

What Even Is a Web Page?

By Jay Silva

For years, I always thought of a web page as being a bunch of things smashed together. It took a while to realize: a web page and a landing page are two completely different things.

That didn't really click until I started building one.

When you stop and actually go through the process of designing, editing, asking questions, making decisions-especially when you're doing it live, using tools like ChatGPT-it forces clarity. I found myself asking: "Is there an example of a page I actually like?" And when you finally land on one you do like, it's not random. It's because of how it feels. Because of what it does.

It turns out, a good page-one that really works-is one that was designed with a purpose.

That's when it hit me: a landing page isn't about stacking info. It's about guiding a person toward something.

A landing page is a path, not a destination. It's not for dumping all your ideas or accomplishments. If someone just needs information, send them a PDF. A landing page is built to spark action.

You land... so you can go somewhere.

The biggest shift in how I view the web came when I saw that. If you describe a page well-what it's meant to do-you'll understand what it's meant to be.

That's how I finally figured out what a landing page really is.