THE LANDING PAGE WORKSHEETS

From Landing Page Academy
By Erik Kennedy

> 👋Welcome!
>
> This document is the all-in-one landing page design process as taught in Landing Page Academy – but presented as fill-in-the-blanks questions and worksheets. These worksheets make writing & designing a landing page a quick, repeatable process. Every time you need to design a LP, come to this document, create a duplicate of it, and get started.
>
> Questions or feedback? Email erik@learnui.design. Thanks ✌️
>
> (As this is a paid resource of Landing Page Academy, please don't post/distribute this doc 🙂)

The worksheets:

Determine Site Goals

Relevant lesson:

What is your primary conversion?

By our definition, a landing page pushes readers towards one action over all others. This is the primary "conversion". The primary conversion is the *most important thing* that you want a reader to do when/after going through this page.

Examples:

- Download
- Sign up
- Buy / rent / subscribe / donate
- Begin free trial
- Subscribe to email list
- Schedule a call with sales
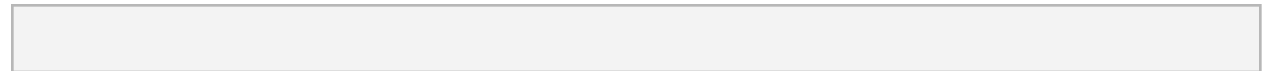
A note on balancing multiple conversions

If you have multiple revenue streams or conversions, how do you decide which is the most important? There's not one algorithm for deciding, but here are some ways to approach it:

- Which conversion is currently the most profitable to the business?
- Is one conversion the direction the business wants to move in?
- Which conversion allows cross-selling/highest CLV? (Customer Lifetime Value)
- Can you split the ATF (above-the-fold) into two sections?
- Can you separate the LP into multiple LPs on one site?
- Can you separate the LP into multiple LPs on separate sites?

What are your secondary objectives?

These are other things you'd like your readers to do, but you are not *optimizing* the page for these actions.

Examples:

- Purchase secondary (less business-critical) products
- Read related content – guides, blog posts, etc.
- View/follow on social media

- Share on social media

What are common objections?

An objection is a reason why a customer chooses *not* to buy (or otherwise convert). They typically fall into the following categories:

- "I don't know what it does"
- "I don't know why I'd need it"
- "I don't believe it does what it claims to do"
- "I don't believe it will help people like me"
- "I don't know if it'll work with my current system/setup"
- "My current system/setup is good enough"
- "It'll take too much time"
- "It'll take too much effort"
- "It's too expensive"
- "I'll buy it later"

Being specific about the objections you're most likely to encounter from readers is critical. You will reference this list many times as you write the landing page. Even if you haven't talked to many users, it's best to use your best guess as to what objections your page will most likely have to overcome.

Determine Site Brand

Relevant lesson: [Starting the Visual Design Process](#)

The beginning of the visual design process is determining your site's *brand*. The brand is as simple as a list of adjectives or short phrases about how you want your readers to perceive your product, business, and site. But being specific about your brand will make it far easier – and objective – to choose colors, typography, imagery, and other visual elements.

What are your brand adjectives?

- [ ] Adventurous
- [ ] Artsy
- [ ] Authoritative
- [ ] Balanced
- [ ] Beautiful
- [ ] Bold
- [ ] Buttoned-up
- [ ] Capricious
- [ ] Caring
- [ ] Casual
- [ ] Cheerful
- [ ] Chic
- [ ] Classy
- [ ] Clean
- [ ] Concise
- [ ] Confident
- [ ] Considerate
- [ ] Contemporary
- [ ] Cool
- [ ] Creative
- [ ] Cutting-Edge
- [ ] Earthy
- [ ] Elegant
- [ ] Essential
- [ ] Evocative of a time or place

- [ ] Fair
- [ ] Familiar
- [ ] Fancy
- [ ] Feminine
- [ ] Flowery or floral
- [ ] Formal
- [ ] Friendly
- [ ] Futuristic
- [ ] Geeky
- [ ] Historic
- [ ] Human
- [ ] Humble
- [ ] Industrial
- [ ] Inviting
- [ ] Kid-friendly
- [ ] Luxury
- [ ] Majestic
- [ ] Masculine
- [ ] Minimalist
- [ ] Modern
- [ ] Natural
- [ ] No-nonsense
- [ ] Offbeat
- [ ] Official
- [ ] Professional
- [ ] Quirky

- [ ] Reflective
- [ ] Restrained
- [ ] Retro
- [ ] Scholarly
- [ ] Scrappy
- [ ] Serious
- [ ] Sexy
- [ ] Simple
- [ ] Sleek
- [ ] Sophisticated
- [ ] Spartan
- [ ] Sporty
- [ ] Staid
- [ ] Straightforward
- [ ] Street
- [ ] Supportive
- [ ] Swanky
- [ ] Techie
- [ ] Timeless
- [ ] Trustworthy
- [ ] Unabashed
- [ ] Unconventional
- [ ] Urban
- [ ] Vintage
- [ ] Whimsical

Other:

Brand reflection questions

If you can answer these questions about the organization you're designing for, you'll be most of the way to hammering out a brand. Then comes the fun part – designing interfaces worthy of the vision you've created.

Who are you?

Why should people listen to you?

What do you have to say?

What do you believe that all your competitors disagree with?

What values do you hold so strongly, you'd be willing to lose money rather than violate them?

What aren't you? What values define everything you stand against?

Turn those anti-values into their *most defensible synonyms*. Do you still reject those things? (e.g. if your anti-value is "uptight", the most defensible synonym of that might be "serious & trustworthy", and you might say "We are trustworthy – not because we put on airs, but precisely because we don't. We speak like real people")

Fast-forward to when the final site is complete: what is the most likely way people are to misinterpret you?

Collect Inspiration

Relevant lesson: [Starting the Visual Design Process](#)

Inspiration Reflection Questions

Who are your most important competitors? What, if anything, does each do particularly well?

