# Text

Text elements like headings and paragraphs play a crucial role in conveying information, attracting attention, and guiding visitors through your landing page offer. While the compelling headline helps grab the attention, the persuasive copy or text focuses on the features and benefits to guide users towards the landing page call-to-action.

## Inserting a heading element

1. To add a heading element to your landing page, click on the **Insert** button to view the menu.
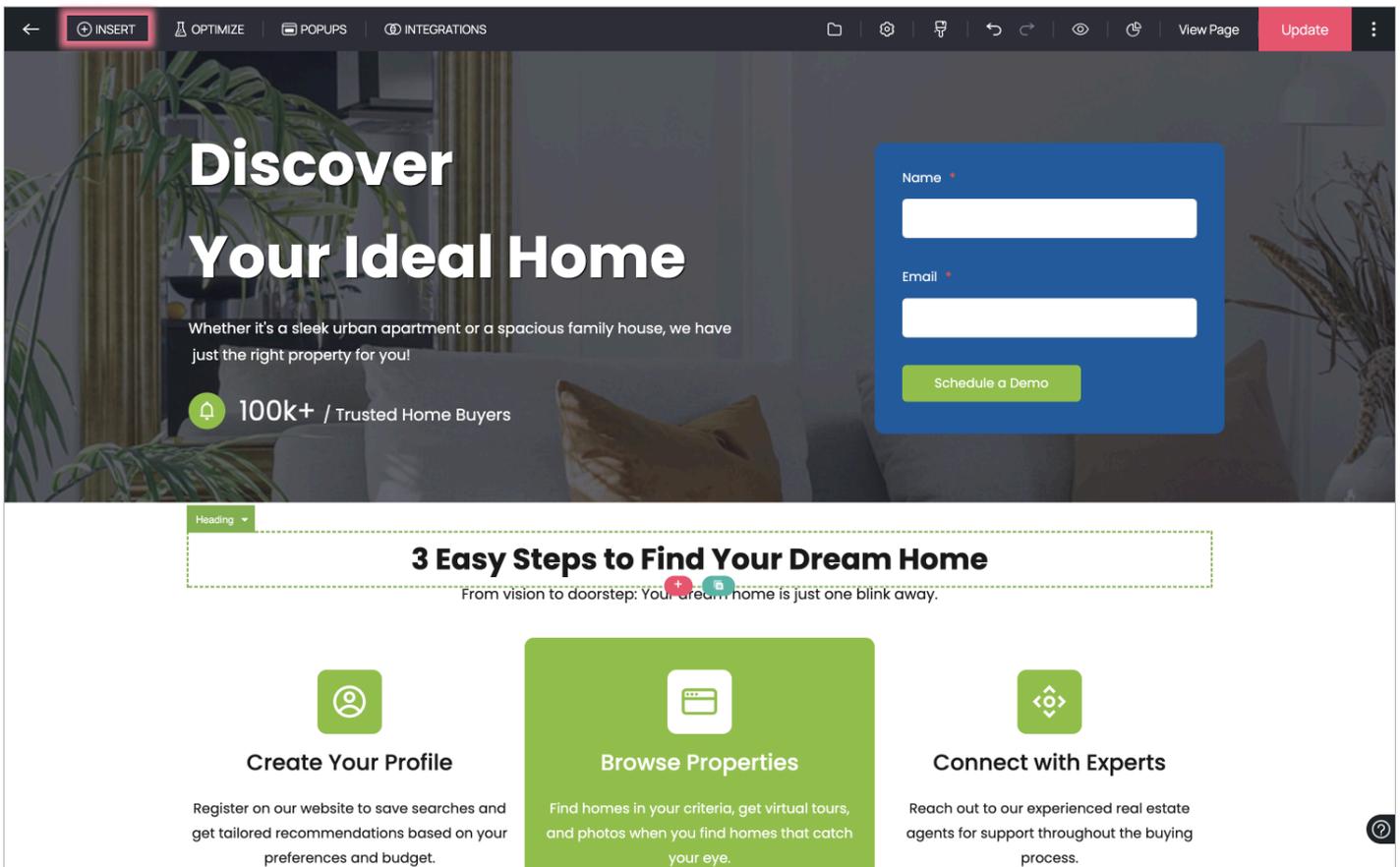
2. In the menu, click on the **Elements** tab and choose **Heading** or **Paragraph** from the **Text** section.
