Structure of a High-Converting Landing Page

Navbar

Keep only the main links and a clear call-to-action. Use a sticky header so the CTA is always visible.

Hero / Main fold

Show the outcome your audience wants and handle objections upfront. Use a strong headline, a clear subheading

Use a short, high-impact video or product screenshots to instantly show what your solution does and how it looks in action.

Social Proof

Solutions

Focus on what your audience gains. Use short, outcome-driven statements with icons to emphasize key improvements

Benefits

Highlight your product's key advantages - 24/7 functionality, seamless integration, and superior efficiency.

Process

Show that your solution is easy to implement. Describe the process in 3 steps.

Pricing

Make the decision easy. Present clear plans, simple pricing, and strong reasons to act now (e.g. urgency, savings, value).

Social Proof

Show customer success stories with real photos and results. Keep it personal and relatable to your audience.

CTA

Use action-driven CTAs like "Try for Free" or "Book a Demo" with a short benefit (e.g., "Save 10+ hours a week").

FAQ

Answer common questions simply. Focus on removing doubts about pricing, setup, or features.

Footer

Include links to terms, privacy, contact info, and social media. Add trust elements like security badges or certifications.

Wireframe content

LOGO   Home Benefits Price [CTA]

★★★★★

Heading
Subheading
[CTA]

[Video]

Logo   Logo   Logo   Logo   Logo

Solutions

Benefits

How it Works?
1   2   3

Pricing

Basic
$150/mo
Brief description
Feature 1
Feature 2
Feature 3
[CTA]

✦ Pro   [Limited]
$150/mo
Brief description
Feature 1
Feature 2
Feature 3
[CTA]

Testimonials

★★★★★   ★★★★★   ★★★★★

[Call To Action]

FAQ

LOGO   Home Benefits Price

wecreatebrand.com