

# SaaS landing page blueprint

Headline: what it is  
who is it for

visual reflecting  
the copy

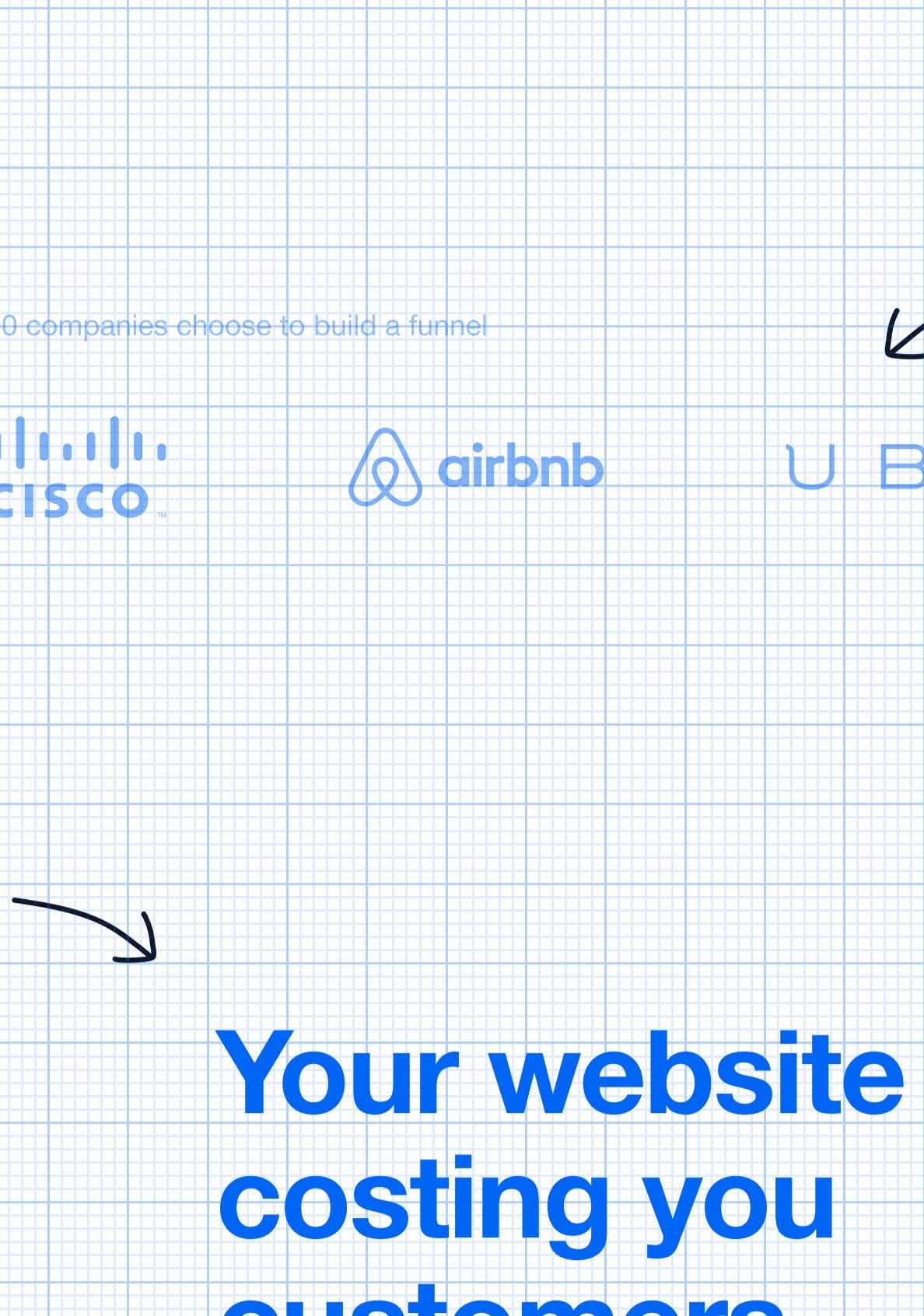
unique value  
proposition

## High converting websites for SaaS startups

Build beautiful websites to convert more of your visitors  
into paying customers.

Get 30 days FREE

No credit card required. Cancel anytime.



