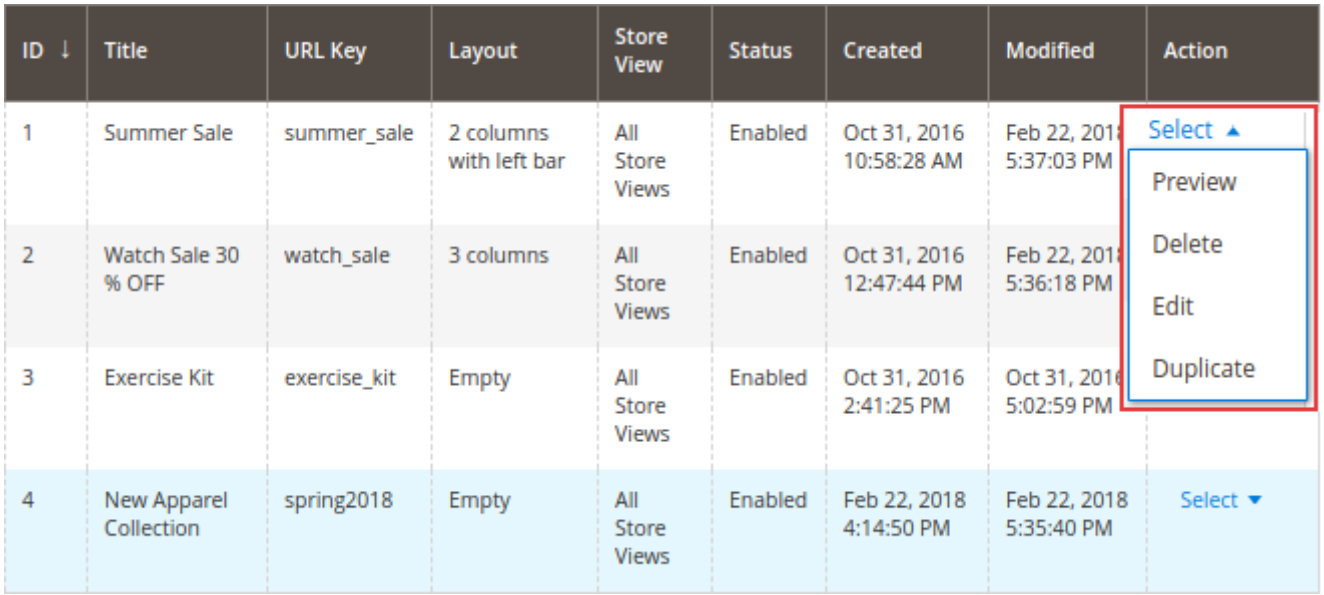
amasty

For more details, see the way the Landing Pages for Magento 2 extension works.

Guide for Landing Pages for Magento 2

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

Select quick actions on the grid. It allows to edit, delete, *duplicate* or preview page.

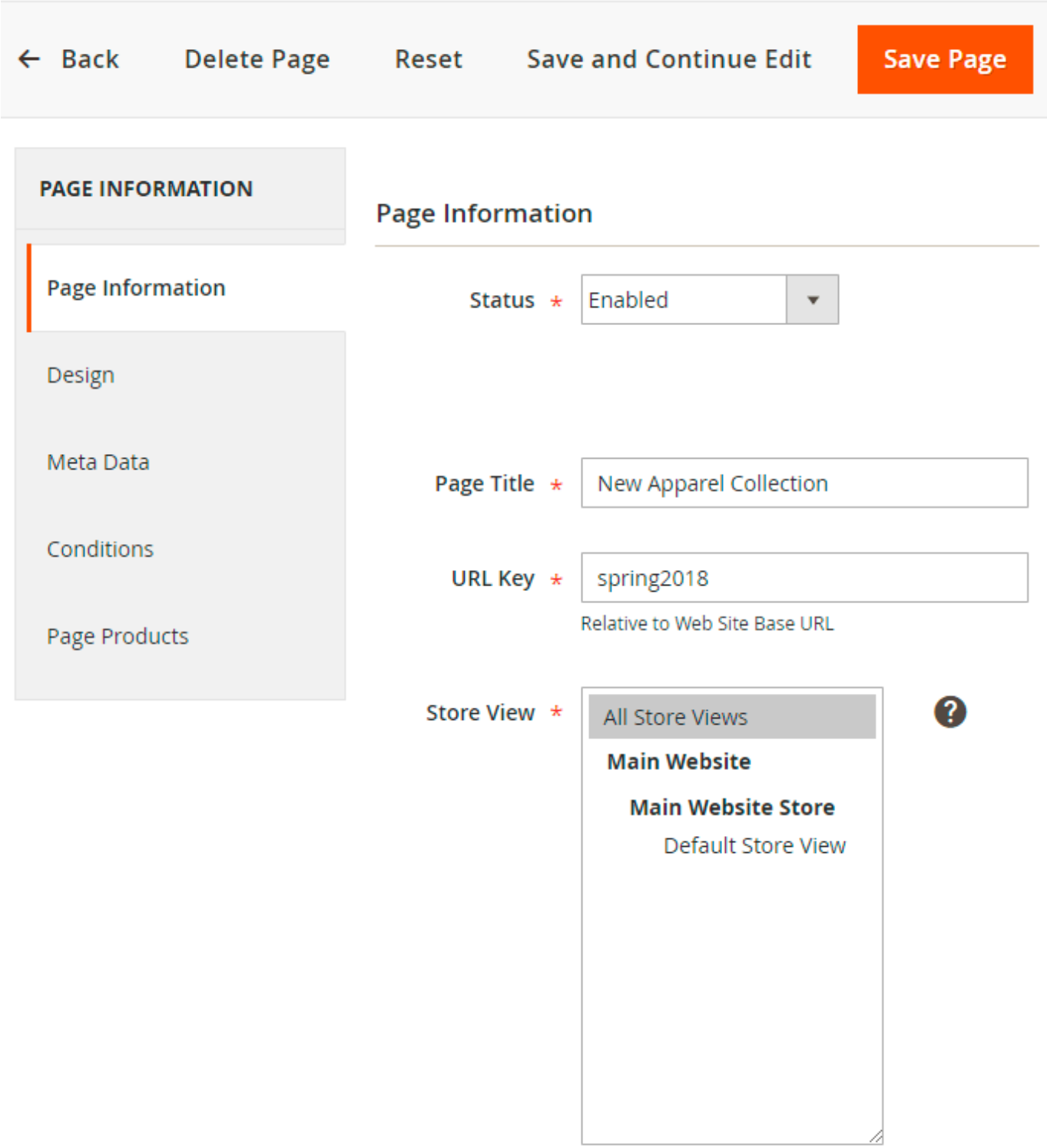


ID ↓	Title	URL Key	Layout	Store View	Status	Created	Modified	Action
1	Summer Sale	summer_sale	2 columns with left bar	All Store Views	Enabled	Oct 31, 2016 10:58:28 AM	Feb 22, 201 5:37:03 PM	Select ▲
2	Watch Sale 30 % OFF	watch_sale	3 columns	All Store Views	Enabled	Oct 31, 2016 12:47:44 PM	Feb 22, 201 5:36:18 PM	
3	Exercise Kit	exercise_kit	Empty	All Store Views	Enabled	Oct 31, 2016 2:41:25 PM	Oct 31, 201 5:02:59 PM	
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 ▼

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.html*



Landing page layout and static blocks

At the *Design* tab, you can choose layout for the landing page:

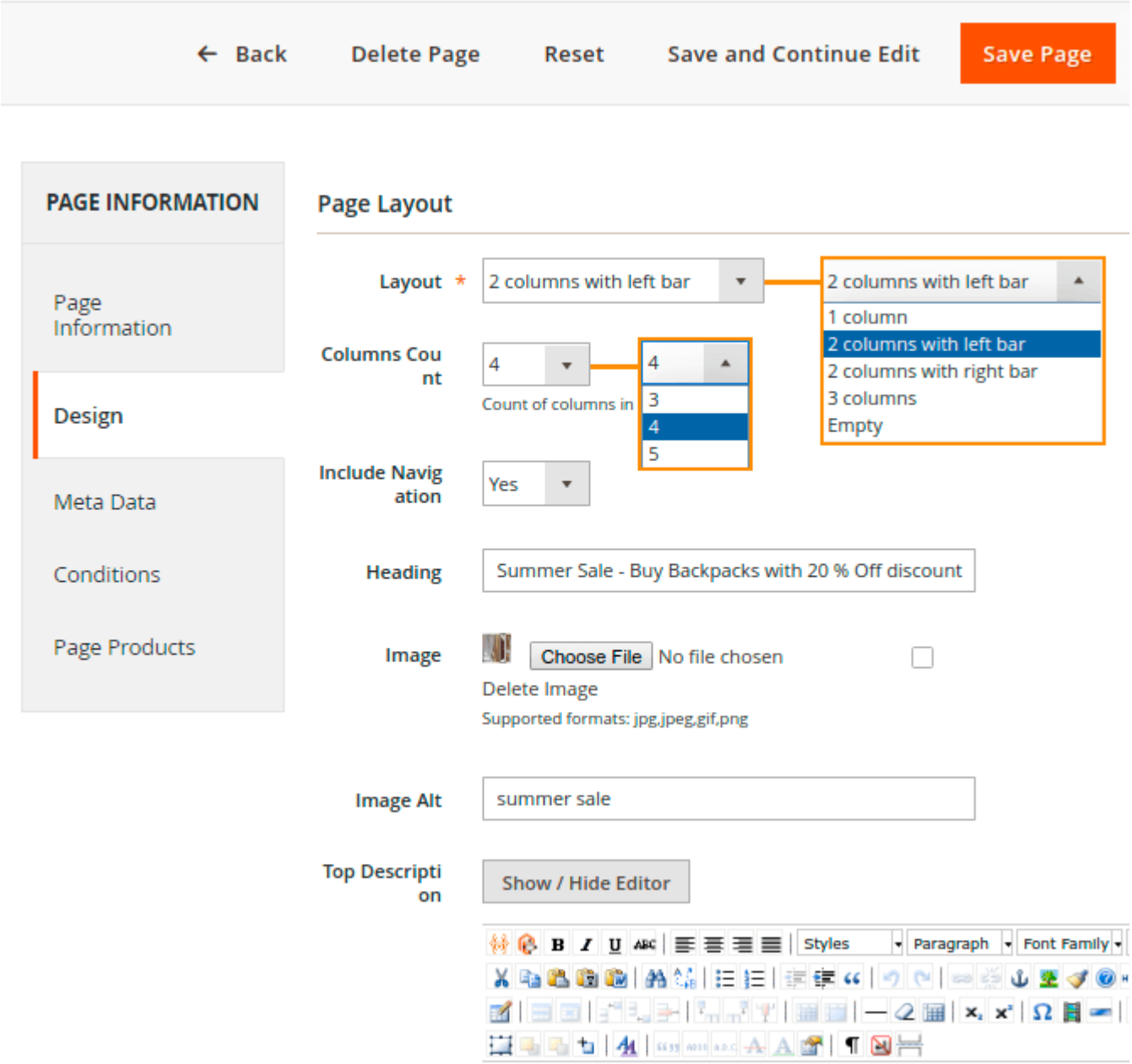
- 1 column
- 2 columns with left bar

- 2 columns with right bar
- 3 columns
- Empty

Use layered 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.

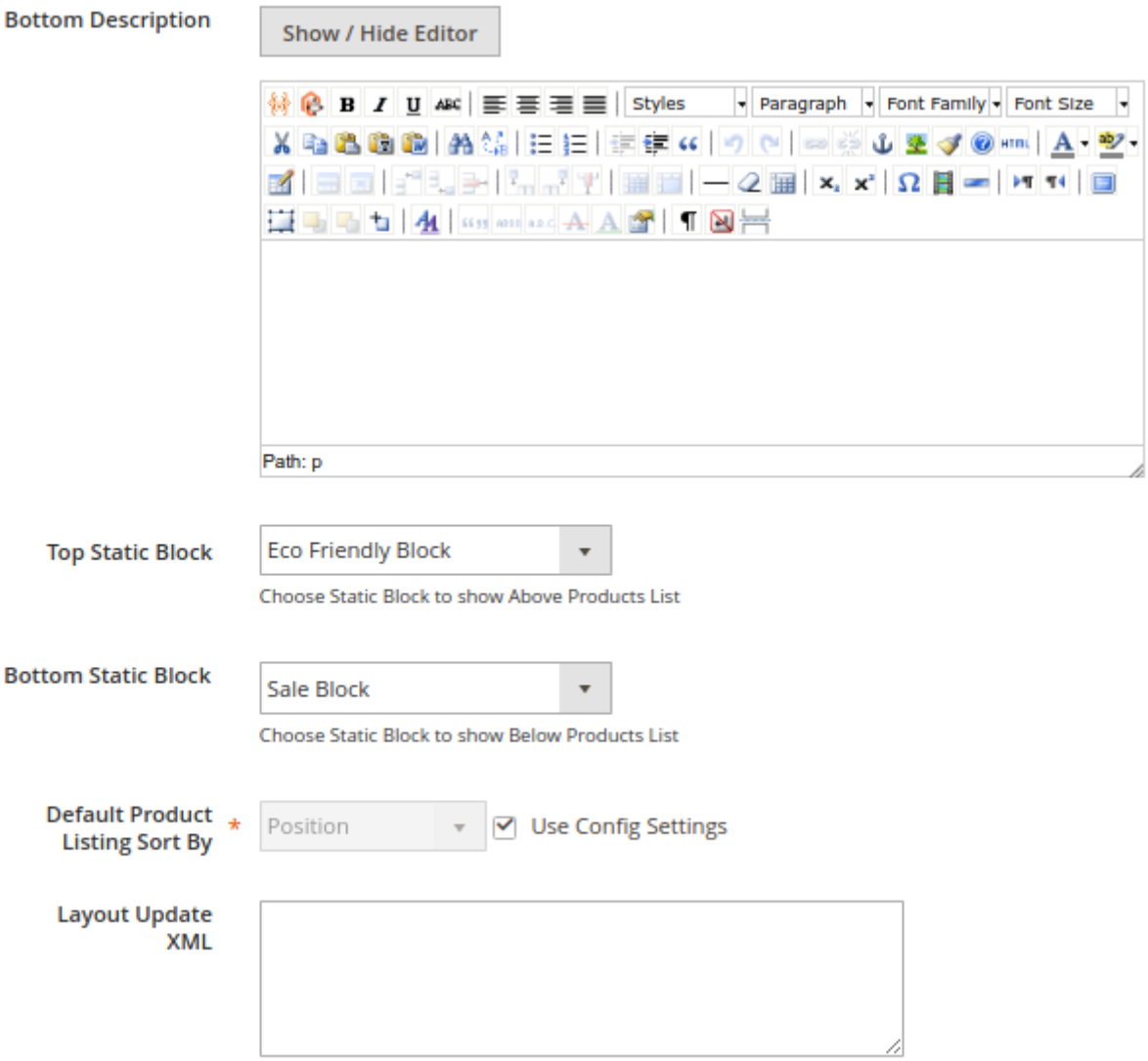


Static Block - You can display a static block above (Top) and under (Bottom) the list of products.

