

The Anatomy of a Landing Page That Converts

The exact section order, top to bottom — plus the mistakes that quietly kill conversions at each step.

1

Primary + Secondary CTAs

One primary action above the fold, one low-commitment secondary option. Never more than two — extra choices just add friction.

COMMON MISTAKE

More than two CTAs, with no primary vs. secondary styling

2

USPs

The reasons to believe, stated plainly, above the fold — before the visitor has to scroll to find out why they should care.

COMMON MISTAKE

No value proposition, or failing to address the visitor's pain points

3

Trust Signals

The logo banner right after the hero — quick, low-effort proof that real companies already trust you.

COMMON MISTAKE

Crowding the hero with trust signals early on — test badges, logos, and testimonials separately to see which actually convert

4

Services

What you offer, placed directly below the fold so it's the very next thing a visitor sees.

COMMON MISTAKE

Not giving an overview of the services or pain points you solve — this should come early in the page

The Anatomy of a Landing Page — continued

5

Case Studies & Stories

Proof it works, told through real outcomes — placed toward the middle of the page once interest is already established.

COMMON MISTAKE

Vague testimonials with no real results or numbers attached

6

FAQ & Qualifying Info

Objection-handling and self-qualification content toward the bottom, for visitors who need more before they'll commit.

COMMON MISTAKE

FAQ placed too high on the page, with questions that don't address real pain points

7

Final CTA

One last, unmistakable next step at the very bottom, for everyone who scrolled the whole way down.

COMMON MISTAKE

A generic "Submit" button with zero urgency

Want feedback on yours?

Send me your landing page — I'll tell you exactly where it's losing conversions.

No charge, no obligation. — alexd.com/lp-anatomy.html