



Strategy-powered words that sparkle and convert

The Landing Page Copy Framework

Hero, proof, objections, and CTA—made systematic

Free guide · Conversion copywriting

<https://www.thecreativecopywriters.com>

April 17, 2026



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1 Purpose of this framework

Landing pages carry the burden of **one primary conversion**. This guide aligns with how we structure **website copy** and **landing pages**: clarity first, persuasion second, decoration never.

2 The narrative spine

1. **Context:** who this is for and what they already believe.
2. **Problem:** cost of the status quo (time, risk, revenue, reputation).
3. **Outcome:** vivid, specific “after” state.
4. **Mechanism:** how you deliver the outcome (without drowning in features).
5. **Proof:** evidence matched to the claims that need the most belief.
6. **Risk reversal:** trial, guarantee, migration support, compliance.
7. **Single CTA:** one dominant action; secondary only if it serves the hesitant.

3 Above the fold

3.1 Hero block

- **Headline:** promise or outcome; avoid cleverness that obscures category.
- **Subhead:** clarify who it’s for, or how it works differently.
- **Primary CTA:** verb + object (*Book a 20-minute fit call*, not *Submit*).
- **Hero visual:** product, outcome, or social proof—not generic stock unless intentional.

3.2 Micro-copy

Form labels, button text, and error messages are part of conversion. Write them in the visitor’s vocabulary.

4 Body sections (repeatable blocks)

How it works

Three steps max; each step ties to a user benefit.

Who it’s for / not for

Filters wrong buyers early; increases qualified leads.

Proof stack

Logos, metrics, testimonials, third-party badges—each tied to a specific claim.

Objection handling

FAQ or comparison row addressing price, switching cost, security, timeline.

Final CTA

Repeat the primary action with consequence framing (*See if we’re a fit*).

5 Editing pass

- ✓ Read aloud: any sentence a buyer wouldn't say?
- ✓ Remove hedge words (*world-class, cutting-edge*) unless evidenced.
- ✓ Every paragraph earns its place: does it increase desire, trust, or clarity?

6 Worksheet: one landing page

Offer: _____

Primary CTA: _____

Top objection: _____

Strongest proof: _____

Three bullets (benefits, not features):

1. _____

2. _____

3. _____

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