

# Landing Page Structure

**HEADLINE** matches messaging from what was clicked  
(email, social media message, paid online ad, etc.)

**SUBHEADLINE** that provides additional information and supports messaging

beauty shot for product/service  
or online video

customer testimonial to add support to message

**OFFER DETAILS** will explain what you receive

1. benefit statement
2. benefit statement
3. benefit statement

**PHONE #**

make it easy to contact you

**FORM header**

explain what they will receive in exchange for giving their info

name

email address

what are you interested in?

we will never share your email

**CALL TO ACTION!**

**REINFORCING STATEMENT** geared to maintain interest

image for benefit 1

image for benefit 2

image for benefit 3

**benefit 1 headline**

describes a benefit of product and supports the info above

**benefit 2 headline**

describes a benefit of product and supports the info above

**benefit 3 headline**

describes a benefit of product and supports the info above

image for feature 1

image for feature 2

image for feature 3

**feature 1 headline**

describes a product feature to support the benefit statements

**feature 2 headline**

describes a product feature to support the benefit statements

**feature 3 headline**

describes a product feature to support the benefit statements

**CLOSING ARGUMENT STATEMENT**