Website and Landing Page Copy: Increase Conversion Rates With A Classic Story Arc

Next Steps

- Strong Call-To-Action
- "Hand Hold": Make it clear what action the prospect should take and what will happen when they do.

Now What?

- Reiterate
- Reinforce

Plot Point #3: Why Your School?

- Social Proof
- School specific benefits

Plot Point #2: Why Now?

- Career outlook stats
- Industry trend reports
- Employment data for your area

Plot Point #1: Why This Career?

- Character traits of successful professionals in this field
- Copy that highlights the main appeal of the career

Opening Scene

- Logo
- Hero Image
- Headline
- Form Call-To-Action

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