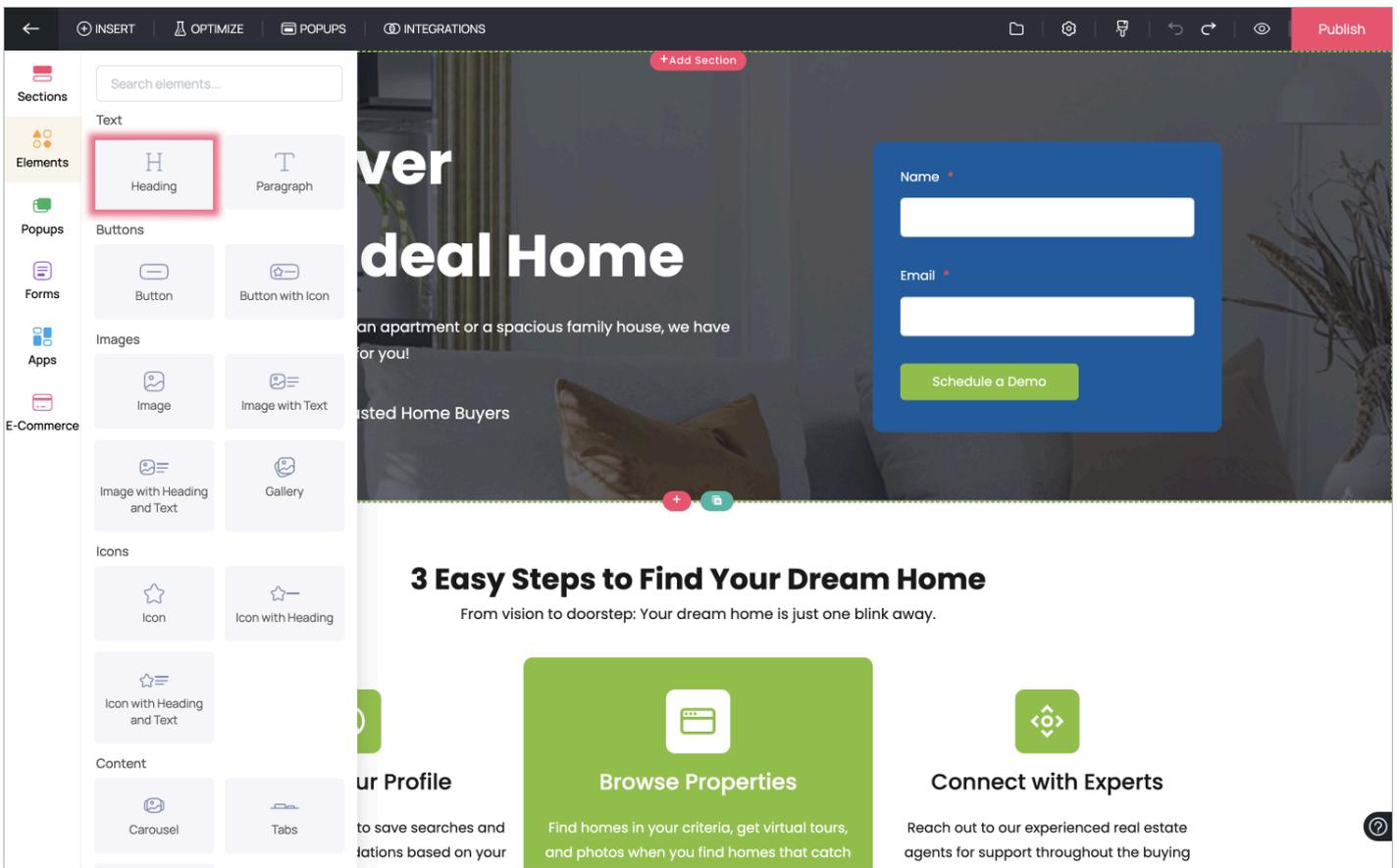
3. The text element is now inserted in your landing page. You can enter any text in the element and customize the font, size, style according to your requirements.
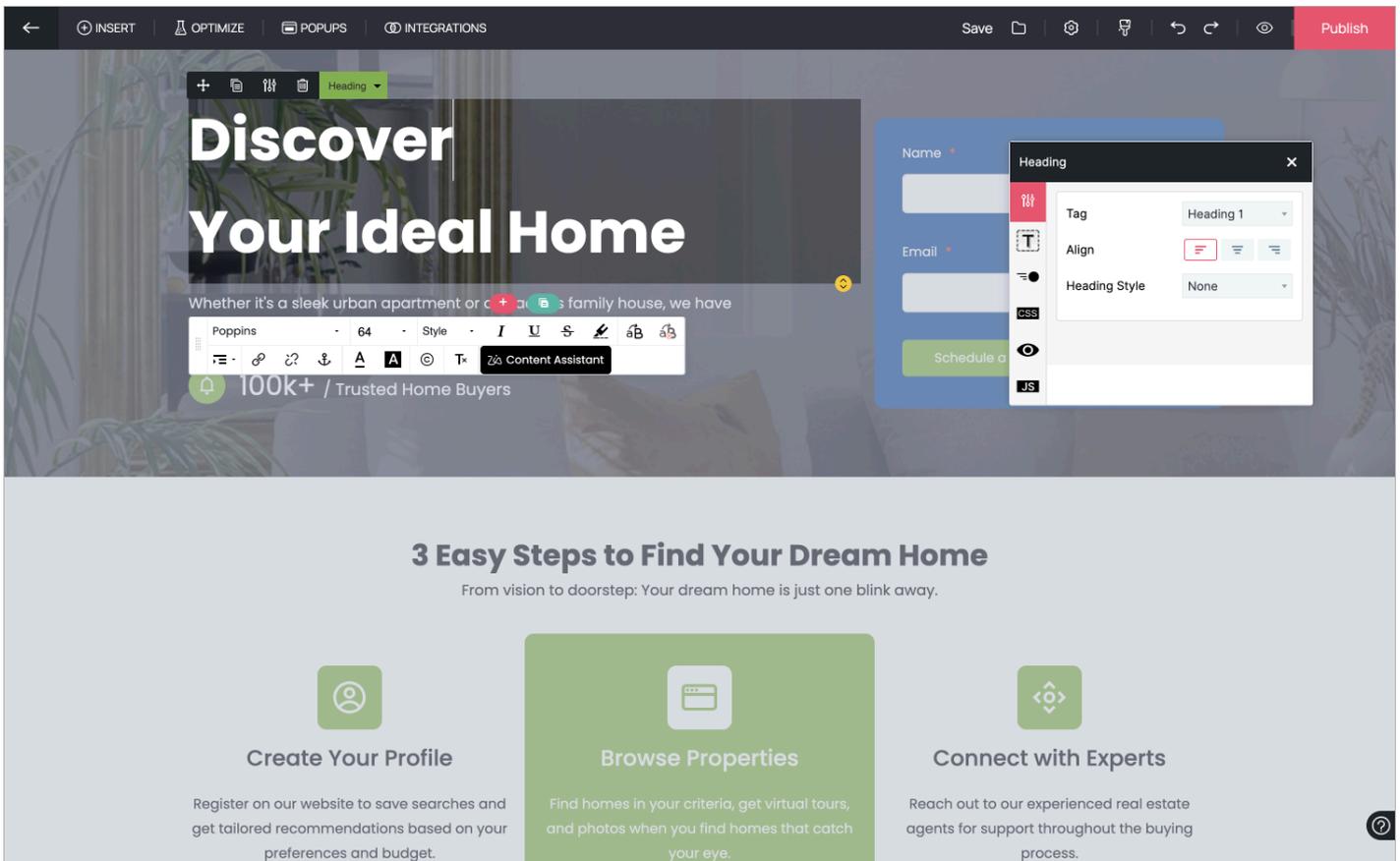
Text and typography properties

