LANDING PAGE DESIGN

Welcome.

Unlock the Power of a High-Converting Landing Page

In today's competitive marketplace, a powerful landing page isn't just a web section—it's the engine of your campaign performance. It communicates your value in seconds, guides visitors with clarity, and drives measurable business outcomes.

At Round Table Agency, our goal is to craft landing pages with timeless impact through a collaborative and strategic design process.

This brochure explains our process, philosophy, and commitment to digital excellence in detail.

What Makes a Landing Page Effective?

A great landing page is simple, memorable, versatile, and communicates your offer's personality and value. It's the first impression your campaign makes, the focused experience tied to ads, emails, and social traffic.

A well-designed landing page:

- Instantly clarifies your value proposition and desired action
- Looks professional and trustworthy across all devices
- Builds confidence and reduces friction throughout the journey
- Sets you apart from competitors and template-driven pages

Our focus is on delivering landing pages that tick all these boxes, leaving you with an experience that lasts.

Approach.

Collaborative, Strategic, Creative

We believe landing page design should never be a one-size-fits-all process. Each client, campaign, and audience is unique. Here's how we ensure our process works for you:

- **Collaboration**: We work side-by-side with you, welcoming your ideas, feedback, and vision throughout all steps.

- **Strategy**: Every design decision is grounded in research and clear objectives.

- **Creativity**: Our talented designers bring fresh, innovative thinking to every project.

- **Transparency**: You're involved and informed at each milestone.

Let's break down how this all unfolds.

Getting to Know You (and Your Brand)

Purpose

No two campaigns are ever truly alike. The discovery phase ensures we lay a strong foundation by understanding your business, goals, and unique vision.

Methods

We start with in-depth consultations, often combining in-person or virtual interviews with comprehensive questionnaires. In this vital step, we seek to answer:

- What is your campaign's primary objective (lead, sale, signup)?
- What core benefits and proof points matter most to your audience?
- Who is your target audience and what do they need to see to act?
- What differentiates your offer from competitors?
- Are there specific messages, visuals, or compliance requirements to include?

What We Collect

- Your brand and campaign history, goals, and constraints
- Details about your offer, pricing, guarantees, and social proof
- Insights on your audience demographics, needs, and pain points
- Notes about existing assets, color or style preferences, and platforms
- Examples of pages you love (and why)

Your Role

Open, honest communication here is key. We encourage you to share reference materials and speak candidly about what you like or dislike.

Result

A shared understanding: by the phase's end, we've documented a detailed creative brief summarizing everything learned.

This creative brief becomes the "north star" for the rest of our work together.

Step 1
Discovery.

Exploring the Landscape

Purpose

Understanding your market and competitors is essential. Effective landing page design exists within a context; knowing the visual and UX conventions of your industry empowers us to create a page that's both relevant and original.

What We Do

- **Market Analysis:** We investigate content and design trends across your category. For example, SaaS often emphasizes clarity and social proof, while DTC may lean on lifestyle imagery and urgency cues.

- **Competitor Audit:** We analyze direct and indirect competitor pages—what structures they use, which CTAs prevail, what resonates, and where there are opportunities for differentiation.

- **Audience Research:** Understanding the messaging and visual cues your audience responds to. Which headlines, proof elements, and layouts will connect or stand out?

- **Conversion Principles:** We reference established UX and CRO best practices to guide hierarchy, readability, and trust-building.

Deliverable

We summarize these findings into a visual and written report—often including mood boards, reference layouts, and preliminary ideas.

Your Role

Review the research output and highlight what resonates most with you or sparks new ideas.

Step 2 # Research.

Setting the Direction

Purpose

Landing page design should always be intentional and strategic. With research and discovery in place, we hone in on a focused direction.

Activities

- **Crafting a Value Proposition:** We articulate, in a few words or sentences, what makes your offer compelling. This message influences the layout, copy tone, and CTA strategy.

- **Mood Board Development:** Our designers create one or more mood boards—collages of colors, imagery, typography, and UI patterns—that visually express the direction we propose.

- **Content and Wireframe Strategy:** We outline key sections (hero, benefits, proof, offer details, FAQs) and define hierarchy based on user intent.

Our Approach

We don't guess or follow the latest fads blindly. Each element is thoughtfully chosen to support your positioning and conversion goals.

Your Role

You review and provide guidance for the mood boards and strategy. This early feedback ensures alignment before concept development begins.

Step 3 **Strategy.**

Ideas Take Shape

Purpose

The creative heart of the process—transforming ideas into actionable landing page concepts.

Our Artists at Work

- **Brainstorming Sessions:** Our team gathers to ideate structure, content flow, and interaction patterns—from minimalist lead-gen pages to long-form sales pages.

- **Initial Wireframes:** Multiple low-fidelity wireframes are created to explore layouts and information hierarchy. This "quantity over quality" stage unlocks the full potential of creative thinking.

- **Narrowing Down:** We evaluate initial wireframes based on uniqueness, fit with your brief, and long-term viability. Only the most promising concepts move forward.

Factors We Consider

- Is the hero section clear, with a strong headline and immediate CTA?

- Does the page hierarchy guide attention logically toward conversion?