Handles the  
top objection

More than 14 million people across 200,000 companies choose to build a funnel.

ebay

CNN

Google

duolingo

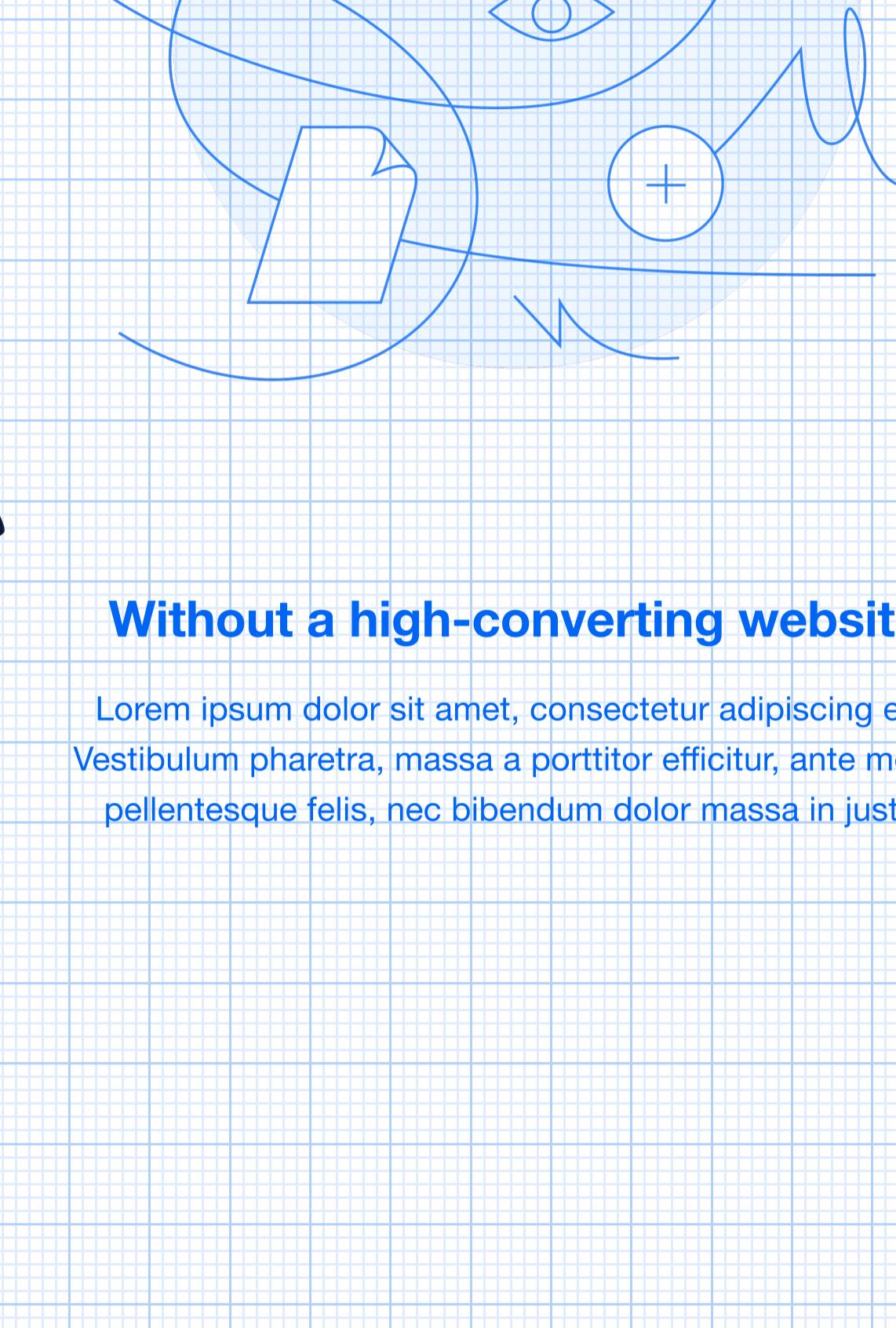
cisco

airbnb

U B E R

optional: well-  
know brands as  
customers

The Problem



## Your website is costing you customers

Spending every waking hour marketing your product,  
but struggling to sign up new customers? There's  
probably a ton of pressure on you to get more  
customers.

But design is hard. Finding the right customers is hard.  
You're giving your all.

