

CONVERSION

The Website Playbook.

Most websites are built by people who think about how they look. This one is about how they sell: the funnel, the proposition, and the landing page, in the order you should work on them.

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Every page is a landing page.

Design each one for the person who arrives on it.

The homepage gets most of the attention and the least of the conversions. It is built for everyone, so it persuades no one in particular. This book is about the pages that do the selling.



The funnel

Of everyone online, some will find out you exist. Of those, some will care. Of those, some will pay. A funnel is a way of counting people at each step so you can see where they leave, and fix that step rather than guessing. Every decision in this book is a decision about one stage of it.

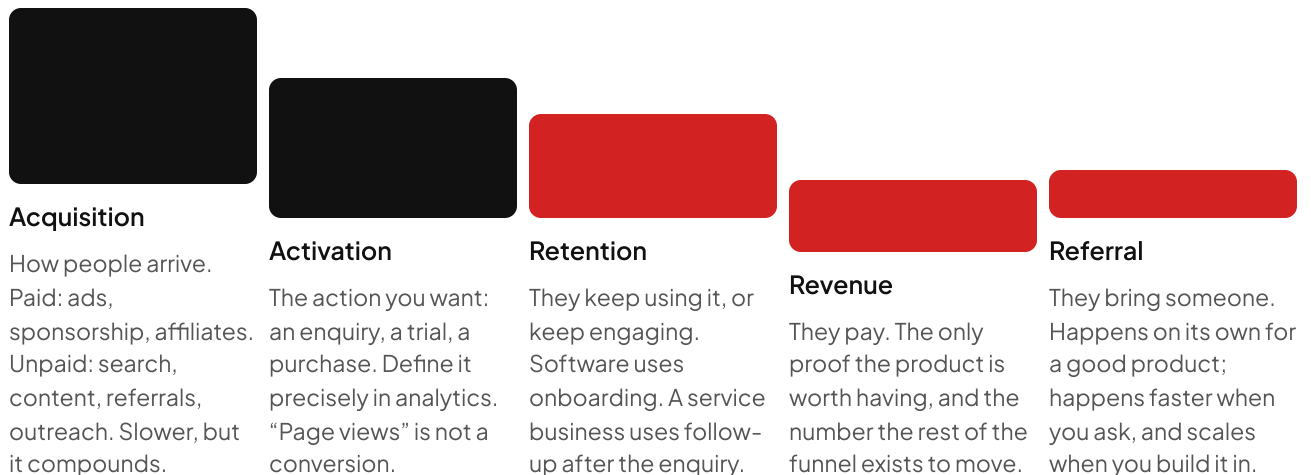


FIG. 1 · FIVE STAGES. VARIANTS EXIST; THEY ALL RESEMBLE THIS.

WHY DEFINE CONVERSIONS CAREFULLY

A well-defined conversion produces data you can act on: which page, which ad, which headline led to an enquiry. A vague one produces charts. Set the goal in analytics before the first visitor arrives, and make it something a customer would recognise as a step toward buying.

WHERE THIS BOOK SITS

The SEO, AEO and PPC Playbooks are about acquisition. This one is about activation: what happens in the seconds after someone arrives, and why most of them leave.

Your value proposition

A value proposition finishes one sentence: “Only they can ...”. Uber’s was: one tap and a car comes to you, the driver knows where to go, and payment is cashless. Your website’s copy, and every campaign that points at it, exists to make a visitor finish that sentence about you.

Derive it by inversion

The mathematician Carl Jacobi solved hard problems by turning them around: “invert, always invert.” Start from the customer, not the product.

- 01 Describe the customer you want in five years: how they buy, how long they stay, what they pay, how much attention they need.
- 02 List everything they could use instead, and each option’s biggest weakness from the customer’s side.
- 03 Against each weakness, write what you offer. Weight each by how much that customer cares; a traveller and a local do not value a 12-month contract equally.

WHEN TO REVISIT IT

Twice. When you launch something and need to position it, and when a competitor makes it hard to survive. In between, leave it alone and let the market learn it.

Three ways it goes wrong

- / **Generic.** “Making the internet work the way it should” tells a visitor nothing they can act on, even at the scale of the company that wrote it.
- / **Comparative.** “More built-in features than [rival], without the fees” assumes the visitor knows the rival, and invites them to go and check.
- / **Buried.** Assume one minute of attention. If the proposition is not clear in the first screen, most visitors will not scroll to find it.

WORKED EXAMPLE

Chapter seven takes a Melbourne gym through this process and turns the result into the benefits section of its landing page. The B2B Playbook carries a printable canvas for the same exercise.