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.

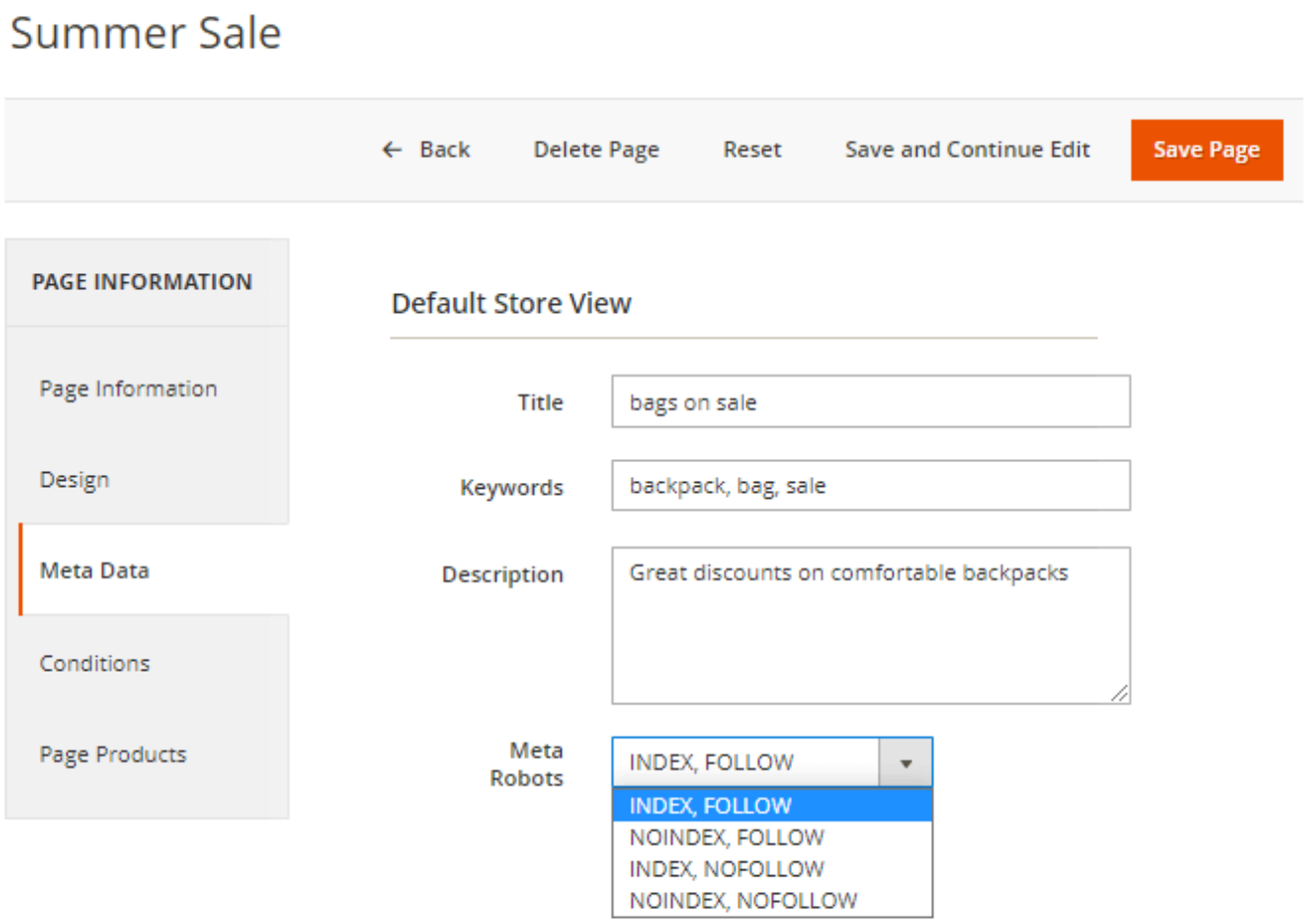
Layout Update XML - Customize layout template.



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.

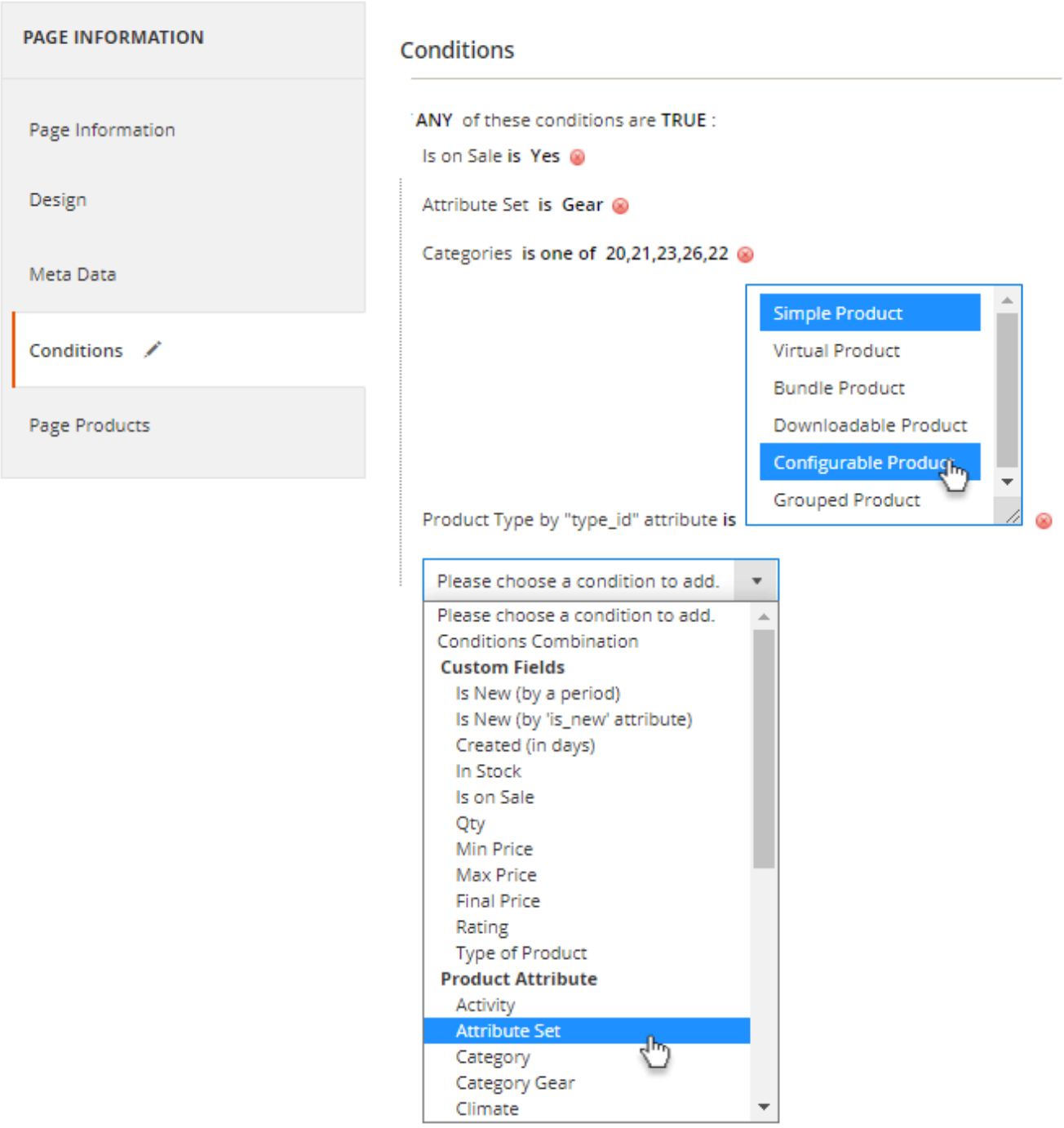


Specify **Meta Robots** so the search engine bots could better understand your preferences for indexing.

