Landing Page Design That Converts: Sections in Order, and How It Differs From a Home Page

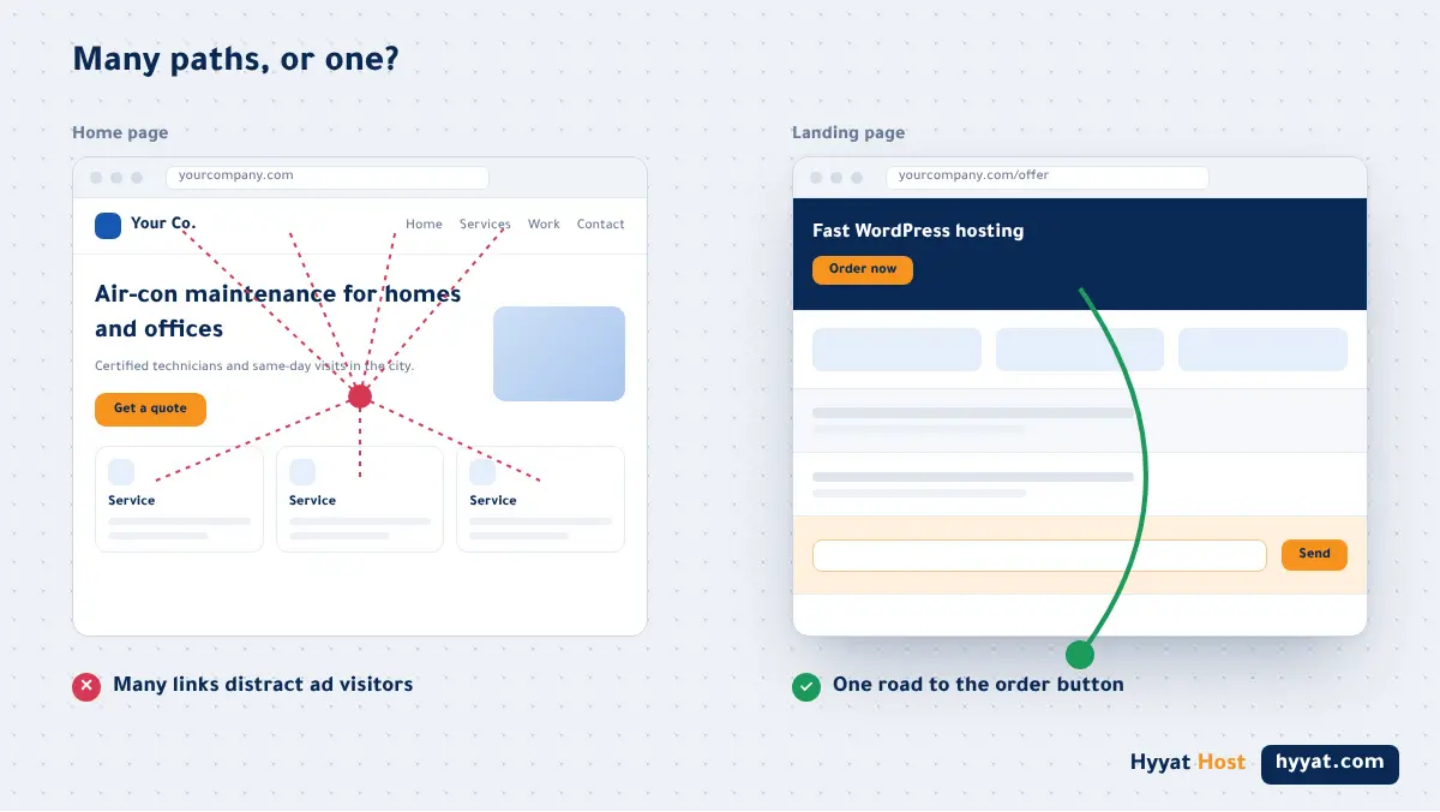
Programming and design · https://www.hyyat.com/en/knowledgebase/landing-page-design/

In shortA landing page has **one goal**. Visitors usually arrive from an ad or campaign and are asked to do one thing: order, sign up or get in touch. It follows a clear order: **a headline that matches the ad**, then benefits, proof and FAQs, and **one call-to-action button** repeated throughout. Every link that leads away from that goal is removed.

