

Landing Page Wireframe Template

Use this wireframe template as a starting point for designing high-converting landing pages.

Wireframe Layout

1. Header Section

Components: Logo, Navigation, CTA button

Best Practices: Keep navigation minimal (3-4 items max), include primary CTA above the fold

2. Hero Section

Components: Headline, Subheadline, Hero image/video, Primary CTA, Social proof (trust badges)

Best Practices: Clear value proposition, benefit-focused headline, contrasting CTA button

3. Benefits Section

Components: 3-4 key benefits with icons, supporting copy for each benefit

Best Practices: Focus on outcomes, not features, use scannable format

4. Social Proof Section

Components: Customer testimonials, review stars, client logos, case study links

Best Practices: Include photos when possible, add specific results, use real names/titles

5. Features Section

Components: Feature details, screenshots or diagrams, how-it-works steps

Best Practices: Use visuals to explain complex features, group related features

6. Pricing Section (Optional)

Components: Pricing tiers, feature comparison, highlighted recommended plan

7. FAQ Section

Components: Accordion or list of common questions, concise answers

Best Practices: Address genuine objections, keep answers scannable

8. Final CTA Section

Components: Reinforcing headline, final CTA button, urgency element if applicable

9. Footer

Components: Links, contact info, social icons, legal links, copyright

Design Checklist

- Mobile-responsive design
- Clear visual hierarchy
- Consistent with brand guidelines
- Fast loading time (< 3 seconds)
- Accessible (WCAG 2.1 AA compliant)
- Cross-browser testing completed
- Form fields optimized for conversion

Trust signals prominently displayed

Exit-intent pop-up considered

Analytics tracking implemented