1. Once you have placed the text element on your landing page, you can access the text properties by clicking on the **Properties Icon** next to the element name in case it is not visible already. You can choose the alignment and heading style according to your requirement.
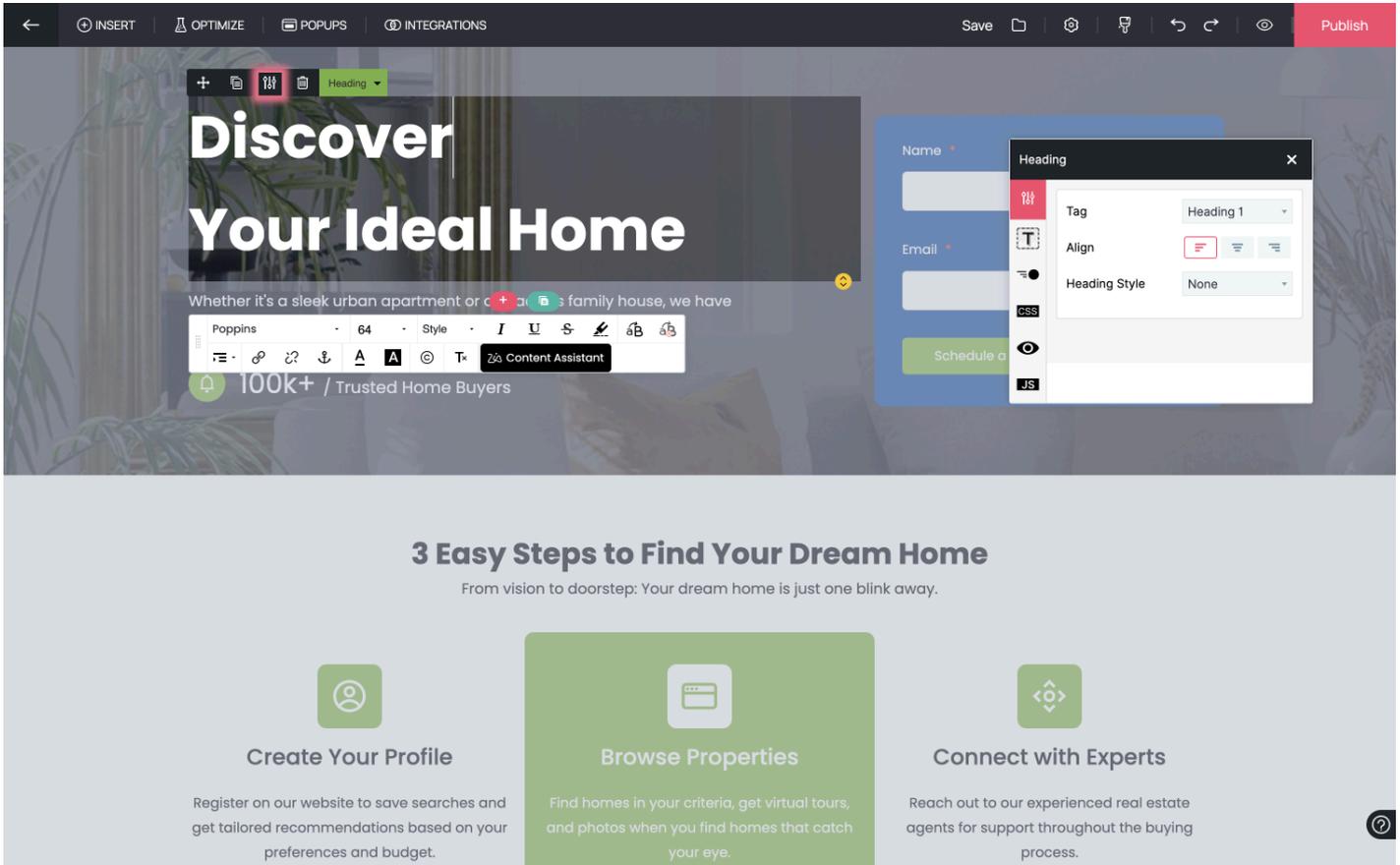
2. In the typography properties menu, you can change the font size, color, spacing, case, and add a text shadow or blur if required.

Discover
Your Ideal Home

Heading ▾

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🔔 **100k+** / Trusted Home Buyers

Name *

Email *

Schedule a

Heading   ✕

Typography   —

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⊺ [None   ⌄]

Text Shadow   ⬤

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Offset Y
——●—————   [1   px ⌃⌄]

Blur
●———————   [1   px ⌃⌄]

■ [#000000]

Reset

Background   +

3 Easy Steps to Find Your Dream Home

From vision to doorstep: Your dream home is just one blink away.

Create Your Profile

Browse Properties

Conne...

Register on our website to save searches and
get tailored recommendations based on your

Find homes in your criteria, get virtual tours,
and photos when you find homes that catch

Reach out to our experienced real estate
agents for support throughout the buying