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What site(s) from your own industry have visual design elements you find inspiring?

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What site(s) from other industries have visual design elements you find inspiring?

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What real-world (non-digital) ideas, motifs, visuals, or elements do you find inspiring?

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(optional) For each of the following design elements, is there a site you find inspiring and potentially relevant? – (1) typography, (2) color, (3) photography or illustration, (4) animation, (5) overall style or other?

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☐ Paste relevant screenshots from the above into a single inspiration file

Landing Page Directories

While finding relevant inspiration in large directories can be like a needle in a haystack, it's worth bookmarking these sites for when you want to explore styles a bit.

- https://onepagelove.com/
- https://godly.website/

- https://land-book.com/
- https://www.lapa.ninja/

Start the "Side Threads"

Relevant lesson:

As soon as you have a product/service with real customers, you'll want to start gathering the following 3 things. These are things that we'll use later in the landing page design process, but starting collecting them now is way easier than trying to get a bunch on a moment's notice.

Find users you can talk to

For (1) copy research and (2) testing your page, you'll want to find either (1) actual or (2) plausible potential users to talk to. The best sources:

- Anyone who's written in with a question/needs help
- Anyone who's requested a feature
- Anyone who's given you a testimonial
- Anyone who's written in via a chat widget on your existing site
- Anyone on your marketing email list or product waitlist
- Create a post-conversion message for new customers asking if they'd be willing to help
- Your social media following
- Anyone recommended by your customers above as "a plausible user of <our product> who might be willing to chat with us"

If you needed to come up with 10 folks to talk to for research or testing, how would you do it?

Start compiling testimonials

Who's already said nice things about your product (if applicable)? – over email, over social media, or in a meeting?

What do you need to do to start passively collecting potential testimonials going forward? Who will be responsible for collecting them from various sources, and where will they be compiled?

For starters, it's worth including the following fields in a blurb database:

- Quote
- Name
- Role
- Company
- Email address
- Do you have permission to use the quote?

List out impressive stats (and/or plans to achieve them)

Does your product have impressive stats? Name-brand customers? Awards or achievements?

What impressive stats, name-brand customers, awards, or achievements do you *want* to be able to list on your landing page soon?

What is your plan for achieving each of these? (If they're reasonably imminent, you might consider designing the LP with this social proof already shown – but then not shown on the public site until it's true)

Write the Headline & Subhead

Relevant lesson: [The Headline & Subhead](#)

The headline (or "h1" or "title") and subhead (or "h2") are the most important pieces of text on the whole page. Botch these, and whatever else you write or design on the page will matter *a lot less* – because people will be closing the tab before getting there! 😔

Headline Best Practices

Before brainstorming headlines, it's best to refresh your memory with what constitutes a great headline. After brainstorming, you can judge your results – and figure out what you're moving forward with – based on these same criteria:

- ☐ Describes (1) your greatest value for (2) the greatest number of your customers (3) as succinctly as possible ("The 3-part headline formula")
- ☐ Makes your visitor want to scroll down (a hook)
- ☐ Is accurate and honest
- ☐ Says something your competitors could not
- ☐ Addresses your customer's [biggest objections](#)
- ☐ Signals to all potential customers that there is something of value for them on this page (The "Self-Selection Principle")

Common Headline Mistakes

These are the most common mistakes in LP headlines. While brainstorming should be unfiltered, you should generally try to avoid these headline pitfalls:

- ☐ Vague ("Supercharge your marketing")
- ☐ Jargony ("The ultimate project management solution")
- ☐ What the business cares about, but the user doesn't ("The world's most innovative home-rental platform")
- ☐ Clever at the expense of clarity ("Purpose-Powered Productivity")
- ☐ Forces the user to wait to see it all (e.g. carousel)

Brainstorm Headlines

With headlines, *quantity* is the path to *quality*. Brainstorm *many* good ideas so that the *best* idea is great. Remember the old-school rules of brainstorming (which should be done with 2+ people, if possible):

1. *Quantity > quality.* The goal is to come up with as many ideas in a set time limit as possible.
2. *No such thing as a bad idea.* During brainstorming, do not make any negative comments on anyone else's ideas.
3. *Build on each other's ideas.* Try to take what someone else has contributed and remix it, build on it.

Some ideas you brainstorm might be used for the subhead immediately below the header – or subheaders down the page. Don't limit yourself; instead, try to get as much raw material as possible now. You can always edit and move things around later.

Here are some templates to help with the brainstorming:

- The all-in-one <noun> for <action>
- The <superlative> <noun> for <action>
- How <customer segment> <does something they want to do>
- <Achieve benefit> even if <common objection>
- <Benefit>. No <common objection>.
- <Benefit> for less than <reasonable sounding cost>
- <simple description of product>.
- <how you describe it when explaining/selling in-person>
- <something addressing the price>
- <something addressing the ease of setup>
- <something addressing how it will integrate with their current setup>
- <something addressing how anyone will benefit>
- <something addressing how trustworthy your product or company is>

Headline ideas:

Editing the Header

- ☐ Choose a small number of promising headlines from your brainstorm
- ☐ Edit them as needed to avoid common headline mistakes
- ☐ Edit them as possible to embody headline best practices

Writing the Subhead

If the h1 describes the greatest value for the greatest number of customers, the h2 should describe *how* you'll provide the value. The h1 is *why the customer should be interested*; the h2 is *what exactly the product is*.

☐ Jot down a potential h2 below each of your shortlisted h1s. Each h2 should describe *what* the product/service is and *how* it will provide the value mentioned in the h1 – but using slightly different words than the h1 it's paired with.
☝ Note: you can borrow words/phrases from your h1 brainstorm that didn't make it into your final h1 concepts. A good h2 will *complement* the h1 by using different words and ideas to hit at different points, helping the reader get a more full picture of the service.

