SETUP GUIDE | DFY VIDEO LANDING PAGE KIT

Launch Your Video Landing Pages

Set up your page, add your niche video, collect sales or leads, and onboard every new client with a simple form

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SECTION 01

What's in Your Kit

Every file, what it does, and when to use it

This kit gives you a complete video landing page for twelve local business niches, plus an onboarding page that collects everything you need from a new client. Each landing page runs in one of two modes. **BUY** mode shows a button that sends visitors to your checkout. **LEAD** mode swaps the button for your email autoresponder form so you can follow up with prospects.

Landing pages (choose one look)

File	Look	Good fit for
unified_index.html	Classic. Centered layout, light background, and an image button (`getStarted_btn.png`).	The fastest setup and a traditional sales page feel.
unified_index_ bold.html	Bold. Dark navy background, white headline, and a yellow text button.	Standing out in busy niches like bars, roofing, and junk removal.
unified_index_ modern.html	Modern. Soft gray background, white content card, and a blue text button.	Polished, professional niches like law firms and property management.
unified_two-column_ _index.html	Two-Column. Headline and video side by side, with an intro paragraph and a four-point checklist.	Visitors who like to read a little before they press play.

All four pages run on the same engine. They share the same settings block at the top of the file, the same BUY and LEAD modes, and the same footer with Contact, Privacy, Terms, and Disclaimer links. You can switch looks later by copying your settings into a different file.

After-sale pages

File	What it does
onboarding_ index.html	Recommended. A welcome page with a three-step "what happens next" panel, your embedded Google Form, and a backup link in case the form is slow to load. Built to stay out of Google search results.
TY_index.html	Classic thank you page that matches the look of `unified_index.html`. Holds a pasted Google Form embed code.

Supporting files

getStarted_btn.png is the button image for the Classic landing page. The Bold, Modern, and Two-Column pages draw their buttons with code, so they do not need it.

Videos. You get 24 video sales letters: a BUY version and a LEAD version for each of these twelve niches.

The twelve niches		
Bars and Nightlife	Junk Removal	Plumbing
Commercial Cleaning	Landscaping	Property Management

The twelve niches		
HVAC	Law Firms	Restaurant
Pest Control	Restoration	Roofing

MATCH THE VIDEO TO THE MODE

Pair a BUY video with a page set to BUY, and a LEAD video with a page set to LEAD. Each video closes with a call to action that matches its mode, so a mismatch leaves visitors hearing one instruction and seeing another.

How the pieces fit together

BUY PATH

Visitor watches the video, clicks the button, and pays at your checkout. Your checkout sends them to your onboarding page, where they fill out the Google Form. You get notified and start the work.

LEAD PATH

Visitor watches the video and enters their details in your opt-in form. Your autoresponder adds them to your list and your follow-up emails take it from there.

SECTION 02

Before You Start

Gather these tools and accounts first

What you need	Why	Needed for
A plain text editor	To change the settings in each page file.	Every page
A Vimeo account	To host your video so it plays fast and looks professional.	Every landing page
Web hosting and a domain	To put your pages online at your own web address.	Every page
A checkout link (Stripe, PayPal, or similar)	Where the button sends buyers.	BUY mode
An email autoresponder (AWeber, GetResponse, Mailchimp, or similar)	Gives you the opt-in form code and sends follow-up emails.	LEAD mode
A Google account	To build your onboarding form in Google Forms.	Onboarding page

Choosing a text editor

Any plain text editor works. On Windows, Notepad is already installed. On a Mac, TextEdit works once you switch it to plain text with **Format > Make Plain Text**. If you want something easier to read, Visual Studio Code is free, color-codes the file, and shows line numbers.

Never edit these files in Microsoft Word or Google Docs. Word processors add hidden formatting that breaks the page.

> **TIP**
> Keep the original files in a folder you never touch, and edit copies. If something goes wrong, you can start fresh in seconds.

> **NOT COMFORTABLE EDITING CODE?**
> You can hand the file to an AI assistant and have it make the changes for you. Section 07 shows you how.

SECTION 03

Host Your Video on Vimeo

Upload your niche video and find its ID

Your landing page plays the video from Vimeo. You upload it once, copy its ID number, and paste that number into the page.

