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Build a Clearer Landing Page — Problem-to-Outcome Checklist

A beginner-friendly, UK-focused checklist that helps small-business owners turn customer evidence into clear, credible landing-page copy: describe the real problem, show a realistic better outcome, connect it to the offer, choose a proportionate next step, and test the page responsibly.



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Chapter links and PDF bookmarks support navigation. Writing areas are for handwritten or separate notes, not interactive PDF forms.

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A practical checklist for UK small business owners and managers

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A good landing page helps a suitable visitor recognise their current situation, understand a credible better outcome, and see why your offer may be a sensible next step. It should not manufacture anxiety, imply results you cannot evidence, or make a choice for the reader.

Use this checklist to improve one important section of one landing page. The examples are fictional and illustrative. Replace them with your own customer evidence, scope and wording.

How to use this checklist

1. Choose one page, one audience and one action. For example, a local electrician may focus on homeowners requesting a quote; an accountancy practice may focus on owner-managed businesses booking an introductory call.
2. Gather evidence before writing. Use customer conversations, enquiry notes, reviews you are entitled to use, sales-call notes and support questions. Remove names and unnecessary personal information from your working notes.
3. Work through the four sections below in order. Draft the page in plain English, then test it with people who resemble the intended audience.
4. Keep a copy of the original page and note what you changed. This makes review possible and stops useful learning being lost.

Working rule: Be specific about the problem you help with, but modest about the outcome. A reader should be able to tell what happens next and who the offer is for.

1. Surface the real problem

Checklist: write an empathy snapshot

- ☐ Write one or two sentences that describe the visitor's current situation in language they would recognise.

- ☐ Name a practical friction, rather than using a broad label such as “struggling to grow”.
- ☐ Check that the line is respectful and accurate. Do not exaggerate stress, financial pressure or risk to create urgency.
- ☐ Ask one suitable customer or colleague whether the description sounds like a real situation, not a marketing slogan.

Useful pattern

When [specific situation keeps happening], it becomes difficult to [job the visitor is trying to do] without [specific burden or risk].

Fictional example — trade business

When quote requests arrive through calls, WhatsApp and a website form, it is easy for a small heating firm to spend the evening chasing missing details instead of deciding which jobs to schedule.

This example names the situation, the affected person and the consequence. It does not claim that every heating firm has this problem or that a particular solution will remove it.

Checklist: collect voice-of-customer language

- ☐ List five to ten phrases customers use before they buy, enquire or decide not to proceed.
- ☐ Record where each phrase came from and the date. Mark whether it is a direct quotation or your summary.
- ☐ Look for repeated wording about the task, the consequence, the current workaround and the desired outcome.
- ☐ Use short, representative phrases. Do not cherry-pick one dramatic complaint and present it as the norm.
- ☐ Remove identifying details before sharing notes internally or using a quotation publicly. Seek permission where appropriate.

Evidence to collect	Where a small business may find it	What to look for
Enquiry notes	Contact forms, call summaries, email replies	The question or barrier that prompted contact

Evidence to collect	Where a small business may find it	What to look for
Sales conversations	Your own notes, with suitable notice and handling	The customer's words for the current process and desired change
Support questions	Helpdesk or inbox themes	Repeated points of confusion or delay
Reviews and feedback	Your own review records or permitted public feedback	Specific parts of the experience, not unverified claims

Draft bank

Exact or near-exact customer wording	What it may reveal	Can this appear on the page?
"I do not know which request to deal with first."	Prioritisation is unclear	Only if representative and non-identifying
"I am copying the same details into three places."	Repetitive administration	Rewrite in plain language if needed
"I want to see the options before I commit."	The visitor needs a low-risk first step	Use to shape the next action

Checklist: make the cost of inaction concrete

- ☐ Identify a consequence the visitor can reasonably recognise: delayed follow-up, duplicated work, missed information, rework or decision fatigue.
- ☐ Use the visitor's own figures where possible. Label estimates as estimates and show the assumptions.
- ☐ Separate capacity from cash. Time freed up is not automatically a financial saving or extra revenue.
- ☐ Do not turn a rough calculation into a promise, an ROI claim or a reason to pressure someone.

Simple working calculation

Estimated weekly capacity tied up = number of avoidable cases × average minutes per case ÷ 60.

Fictional example

A property-maintenance office estimates that 12 enquiries each week need a second chase because the first message lacks key details. If each chase takes about 15 minutes, the working estimate is **3 hours a week** ($12 \times 15 \div 60$). That is a starting point for investigation, not proof of a saving. The business still needs to check whether the time can be used elsewhere and whether the estimate is representative.

Checklist: replace vague pain lines

- ☐ Underline vague words in your draft: “overwhelmed”, “inefficient”, “losing business”, “frustrated”.
- ☐ Replace each one with an observable situation, provided you can support it.
- ☐ Include one concrete mechanism: duplicate entries, unclear ownership, a slow handover, incomplete forms or a manual check.
- ☐ Keep the tone calm. The aim is recognition, not alarm.

