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 \rightarrow] (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)

2. Problem/Solution

Two columns:

Left (Problem):

- X "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

3. How It Works

3 horizontal cards:

01 Connect 02 Track 03 Attribute

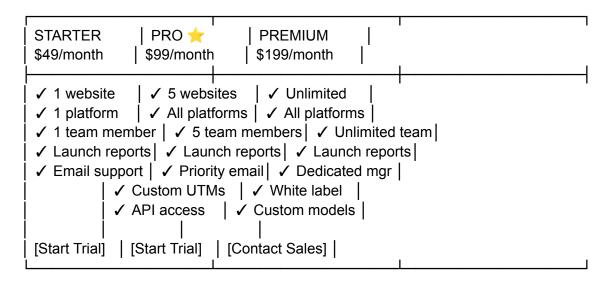
"Connect your course "We track every visitor" "See which marketing drove revenue"

Kajabi•Teachable•Stripe "Automatic tracking "Real-time dashboard "OAuth login. 60 seconds" script. No code required" Revenue attribution by source"

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

4. Pricing

3 cards side-by-side:



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

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.

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

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

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