

**amasty**

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

# Guide for Landing Pages for Magento 2

Let customers explore your store goods via multiple landing pages. Boost sales with custom selection of products for each page. Improve your site search engine ranking building SEO-optimized unique content.

- Create as many landing pages as you need
- Add unique URLs and metadata to your landing pages
- Use flexible conditions for adding products to each page
- Display custom CMS blocks at any place of the page
- Add landing pages to the sitemap for better visibility
- Compatible with Improved Layered Navigation
- Compatible with ChatGPT AI Content Generator Pro
- Hyvä-ready storefront and Hyvä Checkout ready
- WCAG compliance (for Hyvä Theme)

The extension is compatible with **Hyvä Theme**. You can find the 'amasty/module-xlanding-hyva' package for installing in composer suggest. The compatibility is available as a part of an active product subscription or support subscription.


The Enterprise and Cloud editions of the extension are compatible with **Live Search**.

## Landing Pages Grid

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

**Select** quick actions for any landing page on the grid. It allows to edit, delete, duplicate or view a page.

Pages

 demouser

Add New Page

Search by keyword

Filters

Default View

Columns

Export

Actions

7 records found (2 selected)

20 per page

1 of 1

	ID	Title	URL Key	Layout	Store View	Status	Created	Modified	Action
<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	Nov 20, 2019 8:21:48 AM	<div>Select View Delete Edit Duplicate</div>
<input checked="" type="checkbox"/>	2	Watch Sale 30 % OFF	watch_sale	2 columns with left bar	All Store Views	Enabled	Oct 31, 2016 12:47:44 PM	Feb 10, 2022 7:08:50 AM	
<input type="checkbox"/>	3	Exercise Kit	exercise_kit	1 column	All Store Views	Enabled	Oct 31, 2016 2:41:25 PM	Nov 19, 2019 4:01:25 PM	

With the extension, you can also select multiple landing pages and apply the following Mass Actions to them:

- Delete
- Disable
- Enable
- Change Meta Robots

Actions

Delete

Disable

Enable

Change Meta Robots

7 records found (5 selected)

			URL Key	Layout
<input checked="" type="checkbox"/>	3	Exercise Kit	exercise_kit	1 column
<input checked="" type="checkbox"/>	4	New Apparel Collection	spring2018	2 columns with left bar
<input checked="" type="checkbox"/>	5	Get our best training videos with 20% off!	training-videos	Empty
<input type="checkbox"/>	6	Customers' favorites	favourite_products	1 column
<input type="checkbox"/>	8	Embrace the Chill: Winter Collection 2025	winter-collection	1 column

Select options

INDEX, FOLLOW

All Stores

Apply

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 *	<input type="text" value="Enabled"/>
Page Title *	<input type="text" value="New Apparel Collection"/>
URL Key *	<input type="text" value="spring2018"/> Relative to Web Site Base URL
Store View *	<div><div>All Store Views</div><div><b>Main Website</b> <b>Main Website Store</b> Default Store View</div></div> <div>?</div>

## 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
- Page Full Width
- Category Full Width
- Product Full Width

Please note, that currently within the **Hyva Theme** compatibility, layout adaptation is implemented according to the options: 2 columns with left bar, 2 columns with right bar, and 3 columns. Other options display as 2 columns with a left bar.