Vague line	More useful, evidence-led direction
“Stop losing leads.”	“Make it easier to see which web enquiries still need a reply.”
“Your team is overwhelmed.”	“Reduce the back-and-forth needed to gather the details for a quote.”
“Fix your inefficient process.”	“Give each new request a clear owner and a visible next step.”

2. Describe a credible better outcome

Checklist: use future-pacing carefully

- ☐ Start with “Imagine” or “Picture” only when the following situation is plausible for your offer.
- ☐ Describe what the visitor could see, do or decide differently. Avoid a sweeping life-change claim.
- ☐ Connect the outcome to the problem you just described.
- ☐ Read the sentence aloud. If it sounds like a guarantee, qualify it or remove it.

Useful pattern

Imagine being able to [practical outcome] with [reasonable condition or boundary], so you can [relevant business or personal benefit].

Fictional example

Imagine starting the day with new website enquiries grouped by the information your team needs, while unclear requests remain visible for a person to review.

Checklist: build a vision block

- ☐ Contrast a realistic “before” and “after” state.
- ☐ Include only numbers, timings or savings you can substantiate for the reader’s circumstances.
- ☐ If using an estimate, say what it is based on and what could change it.
- ☐ State any important condition: customer input, staff review, stock availability, a suitable system or an agreed scope.

Before	Better working state	What makes it credible?
Requests sit in several inboxes with no clear owner.	New requests are visible in one agreed queue with an owner.	The process and responsibilities are defined.
Staff repeatedly ask for the same information.	The form or intake process asks for the agreed essentials first.	The questions have been tested with real enquiries.
A manager has to interpret every routine request.	Routine requests follow an agreed route; exceptions go to the manager.	The exception route remains in place.

Checklist: cover practical and emotional benefits

- ☐ Write one practical benefit: clearer information, less repeated work, easier comparison, a faster decision or an organised handover.
- ☐ Write one human benefit that follows from the practical one: more confidence in what to do next, less uncertainty or a calmer end-of-day handover.
- ☐ Check that the emotional benefit does not imply a health claim or certainty about how every reader will feel.
- ☐ Put the practical benefit first when the visitor is already actively comparing suppliers.

Example pair

See the information needed for a first response in one place. That can make it easier for the person on duty to decide what needs attention now and what can wait.

Checklist: handle timing honestly

- ☐ Say when the visitor can take the next step, not when they will definitely achieve a benefit.
- ☐ Use a timeframe only if you can explain what it depends on.
- ☐ Distinguish an implementation schedule from a result. A two-week set-up is not proof of a two-week business outcome.
- ☐ Replace “within your first week you will save...” with a conditional, evidence-led statement unless you have robust, relevant evidence.

Safer alternatives

- “Book a 20-minute suitability call to discuss your current process.”
- “After we have reviewed the agreed examples, we will confirm the proposed next steps and timing.”
- “If your team supplies the required information, the set-up plan will show the tasks and dependencies before work begins.”

3. Connect the problem to your offer

Checklist: draft the bridge paragraph

- ☐ State the specific problem in the customer’s language.
- ☐ State the outcome the visitor wants.
- ☐ Explain what your product or service actually does.
- ☐ Name the mechanism in plain English: a review, a template, a booking process, a managed service, an agreed workflow or a comparison tool.
- ☐ Include a boundary where it matters. Do not imply that a tool replaces professional judgement, stock checks or human approval when it does not.

Bridge formula

If you are dealing with **[specific situation]** and want **[credible outcome]**, **[offer name]** helps by **[what it does / method]**. You receive **[specific deliverable or next step]**, with **[important boundary, review or condition]**.

Fictional example — professional services

If you are spending too much time clarifying basic information before an initial accountancy conversation and want a clearer first view of a potential client's needs, our enquiry review service helps by using an agreed intake checklist and a human review of incomplete submissions. You receive a prioritised enquiry summary; tax, legal and financial advice remains a separate professional conversation.

Checklist: make the path logical, not inevitable

- ☐ Show why your method fits the problem. Link one feature to one consequence the visitor cares about.
- ☐ Explain what happens in the first step, using ordinary language.
- ☐ Mention a relevant limitation before the visitor has to ask. This improves clarity and reduces unsuitable enquiries.
- ☐ Avoid claims that your offer is the only answer, the “obvious” choice or guaranteed to work for everyone.

Offer detail	Explain it as a practical link
Structured enquiry form	“It asks for the details your team needs before the first reply.”
Guided assessment	“It helps you identify the current process, gaps and sensible next options.”
Human review	“A named person can check unclear or unusual requests before an action is taken.”
Short demonstration	“You can see the agreed process with representative examples before deciding whether to proceed.”