Upload the video

1. Sign in at vimeo.com and click **New video**, then **Upload**.
2. Choose the video for your niche and mode, for example the Roofing BUY video.
3. Give it a clear title such as "Roofing BUY" so you can find it later.
4. Set the privacy. **Public** works on every plan. On a paid plan, **Hide from Vimeo** keeps the video off Vimeo's site while it still plays on your page, and you can limit embedding to your own domain.
5. Open the video's page and look at the address bar. The number after `vimeo.com/` is your Vimeo ID.

```
https://vimeo.com/1091001936

Vimeo ID = 1091001936
```

AVOID THE UNLISTED SETTING

Unlisted videos add a second private code to the link, like `vimeo.com/1091001936/a1b2c3d4e5`. The page only accepts the number, so an Unlisted video will not load. Use Public or Hide from Vimeo instead.

Add the ID to your page

Open your landing page file and find the line that starts with `Vimeo_ID`. Replace the number between the quotes with yours.

```
Vimeo_ID = "1091001936";
```

Enter only the number. No link, no slashes, no spaces. Keep the quotes and the semicolon at the end.

RUNNING MORE THAN ONE NICHE?

Upload each niche video separately. Each one gets its own ID, and each landing page gets the ID for its niche.

SECTION 04

Customize Your Landing Page

Change your text, colors, video, and mode from one spot

Every landing page has a settings block near the top of the file. Change a value there and the page updates when you save and reload. Here is what it looks like:

```
CTA_Link = "http://www.example.com/123";
Contact_Email = "testMe@example.com";
Headline = "What Are Your Competitors Doing?";
Sub_Headline = "Press play to see how...";
Background_Color = "e7e8df";
Headline_Color = "000000";
Subhead_Color = "000000";
Vimeo_ID = "1091001936";
Page_Mode = "BUY";
```

Every value sits inside double quotes and every line ends with a semicolon. Change only the text between the quotes.

Setting	What it controls
`CTA_Link`	Where the button sends visitors in BUY mode. Usually your checkout link.
`Contact_Email`	The address the footer Contact link opens.
`Headline`	The large headline above the video.
`Sub_Headline`	The line under the headline.
`Background_Color`	Page background color.

Setting	What it controls
`Headline_Color`	Headline text color.
`Subhead_Color`	Subheadline text color.
`Vimeo_ID`	The video that plays (see Section 03).
`Page_Mode`	`"BUY"` shows the button. `"LEAD"` shows your opt-in form.

> **COLORS**
> Colors use six-character hex codes without the # sign, like `0f1b2d` for dark navy or `ffffff` for white. Search "hex color picker" to find any color you want.

> **QUOTES IN YOUR HEADLINE**
> Apostrophes are fine, as in `What Are Your Competitors Doing That You Aren't?` A double quote mark inside your text will break the line, so leave those out.

Change the browser tab title

The text that shows in the browser tab and in link previews lives in the `<title>` line near the top of the file. In the Bold, Modern, and Two-Column pages, a comment labeled PAGE TITLE points right to it.

Set up BUY mode

1. Set `Page_Mode = "BUY";`

2. Paste your checkout link into `CTA_Link`.
3. In your checkout settings, set the after-payment redirect to your onboarding page. Section 06 covers this.

Classic page button. The Classic page shows `getStarted_btn.png` as its button. Upload the image into the same folder as the page, then find this line:

```
<img src="https://i.imgur.com/y5JzywT.png"
```

Change it to read:

```
<img src="getStarted_btn.png"
```

Bold, Modern, and Two-Column buttons. These pages draw the button with code. To change the words, find `Get Started Now` in the Button Section and type your own. To change the colors, edit `--button-color`, `--button-hover`, and `--button-text` in the Look and Feel block near the top of the file.

Set up LEAD mode

1. In your autoresponder, create an opt-in form and copy its HTML or embed code. Most services label this "raw HTML" or "embed code."
2. Open your landing page file and search for `PASTE YOUR FORM` (Ctrl+F on Windows, Cmd+F on Mac). On the Classic page it sits around line 340.
3. Paste your form code on the blank lines between the two marker lines shown below.
4. Set `Page_Mode = "LEAD";`

5. Save and open the page. The button should be gone and your form should appear under the video.

```
<!-- ===== PASTE YOUR FORM CODE BELOW THIS LINE
===== -->

   your form code goes here

<!-- ===== PASTE YOUR FORM CODE ABOVE THIS LINE
===== -->
```

BUILT-IN SAFETY NET

If `Page_Mode` is set to LEAD but no form code is between the markers, the page keeps showing the button so it never looks empty. If you still see the button in LEAD mode, your code did not land between the markers.