- Can the layout scale and adapt responsively across devices?

- Is the page visually balanced, readable, and on-brand?

Your Role

While you won't see every rough wireframe, we often share intermediary ideas to ensure we're on the right track, especially if a novel direction is proposed.

Step 4
Concept.

From Paper to Pixel

Purpose

Now, our selected wireframes are transformed into professional, high-fidelity designs using top-tier design tools.

Our Digital Toolkit

Using industry-standard software—such as Figma, Adobe XD, or Sketch—we meticulously craft pixel-perfect, responsive layouts and reusable components.

What Happens Here

- Multiple landing page variations are developed, exploring layout, content hierarchy, and call-to-action adjustments.

- Attention to precision—every spacing rule, grid, and typographic element is calibrated for maximum clarity and conversion.

- Each variant is "stress-tested" across different devices and environments (for example, on desktop, tablets, mobile phones, and varying screen densities).

Accessibility & Modern Design

A professional landing page's impact depends on accessibility—usability for all, including those with vision impairments or using assistive technologies. We use accessible color choices (WCAG compliant) and test contrasts.

Your Role

We share 2–4 well-developed digital concepts with you, each accompanied by explanatory notes and real-world mockups.

Step 5 **Rendering.**

Step 6

Presentation.

Your Landing Page, Brought to Life

The Presentation

At a dedicated review session, we unveil each landing page proposal. For each concept, we provide:

- A rationale—why this design matches your campaign and goals

- A visual showcase—including mockups on desktop, tablet, and mobile devices

- Notes on performance and user experience (how the page guides users toward the conversion goal)

Our Commitment

No tricks, no surprises. All concepts are original, professional, and created specifically for your business.

Your Role

- Review each design in detail, considering how it "feels" and functions

- Ask any questions—about hierarchy, copy emphasis, or adaptability

- Provide open, honest feedback: what do you love? What concerns you? What would you change?

The Next Steps

Based on your feedback, we'll combine your favorite elements, tweak options, or go back to the drawing board if needed.

Polishing Your Page

Purpose

Landing page perfection is a process—great ideas are made greater by refinement.

We believe in unlimited iterations until you're delighted.

The Refinement Process

- Minor and major revisions to your chosen concept(s)

- Tweaking color schemes, font choices, spacing, imagery, and CTA prominence as needed

- Repetition: we present revised versions for your input, making incremental improvements based on your fresh perspective

Testing Across Mediums

Before final approval, we test the page in all intended contexts:

- Desktop, tablet, and mobile breakpoints

- Multiple browsers and accessibility modes

- Various content lengths and localization scenarios

- Performance considerations (image optimization and loading states)

Protecting Versatility

We confirm your logo works beautifully in:

- Light and dark environments

- High-contrast and low-light settings

- Different content densities and layout variants

Your Role

Provide detailed feedback and ask us to "push" certain options further until you're completely confident in your selection.

Step 7 # Revisions.

Your Conversion Engine, Ready for the World

What You Receive

A professional landing page package including:

- **Design Files:** (.FIG, .XD, .SKETCH)—fully editable and organized

- **Exported Assets:** (.SVG, .PNG, .JPG, .WEBP)—optimized for fast loading

- **Responsive Variations:** Desktop, tablet, and mobile designs

- **Handoff Documentation:** Usage rules—spacing, components, do's and don'ts, official colors (HEX, RGB), typography, and content guidelines

- **Developer Spec:** Redlines, style tokens, and annotations for smooth build

Extra Support

- Consultation on page launch—where and how to introduce your new page

- Access to our design team for any additional needs, such as A/B test variants or thank-you page designs

Safeguarding Your Investment

We recommend analytics, conversion tracking, and privacy compliance reviews for your new page and are happy to advise you on next steps.

Step 8
Delivery.

Beyond the Page.

Conversion Funnels & Campaign Expansion

An effective landing page is the springboard for your entire growth ecosystem.

Upon request, we can develop:

· Thank-you and post-conversion pages

· Email nurture sequences and CRM workflows

· Ad creative suites (social, display, search)

· Content modules and asset libraries for scale

· Comprehensive design systems for ongoing campaigns)

Our goal is always to help you build a consistent, attractive, and effective digital presence.

Case Studies.

Landing Pages in Action

Case Study: Royal, Yacht Charter Company

When Royal launched its luxury yacht charter service, it needed a high-converting landing page to showcase itineraries and secure bookings. We designed an immersive, mobile-first experience featuring cinematic hero video, route highlights, transparent pricing, real-time availability, and prominent trust signals, wrapped in an elegant navy-and-gold palette with refined typography to convey exclusivity and ease.

Case Study: Reyes & Johnson, Law Firm

Reyes & Johnson needed to turn search and referrals into consultations, we built a mobile-first landing page with a plain-language promise, practice-area filters, attorney credentials and case outcomes, testimonials, and a two-step intake with calendar scheduling and click-to-call—set in a confident navy-ivory system. Faster to load, ADA-compliant, and optimized for local SEO, it builds trust and drives more qualified bookings.