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.

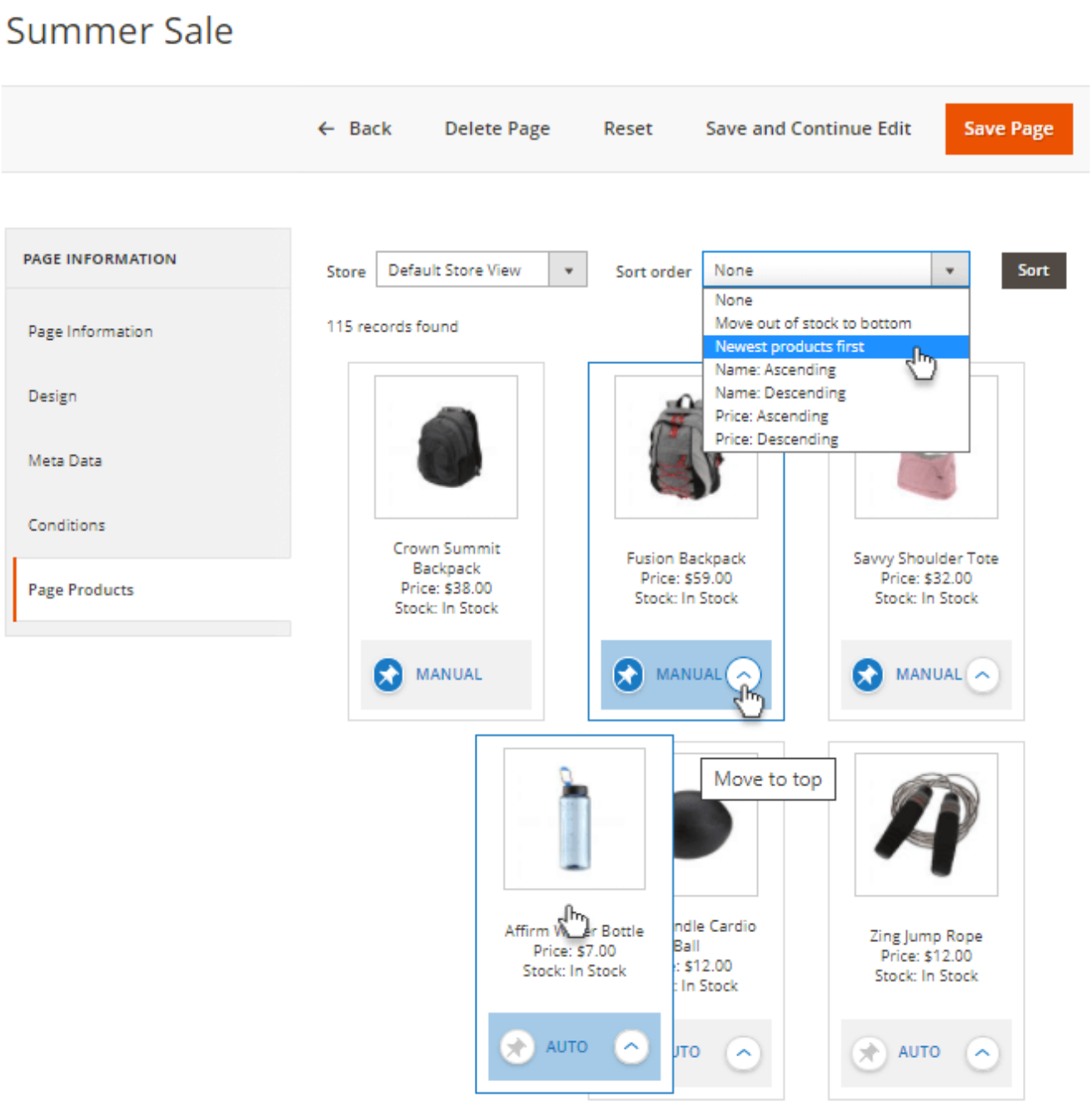


Page Products

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.

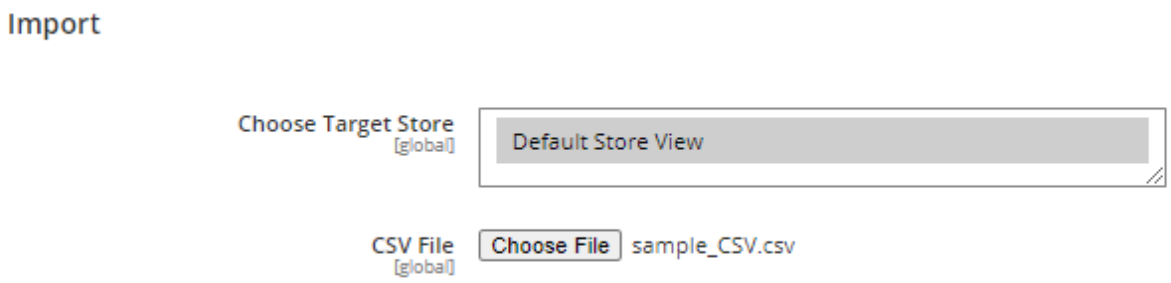


Import

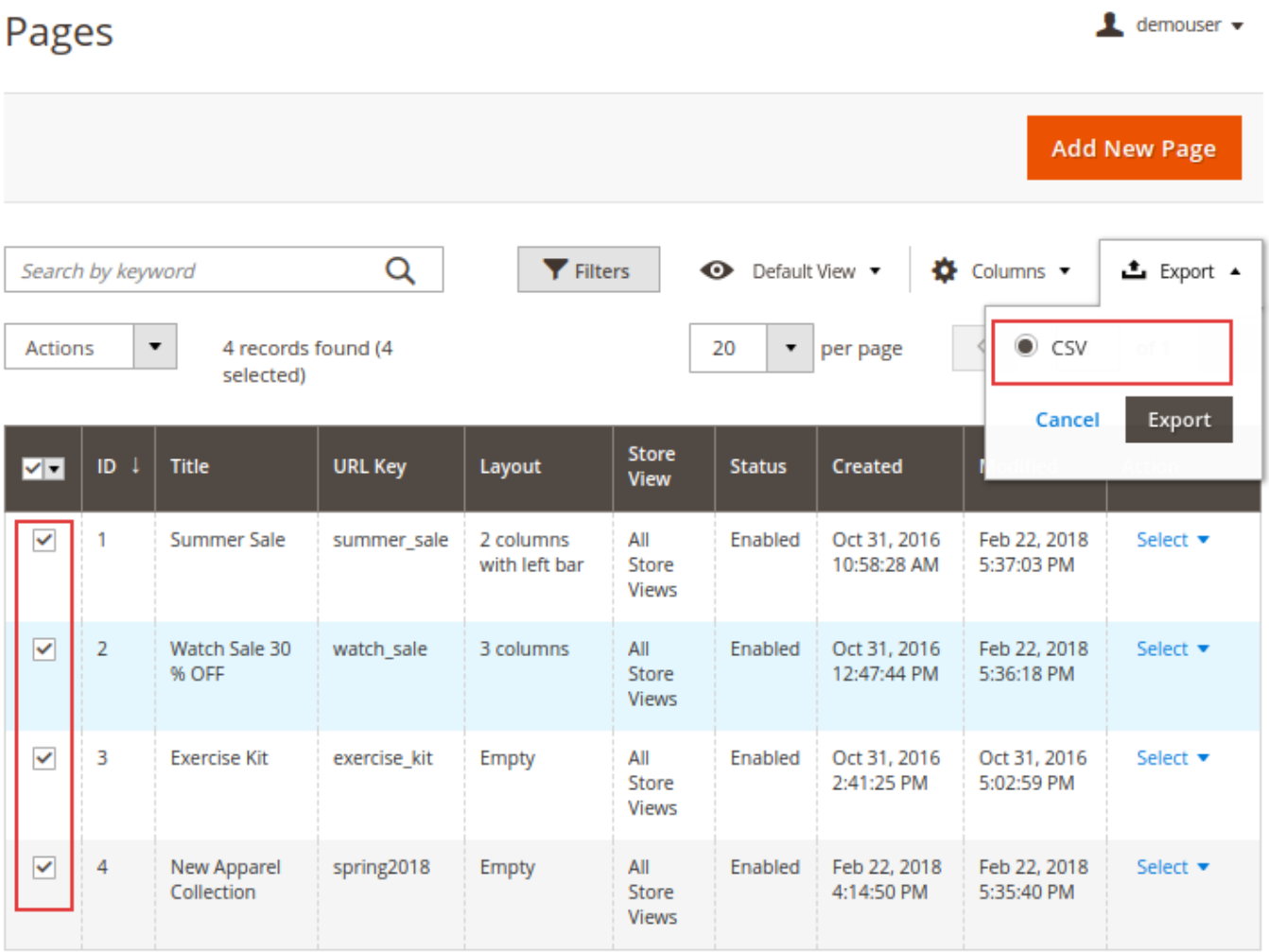
To import a landing page as a .CSV file, go to **Stores → Configuration → Amasty Extensions section → Landing Pages**

