



Create your course landing page

The course landing page (CLP) is your place on Udemy to market your course. It's the first thing potential students see when searching for a relevant course. Information on this page will help them decide if your course is of value to them. So create a dynamic and compelling CLP that showcases why someone would want to learn from you.

Factors that drive student decision-making

Students decide whether to enroll in a course based on 3 factors:

1. Content of the CLP
2. Course price and discount
3. Number of students enrolled and student reviews (social proof)

In this article, we'll focus on the first point—helping you write for your target students. You want your students to feel that your course addresses their needs.

Best practices

Follow these general guidelines:

- Address your students directly (say “you,” not “students”)
- Be conversational and approachable
- Write in a natural, informative, and action-oriented style
- Avoid jargon that could confuse or deter new students
- Watch out for any spelling or grammar errors
- Be accurate—misrepresenting your course can lead to negative reviews
- Think about how potential students will be searching on Google, and try to match those search queries

Target your students

You likely filled in this section early on in course creation. Now it's time to return to it and make sure it accurately represents your course.

Note that the content of “What will students learn in your course?” shows under the header “What you'll learn” on the student-facing CLP. For it, write 3–5 realistic and measurable course goals to help students determine whether or not your course is right for them.

Course landing page

Here are some best practices for “Course landing page” section of course creation:

Course title

Your course title is one of the strongest factors that determine if students enroll in your course. So be concise and specific with your course title. Keep it within 60 characters or less.

Course subtitle

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A clear course subtitle that provides a brief overview of what's in the course, sets the right expectations for your course. Keep it to 120 characters and mention 3–4 most important areas that you've covered in your course, including not more than 1 or 2 related keywords. Make sure your title and subtitle is in line with our [Course title and subtitle quality standards](#).

Course description

Describe your course in at least 1000 words and ideally between 1200–1700 words. Think about your target student and the questions they might have before they enroll. How does this course help their professional and personal lives? What problem, need, or desire is your course addressing? For example, include a bulleted list of benefits or features, or include student testimonials. This can help build trust in your course. (Only use real student feedback; don't use fake testimonials.)

Course image

The course image should be an eye-catching and informative image that is relevant to your course and/or brand and captures the student's attention. There are two ways to create an image for your course:

- Our team of designers at Udemy can help create a custom course image just for you. To have our designers help you, fill out the [Udemy course image request form](#).
- If you want to your style and personality shine through your course image, you can also create an image of your own. Just make sure it complies with our [quality guidelines for course images](#). **Additionally, be aware that using images or logos from a third party without permission might violate copyrights and you are responsible for any infringements.**

Preview video

This is to give students an insight into what to expect from your course. So you need to represent your course well here with at least 10 minutes of free content preview. You can do one of the following:

- Choose lectures that spark student's interest to learn more on your course topic: On the curriculum page, you can turn on Free Preview for any video lecture.
- Create a separate promo video or use your promo video on other channels (like YouTube) to drive traffic to your course on Udemy
- Let your course intro video be previewed by default

Instructor profile

The instructor bio becomes important when students compare your course against another. They want to learn more about you to check if you're a credible instructor to teach the subject. Your instructor bio should reflect your:

- **Credibility.** Students need to know they can trust you. You can highlight what makes you an expert in the materials you teach.
- **Empathy.** Show that you understand your students. Tell them how you remember struggling understanding the concepts that you're teaching now.
- **Passion.** Students don't want to learn from a boring instructor. Show your passion.
- **Personality.** Don't hesitate to share things about your personal life, maybe some fun facts, interests you have, your life mission, or why you decided to become a Udemy instructor.

Additionally, you can also provide links to other channels like your Facebook, LinkedIn, YouTube, and Twitter. Tying these profiles together is your first step towards building or growing your audience.

Ready to create your course? Let's go!

Create a Course



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