



pure media marketing

(626) 461-5015

www.PureMediaMarketing.com

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Website Design
Website Maintenance
Online & Commercial Video
SEO Website Optimization
ADA Compliant

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One Message. One Audience. One Action.

Christine Zito | Pure Media Marketing | puremediamarketing.com

A PURE MEDIA MARKETING GUIDE

Landing Page Design That Actually Converts

One Message. One Audience. One Action.

THE GOLDEN RULE OF LANDING PAGES

A landing page has ONE job:
Get the visitor to take ONE action.



One Message

Say one thing and say it well.
Not your services list — a
single, compelling message.



One Audience

Know exactly who you're
speaking to. A page for
everyone converts no one.



One Action

One CTA. Whether it's a call,
form, or click — don't dilute it
with options.

Your Story Is Your Superpower

*"Before a visitor reads a word,
they feel whether they're
in the right place."*

Story-First Landing Page Anatomy

01

The Hook

Lead with the problem your visitor FEELS. Not your company name — their pain point.

02

The Outcome

What transformation does your product/service deliver? Be specific and emotionally resonant.

03

The Proof

Social proof, testimonials, results, credentials. Show you've done this before.

04

The Action

One clear, low-friction CTA. Tell them exactly what happens when they click.

SECTION-BY-SECTION BREAKDOWN

Hero Section (Above the Fold)

- **Headline:** What you do + who it's for (in 8 words or less)
- **Subheadline:** Reinforce the promise with a little more context
- **Hero image or video:** Show the result, not the process
- **Primary CTA button:** Contrasting color, action-oriented language

Benefits Section

- 3-4 core benefits (not features — benefits to THEM)
- Use icons to break up text and guide the eye
- Keep it scannable: bold the key phrase, support with one sentence
- Answer the silent question: 'What's in it for me?'

Trust & Social Proof

- Client logos or 'As Seen In' mentions
- 1-2 powerful testimonials (specific results > vague praise)
- Star ratings, certifications, awards
- Numbers that impress: '500+ clients served' or '18 years in business'

Closing CTA Section

- Repeat your CTA at the bottom — visitors who scroll want to act
- Add urgency or value reinforcement: 'Free 15-min consult'
- Remove all navigation links — keep them focused!
- Keep the form SHORT: Name, Email, Phone is enough

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A ROOF FOR ALL SEASONS
GARVEY ROOFING INC.

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EATON FIRE — REAL PROOF

Three Homes Survived the Eaton Fire. The Difference Was Roof Fire Protection.

When the fire moved through Pasadena and Altadena, most homes didn't stand a chance. Three did — because of what was installed underneath their roofs.

Request Your Free Fire Shield Estimate

3

Homes protected in the Eaton Fire

35+

Years serving the San Gabriel Valley

Free

Inspection & estimate

Landing Page Do's & Don'ts

The difference between a page that converts and one that confuses

DO

- Keep headline to 8-10 words or fewer
- Use ONE clear call-to-action
- Match the ad or email that sent them here
- **Write for your visitor, not for yourself**
- Use **real photos** over generic stock
- Test on mobile — it's most of your traffic
- Make sure it loads quickly or lose them

DON'T

- Use full site navigation (it's an exit ramp!)
- Cram in multiple offers or CTAs
- Write paragraphs — think scannable bullets
- Use auto-play video with sound
- Skip the testimonials — trust is everything
- Send different audiences to the same page
- Leave out a phone number or contact option

Your Landing Page Checklist

Before you launch, make sure you can check every box:

- ✔ One clear message — I can summarize this page in a single sentence
- ✔ The headline speaks to MY audience's specific pain or desire
- ✔ Navigation has been removed
- ✔ There is ONE primary CTA — not two, not three
- ✔ At least one testimonial or social proof element is visible
- ✔ Page is mobile-responsive and loads quickly
- ✔ The CTA is repeated at the bottom of the page

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