Landing Pages with linkalist

Using linkalist content management for Landing Pages and Blogging

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Link {a} List

What is linkalist?

Linkalist is a general-purpose data management system that allows you to create data driven applications for the web without having to write any code. We also provide SDKs for both iOS and Android to simplify data access from mobile devices. However, as our web applications are fully responsive, you don't need to get involved in mobile application development if you don't want to.

Linkalist can be used to store data in its own database, to interact with your own micro-services or to operate in a hybrid mode where you primarily use linkalist for storage but implement logic particular to your application using micro-services.

Introduction

This document is a quick start guide to managing content with linkalist in order to generate a landing page for your application. You might ask why bother with this when there are loads of perfectly good Content Management Systems out there such as WordPress, Drupal, etc. There are three major advantages to using linkalist to get started on your landing page.

1. It provides you with a gentle introduction to linkalist so that you can get used to our user interface while building something useful for your application.
2. Not everyone needs the power of WordPress – in a lot of cases what linkalist can provide is perfectly adequate to get started.
3. It is possible to achieve a better degree of integration between your landing page and your application. This gives your customer a more consistent experience.

Getting Started

The landing page menu is located in the "Admin" section of linkalist. You need to be an application administrator to access this section. This is located in the top/left menu.

Then you can find the landing page option on the right-hand menu under "Admin Options". While you can edit the landing page on a phone or tablet device, you'll probably find it a little easier to make major changes on a laptop or desktop computer.

Landing Page Structure

A linkalist landing page is made up of a number of articles. Each of these articles is inserted into the landing page structure with a defined sort order and basically contains a summary of a feature, benefit, case-study or some other aspect of your application. It may also contain a block of text that describes this aspect of your application in more detail. This block of text is then displayed once your customer clicks on the landing page article from your landing page.
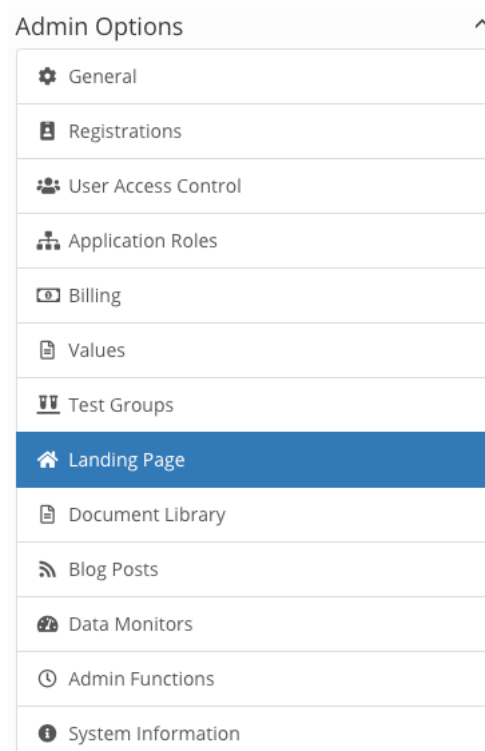
Landing Pages may also have children. This means that when you show the article, all of the landing page children are displayed just the same as if it were the home landing page. These may also have articles and their own children if you so desire to create a tree structure.

Article Options

We have help available for each of the sections but I'll document a few of the highlights in terms of options you need to set up.

- **Name**: This is a title for the article. This normally rendered in a div with a class of title.
- **Subtitle**: A subtitle for the article. In many cases, the text field is used as a fallback for the subtitle. It is normally rendered in a div with a class of text
- **Format**: Format for the article – describes what the article looks like when displayed. This is described in detail later in this document.
- **Language**: Describes the language of the article. If set to anything other than "all", this article will only be shown to clients from that language.
- **Link Name**: Used as a more user friendly name for the URL for the article.
- **Menu Icon**: A font-awesome icon to use beside the menu item
- **Test Group**: Used to set up A/B testing for landing articles. This is described in detail later in this document.
- **Visibility**: Is the article visible
- **Url**: Normally used to allow you to display a landing article from a subdomain. So, for example.