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.



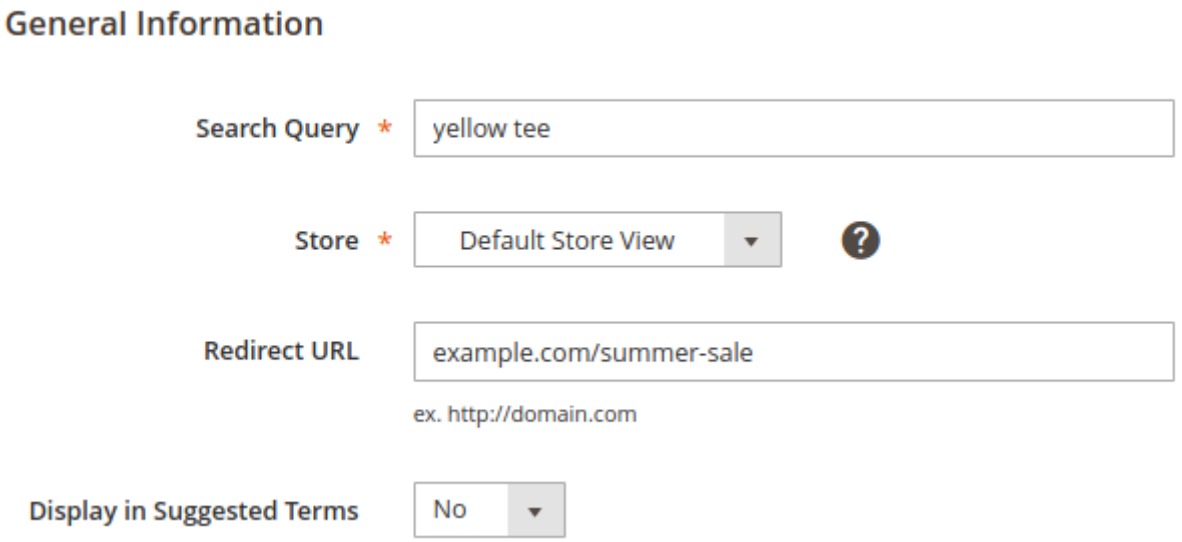
- Go to *Admin Panel → Content → Landing Pages → Pages*
- It's possible to export the selected pages in a .CSV file. You can run export directly from the grid.
- Remember to tick pages that you want to export.



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.



Usage example

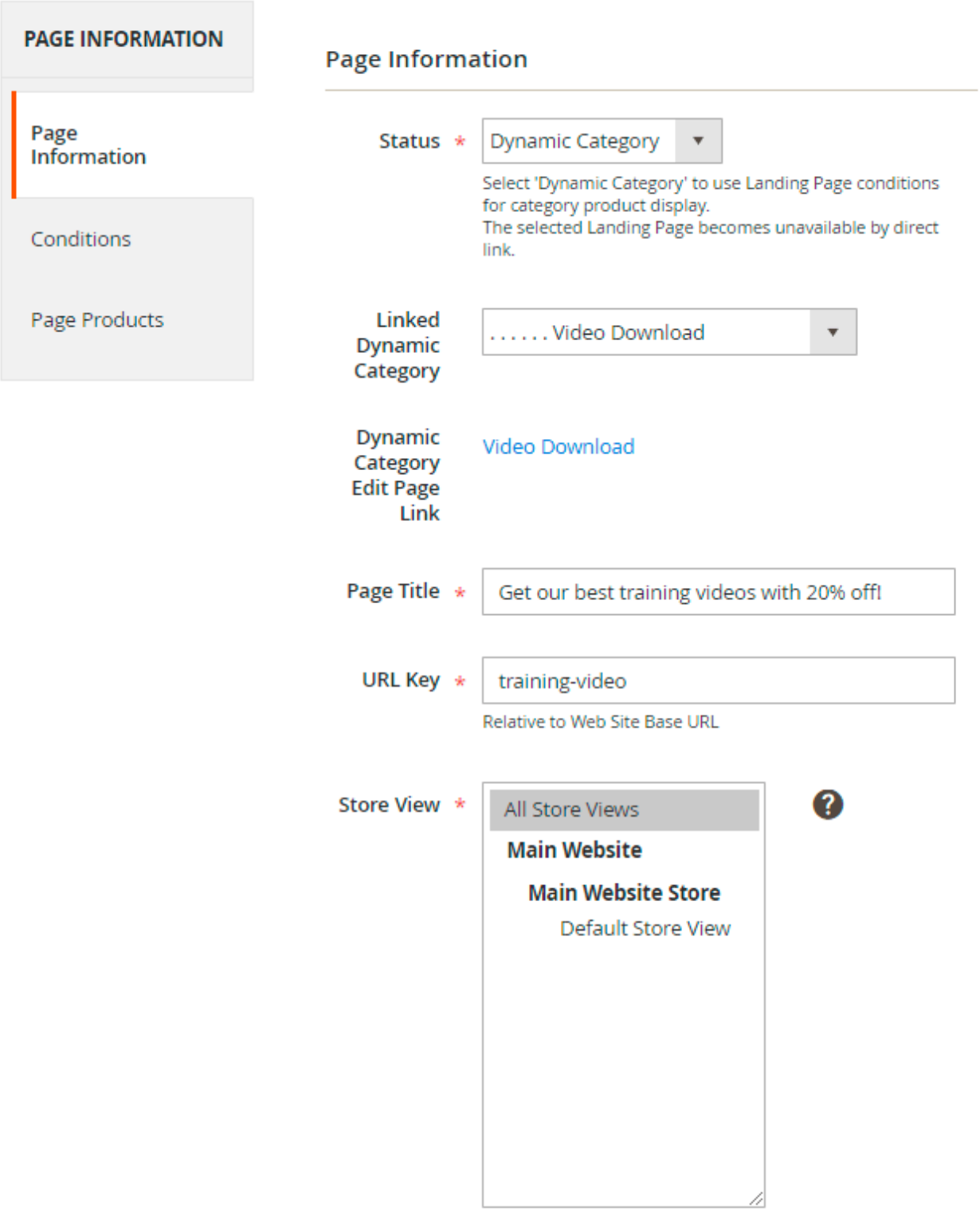
How to use dynamic categories

The extension provides you with the ability to use dynamic categories based on landing pages.

