Landing Page Brief Template

Get AI to generate 60-70% of your landing page on the first try

rachithasuresh.com

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1. Target Audience

- Who is this for?
- What's their current situation or pain?
- What do they need to understand or do?

2. Core Message (one sentence)

- What's the main point?
- Why should they care?

3. Page Structure

- Hero: What and why (value prop)
- Benefits: What they get
- How it works: Step by step
- Who it's for: Use cases
- FAQs: Common questions
- CTA: What to do next

4. Brand Guidelines

- Colors: Primary, secondary, accent (with hex codes)
- Fonts: Headings, body
- Tone: Professional, friendly, technical, casual

5. Key CTAs

- Primary: Main action (e.g., "Start free trial")
- Secondary: Alternative action (e.g., "Watch demo")

6. Constraints

- Mobile-first design
- Load time under 3 seconds
- Accessibility requirements

7. "Not Needed" (Critical)

Explicitly list what to exclude:
- No blog section
- No complex navigation
- No social sharing widgets
- No footer links beyond essentials

Example: Razorpay Wallets Landing Page

From "The Hidden Prompt Tax" by Rachitha Suresh   rachithasuresh.com

Target:	Existing Razorpay merchants on Shopify
Message:	"Turn refunds into repeat customers with Wallets"
Structure:	Hero, Why Wallets, How it works, Who it's for, User guide, FAQs, Install CTA