Landing Page Content

- **Text:** Used in some of the more text-heavy formats where there is need for a title, a subtitle and text. Mostly is just a fall-back for when there is no subtitle.
- **Image**: Used as an image for the article on the landing page. If there is no article image, it also gets used in the article header. Otherwise, it can be displayed on the article footer.
- **Options:** Used for item styles in pricing matrix, otherwise used to flag a documentation item.
- **Item Class:** Some extra classes applied to the item when displayed.
- **Article Link Title & Icon:** Defines a title to use for the article link a Font Awesome icon to use with it.
- **Link URL, Title & Icon:** Defines title, icon and URL to an external location accessed through a button on the landing page.
- **Extra Link URL, Title & Icon:** A second link to an external location

Article Page Content

- **Article Body:** A body of text that can be formatted. This is displayed on the article page.
- **Article Image:** An image displayed as the article header. If not required, the image from the landing page is used instead.

There are lots of other less used values here but in general they can be ignored while getting started.

Formats

We support a number of landing article types to allow you put your landing page together. These are from a fairly small fixed list of standard designs but if you've got your heart set on something

different, talk to us and we'll try to accommodate your needs. Many landing types are naturally grouped together – for example, if have three carousel articles together, they will be displayed in the same carousel and you will see all three articles cycle through the screen in a standard bootstrap carousel.

We'll describe each of the article types below.

Direct

A direct article is rendered directly onto the landing page as described in the article body. If there is no article body, the text field is used instead. There is no option to link to underlying content

Linkalist gets Entrepreneurs' ideas out into the world as quickly and at as low a cost as possible.
Our mission is to revolutionise the development of online services making it dramatically easier for Entrepreneurs to bring their ideas to market.
We're different because we start from the principle that the best amount of code for your application is no code.

Carousel

A carousel is a standard bootstrap type that is typically displayed at the top of the page. If you have multiple carousel articles together, they will be displayed as an animating sequence. A carousel is primarily a visual type that can also display a title, subtitle and some buttons. Our default behaviour if there is content behind the article is to take you to the article content.
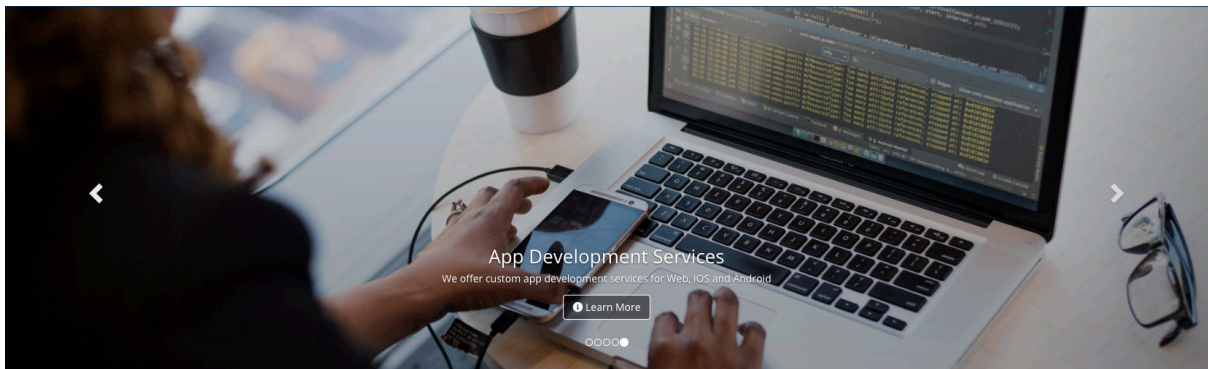

Marketing

This is a responsive three-column bootstrap layout that can be used to display a piece of text, an image. This works well with either photographic images or icons.

