Landing Page Structure

1. USP - How you solve their problems with outcomes

2. Hero shoot
Background video or animation (let them empathize and place them in a scenario using your product)

3. Benefits and features:
Value you provide
How solve problem

Logo

Benefit driven headline

Button

Subheadline

Text

Text

Text

Text

4. Social proof:
- Reviews
- Customer / Partner voices
- Trust seals
- Certificates
- Awards

CTA driven subheadline

Button

5. CTA*:
One goal - what is the customer supposed to do?
*Also top right or left possible!

Landing Page Structure

2. Hero Shoot

1. USP

Logo

Benefit driven headline

Button

Subheadline

3. Benefits and Features:

Text

Text

Text

Text

4. Social Proof

CTA driven subheadline

Button

5. CTA

Logo

Page / Page