Competitive research

Before writing a page, spend a day reading your competitors'. Their website is where most of their customers meet them, so it tells you how they position themselves, what they charge, and where they leave gaps. Everything below is free and takes an afternoon per competitor.

Search

site:competitor.com

Google lists every page it has indexed for that domain. Read the titles and descriptions before anything else: a title of "24/7 Fitness Gym Melbourne" tells you exactly which searches that page is built for.

Add **filetype:pdf**

Their brochures, price lists and lead magnets, if Google has them. Where a download needs an email, use your own; you are a legitimate prospect studying the market.

Read the outline

A browser extension such as Web Developer lists a page's headings in order. A homepage's H1s and H2s are its value propositions written down: "Sell everywhere. Market your business. Manage everything."

Search their words

Google the terms you found in their titles and headings. Where their ad appears, note the copy and the landing page. Which services they advertise most tells you where their budget goes.

Crawl the site

A crawler such as Screaming Frog fetches every page, title and heading into a spreadsheet in minutes. Use it after reading, not instead of it; the point is to notice their narrative, not to count their pages.

WHAT THE REPORT SHOULD CONTAIN, PER COMPETITOR

Their value propositions

Pricing, if shown

Gaps between them and you

Tone and type of narrative

Product or service lines

Anything you had not thought of

WHAT YOU ARE LOOKING FOR

The place where every competitor says the same thing. That is where a specific, provable claim from you will stand out. Where they all differ, the market has not decided, and you will not win it with copy.

Before you build: measurement

Landing pages improve by iteration, and iteration needs evidence. A low-traffic site will take longer to reach a confident result, but the rule holds regardless: never start a campaign without a landing page, and never launch a landing page you cannot measure. Four tools, all with free tiers.

Tag manager

One container for every tracking script, so marketing can add or change tags without a developer. Google Tag Manager is free and the default.

Analytics

Google Analytics for most sites. Define conversions as events, and build the funnel as a report so drop-off is visible per step. For software with logins, a customer-data platform such as Segment adds the identity layer analytics will not hold.

Heat maps and session replay

Where people click, how far they scroll, and recordings of individual visits. This is how you find the icon everyone clicks that is not a link, or the form field where everyone stops. Hotjar and Microsoft Clarity cover both; Clarity is free.

Live chat

A medical practice we worked with saw enquiries rise the week chat was installed. People do not want to phone; they want a quick answer on price or availability, they may be somewhere a call is awkward, and they do not want to be sold to. Chat gives them all four.

SET UP BEFORE LAUNCH

Conversion events for every action that matters, a funnel report, a heat map on the landing page, and a weekly half hour to watch ten session recordings. Everything else in this book depends on what those show you.

PRIVACY

Session recordings can capture what people type. Mask form fields, keep the privacy policy current, and honour consent settings. Trust is the thing the whole page is trying to earn.

Anatomy of a landing page

A landing page is usually built for a paid campaign, and it has one job. This structure has worked for most of our clients. Start with it, measure, then earn the right to deviate.

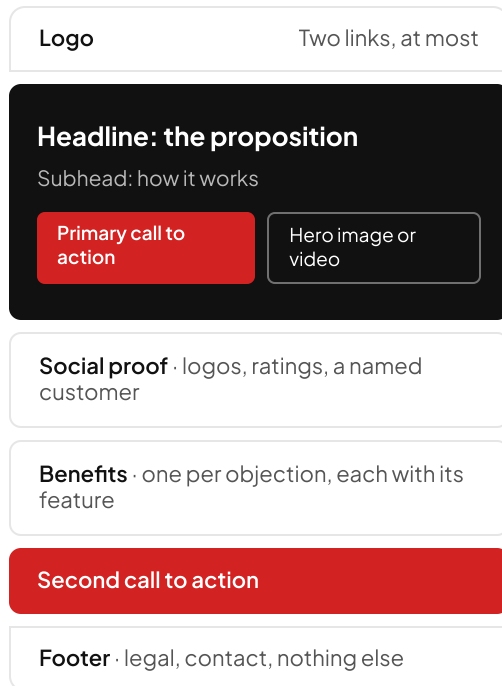


FIG. 2 · THE MINIMUM STRUCTURE

Six building blocks

A single proposition. Copy that tells one story. Hero media that shows the thing. Benefits, not features. Proof from someone other than you. One conversion goal, repeated.

Header and footer

Fewer links means more conversions. It also means a higher bounce rate, because there is nowhere else to go. Accept the trade; the page is not a brochure.

Design

Much online advice says aesthetics barely matter. Our data disagrees: better-designed pages convert better, because design is the first proof of competence a visitor sees.