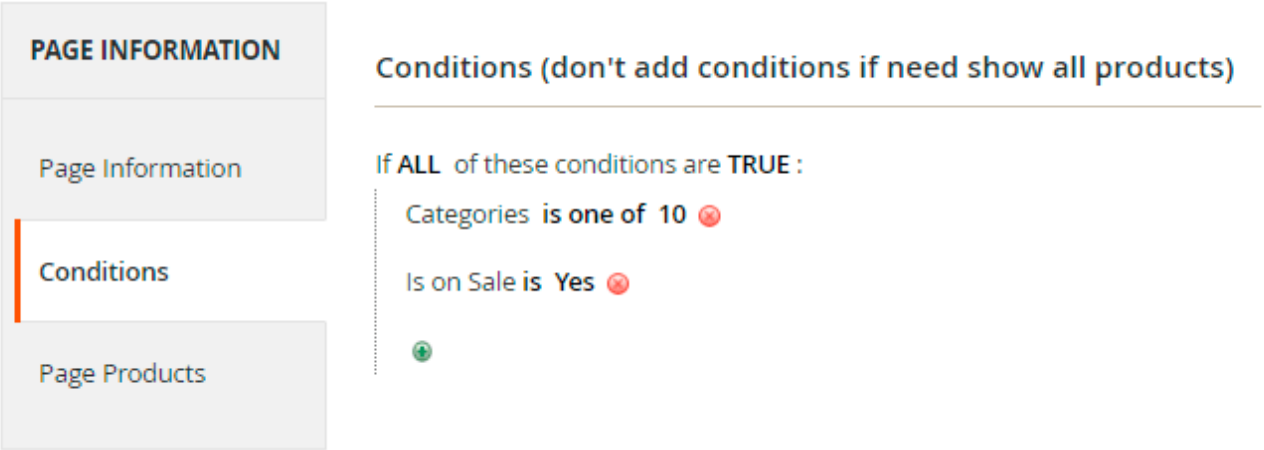
Let’s check how to set up the feature.

Step 1. Create a new landing page. Go to **Admin Panel→ Content→ Landing Pages section→ Pages** and click the **Add New Page** button.

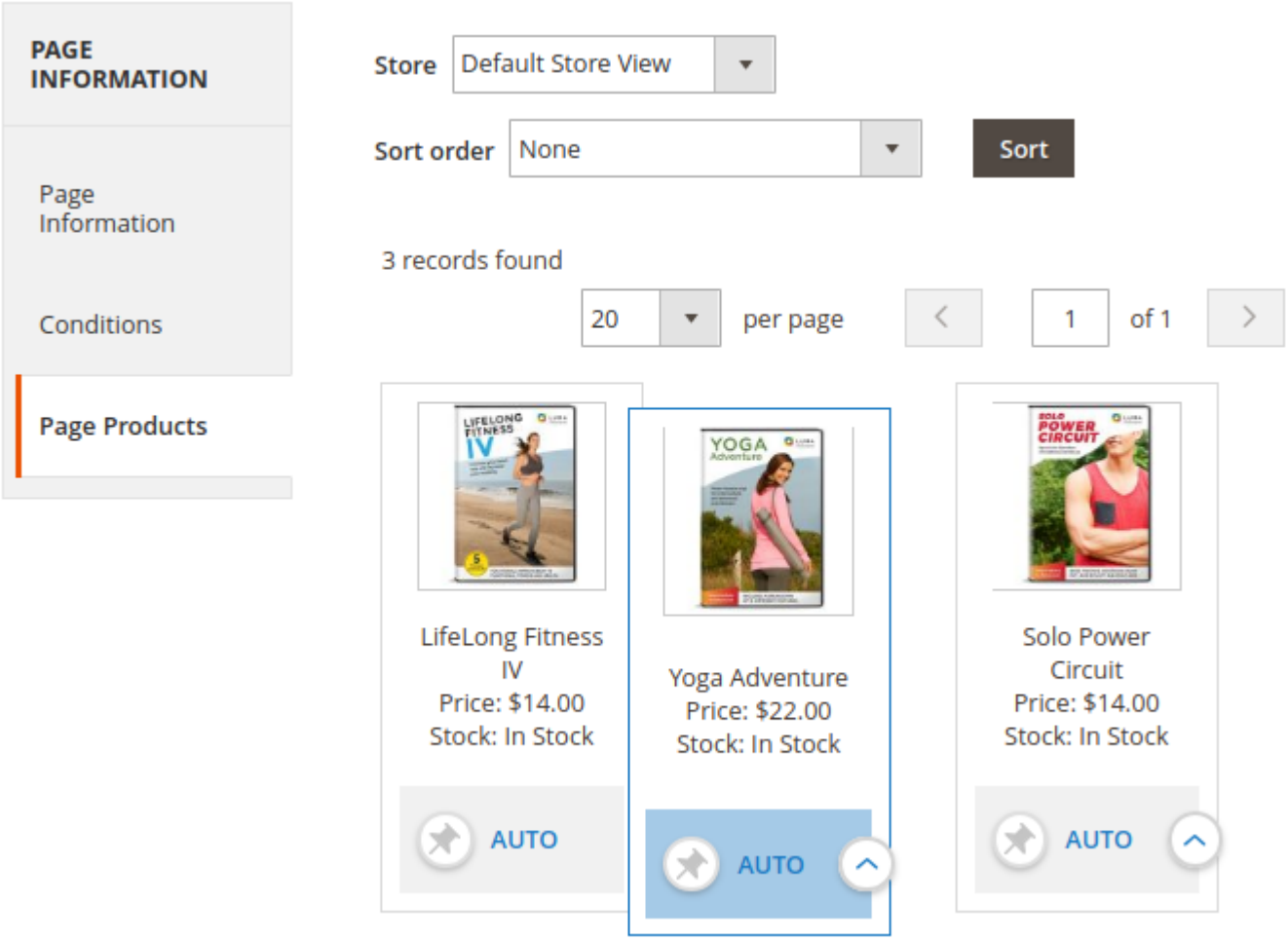
Step 2. Fill in the necessary information on the Page Information tab. Set the **Status** field to **Dynamic Category** and choose the dynamic category in the **Linked Dynamic Category** field (you can choose any of the existing categories or create a new one). If you need to edit the category you've chosen as a dynamic, click the **Dynamic Category Edit Page Link** to get right to the dynamic category page.