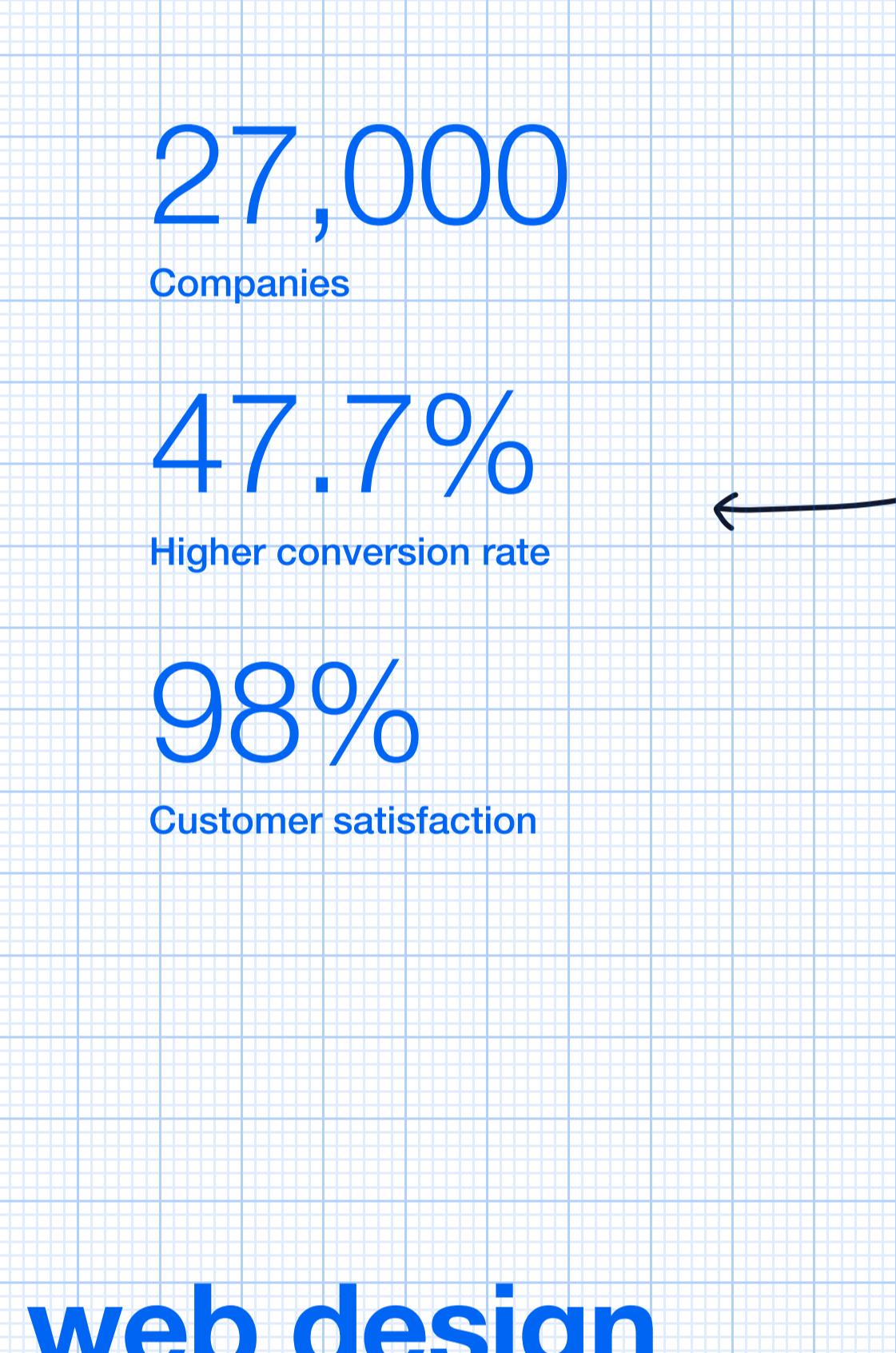
