

Landing Page Design & Optimization — Workbook

This workbook turns the course into reps you can run on a real page. Each section mirrors one course module with hands-on exercises, fill-in worksheets, and checklists you apply to your own page. Pick one landing page you own or are about to build and carry it through every section, and you will finish with a wire-frame, finished hero and body copy, a layered trust plan, a speed-fixed build, and your first honest A/B test ready to launch.

What a Landing Page Is and the Anatomy That Converts

Lock in the single goal of your page, score its attention ratio, and wire-frame the converting block anatomy before you write a word.

Worksheet: Define Your Page's Single Goal

Commit to one page and one goal now; every later section builds on this. Fill in each field for the real page you will work on throughout the workbook.

Page type (lead-gen / click-through / sales / waitlist)

The single conversion action (e.g. book a demo, buy now, join waitlist)

Traffic source and temperature (cold paid / warm email / search), and what the visitor already knows about you

The one audience this page serves, in a single sentence

Current or expected conversion rate, if known

Exercise: Score Your Attention Ratio

Count every clickable thing on the page to expose how much it competes with your one goal. The closer to 1 to 1, the more focused the page.

- List every link and clickable element on the page (nav items, footer links, social icons, secondary buttons).
 - Divide the total count of clickable things by 1 (your single goal) to get the attention ratio.
 - Mark each non-goal link as keep or cut, and justify any you keep.
 - Rewrite the page plan with an attention ratio as close to 1 to 1 as the page type allows.
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Exercise: Wire-Frame the Block Anatomy

Sketch the page as labelled boxes in order, with no real copy yet, so the persuasive structure exists before the design does. Use the eight-block anatomy as your menu.

- List, in order, which of the eight blocks your page will use: hero, problem, solution and benefits, social proof, how it works, objections, risk reversal, final call to action.

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- Justify each block in one line: which doubt it removes, what desire it builds, or how it makes acting easier.
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- Mark where each repeat of the call to action appears down the page.
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- Decide page length (short for warm traffic, long for cold) and note the reason.
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Checklist: Single-Goal Page Gut Check

- [] The page has exactly one conversion action and one audience.
- [] I have named the page type and let it dictate length and call to action.
- [] The attention ratio is as close to 1 to 1 as the page type allows.
- [] Every block I included removes a doubt, builds desire, or makes acting easier.
- [] The call to action repeats wherever a convinced visitor might be on a long page.

The Hero, the Fold, and Message Match

Build a hero that passes the five-second test, repair any scent break between the click and the page, and cut form friction.

Exercise: Run the Five-Second Hero Test

Show your hero (headline, subhead, call to action, visual) to someone unfamiliar with your product for five seconds, then hide it and ask the three questions. Record their answers verbatim.

- What does this company offer? (write their exact answer)
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- What do I get out of it? (write their exact answer)
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- What do I do next? (write their exact answer)
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- For every question they could not answer, note which hero element you will fix.
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Worksheet: Draft and Compare Three Headlines

Write your headline three ways using different formulas, then pick the clearest. Clarity beats cleverness, so favour the version a stranger understands fastest.

Outcome headline (desired result without the usual pain)

Specific-number headline (a concrete figure or claim)

How-to or problem-agitate headline

Chosen headline and the one reason it wins

Button label rewritten in first-person value terms (e.g. Get my free audit) plus one line of reassurance microcopy

Exercise: Audit Message Match From Click to Page

Click your own live ad, email, or link exactly as a customer would and watch the transition to the page. A weak match silently kills conversion and Quality Score.

- Write the exact headline or offer phrase from the ad or email.
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- Write the headline a visitor lands on, and rate the match from 1 to 5.
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- Note whether the offer, the keyword, and the hero image carry over from the click to the page.
- List the specific edits that will make the page echo the click in its first sentence and visual.

Checklist: Hero, Match, and Friction Checklist

- [] The hero answers offer, benefit, and next step within five seconds.
- [] The headline leads with the outcome and is clear before it is clever.
- [] The page headline and offer visibly echo the ad or email that sent the visitor.
- [] The form asks only for fields I will actually use to qualify or contact the lead.
- [] The button label is first-person and specific, with a line of risk-reducing microcopy beside it.

Copy, Trust, and Persuasion Frameworks

Structure body copy with PAS and the LIFT lens, turn features into benefits, and place trust signals at the exact points doubt appears.

Worksheet: Write a PAS Section in Your Visitor's Words

Draft one core section using Problem, Agitate, Solution, drawing the language from real reviews, tickets, or interviews rather than internal jargon.