Copy

The most important element on the page. A good page will outperform a mediocre ad; the reverse is not true. That is not a reason to write weak ads, but it is a reason to write the page first.

RULE One page, one audience, one action. If a page has to serve two kinds of visitor, it is two pages.

Copy and the awareness ladder

Copy has three jobs: convince the reader to act, remove whatever makes acting hard, and tell them everything they need, including what happens after they click. How much of each depends on how much the visitor already knows.

Most aware	Knows your product and how it solves the problem. Wants the price and the button. Do not make them read.
Product aware	Knows you exist, has not committed. A trial, a demo, a comparison, a guarantee.
Solution aware	Knows the kind of thing they need, not that it is you. Lead with the outcome, then show how you deliver it.
Problem aware	Feels the pain, does not know a fix exists. Name the problem in their words before you name anything of yours.
Unaware	No felt need. A landing page cannot reach them; content and brand can.

WHY THE LADDER MATTERS

The same page cannot speak to a visitor who has never heard of you and one who has a quote from you in their inbox. Write one page per rung you actually receive traffic from, and send each ad to the right one.

THE HOMEPAGE PROBLEM

Most organisations pour their effort into the homepage because most visitors pass through it. It is built for a broad audience, so it is the least likely page to convert anyone with a specific need. Treat every page as a landing page and optimise it for the person who lands there.

PERSONA PAGES

A page per customer type, in that customer's vocabulary, at that customer's level of detail. The page for a clinic manager and the page for a patient describe the same service and share almost no sentences.

Features, benefits, objections

A feature that does not translate into something the customer gets is a vanity feature. The benefits section exists to make that translation, and the fastest way to write it is to list every reason people do not buy, then answer each one. Ask the customers who did not sign up; a short email or a phone call will do.

CUSTOMER	OBJECTION	WHAT IT COSTS THEM	BENEFIT ON THE PAGE
Individuals	Set-up fees are too high	A large first-month bill	No set-up fee. Start for the price of a month.
	Can't pause when travelling or unwell	Paying for weeks they cannot use	Suspend the same day, online or by phone, for up to three months.
	No trainers after 5 pm	No help at the only time they can train	Book a coach online, 9 am to 9 pm.
Couples	Locked into 12 months	Paying after they have stopped going	Month to month. Cancel any time.
	Closes at 8 pm	Cannot train after work	24-hour access on every membership.
Travellers	Visitor pass is only five sessions	Poor value for a short stay	Flexible monthly passes, no minimum term.
	Must cancel in person	A trip to the gym to leave the gym	Cancel online or by phone.

FIG. 3 · A MELBOURNE GYM, FROM THE VALUE-PROPOSITION EXERCISE IN CHAPTER TWO

HOW TO WRITE EACH BLOCK

Benefit as the heading, in the customer's words. The feature that delivers it as the sentence beneath. An image or icon that shows the feature in use. One block per objection, in the order customers raise them.

CHECK

Cover the objections list with your hand and read the benefits section. Can you reconstruct every objection from what is on the page? If one is missing, that is the reason your next lost customer will give.

Headlines, subheads, calls to action

The headline

It names the pain and says why you fix it. To find it, talk to customers and notice where in the conversation they get animated; that moment is the headline. Write several and test them. Two things the data does not support: that shorter headlines convert better, and that a headline should be a boiled-down slogan. It should be a persuasive sentence about the core of your solution.

The subhead

The headline is what; the subhead is how. The “how” is where a visitor decides whether you understand their problem or are wasting their time. Write it to the reader, not about the company.

WE-FOCUSED

Our friendly sales team is ready to provide you with a personalised solution aligned to your business needs.

We handle billions of dollars every year for forward-thinking businesses around the world.

We help power millions of businesses in 100+ countries and across nearly every industry.

YOU-FOCUSED

You get a plan built for your business, in one call.

You run on the same system that moves billions a year.

You join millions of businesses in over 100 countries already using it.

CALLS TO ACTION

- / Three at most: one in the hero, one after the benefits, a third only if the page is long.
- / Say what happens next: “Get your quote in 24 hours”, not “Submit”.
- / Ask for the smallest commitment that still moves the customer forward.

WHAT OUR TESTS DID NOT MOVE

Button colour. Button shape. Small changes to button wording. Across our client accounts these produced zero or negative uplift. The offer, the proof, the price shown, and page speed are where conversion changes. Test those first and the buttons last.

Social proof and ecommerce pages

Visitors trust what other customers did more than anything you say. For a service business that means reviews; for a store it means what is selling. Either way, proof belongs above the form, not in a testimonials page nobody visits.