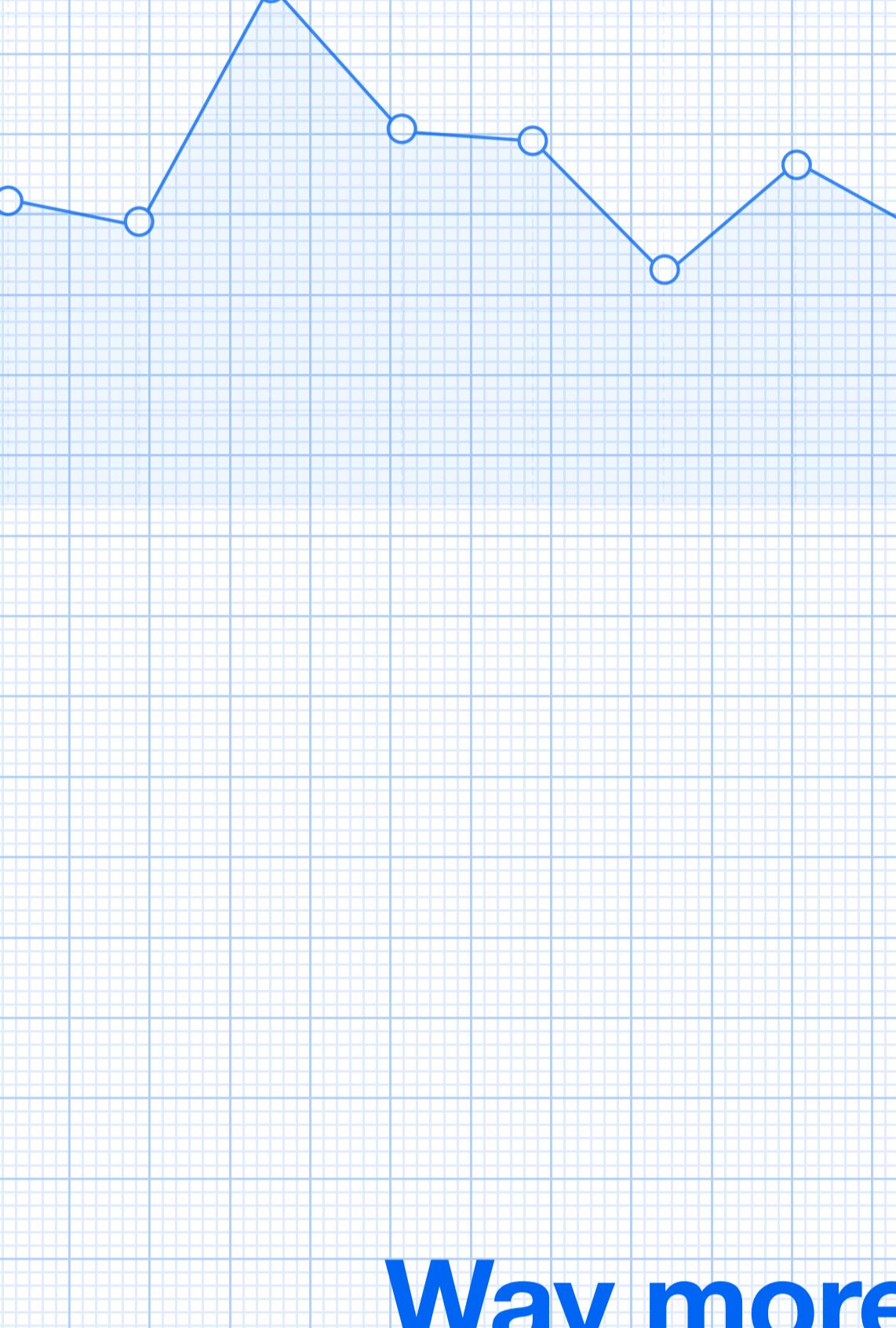
And yet, customers don't convert.

