



Writing Landing Page Copy: Clarity, Structure, and Next Steps



- Landing page vs. homepage: single goal, single audience, single action



- Three pillars: clarity (instant comprehension), structure (inverted pyramid), next steps (low-friction CTA)



- Median landing page conversion rate: 6.6%; top quartile above 10%



- Course roadmap: headlines, supporting info, CTAs, trust builders, microcopy, editing



Core Principle: Reader-First Clarity and the Five-Second Test



- The Five-Second Test: Show the headline; after 5 seconds, the viewer must describe the outcome and audience.
- Outcome-driven language beats feature-driven language by an average of 14 points in page scores.
- 80% of visitors read only the headline and first sentence; cut jargon and internal vocabulary.
- Frame the message around the user's pain points and desires, not product specifications.

Headline Architecture: Formulas That Hook the Right Reader



- Lead with customer outcomes, not product features



- 3 reliable patterns: [Outcome] + [Timeframe], [Outcome] without [Friction], [Who it's for] + [Outcome]



- Match headline to ad copy for up to 212% lift



- Use 4–9 words at a 5th–7th grade reading level (11.1% vs 5.3% conversion)



- Anchor with specifics: numbers, timeframes, or named results

HEADLINE FORMULAS

SPECIMEN 1



[Outcome] +
[Timeframe]

SPECIMEN 2



[Outcome]
without [Friction]

SPECIMEN 3



[Who it's for] +
[Outcome]

Inverted Pyramid: Structuring Supporting Information That Scanners Absorb



- Lead with the most critical benefit before details or specs



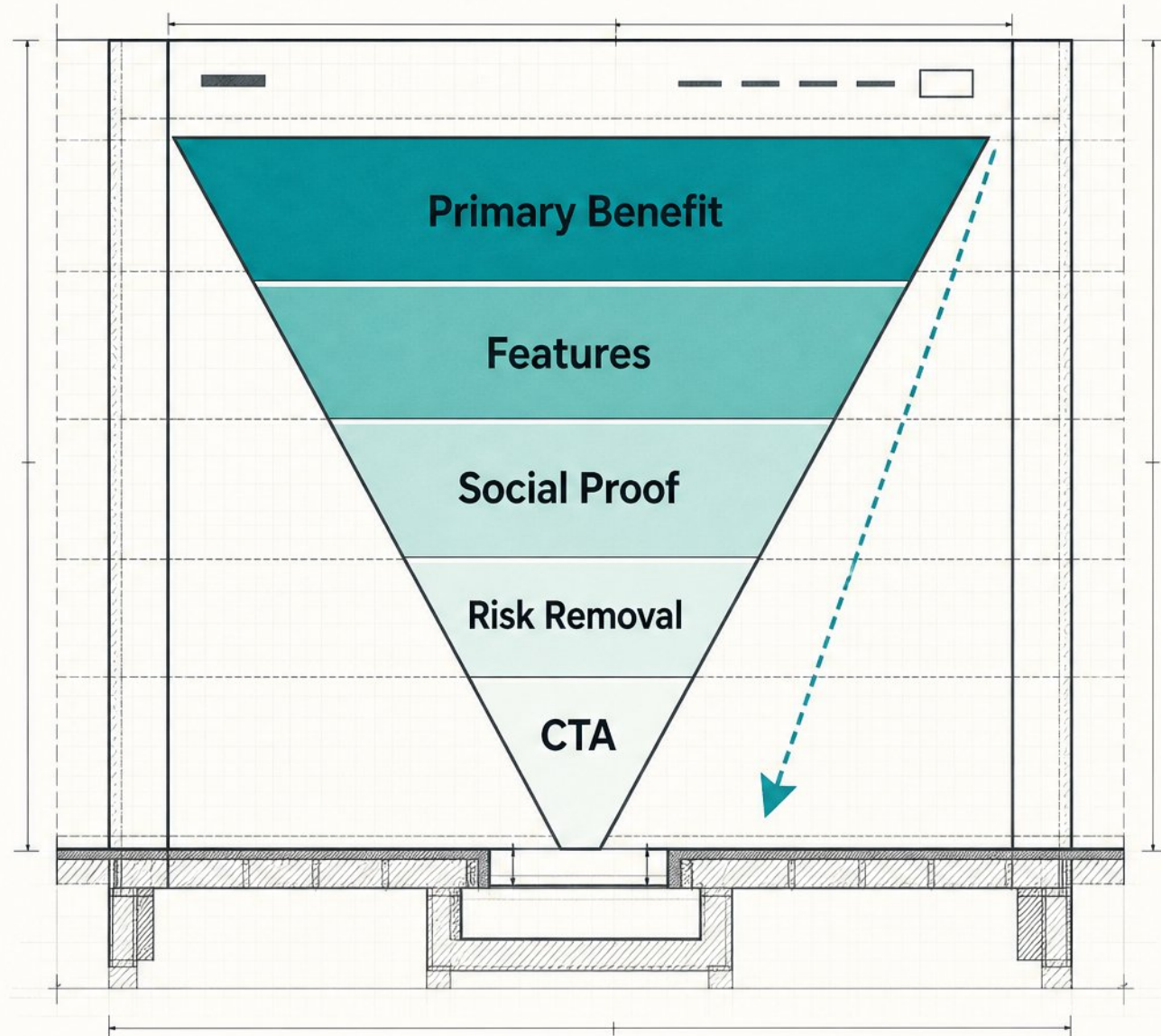
- Sequence: benefit → features → social proof → risk removal → CTA