Final h1/h2 notes

☐ Make a note of headlines that you couldn't use now, but might want to A/B test later on:

☐ Make a note of headlines (or parts of headlines) that could be used for other subheads throughout the page:

Write the Call-to-Action

Relevant lesson: [The Call-to-Action](#)

In general, the following strategies will boost the clickthrough rates of your calls-to-action (CTA) buttons:

Strategy	Example (before)	Example (after)
Make the value visible	Sign up	Start your 14-day free trial
	Subscribe	Start learning French
	Join	See top jobs in your area
Address objections	Get started	Get started in <60 seconds
	Get started	Get started for free
	Join	Join 10k+ freelancers
Don't make me dread clicking it / Make me *want* to click it (you can use humor as is appropriate to your brand)	Sign up for emails	Whisper sweet nothings in my inbox
	Send download	Send me the goods!

What CTA makes sense for your ATF? (It will likely be used further down the page too):

Finalize the Above-the-Fold

The Flyer Method: bullet points & short labels

Relevant lesson:

The h1 and h2 speak primarily to the primary *value* of your product – but important features and secondary values can still be useful above the fold. They can be included as:

- ☐ Bullet points (often seen with emojis or custom icons)
- ☐ Seals
- ☐ Annotations
- ☐ Announcement boxes, banners, or pills

Whatever format they're in, use short, scannable strings of text.

Imagery

The best imagery (a) may take time to acquire/create, and (b) should complement the headline. Even if you're not finalizing it now, you will still want an idea of what imagery you'll use, especially above the fold.

In general, imagery can be geared towards (1) the conversion rate or (2) brand.

- Conversion-oriented imagery shows *the value of the product*
- Brand imagery conveys *the vibe of the product or company*

Here are some brainstorm questions for conversion-oriented imagery:

- ☐ What can you do/make with the product?
- ☐ What is life like with the product?
- ☐ What problem(s) does the product solve?
- ☐ Show a physical product in situ
- ☐ Show a demo
- ☐ Show a happy customer
- ☐ Show a before/after
- ☐ Show a stat or data viz

For each answer, what *medium* of imagery makes sense?

- ☐ Photo
- ☐ Video or video collage
- ☐ Illustration

- ☐ Data viz / infographic
- ☐ Screenshot / screen capture

What imagery might you include ATF?

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Social Proof

The best practices of social proof are explored in <u>later on</u>, but it's worth considering if you want to have any social proof indicators visible (whether fully or partially, on mobile or desktop) ATF. Establishing trust early is especially beneficial for more unknown brands selling products that readers may be skeptical of.

- ☐ Testimonials
- ☐ Number of customers
- ☐ Brand-name customers
- ☐ Press
- ☐ Reviews (average, number of 5-star reviews)
- ☐ Awards
- ☐ Company age ("In business since 1908")

Navigation

Here are the most common nav items in landing pages:

- ☐ About
- ☐ Product(s) – often a dropdown if you have a small number of unique products
- ☐ Solutions – case studies or explanations of the situations your product(s) help in
- ☐ Separate LPs for different audiences – e.g. "For investors" vs "For advisors"
- ☐ Pricing
- ☐ Company – often a dropdown with items like Team, Careers, About, Investors, etc. Can be relegated to the footer.
- ☐ Blog
- ☐ Contact
- ☐ Language selector
- ☐ Log in
- ☐ The call-to-action

or:

☐ Sections of the site – For truly single page sites, the top nav on desktop can show the major sections of the page

Other nav items you want to include:

Outline the Slides and Write Page Subheads

Relevant lesson: [Outlining the Landing Page](#)

In this step, we'll write subheads for each of the major sections ("slides") in the LP. Almost every slide will fall into one of the 7 following categories:

1. Benefit
2. Feature
3. Teach by example
4. Address objections
5. Secondary calls-to-action
6. Social proof
7. Final call-to-action

(For more on the slide types, [watch the lesson](#))

The subheads you write for each slide will be, *by far*, the most-read things on your entire page, excluding your primary above the fold header/subhead. If you write your page subheads poorly, many people will leave before reading a sentence of body copy.

Brainstorm subhead material

The following prompts will help you generate ideas for subheads for a landing page for <X>. Some are more general; others are specific to certain types of slides. What doesn't become a subhead may still be something you mention in body copy or allude to in visuals.

- What is the most remarkable thing about <X>?
- What key words and phrases help people understand and want <X> when you explain it in person?
- If you sell <X> in person to someone in the target audience, what's the first objection they give / question they ask?
- When your customers describe what they love about <X>, what words and phrases do you hear often?
- Who needs <X>?
- When you brainstormed your page headline, what options did you come up with but not use?
- Benefits: How does <X> help people win… money / time / social status / skills / confidence / belonging / the ability to be the person they want to be?
- Features: What are the features customers use/love the most?
- Teach by Example: What examples would make your value more clear?
    - Examples of the range of services you provide
    - Examples of the range of products you sell
    - Examples of the range of situations you're valuable in

- - Examples of customer case studies / success stories
    - A compelling set of photos/visuals that will help customers understand & want to buy
    - The steps in your typical process
  - Addressing objections: How do customers know <X> is... easy and hassle-free / quickly going to provide value / a risk-free purchase / worth it (despite the price tag) / worth buying now (not delaying)
  - Secondary Conversions: Besides the primary conversion, what other actions do you want to encourage users to take?
  - Social Proof: Do you have a lot of… past customers / name-brand customers / good reviews / customer testimonials / awards / accreditations / years in business?
  - Final CTA: Summarize the above and push for the sale

Subhead ideas and "raw material":

Edit your subheads

The following best practices will help you winnow down and condense some of your best subhead ideas:

- ☐ The subheads alone should tell 90% of the story
- ☐ Together, the subheads should cover all major benefits and features, and address the most important objection(s)
- ☐ Every subhead is an *opportunity* – use different words or phrases that help customers get a fuller picture of your product and its value
- ☐ Don't be clever at the expense of clarity ("Purpose-Powered Productivity")
- ☐ Don't talk about features at the expense of explaining the benefits

Edited subhead ideas:

Organize your subheads

While there's no single right way to organize your page at the highest level, the following pointers give you one possible way of looking at things:

- ☐ Lead with Features and Benefits
- ☐ The more complex your product is, or the more varied its use-cases, the more you should use Teach by Example slides

- ☐ The more trust is a possible objection ("Is this thing legit? Is this company legit? Will I get fired for purchasing this?"), the higher up the page you should feature Social Proof that assuages those doubts
- ☐ Addressing Objections and Secondary CTAs can come further on down the page
- ☐ End with the final CTA, often preceded by some final Social Proof just so you are going into the sale with your past customers' praise ringing in their mind

Full page subheads:

Write the Body Copy

Relevant lesson: [Principles of Great Copywriting](#)

Copy Reflection Questions

Sometimes, it'll be very easy to draft the body copy of the page. In case it's not, here are some questions to help you generate the words, phrases, and ideas you'll want to include.