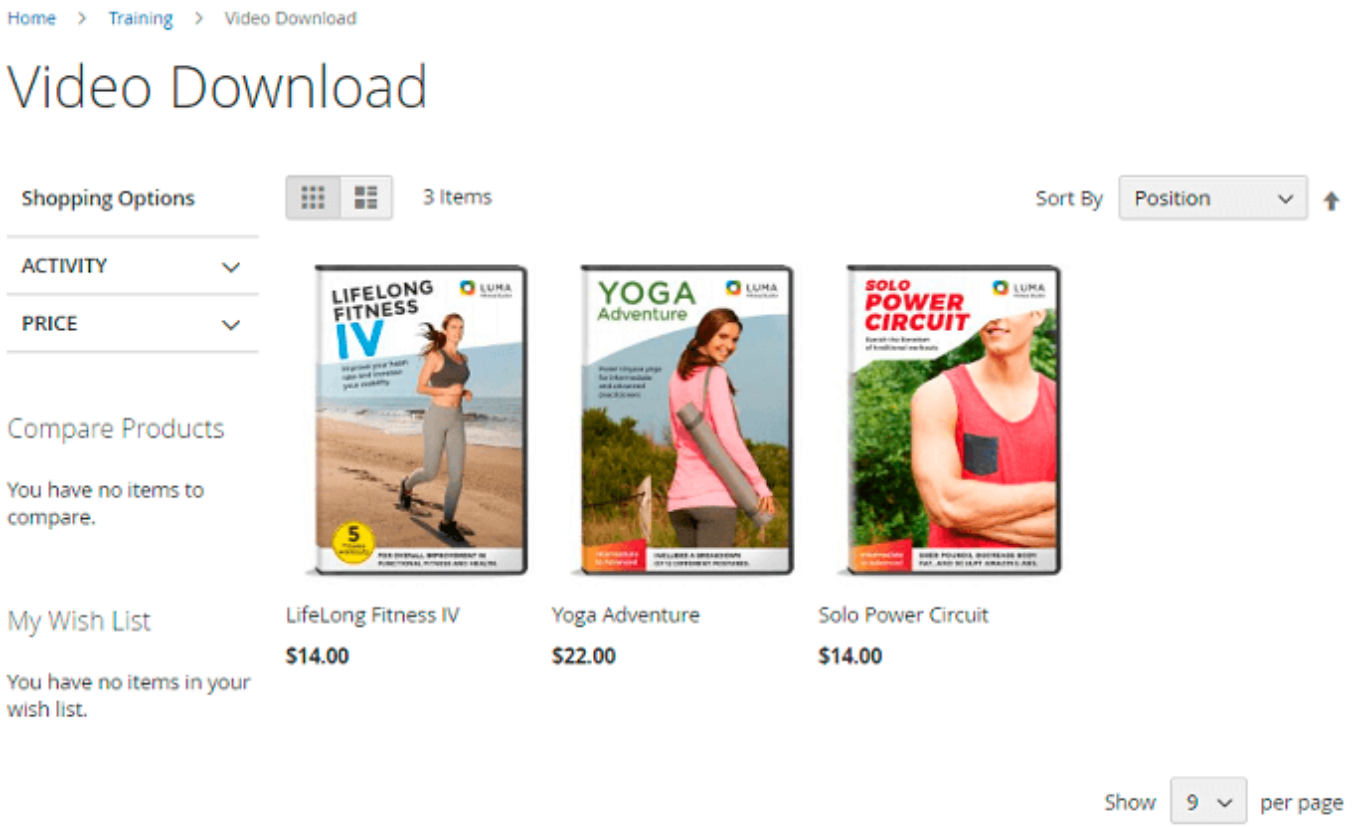
Step 3. Specify conditions to be applied on the **Conditions** tab. Remember, that the products displayed on the landing page will be refreshed automatically in accordance with the conditions you've set up.



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.

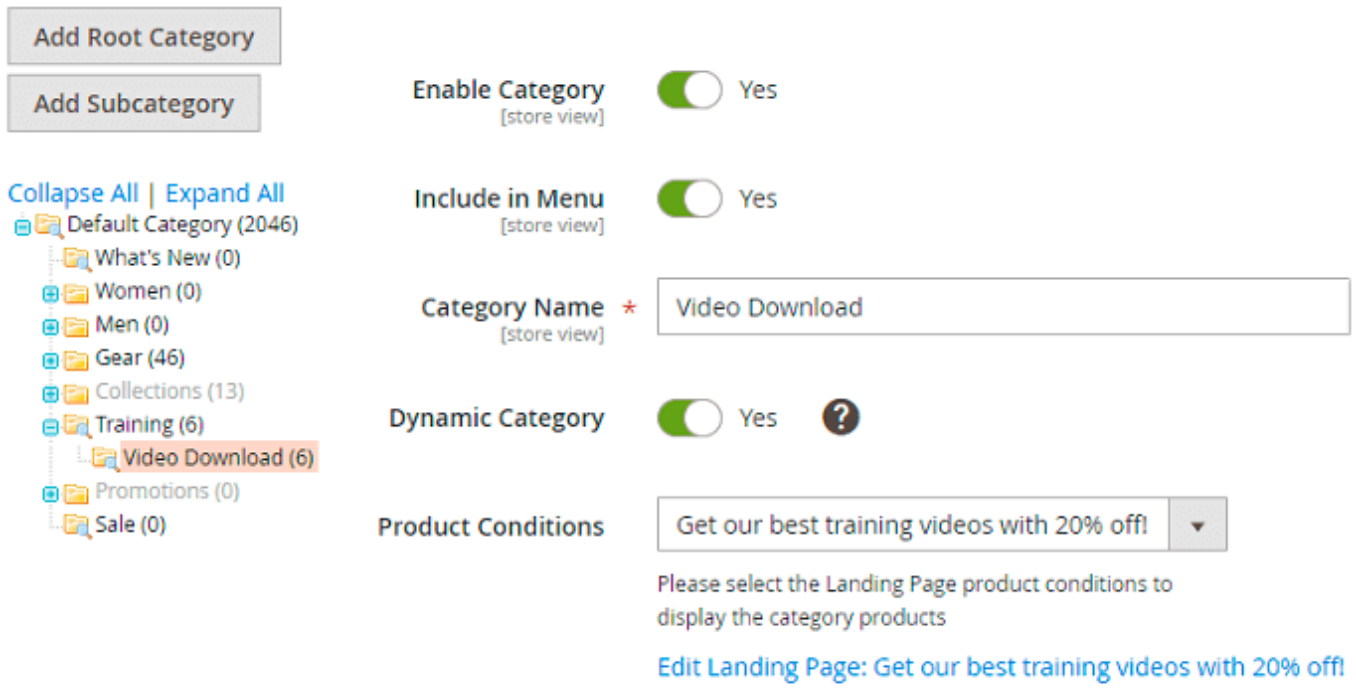


How it will be displayed on the frontend:



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.



PWA for Landing Pages (Add-On)

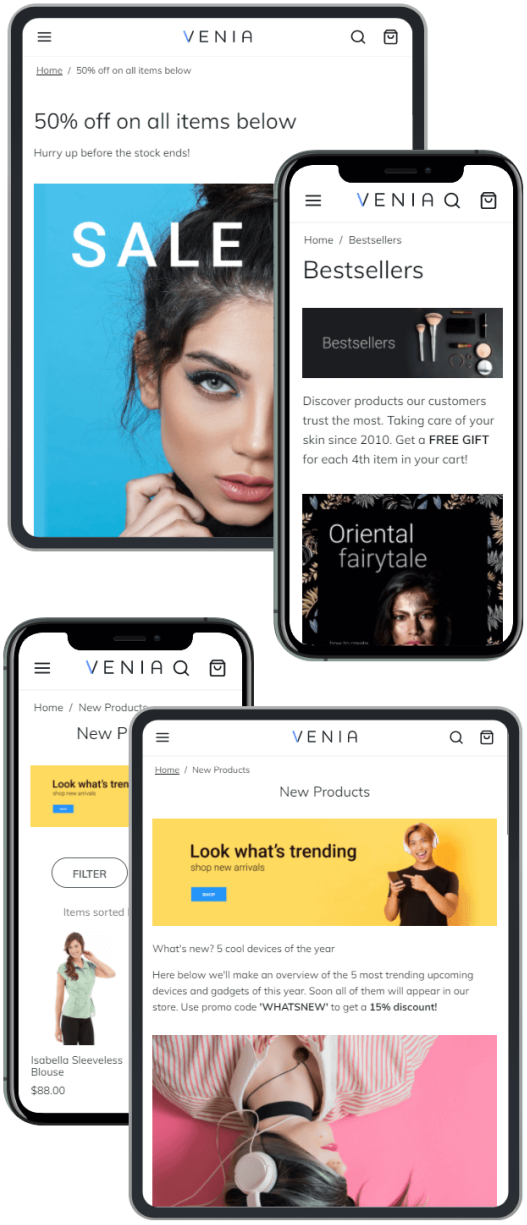
By using this PWA add-on you'll provide your site visitors with a seamless cross-device and cross-browser experience of exploring landing pages you create with the original extension.