This adapts down to a single column on phones to allow for the limited space available.
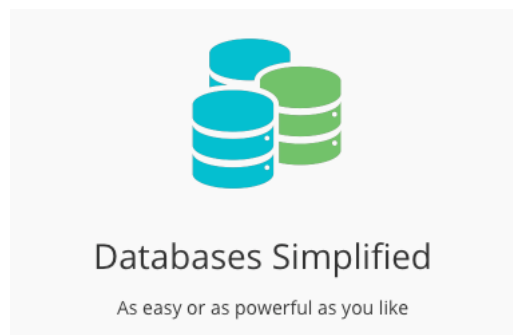
Card

The card layout is quite similar to the marketing layout in that it displays text and images but is better used for just icon-type images. On large screens it uses a 3 column layout which drops to 2 columns on tablets and a single column on phones.
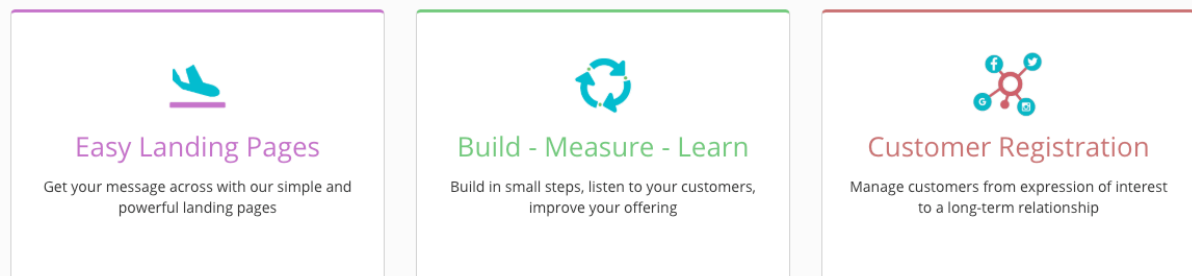

Note that on the example above we've got a nice colour matching effect going on. This is done by applying some extra item classes to each item (landing-card card-item-purple). We have defined 7 of these standard classes in our core CSS and you can add as many more as you wish.

Class	Color	Class	Color
card-item-green	#77CD71	card-item-beige	#C8CD77
card-item-purple	#C877CD	card-item-blue	#7E76CD
card-item-red	#CD7777	card-item-cyan	#77CDBE
card-item-grey	#999999		

Featurette

This is a layout that we use for our case-studies on the linkalist website. They consist of a title, subtitle, a block of text and an image. The image alternates between rows on the left and right of the layout when in a larger browser. On a phone the image ends up below the text.
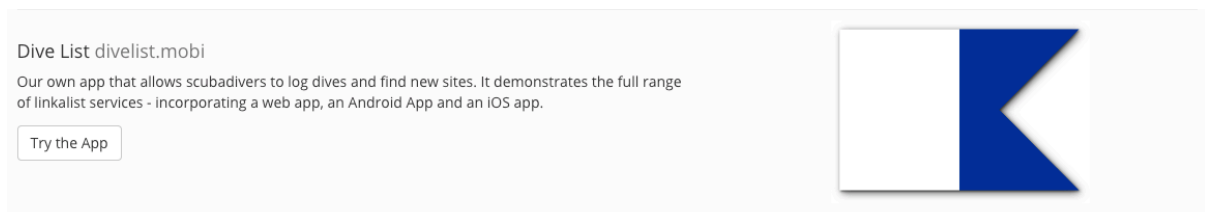

Ribbon

Ribbons are meant to be used on their own and provide a visual way of highlighting a feature. It consists of a title and text over a background image. They only work well with photographic images.
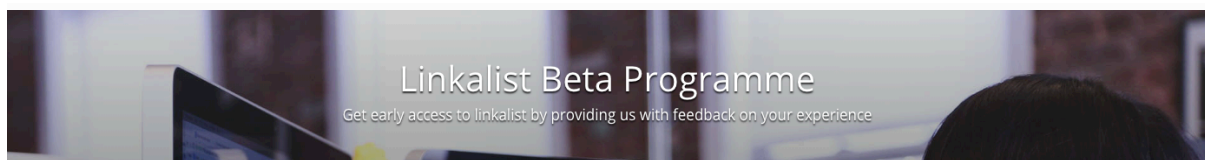
Intro

