Landing Page Wireframe

A service landing page that turns ad clicks into calls. The purple italic text in each block is the copy prompt.

1. HERO (ABOVE THE FOLD)

Headline: the service + the place + the outcome
"Blocked drain cleared today, Joondalup and northern suburbs." Match the words in your ad. If the ad says "same day", the headline says "same day".

Sub-headline: the one objection, answered
"Fixed price quoted before we start. Licensed, insured, 4.9 stars from 212 reviews."

Get a fixed quote | Call 0400 000 000

One button, one phone number. The button goes to the form below or opens a call on mobile.

Photo of you or your team at work, in uniform, in the local area. No stock photos.

2. TRUST STRIP

- ★★★★★ *Google rating + count*
- *Licence or registration number*
- *Years in business / jobs done*
- *"Fully insured" or association logo*

3. THREE BENEFITS

Benefit 1 (speed)
What the customer gets, not what you do. "On site within 2 hours, or the call-out is free."

Benefit 2 (certainty)
"Price agreed before work starts. No surprises on the invoice."

Benefit 3 (ease)
"We clean up, test everything, and text you the invoice. Done."

4. HOW IT WORKS

1. You call or send the form
What happens in the first 10 minutes. "We call back within 15 minutes, 7am to 7pm."

2. We quote
How, and how fast. "Fixed price by text or on site, your choice."

3. Job done
The finish line. "Same day for most jobs. Guarantee in writing."

5. PROOF: REVIEWS

★★★★★ *Real Google review, 2 to 3 lines, mentioning the suburb or the job type. First name and suburb under it.*

★★★★★ *Second review, different job type. Pick ones that answer an objection ("cheaper than the quote I had").*

★★★★★ *Third review, or a before/after photo pair. Link "Read all 212 reviews" to Google.*

6. OFFER + FORM

The offer, with a deadline
One specific thing: "$0 call-out for bookings made by 31 March 2027" or "Free 15-minute phone assessment". Say exactly what they get and by when. Repeat the phone number here.

Form: 3 fields maximum
Name, mobile, "What do you need?" Button says the outcome: "Get my fixed quote", not "Submit". Under it: "We reply within 15 minutes, 7am to 7pm."

7. FAQ (4 TO 6 QUESTIONS)

The questions people ask on the phone: Do you charge a call-out fee? How soon can you come? Do you service [suburb]? Are you licensed and insured? What payment do you take? Is there a guarantee? Answer each in two sentences.

8. FINAL CTA

Headline repeats the outcome
"Ready to get it sorted? Call now or send the form, and we'll be in touch within 15 minutes." Then the phone number, large.

Call 0400 000 000

Footer: business name, ABN, licence number, privacy link. No menu, no social icons, no links to the rest of the website.

9. Sticky mobile call bar fixed to the bottom of the screen on phones, visible while scrolling — Call now

A landing page is not a homepage

Your homepage does ten jobs: introduce the business, list every service, link to the about page and the blog. A landing page does one. Someone clicked an ad for "emergency plumber Joondalup", so the page talks about emergency plumbing in Joondalup and nothing else. That is why a landing page usually converts ad traffic at two to three times the rate of a homepage.

One offer

One service for one type of customer. Ads for three services need three landing pages.

One action

Call or send the form. Every button does one of those two things. No "learn more", no newsletter sign-up.

No navigation

No menu, footer links or social icons. Every link off the page is an exit you paid for.

Copy checklist

- [ ] **The headline uses the same words as the ad**
  Google scores this as landing page relevance and it lowers your cost per click.
- [ ] **The phone number and the suburb are visible without scrolling, on a phone**
  The number is a tap-to-call link (tel:0400000000), not just text.
- [ ] **Every benefit is about the customer, not about you**
  "Family owned since 1998" is about you. "The same plumber every time, and he answers his phone" is about them.
- [ ] **There is a specific offer with a date**
  "Free quote" is not an offer; everyone gives free quotes. "$0 call-out for bookings by 31 March 2027" is.
- [ ] **The reviews are real and recent**
  Copied word for word from Google, with first name and suburb. The ACCC treats fake reviews as misleading conduct.
- [ ] **The form has three fields or fewer and the button says what happens**
  "Get my fixed quote", never "Submit". Ask for the rest on the phone.
- [ ] **Price is mentioned, or the reason it can't be**
  "Most jobs $180 to $450" or "Fixed price quoted on site, nothing to pay for the visit". Silence on price reads as expensive.
- [ ] **The page loads in under 3 seconds on mobile**
  Test at pagespeed.web.dev; Door 10 has the fixes.
- [ ] **Someone who isn't you has read it**
  Ask: "What would you do on this page?" If the answer isn't "call" or "fill in the form", fix it.

How to build it

Canva Websites (easiest, free). Canva, Create a design, Website. Pick a one-page template and rebuild the nine blocks in order. Publish to a canva.site address or your own sub-domain (offers.yourbusiness.com.au). Forms are limited: use a call button plus a link to your booking tool. Half a day.

Elementor or your WordPress builder. New page, template "Canvas" or "Blank" (removes menu and footer). Build the blocks with sections and columns, use the form widget, and make a one-row section "Sticky: bottom", mobile only, for the call bar. One day.

Ask JOGO. We build the page as part of a Google Ads campaign or as a stand-alone job on your WordPress site, write the copy from a 20-minute call, and set up the tracking.

Connecting it to a Google Ads campaign

1. **One landing page per ad group.**
   An ad group is a bundle of closely related keywords ("blocked drain", "drain cleaning"). Each gets its own page whose headline matches. Copy the page, change the headline, benefits and FAQ, keep the structure.

2. **Add UTM tags to the final URL.**
   The ad's final URL becomes **yoursite.com.au/drains?utm_source=google&utm_medium=cpc&utm_campaign=plumbing-feb27**. Build them at ga-dev-tools.google/campaign-url-builder; they keep the traffic readable in GA4 and every other tool.

3. **Set up conversion tracking before you spend a dollar.**
   Two conversions: form and call. For the form, send people to a /thanks page, make a GA4 key event on it, import it into Google Ads. For calls, turn on call reporting and the "clicks on phone number" conversion. Without this you can't see cost per lead.

4. **Check the whole path on your phone.**
   Click your own ad once, fill in the form, confirm the email arrives and the conversion shows in Google Ads within a day. Repeat for the call button.

5. **Review after two weeks, change one thing at a time.**
   Clicks but no conversions: the page is the problem, change the headline or offer first. No clicks: the ad or keywords are. Change one block, wait two weeks, compare. Benchmark: 1 in 10 visitors enquiring is good, 1 in 20 normal, worse than 1 in 30 means the page is wrong.

Want the page and the campaign built together?

Three-month Google Ads campaign with landing page and tracking, $1,000 + GST a month. The $550 audit is free when you start in Feb or Mar.

tidycal.com/ming/lets-jogo