Problem: the situation the visitor wants to escape, in their own words

Agitate: the concrete cost of leaving it unsolved (wasted spend, lost time, failed launches)

Solution: how your offer ends that pain, stated as relief

Source of the language (which review, ticket, or interview it came from)

Exercise: Convert Features Into Benefits

List your offer's features and bridge each one to the outcome the buyer actually cares about using the phrase which means that. People buy the better version of their life.

- List your top five product features as plain facts.
- For each, write feature + which means that + the outcome the visitor wants.
- Mark which benefit is strongest for your single audience and belongs near the hero.
- Audit your current page and flag any place that lists a feature with no benefit attached.

Worksheet: Plan Trust Signals Against Specific Objections

Match each class of trust signal to the doubt it answers and the place on the page it should sit, so proof meets hesitation at the moment it arises.

Top three objections that hold your visitor back, in priority order

The specific testimonial or case-study number that answers each objection (named person, concrete result)

Authority signals available to you (client logos, press, certifications, security or payment badges)

Your risk reversal (money-back guarantee, free trial, refund window) and exactly where it appears

Where each signal is placed (hero credibility line, beside the matching objection, next to the call to action)

Checklist: Copy and Trust Checklist

- Each major section follows a deliberate structure such as PAS, not a blank-page ramble.
- Every feature on the page is bridged to a benefit the buyer cares about.
- Testimonials are specific, named, and measurable rather than vague praise.
- A trust signal sits next to each of the top objections and next to the call to action.
- A bold, unmissable risk reversal removes the downside of choosing me.
- The mobile layout stacks in one column with large tap targets and readable type.

Speed, Testing, and Continuous Optimization

Get the page into the green on Core Web Vitals, design one honest A/B test, and set up the research-test-learn loop with behaviour data.

Worksheet: Baseline and Fix Core Web Vitals

Run your page through Google PageSpeed Insights and record the three vitals, then list the fixes you will make. Do speed work before any conversion test.

Largest Contentful Paint (seconds) — good is under 2.5

Interaction to Next Paint (milliseconds) — good is under 200

Cumulative Layout Shift (score) — good is under 0.1

Heaviest assets flagged (e.g. uncompressed hero image, extra trackers, chat widget)

Fixes to apply (compress and convert images to WebP, lazy-load below the fold, set image dimensions, cut third-party scripts, add a CDN)

Worksheet: Design One Honest A/B Test

Plan a single-change test and decide the finish line before you launch, so you cannot peek-and-stop yourself into a false win.

Hypothesis in if-then-because form (tie the change to a metric and to your evidence)

Control (A) and the single changed element in Variant (B)

Primary metric being measured

Required sample size and minimum run time (from a sample-size calculator; run whole weeks)

Confidence threshold to declare a winner (aim for around 95 per cent)

Exercise: Read Behaviour Data and Run the Loop

Install a free behaviour tool such as Microsoft Clarity or Hotjar, study the scroll and click maps, then turn one finding into the next test in the loop.

- From the scroll map, note the percentage of visitors who reach your final call to action.

- From recordings, describe one place visitors hesitate, rage-click, or abandon a form.

- Add a one-question exit poll (e.g. what stopped you from signing up today) and record the top answer.

- Score your top three ideas with ICE (Impact, Confidence, Ease, each 1-10, summed) and pick the highest to test next.

Checklist: Speed, Test, and Loop Checklist

- All three Core Web Vitals are in the green before I start a conversion test.
- Images are compressed, right-sized, and served as WebP where possible.
- Each A/B test changes one meaningful thing so I know what caused any lift.
- I set the sample size and run time before launching and run for whole weeks.
- I wait for around 95 per cent confidence and check key segments such as mobile versus desktop.
- I record every test outcome, winners and losers, and feed the learning into the next research round.

Your Action Plan

1. Pick one real landing page and commit to its single goal, audience, and page type.
2. Score the attention ratio and wire-frame the converting block anatomy in order, with no copy yet.
3. Draft a hero and run the five-second test on a stranger; fix any question they cannot answer.
4. Audit message match by clicking your own ad or email, and edit the page to echo the click in its first sentence.
5. Write the body with PAS, bridge every feature to a benefit, and cut the form to only the fields you use.
6. Map your top three objections to specific named trust signals and place a bold risk reversal where doubt peaks.
7. Run the page through PageSpeed Insights and fix images and scripts until all three Core Web Vitals are green.
8. Design one single-change A/B test with the sample size and run time decided before launch.
9. Install a free behaviour tool, read the scroll and click maps, and add a one-question exit poll.
10. Score new ideas with ICE, test the highest first, record the result, and repeat the research-test-learn loop.