Agitate: use  
emotional  
language to  
describe how  
your prospect  
feels

The Solution

## The high-converting website is the secret to your startup's success

Before



After

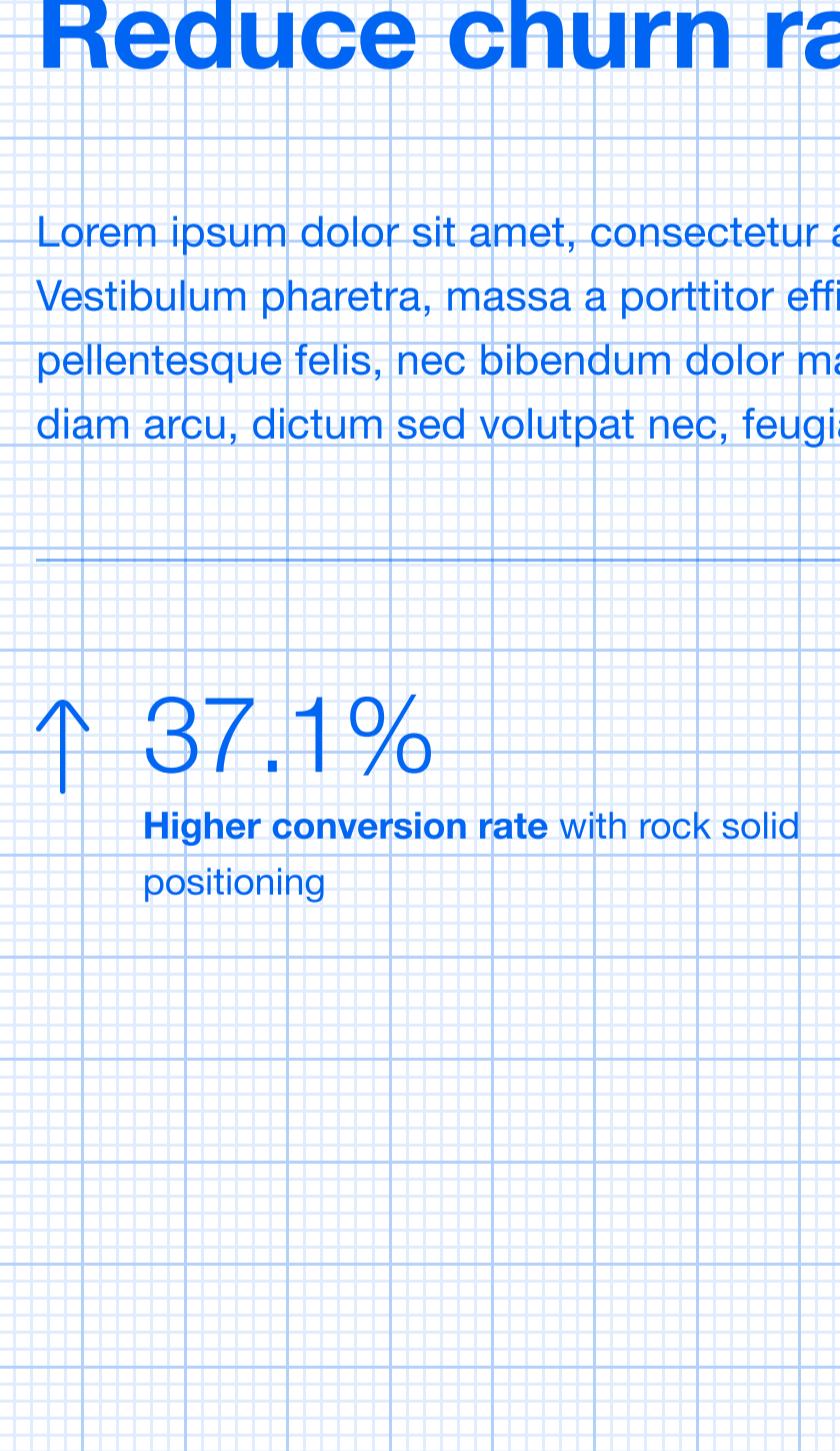
Without a high-converting website

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Three steps to  
success

## How we help you grow



### Craft crystal-clear messaging

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### Get a conversion focused design

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum pharetra, massa a porttitor efficitur.

↑ 37.1%

Higher conversion rate with rock solid  
positioning

27,000

Companies

47.7%

Higher conversion rate

98%

Customer satisfaction

Authority:  
Stats, customer  
results

Battle tested and  
proven results

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↑ 57.7%

Higher conversion rate with strategic  
design combined with solid positioning

## Way more than web design

Evidence: the claim  
backed up with stats

value: benefit  
translated into  
what customers  
value.

### SOLID POSITIONING

#### Reduce churn rate

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↑ 37.1%

Higher conversion rate with rock solid  
positioning

### DESIGN + POSITIONING

#### Powerful alone, unbeatable together

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Feature  
Benefit: What  
benefit  
this feature  
enables

call to action with  
low-friction words

Get 30 days FREE

### CRYSTAL CLEAR MESSAGING

#### Convert more visitors into customers

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↑ 47.7%

Higher conversion rate with crystal  
clear messaging

Evidence: the claim  
backed up with stats

### FAQS THAT HANDLE OBJECTIONS

#### Frequently asked questions

Is there something I need to install?

>

Where can I learn more about how to get started?

>

Can you guarantee results?

>

Do you provide customer support?

>

Will I automatically be charged when my trial ends?

>

### TESTIMONIALS

Name Surname  
Description

Name