What are common words/phrases customers use when describing their problem, your product, or the value they get from it? ([brainstormed above](#))

What problem are you solving?

Who are you solving it for?

What are the *downsides* of <customer> not solving <problem>?

What does life look like if <customer> *does* solve <problem>?

Review your [brand reflection questions](#). Who are you?

Review your [frequently-heard objections](#). How would you reassure someone with these concerns?

Why are you a competent guide for your customer?

[ ]

What is your offer?

[ ]

What does <customer> need to do to <buy/etc.>?

[ ]

Any other copy you'd like to include:

[ ]

Writing for hookiness

One principle of great copywriting is to create "hooks" – little moments that make the reader *want to continue reading*. Your LP doesn't need to do *any* of these, let alone *all* of them, but it's a great angle to brainstorm copy ideas.

If you…	Then they think…
Tell a story that demands resolution	"How does it end!?"
Make a bold claim	"Can she back it up!?"
Make an announcement	"Oh, what's this all about?"
Ask a question	"Hey – that's me!"
Introduce a new term or phrase	"What's the Lunch Test?"
Make a prediction	"Hm, this oughta be good"
Write a listicle	"There's exactly six? OK, I'll bite"

What hooks make the most sense to include in your LP copy?

[ ]

Note: some of these hooks work best as a *general concept for a large chunk of the page*. I wouldn't recommend making up a new term, then never using it again. Nor should you shoehorn your product's origin story into the top of the page unless it truly makes sense to start

with it (remember: *it's not about you*). For those reasons, some of these techniques work best for other writing *besides* the LP – blog posts, marketing emails, etc.

Principles of Great Copywriting

As you write and edit your body copy, remember the following principles:

- ☐ Remove as much as text as possible
  - ○ "Duh" text – anything that says something that most users will easily infer
    - ■ ❌ "Fill out the form below to the best of your ability"
    - ■ ✅ (nothing)
- ☐ Write the strongest true statement that you can – Don't bury the lede.
  - ○ ❌ "Made with all-natural, organic, gluten-free ingredients"
  - ○ ✅ "The best-tasting keto cereal in the world"
- ☐ What sells in-person sells online – whatever phrases make people go "aha!" in person should *definitely* be on your site
- ☐ It's not about you; it's about what's in it for them
  - ○ ❌ "Prefilled is an innovative new solution to this problem. Our incredible, time-saving technology is…" 😗
  - ○ ✅ "Prefilled has saved 20,000+ customers over a million hours in time."
- ☐ Cleverness is the enemy, clarity is the antidote
  - ○ ❌ "Purpose-powered productivity"
  - ○ ✅ "A paper planner for digital natives"
- ☐ Write like someone you'd want to buy from
  - ○ *Clear* – Don't equivocate, don't waffle, don't second guess, don't obfuscate. Say the most important thing first. Say the second-most important thing second.
  - ○ *Confident* – Be brief. Call out what's wrong with your industry/competitors/the world – and show how you fixed it. Speak with the confidence of knowing you can help many people with an important problem. You've done it before, and you'll do it again.
  - ○ *Honest* – This should be obvious.
  - ○ *Funny* – Not all brands need humor, but it might work more often than you'd guess. Don't force it.
- ☐ Write for the person on the fence – This is all about [addressing objections](#).
- ☐ Write melodically – Vary sentence and paragraph lengths. Punctuate with short, staccato sentences. Use parallel structure and wording – and then break it.
- ☐ Write for scannability – Every word that catches their eye is an excuse for them to start reading your body copy, and become further convinced of the value of your product. Use:
  - ○ Bullets
  - ○ Bolding
  - ○ Italicization

- Visuals
- Stats
- Pull quotes
- Subheads
- Labels
- Annotations

☐ Write for hookiness – See above.
- ❌ "Top Charities"
- ✅ "Our 8 most effective, evidence-backed charities"

☐ Get them nodding in agreement about the problem, *then* show the solution – It's especially important to dwell on the problem for a bit when you have:
- *Unfamiliar problem* – "*Validating* a business idea? Is that actually important!? Isn't having ideas in the first place way harder??"
- *Unique solution* – "an *online* course? is it Zoom? is it live? am I graded? is there a certificate?"
- *Strenuous objections* – "It's $2000!?"

Get Great Testimonials

Relevant lessons: [Social Proof](#)

Find testimonial sources

- ☐ Anything you compiled as part of the [Side Threads](#)
- ☐ Comb past social media comments
- ☐ Ask known fans of your product

Set up ways to collect testimonials on an ongoing basis:

- ☐ Ask at peak moment (e.g. user just got their first like on their first post)
- ☐ Ask a set time after a conversion (e.g. one month after purchase)
- ☐ Ask after engagement metric is met (e.g. user logs in weekly for 4 weeks)

Cold ask for testimonials

Here's a template for asking for testimonials for someone who hasn't previously contacted you:

> Hey Seth,
>
> One thing we're doing at <company> is redesigning our landing page, and we'd love to feature testimonials from happy customers.
>
> Zero pressure, but if you're interested, even a sentence on why you appreciate <product> or what it's helped with would be super useful to future customers.
>
> If not, no worries – we won't bug you about this again :)
>
> Best,
> <Name>

Note the following:

- You should tell them where their words would be used ("our landing page")
- Asking for "even a sentence" is to make it sound quick and easy. No one will actually send *just* a sentence (but you should be thankful even if they do 🙂)
- Reminding them this will be useful others is another angle that will bump some people to respond
- End by reiterating that there's zero pressure (and if you *say* you won't ask for a testimonial again, keep that promise)

Your default script for cold asking for a testimonial:

Testimonial best practices

Here are the qualities of the best testimonials. Most your receive won't meet these, but many can be slightly edited to be much closer to these qualities. More on that below.

