

The Perfect Landing Page

Learning objective: You'll evaluate hero sections, benefits, social proof, CTAs, and forms for their conversion impact, translate features into concrete customer benefits, and build a prioritized optimization roadmap for your most important landing page.

Key Takeaways

- AIDA gives your landing page a clear structure.
- Hero, benefits, social proof, and repeated CTAs guide visitors to purchase.
- Less friction and mobile optimization secure the sale.

Framework steps

1. **Attention**
2. **Interest**
3. **Desire**
4. **Action**
5. **Understanding the Hero**
6. **Crafting Benefits**
7. **Building Trust**

Key points at a glance

RELEVANCE

Why Structure Matters More Than Design

A beautifully designed page without a clear structure converts worse than a simple page with a clear hierarchy.

CONCEPT

AIDA: Four Sections, One Job Each

Attention grabs interest; Interest presents the problem and the solution.

CONCEPT

The Hero Section Decides Everything

Within three seconds, three things must be clear: What is this? Why does it matter? What should I do?

CONCEPT

Your Value Proposition in One Sentence

Tell visitors exactly why your offer is the right choice for them.

Features describe the product. Benefits describe the better life that follows.

Reviews and customer logos signal popularity.

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.