

# Landing Page Copy Framework

## Hero Section (Above the Fold)

- Headline → [Big Promise or Solution in 1 Line]
- Subheadline → [Short supporting statement: how you do it / why it matters]
- Primary Call to Action (CTA) → [Button: "Get Started Free" / "Book a Demo"]
- Visual → [Product screenshot, hero image, or explainer graphic]

## Problem / Pain Point

- Section Heading → [Why what they're doing now isn't working]
- Bullet List of Pains → [Wasted ad spend, low ROI, too much manual work, etc.]

## Solution / Value Proposition

- Section Heading → [How your product/service solves this]
- Core Value Statement → [Your product is the fastest way to XYZ without ABC problem]
- 3 Key Benefits → Save time, Increase ROI, Scale campaigns

## Social Proof / Trust Builders

- Logos → ["As seen in / Trusted by" + logos]
- Testimonials → [Quote from a happy customer]
- Stats / Proof → [5000+ customers, 97% satisfaction rate]

## How It Works (Process)

- Step 1 → [Sign up / Start free trial]
- Step 2 → [Connect your channels / input data]
- Step 3 → [Get insights & watch results improve]

## Offer / Incentive

- Limited-time bonus, free trial, or guarantee → ["Try it risk-free for 14 days"]

## Final CTA (Conversion Push)

- Headline → [Re-state promise in compelling way]
- CTA Button → [Get Started Now]

## Footer (Secondary Info)

- Links to [About | Privacy | Terms | Support]
- Secondary CTA → [Download our free guide instead]