Case Study: Regina Keller, Shopify Women's Apparel

We launched a conversion-focused Shopify store with editorial lookbooks, size-inclusive filters, a fit-finder, rich product pages with video and reviews, and one-tap checkout—wrapped in a refined blush-and-charcoal palette and modern serif/sans typography to convey effortless femininity. Sticky add-to-cart, free-returns messaging, Shop Pay/Afterpay, and Klaviyo automations lifted conversion and AOV.

Insights.

Why Invest in Professional Landing Page Design?

The Psychology of First Impressions

A landing page isn't "just a web page"—it's a psychological trigger. Humans form opinions in seconds, so an effective page makes a positive impression even before a single form field is filled.

Professional landing page design:

- Builds subconscious associations (trust, credibility, modernity, expertise, etc.)

- Encourages memorability—think of clear, consistent experiences you recognize and trust

- Acts as a "shortcut" for users amid information overload by guiding attention and reducing friction

Common Landing Page Mistakes to Avoid

We see these pitfalls time and time again with DIY or template-driven pages:

- **Complexity:** Cluttered layouts and too many choices overwhelm users and suppress conversions.

- **Imitation:** Copycat templates erode trust and make it harder to differentiate your offer.

- **Illegibility:** Weak hierarchy and typography cause users to miss key messages and CTAs.

- **Color Dependence:** Critical cues shouldn't rely solely on color; ensure contrast and multiple indicators for accessibility.

By choosing a professional process, you avoid these risks and gain a landing page that's built to last.

Frequently Asked Questions

How long does the process take?

Typically, our landing page design projects run 2–4 weeks. Timelines depend on project complexity and how quickly feedback/approvals are received. We always strive to meet your needs and schedule.

How many logo concepts will I receive?

We usually present 2–4 thoroughly developed page concepts, each crafted to meet your strategic brief.

Can I request unlimited revisions?

Absolutely! We want you to love your page. We offer unlimited rounds of refinement within the original scope until you are fully satisfied.

Will I receive all necessary file types?

Yes. Every project includes editable design files and exported assets ready for web use. We also provide responsive variations and developer-ready specifications.

Is my landing page unique?

100% yes—no templates, no generic clones. All designs are custom-created from scratch for your campaign.

What if I need more than just a landing page?

Our studio specializes in end-to-end campaign assets. We can develop thank-you pages, email sequences, ad creative, analytics dashboards, and more. Just ask!

Will I own my logo?

You receive full copyright and intellectual property rights to the design deliverables upon final payment and delivery, unless agreed differently in your contract.

FAQ's.

Tips for Making the Most of Your Landing Page Project

- **Be Open:** Share your goals, KPIs, and "big picture" vision early to avoid surprises later.

- **Think Ahead:** Visualize the entire journey—from the ad click to the confirmation state.

- **Be Timely:** Prompt feedback keeps the process moving smoothly.

- **Trust the Process:** Professional designers want you to succeed; sometimes data-driven layouts outperform purely aesthetic choices.

- **Use Your Handoff Guide:** Consistency in development and content updates sustains performance.

- **Protect Your Page:** Implement analytics, heatmaps, and A/B testing—then iterate.

Tips.

Landing Page Design

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We are Round Table

We are Round Table Agency, a creative studio rooted in Detroit, Michigan. We craft brand identities — from naming and visual language to tone of voice and storytelling. We lead creative direction, design digital experiences, and build campaigns that connect. Along the way, we collaborate with strategists, developers, photographers, and musicians to help shape companies, products, and ideas into something meaningful.

What We Do

Brand strategy, Positioning, Naming, Identity design, Copywriting, Verbal identity, Logos & Marks, Guidelines, Editorial design, Art direction, Digital design, Motion, Social content, and Campaigns.

Why We Do It

We believe in design that speaks clearly. Work that is thoughtful, inclusive, and distinct. Work that simplifies the complex and brings clarity to the clutter. We aim to solve real problems — to make brands more useful, more beautiful, and more engaging.

How We Work

There's no fixed framework here. No rigid models or fancy acronyms. Our process shifts with each project, because no two problems are the same. But one thing stays constant: our curiosity. We believe in digging deep — talking, listening, challenging assumptions. We pull ideas apart to understand them, then build something better together. Our method is simple: conversation, exploration, collaboration.

Welcome to the table.

Our Story.

Testimonials.

"Accessibility and plain-language improvements made a huge difference. Visitors finished the form on mobile. It's inclusive and high-performing."

– Dorothy J. W, Jay Automotives

"Round Table Agency replaced our cluttered hero with a single promise and social proof. Email sign-ups are up 2x and the click-to-call option boosted bookings by 40%. It just feels effortless now."

– Hannah T., Director of Sales

"They built trust with testimonials, FAQs, and real outcomes. Our campaign landing pages now convert much better, and the team gave us dashboards so we can see what's working at a glance."

– Thomas C., Cobalt LLC

Your Next Steps— Start Your Logo Journey

Ready to elevate your brand with a logo built for success?

Here's what you can expect:

1. Reach Out: Contact us for a free brand consultation

2. Share Your Story: We'll listen, learn, and propose the best path forward

3. See the Difference: Experience a truly collaborative and creative design process

Thank you!