AFTER THEY OPT IN

Set a thank-you page or redirect inside your autoresponder's form settings so new subscribers land somewhere useful.

Edit the Two-Column body copy

The Two-Column page has an intro paragraph and a four-point checklist under the comment `BODY COPY: edit freely`. Change the wording to fit your niche. Each checklist item starts with `<li>` and ends with `</li>`; keep both tags on every item.

Review the footer policies

The Privacy, Terms, and Disclaimer popups contain general sample text. Replace it with policies that fit your business before you go live, and check with a qualified professional if you are unsure what yours should say. The copyright year in the footer updates itself.

SECTION 05

Set Up Your Onboarding Form

Build the Google Form and place it on your onboarding page

After someone buys, your onboarding page collects the details you need to start their work. The form itself lives in Google Forms, and the page displays it.

Build the form

1. Go to forms.google.com, sign in, and start a **Blank form**.
2. Name it something like "New Client Onboarding" and add your questions. Useful ones include contact name, business name, email, phone, website, city or service area, main services, type of business, and their top three competitors.
3. Open the **Settings** tab and expand **Responses**. Turn on email collection if you want it. If you use a Google Workspace business account, turn off any option that restricts the form to people in your organization, because your clients are outside it.
4. Leave **Limit to 1 response** off. It forces every visitor to sign in to Google, which stops many people from finishing.
5. In the **Responses** tab, link the form to Google Sheets to keep every answer in a spreadsheet, and turn on email notifications for new responses from the three-dot menu.

6. Click the preview (eye) icon and submit a test entry.

Copy the form link

1. If you see a **Publish** button at the top right, click it so the form can accept responses.
2. Click **Send**, then choose the link tab (the chain icon).
3. Leave **Shorten URL** unchecked and click **Copy**.

The full link starts with `https://docs.google.com/forms/d/e/` and includes the word `viewform`.

Add the form to onboarding_index.html

Open `onboarding_index.html` and fill in the settings block at the top:

```
Form_Link = "https://docs.google.com/forms/d/e/
             YOUR-FORM-ID/viewform";
Form_Height = "1400";
Contact_Email = "testMe@example.com";
Headline = "You're In! One Last Step...";
Sub_Headline = "Fill out the short form below...";
Turnaround = "5 business days";
```

Paste your full link as one unbroken line between the quotes. The example above wraps only to fit this page.

Setting	What it controls
`Form_Link`	Your full Google Form link. The page loads it in embedded mode automatically, so extra text at the end of the link is fine.

Setting	What it controls
`Form_Height`	Height of the form area in pixels. Raise it if a scrollbar appears inside the form. Lower it if there is a big blank space under the form. Adjust by about 200 at a time.
`Turnaround`	The delivery time shown in step 3 of the "what happens next" panel.
`Headline`, `Sub_Headline`, colors	Same as on your landing page.

> **USE THE FULL LINK**
> Shortened `forms.gle` links do not embed cleanly. Always copy the full `docs.google.com` link with Shorten URL unchecked.

The page also shows an "Open it in a new tab" link under the form for visitors whose browsers block embedded forms, and it is tagged to stay out of Google search results. You can reword the three steps in the panel under the comment `WHAT HAPPENS NEXT`.

Using the Classic thank you page instead

`TY_index.html` uses Google's embed code rather than a link.

1. In Google Forms, click **Send** and choose the embed tab (the `< >` icon). Copy the code.
2. Open `TY_index.html` and find the `<iframe` line under the comment `Form Section`.

3. Replace that entire iframe, from `<iframe` through `</iframe>`, with the code you copied.
4. Set `Headline`, `Sub_Headline`, `Contact_Email`, and colors in the settings block at the top.

> **IMPORTANT**
> The form already in `TY_index.html` is a sample. Replace it with your own before you send anyone to this page.

SECTION 06

Put Your Pages Online

Folders, file names, and clean links

Rename each page to index.html

Web servers automatically load a file named `index.html` when someone visits a folder. So instead of uploading a page with its original file name, put it in a folder named for the link you want and rename the file to `index.html`.

Without a folder	With a folder and index.html
`yourdomain.com/unified_index_modern.html`	`yourdomain.com/roofing/`
`yourdomain.com/onboarding_index.html`	`yourdomain.com/welcome/`

Here is how a site with one roofing page and one onboarding page looks on your host:

```
public_html/
   roofing/
      index.html           (your landing page)
      getStarted_btn.png   (Classic page only)
   welcome/
      index.html           (your onboarding page)
```

NAMING FOLDERS

Use lowercase letters and hyphens instead of spaces: `junk-removal`, `pest-control`, `property-management`.

