

Content for the Web

Worksheet Content Discovery Online Ad / Landing Page

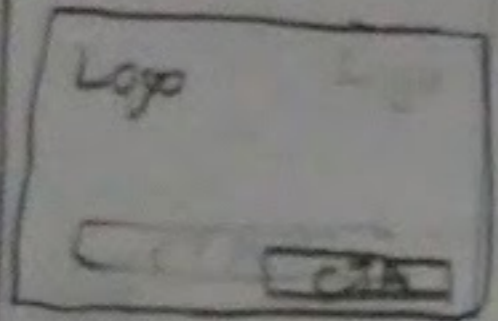
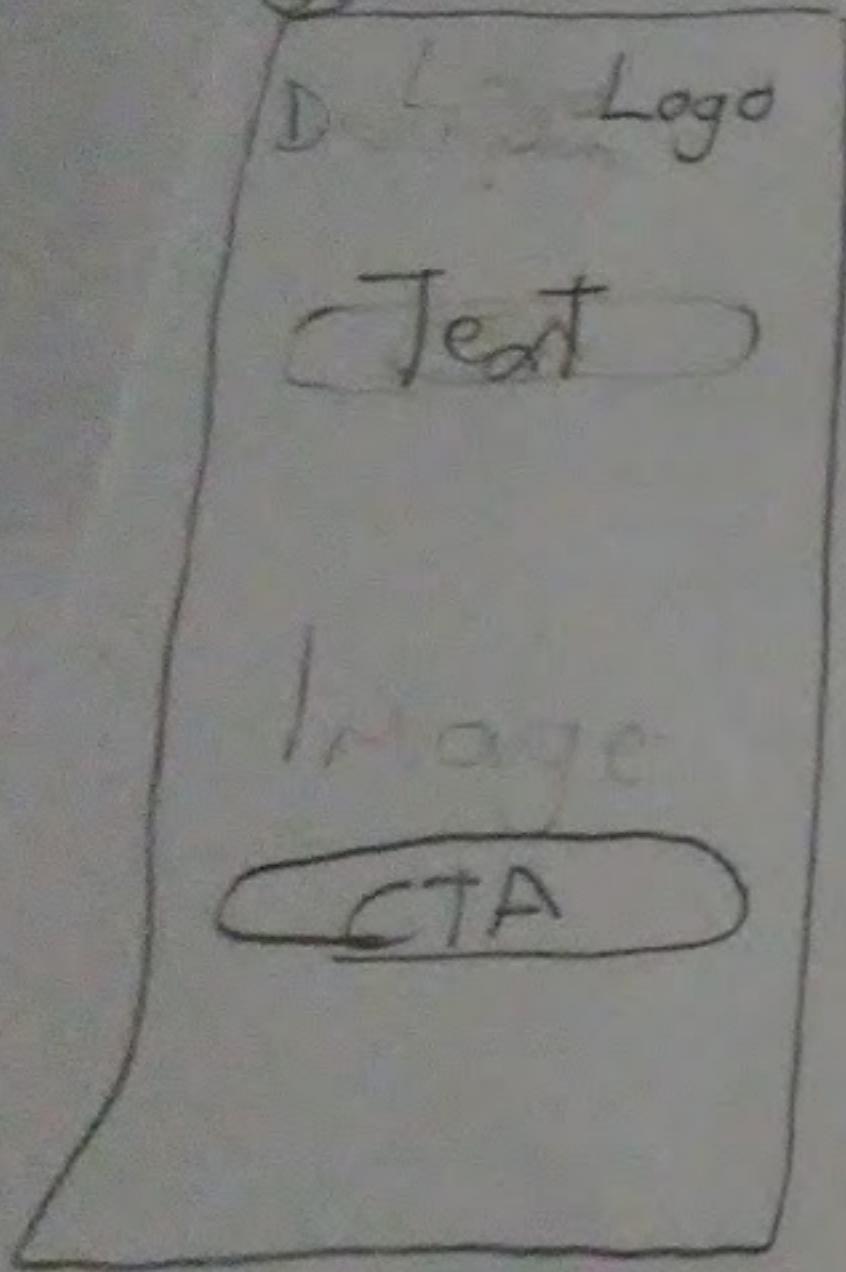
Wireframe Ad