- 57–80% of viewing time is spent above the fold; design controls the eye path

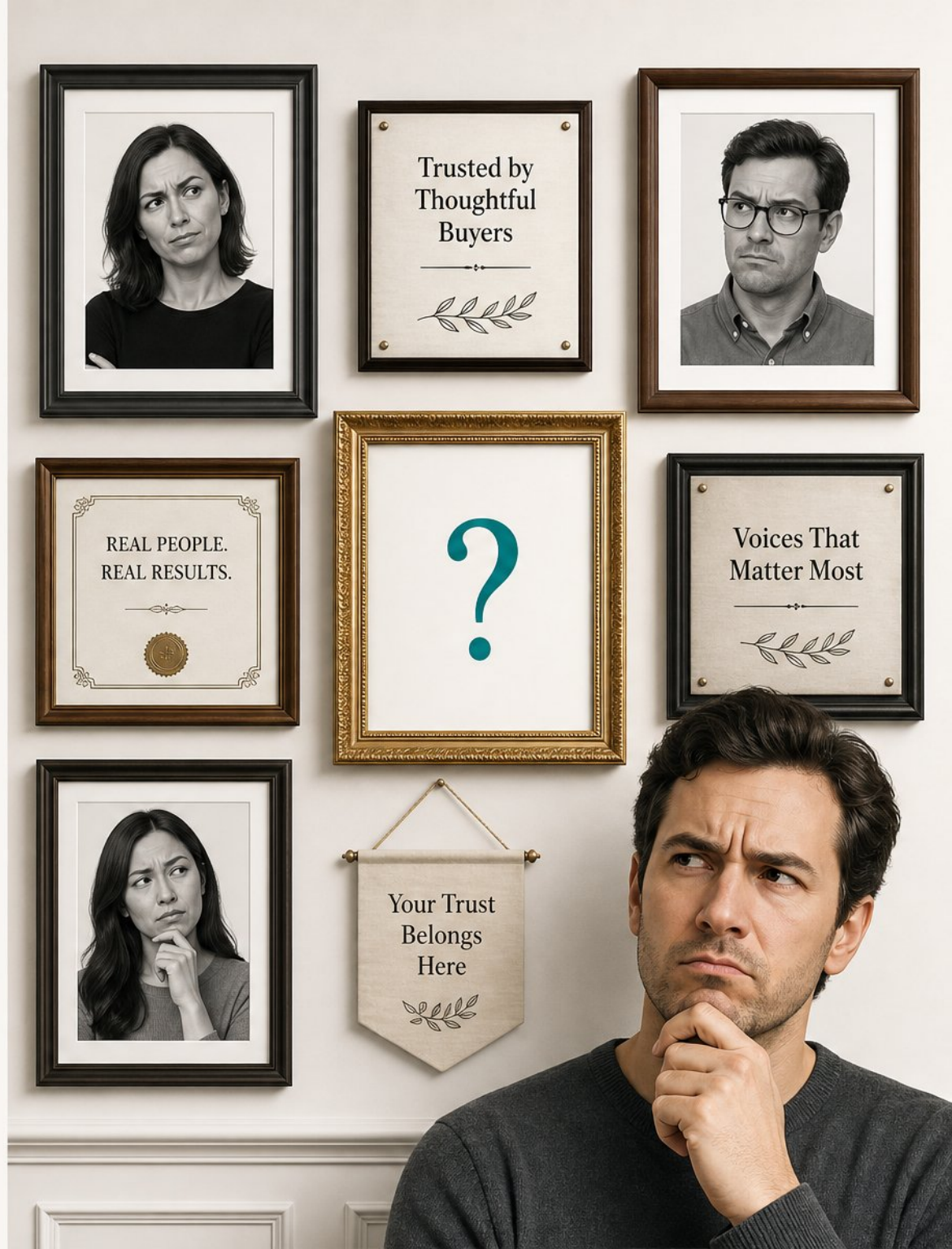


- Show the product, not abstract art: product visuals lift first impressions 19%



Social Proof Placement: Building Trust at Every Decision Point

- ✓ Place at least one trust signal above the fold: logos, customer count, or testimonial
- ✓ Named, recognizable testimonials with specific results outperform generic stars
- ✓ Add specificity: name, role, exact outcome ("Saved 12 hrs/week")
- ✓ Position social proof near the CTA to kill the final objection at click moment



Designing the Primary CTA: Copy That Converts

- Lead with a strong verb + clear outcome ("Get my report" beats "Submit")
- First-person framing can lift clicks up to 90% ("Start my trial", not "Start your")
- Describe the visitor's reward after clicking — not the mechanic
- Keep button copy to 2-5 words; move explanations to microcopy below
- The four-part CTA block: headline, specific-verb button, reassurance line, trust element nearby



REASSURANCE LINE

A short promise that reduces hesitation and builds confidence.



TRUST ELEMENT NEARBY

Signals credibility and safety so visitors feel secure clicking.

CTA Placement and Visual Design:

Making Action Unmissable

- ✓ CTA must be the brightest, most saturated element with strong background contrast.
- ✓ Above-the-fold for simple offers; repeat CTAs after proof sections for complex ones.
- ✓ One primary filled button only; secondary actions use ghost or text-link styles.
- ✓ Mobile tap target: 44×44 px minimum; desktop height: 48–60 px for confident interaction.
- ✓ One unmistakable CTA scores 31% higher than pages with three or more competing CTAs.



Reassurance Microcopy:

Killing Objections at the Point of Decision



Microcopy addresses the visitor's last objection right before they click



Five patterns: risk reversal, time, volume, privacy, reversibility



One short sentence, visually smaller than the CTA button



Place on hero and final CTAs; mid-page repeats can skip it



Stacking microcopy with outcome-led CTA copy yields the biggest lifts



Friction-Reducing Microcopy: Forms, Pricing, and Error Messages



- Explain why each form field is needed; remove non-essential fields



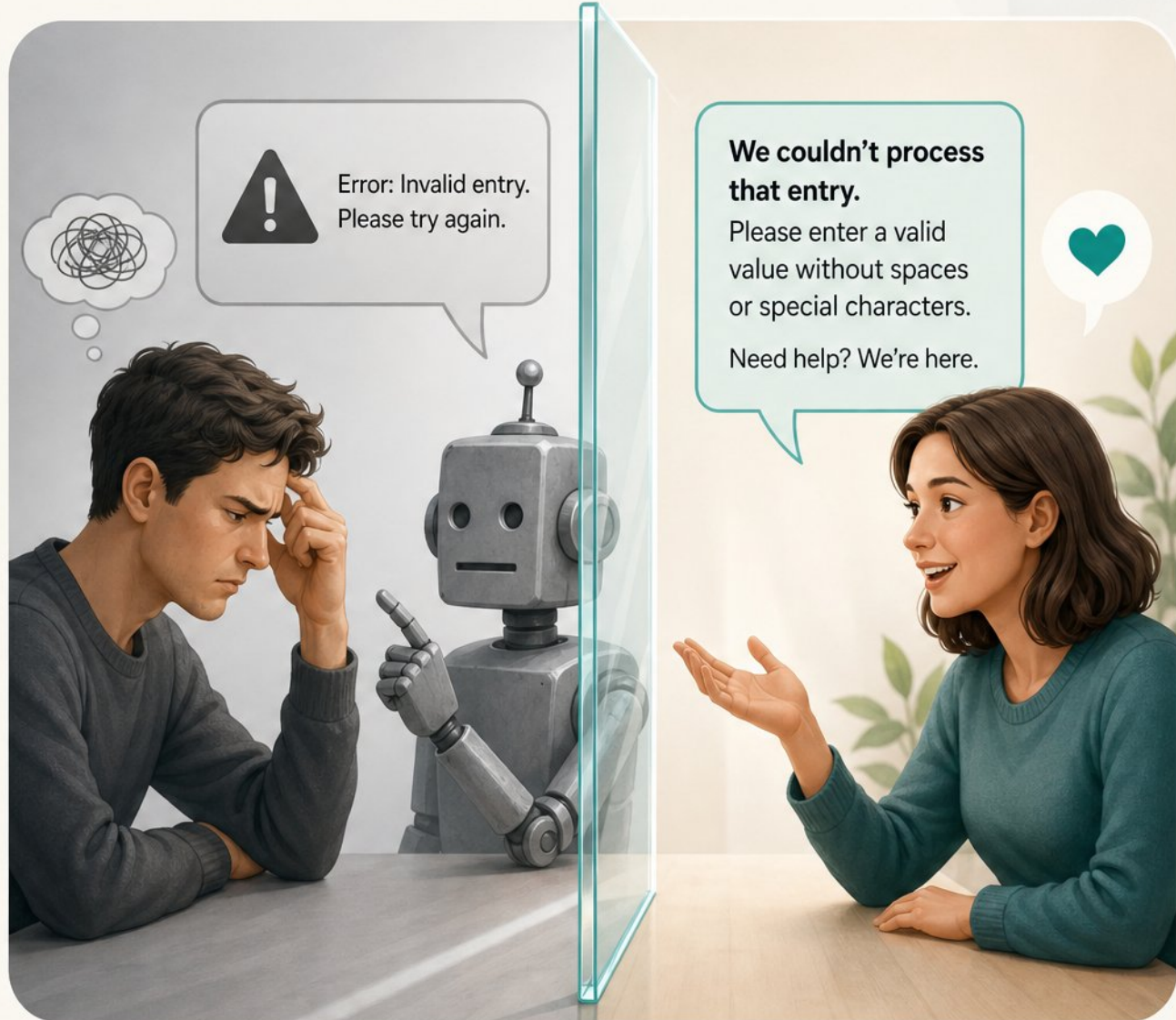
- Write error messages that state the problem and how to fix it



- Address commitment fears, setup time, and data handling upfront



- Use clarity over cleverness; a helpful, consistent brand voice



Crafting the Supporting Subheadline and Hero Section



- Subheadline answers 'how' or 'what exactly?' — not a second tagline



- Hero formula: outcome headline + explanatory subheadline + primary CTA + one trust signal



- Hero section under 50 words total; every extra word dilutes the message



- Product screenshots or outcome visuals outperform abstract illustrations by 19%