Checklist: add a low-risk transition

- ☐ Offer a next step that matches the reader's level of confidence.
- ☐ Make the action specific: view an example, use a simple estimator, check suitability, request a demonstration or book a conversation.
- ☐ Say what the visitor will receive and what you need from them.
- ☐ Keep form fields proportionate. Ask for only the information needed for the next step.
- ☐ Avoid using a quiz, calculator or video merely as a barrier before the main offer. It should provide genuine value on its own.

Visitor readiness	Suitable transition	What to make clear
Exploring the issue	A short guide or self-check	What it covers and whether contact details are required
Comparing approaches	An anonymised worked example or demonstration	What is shown and what it does not prove
Ready to discuss	A suitability call or enquiry form	Duration, purpose, who attends and what happens afterwards
Needs an estimate	A simple estimator or scoped discovery step	The assumptions, exclusions and that it is an estimate

4. Test, learn and refine

Checklist: decide what you are trying to learn

- ☐ Write one question before changing the page. Example: “Do visitors understand who this service is for before they reach the form?”
- ☐ Choose one signal that could help answer it: section reach, form starts, completed enquiries, customer comments or sales-call questions.
- ☐ Record the page version, date range, traffic source and any other major page changes.
- ☐ Do not treat a small number of visits as proof. Use findings as a prompt for the next check, not as a universal rule.

Checklist: review page progression

- ☐ Check whether visitors reach the problem, outcome, bridge and next-step sections.
- ☐ Where available, compare page progression with the page structure and the questions people ask.
- ☐ If many visitors leave before the bridge, simplify the opening rather than adding more claims.
- ☐ If readers reach the form but do not submit, inspect the next step, required fields, pricing context and trust information.

Privacy and measurement note

If you use cookies, analytics, session replay or another technology that stores or accesses information on a visitor's device, review the design and settings before turning it on. The ICO says visitors must be told about cookies and what they do; where cookies are not strictly necessary for the site, the ICO says

user agreement is needed. Where you collect personal data, provide clear privacy information and consider the UK GDPR alongside PECR. Check the current rules and your own circumstances before relying on a tool or configuration. This checklist is general business education, not legal advice. [1](#)

- ☐ Check whether a proposed recording or replay tool captures form fields, contact details or other information that should be excluded.
- ☐ Configure the tool to minimise collection and test the configuration before live use.
- ☐ Make the purpose, suppliers, retention and visitor information part of the decision, not an afterthought.

Checklist: review recordings and feedback responsibly

- ☐ Use recordings only where they are justified for the page question you are investigating and your privacy review supports the use.
- ☐ Look for points of confusion: repeated clicks, abandoned fields, unclear wording or questions raised in follow-up.
- ☐ Do not assume a pause means emotional connection. It may be confusion, distraction or an accessibility issue.
- ☐ Pair behavioural signals with real customer feedback before making a major change.

Checklist: test one meaningful difference at a time

- ☐ Choose one alternative: a different problem line, outcome, bridge paragraph, proof item or transition.
- ☐ Keep the audience, page purpose and measurement window comparable where practical.
- ☐ Do not change the headline, form, price, traffic source and call to action all at once if you want to learn what mattered.
- ☐ Keep the version that is clearer and more honest if the evidence is inconclusive.
- ☐ Record the decision and the next question.

Test record	Your notes
Question we are testing	
Page version A / B	
Audience and traffic source	
Dates and major changes	

Test record	Your notes
Signal reviewed	
What visitors or customers told us	
Decision, owner and review date	

Checklist: adapt to visitor context

- ☐ Identify whether the visitor arrived from a search result, recommendation, email, social post or another page on your site.
- ☐ For a visitor searching for a specific service, place the direct answer, scope and next step early.
- ☐ For a visitor arriving from a general social post, provide enough context to explain the problem before inviting action.
- ☐ Do not stereotype every visitor from a channel. Check your own evidence and keep the core proposition consistent.

Final page check

Before publishing, confirm all of the following.

- ☐ The page says who it is for and what problem it addresses.
- ☐ The opening reflects customer evidence rather than an assumption.
- ☐ Benefits are specific, conditional where necessary and free from unsupported guarantees.
- ☐ The offer, method, deliverable and boundary are clear.
- ☐ The next step is proportionate and explains what happens after a visitor acts.
- ☐ Quotes, results and examples have the right permission and context.
- ☐ Forms, cookies, analytics and recording tools have been reviewed for appropriate privacy information and current UK requirements.
- ☐ A person can ask a question or use an alternative route if the standard next step does not suit them.
- ☐ You have recorded the version, owner and date for the next review.

Your next action

Choose the one sentence on your current landing page that makes the broadest claim. Replace it with one evidence-led description of a real customer situation, then write a matching next step. Ask a suitable customer or colleague whether the new wording is clearer before you publish it.

Publication and use notice

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