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.

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## Pages

								Add	New Page
Search	Search by keyword Q Filters O Default View • Columns • 🕹 Export •								
Actior	ns	7 records f	ound (2 selected)			20 •	per page	< 1	of 1 >
• •	ID ↓	Title	URL Key	Layout	Store View	Status	Created	Modified	Action
~	1	Summer Sale	summer_sale	2 columns with left bar	All Store	Enabled	Oct 31, 2016 10:58:28 AM	Nov 20, 2019 8:21:48 AM	Select 🔺
				2 columns	All		0 1 01 0010	5 1 40 0000	View
✓	2	OFF	watch_sale	with left bar	Store Views	Enabled	Oct 31, 2016 12:47:44 PM	Feb 10, 2022 7:08:50 AM	Edit
	3	Exercise Kit	exercise kit	1 column	All Store	Enabled	Oct 31, 2016	Nov 19, 2019	Duplicate
	2	Exclude file	excreme_me	. column	Views	enoneu	2:41:25 PM	4:01:25 PM	Select •

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

- Delete
- Disable
- Enable
- Change Meta Robots

#### Pages

Search by keywor	d		Q				
Actions		7 records	7 records found (5 selected)				
Delete Disable				URL K	≥y	Layou	ıt
Enable				summ	er_sale	2 colu	mns with left bar
Change Meta Rol	pots •	Select options	INDEX, FOLLOW	•	All Stores	•	Apply
✓ 3	Exercise Kit			exercis	е_кп	T COID	
✓ 4	New Apparel Collection			spring	2018	2 colu	mns with left bar
✓ 5	Get our best training videos with 20% off!			training-videos		Empty	
6	Customers' favorites			favourite_products		1 column	
8	Embrace the Chill: Winter Collection 2025			winter-collection 1 column		imn	

# **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.htm*l



## 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.

2025/08/13 13:09	7/25			Guide for Land	ling Pages for Magento 2
← Back	Delete Page	Reset	Save and Co	ontinue Edit	Save Page
PAGE INFORMATION	Page Layout				
Page Information	Layout * 2 c	columns with le	ft bar	2 columns wit 1 column 2 columns wit	h left bar
Design	nt Cou	unt of columns in	3 4	3 columns Empty	n right bar
Meta Data	Include Navig ation	s <b>v</b>	5		
Conditions	Heading	ummer Sale - B	uy Backpacks wit	h 20 % Off discour	nt
Page Products	Image Del Sup	Choose File lete Image oported formats: j	No file chosen		
	Image Alt st	ummer sale			
	Top Descripti on	show / Hide Edi	tor		
	***			Styles    • Para = : : : : : : : : : : : : : : : : : : :	graph • Font 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.

Bottom Description	Show / Hide Editor
	Image: Styles       Paragraph       Font Family       Font Size         Image: Styles       Paragraph       Font Family       Font Size         Image: Styles       Image: Styles       Paragraph       Font Family       Font Size         Image: Styles       Image: Styles       Image: Styles       Image: Styles       Image: Styles       Image: Styles         Image: Styles       Image: Styles       Image: Styles       Image: Styles       Image: Styles       Image: Styles       Image: Styles         Image: Styles       Image
	Path: p
Top Static Block	Eco Friendly Block
Bottom Static Block	Sale Block 💌
	Choose Static Block to show Below Products List
Default Product * Listing Sort By	Position
Layout Update XML	

## 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



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="robots" content="width=devicewidth, 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.magentodemo.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.magentodemo.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.magentodemo.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 INFORMATION	Conditions
Page Information	ANY of these conditions are TRUE : Is on Sale is Yes 🛞
Design	Attribute Set is Gear 🛞
Meta Data	Categories is one of 20,21,23,26,22 🛞
Conditions 🖌	Simple Product Virtual Product Bundle Product
Page Products	Configurable Product
	Product Type by "type_id" attribute is
	Please choose a condition to add. 💌
	Please choose a condition to add.         Conditions Combination         Custom Fields         Is New (by a period)         Is New (by 'is_new' attribute)         Created (in days)         In Stock         Is on Sale         Qty         Min Price         Max Price         Final Price         Rating         Type of Product         Product Attribute         Activity         Attribute Set         Category         Category Gear
	Climate

## **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



## Import

To import a landing page as a .CSV file, go to Stores  $\rightarrow$  Configuration  $\rightarrow$  Amasty Extensions section  $\rightarrow$  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 T	[arget Store [global]	Default Store View
	CSV File [ [global]	Choose File sample_CSV.csv

- Go to Admin Panel  $\rightarrow$  Content  $\rightarrow$  Landing Pages  $\rightarrow$  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.

