

Landing Page One-Page Blueprint

Who it's for: Anyone running ads, promos, or a single focused offer

What you'll get: A simple page structure that turns clicks into action

1) The Goal

One page. One job. One clear action.

2) The Checklist

- Headline: state the outcome
- Subheadline: how you deliver it (plain English)
- Bullets: what they get
- Proof: reviews, results, trust signals
- Offer details: what is included and who it is for
- Objections answered: price, timing, trust
- CTA block repeated twice
- Short form: name plus phone/email plus one question

3) Quick Wins

- Put your form in half
- Put proof above the first CTA
- Remove navigation that leaks visitors

4) Common Mistakes

- Sending ad traffic to a generic homepage
- Talking about yourself too early
- Too many actions, then no action

5) Next Move

If you want conversion built into the page, we design paths to action that perform.
