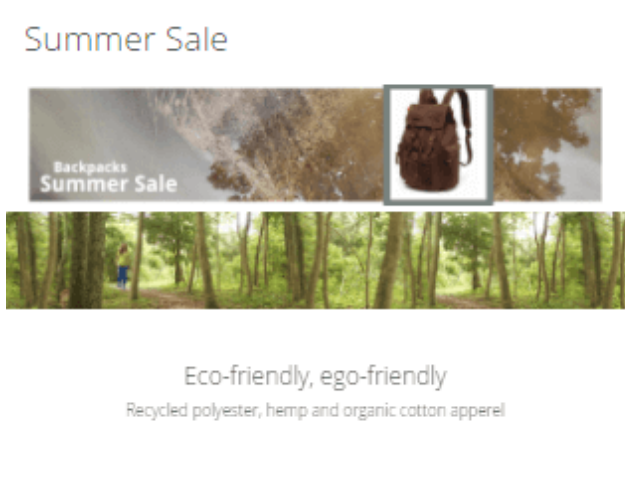
**PAGE INFORMATION**

- Page Information
- Design
- Meta Data**
- Conditions
- Page Products

## Default Store View

Title	<input type="text" value="bags on sale"/>
Keywords	<input type="text" value="backpack, bag, sale"/>
Description	<input type="text" value="Great discounts on comfortable backpacks"/>
Meta Robots	<ul style="list-style-type: none"><li>INDEX, FOLLOW</li><li><b>INDEX, FOLLOW</b></li><li>NOINDEX, FOLLOW</li><li>INDEX, NOFOLLOW</li><li>NOINDEX, NOFOLLOW</li></ul>

Specify **Meta Robots** so the search engine bots could better understand your preferences for indexing.

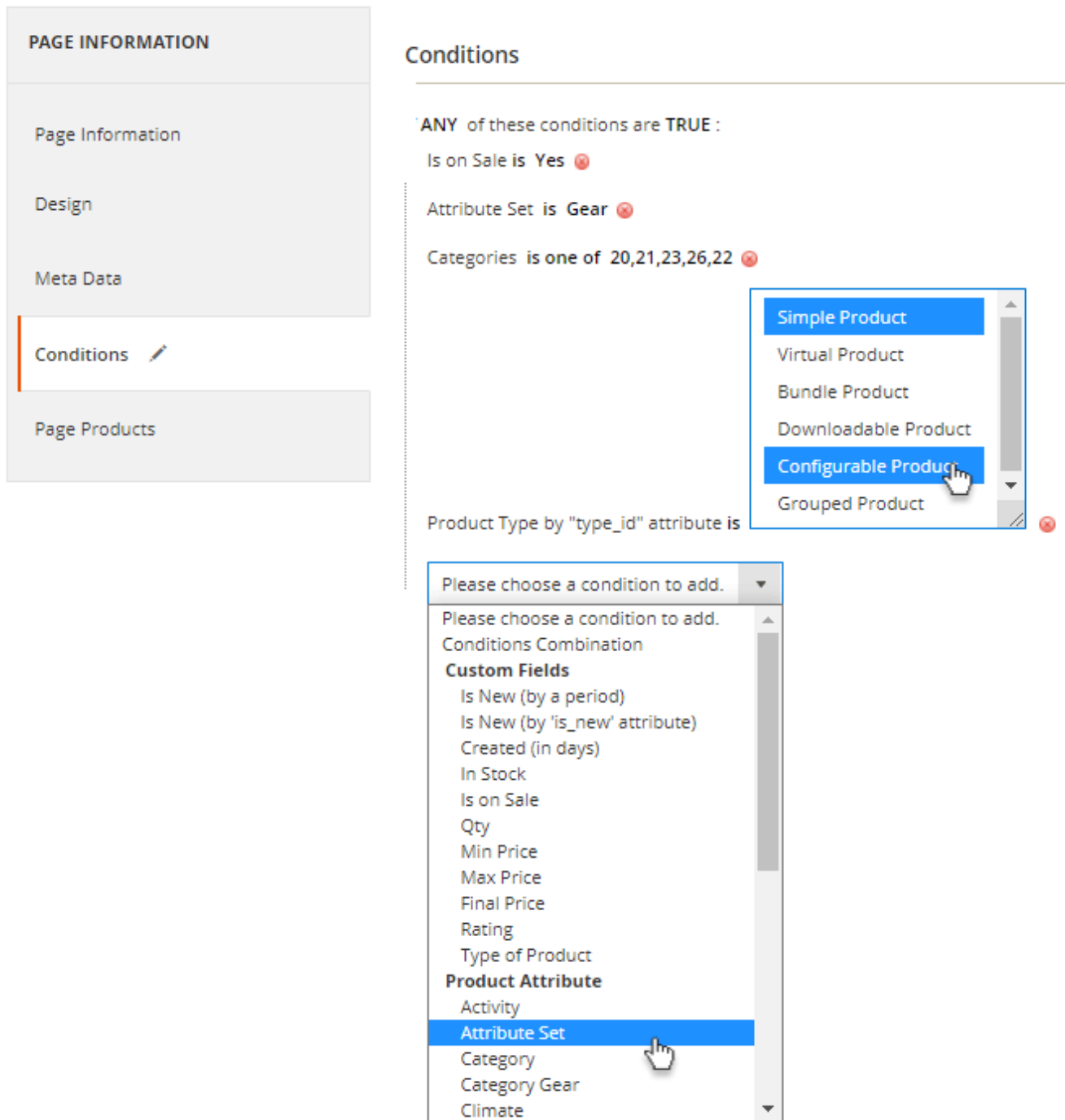


```
<meta name="keywords" content="backpack, bag, sale">
<meta name="robots" content="INDEX,FOLLOW">
<meta name="viewport" content="width=device-width, initial-scale=1">
<meta name="format-detection" content="telephone=no">
<title>bags on sale</title>
<link rel="stylesheet" type="text/css" media="all" href="https://landing-pages-m2.magento-demo.amasty.com/static/version1600461052/frontend/Magento/luma/en_US/mage/calendar.css">
<link rel="stylesheet" type="text/css" media="all" href="https://landing-pages-m2.magento-demo.amasty.com/static/version1600461052/
```