- The 2 best types of testimonials
    - Superlative ("the best", "the greatest", "the quickest")
    - Transformative ("before, X, now, Y")
- Have an angle
    - Some testimonials are more broad, but it's great to have blurbs that…
    - Address a specific doubt
    - Hype a specific feature/benefit
    - Speak to a specific subset of your audience
- Balance between hype and content
    - Hype = raving, ALL CAPS, "!!!", swearing in disbelief
    - Content = *why* they're hyped
- Every word, phrase, sentence has to carry weight
- You want to leave viewers *mystified* that a product could be this good
- Don't damn yourself with faint praise

Ask to edit a testimonial

Here's a template for asking to edit a testimonial you've been sent:

> Hey Seth,
>
> Thanks for the kind words! I'm glad to hear you loved the course :)
>
> Would you mind if I used your words for a potential blurb? I'd love to condense it a bit – something like the following: (but feel free to edit so it's your voice)
>
> <proposed edited blurb>
>
> Either way, I appreciate your email, and let me know if you have any other feedback/suggestions. I'm always trying to make things better for future students!
>
> Best,
> Erik

When using this template:

☐ Modify the first paragraph to echo their specific comments
☐ Modify the last paragraph to make sense for your product

Note the following:

- Asking for a "potential blurb" is very specific wording.
  - "Potential" signals low commitment, sounds less scary. You're not even 100% going to use it.
  - "Blurb" feels more casual (and easier) than "testimonial"
- You 100% want to give them the power to edit your edits. The *last* thing you want is a customer who feels like you're pressuring them into making a public statement on your behalf.

Your default script for asking to edit a testimonial:

Establish a Visual Language

Relevant lessons: [Establishing a Visual Language](#), [Visual Interest Table](#), [LP Asset Library](#)

Write out your brand

You've [already written out your brand](#) adjectives and phrases, but we'll paste them here so it's top-of-mind for this step. You can also make any updates.

Your brand:

For key brand adjectives, brainstorm matching fonts

What constitutes a "matching" font?

There are thousands of brand adjectives, but one easy system for matching many of them to a typeface is the "5 major brands" framework. If the brand value is similar to one of these 5 brands, there are known types of fonts that will match it:

1. Clean/simple
   - Neo-grotesque sans serifs
   - Geometric sans serifs (except those with overtly squared-off letterforms)
   - Some plainer grotesque, gothic or humanist sans
2. Fancy/formal
   - Most serifs – oldstyle or humanist serifs will feel *oldest*; modern serifs will feel more *stately*
   - Humanist sans are the closest sans-serif option
3. Friendly/casual
   - Many of the clean/simple sans serifs will also work here
   - Rounded sans
   - Some handwritten sans are very casual feeling
4. Quirky/artsy
   - Grotesque sans serifs are often quirky to varying degrees
   - Extended/condensed fonts
   - Fonts with exaggerated details, ink traps
5. Techie
   - Geometric sans serifs with squared-off letterforms
   - Monospace fonts

Where to look for fonts

- ☐ [Google Fonts](#)
- ☐ [Adobe Fonts](#) (need an Adobe Creative Cloud subscription to access)
- ☐ [FontShare](#)
- ☐ The Good Fonts Table (a resource included with [Learn UI Design](#))
- ☐ Your personal font database (which you should be collecting via [WhatFont](#))

For key brand adjectives, brainstorm matching colors

This is often a pretty implicit process, but for the LP colors as a whole, consider:

- ☐ What colors are used in the logo?
- ☐ What colors have a brand connection?
    - ☐ *Clean/simple*: bright, more saturated primary and secondary colors
    - ☐ *Fancy/formal*: grayscale, low-color, gold accents
    - ☐ *Friendly/casual*: brighter colors, pastels
    - ☐ *Quirky/artsy*: intentionally clashing or unusual palettes
    - ☐ *Techie*: grayscale, neon colors, dark themes
- ☐ By modifying the hue, saturation, or brightness a small amount, are there interesting [variations](#) or "takes" on the colors you've thought of?
- ☐ Does a [gradient](#) make more sense than a static color?
- ☐ What colors do you want to rule out because they're too "obvious" (e.g. an environmental site ruling out green)
- ☐ What colors do you want to rule out because of competitor usage?

Colors don't appear as a neat "palette" on most sites, so use with reservations – but you can find color palette inspiration here:

- ☐ [Adobe Color](#)
- ☐ [Color Hunt](#)

For key brand adjectives, brainstorm matching imagery

For any particular adjective, one or more of the following types of imagery might make sense:

- ☐ Illustration
- ☐ Photography
- ☐ Blueprints or technical drawings
- ☐ Textures or backgrounds
- ☐ Icons
- ☐ Generate with AI ([Midjourney](#) is the best option at this time)

Combine complementary elements into style tiles

- ☐ Create a small frame for visual experimentation (800x600 to no bigger than a screen)
- ☐ Choose a 1+ fonts from above
- ☐ Add realistic text – whether headings, body text, labels or otherwise
- ☐ Combine with 1+ colors from above (likely matching different brand adjectives)
- ☐ Combine with imagery from above (likely matching different brand adjectives)
- ☐ Include buttons, cards, nav, and other UI elements as applicable
- ☐ Repeat with different fonts, colors, and imagery as desired

Augment from Visual Interest Table & Asset Library

Now we want to add a little visual spice to our tiles, as needed. For each style tile:

- ☐ Go through the Visual Interest Table, finding and adding applicable techniques
- ☐ Go through the LP Asset Library, adding assets, backgrounds, & textures as makes sense

You should end with distinct visual options that you can present to a team, get feedback on, or use to decide a visual direction to move forward with.

