

Landing Page Wireframe

Playbook Digital

This wireframe outlines the recommended layout for a Google Ads Game Plan landing page, built using the Decision Experience Framework.

About the Decision Experience Framework

This framework is designed to reduce friction and strengthen persuasion by addressing the core questions your audience needs answered before they take action—these are called Decision Factors.

By structuring your landing page around these factors, you guide visitors through a smooth, confident decision-making process.

Decision Factors

Your audience uses these seven factors to assess your offer. The wireframe has been intentionally structured to support each one. On the left-hand side, you'll find a visual key that shows how each section of the page contributes to answering these factors effectively.

- Clarity**
What is it?
- Credibility**
Can I trust it?
- Value**
Is it worth the cost?
- Expectations**
What happens next?
- Relevance**
Is it right for me?
- Motivation**
Do I need it?
- Reassurance**
Is it low risk?

Hero Copy

Rewrite the hero copy to make a bold, specific promise. This paints a clear picture of what clients can achieve by working with you.

Calls-to-Action (CTAs)

No changes

Reviews

Move verified reviews higher on the page to make them more prominent and build trust through social proof. They're currently located near the bottom of the page, which makes them easy to miss.

Offer

Introduce your core offer and show the price upfront so visitors can quickly see if it fits their budget.

Outline what's included in the service and reinforce your main CTA — the free analysis.

Frame the cost in a way that matches how clients typically pay, whether as a one-time fee or split into monthly payments (e.g., \$2,497 total or \$832/month for 3 months).

Process

Present your process visually, with a clear and specific timeline. This helps set expectations for how the project will progress and reinforces the 90-day results promise.

FAQ

Add an FAQ section to answer common questions and objections, provide more specific details about your service, and reduce perceived risk—for example, by offering a money-back guarantee or free cancellation.

Main Navigation

Remove the drop-down menu under 'Digital Marketing Services' unless each service has its own dedicated page. Currently, the only item in the drop-down is 'Website Development', which gives a false impression that this is your only service.

Hero Image

Replace the hero image with one that represents your target audience—such as a window installer or contractor.

To increase relevance for Canadian visitors, consider adding a national symbol like the Canadian flag.

Business Types & Case Studies

Move the list of business types higher on the page to help visitors quickly assess if they're a good fit.

Link directly to relevant case studies and highlight key success metrics up front so visitors can see the results without needing to click through.

Call-to-Action (CTA)

Repeat your main CTA to encourage visitors to take action.

