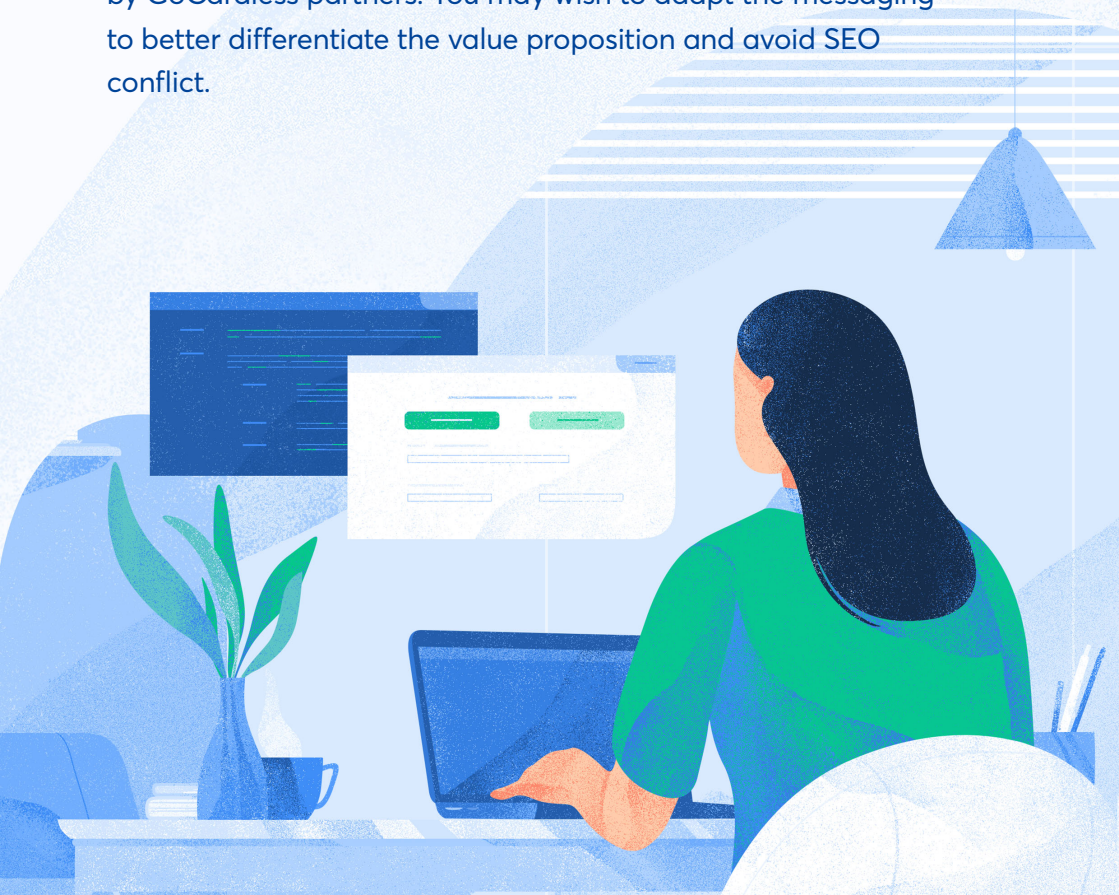


Creating a GoCardless landing page

Accounting & Invoicing Software

We recommend adopting the following structure for building out your GoCardless webpage. Copy has been provided to assist you, however, please note that this is a resource shared by GoCardless partners. You may wish to adapt the messaging to better differentiate the value proposition and avoid SEO conflict.



All GoCardless logos, brand assets and brand guidelines are available online via the following link. Please be sure to observe our brand guidelines when using our logo and assets.

[Design Assets available here](#)

Structure

1. Strapline
2. About GoCardless / Joint Value Proposition
3. Key benefits
4. Proof points
5. How to get started
6. Call to Action

Strapline

Example options:

- *Get your invoices paid on time, every time with GoCardless for [your Partner app]*
 - *GoCardless for [your Partner app] - an end to late payments*
 - *The simple way to collect Direct Debit payments in [your Partner app]*
-

About GoCardless / Joint Value Proposition

GoCardless allows you to take control of your payments, ensuring your invoices get paid in a timely manner via Direct Debit. Integrated with [your Partner app] / With automatic reconciliation in [your Partner app], GoCardless improves your cash flow and reduces your admin. Join over 35,000 businesses processing over £5bn a year and say goodbye to late payments.

Key benefits

Improve your cash flow

Take control with Direct Debit and collect payment automatically as soon as it is due, meaning you get paid on time, every time.

Spend time on your business, not admin

Spend less time chasing payments, schedule payment collection automatically, and say goodbye to manual reconciliation, allowing you to spend more time working with your clients.

Improve customer relationships

Give clients a hassle-free option to pay you quickly and automatically through Direct Debit. No more awkward conversations about late payment ever again!

Flexible payments

Vary the date, frequency and value of payments all using a single Direct Debit mandate, allowing you to collect both recurring and one-off fees, and adapt your pricing over time.

Transparent pricing

Just 1% per transaction with a maximum cap. No set up costs, no hidden charges and no commitments. [Find out more about our pricing.](#)

Here's some embeddable videos you may wish to use:

- [Why Direct Debit?](#)
 - [How GoCardless works](#)
 - [GoCardless, an end to late payments](#)
-

Proof points

Include a testimonial

See our article on *Testimonials and case studies* [here](#).

Provide statistics

- 84% of businesses that use accounting software spend less time chasing up unpaid invoices since connecting GoCardless.

- 81% of businesses that use accounting software have improved their cash flow since connecting GoCardless.
 - 75% of businesses that use accounting software spend less time on payment reconciliation when they connect GoCardless.
 - 77% of businesses that use accounting software have reduced their average debtor days since using GoCardless.
 - GoCardless helps over 35,000 businesses to take Direct Debit payments.
-

How to get started

This will be specific for each individual integration. However in principle, outline the steps to connecting GoCardless from left to right and emphasise the simplicity of getting started.

1. Get connected

Get started in minutes by creating a GoCardless account and connecting it to [your Partner app]

2. Create mandates

Select customers to send online Direct Debit mandate requests to. Each customer only ever has to fill this in once

3. Take payments

With a mandate in place you can automatically collect payments on the due date of each invoice you sent your customer

4. Reconcile invoices

Once you've received payment, relevant invoices will be marked as paid & GoCardless fees will be posted as an expense

Call to action

Example Headlines

- Get started with GoCardless
- Manage your payments with GoCardless
- Take Direct Debit payments with GoCardless

Example Copy

- Getting started is simple. Set up a GoCardless account and connect it to *[your Partner app]* today.
- Getting started is simple. Set up a GoCardless account from within *[your Partner app]* in just a few clicks.

Example Click-through Button

- Find out more
- Set up GoCardless for *[your Partner app]*
- Connect GoCardless with *[your Partner app]*

Call to Action example:

Get started with GoCardless for *[your Partner app]*

Getting started is simple. Set up a GoCardless account and connect it to *[your Partner app]* today. [Find out more.](#)

Have any questions?

If you would like to find out more on how to create a great landing page that converts, please get in touch with our Partnerships team via partnerships@gocardless.com