**Include 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.

PAGE INFORMATION

Page Information

Design

Meta Data

Conditions

Page Products

## Page Layout

Layout

2 columns with left bar

2 columns with left bar

1 column

2 columns with left bar

2 columns with right bar

3 columns

Empty

Columns Count

4

Count of columns in

4

3

4

5


Include Navigation

Yes

Heading

Summer Sale - Buy Backpacks with 20 % Off discount

Image



Choose File

No file chosen

☐

Delete Image



Supported formats: jpg,jpeg,gif,png





Image Alt

summer sale
























Top Description
























Show / Hide Editor
























**B***I*UABC



StylesParagraphFont Family







**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.





# 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

bags on sale

Keywords

backpack, bag, sale

Description

Great discounts on comfortable backpacks

Meta Robots

INDEX, FOLLOW

INDEX, FOLLOW

NOINDEX, FOLLOW

INDEX, NOFOLLOW

NOINDEX, NOFOLLOW

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

Summer Sale

Backpacks Summer Sale





Eco-friendly, ego-friendly

Recycled polyester, hemp and organic cotton apparel

```
<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.amastv.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.

The screenshot displays the 'Conditions' configuration section in the Magento 2 landing page editor. On the left, a sidebar contains navigation links: 'PAGE INFORMATION', 'Page Information', 'Design', 'Meta Data', 'Conditions' (highlighted with an orange bar and a pencil icon), and 'Page Products'. The main area is titled 'Conditions' and shows a list of conditions under the heading 'ANY of these conditions are TRUE :'. The conditions are: 'Is on Sale is Yes', 'Attribute Set is Gear', and 'Categories is one of 20,21,23,26,22'. Below these, a dropdown menu for 'Product Type by "type\_id" attribute is open, showing options: 'Simple Product', 'Virtual Product', 'Bundle Product', 'Downloadable Product', 'Configurable Product' (highlighted with a mouse cursor), and 'Grouped Product'. At the bottom, another dropdown menu is open, titled 'Please choose a condition to add.', showing a list of conditions under 'Custom Fields' and 'Product Attribute'. The 'Attribute Set' option under 'Product Attribute' is highlighted with a mouse cursor.

## 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

MANUAL

Fusion Backpack

Price: \$59.00

Stock: In Stock

MANUAL

Savvy Shoulder Tote

Price: \$32.00

Stock: In Stock

MANUAL

Affirm Water Bottle

Price: \$7.00

Stock: In Stock

AUTO

Hula Hoop

Price: \$12.00

Stock: In Stock

AUTO

Zing Jump Rope

Price: \$12.00

Stock: In Stock

AUTO

Move out of stock to bottom

Newest products first

Name: Ascending

Name: Descending

Price: Ascending

Price: Descending

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.

amasty

Import

Choose Target Store

[global]

Default Store View

CSV File

[global]

Choose File

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

Add New Page

Search by keyword

Filters

Default View

Columns

Export

Actions

4 records found (4 selected)

20 per page

CSV of 1

Cancel

Export

	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 *	<input type="text" value="yellow tee"/>
Store *	<div>Default Store View ▼</div> ⓘ
Redirect URL	<input type="text" value="example.com/summer-sale"/> <small>ex. http://domain.com</small>
Display in Suggested Terms	<div>No ▼</div>

## Landing Page Link Widget

With the extension, you can add landing page links to any website page using widgets.

To do this, go to the needed page, scroll to Content section and add Widget. In the Type field choose **Amasty Landing Page Link**.

## Insert Widget

Cancel

Insert Widget

