

Creator Landing Kit - Layout guide

Use this guide to build a clean, conversion-focused landing page. Follow the section order. Keep one promise and one primary action on the first screen.

1. Recommended section order

- â€¢ Hero - brand, headline, one sentence, one primary button
- â€¢ Problem - the pain your buyer feels today
- â€¢ Solution - your method in simple steps
- â€¢ Proof - results, quotes, logos, or short case notes
- â€¢ Offer / pricing - two or three clear plans
- â€¢ FAQ - remove the last buying fears
- â€¢ Final CTA - repeat the offer and the next step

2. First-screen rules

The first screen must answer three questions: Who is this for? What do I get? What should I do next? Do not put a long form, pricing table, or FAQ above the fold.

- â€¢ Brand name must be readable without scrolling
- â€¢ Headline: one idea, maximum two lines on mobile
- â€¢ Supporting sentence: one short line only
- â€¢ Primary button label must be specific (Book a call, Get the kit, Start free)
- â€¢ Secondary link is optional; never compete with the main button

3. Layout and spacing

- â€¢ Reading width: about 720 to 880px for text blocks
- â€¢ Section gaps should feel larger than card gaps
- â€¢ Align left edges of text blocks for a calm professional look
- â€¢ Use one accent colour only (emerald #10B981 is a safe default)
- â€¢ Avoid decorative badges, floating stickers, and emoji rows in the hero

4. Typography

Choose one display or serif face for headlines and one clean sans for body and UI. Do not mix more than two font families.

- â€¢ H1: strong and short
- â€¢ H2: section purpose in one line
- â€¢ Body: 16 to 18px equivalent, comfortable line height
- â€¢ Buttons: sentence case, not all caps

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5. Mobile checks before launch

- [] Headline does not wrap into three awkward lines
- [] Primary button is fully visible without zoom
- [] Tap targets are large enough for thumbs
- [] Images load quickly on mobile data
- [] Price and currency are clear if you sell

6. Common mistakes

- â€¢ Too many CTAs fighting for attention
- â€¢ Weak brand presence on the first screen
- â€¢ Long paragraphs instead of clear claims
- â€¢ Stock photos with no product or place context
- â€¢ Copy that sounds like a children's worksheet

Keep the tone adult, calm, and commercial. Write like a professional studio, not like a classroom handout.