Design Slide Layouts

Relevant lessons: [Above-the-Fold Imagery](#), [Designing Gorgeous Layouts](#)

⚠️Note: in the videos lessons, the ATF and below-the-fold are broken into 2 separate videos. The layouts and resources you'd use for either are very similar, so both ATF and BTF design are combined into *one section* (this one) in the worksheets.

Brainstorm costly signals

Things that are hard to do in Figma often look cooler – "costly signaling". LPs can immediately signal a higher quality of design by leading with animation, 3D assets, fancy front-end effects, or high-quality custom illustration/photography/video.
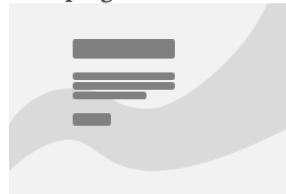
What costly signals could you *most easily* include in your LP:
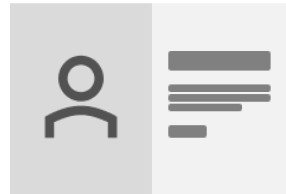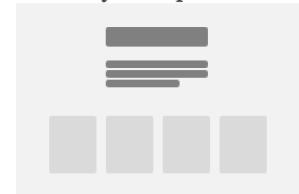
Brainstorm layouts
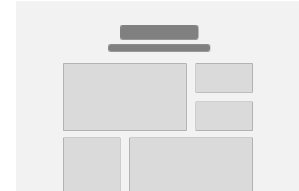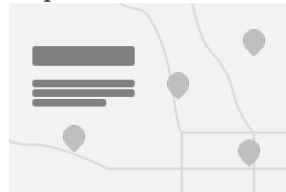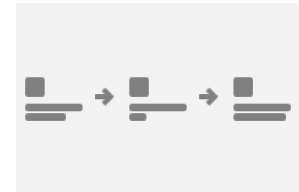
Key idea

Full-page image
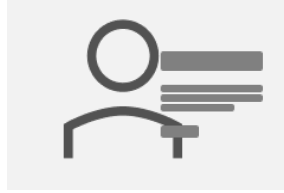
Punch combo

Media cards
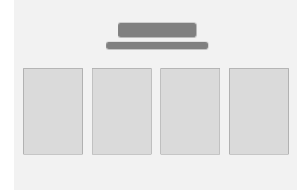
Layered text

Frame break

Choose layouts to mock up

Which of the following do you want to experiment with? Note: even layouts that don't make it ATF can still be used further down the page. Visual examples at the ATF Layout Database.

- ☐ Full-page imagery
    - ☐ Photo
    - ☐ Illustration
    - ☐ Video
- ☐ Explosion layout
- ☐ Sweeping layout
    - ☐ An abstract shape
    - ☐ A motif related to your brand – a globe, a soundwave, DNA, a flag, etc.
- ☐ Half-and-half layout
- ☐ Teach by example
    - ☐ Examples of the range of products/services you provide
   - ☐ Examples of the range of situations you're valuable in
    - ☐ Examples of customer case studies / success stories
    - ☐ A compelling set of photos/visuals that will help customers understand & want to buy
    - ☐ The steps in your typical process
- ☐ Text-as-imagery
- ☐ UI-based layouts
    - ☐ Shown in 3D
    - ☐ Shown in a beautiful mockup
    - ☐ Shown in faux packaging
    - ☐ Shown surrounded by related imagery (explosion layout)

- ☐ Show a globe/map including real usage
- ☐ Show a video montage of real-world results
- ☐ Show a video montage of life with the product
- ☐ Also cf. other slide layouts

Other ideas:

Find assets

- Photography
  - Unsplash. My #1 recommendation. Over 3M free, high-quality photographs.
  - Pexels. Another go-to site for free photography. Unfortunately, not always the best selection.
  - Pixabay. Another go-to site for free photography. Unfortunately, not always the best selection.
  - Vintage illustrations (free) at RawPixel. Public domain vintage illustrations, paintings, art, etc.
- Illustrations
  - Blush. An illustration plugin with downloadable free illustrations, catalogued by by category and by collection.
- Mockups
  - Rotato. A Mac-only app for easily creating mockups – any device, any angle. $69.
  - Shots.so. A fully-featured web-based mockup creator. I've not personally used this tool, so please let me know your experiences 👍
  - Wanna This One - Mockups. Various high-quality paid mockups.
- 3D
  - Shapefest. *Massive* library of free 3D assets – blobs, emoji, Legos, geometric shapes, Apple devices, letters – all in many different media: clays, metals, plastic, glass, prism, leather, ceramic, etc.
  - Wanna This One - 3D. Various paid sets of high-quality 3D assets – emoji, characters, abstract shapes, vehicles, charts, etc.
  - YouWorkForThem - 3D Photos. Collection of reasonably-priced jaw-dropping 3D renders.
- Small assets for explosion layouts
  - Shapes. It's just a lot of free vector shapes 🤷‍♂️
  - Just Plants. What it sounds like. Vectors. $5.
- Other

- - [YouWorkForThem - Graphics](). Pro Photoshop resources for jaw-dropping visual effects.
    - [Duotone Generator](). A tool for creating a duotone effect out of an Unsplash or uploaded photo.
  - Hiring
    - [Fiverr]() and [Upwork](). Two great online marketplaces for cost-effective custom illustration work. Fiverr is slightly easier to browse.
    - [Feedsauce](). A service for getting high-quality photography of your visual product.

