

2026 EDITION

Your landing page, live by sunset.

The exact sequence for shipping one focused landing page in eight hours — from rough brief to live URL to first-traffic test. What we write first, what gets cut, and what should never be skipped.

HOURS 0-1

If the brief is fuzzy, the page won't work.

The first hour is the highest-leverage hour of the day. A tight, specific brief makes the remaining seven straightforward. A fuzzy brief guarantees rework and a bad page.

THE 7-QUESTION BRIEF

- Who exactly is this for?** Role, company size, current pain. Not "small businesses" — "a founder of a 5–15 person SaaS team still selling manually."

- What's the one thing you want them to do?** One CTA. Book a call, sign up, download — not all three.

- What's the proof?** Case studies, logos, numbers, testimonials. What makes this believable, not just aspirational?

- What's the counter-narrative?** Why might they say no — and how do we address it before they leave?

- What's the price or bet?** Even if not on page, you need it internally to write the offer correctly.

- What's the distribution plan?** Where does traffic come from on day 1? Without it, the page is a lovely artifact nobody sees.

- What does success look like at day 7?** Visits? CTR? Bookings? A number.

HOURS 1-3

Write the page before you design it.

Designing before you have copy is working blind. The copy is the skeleton. Two hours on copy pays back five hours on the rest.

Structure I use 80% of the time

- Hero.** One sentence that names the transformation. One line of proof below it. One CTA.
- The pain section.** Three specific symptoms of the problem. Named, not abstracted.
- The solution section.** What you do. In their language, not yours.
- Proof.** Case studies with numbers. Logos if you have brand names. Testimonials with roles.
- How it works.** 3-4 steps. Each step is a verb.
- FAQ.** The 5 objections I know they're silently having. Answered honestly.
- Final CTA.** Same CTA. Restated with urgency or specificity.

RULE

If the page doesn't clearly answer "what is this, who is it for, and what do I do next?" in 8 seconds of scanning — it's broken. No design fixes broken copy.

HOURS 3-7

Fast, clean, editorial.

Stack

Nuxt or Next on Vercel/Netlify. Tailwind for styling. A single custom font pair (serif display + sans body). Nothing fancier is needed for hour-four velocity.

Imagery

Either real (your work, your face, your product UI screenshots) or minimal geometric shapes. Never stock. Never AI-generated clip-art. The page signals seriousness.

Design decisions I pre-make

Neutral off-white background, one accent colour, generous type (18–20px body), a 60–72ch max line length, clear section dividers. Same aesthetic I use on daviddacruz.dev.

CTA mechanics

Form, Calendly embed, or direct WhatsApp link. Fewer fields = more conversions. Ask only what you need to reply.

HOURL 6-7: PRE-SHIP CHECKLIST

- Mobile views clean** on 375px and 414px
- Page weight < 1 MB** (images optimised, no unused JS)
- Core Web Vitals green** in Lighthouse
- OG image, favicon, title tag, meta description** all set
- Analytics wired** (Plausible, PostHog, or GA4) with at least the CTA event tracked
- Form tested** — submit, check inbox, verify nothing silently failed

HOURS 7-8 AND THE WEEK AFTER

Shipping is the **middle**, not the end.

- Push first traffic within the hour.** Personal network, LinkedIn, X, WhatsApp broadcast. Even 50 visits on day 1 tells you whether the page reads.
- Read the first 10 visitors' session recordings.** Hotjar/PostHog. Where do they scroll? Where do they bounce? Where do they hover?
- Fix the 2-3 obvious things.** Headline unclear, CTA hidden, a paragraph too long. Ship fixes within 24 hours.
- Day 3: check conversion rate.** Below 1%? The message is off. Above 3%? Start feeding more traffic.
- Day 7: decide.** Double down (paid traffic, SEO, PR), iterate (new hero, new proof), or kill (not the right offer).

A WORKING PAGE

Converts 2-5% of qualified traffic to the primary CTA. Below that and it's a message problem, not a design problem. Above that and you should probably be shipping more traffic.

A production page, not a prototype.

The Live-in-a-Day engagement is exactly that — I show up, run this process with you, and we ship a real page together by sunset. Not a mockup. Not a "we'll polish it next week." Live.

- One landing page** with hero, pain, solution, proof, FAQ, CTA — written in your voice
- Deployed on your domain**, Core Web Vitals green, schema markup in place
- Analytics wired** with conversion events tracked from day one
- OG image, meta, canonical URL** — ready for any distribution surface
- A week of async follow-up** — one round of revisions after your first traffic lands

NEED A PAGE LIVE BY THE WEEKEND?

One page, one offer, one day. We write it together and put it on your domain. Best when the offer is clear enough to sell but the page is still missing.

CONTACT

daviddacruz.dev/contact

WHATSAPP

+33 6 95 43 09 24

MORE

daviddacruz.dev/services/live-in-a-day