

Landing Page AIDA Check

⌚ approx. 20 min

Module: The Perfect Landing Page

Type: worksheet

Task: Open one of your active landing pages. Rate each AIDA section on a scale of one to five: Attention - does the hero grab attention immediately and is the promise clear? Interest - are the problem and solution easy to understand? Desire - do the benefits and social proof make the offer compelling? Action - is the CTA clear, repeated, and trustworthy? Write down the two weakest sections and one concrete improvement for each.

Work areas

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1. Which benefit of your offer is most underrepresented on the current page - and how much revenue could a clearer headline unlock?

2. How would you steer the conversation in your team away from personal taste and toward structure and conversion?

3. Which element of your most important landing page would you test first if you could only run one test?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.