Validate imagery

For any layouts (particularly the ATF section) that rely on a background photo, illustration, or video, double-check against the following best practices:

- ☐ Image has clear focus
- ☐ The background is non-distracting (e.g. plain, blurred, or removed)
- ☐ The image allows for the legible placement of text
- ☐ The subject follows a simple path of "motion"
- ☐ The image communicates something not communicated in text (or that is difficult to communicate in words)

Common mistakes

- ☐ Vague or unrelated imagery
- ☐ Stock photography or illustration
- ☐ Long-winded video
- ☐ Carousels

Add Animation

Relevant lessons: [Animation](#)

Choose animation types

Element	Potential Low-Effort Animations
Headline or subhead	☐ Typing ☐ Fade-in-and-lift
Image	☐ Parallax ☐ Parallax image within its frame ☐ Keep sticky while applicable text scrolls by
Button hoverstates	☐ Background color change ☐ Shadow elevation effect ☐ Animate an icon in the button ☐ Zoom in
Nav item hoverstates	☐ Text underline ☐ Container underline ☐ Background color change ☐ Fade from low opacity to full opacity
Clickable card hoverstates	☐ Zoom-in ☐ Recolor image on card ☐ Underline some text on card ☐ Animate icon on card ☐ Shadow elevation effect ☐ Background color change ☐ Darken sibling cards
Icons	☐ + to × ☐ > to →
Explosion layouts	☐ Parallax items based as you scroll ☐ Parallax items based on mouse position
Punch combo or grid layout	☐ Fade-in-and-lift each "punch" or column of content in rapid succession
Side-by-side layout	☐ Text stays sticky while image scrolls (or vice versa)
Half-and-half layout	☐ One half is sticky while the other half scrolls

Choose animation settings

Animation Type	Default Settings
Hoverstates on buttons (and small elements)	100ms feels quick 200ms feels average 300ms feels noticeably languorous
Fade-in-and-lift	Distance raised: start with 30px Duration: start with 400ms Delay between siblings: start with 150ms

Typing animation	Speed:
	    ● 10ms per character feels very fast
	    ● 20-30ms per character feels about right
	    ● 50ms per character starts to drag
	Frames
	    ● By adding a dummy character first, there's more "motion" in the animation (though it's slower)
	    ● 2 frames-per-character seems to be a good balance (at 20ms per frame)
	
	Avoid typing animations for text more than a line or two

Parallax speed (In pixels-moved-per-pixel-scrolled)	0.05 feels subtle 0.2-0.3 feels normal 0.5+ feels dragging (will take *significantly* longer than normal content to exit the page)

Other animation resources

- [Single-property animations script](#) by Erik Kennedy. For my own purposes, I've created a script that, once added to an HTML file, allows you to create (some of) the animations in the video above with a single HTML property, namely: parallax, fade-in-and-lift, and typing animations.
- [Creative Button Styles](#) by CoDrops. A handful of live demos of button hover styles.
- [Stack Sorted](#). A database of creative buttons and hover states. Also includes cards, icons, images, links, text, and other effects – and, frequently, a working code demo.

Design Responsive Layouts & Behavior

Relevant lessons: [Responsive Design](#)

The 3-question approach to responsive behavior

- ☐ When you <add/remove> a pixel, where does it <go/come from>?
    - ☐ The content <grows/shrinks>
    - ☐ The side margin <grows/shrinks>
    - ☐ There's a major layout change (breakpoint)
- ☐ What does the *content* want?
- ☐ What does the *screen size* want? (What would it look like if this was the only screen size you were designing for?)

Common LP responsive patterns

Element (on desktop)	Mobile version
Full-width container	Full-width container
Container (non-full width)	Full-width container with max width
Row of elements	Column of elements
H1	Size: ~28-40px
H2	Size: ~20-28px
Body text	Size: ~16-20px
Buttons & clickable controls	Height guidance: 44pt min for iOS, 48pt for Android
Less important content	Hidden behind a menu, button, tooltip, separate page
Much less important content	Removed entirely from mobile version

Run a 10-Second Landing Page Test

Relevant lessons: [10-Second Landing Page Test](#)

This is a quick test:

- If you have an existing LP you're redesigning
- If you have an in-progress design
- If you want to make small but high-impact tweaks

For more in-depth testing (for larger teams, larger projects, and more in-depth results), see [Run User Testing](#).

Write the main points your site should communicate

- ☐ What are the most important facts about your service that LP visitors should understand?
- ☐ What are the most common misunderstandings that people have about your product?

Main points your site should communicate:

Find participants

For a 10-Second LP Test, you can have a fairly low bar of how plausible a user someone is. However, for ideas of how to get a larger number of plausible-but-not-actual-users, see [these methods](#).

Participants you want to test with:

Conduct the test

Here's a sample script for running the test:

> I'm going to have you look at a website briefly, then ask you a couple questions about it. Is that OK?
>
> Let's say you were TRYING_TO_ACCOMPLISH_A_TASK, and a friend recommended this company called COMPANY.

I'm sending you the link. Please let me know when you can see it.

OK, great, just browse this website as you normally would to decide if it's of interest. Except, as you read/scan/look at stuff, please narrate out loud what you're seeing. Sound good?

You may begin.

<10-60 seconds pass>

OK, please close your eyes. Can you repeat back to me what this site is all about?

<Follow up questions about specific points>

<If you'd like, continue to let them browse until they fully understand the pitch. Note words or phrases that trigger "aha!" moments>

Run User Testing

Relevant lesson: [User Testing](#)

This is most useful when you need to convince a larger team of the necessity of redesign, determine facets to focus copywriting & design efforts on, or are about to embark on a major redesign.

Write the testing script

- ☐ Do you want to re-validate the participants answers to [screening questions](#) at the beginning of the test?
- ☐ How will you frame the site being shown to them? (e.g. "Imagine your friend says WEBSITE is a good place to find PRODUCT and you check it out")
- ☐ Do you want to test any related flows, like signing up or purchasing?
- ☐ What follow-up questions do you want to ask to get specific, comparable-across-participants data on their understanding of your site and product?
- ☐ Will participants be paid?