Pag	es							1	demouser 🔻
								Add	New Page
Searc	h by keyv	vord	Q	<b>T</b> Filte	ers	Default	View 👻 🏠	Columns 🔻	🏝 Export ▲
Actio	ns	<ul> <li>4 records</li> <li>selected)</li> </ul>	found (4			20 🔻	per page	CSV	Export
✓▼	ID ↓	Title	URL Key	Layout	Store View	Status	Created	<b>Person</b>	
>	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 💌
✓	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 💌
>	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 💌
<b>&gt;</b>	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  $\rightarrow$  Marketing  $\rightarrow$  SEO & Search  $\rightarrow$  Search Terms  $\rightarrow$  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 *	yellow tee
Store *	Default Store View 🔹 🕐
Redirect URL	example.com/summer-sale ex. http://domain.com
Display in Suggested Terms	No 🔻

## 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
<ul> <li>Inserting a widget does</li> </ul>	not create a widget instance.
Widget Type 🔺	Amasty Landing Page Link
Widget Options	
Anchor Custom Text	View our Winter Collection
Anchor Custom Title	If empty, the Page Title will be used Explore our Winter Collection and discover a range of st
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)

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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					
Page Information	Status *	Dynamic Category				
Conditions		Select 'Dynamic Category' to use Landing Page conditions for category product display. The selected Landing Page becomes unavailable by direct link.				
Page Products	Linked Dynamic Category	Video Download 🔻				
	Dynamic Category Edit Page Link	Video Download				
	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	Conditions (don't add conditions if need show all products)				
Page Information	If ALL of these conditions are TRUE :				
Conditions	Is on Sale is Yes 🛞				
Page Products	•				

**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	Store Default Store View 🔻
Page Information	Sort order None   Sort
Conditions	20 • per page < 1 of 1 >
Page Products	<image/>

How it will be displayed on the frontend:

Home > Training > Video Download

# Video Download

IVITY   ce   upare Products   ave no items to   ave no items to   tist   LifeLong Fitness IV   Yish List   LifeLong Fitness IV   Statu   Statu   Statu   Statu   Statu   Statu	pping Options	3 Items		Sort By	Pos	ition	`
ct   pare Products   ave no items to   are.   Vish List   LifeLong Fitness IV   Statuo   Statuo   Statuo   Statuo   Statuo   Statuo   Statuo	IVITY ~			SOLO DIURA			
npare Products   have no items to   pare.   Wish List   LifeLong Fitness IV   Yoga Adventure   Solo Power Circuit   11.00   St4.00   St4.00	CE V		Adventure	POWER CIRCUIT Ref: No Research			
have no items to bare. LifeLong Fitness IV Yoga Adventure Solo Power Circuit 14.00 S22.00 S14.00	npare Products	The same of the sa	for its ensuinability of the second s				
Wish List LifeLong Fitness IV Yoga Adventure Solo Power Circuit \$14.00 \$22.00 \$14.00 \$14.00 \$14.00	have no items to pare.	5 Beleven, and server is an					
have no items in your list.	Wish List	LifeLong Fitness IV	Yoga Adventure	Solo Power Circuit			
	have no items in your list.	\$14.00	\$22.00	\$14.00			

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**  $\rightarrow$  **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.



## **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' display. The selected Landing Page	to use Landing Page conditions for category product
Page Title	*	Embrace the Chill: Wi	inter Collection 2025
		Generate with AI	Advanced Generation with AI
URL Key	*	winter-collection	
		Relative to Web Site Base U	JRL

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.

Heading	Embrace the	Chill: Winter Colle	tion 2025			
	Generate wi	th Al Advance	ed Generation wi	th AI		
Image	Supported format	File No file chose ts: jpg,jpeg,gif,png	n 🗌	Delete Ima	age	
Image Alt	Explore our w	vinter collection				
	Generate wi	th Al Advance	ed Generation wi	th AI		
Top Description	Show / Hide	Editor Gener	ate with AI A	dvanced Ge	neration with AI	
	<b>€</b> ↔ P	aragraph 🗸 🗸	14px	~ \$≣~	<u>A</u> ~ 🗡 ~	
	BI⊻	= = =	i≡ ~ i≡ ~	6 6	⊞~Ω 🍣	(x)
	Winter Wrap yourself keep you cozy From luxuriou P	Elegance: f in warmth and st and fashionable i s knitwear and ins	Chic and ( yle this winter with no matter the wea	Cozy St h our exclusi ather. sleek weath	yles Awai ve collection, des ernroof outerwea POV	t igned to
Bottom Description	Show / Hide	Editor Gener	ate with AI A	dvanced Ge	neration with Al	
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	BIU	= = =	i= ~ := ~	18 B	<b>⊞</b> ⊻ 0 🎕	(x)

Check the demo and this user guide to learn more.

Read **this article** to learn more about **Amasty Al Service**. Discover the supported models, how using your own OpenAl API key differs from using our service, and how we manage usage limits.

## **PWA for Landing Pages (Add-On)**

By using this PWA add-on you'll provide your site visitors with a seamless cross-device and crossbrowser 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.

In order to correctly install a PWA add-on, please install the **corresponding GraphQL system 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": "*",
	<pre>"magento/framework": "&gt;=102.0.0",</pre>
	"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-miti-3. Install module-blog-miti-3 module to be able to fun Blog Fro MFFF tests for Magento 2.4.04 version.",
	"amasty/module-blog-pro-to-builder": "install Amasty_BlogProloBuilder module to activate the integration with custom Reports Builder extens
	type: magento_mouter,
	Version: Z.IC.4,
	autolood": /
	"file": [
	"registration pho"
	regretation hip

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:



Venia (PWA)

Sort By	Position	~	1
	Position		-
	Product Name		
	Price		

Luma

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.

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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.

