

■ INSTRUCCIONES PARA XAVI — leer antes de maquetar

OBJETIVO	Landing page dedicada para anuncios de Meta Ads. NO es la home. Funnel limpio sin distracciones.
VS VERSIÓN A	Esta es la Versión B. Ángulo distinto: el foco está en el engagement y motivación de los estudiantes, no en el ahorro de tiempo del profesor. Testar ambas versiones en paralelo.
ESTRUCTURA	Sin header de navegación. Sin footer. Solo logo pequeño arriba a la izquierda.
CTA	Un único botón: 'Try it free →'. Color naranja para diferenciarlo de la versión A. Repetirlo 4 veces.
VÍDEO	Mismo vídeo animado de la web. Subtítulos distintos a versión A: 'Your students? Hooked. Your class? Unforgettable.'
CONTRASTE	La tabla Before/After es el bloque más importante de esta versión. Hacerlo visual y llamativo.
TRACKING	Mismo evento de conversión que Versión A: clic en 'Try it free'. Implementar via Google Tag Manager.

LANDING PAGE — VERSIÓN B *Ángulo: Engagement y motivación de estudiantes*

SECCIÓN 1 — HERO (above the fold)

Your Spanish class, but students actually love it.

Animated videos, songs and interactive games that make kids want more —
even after class is over.

[Try it free →]

no credit card required · CTA #1

■ [VÍDEO ANIMADO]

Mismo vídeo de la web. Subtítulos:

"Your students? Hooked. Your class? Unforgettable."

SECCIÓN 2 — PRUEBA SOCIAL (logos de escuelas)

Trusted by 3,000+ schools worldwide

French American School
New York, USA

Marin Country Day
School San Francisco,
USA

Salisbury Primary
School London, UK

Aitken Creek Primary
Victoria, Australia

(Usar logos reales de las escuelas — ya están en la web actual)

[Try it free →]

CTA #2

SECCIÓN 3 — BEFORE / AFTER (bloque más importante de esta versión)

Este bloque es el núcleo de la versión B. Hacerlo visualmente contrastado — columna izquierda en gris/rojo, columna derecha en verde.

WITHOUT ROCKALINGUA	WITH ROCKALINGUA
✗ Textbook exercises. Blank stares.	✓ Kids singing Spanish on the way home.
✗ Hours of prep for 45 min of class.	✓ Open, play, teach — ready in minutes.
✗ "Do I have to?"	✓ "Can we do another one?"
✗ Same content, same reactions.	✓ 500+ activities. Always something new.
✗ You do all the work.	✓ Students engage. You enjoy the class too.

SECCIÓN 4 — TESTIMONIOS (profesores reales)

"My students absolutely love Rockalingua! Their eyes are glued to the screen, the animation makes them laugh, and they have so much fun practicing their Spanish. They want to continue singing even after we finish!"

— Sofia Petruzzelli — Marymount School, New York

"Rockalingua is the best website for Spanish teachers and students that I've used. My students can't stop singing the songs, and even their parents know the lyrics!"

— Luis Giron-López — Bettie Weaver Elementary, Virginia

"Rockalingua makes my life as a teacher much easier. All the worksheets and games help me plan lessons in no time. My students love it — and even the parents sing along at home."

— Silvia Sánchez — Downsvew Primary School, London

[Try it free →]

CTA #3

SECCIÓN 5 — FAQ

Is it really free to try?	Yes. No credit card needed. Full access during the trial.
What levels does it cover?	K-8, from complete beginners to intermediate.
Can I use it on a projector in class?	Yes. Open it, connect the projector, hit play. Works in seconds.
Do students need their own device?	No. Works great whole-class on a single screen. Or let them work individually.
How long does setup take?	Under 2 minutes. No training needed.

SECCIÓN 6 — CIERRE

Make your Spanish class the one students talk about.

Join thousands of Spanish teachers who use Rockalingua every week.

[\[Try it free → \]](#)

CTA #4 — cierre