WATCH FOR HIDDEN EXTENSIONS

Windows and Mac can hide file extensions, so a file can end up named `index.html.html` or `index.html.txt`. Turn extensions on first. Windows: File Explorer > View > Show > File name extensions. Mac: Finder > Settings > Advanced > Show all filename extensions.

Upload to your host

Most hosts include a File Manager in their control panel (cPanel, hPanel, and similar). The steps are close to the same everywhere:

1. Log in to your hosting account and open **File Manager**.
2. Open your website's main folder. It is often named `public_html`.
3. Create a new folder named for your link, such as `roofing`.

4. Open that folder and upload your renamed `index.html`. For the Classic page, upload `getStarted_btn.png` too.
5. Visit `yourdomain.com/roofing/` in your browser to confirm it loads.

If your host gives you FTP details instead, a free program such as FileZilla does the same job. Static hosting services like Netlify let you drag and drop the whole folder.

> **RUNNING SEVERAL NICHES**
> Give each niche its own folder: `/roofing/`, `/plumbing/`, `/hvac/`. Each folder holds its own `index.html` with its own video, headline, and checkout link. One onboarding page can serve every niche if your form asks what type of business the client runs.

Connect the pages

BUY mode: in your payment processor, set the page buyers see after a successful payment to your onboarding page, for example `yourdomain.com/welcome/`. Look for a setting called success URL, confirmation page, or redirect after payment.

LEAD mode: set the thank-you page or redirect in your autoresponder's form settings.

Test before you send traffic

1. Open the landing page on a computer and on a phone.
2. Press play and confirm the video starts.
3. Click the button and confirm it reaches your checkout. In LEAD mode, submit the form and confirm the subscriber shows up in your autoresponder.

4. Run a test purchase (most processors have a test mode) and confirm you land on the onboarding page.
5. Submit the onboarding form and confirm you get the notification email.
6. Click Contact, Privacy, Terms, and Disclaimer in the footer.

> **Walk the full path yourself, from the first click to the submitted form, before a single visitor sees it.**

SECTION 07

Let AI Make the Changes

Skip the text editor if you prefer

If editing the page is not your thing, an AI assistant such as Claude or ChatGPT can edit pages for you. Attach the HTML file to your chat, describe what you want in plain language, and ask for the complete updated file back. Save it, open it in your browser to check it, then upload it.

EXAMPLE REQUESTS

"Set this page up for a roofing company. Headline: Are Your Competitors Getting the Calls You Should Be? Vimeo ID: 1091001936. Checkout link: [your link]. Keep everything else the same."

"Switch this page to LEAD mode and paste this form code in the right spot: [your form code]"

"Change the button to dark green with white text and make the background white."

"Rewrite the intro paragraph and checklist for a pest control company."

"Add this Google Form link to the onboarding page and change the turnaround to 3 business days: [your link]"

KEEP THE AI ON TRACK

Ask it to change only what you requested and to return the full file, not a snippet.

Open the result in your browser before you upload it.

Keep your original copy so you can start over if anything looks off.

SECTION 08

Troubleshooting

Quick fixes for the most common snags

What you see	Likely cause and fix
Video area is blank or shows an error	Check that `Vimeo_ID` holds only the number. Make sure the video is not Unlisted, and if you limited embedding to certain domains, add yours.
Button still shows in LEAD mode	Your form code is not between the two marker lines, or `Page_Mode` is misspelled. It must read `"LEAD"`.
Changes to the settings do nothing	A quote mark or semicolon is missing, or the file was saved as rich text. Compare the line to your original copy.
Page shows a list of files or a "not found" error	The file is not named exactly `index.html`, or it is in the wrong folder. Check for hidden extensions.
Classic button image is missing	`getStarted_btn.png` is not in the same folder, or the `img src` line does not match the file name exactly.
Form asks visitors to sign in to Google	Turn off Limit to 1 response and any organization-only restriction in the form settings.
Form is cut off or scrolls inside its box	Raise `Form_Height` by about 200 and reload.

What you see	Likely cause and fix
Form does not appear at all	Use the full `docs.google.com` link, not `forms.gle`, and make sure the form is published.
Online page does not show your latest edit	Your browser is showing a saved copy. Press Ctrl+F5 on Windows or Cmd+Shift+R on Mac.

Getting Support:

For support with this package, please open a ticket below:

http://support.lutherlandro.com