Forms of proof

- / **Reviews**, collected automatically. Store apps such as Judge.me or Yotpo do it for products; Google's review integration does it for any site. Ratings then appear in your ads and lift click-through.
- / **Numbers**. Subscribers, customers served, installations completed. Real and specific.
- / **Featured in**. Press and credible coverage, as logos with links.
- / **Customer logos**. Offer early customers a trial or a discount in exchange for permission to show their logo, and write that permission into your terms.

Ecommerce product pages

Store visitors are usually product-aware or better. The job is to show the product is the right one, then remove friction. Four tactics move conversion directly:

- / Stock scarcity, when true
- / Urgency, tied to a real date
- / Reviews on the product
- / Recommendations and bundles

SHOW IT WORKING

A short looping video or GIF of the product in use beats any description. Failing that, high-resolution images the visitor can zoom.

BUNDLE

Let a visitor add the laptop and its cables, or the food and its containers, in one click. Raises order value and removes a decision.

REMOVE FRICTION

Filters, search, free delivery stated early, product badges, a "view all". None of these sells; each stops a sale being lost.

CAUTION Fabricated scarcity, resetting countdown timers and "review" text nobody wrote are misleading conduct under consumer law, and visitors recognise them. Use only proof and pressure you could defend.

Relevance and speed

Two things about a landing page are judged by machines before a visitor ever sees it: whether the page is about what the ad said, and how fast it loads. Both change what you pay per click.

Relevance: the document outline

Google and Meta score how well a landing page matches the ad that points at it. A low score raises your cost per click and lowers your position. They read the page's heading hierarchy, H1 to H6, to decide what it is about.

FIG. 4 · AN OUTLINE WITH THE TOP MISSING

H1 · (none)

- H2 · What is keyword research?
- H3 · Why it matters
- H3 · Tools
- H2 · Related posts

Check yours with the Web Developer extension: Information, then Document Outline. One H1 that matches the ad, H2s that match its benefits, nothing that is only there for layout.

Speed

Over half of mobile visits are abandoned when a page takes more than three seconds to load, and the visitor who left has already been paid for. Test in PageSpeed Insights and aim for the Core Web Vitals thresholds.

Largest contentful paint · main content visible ≤ 2.5 s

Interaction to next paint · taps respond ≤ 200 ms

Cumulative layout shift · nothing jumps ≤ 0.1

- / Remove plugins and scripts nobody uses; the tag manager makes this visible.
- / Serve images at the size they display, in a modern format, lazily below the fold.
- / Test on a mid-range phone on mobile data, not on the office Wi-Fi.

WHY IT PAYS TWICE

A relevant, fast page converts more of the visitors it gets, and the ad platforms charge less to send them. The SEO Playbook covers the same technical floor for organic search; the fixes are identical.

The landing page checklist

Run this before any page goes live behind a campaign. Twenty items; every blank is a reason the page will underperform.

PROPOSITION AND COPY

- ☐ One audience, one action, one page
- ☐ Headline names the pain and the fix
- ☐ Subhead says how, in “you” language
- ☐ Copy matches the visitor’s awareness stage
- ☐ Every known objection has a benefit block
- ☐ Price, or the shape of it, is on the page
- ☐ Copy says what happens after the click

PROOF AND ACTION

- ☐ Social proof above the first form
- ☐ Proof is named, specific and real
- ☐ Three calls to action at most, all the same action

STRUCTURE AND TECHNICAL

- ☐ Header has two links or fewer
- ☐ Hero media shows the product or outcome
- ☐ One H1 matching the ad; H2s matching benefits
- ☐ Largest contentful paint under 2.5 s on mobile
- ☐ Images sized to display, modern format
- ☐ Form works on a phone with one hand

MEASUREMENT

- ☐ Conversion event fires and is verified
- ☐ Heat map and session replay installed
- ☐ Funnel report built, drop-off visible per step
- ☐ Someone owns a weekly review of recordings

SCORE

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FIRST THREE FIXES, AND WHO OWNS THEM

Build for the person arriving.

Websites fail for an ordinary reason: they are designed around the company that owns them, not the visitor who lands on them. Work out who that visitor is, what they already know, what stops them, and what they should do next. Then measure, and do it again.

START HERE THIS WEEK

01

Run the checklist on page 13 against the page your best-spending ad points to.

02

Email ten people who enquired and did not buy. Ask why. Those answers are your benefits section.

03

Install session replay and watch ten recordings. You will find the first fix before the tenth.

Want a second pair of eyes on your site?

Get your free conversion audit →

mojodojo.io/au/strategy-form

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