

BRIEF A LANDING PAGE IN ONE PAGE

A landing page is one page, for one offer, with one action, that an ad or a link sends people to. Most of them fail before they are built, because nobody wrote down the seven things below. Fill in every line. If a line stays empty, the page is not ready to build.

A4 · PRINT IT · ONE SHEET PER PAGE YOU WANT BUILT · 2026

PAGE NAME

WHO IT IS FOR (ONE
PERSON)

WHERE TRAFFIC COMES
FROM

OWNER AND LAUNCH DATE

THE SEVEN FIELDS

1

THE AD PROMISE

The exact words in the ad, post or email that sends people here. The page headline must repeat them. If the ad says "Boiler repair in Weybridge, same day", the headline is not "Welcome to Smith Plumbing".

2

THE ONE ACTION

Pick one. Everything else comes off the page: no menu, no "about us", no newsletter box.

☐

Call

☐

Book online

☐

WhatsApp

☐

Short form

The button text, in the customer's words ("Get my boiler looked at today"):

3

THE PROOF BLOCK

One named customer, one real number, one real photo. Not a logo wall, not "trusted by hundreds", not stock. If you cannot name one, write "none yet" and use a plain guarantee instead.

Customer name and town:

The number or result, in their words:

4

THE PHONE THAT ANSWERS

Which number goes on the page, who answers it, in what hours, how fast, and what happens after hours. If the ad runs 24 hours and the phone does not, write down who loses that call.

Number and who answers it:

Hours covered, and what happens outside them:

5

THE FORM FIELDS

Four at most. Every extra field costs you enquiries. Tick what you truly need to ring them back; everything else you can ask on the phone.

☐

Name

☐

Mobile number

☐

Postcode

☐

What do you need?
(one box)

☐

Email

☐

Other: _____

6

THE THANK-YOU STEP

What they see the second after they submit, what they receive within 60 seconds (text, email, call), and who rings them and by when. "Thanks, we will be in touch" is not a plan.

What they see and receive:

Who rings them, and within how many minutes:

7

THE MEASUREMENT

What counts as a result (a call over 30 seconds, a form sent, a WhatsApp tap), where it is recorded (a GA4 event name, a Google Ads conversion, call tracking), who reads it and how often. A page nobody measures is an ad running blind.

What counts, and where it is recorded:

Who reads it, and on what day each week:

FIVE MISTAKES THAT SINK LANDING PAGES

1

THE HEADLINE DOES NOT MATCH THE AD

The ad promised "same-day boiler repair in Weybridge" and the page opens with the company name and a photo of the van. The visitor assumes they are in the wrong place and goes back. Field 1 exists to stop this.

2

THREE ACTIONS INSTEAD OF ONE

Call, fill in a form, start a chat, join the newsletter. Every extra option is a reason to do none of them. Field 2: one action, one button, repeated down the page.

3

A NAVIGATION MENU

You paid for the click. The menu hands it to "About", "Blog" and "Careers". A landing page has no menu and no links away, only the one action and the phone number.

4

PROOF THAT IS NOT PROOF

A row of logos, five gold stars with no names, "trusted by hundreds". A visitor cannot check any of it, so it counts for nothing. One named customer with one number beats all of it. If you have none, say less and promise something you can keep.

5

THE PHONE AND THE FORM GO NOWHERE AFTER 5PM

The ad runs 24 hours. The phone is answered from 9 to 5 and the form emails an inbox that is read on Monday. The visitor at 7pm rings the next result. Fields 4 and 6 are the ones most briefs leave blank, and they are the ones that cost the most.

THE THREE-SECOND TEST (BEFORE LAUNCH)

Show someone outside the business the first phone screen for three seconds, then cover it. Ask:

1. What is this page offering?
2. Who is it for?
3. What are you supposed to do?

Three right answers is a pass. Two or fewer means the first screen is rewritten before the page goes live, not after.

WHAT DONE LOOKS LIKE

- ☐ Every line on page 1 and 2 is filled in
- ☐ The headline repeats the ad promise word for word
- ☐ One action, no menu, phone number visible on the first phone screen
- ☐ A test enquiry sent at 8pm got a reply within 60 seconds
- ☐ That test enquiry shows up in the measurement on field 7

WANT ME TO RED-PEN YOUR BRIEF BEFORE THE PAGE IS BUILT?

Photograph the filled-in sheet and send it over. I will mark what is missing, flag which of the five mistakes it is heading for, and send it back the same day. No build pitch unless you ask for one.

badboylabs.com/websites

If every line is filled in and the phone is covered after hours, build it. You do not need me for that.