OUTCOME HEADLINE

Bold and clear value statement

EXPLANATORY SUBHEADLINE

Explains how you deliver it

PRIMARY CTA

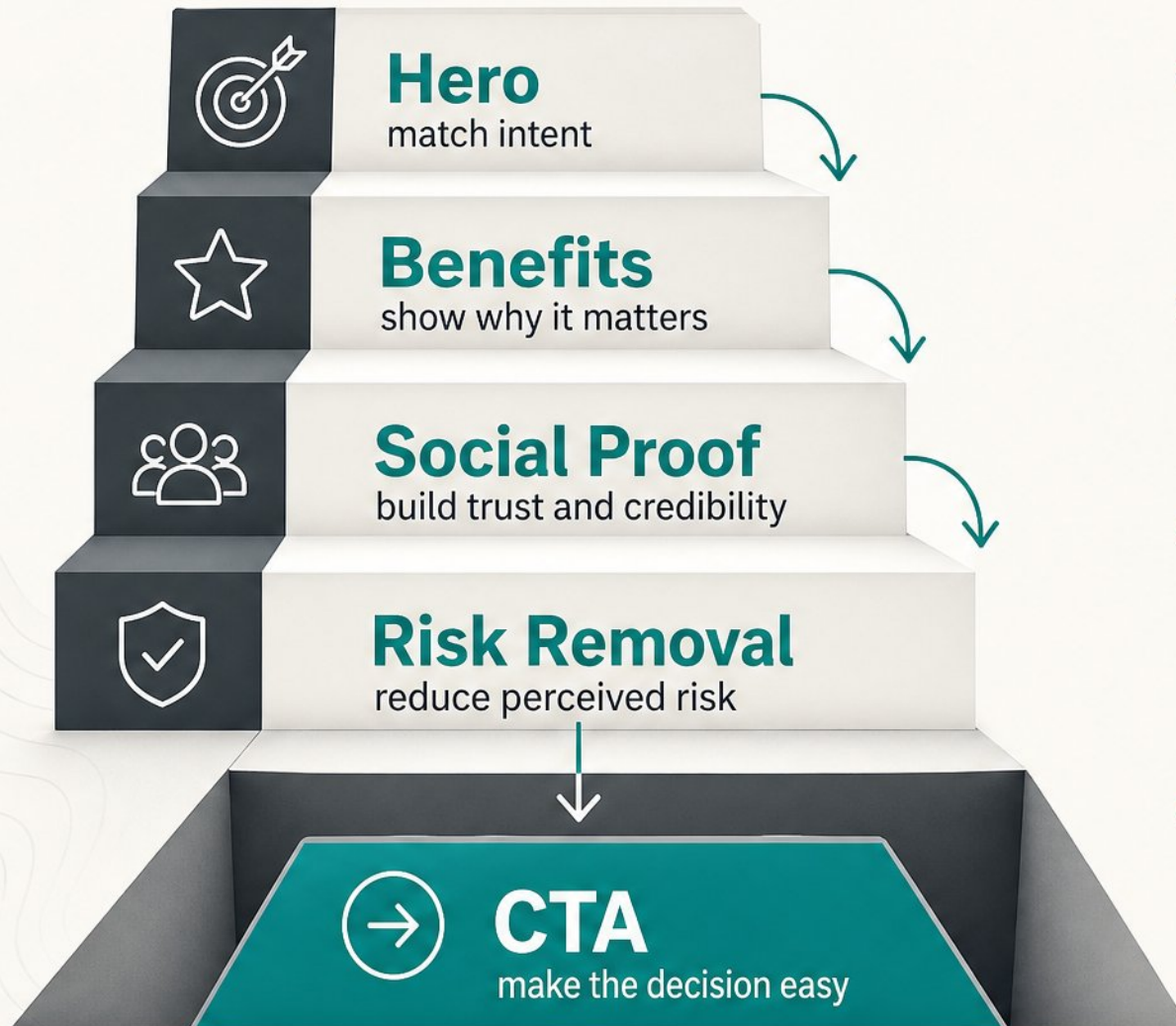
One clear next step

TRUST SIGNAL

Builds confidence in your promise



Sequence and Scan Flow: Building a Complete Single-Page Argument



- - Hero (match intent) → Benefits → Social Proof → Risk Removal → CTA
- - Each section resolves one key objection or answers an unasked question
- - Place CTAs at natural decision points: after value prop, benefits, and final proof
- - On mobile, ship the sticky footer CTA before adding mid-page repeats

Aligning CTA Strength with Visitor Intent and Funnel Stage



- Match CTA strength to intent: cold traffic gets low-commitment asks ("Download the free guide")
- Top-of-funnel: shorter, inviting. Mid-funnel: outcome-specific. Bottom-funnel: reassurance-focused.
- Two-CTA pages for undecided visitors: one filled primary, one ghost or text-link secondary
- Unmistakable hierarchy: identical visual weight causes decision paralysis—make one path obvious

Practical Editing and Review Framework for Landing Page Copy



- Read primary CTA/headline aloud; rewrite if unnatural



- 5-person test: "What does this do and who is it for?"



- Audit: outcome alignment, specific CTA, message match



- Flag abstract promises, jargon, competitor language, fake numbers



Wrap-Up: The Three Pillars in Practice and Your Next Steps



- **Clarity:** Outcome-driven headlines pass the 5-second test; 5th-7th-grade reading level converts at 11.1%.



- **Structure:** Inverted pyramid with hero headline, benefits, social proof, then a single primary CTA.



- **Next Steps:** Verb-first, first-person CTA ("Start my free trial") with reassurance microcopy beneath.



- **Highest-leverage start:** Rewrite your headline around a specific outcome for a specific audience (+8-14 points).



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