## Conditions

Combine product conditions according to your needs. The conditions should be met for all products that are displayed on the landing page.

With *Custom Fields*, you can specify attribute conditions to narrow down the product list. You can combine an unlimited number of attributes.



## Page Products

Preview the products that will be displayed on the landing page.

You can sort them manually if needed. Choose the product you want to move and enable the **Manual Sorting mode** for it. Then, simply drag the product to the desired place.

You can also use the **Move to top** link to instantly move a product to the top of the list.

## Summer Sale

← Back Delete Page Reset Save and Continue Edit Save Page

PAGE INFORMATION

Page Information

Design

Meta Data

Conditions

Page Products

Store Default Store View Sort order None Sort

115 records found

Crown Summit Backpack Price: \$38.00 Stock: In Stock

Fusion Backpack Price: \$59.00 Stock: In Stock

Savvy Shoulder Tote Price: \$32.00 Stock: In Stock

Affirm Water Bottle Price: \$7.00 Stock: In Stock

Handle Cardio Ball Price: \$12.00 Stock: In Stock

Zing Jump Rope Price: \$12.00 Stock: In Stock

MANUAL

MANUAL

MANUAL

AUTO

AUTO

AUTO

Move to top

## Import

To import a landing page as a .CSV file, go to **Stores → Configuration → Amasty Extensions section → Landing Pages**

Select a target store to which the landing page will be imported.

Upload a .CSV file with a landing page. Remember to click on the 'Save Config' button, when you are done.

## Import

Choose Target Store [global]

CSV File [global]  sample\_CSV.csv

- Go to *Admin Panel* → *Content* → *Landing Pages* → *Pages*
- It's possible to export the selected pages in a .CSV file. You can run export directly from the grid.
- Remember to tick pages that you want to export.

## Pages

 demouser ▾

Search by keyword    ▾  ▾  ▾

Actions ▾ 4 records found (4 selected) 20 ▾ per page

CSV of 1

<input type="checkbox"/>	ID ↓	Title	URL Key	Layout	Store View	Status	Created		
<input checked="" type="checkbox"/>	1	Summer Sale	summer_sale	2 columns with left bar	All Store Views	Enabled	Oct 31, 2016 10:58:28 AM	Feb 22, 2018 5:37:03 PM	Select ▾
<input checked="" type="checkbox"/>	2	Watch Sale 30 % OFF	watch_sale	3 columns	All Store Views	Enabled	Oct 31, 2016 12:47:44 PM	Feb 22, 2018 5:36:18 PM	Select ▾
<input checked="" type="checkbox"/>	3	Exercise Kit	exercise_kit	Empty	All Store Views	Enabled	Oct 31, 2016 2:41:25 PM	Oct 31, 2016 5:02:59 PM	Select ▾
<input checked="" type="checkbox"/>	4	New Apparel Collection	spring2018	Empty	All Store Views	Enabled	Feb 22, 2018 4:14:50 PM	Feb 22, 2018 5:35:40 PM	Select ▾


## Search Landing Pages

To display **Landing Pages** instead of the search results page, go to **Admin Panel** → **Marketing** → **SEO & Search** → **Search Terms** → **Press 'Add New Search Term'** .