Inserting a widget does not create a widget instance.

Widget Type \*

Amasty Landing Page Link

▼

Link to a Landing Page

Widget Options

Anchor Custom Text

View our Winter Collection

If empty, the Page Title will be used

Anchor Custom Title

Explore our Winter Collection and discover a range of si

Template

Landing Page Link Block Template

▼

Landing Page \*

Embrace the Chill: Winter Collection 2025

Select Landing Page...

**Anchor Custom Text** - Set a custom text for your link. If empty, the Page Title will be used.

**Anchor Custom Title** - Set a custom title for your link. You can also leave this field empty if preferred.

You can also select a template for your link block and choose the landing page you want to link to.

The Magento 2 Landing Pages extension is compatible with **Amasty Improved Layered Navigation** and **Amasty Elastic Search** extensions.  
The Magento 2 Landing Pages extension is compatible with **Amasty ChatGPT AI Content Generator Pro**, enabling content generation for Landing Pages (Note: the compatibility is available as part of an active product subscription or Support Subscription)

# 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 \*

Dynamic Category ▼

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

Linked Dynamic Category

..... Video Download ▼

Dynamic Category

Video Download

Edit Page Link

Page Title \*

Get our best training videos with 20% off!

URL Key \*

training-video

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 ▼

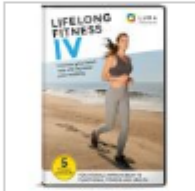
Sort order None ▼

Sort

3 records found


20 ▼ per page

< 1 of 1 >




LifeLong Fitness IV  
Price: \$14.00  
Stock: In Stock

★ AUTO



Yoga Adventure  
Price: \$22.00  
Stock: In Stock

★ AUTO ▲







Solo Power Circuit  
Price: \$14.00  
Stock: In Stock


★ AUTO ▲


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 [store view]  Yes

Include in Menu [store view]  Yes

Category Name [store view] \*

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!](#)

## Compatibility with ChatGPT AI Content Generator Pro

The extension is compatible with the **Pro version of Amasty ChatGPT AI Content Generator** (the compatibility is available as a part of an active product subscription or support subscription). This means that if you have both extensions installed, you can automatically generate Landing Pages content using AI Content Generator.

This functionality is available if you have **both extensions installed**: Landing Pages for Magento 2 and ChatGPT AI Content Generator Pro for Magento 2.

With the ChatGPT AI Content Generator Pro for Magento 2 you can automatically generate the following types of content for Landing Pages:

Page Information tab:

- Page Title - is generated based on previous title.

### Page Information

Status \*

Enabled



Select 'Dynamic Category' to use Landing Page conditions for category product display.

The selected Landing Page becomes unavailable by direct link.

Page Title \*

Embrace the Chill: Winter Collection 2025

Generate with AI

Advanced Generation with AI

URL Key \*

winter-collection

Relative to Web Site Base URL

Design tab:

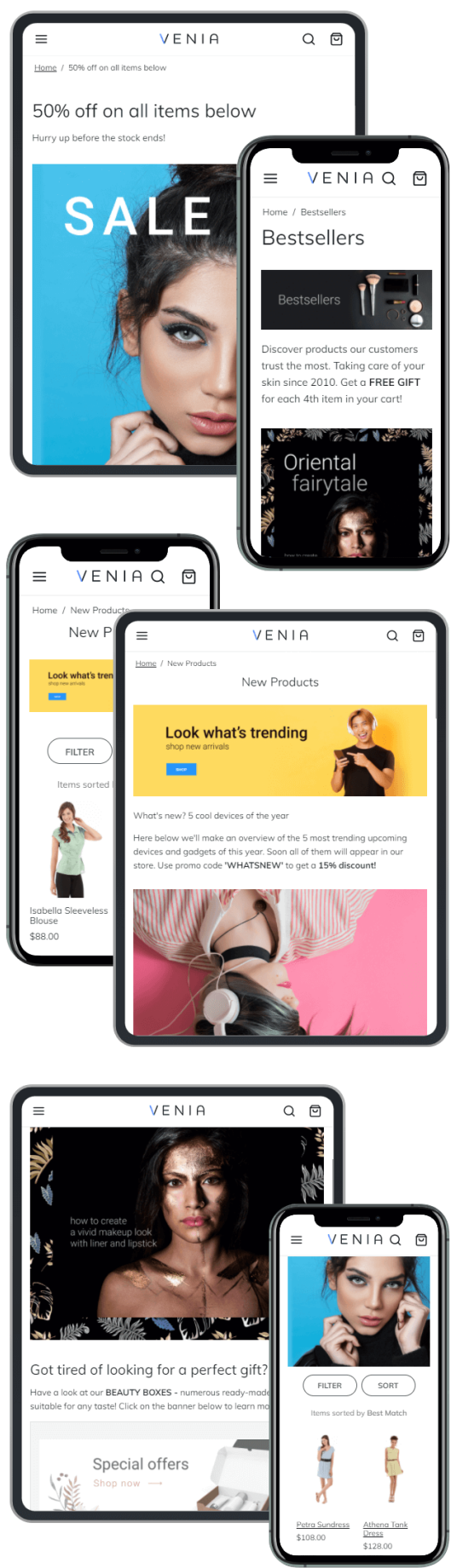
- Heading - is generated based on Page Title or current heading if it is present.
- Image Alt - based on current image if it is present.
- Top Description - based on Heading, Page Title, Bottom Description and current Top description if it is present.
- Bottom Description - based on Heading, Page Title, Top Description and current Bottom description if it is present.



**package** first. For the correct name of it, please check the *composer.json* file of the main module. For example, the GraphQL system package name of the PWA add-on for the Blog Pro extension would be the following: **amasty/blog-graphql**