Embedded media: https://www.hyyat.com/wp-content/uploads/2026/11/hyyat-ds-landing-en.mp4?_=1

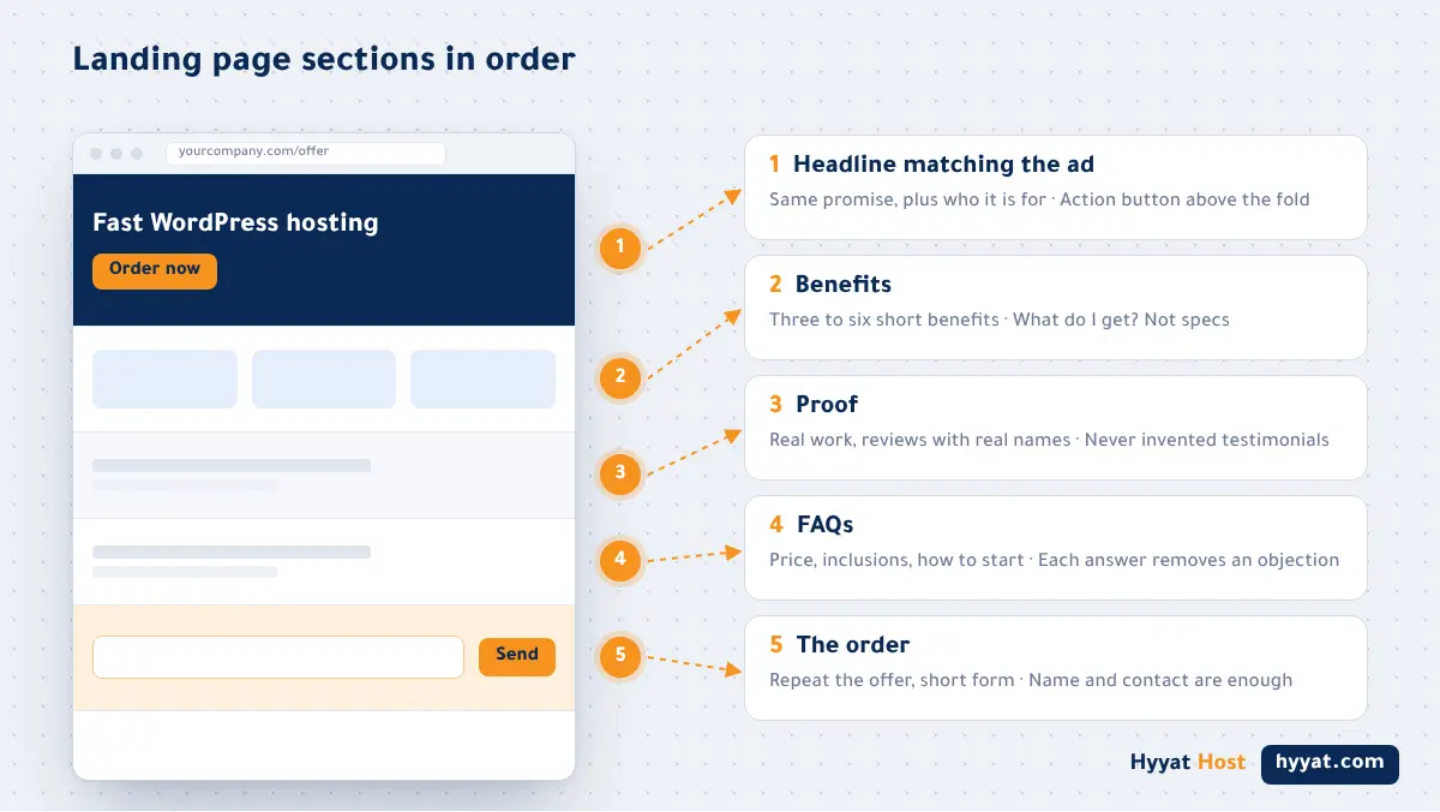
When you pay for ads on Google or social media, you pay for every visit. If that visitor lands on your home page, they find a menu, dozens of links and services that are not relevant to them, and they may get lost before reaching what you advertised. That is why **landing pages** exist: pages designed for the campaign visitor specifically, leading them to a single step.

Landing page vs home page



	Home page	Landing page
Goal	Introduce the company and guide visitors to sections.	One specific action.
Visitor	From any source, with any interest.	Usually from a particular ad or campaign.
Links	A full menu and many links.	As few as possible, often no menu.
Content	An overview of everything.	One offer in detail.