What questions do you want to make sure to include in your testing? (basic script [below](#))

[ ]

Find participants

- ☐ Source them from your network
- ☐ Source them from the product's users' network
    - ☐ Who's given product feedback?
    - ☐ Who's provided a testimonial?
    - ☐ Who's written the team to say thanks?
    - ☐ Who's posted a rave review on social media?
    - ☐ Can you just email all/some recent customers?
    - ☐ Or, starting now, all future customers?
    - ☐ Use a paid service like [Hotjar.com](#) to chat with website visitors
- ☐ Source them from a paid service like [UserTesting.com](#), which has extensive screening options

Where will you source participants?

[ ]

Screen participants

Types of screening questions to ask:

- ☐ Are there any demographic criteria they should meet? (e.g. "Are you a developer?")
- ☐ Are there behavioral criteria they should meet? (e.g. "How often do you compost?")
- ☐ Should they be either familiar or unfamiliar with your product/business/market? (e.g. "Do you know what 'direct primary care' refers to?")

Screening questions:

<div style="border:1px solid #ccc; padding:40px;"></div>

Schedule with participants

Here's an email script to serve as a starting point for scheduling with participants:

Hey NAME,

My name is YOUR_NAME, and I'm a designer working with WEBSITE, doing some research on their website. I understand you are willing to speak with us?

We're particularly looking to talk to people who meet the following criteria:

- *CRITERIA_FOR_A_RELEVANT_PLAUSIBLE_USER*

If you meet those requirements and are wiling to talk to us, that would be great. Regarding scheduling and other details...

Do any of these times work for you?

- *SUGGESTED_TIMES*

Just a few details about the call:

- *We'll have the conversation over CONFERENCING_APP. Here's the link: MEETING_LINK*
- *Plan on it taking about 40-60 minutes*
- *Please don't visit SITE in the meantime*
- *You'll be compensated COMPENSATION_IF_APPLICABLE for your time (Amazon gift card or cash). We'll arrange the details of that in the session.*

Perform the test

Below is a script

Introduction

Hi, I'm <name>, and I'm a designer working on <project>. On this call is also <names & roles>. Thanks for taking the time to talk today. I have just a few quick questions before we begin:

- First, have you ever participated in a website user test before?
- I will be having you visit a website, and I will be asking you a few questions about how what you see & understand.
- This is a test of the website, not of you. So there's no wrong or right answer to anything here.
- If anything here is confusing, that's on us to fix. We're just trying to figure out what the most confusing parts of our website are.
- Please feel free to be blunt and harsh. You will not offend anyone – instead, we need to understand what is not working with the site so that we're able to fix it.
- During this whole exercise, please think out loud, even if you're not totally sure of what you're thinking. This is important, so if you become quiet for a while, I will gently remind you to keep thinking out loud.
- You can ask me questions as you complete the tasks, but in general, you should act as if I'm not here.
- Would it be OK if we record this session to share only within <company>?
- Any questions before we begin?

Tasks

<Get screensharing turned on>

First, I'd like you go to <website>. Pretend that <realistic scenario describing why they would go there – can be as basic as "a friend told you this is a great way to X">. I'd like you to open it and study this page for just a moment here.

<Roughly 10 seconds pass, maybe slightly more>

OK, now please close your eyes. Can you please describe what you remember from this page?

OK, now you can open your eyes and continue browsing in earnest. Your task is to decide whether or not you'll use this site or move on to another. Please think out loud as you do. Once your made up your mind on whether or not you'd use this site, please let me know.

<Prompting the user as they explore, click, etc. around the home page>

Best Practices During Test

- Keep them thinking out loud (Them: [silence] You: "What are you thinking right now?")
- Use mirroring to encourage explanation (Them: "I don't really get it" You: "You don't get it?")
- Ask clarifying questions (Them: "It's… hard to read" You: "What's hard to read?")
- Ask them what they'd do if you weren't there (Them: "Do I click here?" You: "What would you do if I weren't here? I can answer questions at the end, but don't want to bias you now.")
- If they seem confused by an action's results, ask what they expected to happen

Conclusion

Thanks, that's the final task. I'd like to ask you just a few other questions, if you don't mind.

- What was this page about?
- Is there anything you're confused about or unsure of regarding <product>?
- No pressure, but are you interested in actually purchasing right now?
- What is your biggest doubt or hesitation that's preventing you from purchasing?
- <Any other questions to ensure the user understood the critical ideas your page needs to communicate>

Thanks! You did fantastic and that was extremely helpful.

Do you have any questions for me?

As a way to say thanks, I'd like to <give reimbursement, if applicable>.

Thanks again for your time!

Create a report

- ☐ Duplicate the [LP User Testing Report Template](#)
- ☐ Compile a small number of recurring "themes" from the testing sessions
    - ☐ Were there any recurring misunderstandings that participants had?

- ☐ Were there any recurring surprises in what happened?
- ☐ Were there any repeated insights from the post-test questions?
- ☐ Fill out the report with…
  - ☐ Participant information
  - ☐ Themes with supporting quotes
  - ☐ Design goals moving forward
  - ☐ Next steps
  - ☐ Links to test session recordings and notes

Complete the Landing Page

Other design assets you'll need to launch:

- Favicon (16x16px but exported @2x)
- Social media preview image (600x315px but exported @2x)

After the completion & launch of the new landing page:

- ☐ Run 10-Second LP Tests to validate it outperforms the previous design
- ☐ Run A/B testing to validate it outperforms the previous design on key metrics
    - ☐ Record these metrics for mention in possible portfolio projects (if applicable)
- ☐ If the project went very well, consider asking applicable members of your team for blurbs for possible inclusion in your portfolio

> 🎉 Congrats!
>
> That completes the Landing Page Worksheets process. Thanks for using this, and please note that my goal is for these worksheets to be *so* useful, *so* comprehensive, and *so* simple that they make it feel like *cheating*. To those ends, please let me know if you have any feedback – or success stories 🙂