

The structure of a high converting LP

Eleven blocks, in the order that carries a visitor from promise to action, with what each one is for and where it usually fails.

LAYERS

Landing page / Desktop

Nav

Hero

Trust bar

Problem

How it works

Benefits

Proof

Objections

Offer

Final CTA

Footer

72

640

96

300

320

380

360

330

340

240

140

Landing page / Mobile

Same order, one column

Sticky CTA

Tap targets 44px

Hero fits without scroll

THE SPINE

●

Promise

●

Recognise

●

Explain

●

Prove

●

Reassure

●

Ask

Desktop / 1440

1

1440 x 640

2

3

4

5

6

7

8

9

10

11

Mobile / 375

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Sticky CTA

One column, same order, CTA always within reach.

1

Strip the navigation

One logo, one link, and that link is the CTA.
Every other link is a way out of the page.
Keep it, but make it do nothing except reassure.

Nav

2

The promise, in one screen

Headline states the outcome, not the product.
Subhead adds who it is for and how it works.
One primary CTA, in the highest contrast on the page.
A microline under it removes the risk: no card, 2 minutes.
The visual shows the product doing the thing.

Hero

3

Borrowed credibility, immediately

Logos, a rating, or one number, directly under the fold.
It answers 'who else trusts this' before the reader asks.
Five logos maximum, greyscale, evenly spaced.

Trust bar

4

Recognition before persuasion

Name the problem in the words they would use.
The reader should think: that is exactly my week.
Two or three symptoms, not a paragraph of empathy.
This is the section that earns the next scroll.

Problem

5

Shrink the perceived effort

Three steps, each a verb and one line.
It answers 'what will this cost me in time'.
If it genuinely takes five steps, show three and group.

How it works

6

Outcomes, with the feature underneath

Card headline is the outcome, body is the mechanism.
Three is the number people actually read.
Order them by what the audience cares about, not by build effort.

Benefits

7

Evidence, not adjectives

A testimonial with a face, a name and a role.
One quantified result beside it: 18% fewer refunds.
A link to the full case for the reader who wants depth.

Proof

8

Answer the reason they would leave

The five objections sales hears every week, as questions.
Answer plainly; a defensive answer confirms the doubt.
This section is also what AI search engines quote.

Objections

9

Make the commitment unambiguous

What they get, what it costs, what happens next.
Hidden pricing is the most reliable way to lose a warm visitor.
If there is no price, say exactly what the next step is.

Offer

10

Ask again, having earned it

Same action, same words as the hero CTA.
A single button: a second option halves the first.
Risk reversal sits underneath: guarantee, trial, no card.

Final CTA

11

Small, legal, finished

Contact, privacy, terms, and nothing else.
No sitemap, no blog links, no social icons pulling people away.

Footer

Rules that apply to every block

One page, one action

The same CTA appears three times and never competes with a second offer.

The fold is a promise, not a wall

It has to earn the scroll, not contain everything.

Alternate rhythm, not alternate colours

Vary section height and density; keep the palette flat.

Proof after every claim

Claim, then evidence, then the next claim. Never three claims in a row.

Mobile is the real layout

Design the stack first; the desktop version is the wide arrangement of it.

Measure by section

Scroll depth per block tells you which one is losing people.

Where the conversion is actually lost

Wrong promise: the ad said one thing, the headline says another.

No recognition: it explains the product before naming the problem.

Unearned ask: the CTA arrives before any proof has been given.

Hidden commitment: the visitor cannot tell what happens if they click.

Test the structure before the details

Reorder blocks before you rewrite them: sequence beats wording.

Move proof higher. It is the cheapest test on this page.

Cut a section entirely and see whether the metric notices.

Only then argue about the button colour.

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