The sections of a landing page, in order



1) The headline: the same promise as the ad

If the ad says "fast WordPress hosting", the visitor should see the same idea in the first line. A headline that differs from the ad makes them feel they have landed in the wrong place. Add a line below it saying who the offer is for and what they will get.

2) The action button on the first screen

Some visitors decide quickly. Put the main button where it can be seen without scrolling, with text that describes what will happen: "Get a quote" beats "Submit", and "Book a consultation" is clearer than "Click here".

3) Benefits, not specifications

Three to six short benefits, each answering "what do I get?". "You receive your site ready with your domain and email" speaks to the customer more than "responsive design with modern technology".

4) Proof: why should they believe you?

Real past work, client logos used with permission, genuine reviews with real names, or the guarantees you offer. Never write invented testimonials. If they are discovered, they do far more harm than good.

5) Frequently asked questions

Gather the questions customers ask before buying and answer them clearly: price, what is included, how to start, and what happens if they are not satisfied. Every question answered here is one less objection at the moment of ordering.

6) The final call and the form

Close by repeating the offer with the action button or a short form. Ask for the minimum fields. Name and a contact method are usually enough.

From the design desk: Read your landing page from the bottom up. Does every section bring the visitor closer to the button, or distract them? Any section that does not help the decision gets removed or shortened.

Mistakes that lose campaign visitors

- **The full site menu at the top:** it gives visitors exits. Remove it or reduce it to the logo and a contact button.
- **More than one offer on the page:** two offers mean a harder decision. One page per offer.
- **Slow loading:** ad visitors are less patient than others. Compress images and reduce animations.
- **A neglected mobile version:** many social media ad visitors arrive on a phone, so design for them first, as in responsive website design.
- **A form that does not deliver:** test it before launching the ad, and make sure messages reach an inbox you check.

How to measure a landing page

The core measure is the **conversion rate**: out of all visitors, how many took the action you wanted? Connect the page to an analytics tool such as Google Analytics, and record form submissions or

WhatsApp clicks as events. Once you have enough data, test one change at a time, such as the headline wording or the button colour, and compare the results.

Where to build a landing page

You can build it inside your existing WordPress site with a page template that has no menu, or with a page builder. What matters is that it sits on your domain, loads fast and is not tied to the main site menu. If it is for a temporary campaign, it usually does not need to appear in search results.

Example: A cleaning company sent its ads to a home page listing eight services. We built a landing page for one service, move-out apartment cleaning, with a headline matching the ad, a WhatsApp button on the first screen and answers about price and timing. Ad visitors now found what they searched for straight away, without passing seven services that did not concern them.

Writing the headline and button text

Words on a landing page are part of the design, not something added afterwards. Here are weak phrasings next to clearer ones:

Weak	Clearer	Why
Complete solutions for our clients	Your company website with your own domain and email	Says what the visitor gets.
Submit	Send my quote request	Describes what happens on click.
Click here	Chat with us on WhatsApp	Names the contact channel.
The best in the market	Exactly what the offer includes	Replaces a claim with information.

Write the headline before the design. If you cannot sum up the offer in one clear line, the problem is the offer itself, and design will not fix it.

Landing pages and search engines

A temporary landing page for an ad campaign usually does not need to be indexed, and can be kept out of search results so it does not compete with your main service pages for the same keywords. If it is a permanent page for one service that you want people to find on Google, treat it like any service page: a suitable title and description, enough content to answer searchers' questions, and links to it from related pages on your site.

Summary

- One goal, one visitor, one button repeated.
- Order: headline matching the ad, benefits, proof, FAQs, order.
- Remove the menu and distractions, test the form and measure conversion.

We design campaign landing pages as part of our website design service, and on WordPress as part of WordPress website design.

Frequently asked questions

What is a landing page?
A standalone page with one goal. Visitors usually arrive from an ad or campaign, and it asks them to take one action, such as ordering, signing up or getting in touch.

How is a landing page different from a home page?
A home page introduces the whole company with many links. A landing page focuses on one offer and one action with as few links as possible.

Should I remove the menu from a landing page?
It is usually best to remove it or reduce it to the logo and a contact button, so visitors have no exits before deciding.

How long should a landing page be?
As long as the visitor needs to decide. A simple offer needs a short page; an expensive or complex offer needs more explanation and FAQs.

How do I know a landing page is working?

From the conversion rate: the number of people who took the action compared with the number of visitors, with the action recorded as an event in your analytics tool.

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