ONLINE AD WIRE FRAME

LANDING PAGE WIREFRAME

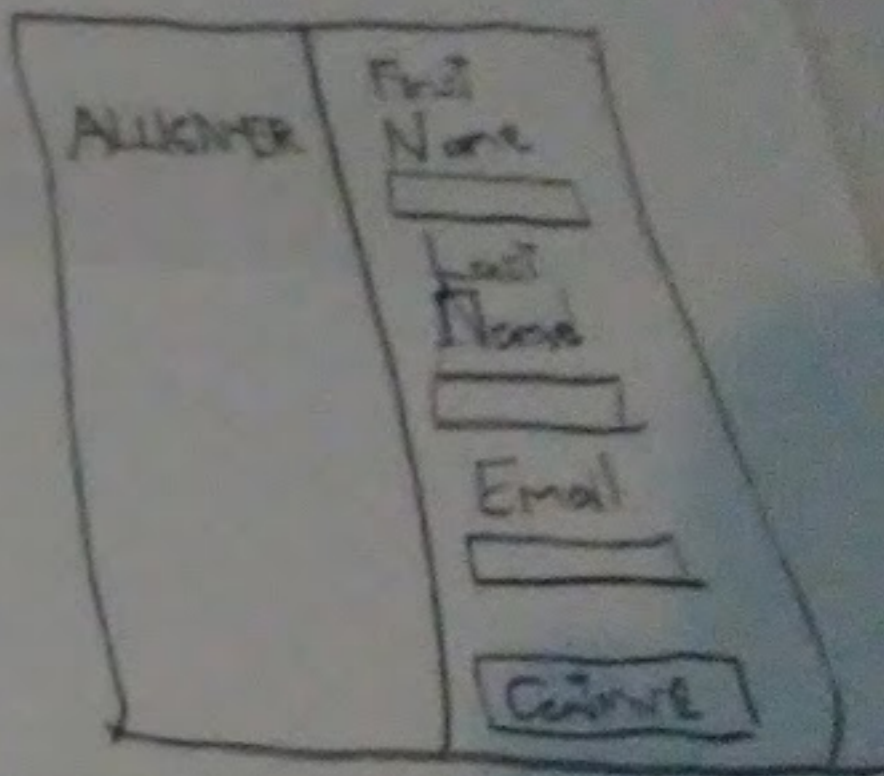
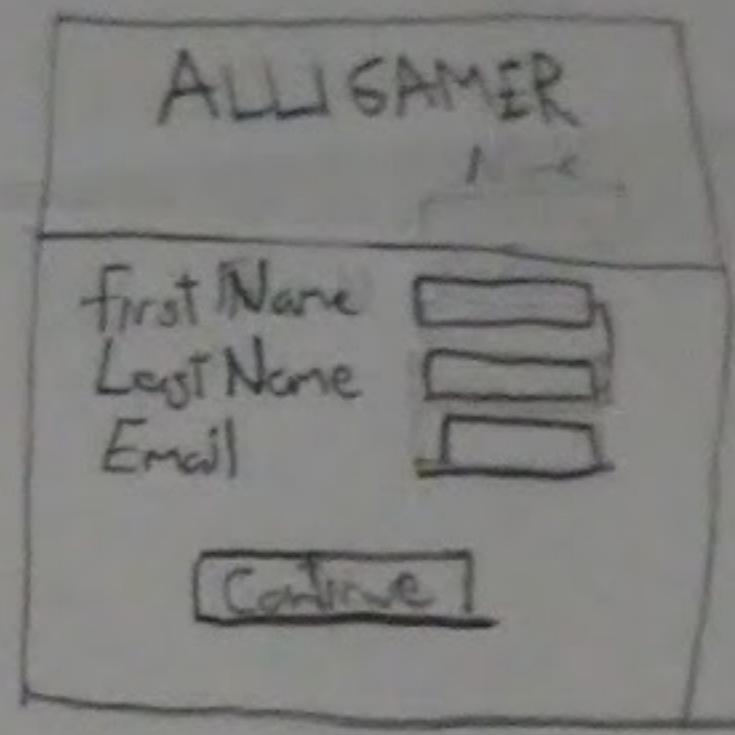
1

2

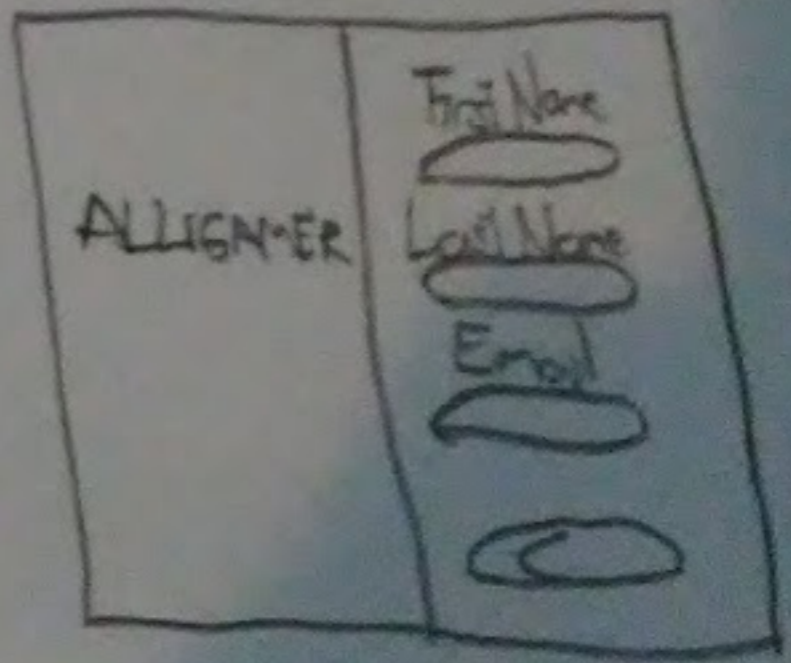
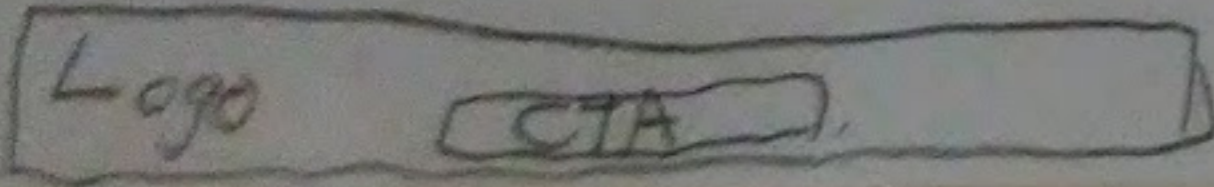


1

2



3



Content

for the Web

Online Ad - Landing Page Summary Table

| Online Ad | |
|--|-------------------|
| Ad Message | Ad Call to Action |
| Untitled gameplay | Sign Up |
| Landing Page | |
| Where is this ad placed for this landing page? | |
| Left of landing page | |
| Page Title: (Match with Ad Title) | |
| Alligames | |
| Page Elements: | |
| <ul style="list-style-type: none">• Message• Call-to-Action | |
| Imagery | |
| Logo, "hero" image | |
| Call to Action | |
| Sign Up | |
| Style Elements for this specific page. | |

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