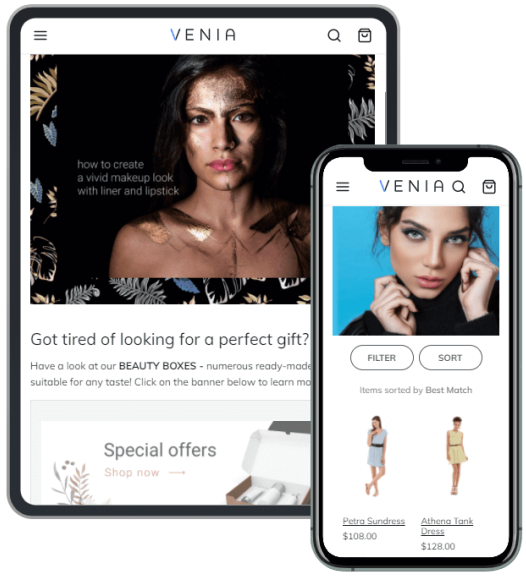
Lead shoppers to the special promo pages you've made for them to highlight some new offers and products and significantly improve your conversion rate.

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": "*",
        "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:


VENIA
Home / 50% off on all items below
50% off on all items below
Hurry up before the stock ends!
SALE
VENIA
Home / Bestsellers
Bestsellers
Bestsellers
Discover products our customers trust the most. Taking care of your skin since 2010. Get a FREE GIFT for each 4th item in your cart!
Oriental fairytale
VENIA
Home / New Products
New Products
Look what's trending
shop new arrivals
What's new? 5 cool devices of the year
Here below we'll make an overview of the 5 most trending upcoming devices and gadgets of this year. Soon all of them will appear in our store. Use promo code "WHATSNEW" to get a 15% discount!
FILTER
Isabella Sleeveless Blouse
$88.00


VENIA
how to create a vivid makeup look with liner and lipstick
Got tired of looking for a perfect gift?
Special offers
Shop now
FILTER
SORT
Items sorted by Best Match
Petra Sundress
$108.00
Athena Tank Dress
$128.00

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

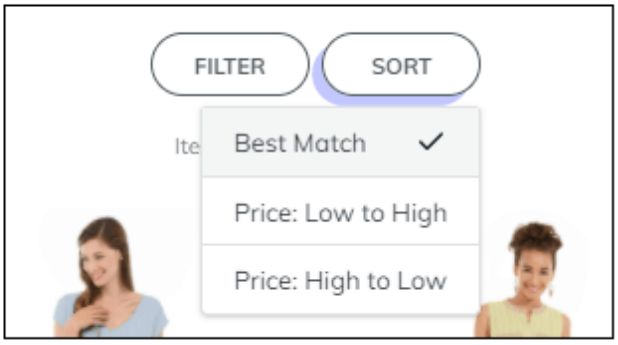
- feature option of not including navigation into your landing page ('*Include Navigation* = '*No*'), which means that the default filtration by Venia will be available anyway;
- embedding dynamic content into the Content field, which means that inserted widgets won't be working correctly on the front end.

Product sorting on Venia and on Luma

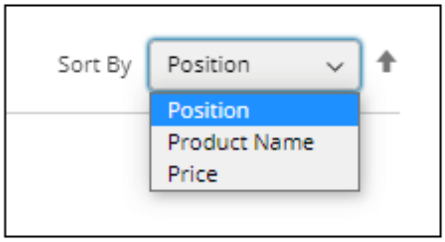
As the Venia and Luma filtration options are different by default now, please use the hints below to configure the product order on the front end keeping in mind these peculiarities.

This is how the sorting options on Venia and Luma are different:

Venia (PWA)

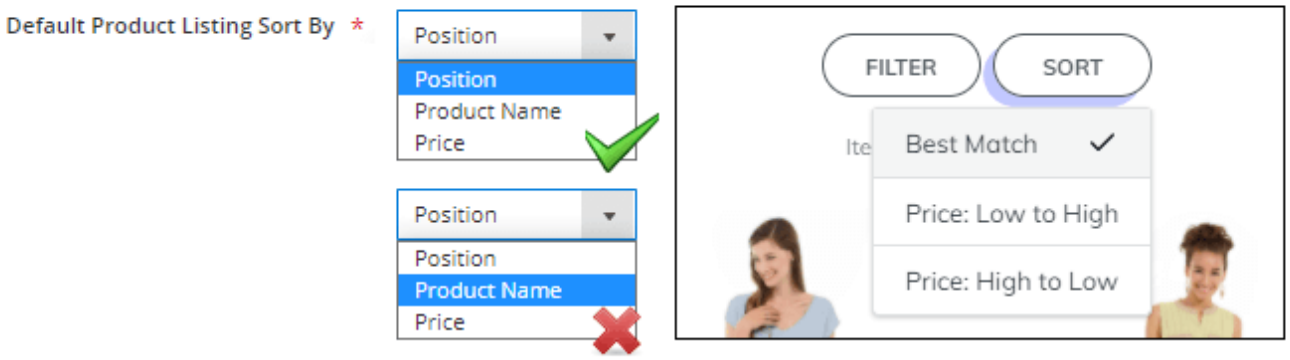


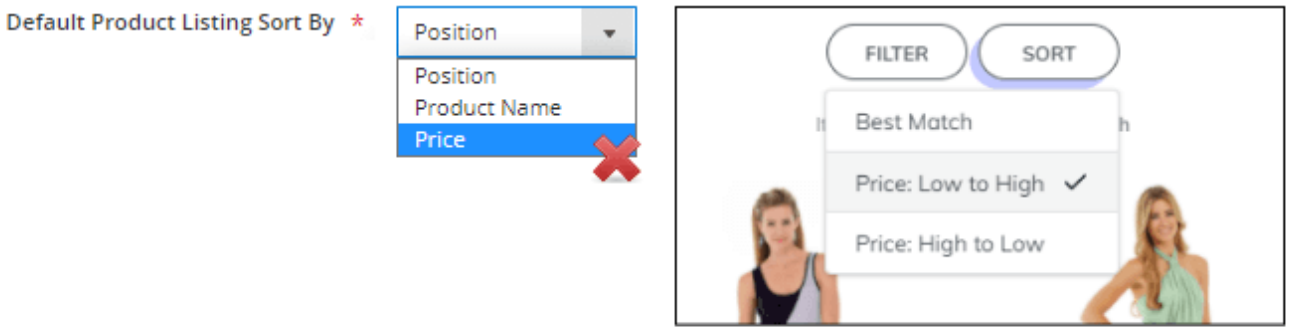
Luma



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.





Find out more about Magento PWA integration here.

Install via Composer

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

Last update: **2022/07/18 14:59**