Landing Page Portfolio Pack (Public, Webflow-free)
This pack provides public, shareable artifacts that mirror how I design, write, build, and optimize landing pages —even when proprietary Webflow work can't be shared.

What's inside
- `healthcare_service_lp.html` — Service-line appointment LP with insurance trust & short form.
- `event_lp_control.html` + `event_lp_variant.html` — Event registration LP with CTAs copy A/B(control vs variant).
- `ab_test_cvr.png` — Illustrative conversion-rate chart for the readout.
- This `README` (talking track + methods).

Operating model (how I work)
Hypothesis → Design/Copy → Build → QA → Launch → Measure → Decide → Next test
- Hypothesis. Clear, falsifiable statements tied to a metric (e.g., "Benefit-led CTA will lift register CTR by 10–15%").
- Design/Copy. Value prop, hierarchy, proof, objections, CTAs. I write the copy and design the layout (Figma/Adobe CC).
- Build. In Webflow/AEM/Drupal or static HTML. I keep components responsive, performant, and accessible (WCAG/ADA).
- QA.Event parity (GTM/GA4), breakpoints, states, and accessibility.
- Launch. Guardrails in place; UTMs tracked.
- Measure. GA4 funnels, Looker views, heatmaps/session replay. Report CVR, lift, confidence, and risk.
- Decide/Next test. Ship/iterate, then add to a prioritized backlog.

What to look for in the demo pages
- Healthcare LP:insurance trust above the fold, benefits-first copy, short form, sticky booking card.
- Event LP:agenda + speakers + social proof,CTA copy test(control: "Reserve my seat" vs variant: "Get my free ticket").

Analytics & instrumentation
- Events noted via `data-event` attributes where GA4 would bind (e.g., `generate_lead`).
- I typically provide a Looker/GA4 view with CVR, CTR, and LCP/CLS. The included chart uses illustrative data.

Next-test backlog examples
- Sticky CTA behavior on mobile
- Proof density (logos vs quotes)
- Pricing/plan card variations and default selection
- FAQ microcopy and accordions
- Form field reduction and progressive profiling

Notes
- Visuals use placeholders (picsum.photos).
- Metrics in the PNG are illustrative for format only. Replace with real data when available.