- Input expected **Search Query**;
- Specify the **Store**;
- **Redirect URL** - input the URL of the landing page.

### General Information

Search Query \*

Store \*  

Redirect URL   
ex. http://domain.com

Display in Suggested Terms

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## Usage example

### How to use dynamic categories

The extension provides you with the ability to use dynamic categories based on landing pages.


Let's check how to set up the feature.


**Step 1.** Create a new landing page. Go to **Admin Panel**→ **Content**→ **Landing Pages section**→ **Pages** and click the **Add New Page** button.

**Step 2.** Fill in the necessary information on the Page Information tab. Set the **Status** field to **Dynamic Category** and choose the dynamic category in the **Linked Dynamic Category** field (you can choose any of the existing categories or create a new one). If you need to edit the category you've chosen as a dynamic, click the **Dynamic Category Edit Page Link** to get right to the dynamic category page.

- PAGE INFORMATION**
- Page Information
- Conditions
- Page Products

### Page Information

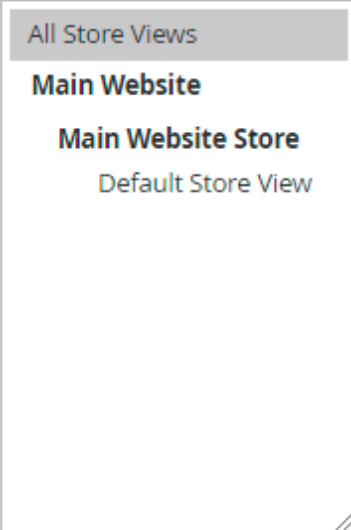

**Status \***    
Select 'Dynamic Category' to use Landing Page conditions for category product display. The selected Landing Page becomes unavailable by direct link.

**Linked Dynamic Category**  

**Dynamic Category** [Video Download](#)  
**Edit Page Link**

**Page Title \***

**URL Key \***   
Relative to Web Site Base URL

**Store View \***    
All Store Views  
**Main Website**  
**Main Website Store**  
Default Store View

**Step 3.** Specify conditions to be applied on the **Conditions** tab. Remember, that the products displayed on the landing page will be refreshed automatically in accordance with the conditions you've set up.

**PAGE INFORMATION**

Page Information

**Conditions**

Page Products

### Conditions (don't add conditions if need show all products)

If **ALL** of these conditions are **TRUE** :

Categories is one of 10 ❌

Is on Sale is Yes ❌



**Step 4.** Preview the products that will be displayed to customers on the page (according to the conditions we've set, these will be the products on sale from the category Video Download). Sort the products if needed.

**PAGE INFORMATION**

Page Information

Conditions

**Page Products**

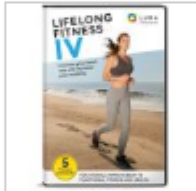


Store Default Store View ▼

Sort order None ▼

Sort

3 records found

20 ▼ per page < 1 of 1 >

 <p>LifeLong Fitness IV Price: \$14.00 Stock: In Stock</p> <p>★ AUTO</p>	 <p>Yoga Adventure Price: \$22.00 Stock: In Stock</p> <p>★ AUTO ▲</p>	 <p>Solo Power Circuit Price: \$14.00 Stock: In Stock</p> <p>★ AUTO ▲</p>
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How it will be displayed on the frontend:

Home > Training > Video Download

# Video Download

Shopping Options 3 Items Sort By Position

ACTIVITY


PRICE

Compare Products


You have no items to compare.

My Wish List

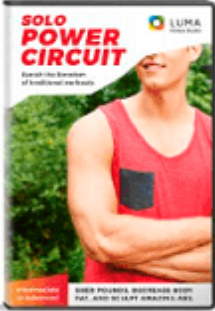
You have no items in your wish list.



LifeLong Fitness IV  
**\$14.00**



Yoga Adventure  
**\$22.00**



Solo Power Circuit  
**\$14.00**

Show 9 per page

When a customer clicks to a dynamic category, he automatically gets to a landing page (note, that the module creates redirect from the landing page's link to the product category's link).

