

LEADHARBOR STUDIO

Lead Page Blueprint

FROM TRAFFIC TO A QUALIFIED ENQUIRY

A practical, fill-in-the-blanks system for shaping one service, one page and one obvious next step - without rebuilding an entire website.

INSIDE

Offer formula / page map / proof plan / prompt pack

mobile QA / 72-hour build plan / measurement sheet

VERSION 1.0



The one-page conversion model

A lead page is not a smaller website. It is a controlled route from one visitor problem to one useful business action.

01

Traffic

Name the specific source: local search, paid campaign, referral, social post or existing website traffic. Mixed traffic creates mixed intent.

02

Clear offer

Translate one service into a concrete outcome, with a believable mechanism, explicit scope and a reason to act now.

03

Qualified enquiry

Ask for only the information needed to decide the next step. The page should filter, not merely collect.



Choose the one service

A focused page becomes persuasive when every section points to the same buyer, problem and action.

BUYER

Who is already looking for this service and can approve the purchase?

URGENT PROBLEM

What is happening now that makes delay costly or uncomfortable?

DESIRED OUTCOME

What visible result should the buyer expect after the engagement?

PRIMARY ACTION

Choose one: request a quote, book a call, WhatsApp, purchase or apply.



Write the offer in one sentence

Use the formula below as a constraint, then remove every word that does not change the buyer's decision.

Offer formula

We help [specific buyer] get [specific outcome] through [believable mechanism] in [timeframe or scope] without [primary objection].

DRAFT 1

Write the complete sentence.

PROOF EDIT

Underline the words you can prove. Remove or qualify the rest.

FINAL HEADLINE

Shorten the promise to 6-12 words while keeping the buyer and outcome.



The seven-section page map

Keep the sequence. Change the depth. A low-risk local service may need one proof block; a high-consideration offer may need three.

01

Above the fold

Buyer + outcome + mechanism + primary action.

02

Problem recognition

Show the costly friction in the buyer's own language.

03

Solution mechanism

Explain how the service creates the outcome.

04

Proof

Use real work, specific examples, process evidence or credentials.

05

Scope

State what is included, excluded and required from the client.

06

Objection removal

Answer timing, risk, ownership and fit questions.

07

Decision block

Repeat the offer, price logic and one next step.



The five-second test

A new visitor should understand what this is, who it is for and what to do next before scrolling.



Headline names a result, not a vague quality.



Mobile view shows the action without hunting.



Supporting line explains the method or scope.



No competing menu item looks more important.



Primary action uses a verb and a clear expectation.



No stock claim such as 'best' or 'world-class'.



One proof signal appears near the action.



The visual supports the offer rather than decorating it.

Quick test

Show only the first screen to someone unfamiliar with the business for five seconds. Ask: **What is offered? Who is it for? What would you click?** Rewrite until all three answers match your intent.



Build a proof stack

Proof is strongest when it is specific, verifiable and placed beside the claim it supports.



Before/after example with context



Credential relevant to the decision



Named client quote with permission



Transparent scope and exclusions



Real work sample or annotated screenshot



Ownership and handover statement



Process evidence: steps, tools or quality checks



No invented logos, numbers or testimonials

PRIMARY CLAIM

What is the most important statement on the page?

AVAILABLE PROOF

What real evidence directly supports it?

PROOF GAP

What must be collected before publishing?



Ask less, learn enough

Every extra field lowers completion. Every missing qualification question creates manual follow-up. Keep only fields that change the next step.

Keep

Name, business email, website or location, service need and one fit question. Add consent when storing or using the enquiry.

Remove

Fields collected 'just in case', account creation before value, open-ended essays and multiple competing contact methods.

Recommended confirmation message

Thanks - your request is saved. We will review the website and reply with the clearest next step within [realistic response window].



Form works on mobile.



Success state confirms what happens next.



Required fields are clearly marked.



Submission is stored or routed reliably.



Errors explain how to fix the input.



Spam protection does not block real buyers.



Use AI as an editor, not a source of facts

Paste your verified business information into the brackets. Never ask a model to invent testimonials, performance figures or credentials.

PROMPT 01 / OFFER

Act as a conversion copy editor. Using only the verified facts below, produce five one-sentence offers for [buyer] who needs [outcome]. Keep the mechanism [method], scope [scope] and objection [objection]. Flag every claim that requires proof. Facts: [paste facts].

PROMPT 02 / OBJECTIONS

List the ten questions a cautious buyer would ask before choosing [service]. Group them under fit, timing, risk, ownership and price. Answer only from these verified facts: [paste facts]. Mark missing information as NEEDS INPUT.

PROMPT 03 / MOBILE EDIT

Rewrite the copy below for a mobile lead page. Keep sentences under 18 words, use one idea per paragraph, preserve all factual qualifiers and make the primary action [CTA] explicit. Copy: [paste copy].



The 72-hour implementation sprint

The clock starts only after the offer, factual claims, required access and one approver are confirmed.

0-6h

Lock the brief

Buyer, offer, action, proof, scope, exclusions, access.

6-18h

Message architecture

Headline, section order, objection map and form fields.

18-42h

Build

Responsive page, lead route, analytics events and success state.

42-60h

QA

Mobile, desktop, keyboard, links, form storage, speed and claims.

60-72h

Approval + launch

One consolidated review, corrections, handover and go-live.



Track decisions, not vanity

Measure whether the page creates qualified next steps. Traffic alone cannot tell you whether the offer or path is working.

01

Visitors

Unique people who reached the page.

02

Primary CTA clicks

Intent before form or checkout completion.

03

Qualified enquiries

Submissions that meet the minimum fit criteria.

04

Booked or paid

The actual commercial next step.

05

Lead conversion

Qualified enquiries / visitors.

06

Close conversion

Booked or paid / qualified enquiries.



The final go-live checklist

Run the page like a buyer, not its author. Test the real route from source to confirmation.



Custom domain and HTTPS work.



Business email receives a real external test.



Headline matches the campaign or traffic source.



Analytics records the primary conversion.



All factual claims are approved.



Privacy and consent language match actual data use.



Primary CTA works on iPhone and Android sizes.



No placeholder, fake proof or broken link remains.



Form or checkout completes successfully.



The client owns final access and assets.



Confirmation explains the next step.



A rollback or correction path is known.

NEXT STEP

Choose one service and complete pages 3-4. Those two decisions give you enough material to draft the first screen today.