

Landing-page Clarity Planner

PAGE / URL

DATE

01 / CHOOSE THE FOCUS

Make the page about one person taking one action.

Who is this page for - in their own words?

What are they trying to change, fix or achieve?

What is the one action the page should earn?

What would stop them from taking it?

02 / WRITE THE MESSAGE

Turn the focus into a promise people understand and believe.

Headline: what useful outcome do you help create?

Subhead: what is it, who is it for, and how does it help?

What evidence reduces doubt?

What exactly do they get after taking the action?

03 / PLAN THE PAGE

Give each section one job and one question to answer.

Hero: what is this, who is it for, and what should I do?

Problem / stakes: why does this matter now?

Approach / offer: how will this help me move forward?

Proof: why should I believe you?

Details / fit: what do I get, and is it right for me?

Final invitation: repeat the action and remove the last doubt.

04 / Before you build

Choose one specific thing to keep, cut, add and test first.

KEEP

CUT

ADD

TEST FIRST