You can also switch on a dynamic category right from the category itself. To do this, go to **Catalog → Categories** and choose the category you want to make dynamic. Set the **Dynamic Category** to **Yes** and choose the landing page to display these products on in the **Product Conditions** field.

Add Root Category

Add Subcategory

Collapse All | Expand All

- Default Category (2046)
  - What's New (0)
  - Women (0)
  - Men (0)
  - Gear (46)
  - Collections (13)
  - Training (6)
    - Video Download (6)**
  - Promotions (0)
  - Sale (0)

Enable Category  Yes

Include in Menu  Yes

Category Name \*

Dynamic Category  Yes ?

Product Conditions

Please select the Landing Page product conditions to display the category products

[Edit Landing Page: Get our best training videos with 20% off!](#)

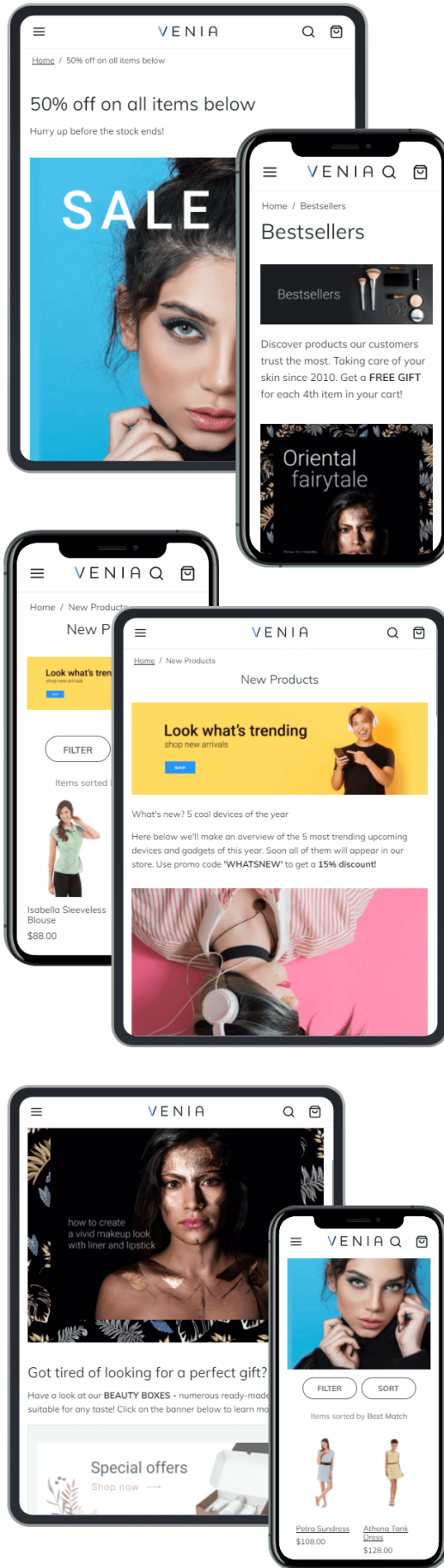
## PWA for Landing Pages (Add-On)

By using this PWA add-on you'll provide your site visitors with a seamless cross-device and cross-browser experience of exploring landing pages you create with the original extension.

Lead shoppers to the special promo pages you've made for them to highlight some new offers and products and significantly improve your conversion rate.

Please note that the PWA add-on will work correctly only if a **PWA theme** and the original **Landing Pages extension for Magento 2** are installed to your store. Learn more on how to [install PWA Studio here](#).

Find below some examples of how the Magento 2 Landing Pages will work with the both PWA theme and PWA add-on installed:



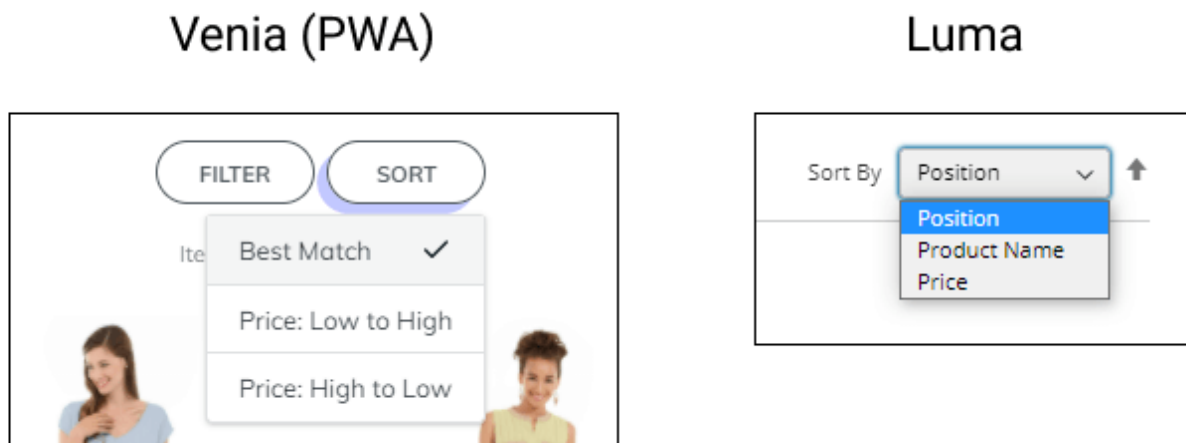
This very PWA add-on does not support the following features of the original extension:

- feature option of not including navigation into your landing page (*'Include Navigation = 'No'*), which means that the default filtration by Venia will be available anyway;
- embedding dynamic content into the Content field, which means that inserted widgets won't be working correctly on the front end.

### Product sorting on Venia and on Luma

As the Venia and Luma filtration options are different by default now, please use the hints below to configure the product order on the front end keeping in mind these peculiarities.

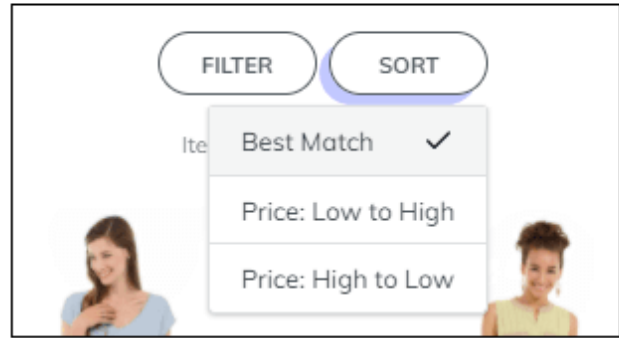
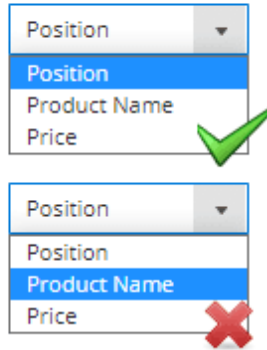
[This is how the sorting options on Venia and Luma are different:](#)



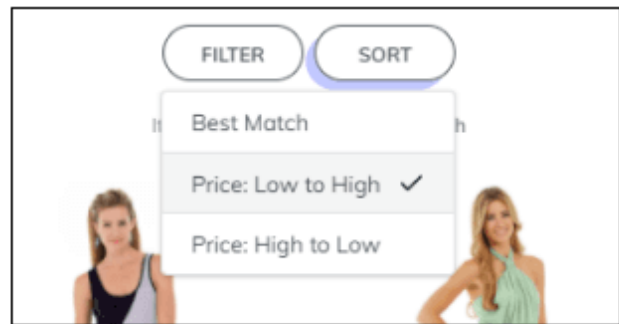
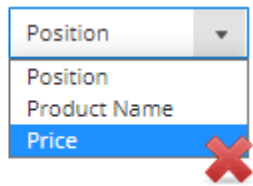
Click on the illustration below to see how Venia and Luma filtration options match if you're configuring the setting *'Default Product Listing Sort By'*.

Please note that the sorting order you've configured on the 'Page Products' tab using the drag-n-drop merchandiser will be displayed correctly only if you've picked up the 'Position' option from the dropdown for the *'Default Product Listing Sort By'* setting. So we strongly recommend using this option for the best work of the extension with the Venia theme installed.

Default Product Listing Sort By \*



Default Product Listing Sort By \*



Find out more about Magento PWA integration [here](#).

## Install via Composer

Find out how to install the **Landing Pages** extension for Magento 2 via [Composer](#).

From:

<https://stg.amasty.net/docs/> - **Amasty Extensions FAQ**

Permanent link:

[https://stg.amasty.net/docs/doku.php?id=magento\\_2:landing\\_pages](https://stg.amasty.net/docs/doku.php?id=magento_2:landing_pages)



Last update: **2021/01/18 14:25**