

Co-Branded Landing Pages

Best Practices

1. Put your value proposition at the top of the page

What is the number one reason customers choose your ICAgile-accredited courses? After someone has finished a course, what positive feedback do you hear over and over? Write this value proposition at the top of your landing page.

2. Display the ICAgile logo and your logo prominently

Catch your customers' attention and establish trust by displaying both logos on your landing page. Download the [ICA Agile logo](#) and [Member Organization Badge](#).

3. Focus on benefits and your key differentiators

Benefits

Describe how your ICAgile-accredited classes benefit your customers. Here are two examples:

- Our ICAgile-accredited courses are framework-neutral. This makes the course material applicable for a wide variety of teams, no matter how they work.
- Many courses are designed specifically for IT professionals. We offer ICAgile-accredited courses for a variety of roles, including marketing, HR, and finance professionals.

Note: We recommend that you write the benefits in your own words and context instead of copying the examples above. You risk damaging your SEO (search traffic) if you copy the exact wording used above.

Key differentiators

Highlight the things that set you apart from other ICAgile-accredited training providers. Key differentiators could include:

- AEP programs
- Offering all of the courses in a track
- Language capabilities
- ICAgile Certified Expert on staff
- Self-Paced courses
- Dual-Certification classes (i.e. "Bootcamps")
- Class bundles

4. Include social proof

Help prospective clients see the value of your training. Share rave reviews of your ICAgile-accredited courses or statistics that show how many people you've trained.

5. Less is more

Experts say you have 7-15 seconds to capture someone's attention when they land on your website. If you do capture their attention, the average time spent on a website is less than one minute. With those stats in mind, keep your landing page clear, brief, and compelling. Add links to pages where people can learn more about your courses.