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?

Relevance

Is it right for me?

Credibility Can I trust it?

Motivation

Do I need it?

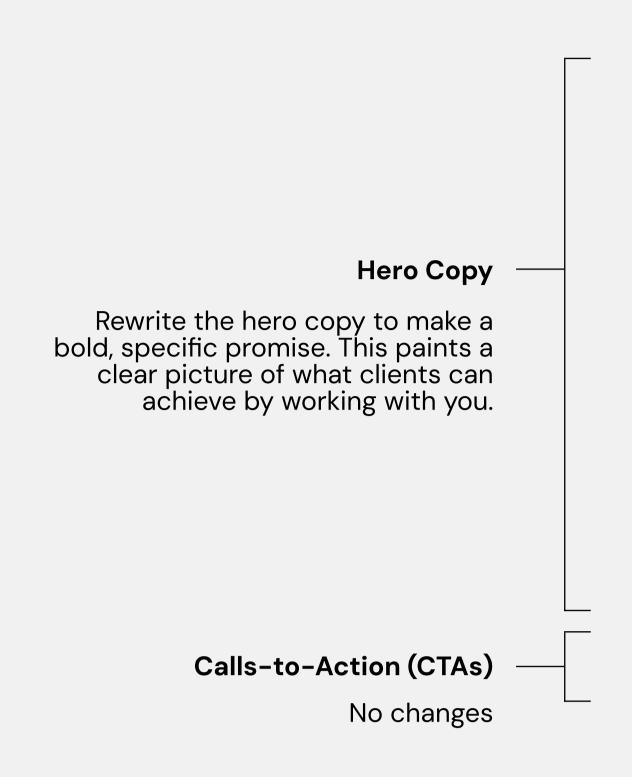
Value Is it worth the cost?

Reassurance

Free Analysis

Is it low risk?

Expectations What happens next?



Get more jobs from Google Ads

Get more leads for your local business in 90 days with full-service ads management.

FREE Google Ads Analysis

Contact Us



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

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

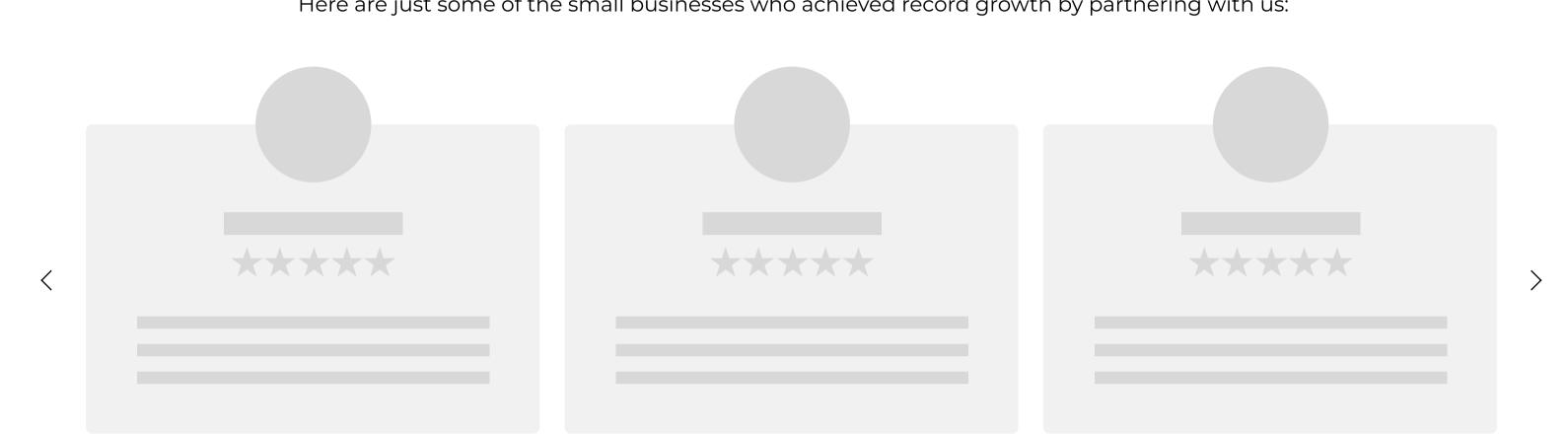
installer or contractor.

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.

Trusted by local Canadian businesses

Here are just some of the small businesses who achieved record growth by partnering with us:



B2B or B2C, we've got you covered

Construction +620% revenue

Read case study

Manufacturing +171% leads

Read case study

And more Landscaping

Fencing

Pest Control **Home Services**

> Cleaning Renovations

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

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.

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 — thé 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).

Google Ads Game Plan

Get My FREE Analysis

Price: \$2,497 Start for free with a complimentary Google Ads Analysis



Get more qualified leads in 90 days

Weeks 3-4

Audit &

Assess

Weeks 1-2

Launch

Weeks 5-12

Build &

Optimize & Improve

Analyze & Report

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.

Frequently Asked Questions (FAQ)

Get started with your free Google Ads Analysis

Get My FREE Analysis

Call-to-Action (CTA) Repeat your main CTA to encourage

visitors to take action.