CourseSignal Landing Page Spec

Context

Build a high-conversion landing page for CourseSignal - revenue attribution platform for course creators. Design blends: FinTech precision + consulting professionalism + Notion approachability.

Design System

Colors

- Primary: #0F172A (deep blue)
- Accent: #06B6D4 (cyan)
- Success: #10B981 (green)
- Warning: #F59E0B (amber)
- Neutral: #64748B, #F1F5F9

Typography

- Font: Inter (Regular, Bold)
- Monospace: JetBrains Mono (for numbers/data)
- Sizes: Mobile 16px min, responsive scaling

Style

- White space: Generous padding
- Corners: 8px border-radius
- Shadows: Subtle, layered
- Animations: Smooth, minimal (fade-in on scroll, hover lift 2px)

Page Sections (Build Order)

1. Hero

Left (55%):

Eyebrow: "Revenue Attribution for Course Creators"
H1: "Know exactly which marketing drives your course sales"
Subhead: "Connect Kajabi, Teachable, or Stripe. See which YouTube videos, emails, and ads actually generate revenue—not just clicks."

[Start 14-Day Free Trial →] (cyan button)
"No credit card required • 2-minute setup"

Banner: "⚡ Lock in early pricing: Starter $49/mo • Pro $99/mo • Premium $199/mo"

Right (45%):

- Animated dashboard mockup OR demo video
- Show: revenue attribution chart, traffic sources with $, live updates
- Style: 3deg tilt, soft glow, floating animation

Background: Gradient navy→blue, subtle geometric shapes (5% opacity)

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2. Problem/Solution

Two columns:

Left (Problem):

❌ "You're marketing blind"
- Spending $3K/month on ads
- Creating YouTube content weekly
- Sending daily emails
- Running Instagram stories

"But you have NO IDEA which one actually drives course sales."

Right (Solution):

✅ "CourseSignal connects the dots"
- See which traffic source closed the sale
- Track full customer journey (first click → purchase)
- Know your real ROI per channel
- Stop wasting money on vanity metrics

Visual: Flowchart: YouTube → Email → Purchase = $1,497

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3. How It Works

3 horizontal cards:

01 Connect 🔌	02 Track 📊	03 Attribute 💰
"Connect your course platform"	"We track every visitor"	"See which marketing drove revenue"
Kajabi•Teachable•Stripe "OAuth login. 60 seconds"	"Automatic tracking script. No code required"	"Real-time dashboard Revenue attribution by source"

Style: Cards with step numbers (faded background), progress line connecting them

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4. Pricing

3 cards side-by-side:

STARTER	PRO ⭐	PREMIUM
$49/month	$99/month	$199/month
✓ 1 website	✓ 5 websites	✓ Unlimited
✓ 1 platform	✓ All platforms	✓ All platforms
✓ 1 team member	✓ 5 team members	✓ Unlimited team
✓ Launch reports	✓ Launch reports	✓ Launch reports
✓ Email support	✓ Priority email	✓ Dedicated mgr
	✓ Custom UTMs	✓ White label
	✓ API access	✓ Custom models
[Start Trial]	[Start Trial]	[Contact Sales]

🔥 Early Adopter Pricing
Lock in these rates forever as one of our first 100 customers.
Price increases to $79 / $149 / $299 after first 100 sign-ups.

All plans: 14-day free trial • No credit card • Cancel anytime

Style: Pro card elevated (larger, subtle glow, "MOST POPULAR" badge)

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5. FAQ

Accordion format (6 questions):

Q: Will my price increase?
A: No. Lock in your rate forever as an early adopter. Once we reach 100 customers, new customers pay higher rates. Your rate never changes as long as you maintain continuous service.

Q: How long does setup take?
A: 2 minutes. OAuth connection + automatic tracking script. No developer required.

Q: Do I need to install tracking codes?
A: Just one simple script in your site footer. Works with Kajabi, Teachable, custom domains.

Q: What if I use multiple platforms?
A: Pro and Premium plans support multiple platforms. Track Kajabi + Teachable + Stripe simultaneously.

Q: Can I cancel anytime?
A: Yes. Cancel from dashboard, effective immediately. No long-term contracts.

Q: Do you integrate with [platform]?
A: Currently: Kajabi, Teachable, Stripe. Coming soon: Thinkific, Podia, Gumroad.

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6. Final CTA

Full-width section, gradient background:

"Stop guessing. Start knowing."

"Join the first 100 course creators who actually know which marketing drives revenue."

[Start 14-Day Free Trial →] (large white button)

"No credit card required • Lock in early pricing"

Small: "Questions? Email hello@coursesignal.com"

Style: White text on navy→cyan gradient, animated gradient shift

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Optional Sections (Phase 2)

Features Grid (2x3 cards)

- Multi-Touch Attribution
- Launch Performance Reports 🔥
- Real-Time Dashboard
- UTM Management
- Team Collaboration
- Integrations

Comparison Table

CourseSignal vs DataFast vs Google Analytics

- Show checkmarks/X's for key features
- Bottom line: Position as course creator specialist

Technical Requirements

Performance

- Page load <2s
- Lighthouse 90+
- Images: WebP, lazy load
- Mobile responsive

Interactions

- Scroll-triggered fade-ins
- Hover: 2px lift on cards
- Button hover: 1.02 scale + glow
- Dashboard: Floating animation (2s loop)

Forms

- Trial CTA → `/signup`
- Email only (no CC)
- Real-time validation
- Loading spinner on submit

SEO

- Title: "CourseSignal - Revenue Attribution for Course Creators"
- Meta: "Know which marketing drives course sales. Connect Kajabi, Teachable, Stripe. See revenue attribution. 14-day free trial."
- One H1, H2 for sections
- Alt text all images
- Schema: SoftwareApplication, Offer

Mobile

- Stack hero vertically
- Horizontal scroll OR stack pricing
- 1-column features
- 44px tap targets
- Sticky CTA header

Key Outcomes

1. **Instant clarity:** Visitor knows what this does in 3 seconds
2. **Clear pricing:** 3 tiers visible, early adopter urgency
3. **Low friction:** Trial CTA everywhere, no CC required
4. **Professional + approachable:** FinTech precision, Notion warmth
5. **Mobile-first:** 70% traffic will be mobile
6. **Fast:** <2s load, smooth animations, no jank

Copy Voice

- ✅ Direct: "See which marketing drives sales"
- ✅ Specific: "$2K wasted" not "significant costs"
- ✅ Benefit-focused: "Stop wasting ad spend"
- ❌ Avoid: leverage, synergy, empower, robust, revolutionary