```
{
  "name": "amasty/blog",
  "description": "Amasty Blog Pro",
  "require": {
    "php": ">=7.3.0",
    "amasty/base": ">=1.13.4",
    "amasty/email-unsubscribe": "*",
    "amasty/cron-schedule-list": "*",
    "magento/framework": ">=102.0.0",
    "magento/module-catalog": "*"
  },
  "suggest": {
    "amasty/blog-page-builder": "Install blog-page-builder module to activate PageBuilder and Blog Pro integration.",
    "amasty/blog-graphql": "Install blog-graphql module to activate Graphql and Blog Pro integration.",
    "amasty/module-blog-mftf-3": "Install module-blog-mftf-3 module to be able to run Blog Pro MFTF tests for Magento 2.4.0+ version.",
    "amasty/module-blog-pro-to-builder": "Install Amasty_BlogProToBuilder module to activate the integration with Custom Reports Builder extens
  },
  "type": "magento2-module",
  "version": "2.10.4",
  "license": [
    "Commercial"
  ],
  "autoload": {
    "files": [
      "registration.php"
    ]
  }
}
```

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



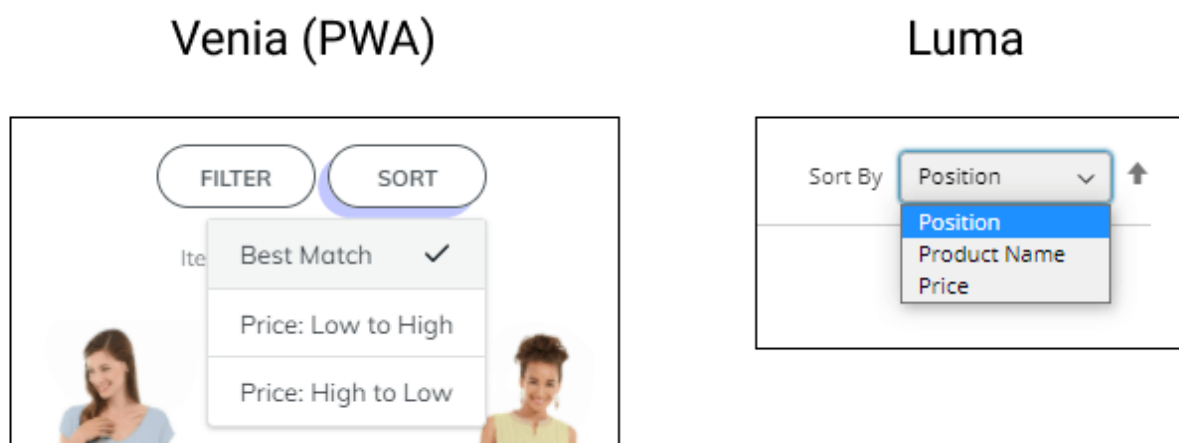
This very PWA add-on does not support the following features of the original extension:

- 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.

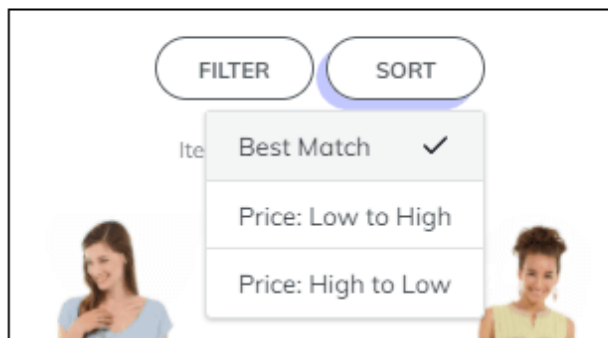
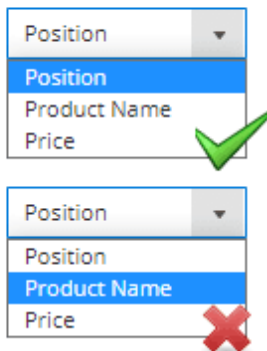
[This is how the sorting options on Venia and Luma are different:](#)



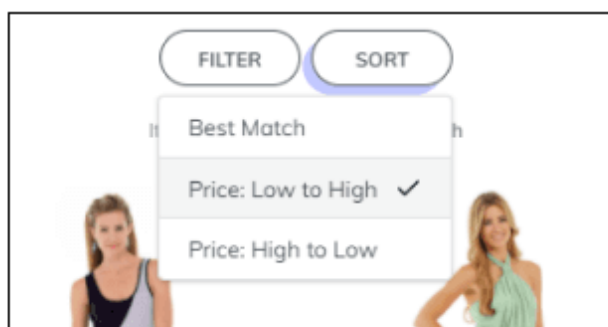
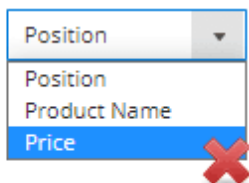
Click on the illustration below to see how Venia and Luma filtration options match if you're configuring the setting '*Default Product Listing Sort By*'.

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](#).

## Additional packages (provided in composer suggestions)

To make additional functionality available, please install the **suggested packages** you may need.

Available as a part of an active product **subscription** or support subscription:

- **amasty/module-ai-xlanding-content-generator** - Install this package to ensure compatibility with Amasty ChatGPT AI Content Generator Pro and enable content generation for Landing Pages.
- **amasty/module-xlanding-live-search** - Install this package to ensure compatibility with Live Search (for Enterprise and Cloud Editions).

In [Landing Pages FAQ](#) you can find answers to the most popular questions about the extension functionality.

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



From:

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

Permanent link:

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



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