This is another photographic type layout that occupies the entire screen on a larger device. These also work with video in the background but try not to go crazy – these seriously hurts your load time.
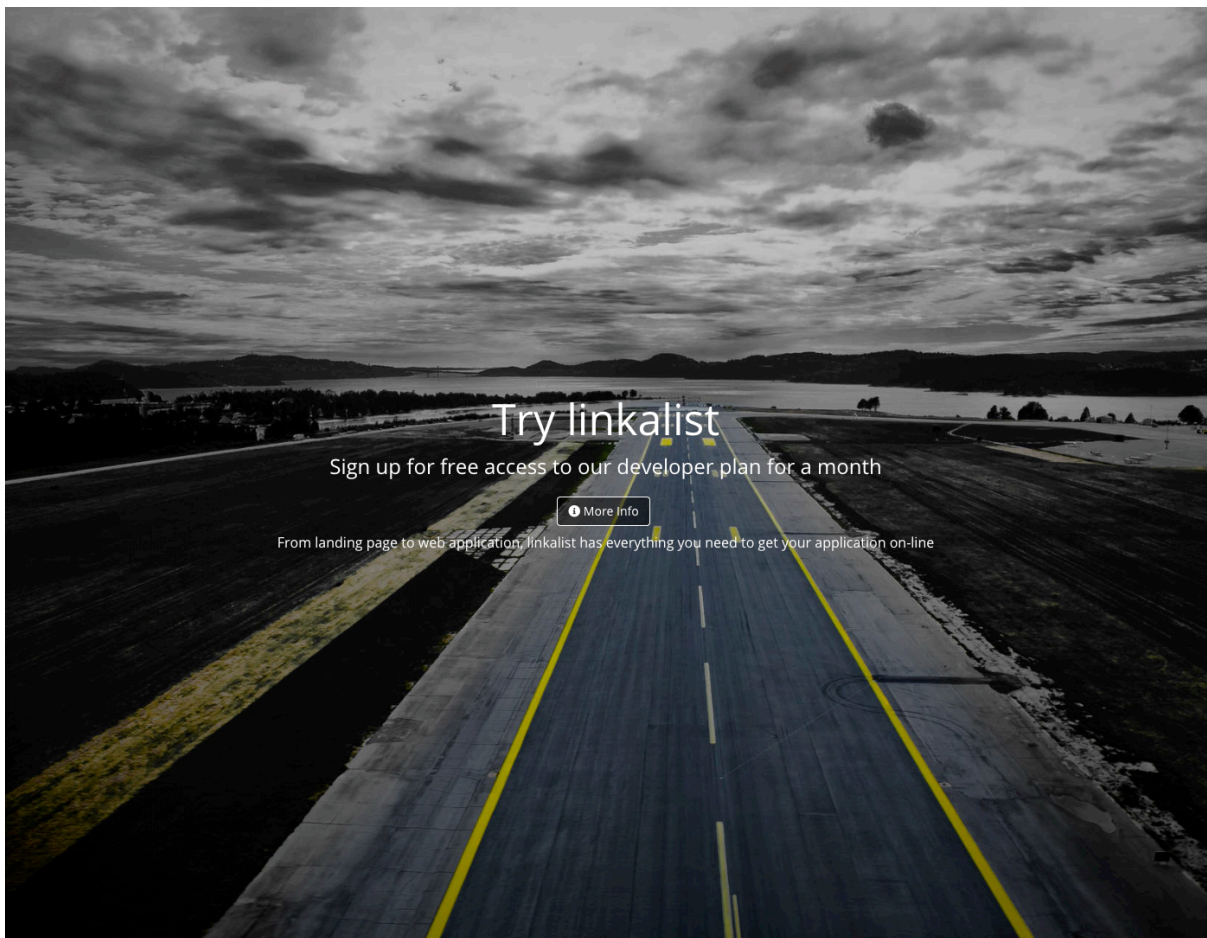
Menu

A menu type isn't rendered on the landing page directly. These are just added to the main menu at the top of the landing page. This is useful for things like Terms & Conditions. For menu items, you may add a Font Awesome icon using the Menu Icon field.

Pricing Page

There is a final format this is used only for a pricing matrix. This is called a feature. You will generally attach one or more of these to the basic pricing page

Setting up each feature is a little different to other formats as these have some structured data. Each feature will normally contain the details of a pricing plan

- **Name:** This describes the title of the feature (e.g. Developer)
- **Subtitle:** Some more details about the feature
- **Text**: You enter each of the items in the grid on a separate line of the text field (1 application)
- **Extra Text:** This is the item at the bottom (in general the price goes here)
- **Menu Icon**: This is used for the icon at the top of the feature.