Landing page designer brief

Fill this in before anyone builds your page

A clear brief saves rounds of changes and gives you a page that converts. Fill in each box. Short answers are fine.

1. THE ONE GOAL

A form, a call or a booking. Pick one.

2. THE AUDIENCE

Who they are, where they come from, what they worry about.

3. THE OFFER

Exactly what you are selling, the price or range, and what happens next.

4. THE AD

Paste the headline and describe the image the visitor clicked, so the page matches.

5. PROOF YOU HAVE

Reviews, results, photos of real jobs, accreditations, registration numbers.

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Continued

6. OBJECTIONS AND ANSWERS

The doubts people raise and how you answer them.

7. TRACKING

Events to fire: for example a generate_lead event when the form is submitted. Call tracking needed?

8. MOBILE FIRST

Most visitors will use a phone. Anything that must work on mobile?

9. PAGES YOU LIKE

Links to pages you admire, and what you like about them.

10. DEADLINE AND CONTACTS

Who approves, who supplies content, launch date.

> **Before you send it:** attach your logo, photos, reviews and the ad. Ask the designer to set up form and call tracking at launch, not after.